

Ontario Sailing  
Operational Plan 2009-10

<b>PRIORITY</b>	<b>DESCRIPTION</b>
<b>1. Financial Stability/Increase Financial Reserves</b>	<p>With a budget of about one million dollars, and reserves of only 12% of budget, the board and staff have determined the following and voted at our April 2009 BoD meeting the following financial priorities:</p> <ul style="list-style-type: none"> <li>• New revenue growth outside of traditional Government funding is to be investigated including, new user fees, increase membership, new sponsors sought</li> <li>• Increase reserves by \$45,000 or 5% of budget which represents year one of a 5 year goal to raise additional reserves by 200K</li> <li>• Run a second fund raising event TBD but consider a ski day</li> </ul>
<b>2. LTAD Integration</b>	<p>With our NSO's LTAD framework established, the BoD determined that we:</p> <ul style="list-style-type: none"> <li>• Work with CYA (our NSO) to update the LTAD National Framework to make the document more applicable and user friendly for athletes, coaches and parents</li> <li>• Increase communications on LTAD to our coaches, clubs, athletes and parents on our website, and at training sessions</li> <li>• Establish a Provincial Championship for our youth/young adults based on the concepts of LTAD</li> <li>• Continue working with our LTAD BoD rep in working with staff, volunteers and partners to implement all aspects of LTAD into the programs of our clubs, schools are partner organizations</li> </ul>
<b>3. CBET/New NCCP Coach Program Implementation</b>	<p>Working with our NSO's new NCCP Coach program</p> <ul style="list-style-type: none"> <li>• Switch over and offer FUNdamental courses across the Province for all new Coach's to sailing (White/Bronze/Learn to Race) (which replaces multi sport A &amp; B and the old NCCP 1 &amp; 2)</li> <li>• Pilot home study FUNdamental courses for distance learning coaches and report back findings to CYA</li> <li>• Offer all the technical courses in CYA Coach program in the new stream (White/Bronze/Learn to Race) incorporating the learning matrix from pilot courses held in 2008</li> <li>• Work with communicating changes to the estimated 300+ new coaches taking the new system</li> <li>• Work on communicating the non linear system to potential high level athletes, boat specific non NCCP coaches to jump into the system at the appropriate level (Learn to Race, Orange etc.)</li> </ul>



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<p><b>5. Enhance Communications with Members</b></p> <p><b>Sponsors</b></p> <p><b>Donors</b></p>	<p>Our BoD determined that ongoing communications on all aspects of Ontario Sailing, CYA, LTAD, and CBET etc. is required by our member clubs, schools, associate members, Sponsors and yearly donors.</p> <p>Member clubs, schools:</p> <ul style="list-style-type: none"> <li>• Increase Member profiles from our websites and ask more members to opt into the newsletter</li> <li>• Establish a Club “Ontario Sailing friend” to help communicate directly the ongoing work of Ontario Sailing to the members</li> <li>• Establish a Face Book account to increase our social marketing and reach out to friends of Ontario Sailing</li> <li>• Increase face to face sessions with staff/board/volunteers and the clubs</li> </ul> <p>Sponsors:</p> <ul style="list-style-type: none"> <li>• Continue sponsors luncheon</li> <li>• Link sponsors to E-news</li> <li>• Include sponsors on our focus group meetings in such areas as fundraising, adding member benefits etc.</li> </ul> <p>Donors:</p> <ul style="list-style-type: none"> <li>• Send out a spring/summer what is happening newsletter</li> <li>• Communicate about our Maple Leaf Club</li> </ul>