

Paddle Canada

Annual General Meeting 2016 Regional and Committee Reports

Report from Regional Director for British Columbia, 2015

Mike Gilbert

BC's Paddle Numbers

Instructor Members -

Paddle Members -

Skill Courses and Clinics provided - 469

Total participants = 2077

Instructor Courses and Clinics provided - 85

Total participants = 295

Events of Note 2015

Mike Gilbert re-elected as Regional Director for BC, Paddle Canada (Feb) - 3 year term

Vancouver Outdoor Show - Dawn Callan, PC Representative (March)

- Paddle Canada promotion and member support; held in Vancouver, BC
- Mike was also active doing their pool greenland rolling demonstrations

Pacific Paddling Symposium - Janette Galan, Chair (May)

- 3rd Year; sponsored in part by Paddle Canada; held in Victoria, BC
- A most awesome, talented group of coaches, instructors and volunteers

Mike Gilbert elected President of Paddle Canada (June) - 3 year term

National Safe Boating Week - Media Kickoff hosted by Canadian Safe Boating Council (June)

National Paddling Week - Dawn Callan, PC Program Director (July)

- Good participation by BC paddle clubs and associations; province wide
- Submit your plan for 2016 - see the Paddle Canada website to find out how you may participate.

Safe Boating Council and Transport Canada

- attended Spring meetings

Attended SARSCENE - National Annual meeting of Canada's National Search and Rescue Secretariat

Projects

- Direction to Membership Committee to create a list of awards available annually to recognize instructors and members of Paddle Canada and youth for their work and effort
- Direction to PCC () to review Paddle Canada's mentorship process for both Instructors and Instructor Trainers along with specific recommendations (on-going)
- Parks Canada - National Marine Parks and Reserves
 - for the first time after many years of meetings Canada's national parks will be open as of 2016 to Paddle Canada Instructors for their use in teaching courses (specific certifications are required of interested instructors) - further negotiations are still on-going
- BC Parks
 - for the first time after many years of meetings British Columbia's parks will be open as of 2016 to Paddle Canada Instructors for their use in teaching courses (specific certifications are required of interested instructors) - further negotiations are still on-going.
- Nomination of Jericho Rescue Unit to CASBA - Safety on the Water Award

Interaction with Members

- huge interaction with students during the summer months - instructing paddling and VHF courses
- Paddle Canada Skills Certificate presentations to members of PIKA (Pacific International Kayak Association) for successful completion of Level 1 and Level 2
- Paddle Canada and PaddleSmart presentations to Nanaimo and Comox Valley Paddle Clubs
- Letter to Regional member Associations
- A huge congratulations to BC's own Dave Wooldridge for taking his Paddle Canada canoe paddle program international.

Ideas put forward by BC Regional Director for Consideration

- concern with Vancouver Police Department regarding the decrease in their Marine Unit
- Development of kid size specific equipment - specifically kayaks and paddles - youth fun and skills
- Life Jacket Challenge

Member Concerns

Victoria International Marina using Paddle Canada name as a sponsor

- this was not so and the concern was brought to the developer's attention who immediately removed the notice

Canoe IT Maintenance clinics

- provided in Spring 2016 along with concept of providing the same for all our recreational paddle sports

BC members to thank for their contribution in volunteer roles during 2015

Dave Wooldridge - Canoe PDC

Sherman Learie - River Kayak PDC

Mike Darbyshire - SUP PDC

Norman Hann - SUP PDC

Meaghan Hennessy - Sea Kayak PDC, Environment Committee

Costain Leonard - Sea Kayak PDC

Michael Parady - Sea Kayak PDC Advisor

Gary Doran - Sea Kayak Advisor

Janette Galan - Communications Committee

British Columbia has a thriving, growing recreational paddle sector that is very innovative and hugely successful. There are a large number of new instructors in all sports - many earning part time or full time work in our industry. As we grow so does the demand for our expertise and certified instructors. It is because of our dedicated, professional members that our association is becoming known not just provincially but national (and internationally I might add) for our expertise, comprehensive courses and, most importantly, our members skills and teaching abilities.

