



**IRISH WATERSKI FEDERATION
IWSF Strategic Plan**

2007 - 2010

Draft 8

July 2007

IRISH WATERSKI FEDERATION

Introduction

The Irish Waterski Federation 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 Water Ski Federation which is recognized by the International Olympic Committee as the International Federation for all Towed Water Sports. The International Water Ski 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 will be based are set out below. The overall objective of these five pillars is to significantly increase the level of participation. The particular emphasis is on 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 Irish Waterski Federation 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 Irish Waterski Federation 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

1.3 INCREASE PUBLIC PARTICIPATION

PARTICIPATION

1.1 INCREASE YOUTH PARTICIPATION

ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
1.1.1 Publish an Annual Youth Calendar of events for young people at Club level designed to encourage the greater youth participation, both male and female	Development Council	Q1. 2008	Annual Children's Calendar published, circulated to all Members and uploaded on www.iwsf.ie	€ 1,000 € 500.00 National Promotion Posters
1.1.2 Introduce a National Youth Programme of special events	Development Council	Q1 2008	Youth Programme fully implemented. The number of participants have increased from 40 to 100	€ 6.000 € 500.00 National Promotion Posters
1.1.3 Support and Administer joint initiatives with the local sports partnership and schools	Executive Committee	Q.3 2008	Five successful pilot programmes run in : Kildare, Cork, Cavan, Tipperary and Down	€ 10,000.00

IWSF Strategic Plan – Sept 2006

PARTICIPATION				
1.2 INCREASE PARTICIPATION BY WOMEN				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
1.2.1 Publish an Annual Schedule of Events of events for Women at Club level designed to encourage greater female participation	Development Council	Q1. 2008	Annual Womens Schedule published, circulated to all Members and uploaded on www.iwsf.ie	€ 1,000 € 500.00 National Promotion Posters
1.2.2 Introduce a National Womens Programme of special events	Development Council	Q1 2008	National Womens Programme fully implemented. The number of participants have increased from 35 to 80	€ 4,000 € 500.00 National Promotion Posters
1.2.3 Support and Administer joint initiatives with the local sports partnership and Womens groups	Executive Committee	Q.3 2008	Seven successful pilot programmes run in conjunction with Member Clubs in Kildare, Cavan, Tipperary, Cork, Cavan, Down and Antrim	€ 7,000.00

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	Q1. 2008	Annual Public Open Day schedule published, advertised locally and uploaded on www.iwsf.ie	€ 4,000 € 2,000.00 National Promotion Posters
1.3.2 Introduce an Annual Open Day Programme at each Club for Public participation	Development Council	Q3 2008	National Public Open Day Programme fully implemented. The number of Clubs participating - 8	€ 4,000
1.3.3 Create CLUB PACK to inform Clubs on how to increase participation levels with an emphasis on Women and Youth	Development Council	Q.2 2008	CLUB PACK distributed to all affiliated Clubs	€2,500 Pack design & print



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

COMMUNICATION				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
2.1 Establish Irish Media Data Base	Executive Committee Marketing & Communications Member	Q3. 2007	Completion of an e.mail contact list of all relevant Sports and Photo Editors	€ 150 Purchase of current Media Directory and data entry
2.2 Create Action Photo library	Executive Committee Marketing & Communications Member	Q3. 2007	Establishment of digital Photo Library archived for use in Press Releases, etc.	€ 1,000
2.3 Create new updated IWSF Web site with all Clubs	Executive Committee Marketing & Communications Member	Q.2 2007	Go live on March 15 th with new Web site involving all affiliated Clubs	€ 3,000
2.4 Establish News & Photo distribution procedures	Executive Committee Marketing & Communications Member	Q.4. 2007	Issuing to Media Data six major Press Releases p.a.	€ 1,000
2.5 Present Waterski proposal to OB Sport	Executive Committee Marketing & Communications Member	Q.4 2007	OB Sport agreement to broadcast at least one Waterski programme	
2.6 Increase TV exposure	Executive Committee Marketing & Communications Member	Q.3 2007	Successful broadcast by SKY, Setanta and WCSN of World Cup Stop	

3. FINANCE

3.1.1 Sponsorship – National Overall

3.1.2 Sponsorship – Web site

3.2 ISC Support Funding

FINANCE				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
3.1.1 Secure one major national Sponsor for	Executive Committee Member responsible for Marketing & Communications	Q2. 2008	€ 5,000 to be raised by association with suitable Corporate brand	€1200 (Brochure for target sponsors)
3.1.2 Secure Web site sponsorship from major Water Sports Boat Distributors	Executive Committee Member responsible for Marketing & Communications	Q3. 2007	€2,400 per annum to be raised from selected Web site Bannner Adverts	€ 1200 (Banner advert artwork)
3.2 ISC Support Funding	Executive Committee – Chairman R of I Chairman N.I	Q.2 2008	€20,500 – Participation € 5,150 – Communication € 3,000 - Coaching € 7,000 - Administration Total € 46,650 50% ISC Support € 23,300	

