

Paddle Canada

Executive Director 2016 Year End Report

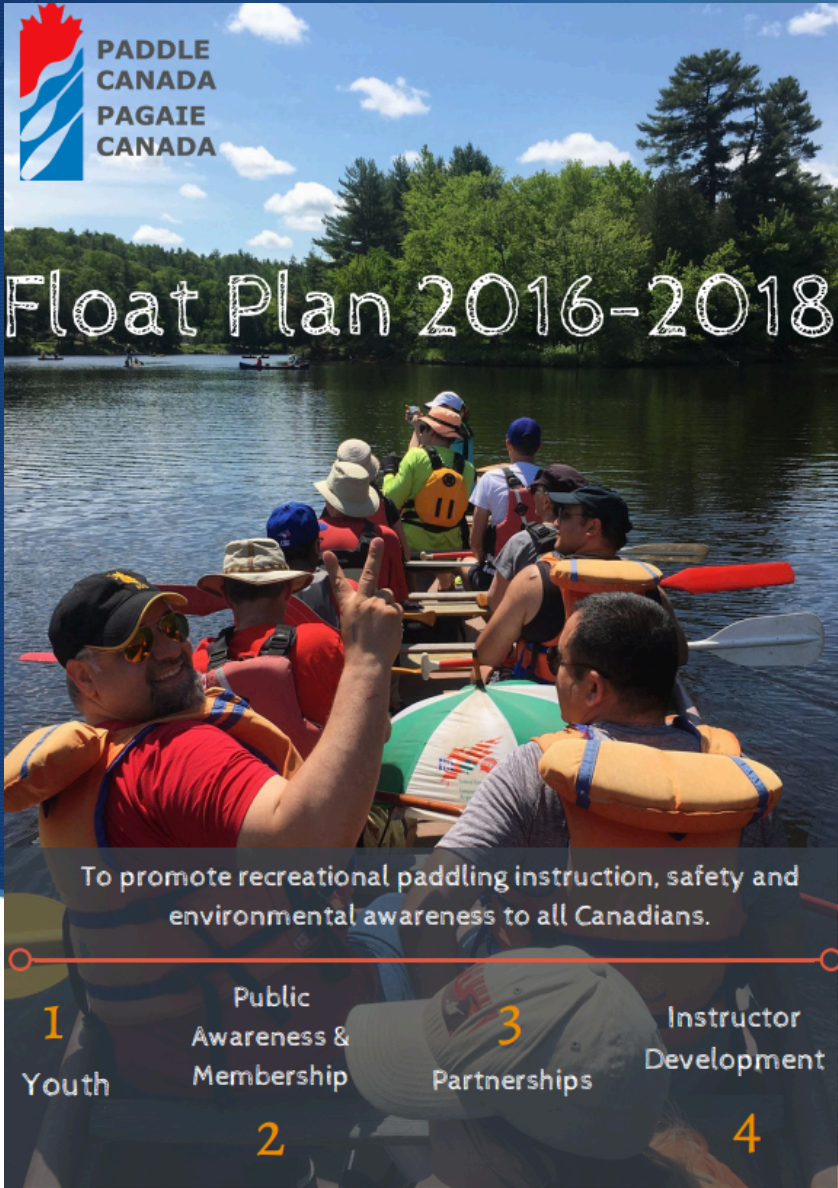


**PADDLE
CANADA
PAGAIE
CANADA**



Strategic Plan Update with Board of Directors January 2016

Float Plan for Success 2016-2018



PADDLE CANADA
PAGAIE CANADA

Float Plan 2016-2018

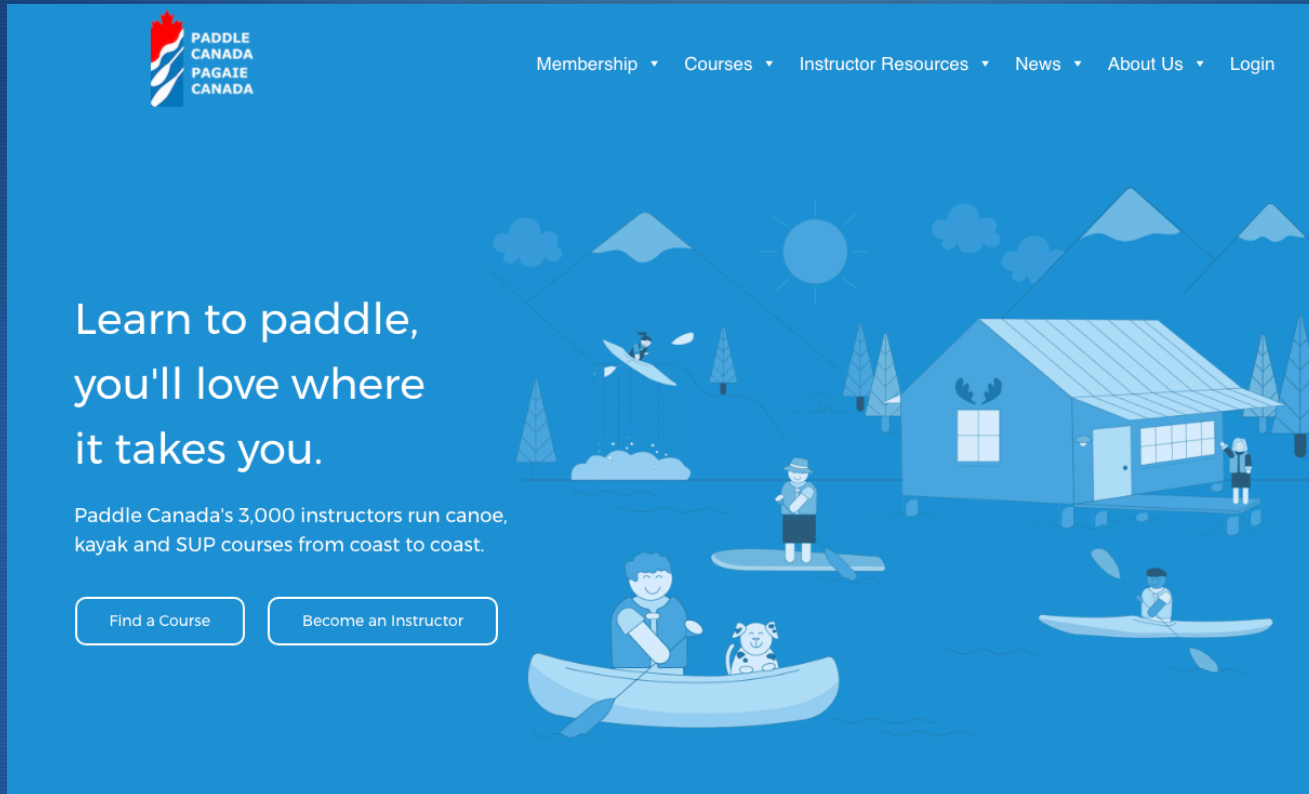
To promote recreational paddling instruction, safety and environmental awareness to all Canadians.

- 1 Youth
- 2 Public Awareness & Membership
- 3 Partnerships
- 4 Instructor Development

- Youth paddling initiatives with partner organizations and national school and camp strategy and free under 18 age membership.
- Increase benefits for non-instructor members
- Feedback from members
- More partnerships with existing and future partners
- Improve instructor development with more support for events, teaching resources, maintenance clinics



New Website



Rebuild of PaddleCanada.com public and members site managed by two different teams



We are very thankful for the contribution of \$25,000 to Mountain Equipment Co-op for their Capacity Building Grant.



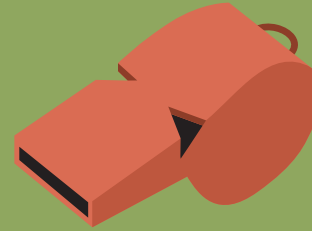
PADDLESMART

RECREATIONAL PADDLING SAFETY

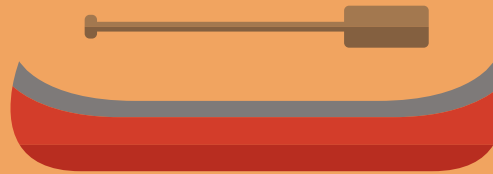


Trip Planning

THE
3 Ts



Taking the
Essentials



Training

Learn on land. Be safe in the water.

PaddleSmart is a free, activity-based presentation for new paddlers of any age, wanting to learn about water and paddle sport safety. Whether you are new to paddling or you have lots of experience, PaddleSmart is a good fit for those interested in learning about how to be safer out there by being aware and being prepared.