I would like to take this opportunity to congratulate and thank all the British Columbia Paddle Canada members for providing success, confidence and inspiration to all those they have interacted with over the past 12 months. Well done and excellent work. Here is to another awesome year in 2016.

Mike Gilbert

Paddle Canada Regional Director for B.C.

Paddle Canada President

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Alberta Regional Director's Report
submitted by Priscilla Haskin

The majority of Paddle Canada courses and clinics continue to make a great showing here in Alberta. The majority of our Instructors are active with youth summer camps and commercial companies that also offer a number of programs that are youth orientated.

AS public demand for canoe/kayak/SUP activities rise and Paddle Canada Instructors are there to meet that demand. Approximately 190 Instructors were trained and 2,010 participants were registered in Alberta. It is important to note that there are thousand of of youth with summer camps and scout and guide and youth groups that do not get recorded but we know have contact with Paddle Canada Instructors.

All disciplines are well represented in Alberta. Club member numbers are rising and these clubs continue to be huge supporters of safe paddling practices and continued skill development. You will probably find a Paddle Canada Instructor not only connected to one of these clubs but raising the PC Flag at many of paddling events and festivals throughout the season.

Paddle Canada is grateful to Paddle Alberta as PA continues to offer subsidies to assist with Instructor development in taking additional Instructor, skills, LNT courses and river rescue or first aid courses. This year Paddle Alberta is starting to phase our their canoe programs and will fully support PC programs.

It is an honour to be part of such an active paddling community and to see Paddle Canada Instructors throughout the province offering PC programs.

2015 Manitoba Regional Report
By Brian Johnston, Paddle Canada Director for Manitoba

Paddle Canada Instructors have a strong presence in the local Manitoba paddling community and provide vital paddlesports training and leadership. Similar to the last several years, Paddle Manitoba struggles to operate with a limited membership, Board, and program of events.

Paddle Canada Instructors and supporters were involved with Manitoba events:

- Members of Paddle Canada and Paddle Manitoba were active Instructors and volunteers at MEC's Winnipeg Paddlefest.
- The Manitoba Whitewater Club organizes pool sessions and the ever such successful Shindig festival, which includes Paddle Canada Clinics.
- Paddle Canada Instructors and Paddle Manitoba members volunteered at the annual Whitemouth River Valley National Canoe Day event.
- The Paddle Manitoba and Pioneer Camp tradition of organizing a Canoe School continues where paddlers participate in Paddle Canada Lake and Style Canoe courses at both the skill and instructor levels.
- Paddle Canada Instructor Charles Burchill continues to coordinate Paddle Manitoba's longstanding Wednesday Night Paddles, an informal evening with much Style paddling on the La Salle River.
- The Paddle Manitoba MEC Club Night continues to save paddlers money.
- Paddle Manitoba was able to offer a limited indoor program, which included a spring Trip Planning Workshop for paddlers.
- Paddle Manitoba advocates for paddlers on a new provincial government Parks Strategy, the La Salle River dam reconstruct, and the Crescent Drive Park River Access and Canoe Launch.
- There was no Don Starkell Commemorative Paddle to the Park in 2015 but there are plans to revamp the event.

In recent years, Paddle Manitoba struggles to function even though there is a need for a provincial recreational paddling organization. Ongoing efforts continue to

seek out its role and place but a lack of membership, engagement, and board members are ongoing challenges.

When the Experimental Lakes Area (ELA) Research Station closed, paddlers lost access to the much loved and used ELA canoe route map. A new map showing the missing portages and many campsites has been created and is now available on the Paddle Manitoba website.

Paddle Manitoba is now the custodian of a 34-foot Northwoods canoe and trailer, thanks to the generosity of Winnipeg Canoe Rentals.

In Manitoba, over 300 participants gained Paddle Canada paddling skills and instructor certifications. Courses and Clinics covered the gamut: Waterfront Canoeing, Canoeing Basic, Lake Canoe, Style Canoe, Moving Water Canoe, Canoe Tripping, Poling, Kayak Rolling, River Kayak, Sea Kayak, and Stand Up Paddleboard (SUP). There were also Canoe and Kayak Instructor courses.

Paddle Canada Instructors and its paddling program continue to be a vital and integral part of paddle skill and instructor development in Manitoba.

Sincerely,
Brian Johnston,
Paddle Canada Director for Manitoba

Ontario Directors Report 2015
James Roberts – Ontario Director for Paddle Canada

Ontario continues to run a large amount of skills and instructor courses compared with most of the rest of Canada. A larger population and access to such training is likely the cause. In 2015 Paddle Canada continues to have a large presence at many major events and industry shows in the province.

MEC Paddlefests, Toronto, Ottawa, Burlington, Barrie
-All had PC schools and instructors present.

Toronto and Ottawa Outdoor Adventure Show
-Attended by PC and or PC schools.

Paddlepalooza – Georgian Bay Paddling Festival
-Run by PC School

Ontario Greenland Camp
-Canada's largest traditional paddling event. Run by PC school.

Women on the Water Festival
-100 Participants lead by 20 PC instructors in Canoe, SUP and Kayak disciplines
Largest women only paddling event in North America.

Newer paddling races are promoting paddling in Ontario too. Muskoka River X, Great Canadian Kayak Challenge and the SUP race series now in Ontario are going to introduce more potential paddlers and hopefully that will increase people taking paddling courses.

I have heard a growing concern from Ontario instructor members that PC has been putting too much focus on selling products to members and not enough focus on selling courses on behalf of members.

I see Paddle Canada needing to improve opportunities for Instructor Trainer development in Ontario. At the moment there are no events or groups that focus on IT development. My goal for 2016 is to rectify this and hopefully by working together with other IT's in Ontario we can work on creating an opportunity for an event focused on Paddle Canada Instructor development. As one of the four main pillars of PC I think it is time to give it priority.

2015 Nova Scotia Director Report

Recovering from a brutal '14-'15 winter Nova Scotians took to the water a little late this year. But many people made the most of the summer. I replaced Tim White as the director for Nova Scotia. I want to thank Tim for his contribution to Paddle Canada during his term, volunteers are the backbone of organizations like Paddle Canada. We wouldn't exist without them.

Some new things for 2015:

- New Paddle Canada Members Facebook Group with ongoing updates from Monthly Board meetings, <https://www.facebook.com/groups/NSPCMembers/> JOIN NOW!
- PEI Paddle Canada Members are also welcome to join, as they do not currently have a representative on the board.
- In 2015 there were 519 total participants in Paddle Canada courses within the province. 245 people learned more about canoeing, 234 sea kayak, 40 SUP and 0 whitewater kayak
- Of those there were 26 participants in 12 instructor courses within the province. 6 people in SUP, 9 in Sea Kayak and 11 in Canoe
- For PEI there were over 40 participants in courses, mostly in canoeing with a less than 5 taking sea kayak courses.

Events in Nova Scotia in 2015:

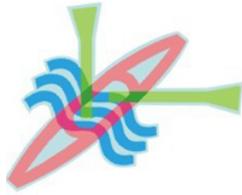
- The Bay of Fundy Sea Kayak symposium had another successful year, they've taken a break in 2016 but will be back in full force for 2017 - <http://www.bofsks.com/>
- The 5th annual Cape Breton Paddlefest was held in Dundee and was as fun as ever!
- The Shelburne Kayak Festival had another amazing year, with lots of fun had on the water.
- The Keji Canoe Festival was another smashing hit, thanks to Canoe Kayak Nova Scotia or continuing to promote and support this event.
- ... and many many more! Nova Scotia is truly an Ocean Playground!

