



What Water Ski and Wakeboard Canada Does in Support of Wakeboarding

Water Ski and Wakeboard Canada's mission statement is

To represent, promote, and develop all types of water skiing and wakeboarding.

This inclusive vision was directed by the membership, the group to whom the association is ultimately accountable, as part of an extensive planning process. The following information represents a highlight of how the association has put that vision to action in support of wakeboarding.

Government of Canada Recognition and Funding for Wakeboarding

- WSWC is the sole national organization for towed water sports recognized by Sport Canada, the Government of Canada.
- The Government of Canada will not recognize or provide funding for wakeboarding outside of WSWC, although the objective is to continue to work towards obtaining further recognition and funding than currently provided (limited). For full information on SFAF, visit http://www.canadianheritage.gc.ca/progs/sc/prog/cfrs-sfaf/index_e.cfm#1.

Provincial Government Recognition and Funding

- Only recognized provincial water ski wakeboard associations that can obtain any provincial funding for wakeboarding from provincial governments. Most provincial associations do so now.

Membership Driven and Democratically Based Organization

- WSWC is a not for profit organization. Every dollar it brings in is re-invested in the sport. The organization is formed by and for its members, on a volunteer basis with no personal financial gain.
- Wakeboarders, as well as any member, have an opportunity to voice concerns and to have a say in decision-making. Democratically based elections occur for positions on the Executive Board. No candidates have ever been nominated from the wakeboard community.

Wakeboard Inclusion in Name and Structures

- WSWC changed its name and brand from Water Ski Canada to Water Ski and Wakeboard Canada. Similarly, most provincial associations are now 'Water Ski Wakeboard', and feature a wakeboard representative on their Board.

Wakeboarding by Wakeboarders

- WSWC comprises a National Wakeboard Committee (NWC) to lead and direct the organization's wakeboarding's activity. It is formed of eight wakeboarding leaders from across the country. The NWC develops and implements programs across the spectrum: from grassroots all the way through to high performance, makes decisions, establishes rules, sets plans, writes manuals, advocates for the largest budget, and determines how monies can best be spent. WSWC supports the work of the committee for teleconference meetings and occasional face-to-face meetings.

Financial Support

- WSWC directs considerable financial support for delivery and support of wakeboarding activities, **totaling \$112,000 in 2006-07**. The association actually spends more supporting wakeboarding activities than it brings in. Revenues attributable to wakeboarding are \$81,000, meaning \$1.38 was spent on wakeboarding for every direct generated dollar connected to the discipline.

Coaching Development - National Coaching Certification Program (NCCP)

- WSWC's coaching programs are the only towed water sport programs recognized by and receiving funding from the Coaching Association of Canada. WSWC partners with provincial associations to ensure that the coaching courses are delivered and coaching standards are met.

Officials Development

- In March of 2006, WSWC invested in bringing Colin Hart, the past chair of the World Wakeboard Council, to Canada to deliver an official's clinic to ensure that the country has top level officiating. The clinic ran over a weekend where 12 people were accredited with differing levels of national and international credentials.

Grassroots Development – Rip 'n Ride

- WSWC has developed a standardized national grassroots program, Rip 'n Ride, to encourage people to get involved in towed water sports, and to progressively teach them the fundamental skills. Nine disciplines are inclusively featured in the program, including wakeboarding and wakeskating. Rip 'n Ride instructors are trained through the NCCP and are then able to provide the program through clubs, camps or schools. Riders helped design the wakeboarding and wakeskating elements of the program.

Access for Persons with a Disability

- WSWC has made tremendous progress in making our sport more accessible and marketable to persons with a disability, through its SkiAbility program.

National Championships

- Each year, WSWC stages a Canadian Wakeboard Championship™. In the last three years, 408 riders have represented at the national championships.
- A true national championship gives riders:
 - the opportunity to test themselves against the best of the country;
 - credibility of having competed in a sport's legitimate national championship, a common element amongst all sports;
 - added marketing, sponsorship and media exposure opportunities that a nationals medal might bring;
- WSWC secures a host, provides a hosting grant, hosting guidelines and support, and travel funding for the major officials.

Competitions

- Through its 10 provincial affiliates, WSWC organizes many contests across the country. In 2006, WSWC sanctioned 21 contests.

Multi-Sport Games Inclusion

- WSWC and its provincial associations are active in getting and keeping wakeboarding within provincial summer games (i.e. BC, ON, QC), Canada Summer Games, Pan American Games (2007 is the first ever Pan Am Games with a wakeboard component), and even the Olympic Games. These efforts can only be conducted via the recognized national and provincial sport associations.

National Team Program

- WSWC supports a coach driven six-member national team to compete at international events towards achieving excellence. We provide the riders with funding (i.e. travel, accommodation, entry fees, meals) to certain events over the course of the season with a focus on the World Championships results.
- WSWC organized a ***sport science training camp*** this past January for both the National and Development teams. The members of the teams were trained by world-class professionals in physical, mental, and spiritual areas to help provide a foundation for what it takes to reach one's true potential as a rider.