Go to paddlesmart.net for details



PaddleSmart

- ◆ Safety Messaging of PaddleSmart distributed nationally in multi-media with partners Blue Ant Media
- ◆ Social Media, Videos on Youtube, TV Ads Cottage Life TV, Radio Ads (CBC), Newsletters, Contests, Magazines, Trade Shows
- ◆ Over 11 Million Social Media impressions
- ◆ Over 1.1 Million Video Views

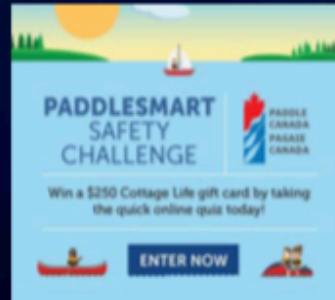


PaddleSmart

Traffic on CottageLife.com

882,359
IMPRESSIONS

122%
OF TOTAL DISPLAY
IMPRESSIONS



Youtube Video Links

- 💧 **Paddle Canada (Present Day)**
<https://www.youtube.com/watch?v=otRoR54PMj8&>
- 💧 **Paddle Canada (1921)** <https://youtu.be/G00LAWqFByw>
- 💧 **Paddle Canada (1955)**
<https://www.youtube.com/watch?v=c6jrkbzx-NA>
- 💧 **Paddle Canada (1977)** <https://youtu.be/kTxmZCsr8eE>
- 💧 **Paddle Canada (1984)** <https://youtu.be/LRP9Odz4G7Q>

- PaddleSmart Budget was \$889,517 and Paddle Canada budget was \$212,835
- One more year remains in PaddleSmart project ending March 31, 2018

GET INFORMED & GO OUTDOORS

PADDLESMART.NET



**PADDLE
CANADA
PAGAIE
CANADA**



Parcs
Canada

Parks
Canada

AdventureSmart



Get informed & go outdoors

Funded by the
Government
of Canada

Canada



- ◆ \$10,000 Annual sponsorship for google adword campaigns
- ◆ Used it to drive traffic to PaddleCanada.com Find a Course pages
- ◆ Ads included: Become a Sea Kayak Instructor; Stand Up Paddleboard Courses; Become a Canoe Instructor; Canoe Courses; Sea Kayak Courses.
- ◆ Average 90,000 impressions and 1250 clicks = \$2050 value each mont

Staffing Updates

- ◆ Jo Matyas - new media manager for Current Strokes enewsletters and for Kanawa print (insert in Rapid Media magazines)
- ◆ Bethan Williams – Accounts manager and bookkeeper
- ◆ Adrian Camara – Social Media Manager

Events

Sail Ontario, Pickering

SUP for CHEO Ottawa, Petawawa, Kingston

Parks Canada Lift Locks Peterborough

Ontario Parks Bon Echo Outdoor Adventure Show Toronto, Calgary, Montreal

Boat Shows : Toronto, Halifax, Winnipeg and Vancouver

Cottage Life Show Edmonton and Toronto

La Descente Gatineau, Wakefield, QC

SARSCENE, Edmonton

Paddle Alberta PaddleSmart Training Calgary

Ontario Student Leadership Conference, Niagara Falls, ON



• Barriers to School Kids Paddling

Identified provinces like Ontario, Quebec and Nova Scotia that have lots of intensive guidelines for schools wanting to do paddling programming:

- Met with Ontario Phys Ed Association outdoor education committee to support ORCKA in initiative to adopt better guidelines.
- Enlisting help of ORCKA and Canoe Kayak Canada to advocate for more reasonable guidelines for school groups nationally



- # Annual Projects

- Waterwalker Film Festival – multiple screenings at many small events - \$1394 in profits
- Bill Mason Scholarship – Awarded \$1000 annual award to Paul Whipp.



NATIONAL PADDLING WEEK

LA SEMAINE NATIONALE DU PAGAYAGE



- **Trade Show Events that PC and PaddleSmart attended:**

- Attended Outdoor Adventure Shows in Ottawa, Calgary, Vancouver, Toronto.
- Pacific Paddling Symposium, Victoria BC
- Ontario Camps Association Conference, Toronto, ON
- Cottage Life Show Toronto
- Outdoor Cottage Life Show – Dockside Gravenhurst, Ontario
- MEC Paddlefest Winnipeg, Halifax, Victoria, Edmonton
- Standup Paddling for CHEO fundraiser events Ottawa, Kingston, Petawawa, Ontario.
- River Days in Pembroke, Ontario.
- SARscene - Search and Rescue Conference, PEI
- Panellist Presenter at Rideau Tourism Industry Conference, Smith Falls , ON
- Physical Health Education Association Conferences in New Brunswick and Ontario.

