



2025-2029

WSWC STRATEGIC PLAN



To advance the growth,
innovation and excellence
of towed water sports



We lead the growth and development of an
aligned towed water sports community from
grassroots to high performance
through proactive advocacy, strengthened
partnerships, and effective communication.



To foster and support the many ways in which
people engage in towed waters ports. We serve
to strengthen and grow participation from
grassroots to HP by providing a safe responsible
and supportive place to play and compete.



LONG TERM GOALS & KPIS



ACHIEVE PODIUM PERFORMANCE

- We are on the podium at Worlds & Pan Ams
- ↑ athletes in top 10
- Support athletes health & \$
- Athletes compete at Worlds
- PSO athletes are supported with Coach Dev materials and programs.
- ID 5 dev athletes per year



GROWTH: LONG TERM VIABILITY & ORGANIZATIONAL HEALTH

- National level WSWC Partnership / Sponsorship plan with sustainable funding streams & reserves
- Disciplines are fundraising to support athletes, events, growth
- Increase in membership
- Expanded media & social media
- increase in participation at all levels and disciplines



INNOVATION: UNITED ALIGNED SYSTEM

- Together as one campaign
- Website redesign
- Standardized coaching, officiating & athlete dev framework all disciplines
- Cross Discipline collaboration committee to ensure alignment
- New affiliate memberships



OPERATIONAL PILLARS & INITIATIVES



- Fundraising by each council
- Formalized partnership agreements with sponsors & stakeholders
- Expansion of partnerships with National & International Sport Governing bodies
- Dev of Corp Sponsorship programs



- Standard Governance & Operational policies across disciplines
- Central database system for athlete tracking, registration & event management.
- Dev of national coaching certification framework.
- Athlete injury prevention & safety programs.



- Expansion of grant applications & gov funding
- Dev annual giving campaigns
- Revenue diversification
- Host at least one successful, profitable IWWF World Championships



- Launch community outreach programs to promote participation
- Implement EDI initiatives & programming
- Support PSOs with expansion of youth engagement programs
- Stakeholder satisfaction
- Safesport training



Values:

