

Paddlesport Industry Summit
ACA Speech
船艇运动产业峰会
美国皮划艇协会 (ACA) 演讲

Hello,

On behalf of the American Canoe Association (ACA), we extend our heartfelt thanks and gratitude for the opportunity to speak with you today.

尊敬的女士们先生们下午好，今天我很荣幸能代表美国皮划艇协会与您们见面交谈，为此表示衷心的感谢。

My name is Christopher Stec and I am the Chief Operating Officer of the ACA. I have been affiliated with the ACA in various capacities since 1995 and have been on the professional staff for the past 10 years.

我叫克里斯多夫·斯特克，是美国皮划艇协会的首席运营官。从 1995 年起在皮划艇协会的各个领域工作，而在近 10 年里，我都是协会专业人员之一。

Founded in 1880, the American Canoe Association (ACA) is a national non-profit organisation serving the broader paddling public by providing education related to all aspects of paddling; and the sanctioning of programs and events to promote paddlesport competition, exploration and recreation.

美国皮划艇协会 (简称 ACA) 是一个国家非盈利组织，成立于 1880 年。ACA 旨在提供广大民众船艇运动方面的教育，并赞助各种船艇运动竞赛、探索及娱乐活动。

The ACA believes it is our role to:

- Make paddling education and instruction accessible
- Promote paddlesports competition at the local, regional and national levels
- Create strategic alliances with clubs and other organisations that represent the outdoor experience in order to expand awareness and knowledge of paddlesport
- Communicate the benefits of canoeing, kayaking, rafting and stand-up paddleboarding as healthy lifetime recreation activities

ACA 坚信我们的义务在于：

- 使船艇运动教育更加便利、亲民
- 促进地方、区域及国家级别的船艇运动竞赛
- 与户外俱乐部及其他相关组织建立合作策略来更好地传播船艇运动知识
- 传达船艇运动是一项健康永久性娱乐活动的信息

We currently have members in thirty-seven countries around the world with China having more ACA members than any other country outside of the United States.

在全世界 37 个国家里都有我们的会员，而其中，中国是除美国以外拥有最多会员的国家。

Our education programs, including on water Instructor Certification Workshops and skills courses, videos, books and social media reach over 800,000 people each year. Paddlesports education programs enhance the quality of life for people. For example, when a ten-year-old child is able to learn to kayak on a local lake, or when they take a course for credit at a University, it can easily turn a lifetime activity which will give them the opportunity to live a much healthier life due to the physical fitness component of paddling.

通过我们的教育课程，每年我们都能接触到超过 80 万人。这些课程包括水上的教练认证研习班、技能课程、视频、书籍以及社交媒体。船艇运动的教育课程能提高人们的生活质量。一个十岁的孩子若能在当地的湖泊里学会皮艇，或在上大学时选择相关的课程，那他的身体将更加健康强壮。

The ACA also has a robust Stewardship program where we advocate for clean water, and public access to water venues.

ACA 还拥有一个稳固的管理项目用于提倡干净的水质及水场所的公共享用。

It is important to the ACA to support hundreds of local paddling clubs in river, lake and beach clean-ups each year. If a waterway is cleaner, more people will want to canoe and kayak there. Consequently, a local city receives financial benefit as paddlesport tourism increases.

对ACA来说，每年能够支持上百家地方的划船俱乐部来实施河流、湖泊及海滩的清理活动是很重要的。干净的水道能让更多的人们参与船艇运动，而随着船艇运动旅游业的发展，一座城市也会因此得到财政效益。

Another example, dozens of cities across the United States are constructing whitewater features on local rivers. Numerous reports show that there is a positive economic/financial benefit to a city for doing this. The local government pays for the project, and the parking lot and access steps to the river. This added infrastructure for outdoor recreation brings people from all over the region to paddle on this section of river, thereby increasing the local economy.

我再举一个例子。美国许多的城市都在当地河流建造适合激流运动的设施。多项报告表明，通过建造这些设施，城市将会得到良好的经济回报。当地政府会出资开发这个项目并建造停车场及其他便利设施。这种户外休闲的基础设施将会引来四面八方的人士来河流上划船艇，从而促进当地的经济。

It has been shown in multiple cities in the United States that public access to water for canoeing, kayaking and stand up paddleboarding provides enhanced business opportunities

(such as food, hotels, rentals, etc) as well as significant economic impact through this increased tourism.

