

Alberta Sailing Association
Dedicated to growing Sailing in Alberta



ASA Vision: To promote and grow the recreation and sport of sailing

ASA Mission: Provide Leadership, Resources, Training and Education for Alberta Sailors

Strategic Pillars:

Increase # of Sailors and Member Clubs Provide value to Alberta sailors and clubs	Provide consistent dedicated coaching Provide coaching resources for member clubs	Improve the Environment/Growth of Sailing Enhance the Quality, Awareness & Camaraderie	Ensure long term sustainability Consistently grow annual revenue
---	---	--	--

2022 - 2025

<table border="1"> <tr><td>goal</td><td>Add 1 new member club</td></tr> <tr><td>strategy</td><td>Promote value of ASA to member and non member clubs</td></tr> <tr><td>how</td><td>Personally visit with clubs selling value of ASA</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)</td></tr> </table>	goal	Add 1 new member club	strategy	Promote value of ASA to member and non member clubs	how	Personally visit with clubs selling value of ASA	who	Sailing Director/Second Coach (Administrator)	<table border="1"> <tr><td>goal</td><td>1 full time coach on multi year contract</td></tr> <tr><td>strategy</td><td>Sailing Director on seasonal & multi year work plan</td></tr> <tr><td>how</td><td>Creating a clear vision and Board direction</td></tr> <tr><td>who</td><td>ASA Board</td></tr> </table>	goal	1 full time coach on multi year contract	strategy	Sailing Director on seasonal & multi year work plan	how	Creating a clear vision and Board direction	who	ASA Board	<table border="1"> <tr><td>goal</td><td>Improve the quality of sailing</td></tr> <tr><td>strategy</td><td>Promote the virtues of mentorship and teaching; regatta organization; history</td></tr> <tr><td>how</td><td>Promote through member clubs and social media</td></tr> <tr><td>who</td><td>Sailing Director/Director of Racing & Training/Director of Youth</td></tr> </table>	goal	Improve the quality of sailing	strategy	Promote the virtues of mentorship and teaching; regatta organization; history	how	Promote through member clubs and social media	who	Sailing Director/Director of Racing & Training/Director of Youth	<table border="1"> <tr><td>goal</td><td>Add new stream of revenue, \$20,000+</td></tr> <tr><td>strategy</td><td>Prospect Alberta foundations for grants & seek sponsorships</td></tr> <tr><td>how</td><td>Present to different sponsors & foundations</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship</td></tr> </table>	goal	Add new stream of revenue, \$20,000+	strategy	Prospect Alberta foundations for grants & seek sponsorships	how	Present to different sponsors & foundations	who	Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship
goal	Add 1 new member club																																		
strategy	Promote value of ASA to member and non member clubs																																		
how	Personally visit with clubs selling value of ASA																																		
who	Sailing Director/Second Coach (Administrator)																																		
goal	1 full time coach on multi year contract																																		
strategy	Sailing Director on seasonal & multi year work plan																																		
how	Creating a clear vision and Board direction																																		
who	ASA Board																																		
goal	Improve the quality of sailing																																		
strategy	Promote the virtues of mentorship and teaching; regatta organization; history																																		
how	Promote through member clubs and social media																																		
who	Sailing Director/Director of Racing & Training/Director of Youth																																		
goal	Add new stream of revenue, \$20,000+																																		
strategy	Prospect Alberta foundations for grants & seek sponsorships																																		
how	Present to different sponsors & foundations																																		
who	Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship																																		
<table border="1"> <tr><td>goal</td><td>Assist clubs to add new members (5%)</td></tr> <tr><td>strategy</td><td>Engage the clubs to understand their needs: deliver coaching clinics, sailing education and/or social media</td></tr> <tr><td>how</td><td>Sailing Director & Second Coach / Administrator visit and run clinics</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)</td></tr> </table>	goal	Assist clubs to add new members (5%)	strategy	Engage the clubs to understand their needs: deliver coaching clinics, sailing education and/or social media	how	Sailing Director & Second Coach / Administrator visit and run clinics	who	Sailing Director/Second Coach (Administrator)	<table border="1"> <tr><td>goal</td><td>Hire a second coach / administrator</td></tr> <tr><td>strategy</td><td>Sailing Director/Second (administrator) Coach = sailing ambassadors</td></tr> <tr><td>how</td><td>Connecting with club coaches with the parents / participants & administration</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)</td></tr> </table>	goal	Hire a second coach / administrator	strategy	Sailing Director/Second (administrator) Coach = sailing ambassadors	how	Connecting with club coaches with the parents / participants & administration	who	Sailing Director/Second Coach (Administrator)	<table border="1"> <tr><td>goal</td><td>Increase the awareness of sailing</td></tr> <tr><td>strategy</td><td>Promote club regattas and participation</td></tr> <tr><td>how</td><td>Continue through member clubs and social media, especially after COVID-19 pandemic</td></tr> <tr><td>who</td><td>Sailing Director/Director of Communications/ Director of Racing/Director of Youth</td></tr> </table>	goal	Increase the awareness of sailing	strategy	Promote club regattas and participation	how	Continue through member clubs and social media, especially after COVID-19 pandemic	who	Sailing Director/Director of Communications/ Director of Racing/Director of Youth	<table border="1"> <tr><td>goal</td><td>Sponsorship of at least 5 different organizations of ≥\$1000/each</td></tr> <tr><td>strategy</td><td>Approach local & provincial organizations for sponsorships</td></tr> <tr><td>how</td><td>Approach organizations, creation of small & large brochure for circulation</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship</td></tr> </table>	goal	Sponsorship of at least 5 different organizations of ≥\$1000/each	strategy	Approach local & provincial organizations for sponsorships	how	Approach organizations, creation of small & large brochure for circulation	who	Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship
