

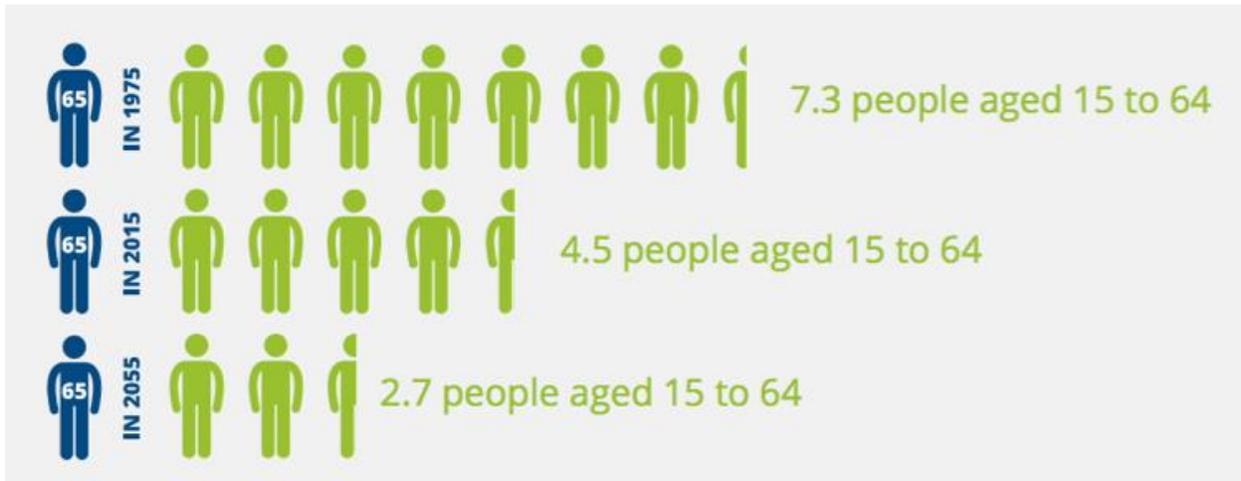
Highlights from Queensland Canoeing Strategic Forum - Saturday 14 May, 2016

There are a series of contemporary factors shaping participation in sport and recreation - factors that Queensland Canoeing (QC) need to consider in the development of the 2017-2019 strategic plan.

The 'Age Bulge'	Diversity	Work, rest and play	Nature of Participation	Participation Statistics
<ul style="list-style-type: none"> Australia's population is ageing. The distribution of the population has changed markedly over the last 30 years, and will continue to shift. 	<ul style="list-style-type: none"> 1 in 5 Queenslanders was born overseas. Indigenous Australians represent 3.6% of Queensland population. People with a disability represent 17.6% of the population. 	<ul style="list-style-type: none"> Developments in technology have significantly impacts the traditional work-rest-play model, with less compartmentalised approach and more fluidity in these facets of our lives. 	<ul style="list-style-type: none"> The way we engage with sport and recreation, and the structures of sport and recreation are evolving. This evolution brings threats and opportunities for traditional structures of sport and recreation. 	<ul style="list-style-type: none"> Participation in organised sport and recreation is declining - Queensland now has the lowest participation rate for any Australian state (ABS, 2015).

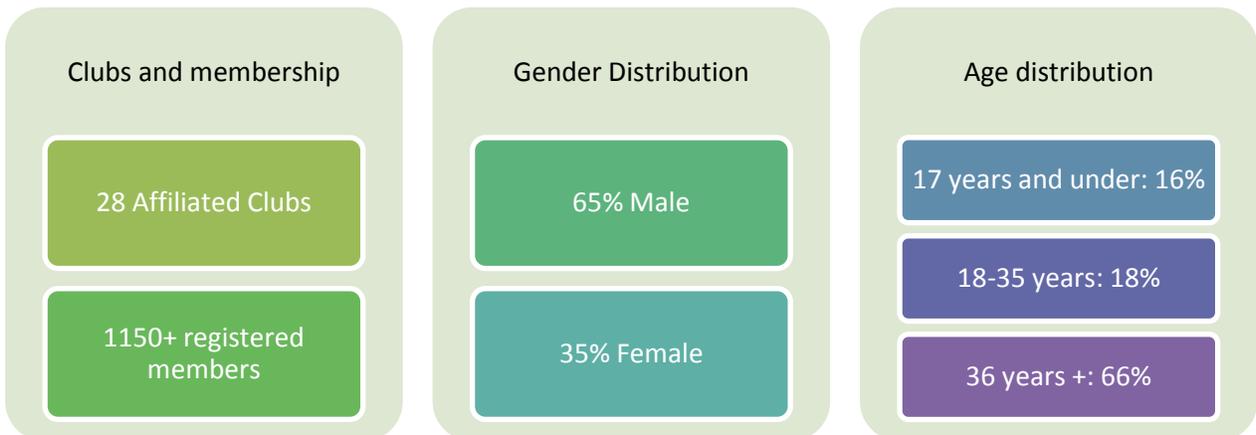
For more detail on the changing nature of participation see [The Future of Australia Sport](#).

In Australia, the ratio of people aged 15 to 64 to people aged 65+ is decreasing.



Source: Commonwealth of Australia, 2015

Canoeing in Queensland – Key statistics



Source: QC membership statistics 2015-

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Forum participants identified a series of strengths and weaknesses (things QC can control internally), and opportunities and threats (things beyond QC's control, but which can affect strategy), to be considered in the development of the 2017-2019 strategic plan.

