



ROWING
CANADA
AVIRON

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NOMINATIONS FOR RCA BOARD OF DIRECTOR

Position – Director at Large



Ian M. Gordon

CANDIDATE STATEMENT

Dear Members,

I am honoured to have been a director of Rowing Canada Aviron (RCA) and feel I have made a significant contribution to the organization and, more importantly, to the athletes. I would be pleased to have an opportunity to continue this important work for another term.

Prior to my joining the board in September 2016, RCA hired the Sport Law & Strategy Group (SL&SG) to undertake an analysis of where things were going wrong and what RCA needed to do to fix it. In the fall of 2016, we received their report which included 28 recommendations. With my solid business and professional background, I felt I could assist RCA in the evaluation and implementation of these recommendations and contribute to moving RCA toward a more consistent and organized approach that would allow our athletes to better perform.

The key strategies that I have focused on as director have been the following:

1. Athlete development
2. Coach development
3. National Training Centre
4. Becoming less dependent on government funding

In regard to athlete development we, and the executive team, have made some strategic decisions around a hub strategy. Our concentration is focused on improving the overall number and quality of athletes that are generated through the hubs. Now that we have the hubs in place I want to help make sure that I see these working the way they must.

Coaching development is critical to improve our athlete development. Athletes need to have trust in their coach that he or she can take them to the podium. But first, the coaches need to have the

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Canadian Paralympic Committee/ Comité paralympique canadien

confidence and experience to get their athletes there. More work is to be done to help these coaches improve and I want to be involved in that.

The National Training Centre strategy is well under way with an RFP being released and now we are awaiting formal applications. This Centre will require financing of course and I would like to be involved in this. It seems I have always been involved in raising money, either for my own companies or the organizations I volunteer for. I see this as one of my biggest potential contributions to RCA and would like the opportunity to be involved in this.

The same is true of the strategy around wanting RCA to be less dependent on government funding. Not only will this provide us more money on a consistent basis, it will allow us to make decisions based on what we think is the best for our athletes. It will allow us to provide more competition for all our athletes from juniors right up to elite senior.

There are many ways for directors to contribute and I think my background and experience as a businessman, a past national team athlete (10 years) and coach, a regatta chair, and a director at both the provincial and national level, provides me with a well-rounded experience that will help RCA in determining and executing upon strategies for our most important initiatives.

Respectfully submitted,

Ian M. Gordon, CPA / CA