International Opportunities

- Only WSWC members, ***as officially entered by WSWC***, may enter prestigious international competitions, such as the World Wakeboard Council World Wakeboard Championships and World Cup stops, Pan American Wakeboard Championships, and Pan Am Games. WSWC is ever increasing its financial support for Canadian rider participation.

Canadian Olympic Committee Recognition & Inclusion in Pan Am Games

- WSWC is a member of and recognized by the Canadian Olympic Committee as the sole towed water sports association. For the first time in its history, the Pan Am Games will include a wakeboarding event at the 2007 Games in Rio de Janeiro, Brazil. ***WSWC advocated for wakeboarding's inclusion, with a resulting***

decrease in the number of water skiers. It is WSWC who will nominate the Canadian rider to the Canadian Team.

Insurance

- WSWC purchases several different insurance policies under which riders, boat drivers, instructors, schools, tournament organizers and volunteers have the protection of an insurance policy if there is an accident or injury. It is clear that without some form of protection many wakeboard activities and events would simply not happen.

TowSmart

- WSWC members who own a boat are entitled to participate in TowSmart, obtaining discount, towed water sports-specific marine insurance coverage. A WSWC member can save between \$250-\$350 on their boat policy.

Infrastructure Support

- In existence since 1949, WSWC has developed an increasingly effective infrastructure to support its activities. This includes 10 provincial associations, and over 82 clubs and schools. WSWC possesses federal and provincial government recognition, administrative support of an office and professional staff, 6 provincial offices, and a network of volunteers who are passionate about towed water sports.

Waterways Access

- WSWC does many behind-the-scenes things to help keep riders on the waterways. Use of waterways for towed water sports is increasingly under attack. WSWC liaises with the Canadian Coast Guard over proposed revisions to the Waterways Act, which could otherwise impose severe restrictions on the installation of sliders, kickers and courses on public waterways, or even putting a boat on certain waterways.

Safe Boating

- WSWC is a member of the Canadian Safe Boating Council, Canadian Marine Manufacturers Association and Water Sports Industry Association.

Long Term Athlete Development Model

- LTAD is a participation, training and competition framework for water ski and wakeboard enthusiasts at all stages of life. It is a general framework for participant development with special reference to growth, maturation, and development. A wakeboarding sport 'system' is very much part of this project, involving key leaders from the community.

Special Development Needs

- WSWC has attended to special development needs, providing wakeboarding clinic structures or funding assistance for such special activities as: Maritime wakeboarding development, girls wakeboard clinics, and general outreach clinics.

Promotion

- WSWC invests a considerable amount of money and time, staging national championships, sending competition results to the media, issuing media releases, e-newsletters, maintains a web page (www.waterski-wakeboard.ca), publishes *WakeSports Canada Magazine*, submits articles for many publications, all with significant wakeboard content.

Specific Benefits of WSWC Membership

- Free subscription to *WakeSports Canada Magazine*, annual issue of a glossy Canadian publication with water ski, wakeboard and other discipline news and information.
- Access to timely news and information with regular WSWC e-newsletters.
- A national web page, with Canadian wakeboard content.
- Only WSWC members may participate in provincial, regional and national championships.
- Only WSWC members may compete in sanctioned tournaments.
- Only WSWC members may participate in provincially run wakeboard tours/events.
- Only WSWC members may be selected to the National Wakeboard Team, and receive financial support from WSWC.
- Only WSWC members are eligible for wakeboard coaching clinics and coaching certification through the National Coaching Certification Program (NCCP).
- Only WSWC members are eligible for Officials clinics and certification in the Wakeboard Officials Certification Program.
- Only WSWC members are eligible to obtain the most discounted and all-inclusive towboat insurance through the TowSmart program.
- Eligible to receive recognition through the WSWC Awards program for achievement, i.e. Male Athlete of the Year (Rusty Malinoski in 2006), Junior Athlete of the Year (Raphael Derome and Aaron Rathy in 2006 and 2005).
- \$5 million in general comprehensive liability coverage
- Advocacy -- a voice for the sport in important matters.
- Free classified ads on the WSWC web page.

SO.....Is WSWC meeting all the needs of wakeboarding? No! This is true of all of our disciplines. Like any organization, there are many, many needs and there are people and money limitations. But there are dedicated individuals and a plan in place to identify priorities, and a map for the many steps that, together, will make wakeboarding better.

There are also other stakeholders, too, who collectively play an important role in support of the sport, stakeholders such as event promoters, magazine publishers, wakeboard gear distributors and retail shops, wakeboard schools, clubs, site owners, tours, etc. There are multiple stakeholders for any sport – the onus is on the parties to each understand their role, with minimal redundancies and conflicts. As directed by its membership, WSWC accepts the responsibilities of a full service national sport association. With the full participation and help of the wakeboard community WSWC wishes to continue to work hard for the sport's future. It's about doing what's right for the sport.