



waterski & wakeboard
scotland



STRATEGIC PLAN 2025 - 2027

VISION & MISSION

VISION

A thriving community which provides regular opportunities for all to participate, compete, progress and achieve within our sports.

MISSION

Lead progressive growth in the sports by promoting partnerships, inclusivity and sustainability.

VALUES



COMMUNITY

Embracing, supporting and sharing



PROGRESS

Nurturing and supporting growth and development



FUN

Providing excitement and celebrating success

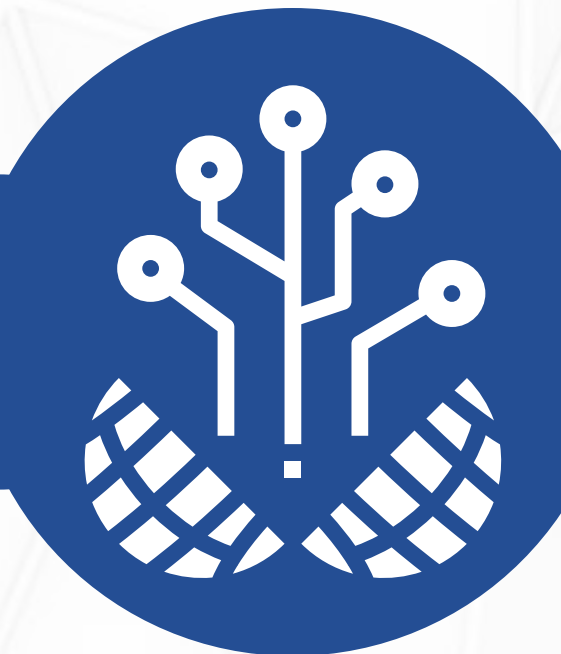
FOCUS AREAS

**DELIVER ACCESSIBLE COMPETITIONS
FOR ALL**



**GROW YOUTH PARTICIPATION IN
OUR SPORTS**

**GROW THE PROFILE OF OUR
SPORTS**



**ENSURE THE FUTURE OF OUR
SPORTS AND FACILITIES**

DELIVER AND EXPAND OUR COMPETITION CALENDAR FOR ALL LEVELS OF PARTICIPANT

- Creation of an annual waterski competition calendar for all levels from beginners to international ranking.
- Re-establish Scottish Wake series with stops across Scotland for both boat and cable wakeboarding.
- Develop pathway for youth to compete via schools, university and club engagement.

Outcomes

- Grow our sports
- Effectively govern, manage and protect our sports



GROW YOUTH PARTICIPATION IN OUR SPORTS

- Creation of nationwide University programme ensuring accessibility for all.
- Working in collaboration with clubs and sites to increase engagement with youth groups and clubs.
- Explore joined up working and co-design with other sports in our approach to the creation of a schools programme.

Outcomes

- Grow our sports
- Effectively govern, manage and protect our sports



GROW THE PROFILE AND SUPPORT THE PROMOTION OF OUR SPORTS.

- Foster improved partnerships with private/commercial sites to grow and develop our sports.
- Increased communications and connections with our community via regular news, campaigns and updates.
- Coordinated and dedicated social media campaign to increase our digital presence and communications.
- Continue efforts to increase presence within Scottish sporting landscape.

Outcomes

- Grow our sports
- Effectively govern, manage and protect our sports



ENSURE A SUSTAINABLE FUTURE FOR OUR SPORTS AND OUR FACILITIES

- Support to clubs and sites in the development of local facilities across the country.
- Foster partnerships to aid profit generation for clubs and sites to ensure the long term sustainability of facilities.
- Support the ongoing development of Town Loch National Training Site to host international and major events.
- Provide support in recruiting and training of volunteers, coaches, drivers and officials.

Outcomes

- Grow our sports
- Effectively govern, manage and protect our sports



Our role as a governing body

- Protect and manage our sports through effective administration and governance.
- Encourage and support the growth and participation of our sports.
- Ensure the development of volunteers, coaches, drivers, officials and participants.
- Organisation of competitions and events for all ages and abilities.
- Responsibility to establish effective partnerships with SportScotland and British Waterski and Wakeboard.
- Create and deliver a strategic plan for the sports that will be implemented nationally and locally.
- Provide direction and best practice in order to develop and organise our sports.
- Manage the regulations of our sports including child protection, water safety and anti-doping.





