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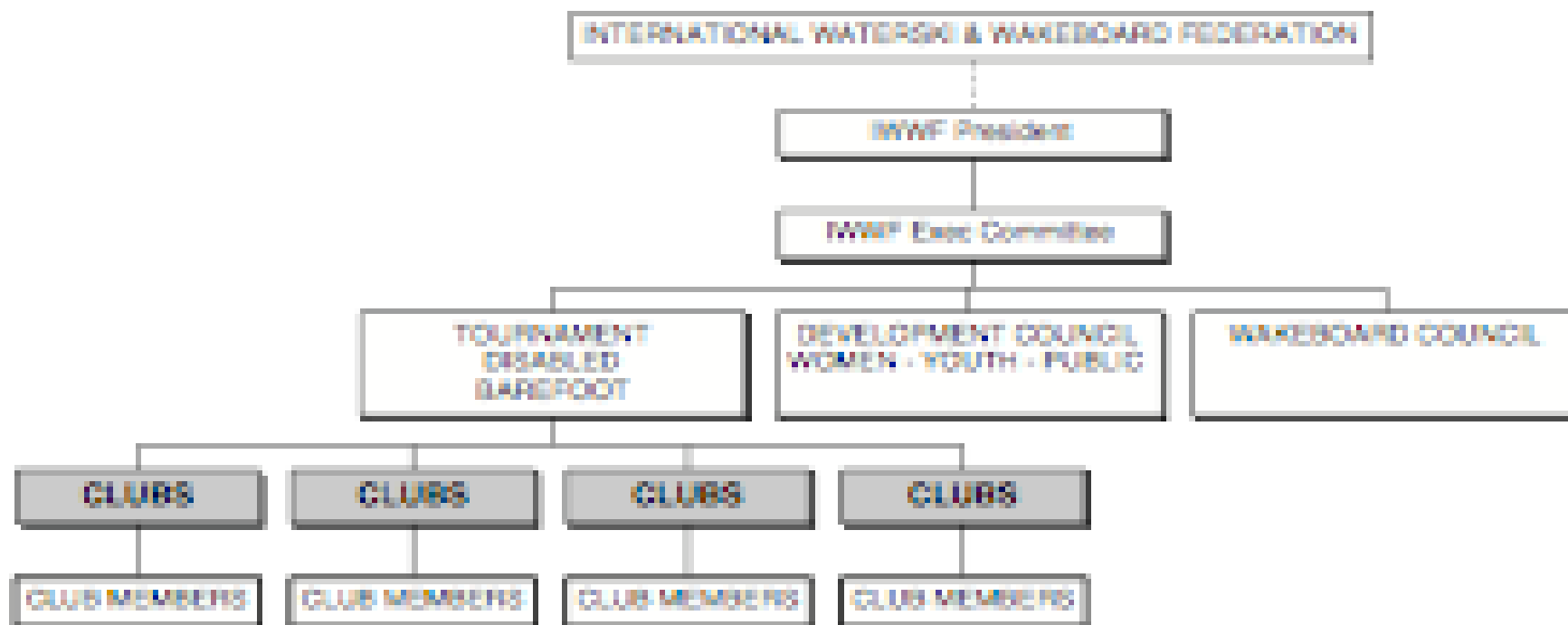


IRISH WATERSKI & WAKEBOARD FEDERATION IWWF Strategic Plan

2007 - 2010

October 2010

IRISH WATERSKI & WAKEBOARD FEDERATION



Introduction

The IWWF is a non-profit organization and is the National Governing Body in Ireland for all forms of Waterskiing, Disabled Skiing, Barefooting and Wakeboarding. It is affiliated to the International Waterski & Wakeboard Federation which is recognized by the International Olympic Committee as the International Federation for all Towed Water Sports. The International Waterski & Wakeboard Federation is a member of ARISF, WADA, GAISF and IWGA. Following extensive national research, canvassing the views of all active Federation members, agreeing priorities, the vision, mission statement and main goals, the five pillars on which the sport in Ireland is based are set out below. The overall objective of these five pillars is to significantly increase the level of participation and raise the standard of competitors. The particular emphasis is on greater children and female involvement, highlighting the benefits and fun from participation through improved marketing programmes, increasing funding in order to upgrade facilities at affiliated Club level and bringing coaching skills into line with NCTC programmes. The resulting improvement in the overall performances of our athletes will help them to achieve greater success at both national and international level.