美国众多的城市显示，便于使用的船艇运动场所提供了更多的商机（例如：餐馆、酒店、租赁企业等）并创造了良好的经济影响。

The ACA works closely with many different government agencies, from a local city, all the way up to the United States Coastal Guard. We serve on various advisory committees and help guide public policy as it relates to paddlesports safety, education, and access.

ACA 与不同级别的政府机构都有着密切的合作，比如说地方政府机构和美国海岸警卫队。我们在不同的委员会担当顾问并指导有关船艇运动安全、教育及享用的策略。

An example at the State level: the State government of Maryland passed a law that every time a bridge was either built or undergoes renovation, they must consider building and providing access to the water for paddlers. Other states are beginning to pass similar laws.

首先我举一个与州政府合作的例子：美国马里兰州政府曾经通过一项法律规定，每当建造或翻新一座桥时，应当考虑提供划桨者们方便访问水域的设施。其他的州政府也开始通过类似的法律。

An example at the Federal level, the United States Coast Guard is working to help paddlers understand commercial navigation rules. This provides additional access to large lakes and rivers and coastal areas for paddlers.

我再举一个与联邦政府合作的例子：美国海岸警卫队目前正在帮助划桨者们更好的理解商业航行规则。这样能帮助划桨者们更方便的访问海岸地区及大型的湖泊与河流。

In addition, we are also in the final stages of applying to become the National Governing Body for Olympic paddlesports in the United States. Once the application is approved, an individual will be able to start out racing as a youth at a local race or school and have the opportunity to progress all the way to the Olympic Games under our organisation.

此外，我们目前正在申请成为美国奥林匹克船艇运动国家管理局并已进入最终的审理阶段。一旦我们的申请得到批准，通过我们的组织，人们将能从地方或学校竞赛开始并有机会一直发展到参加奥运会。

Paddlesports participation in the United States is growing steadily. In 2014, over 21 million people tried paddlesports at least once. 10 million people canoed, 13 million people tried kayaking, 3.8 million tried rafting, and 2.8 million people did stand up paddleboarding. On average, an individual in the United States goes paddling 7 times a year which equates to approximately 215.8 million paddlesports outings a year.

在美国船艇运动的参与率在逐步上升。在 2014 年，超过 2100 万人至少参加过一次船艇运动。其中，1000 万人参与了划艇，1300 万人参与了皮艇，380 万参与了漂流，

280 万人参与了桨板。从数据来看，美国一人平均每年参与船艇运动 7 次，也就等于每年差不多有 2 亿 1580 万次船艇运动的出行。

Paddlesports is a significant part of the United States' Outdoor Recreation Economy. In 2016, all aspects of the US Outdoor Recreation Economy had \$887 billion in consumer spending, 7.6 million jobs and over 100 billion in various tax revenues.

船艇运动是美国户外休闲经济重要的一部分。在 2016 年，美国户外休闲经济的各个方面有 8870 亿消费支出，创造了 760 万的就业岗位并贡献了超过 1000 亿的税收。

Every year, hundreds of thousands of canoes, kayaks and stand up paddleboards are sold in the United States.

在美国，每年皮划艇及桨板的销售量有成百上千。

Paddlesports training, sales and increased access contributes hundreds of millions of dollars every year to the U.S. economy.

每年，船艇运动训练、销售及便利都为美国经济贡献了上百万的资金。

As more and more people in your country begin to try kayaking, canoeing, or stand-up paddleboarding, and paddlesport related instruction, University programs, clubs, and rental businesses continue to grow, the ACA has both the institution knowledge and the desire to partner with you to help educate and promote recreational paddlesports.

随着中国越来越多的人尝试船艇运动，以及与船艇运动相关的训练、大学项目、俱乐部和租赁公司的持续发展，ACA 不仅拥有良好的机构知识，也有愿望与中方达成合作关系来帮助船艇休闲运动在中国的教育及推广。

I am here, to work with the various leaders in your paddlesport community and Zhejiang University to solidify ACA partnerships as the paddlesports community continues to grow in your country.

随着船艇运动的群体在中国日夜增长，我在此愿与中国船艇运动及浙江大学的各位领导一起巩固 ACA 与中国的合作关系。谢谢大家。

I will be happy to answer any questions at this time.

我很乐意回答任何问题。

Paddle Safe, Paddle Often

安全划，经常划