Ongoing Projects for 2016:

- I'm chairing the Paddlebuzz revamp project committee, and hope to be able to announce a brand new, easier to use and more powerful course registration system by this time next year!
- I've been working with Canoe Kayak Nova Scotia and the Nova Scotia Department of Health and Wellness to look at expanding the water-leadership capacity of youth in the province, specifically targeting youth that work at camps around the province. We're rolling out the 'first' version of the program this year, and hope to certify camp counselors with various Paddle Canada Skills thanks to the financial support of Nova Scotia Department of Health and Wellness.

My e-mail is always open, if you've got questions opinions, want to talk paddling, or even better want to go paddling e-mail me at ns@paddlecanada.com and I will get back to you as quickly as I can! Happy Paddling in 2016!

-Karl Vollmer, NS Board Member



PaddleNL

2015 REGIONAL MEMBER REPORT for Newfoundland and Labrador
Submitted by: Jeff Martin, NL Regional Director and Vice-President



Over the last year, there has been lots of great energy being shared in the paddling world. Highlights include safety days to the annual retreat, which are a culmination of hard work, commitment and passion for paddle sports.

Paddle NL Highlights:

Last year was the second year for Newfoundland and Labrador's newest paddle club which combined the canoe and kayak clubs to form one dynamic club. The highlights from last year were all about creating a culture of safety and enjoyment in paddling activities:

- Long-time PC instructor and mentor for paddling, all types of craft, Jim Price was inducted into the PC Paddling Wall of Honour for his tireless work to grow and support paddling in Atlantic Canada, specifically in NL;
- PNL hosted their annual Victoria Day Paddlers Retreat in Terra Nova National Park with events for both canoeists and sea kayakers. Nearly 100 participants took part in sessions that promoted skills, safety and fun. This year there were two guest speakers: local canoe instructor, adventurer and life-long educator, Kevin Redmond, and sea kayaker James Roberts, known for his Greenland paddling skills.
- Monthly presentations to club members and the public that highlighted a the wilderness tripping adventures that members experienced to help build a local body of paddling knowledge;
- A number of winter pool sessions that focussed on skill development and safety were held in both St. John's and Gander;
- Spring Skills Schools in both the canoe and kayak disciplines which introduced a number of participants to safety skills, strokes and

manoeuvres and having fun in boats. PC Instructor members of the club donated their experience, skills and time to help promote paddling and safety;

- The club offered more than 20 events to both canoeists and kayakers which included evening, day-long and overnight group paddling events; and
- And a number of PaddleSmart sessions were to delivered various groups;

Paddle Canada Skills and Instructor Course Highlights:

- There were 40 Paddle Canada skills courses taught in 2015 in NL;
 - There were a total of 346 participants;
- There were 3 Paddle Canada instructor courses delivered in 2015 in NL;
 - A total of 10 new instructors were added (5 Canoe and 5 Sea Kayaking).

Respectively Submitted,

Jeff Martin
Newfoundland and Labrador Director
Vice President, Paddle Canada

Paddle Canada Marketing Committee Report

This will be short as the Marketing committee has just reformed in February of 2016. We were tasked with reviewing Paddle Canada's marketing practice and to create a list of guidelines that Paddle Canada will use when preparing to promote or market to membership or potential members.

The Committee members are:

- James Roberts
- Erme T'ashii
- Robyn Bell
- Crag Woodall
- Adam Zita – Acting Chair

The Board has not yet voted on the guidelines as the last meeting was postponed. They are below and will be on the agenda for the next meeting.

1) All PC marketing goals, objectives, initiatives should strive support the following in one way or another:

- Public awareness and membership
- Engaging youth in paddling skills and safety
- Partnerships with similar organizations
- Instructor skills and development

2) The initiative should only be invested in if it gives exposure to the PC brand and product/services -- that brand should be that Paddle Canada is THE leader in paddle sports education and certification in Canada.