- 1. Participation :**
- 2. Communication :**
- 3. Finance :**
- 4. Coaching :**
- 5. Administration :**



Executive Summary

Towed Water Sports includes Waterskiing, Barefoot Skiing, Wakeboarding and Disabled Skiing. This Strategic Plan is designed to encourage the following :

- Greater participation by children of all ages
- Increased participation by women
- Increased Public Participation
- Greater awareness of Code of Ethics issues
- Greater awareness of Anti Doping programmes and implications
- Significant improvement in coaching skills
- Improved performances by athletes both at National and International level
- Increased public profile of Towed Water Sports to improve accessibility by all
- Improved electronic Administration systems

While there are in excess of 30 million active participants in Towed Water Sports globally, many participate at recreational level on public water. Here in Ireland however, much of the activity takes place at designated Clubs which are affiliated to the Irish Waterski Federation. This Strategic Plan concentrates on achieving its objectives through this Club network. In this way, standards can be harmonised, participation measured, safety encouraged and performances monitored.

Mission

The IWWF is dedicated to the development of Towed Water Sports in Ireland to the highest level, to increasing the overall level of participation by all and to enhance the image and stature of the sports involved at national level.

Vision

The vision of the IWWF is to provide leadership for Towed Water Sports in Ireland, to promote the pursuit of excellence at all levels, based on a foundation of fair play, safe competition and the true welfare of all participants.



Goals – Key Indicators & Action Plans

1. INCREASED PARTICIPATION
1.1 INCREASE YOUTH PARTICIPATION
1.2 INCREASE PARTICIPATION BY WOMEN

PARTICIPATION				
1.1 INCREASE YOUTH PARTICIPATION				
ACTION	RESPONSIBILITY	TIME FRAME	MEASUREMENT CRITERIA	COST
1.1.1 Publish an Annual Youth Calendar of events for young people at Club level with Club incentive to encourage greater youth participation, both male and female	Development Council	Q2. 2011	Euro 150 to each Club signing up for Poster Programme and Hosting Special Event Annual Children's Calendar Poster published, circulated to all Members and uploaded on www.IrishWWF.ie	€ 2,400 € 500.00 Promotion Printing
1.1.2 Support and Administer joint initiatives with the local sports partnership and schools	Executive Committee	Q.3 2011	Euro 250 to each Club which signs a Schools / Partnership Agreement for agreed event hosted on site – Target 8 Clubs	€ 2,000.00

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PARTICIPATION				
1.2 INCREASE PARTICIPATION BY WOMEN				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
1.2.1 Set a National Womens Day 2011 at affiliated Clubs	Development Council	Q3 2011	Target 10 Clubs to set and promote National Womens Day 2011 Boat Fuel Cost incentive paid on completion	€ 2,000.00

PARTICIPATION				
1.3 INCREASE PUBLIC PARTICIPATION				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
1.3.1 Publish an Annual Schedule of Public Open Day Events at all IWSF affiliated Clubs	Development Council	Q 3. 2011	Adverts in Irish Independent & Irish Times for Annual Public Open Day schedule and uploaded on www.IrishWWF.ie	€ 2,000
1.3.2 Launch Annual Open Day Programme at each Club for Public participation	Development Council	Q 3 2011	National Public Open Day Programme fully implemented. Cost contribution to be made to each participating Club	€ 3,000

