



International Rafting Federation

IRF GT&E committee Strategic Plan 2012-16 (proposal)

Mission - What we want to be?

Become the recognised world body and a supportive background organisation for the training, qualification and on-going education of rafting professionals around the world.

Analysis of current position - What we are now?

Strengths

- IRF is generally recognised as the world body for rafting
- There exists a strong and clear international award scheme offering real standard
- Certification under the award scheme is generally valued by those that hold it
- Dynamic development, increasing number of Instructors
- Proper, functioning administration
- Existing Committee with interested members
- A new generation of motivated knowledgeable instructors

Weaknesses

- Shortage of online resources for candidates and Instructors
- Lack of Ethic control of IRF Instructors
- Relevant number of out-dated and not renewed licenses

Opportunities

- Strong demand for IRF certification
- Moderate demand for information, advice and instruction from aspiring rafting professionals and from operators wanting to improve their in-house guide training to “globally accepted and expected standard”
- Occasional demand from government regulators for an accepted “global standard” that can be adopted or adapted for purposes of regulation
- All IRF member countries joining the GT&E
- Increasing interest of commercial operators
- EU implementation of the IRF Award Scheme

Threats

- Difficulty in arranging certification processes in many places due to unavailability of local instructors and assessors and/or high cost of bringing them from distant locations
- Potential emerge of another-, better organised and marketed training-, and certification body
- Unauthorized use of IRF’s name at local politics and raft guide courses not reported to the IRF

Goal - How will we know when we've achieved our mission?

- The AS is accepted and used within all our member countries as “global standard” whether that be unofficially, by a majority of guides and operators or as an internal industry standard, or officially by regulating authorities.

Strategy - How do we get there?

- Market the AS to current and potential rafting professionals, operators, IRF members and regulating authorities.
- Organise pre-scheduled instructor workshops in key geographical locations to boost the number of instructors in areas of high actual-, and potential AS certification demand.
- Organise pre-scheduled instructor workshops to update all Instructors and Assessors about current IRF Standards.
- Provide web-based educational and support resources to rafting professionals such as articles on guiding and rescue techniques, descriptions of techniques, equipment reviews, employment notice board, instruction tips, all AS documentation including sample exams.
- Identify alternative revenue streams and create partnerships with commercial entities, which benefit the GT&E committee and rafting professionals. (Start with the IRF Whitewater Best Practice Certificate)
- Use every key rafting events as platforms for official gatherings, announcements, workshops, spreading information etc.

Suggested time line

IMMEDIATE (2012)

- Continue development of IRF Whitewater Best Practice Certificate (providing administration tools and promoting safety standards)
- Publicise and advertise the IRF GTE
- Find solution to motivate members to renew their certificates
- IRF GT&E courses and workshop in all continents
- Centralized temporary Training Center locations for Workshops to be established in 3 continents in 2012, for easier and better access for individuals
- Increasing interest and further motivate Commercial Operators to join or to keep with the philosophy of adapting the AS!
- IRF Guide Championships incl. to promote safety standards: 28-29th April 2012, Austria / Wildalpen - to advertise the AS
- Organize Safety Craft and Inline-Raft Workshops to train Instructors for the new certificates
- Introduce Riverboard as a Safety Craft to the AS and organize the first Certification Workshop 18-20th June 2012, France
- Schedule IRF sponsored workshops in developing areas (Asia, Africa, Latin-America)
- Introduce the idea of a GT&E Secretary to the Committee, responsible to update all documentation and creat new documents

MEDIUM TO LONG TERM (2013 - 2016)

- Establish partnerships with commercial entities
- Revise and update strategic plan annually
- Expand information resources available to rafting professionals using latest technology
- Start EU implementation of the AS
- Regular Workshops on all Continents

21st, February 2012 Budapest

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