

Saskatchewan Underwater Council Inc. - Strategic Plan

Statement of Purpose

The SUC is a non-profit organization, founded to act as a liaison between local divers throughout Saskatchewan, dive stores, clubs, provincial government, and the federal diving authority.

OBJECTIVES	MEASURES	TACTICS
Increase Funding	Increase operating budget by 10% in five years	Increase membership base \$2,000 Event Fees \$2,000 Fundraisers \$3,000 Sell advertising \$3,000 Split funding with affiliated organizations \$5,000
Growth in Partnerships	Increase Volunteer Participation Support the Maintenance and Establishment of Recreation Increase Physical Activity of Youth, Families	Improve ties with: Provincial Recreation Associations Schools, Cities, Towns, Villages Recreation Districts
Increase Visibility	Communicate to the Public on the Role of Recreation	Increase visibility to the Public using Website, Facebook, Twitter, Instagram Increase signage at dive sites and dive site enhancements dive manual on line Promote and Improve Safety and Responsible Behavior
Improve Access to Recreation	Work Toward Removing Barriers to Participants	Exemplify a "recreation for all" concept by encouraging every citizen regardless of age, sex, race, religion, ability, geographic location, skill level, or socioeconomic status to participate in programs and service.

# A. Objectives:

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1. Identify ways to increase funding of SUC.
2. Growth In Partnerships.
3. Increase visibility (public awareness) of SUC.
4. Improve Access to Recreation

## **1. Increased Money**

- increase operation budget by 10% in the next five years (current budget is \$100 thousand; therefore, goal is \$110,000).
- sources of funds: Sask Trust Lottery contributes 80% of funds, with the balance of funds (20%) coming from the membership.

## **2. Growth In Partnership**

- Communicate directly with more Provincial Recreation Associations, Schools, Cities, Towns, Villages and Recreation Districts.

## **3. Increase Visibility**

- target audience: new divers, non-divers, general public
- may have a younger skew , through the website, facebook, twiller, Instagram.
- media acknowledgement

## **4. Improve Access to Recreation**

- Exemplify a "recreation for all" concept by encouraging every citizen regardless of age, sex, race, religion, ability, geographic location, skill level, or socioeconomic status to participate in programs and service.

# B: Target Audiences:

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- individuals (active divers; age group 18-50, emphasis on 18-30?)

## C: Benefits to joining the SUC (individuals)

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- provide updates on the latest developments in the sport of diving via newsletter
- improve facilities and access to diving facilities thereby making it easier to dive
- reduced rate on diver events in province for members
- increased diving opportunities sponsored events
- social benefits meet other divers
- provide educational and safety opportunities on diving

## D: Benefits to supporting the SUC

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### **BUSINESS:**

- target audience includes: retailers, manufacturers, advertisers, travel agencies, certification agencies
- deliver a specific target audience (narrow casting)
- general promotion of diving via programs
- promote new products and retailers' programs to the membership

### **ADVERTISERS:**

- offer a targeted membership, therefore, cost efficient means of advertising

### **CLUBS:**

- 75% of clubs in province belong to the membership. Remaining 25% do not belong, as they are not as active
- SUC distributes funds and only has a \$50 membership fee for the clubs
- financial contributions are 50% of events (pending the event qualifies), plus they promote the event

# E: Actions/Plans:

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## 1. **Increase Funding**

- paid advertising in the newsletter
  - o The SUC will continue to solicit advertising and increase advertisers. Ongoing.
- special events
  - o The SUC will reorganize budget to free up dollars for more special events. November Fall budget meeting 2019.

## 2. **Growth In Partnership**

- dive shops to include SUC brochure in customer's bags
  - o The SUC will continue putting brochures in dive shops.
- enhancement of dive site (contact news media to get more coverage)
  - o The SUC will submit a special initiative of Dive Site Enhancement in the November Fall budget meeting 2017.
- make existing divers aware of benefits of membership (Diver Magazine)
  - o The SUC has an updated website, facebook page and have the E-service updated with do you knows on a regular basis.
- club membership to be dependent on a % of individual participation i.e.: need to have 80% of individuals belonging to the SUC
  - o The SUC will have discussions at a special meeting in the spring of 2019 and bring finding to the AGM in June 2019.
- more Buddylines articles from individuals
  - o The SUC's buddyline editor is in contact with new individuals and are submitting articles in buddyline.
- approach certification agencies to include SUC brochure in their certification packages (they are represented in brochure)
  - o The SUC will continue giving brochures to dive shops and have the shops include the SUC brochure with their certification.
- free membership for new members (reduced rate)
  - o The SUC gives out a one year membership free to all program new participants to include buddyline.
- approach schools, YMCA, YWCA, PRA, RAC
  - o The SUC Club members and Dive Shops are working with these groups and providing SUC sponsored programs. With the intention of have then take a full program in the future.

### **3. Increase Visibility**

- Buddylines, Magazines, Website, Facebook, Twiller, Instagram and word of mouth
- dip session at lakes and pools
- target groups: instructors, shops, clubs
- diver awareness and safety programs
- diver manual on website
- survey of number of divers and attitudes
- advertising
- fishing derbies
- boat shows
- displays at lakes (increased signage at dive sites)
- action plan with specific recommendations on implementation
- focus membership and retailers established to communicate benefits of supporting the SUC

### **4. Improve Access to Recreation**

- Buddylines, Magazines, Website, Facebook, Twiller, Instagram and word of mouth
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