- **Total outreach potential of these combined events was almost 180,000**



Social Media

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

6830 Followers
10 – 20 K Avg Reach
3-5 K Avg Engagement



5696 Followers



Instagram

18,000 Followers
(157% growth in 1 year)

Membership 2016

2201 Total Members (up13%)
2123 Instructors (up 22%)
78 Individuals (down 64%)
7 Regional Member Associations
4 Paddling Associations (Clubs)



This is an all time high membership number in last decade. There were 1300 members in 2010. We have experienced almost 70% growth in the last 6 years in membership.

Courses & Clinics

- 🔹 courses 1465

- 🔹 clinics 554

- 🔹 total 2019

- 🔹 **Participants:**

- 🔹 skill 5583

- 🔹 instructor 1459

- 🔹 mentorships 89

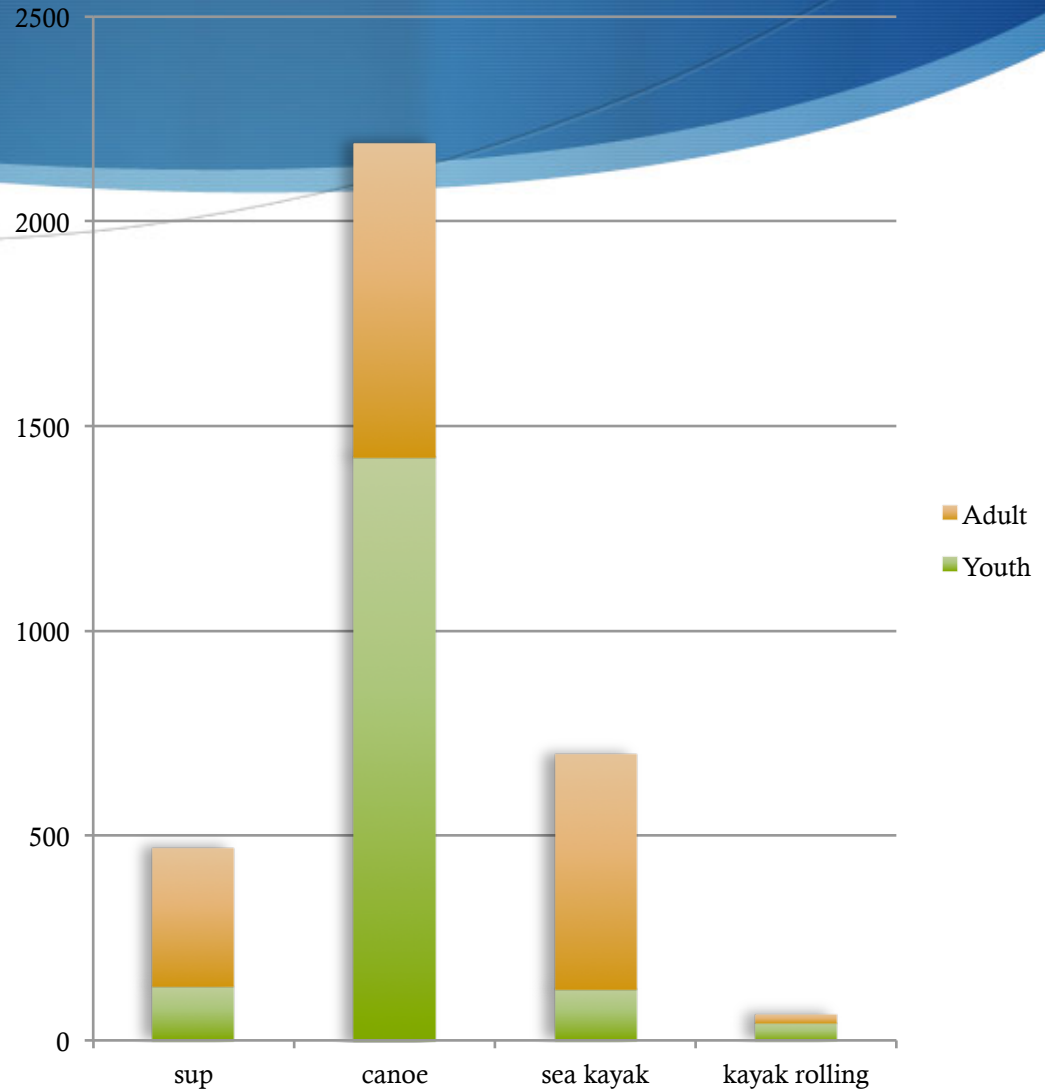
- 🔹 clinics 3422

