



About Surf Canada

Formerly the Canadian Surfing Association, CSA Surf Canada (D.B.A Surf Canada) is the official governing body for Surfing and Stand Up Paddleboarding in Canada. Surfing will make its debut in the 2020 Olympic Summer Games and the organization is focused on becoming a funded, sustainable national sports federation.

Strategic Plan 2017 - 2021

This plan is intended to guide the organization as it grows and evolves over from its current state through the 2020 Olympic Games. The content herein will guide the focus, decision making and efforts to achieve the goals outlined.

Vision

To be one of the top Surf/SUP nations globally in performance, participation and popularity.

Mission

From coast to coast, to provide the pathway for Surf/SUP participants to engage with the sport and reach their full potential.

Values

Our values are what we believe in. They are our uncompromising principles that lead our organization.

INTEGRITY

- An honest, transparent approach to everything we do.
- A balanced approach that embraces diversity and respect in our disciplines, people and approaches.
- A consistent, conscious recognition of our environment

PASSION

- A love for what we do and doing it for the right reasons
- A positive, optimistic approach
- A focus on fun, celebration and culture

COMMITMENT

- To allow our people to be their best
- To ethics, equity and inclusion
- To excellence in the endeavours we take on

4 Strategic Pillars

There are four divisions of Surf Canada that will be imperative to focus on to be successful.



Sport Development

Growing Surfing/SUP from coast to coast



Business Operations

Governance, Operations and Development



High Performance

Athlete development to the National Team



Events & Competition

Ensuring the system exists for Canadians to compete at home

★ GOALS

- Creation of Surf/SUP Long-Term Athlete Development Pathway (LTAD)
- Establishment of membership system with 1,000 members
- Inclusion in Canada Games
- Inclusion of 5 Surf/SUP schools as program partners
- Increase participation in SUP/ Surfing in Canada by 10% annually
- Creation of a Canadian Surf/ SUP Coaching program
- Development for in-school Surf/SUP first participation program

★ GOALS

- Recognition as fully funded NSO by Sport Canada
- 3 Tier One Sponsors
- 10 Official suppliers
- Fully bilingual in all documents
- 3 full time staff
- Full suite of governance policies
- Eligible for athletes to receive Sport Canada Athlete Assistance Funding Program

★ GOALS

- Qualify for 2019 Pan-Am Games
- Qualify min 1 athlete for 2020 Olympics
- Creation of Olympic pathway process
- Hiring full-time High Performance Director
- ISA Worlds placing top 10 finisher
- Have 2 athletes of each gender ranked in SUP top 50 in each discipline

★ GOALS

- Host annual Surf/Sup national championships
- Create SUP provincial series
- Create event pathway from grass roots to elite from coast to coast
- Establish a sanctioning process and system for event and competition
- Inclusion of adaptive categories in SUP / Surf events
- Have 4 Certified Judges in each major region

💡 STRATEGY

- Leverage similar sport organizations LTAD structures (Snowboard, Skateboard)
- Work with subject matter experts on building pathway and LTAD documents
- Build value in membership with surf Canada through industry incentives, surf school value
- Integrate membership into event registrations
- Lobby Canada Games council for discipline inclusion (SUP)
- Partner with existing camp-based programs
- Establish Canadian model for surf coach progression

💡 STRATEGY

- Build sponsorship program including sales and events
- Work with expert agencies on sponsorship sales
- Partner with other NSO's on sponsorship offering, areas of administrative support
- Hire experts to establish suite of governance policies
- Work with industry to build partnerships
- Focus on building the brand of Surf Canada
- Hire translation services to update content
- Hire experts to provide sport Canada requirements to be established as funded NSF
- Leverage support from other NSO's on policies, materials, processes
- Create unique value offerings to partnership through core values of the organization that differentiate it from other sports

💡 STRATEGY

- Send the best possible team to Pan-Am games qualifier
- Search for recruitment opportunities of Canadians living abroad
- Build infographics for pathway from grass roots to national team
- Hire best possible integrated support team for our athletes
- Compete in ISA events to gain experience to build tactics to qualify for Olympics

💡 STRATEGY

- Work with specific communities to establish annual nationals
- Find local event producers in each province to work with on SUP events
- Create sponsorship package for coast-to-coast events
- Build national championships into Surf/SUP 'festival'
- Create standards for events at each stage to be used domestically
- Partner with event production companies to execute events

Resource Allocation Priorities

The focus with the initial round of funding attained is to provide a legacy for the organization by leveraging that resource to ensure sustainable funding is created for long-term success.

Organizational requirements (insurance, finance, membership fees)

Sport Canada Special Funding Requirements

Sport Canada CORE Funding Requirements

Long Term Athlete Development Plan

Governance requirements (policies, procedures, administration)

Organizational capacity (staff, sponsorship)

Athlete / Coach direct support focused on qualifying athlete(s) for the Olympics in 2020