4. COACHING**4.1 IWSC / NCTC COACHING PROGRAMME****4.2 NCTC CONSULTATION****4.3 QUALIFICATION OF OFFICIALS**

COACHING				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
4.1 Develop a professional working relationship with the NCTC	Executive Committee	Q. 4 2007	Level 1 & 2 of NCTC Programme – Qualify 1-2 IWSF Members to NCTC Tutor level	€ 1,500 (Travel between Dublin, Belfast, Cork and Limerick)
4.2 Consult NCTC on how to bring each current IWSF syllabus for Courses for Drivers, Judges and Coaches into line with NCTC requirements	Executive Committee	Q. 4 2007	Completion of revised Courses documents brought in line with NCTC requirements	€ 1,000 (Printing and distribution of NCTC compliant Course Booklets to affiliated IWSF Clubs)
4.3 Increase the number of qualified Competition Officials through the IWSF / NCTC Training Programmes	Executive Committee	Q. 2 2009	Using new updated IWSF/NCTC syllabus for Drivers / Judges / Coaches, qualify : Club Drivers x 14 Tournament Drivers x 5 J4 Judges x 16 J3 Judges x 6 J2 Judges x 4 J1 Judges x 2	€ 500 (Waterproof Certificate Cards) (Courses self-funded)

5. ADMINISTRATION**5.1 ANTI DOPING AWARENESS****5.2 CODE OF ETHICS****5.3 NATIONAL CHILDREN'S OFFICERS****5.4 CODE OF ETHICS WORKSHOPS****5.5 CODE OF ETHICS TRAINING COURSES****5.6 CODE OF ETHICS POSTER CAMPAIGN****5.7 ADMINISTRATION DATA BASE UPGRADE**

ADMINISTRATION				
ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
5.1 Raise the profile of the IWSF Anti-Doping Programme	Anti Doping Officer	Q. 3 2008	WADA details readily available on new Web site Anti Doping Wallets in place at all Clubs for members National Poster Campaign launched through every affiliated Club Two national Athletes Anti Doping Workshops completed	€1,500.00 (Poster campaign & mailings)
5. 2 Code of Ethics – agree IWSF Policy Statement with Irish Sports Council	National Children's Officer	Q . 3. 2007	ISC approval confirmed	
5. 3 Appoint Children's Officer at each IWSF Club	National Children's Officer	Q. 2. 2007	Confirmation and details of each appointee received by NCO	

IWSF Strategic Plan – Sept 2006

Continued :

ACTION	RESPONSIBILITY	TIMEFRAME	MEASUREMENT CRITERIA	COST
5.4 Organise Code of Ethics Workshops for Clubs	National Children's Officer	Annual event	NCO to report to AGM the details of Courses organized each year	€ 500
5.5 Attend Code of Ethics Training Courses	National Children's Officer	ONGOING	Confirmation from NCO of relevant Courses attended	€ 500
5. 6 Increase the awareness levels of all adult participants and visitors at Club level of the IWSF Child Welfare Programme	National Children's Officer	Q.1 2008	Code of Ethics Awareness Poster provided to each affiliated Club to be displayed at all times	€ 1.500 (Poster campaign and mailings)
5. 7 Upgrade Web site data base structure for dynamic operation of Rankings, Results, Results, etc.	Executive Committee Member responsible for Marketing & Communications	Q.2 2008	System for remote uploading of event data to Web site in place	€ 3000
5.8 Introduce phased programme for installation of Defibrillators and training in their use	Executive Committee	Q.3 2008 Phase 1 Q.3 2009 Phase 2 Q. 3 2010 Phase 3	Defibrillators installed and training completed in 5 Clubs each year – annual cost € 11,000	€ 11,000



STRATEGIC PLAN CONCLUSION

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.

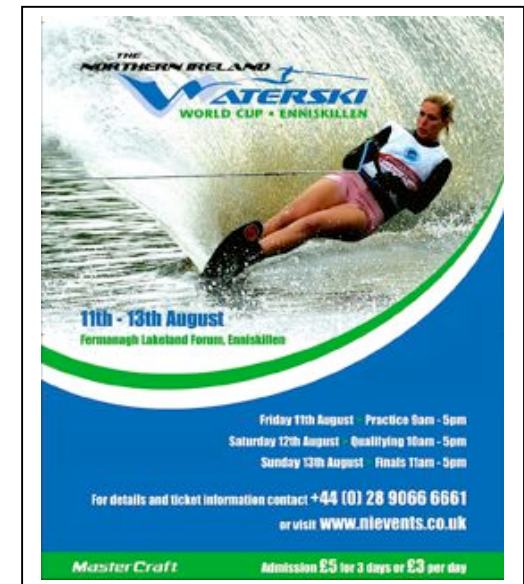
The Plan progress and achievements will be monitored by the IWSF Executive Committee on a quarterly basis. They will also be highlighted at the Annual General Meeting – held in November. Details of the Plan will also be placed on the Federations Web site. Comments and contributions will be actively sought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

Des Burke-Kennedy
President
IRISH WATERSKI FEDERATION
July 15th 2007



Appendices

- 1 2005 National Members Survey
- 2 Survey Priorities Survey
- 3 Timetable
- 4 Club Response Summary



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



Strategic Plan Timeline

Appendix 3