- 🔹 total 10553

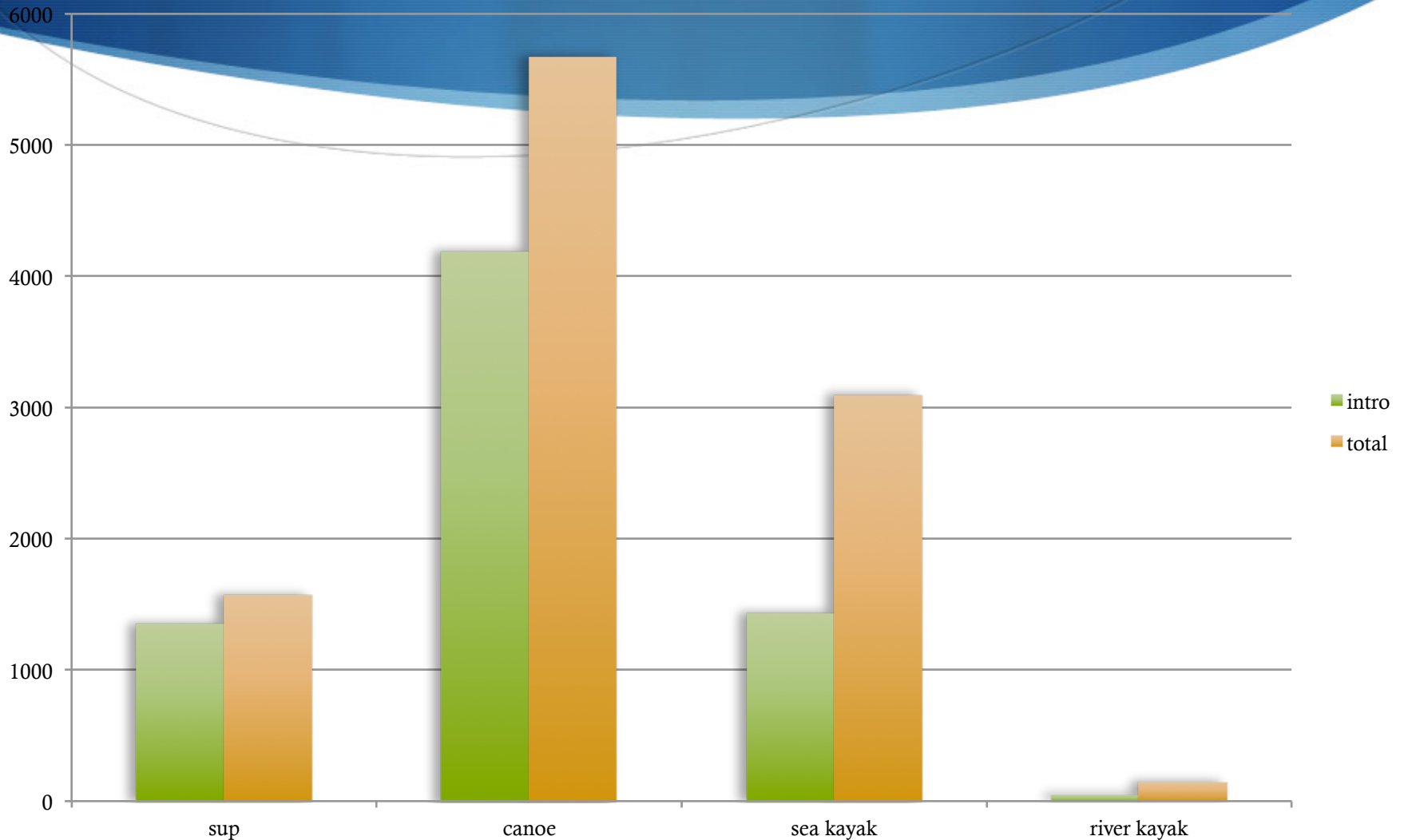
Clinic Participants

Clinic Participants by Age & Sport

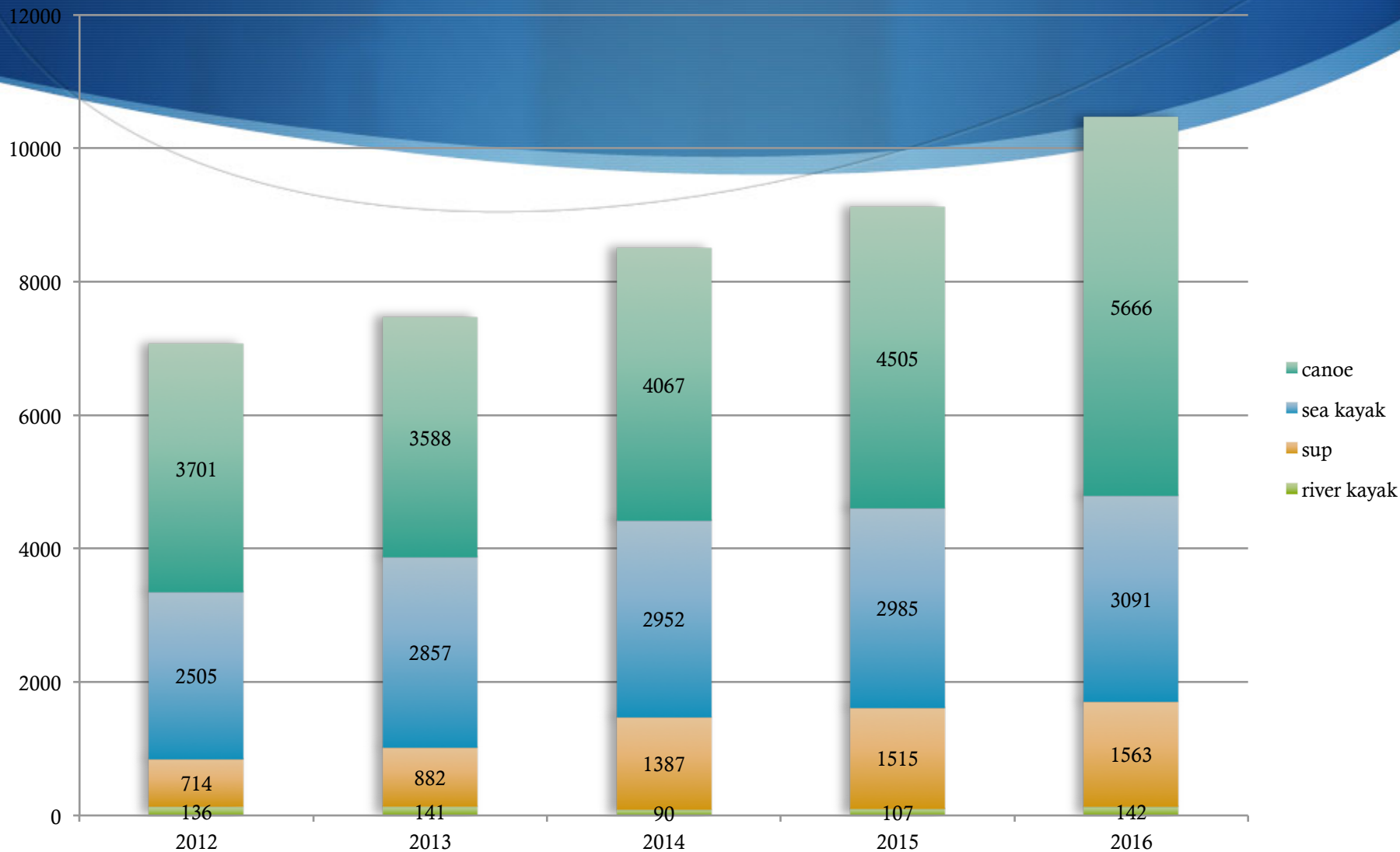
- 💧 youth clinics 1725
- 💧 adult clinics 1697
- 💧 Total 3422



Intro Participants Represent 70%



Five Year Participation Instructor & Skill Combined



Paddle Canada

Executive Director 2016 Year End Report



**PADDLE
CANADA
PAGAIE
CANADA**