2. UPGRADED COMMUNICATION

2.1 Establish Media data base

2.2 Create Photo Library

2.3 Launch new updated Federation Web site – incorporating affiliated Clubs

2.4 Establish News and Photo Distribution system

2.5 Secure support of OB Sports to improve the level of Media exposure

2.6 Secure SKY, Setanta and WCSN Web Cast coverage of World Cup Stop in Ireland



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COMMUNICATION				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
2.1 Update Irish Media Data Base	Executive Committee Marketing & Communications Member	Q3. 2011	Update e.mail contact list of all relevant Sports and Photo Editors – Student Project	€ 300
2.2 Upgrade Photo library	Executive Committee Marketing & Communications Member	Q3. 2011	New Photo Library system for quality upgrade on Website www.IrishWWF.ie	€ 1,000
2.3 Major Website upgrade	Executive Committee Marketing & Communications Member	Q.2 2011	Complete upgrade Home Page, Security, Search Engine Optimisation, Media / Video content	€ 2,500
2.4 News & Photo distribution programme	Executive Committee Marketing & Communications Member	Q.4. 2011	Issue to Media six major Press Releases & photos in season 2011	€ 500
2.5 Present Waterski proposal again to OB Sport	Executive Committee Marketing & Communications Member	Q.4 2011	OB Sport agreement to broadcast at least one Waterski / Wakeboard programme	
2.6 Increase TV exposure	Executive Committee Marketing & Communications Member	Q.4 2011	Target Youth TV & Radio segments on RTE for at least two events	

3. FINANCE

3.1.1 Sponsorship – National Overall

.2 Sponsorship – Web site

FINANCE				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
3.1.1 Secure Website spot advertisers	Executive Committee Member responsible for Marketing & Communications	Q3. 2011	€2,000 per annum to be raised from selected Web site Bannner Adverts	€ 500 (Banner advert artwork)

4. COACHING

4.1 IWSC / NCTC COACHING PROGRAMME

4.2 NCTC MANUALS

4.3 TUTOR COURSES

4.4 BOAT DRIVERS COURSES

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COACHING				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
4.1 Develop Tutor Programme with NCTC	Coaching Officer	Q. 3 2011	Two additional Tutors to qualify in 2011 season Travel to UL	€ 2,000 € 500
4.2 Develop Coach Manual and Tutor Manual for Intro Course	Barry Galvin	Q. 3 2011	Completion of Coach and Tutor Manuals	€ 5,000 (Printing and distribution of NCTC compliant Course Booklets to affiliated IWSF Clubs)
4.3 Approve Intro course with Coaching Ireland. Pilot Intro course – Coaching Officers of all affiliated clubs to attend. Coaching Ireland to monitor pilot course	IWWF Tutors to deliver Course Coaching Ireland to monitor	Q. 2 2011	Course completed by IWWF Tutors Intro Certs NCTC Meetings	€ 2,400
4.4 Increase the number of qualified Competition DRIVERS & JUDGES	Executive Committee	Q. 3 2011	Club Drivers x 14 Tournament Drivers x 5 Judges x 6	€ 1,500 (Waterproof Certificate Cards) (Courses self-funded)

Continued :

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ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
5.3 NCO to manage attendance Code of Ethics Workshops	National Children's Officer	Ongoing	NCO to report to AGM the details of Courses attended each year	
5.4 Increase the awareness levels of all adult participants and visitors at Club level of the IWSF Child Welfare Programme	National Children's Officer	Ongoing	Laminated Code of Ethics Awareness Poster provided to each affiliated Club to be displayed at all times	€ 1,500 (Poster campaign and mailings)
5.5 Introduce phased programme for installation of Defibrillators and training in their use	Executive Committee	Q.3 2011 Phase 1	Defibrillators installed and training completed in 5 Clubs each year – annual cost € 11,000 – if funds available	€ 11,000
5.6 Athletes Training Camps	Regional Chairpersons	Q.3 2011	Clubs to report all Camps details at AGM 2011	(Self Funding)
5.7 Manage Athletes Performance Incentive Awards	Hon. Treasurer	Q.4 2011	Awards based on performance to be made at AGM 2011	€ 3,000

