



# **Strategic Plan**

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**2016 to 2020**

Approved by Membership at AGM held 20-Feb-2016

## Mission Statement

Pentathlon Canada is the national sport organization that governs the sport of Modern Pentathlon in Canada and fosters the development, growth, and promotion of Modern Pentathlon in Canada.

## Vision

To provide a world class program that inspires and develops athletes of all abilities to be the best they can be from grassroots to podium.

## Values

Progression, Performance, Integrity, Inclusion, Excellence

## Areas of Strategic Focus

- 1) Growth
- 2) Sustainability
- 3) Achievement

## Growth

- 1) Triple membership to 450 members nationally by 2020
  - Promote: Biathle, Tetrathlon, Laser Run, World School Biathle
  - Promote: Masters participation and involvement
  - Expand geographic area with new provinces and within existing provinces
- 2) Develop 2 new Provincial Sport Organizations and Support Existing Provinces (AB, BC, QC, ON)
  - Align provinces with national organization
  - Increase communication between provinces
  - Support with Equipment and Resources development in new provinces
- 3) Coaching / Officials
  - Develop coach certification program (using existing UIPM program)
  - Identify, train and develop coaches and officials in all provinces
  - Develop database of trained coaches and officials

## Sustainability

- 1) Develop Funding Model to Ensure Financial Stability
  - Obtain Sport Accountability Framework approval
  - Obtain IOC Solidarity Funding for quad to support HP projects
  - Engage alumni support
  - Identify additional external support (private sector)
- 2) National Sport Organization Partnerships
  - Develop partnerships with other NSO's (Shooting, Fencing, Swimming, Triathlon) and organizations (Pony Club) to increase program offerings, maximize resources
- 3) Marketing / Communications
  - Continue to promote sport through digital platforms, press releases, newsletters

## High Performance

- 1) Continue Focus on Development Level Program
  - Align with High Performance program to ensure clear athlete pathway
  - Have the Development Program recognized as part of the athletes critical pathway to national team
  - Support the organization of training camps and competitions within Canada
- 2) Coaching
  - Identify, recruit high performance coaches
  - Develop coach selection policy for competitions
  - Create program for developing and formally reviewing high performance plans for national team athletes
- 3) Identify Next Generation Athletes
  - Pan Ams 2019: Target: maximum available spots (2-3 each male/female)
  - Olympics 2020: Target: 2 male / 2 female
  - Identify athletes to participate in World Junior, World Youth A and World University