



PADDLE
CANADA
PAGAIE
CANADA

Float Plan 2016-2018

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

1
Youth

Public
Awareness &
Membership

3
Partnerships

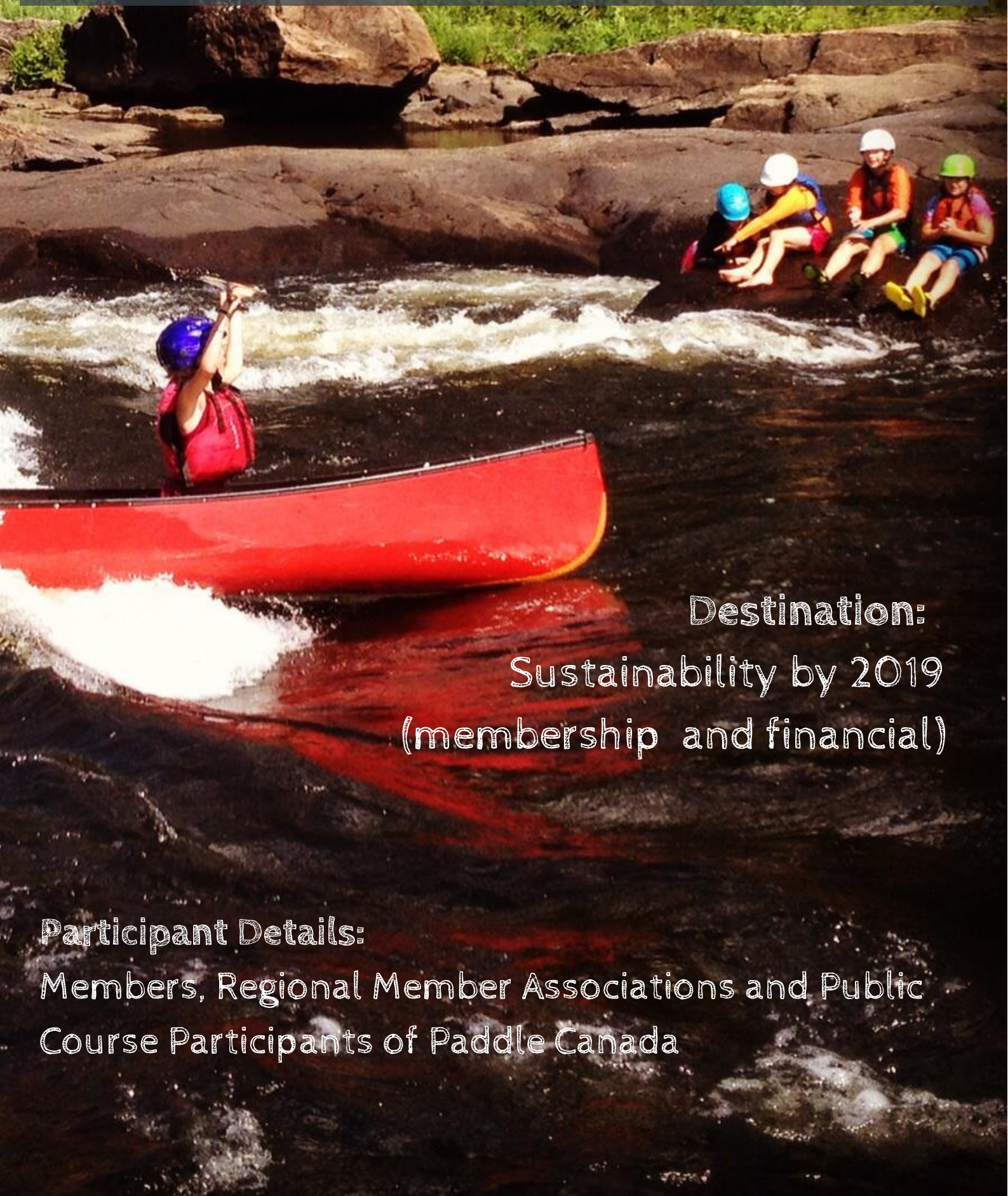
Instructor
Development

2

4

Activity Details:

Canoe, Kayak, SUP, WHILE providing exceptional value and service to the owners, the instructor members of of Paddle Canada. .



Destination:

Sustainability by 2019
(membership and financial)

Participant Details:

Members, Regional Member Associations and Public Course Participants of Paddle Canada

AT THE LAUNCH SITE



Prepare
Public Awareness & Membership
Specifically:



Support

Youth & Family Paddling Days

Involve more youth
camps & associations

Increase benefits for non-
instructor members

Communicating with & gathering
feedback from membership

Route 1:



PADDLE
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en route we will engage more
YOUTH
in paddling with:



*A National
School & Camp*

Communication Strategy

A Kids
Under 18

Free Membership

AT THE

CAMPSITE



**PADDLE
CANADA
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CANADA**



Meet and greet other national existing and future
PARTNERS such as SCOUTS CANADA, GIRL GUIDES CANADA,
SCHOOL BOARDS, CANADIAN CAMPING ASSOCIATION



**Girl Guides
of Canada
Guides
du Canada**



**Canadian Camping Association
Association des camps du Canada**

Route 2:

en route we will focus on
INSTRUCTOR DEVELOPMENT
with emphasis on:



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Improved **TEACHING RESOURCES**

support for **INSTRUCTOR EVENTS**

a clearer
path for **TRAINERS** moving through the program

**ANNUAL SCHEDULE OF CERTIFICATION
MAINTENANCE CLINICS**

At The Take Out:



Review journey accounting for all members, soliciting feedback from group & partners, and incorporate this into our plan for the next trip



PADDLE CANADA'S

FLOAT PLAN 2019 -2021

COMING NEXT