5. ADMINISTRATION

5.1 ANTI DOPING AWARENESS

5.2 NATIONAL CHILDREN'S OFFICER

5.3 CODE OF ETHICS WORKSHOPS

5.4 CODE OF ETHICS POSTER AWARENESS

5.5 DEFIBRILLATOR PROGRAMME

5.6 ATHLETE TRAINING CAMPS

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ADMINISTRATION				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
5.1 Highlight IWSF Anti-Doping Programme	Anti Doping Officer	Q. 3 2011	WADA details readily available on Web site Anti Doping Wallets in place at all Clubs for members National Poster Campaign launched through every affiliated Club	€1,000.00 (Poster campaign & mailings)
5. 2 New Children's Officer appointed	Exec Committee	Q. 2. 2010	NCO to update national Register of Club Officers	

The sports of Waterskiing, Barefooting, Disabled Skiing and Wakeboarding have a long history in Ireland. Many of today's affiliated Clubs were founded in the 1950's. Our athletes have competed successfully for three generations at all the major international events, our officials have participated at the highest level overseas and our Federation is well represented within our World body, the International Water Ski Federation. Much of this activity took place in a relatively unstructured environment. This first Strategic Plan for our sport in Ireland is a major step forward and helps to more clearly address the current ambitions of our members and improve the level of focus in our development programmes. Having completed a comprehensive national survey of members in 2006/7, the priorities were clearly identified from the research carried out.

Participation, Communication, Finance, Coaching and Administration will all benefit from this more structured approach. The special emphasis will be on increased levels of participation – and especially in the Women and Youth categories.

The Plan progress and achievements will be monitored by the IWSF Executive Committee on a quarterly basis. They will also be highlighted at the Annual General Meeting – held in November. Details of the Plan will also be placed on the Federations Web site. Comments and contributions will be actively sought to help keep it current and of genuine value.

Des Burke-Kennedy

President
IRISH WATERSKI FEDERATION
July 15th 2007

Appendices

STRATEGIC PLAN CONCLUSION

- 1 2005 National Members Survey
- 2 Survey Priorities Survey



Appendix 2

Survey Priorities Summary

A. Future Direction

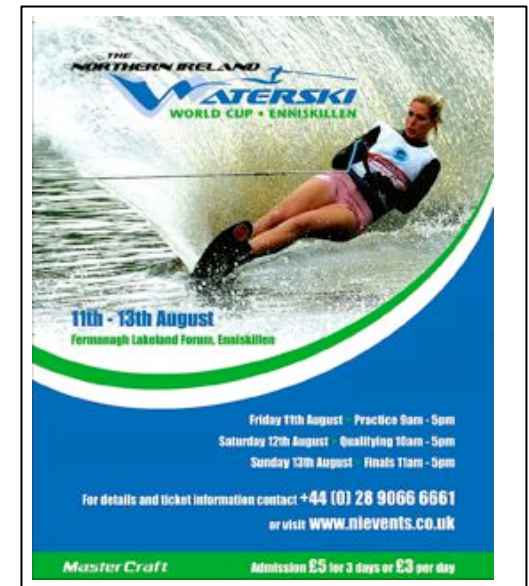
1. Development (86%)
2. High standards of conduct & fair play (72%)
3. Promotion (70%)
4. Anti-doping (59%)
5. Encourage participation at recreational level (59%)

B. Present Structure

1. Irish Sports Council – build relationship (69%)
2. Marketing (64%)
3. Funding (63%)
4. Corporate Sponsorship (54%)
5. Young Skiers Register (52%)

C.3 Most Important Future Priorities – in order of importance

1. Competition Development
2. Youth Development



3. Sports Promotion

D.3 Most Important Strengths of IrWSF

1. Coaching
2. Communication
3. Management

E.3 Great Weaknesses of IrWSF

1. Funding
2. Shortage of officials
3. Sports development/direction

F.3 Most Memorable Occasions of Past Decade

1. Jump Classic
2. International performance/medal winners
3. European Event

G.3 Most Memorable Occasions Outside Ireland

1. Gold medal winners(s)
2. International performances
3. World records
- 4.

H. Top 3 Personal Goals for the Next 3 Years

1. Improved competition performances
2. Endorsement of IrWSF qualifications by IWSF
3. Develop Wake board tour

Appendix 3



Strategic Plan Timeline