ACTIVE SCOTLAND

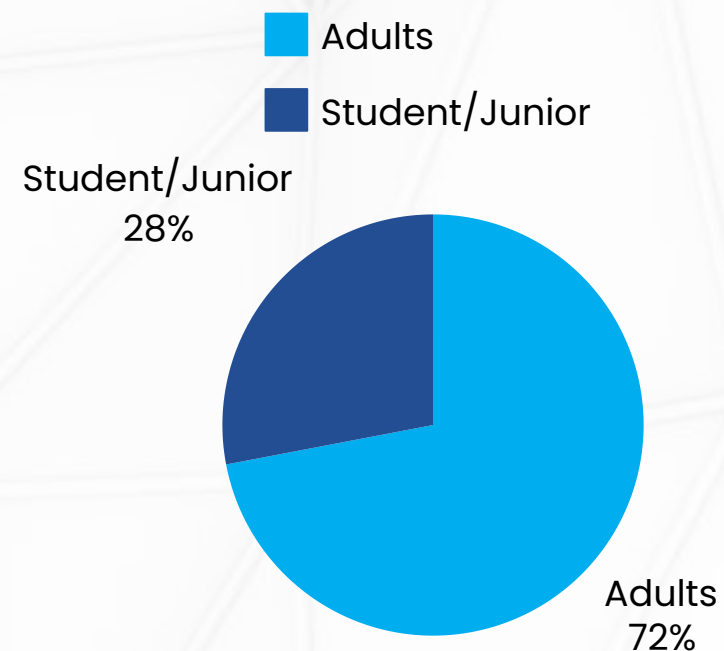
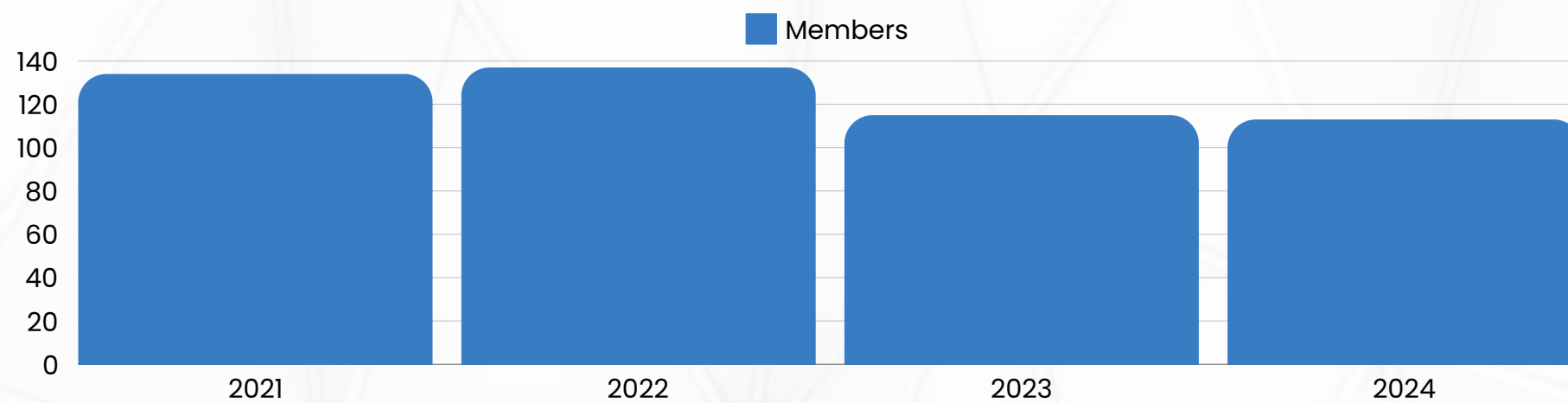
The Active Scotland—New Physical Activity for Health Framework describes Scotland’s ambitions to increase physical activity levels, improve health, and reduce health inequalities. The strategic delivery outcomes outlined in the framework are structured around eight evidence-based areas, each representing the best investments to boost physical activity. These are: active travel, active places and spaces, active workplaces, sports and recreation for all, active health care, active communications, active systems, and active education. Waterski and Wakeboard Scotland’s work will closely align with the new Framework. We shall look to collaborate with many partners to make a positive impact on physical activity.

The benefits in participation within waterskiing and wakeboarding in order to increase your physical activity have been show to include:

- Creation of long lasting social connections.
- Improved physical and mental health - feeling healthier and more confident with improved self-esteem through being physically active.
- Continous improvement of life skills such as communication, respect, problem solving and self-discipline.
- Improved knowledge and skills along with concentration, commitment and discipline.
- Encourage and support the growth and participation of our sports.

The challenges we face in growing our sports.

- The capacity and hours of our development team to support growth of our sports.
- Understanding the true reach of our sports particularly regular participation at private/commercial sites.
- Given the geographical dispersity, the ability to support and grow membership clubs.
- Financial ability to enable growth and development programmes.



WHERE WE WORK

We are striving to provide greater connectivity and support to our existing clubs and sites across Scotland. Along with looking to identify and grow in communities where there is potential for growth such as Loch Tay and Loch Ken.

OUR FOCUSES

This past year has seen Equality, Inclusion and Diversity play a key role as part of our development, with several successful projects and pilots being delivered from our NTS. We plan to grow and expand these along with rolling these out across further sites to enhance the opportunities for people to engage in our sports:

- Due to the inclusive and adaptive nature of our sports engage further with disability groups.
- Develop our university programme with a view to developing our own workforce.
- Plans in place to grow and add to our young adults with learning disabilities programme to include work experience.
- Early discussions in place around joined up programme with private site to engage with Active Schools in Dundee.



What success will look like...

Effectively govern, manage and protect our sports:-

- Continued implementation of safeguarding standards for sports.
- Introduction of a modern board with externally recruited independent directors.
- Update our Articles of Association for the introduction of a new membership structure by November 2025.

Competitions:-

- Deliver competitions for all disciplines of our sports.
- Creation of Scottish Student Open event.
- Host waterski 3-event competition (Slalom, Trick and Jump) at National Training Site – By October 2025.
- Bid to host National & International waterski competitions at National Training Site – By October 2027.

Profile and Promotion:-

- Increase social media engagement.
- Representation of sports via panels and forums.

Sustainability and Facilities:-

- Increase number of clubs hosting competitions.
- Modernise and change of lease at National Training Site to widen usage of the site.
- Recruit new volunteers, coaches and drivers to build depth and increase usage at all sites.
- Accurate data capture of participation at commercial/private sites.

Youth Participation:-

- Deliver regular opportunities for schools to engage with our sports.
- Drive and support the creation of university societies.
- Expansion of youth development squads.

Membership Growth:-

- Increase membership by 50% (from 113 to 170).
- Increase number of student/junior members by 50% (from 38 to 57).



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SCOTTISH GOVERNING BODY