goal	Assist clubs to add new members (5%)																																		
strategy	Engage the clubs to understand their needs: deliver coaching clinics, sailing education and/or social media																																		
how	Sailing Director & Second Coach / Administrator visit and run clinics																																		
who	Sailing Director/Second Coach (Administrator)																																		
goal	Hire a second coach / administrator																																		
strategy	Sailing Director/Second (administrator) Coach = sailing ambassadors																																		
how	Connecting with club coaches with the parents / participants & administration																																		
who	Sailing Director/Second Coach (Administrator)																																		
goal	Increase the awareness of sailing																																		
strategy	Promote club regattas and participation																																		
how	Continue through member clubs and social media, especially after COVID-19 pandemic																																		
who	Sailing Director/Director of Communications/ Director of Racing/Director of Youth																																		
goal	Sponsorship of at least 5 different organizations of ≥\$1000/each																																		
strategy	Approach local & provincial organizations for sponsorships																																		
how	Approach organizations, creation of small & large brochure for circulation																																		
who	Sailing Director/Second Coach (Administrator)/Director of Communication & Sponsorship																																		
<table border="1"> <tr><td>goal</td><td>Increase ASA youth funnel by 50%</td></tr> <tr><td>strategy</td><td>Develop and build the Alberta Sailing "TEAM"</td></tr> <tr><td>how</td><td>Local, Regional & National events</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)</td></tr> </table>	goal	Increase ASA youth funnel by 50%	strategy	Develop and build the Alberta Sailing "TEAM"	how	Local, Regional & National events	who	Sailing Director/Second Coach (Administrator)	<table border="1"> <tr><td>goal</td><td>Bring in high profile coach or athlete</td></tr> <tr><td>strategy</td><td>Higher performance opportunities for athletes</td></tr> <tr><td>how</td><td>Connecting with Sail Canada and other National Sailing programs</td></tr> <tr><td>who</td><td>ASA Board</td></tr> </table>	goal	Bring in high profile coach or athlete	strategy	Higher performance opportunities for athletes	how	Connecting with Sail Canada and other National Sailing programs	who	ASA Board	<table border="1"> <tr><td>goal</td><td>Instructor clinics</td></tr> <tr><td>strategy</td><td>Plan, Schedule and Promote</td></tr> <tr><td>how</td><td>Promote through member clubs and social media</td></tr> <tr><td>who</td><td>Sailing Director</td></tr> </table>	goal	Instructor clinics	strategy	Plan, Schedule and Promote	how	Promote through member clubs and social media	who	Sailing Director									
goal	Increase ASA youth funnel by 50%																																		
strategy	Develop and build the Alberta Sailing "TEAM"																																		
how	Local, Regional & National events																																		
who	Sailing Director/Second Coach (Administrator)																																		
goal	Bring in high profile coach or athlete																																		
strategy	Higher performance opportunities for athletes																																		
how	Connecting with Sail Canada and other National Sailing programs																																		
who	ASA Board																																		
goal	Instructor clinics																																		
strategy	Plan, Schedule and Promote																																		
how	Promote through member clubs and social media																																		
who	Sailing Director																																		
		<table border="1"> <tr><td>goal</td><td>Breakdown barrier between ASA and the clubs/schools</td></tr> <tr><td>strategy</td><td>Support club/school sailing coaches</td></tr> <tr><td>how</td><td>More congruency amongst the clubs; increase the quantity/quality/frequency of joint training/regattas</td></tr> <tr><td>who</td><td>Sailing Director/Second Coach (Administrator)/Director of Racing & Training/Director of Youth</td></tr> </table>	goal	Breakdown barrier between ASA and the clubs/schools	strategy	Support club/school sailing coaches	how	More congruency amongst the clubs; increase the quantity/quality/frequency of joint training/regattas	who	Sailing Director/Second Coach (Administrator)/Director of Racing & Training/Director of Youth																									
goal	Breakdown barrier between ASA and the clubs/schools																																		
strategy	Support club/school sailing coaches																																		
how	More congruency amongst the clubs; increase the quantity/quality/frequency of joint training/regattas																																		
who	Sailing Director/Second Coach (Administrator)/Director of Racing & Training/Director of Youth																																		