Strengths		Weaknesses	
INTERNAL FACTORS	<ul style="list-style-type: none"> • Paddling is an accessible activity – suits all ages, low impact, family friendly. 	<ul style="list-style-type: none"> • Inclusiveness and accessibility of clubs, and access to equipment 	
	<ul style="list-style-type: none"> • Being part of a club provides benefits – safe, fun, social, skill development. 	<ul style="list-style-type: none"> • An ageing membership with limited members under 30 years 	
	<ul style="list-style-type: none"> • Diversity of participation opportunities – competition & recreational 	<ul style="list-style-type: none"> • Access to trainers and trip leaders • Risk and insurance 	
	<ul style="list-style-type: none"> • Organisational frameworks are in place – strong club structure, tech. committees, QC 	<ul style="list-style-type: none"> • Long-term and unified vision for canoeing • Effectiveness of organisations 	
Opportunities		Threats	
EXTERNAL FACTORS	<ul style="list-style-type: none"> • Queensland's climate and environment 	<ul style="list-style-type: none"> • Competitive sport/recreation market place 	
	<ul style="list-style-type: none"> • Ageing population 	<ul style="list-style-type: none"> • People increasingly time poor and less active 	
	<ul style="list-style-type: none"> • Local government interests 	<ul style="list-style-type: none"> • Polluted and crowded waterways, restricted access, local governments not understanding user needs. 	
	<ul style="list-style-type: none"> • Changing nature of participation – strong recreation/casual participation base 	<ul style="list-style-type: none"> • Perceived risk and unsafe participation, OH&S regulations, litigation concerns 	
	<ul style="list-style-type: none"> • Potential to develop grassroots pathways • Kayaking offered as Sporting Schools activity 	<ul style="list-style-type: none"> • Equipment is costly and bulky to transport and waterways 	

Situational analysis data from the forum revealed 4 key areas with 3 underlying principles for QC to focus on in the 2017-2019 strategic plan



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Forum participants provided ideas for a vision, purpose and values to underpin QC's 2017-2019 strategic plan.

Vision (our aspiration)

- Vision to focus on opportunities for participation and encouraging participation in paddling.

Purpose (what we do)

- QC purpose identified as including support for clubs and members, being a conduit with Govt. agencies and, coordinating and influencing the growth and development of canoeing in Queensland.
- Specific functions include encouraging good governance, development of pathways for participants and officials, promotion of paddling in the community and advocating for canoeing in policy settings.

Values (how we do it)

- Participants identified a combination of values and desirable attributes including: open and inclusive, fun and enjoyment; respect for the natural environment, paddlers being supportive of one another, safe participation, skill development, many disciplines and life belonging.
- We will do further work to drill down to the key values which define our culture.

Forum participants also provided input into the key outcomes they would like to see achieved for the broader community through canoeing, over the next few years. A voting process identified six priority outcomes- recognising some duplication, these have been collapsed to highlight five key outcomes.

Original top six outcomes identified through vote %	Top five outcomes
1. Increased profile of women in the sport (29%)	1. Increase awareness of canoeing across the community (inc. promote paddling) (39%) 2. Increased profile for women's participation in canoeing (29%) 3. Grow paddle sports in Queensland (24%) 4. More places to paddle (6%) 5. Volunteer engagement and development (6%)
2. Grow paddle sports in Queensland (24%)	
3. Increase awareness of the benefits of canoeing to health (mental & physical) and natural environment (24%)	
4. Promote paddling to the community (11%)	
5. More places to paddle (6%)	
6. Volunteer engagement (6%)	

Other ideas for outcomes included: community safety, awareness of the environment, health benefits, sustainability and efficiency of the business of canoeing.



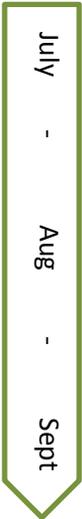
We also 'parked' issues throughout the session to follow up at a later date including volunteering, access, interactions with local councils, and women's participation.

These issues provided consistency with priority areas identified throughout the forum and QC will explore these further over the coming months.

Consultation - We have gathered lots of information through our survey and forum, and we want to keep the conversation going. We know you, our QC members, are working on the ground every week to enable participation – and many of you have ideas and solutions for moving canoeing forward in Queensland.

Developing Plan - We are working to populate the frameworks illustrated below, which has been informed by our strategic review and forum, to develop our plan.

Finalise Strategy - We are drawing together a package of strategies/initiatives into a plan to empower stakeholders to make incremental progress in key priority areas of canoeing in Queensland over the next three years.



Our Vision, Purpose and Values

Vision	More Queenslanders paddling, more of the time!			
Purpose	To encourage the development, growth and enjoyment of paddling in Queensland.			
Values	TBC?	TBC?	TBC?	TBC?

Our Key Pillars and Underlying Principles

Four key pillars:	Participation	Places	People	Pathways
Underlying principles:	Quality Governance			
	Stakeholders/Partnerships			
	Communication & Engagement			

Your input is requested:

What values underpin the culture of canoeing across Queensland?

What ideas/solutions do you have to realise sustainable progress across the key pillars and underlying principles?

Remember, selection of strategies/initiatives will be based on:

- The strategic fit with the overall plan; and
- The effectiveness and efficiency of each strategy/task – we want to achieve the biggest bang for buck.



Click on the following URL, or cut and paste it in your browser, to be taken to the survey:

<https://www.surveymonkey.com/r/ourplan17-19>

The brief survey will take you no longer than 10 minutes to complete. We value your feedback!