3) That exposure must be directed towards potential and existing PC members and/or instructors. Support existing instructors by highlighting the online directory and giving our instructors the marketing tools to promote the PC brand

4) any marketing campaign/event that PC decides to peruse must have clearly stated goals that reflect how it will give exposure to the PC brand and clearly stated action items and times lines to reach those goals. Must have a clear outcome. Must be clear on budget. Must be approved by the board.

5) PC will actively search and design sponsorship campaigns with companies that support paddling. That will emphasize that paddling is fun, great way to meet people. Healthy living and fun! . Emphasizing that our courses save lives through safety education. We help people get out into nature and away from their offices. We help increase people's fitness.

We will be at the Board's disposal when it comes to review potential marketing opportunities and campaigns. Presently we are looking at potential Adwords on

Google to better position PC to show up when people are using google to search for information.

Respectful Submitted,

Adam Zita
Acting Chair, Marketing Committee
Paddle Canada

Paddle Canada Membership Committee report to Paddle Canada AGM 2016

Members: Rick Wise
Ryan Webber
Brian Johnston
Graham Ketcheson
Alan Goodridge

Early in the year the membership committee concentrated their efforts on the paddling association membership proposal which has since been approved by the Paddle Canada Board of Directors.

A second focus has been the organizational membership proposal which has seen much discussion since it was first brought to our committee for consideration. Much work has been completed on this, but there is still need for further discussion to finalize certain areas.

Some time has been spent on discussing membership surveys but more discussion needed.

We have been reviewing different means of showing appreciation to Paddle Canada members whom we feel should be recognized for their contribution to Paddle Canada. One award, Paddle Canada Committee Recognition Award has already been approved, and a list of those awarded is given below if you wish to announce them at the AGM. There are a number of other award categories we are considering and for which we have received input from the Board. We will be sending them for your approval as we finalize each one.

Thanks to all members for their participation and contributions to the work of the committee.

Membership Committee:

Bill Mason Scholarship Committee:

Sea Kayak Program Development Committee:

Viki Cirkvencic

Mark Lund

David Johnston

Sea Kayak Program Development Committee Report

- 2016 AGM -

April 8, 2016

This past year was a tremendously busy year for the Sea Kayak Program Development Committee. Along with the usual business of running the program and developing minor policy or program adjustments, we accomplished the following:

Sea Kayak Program Review

We have just finished up the first of a three year review schedule and quote pleased where we are at so far. We have written an extensive report of our progress so far along with some initial proposals for change. We encourage everybody to review the attached [update](#) at the end of this report.

We anticipate getting the the program review update to the members posted on the website with the next instructor newsletter.

Waterfront Program

We finalized and released the new Waterfront Instructor and Skills program. All the details about this new program which is aimed towards staff and kids at camps can be found in the Sea Kayak Program Manual.

French manual

We released a french version of Sea Kayak Program Manual which we are very proud of.

Facebook Instructors Group

The PDC started a Facebook group for Paddle Canada instructors in February. The goal of the group is to foster community and give a place for

instructors to ask instruction questions, share best practices, etc. It's also a great way for instructors to contact the PDC.

Come join in the conversation:

<https://www.facebook.com/groups/pc.sea.kayak.instructors/>

SKGABC Path to Certification

We partnered with the Sea Kayak Guides Alliance of BC to develop a method for their guides who are interested in Paddle Canada certification to get recognized for their certification and experience by granting them exemption from some course prerequisites.

You can find more information and specific details about the announcement [here](#).

I would like to publically thank my amazing committee for the huge number of volunteer hours that they put in over the past year. They were always happy to answer emails or debate improvements to the program and for that I'm very grateful.

Respectfully submitted,

David Johnston Chair, Sea Kayak Program Development Committee