

Strategic Plan 2025-2029



VISION – To be a leader in modern pentathlon from grassroots to podium

MISSION – Enhance participation, foster inclusion and drive excellence within the modern pentathlon family

VALUES – Excellence, Leadership, Accountability, Collaboration

EXPECTED OUTCOMES BY 2029

1 SUSTAINABILITY

- 1.1** Pentathlon Canada will be deemed eligible for funding under the NSO component of the Sport Support Program.
- 1.2** Pentathlon Canada will be deemed eligible for the Athlete Assistance Program (AAP) and be granted a minimum of 2 senior and 2 development level cards.
- 1.3** Create a Pentathlon Canada Fundraising Committee to develop and implement a National Fundraising Strategy
- 1.4** Secure at least \$20,000 year over year in cash or in-kind support from sponsors for Pentathlon Canada.

2 GROWTH

- 2.1** Increase number of new athletes by 20% year over year for the next 5 years.
- 2.2** Increase number of community coaches, officials and volunteers by 20% in every province year over year for the next 5 years.
- 2.3** Expand and deliver the number and type of pentathlon events in alignment with LTAD 3.0 to increase awareness and foster growth.
- 2.4** Increase partnerships at the local, provincial/territorial and national level (i.e. PTSOs, NSOs, military and cadets) to share resources to support athlete/coach/officials growth and development.
- 2.5** Create more inclusive opportunities for participation in modern pentathlon for athletes, coaches, officials and volunteers.

3 PROMOTE & CELEBRATE

- 3.1** Develop a Marketing Strategy and Communication Plan to promote pentathlon as an accessible, inclusive and fun sport.
- 3.2** Revise and build marketing resources and assets that support the coordinated national implementation of the Marketing Strategy and Communication Plan.
- 3.3** Develop mechanisms to celebrate local, provincial, national and international athlete, coach, official and volunteer contributions and achievements.

4 LEADERSHIP AND GOVERNANCE

- 4.1** Support PTSO members in their efforts to achieve or enhance partnerships (i.e. government, corporate, PTSOs, clubs, etc.) within their province/territory.
- 4.2** Work with Sport Law and Strategy Group and Parachute Canada to continually review and update Governance and Concussion Protocols to ensure Pentathlon Canada is always at the cutting edge of good governance and safe sport practices.
- 4.3** Establish Memoranda of Understanding with NSOs for fencing, athletics, swimming, obstacle, shooting, triathlon and biathlon.
- 4.4** Maintain a comprehensive Pentathlon Canada Membership Database.
- 4.5** Confirm 100% of Pentathlon Canada athletes, coaches, administrators, board members and volunteers have completed Safe Sport and Gender Equity Training year over year for the next 5 years.

5 HIGH PERFORMANCE

- 5.1** Develop and provide support to implement Athlete and Coach High Performance Development Pathways (aligned with LTAD 3.0) to increase athlete and coach recruitment and retention.
- 5.2** Deliver the UIPM Coaching Certification in Canada- Levels 1 and 2.
- 5.3** Work with the Coaching Association of Canada to develop an NCCP Certification Program for Modern Pentathlon and Obstacle Racing.
- 5.4** Qualify at least one male and one female athlete for the 2028 LA Olympics.



MAJOR INITIATIVES TO BE COMPLETED TO ACHIEVE THE EXPECTED OUTCOMES

1.a Address any outstanding gaps in policy, procedures, official language requirements, etc. to increase Pentathlon Canada's eligibility to receive funding under the Sport Canada Sport Support Program.

1.b Work with the Athlete Assistance Program (AAP) address what is needed for Pentathlon Canada to be granted a minimum of 2 senior and 2 development level cards

1.c Engage the services of a part-time Executive Director to oversee Pentathlon Canada day-to-day operations, new initiatives and sustainability activities.

1.d Recruit skilled and experienced individuals to be part of the Fundraising Committee that will be responsible for developing and overseeing the Fund-raising Strategy.

1.e In alignment with LTAD 3.0, develop sponsorship opportunities as part of new and existing events.

2.a Establish a Pentathlon Canada Development Committee focused on developing and implementing the Pentathlon Canada Development Strategy.

2.b Through the Development Strategy develop national initiatives to increase the number of athletes, coaches, officials and volunteers by 20% year over year. This would include new try-it events and camps (aligned with LTAD 3.0) and marketing and communication support through the #askmeaboutpentathlon Campaign.

2.c Collect and share growth strategies and success stories (local, national and international) with Pentathlon Canada members and partners.

2.d Identify and communicate current relationships local clubs or PSOs have with other sport organizations (create an inventory) and make this information readily available to Pentathlon Canada members and the general public.

2.e Work with partners to determine how pentathlon could be modified to better engage under-represented groups such as persons with disabilities, low-income individuals and indigenous populations.

3.a Develop and revise marketing resources and assets to support the coordinated national implementation of the #Askmeaboutpentathlon Marketing Strategy and Communication Plan.

3.b Develop a strategy with obstacle clubs across Canada to raise awareness about modern pentathlon and encourage athletes, coaches, officials and volunteers to get involved with modern pentathlon.

3.c Develop a five-year strategy to celebrate local, provincial/territories, national and international athlete, coach, official and volunteer contributions and achievements..

4.a Establish a Provincial/Territorial member/leader group that meets virtually once every two months to discuss their needs and how PC can support them around marketing, fundraising, growth, etc.

4.b Collect and share best/promising practices of what provinces/territories are doing and who they are partnering with for funding support, marketing, etc.

4.c Develop and communicate professional development opportunities for pentathlon members to build capacity around governance, growth, high performance, fundraising, marketing, etc. (i.e. Webinars, access to training, etc.)

4.d Develop individual proposals that outline how Pentathlon Canada would like to work more closely with partner NSOs (fencing, athletics, swimming, obstacle, shooting, triathlon and biathlon) and meet with each organization to discuss the proposal, funding submissions and craft MOUs.

4.e Plan and implement a minimum of one partnership activity with each partner NSO within the next 5 years and promote this partnership to help increase awareness of pentathlon.

4.f Contract Interpodia to house and administer the Pentathlon Canada database.

4.g Develop a Board Governance Strategy to ensure the Board is aware, educated and up-to-date on good governance practices.

5.a Revise Pentathlon Canada's LTAD 3.0 in partnership with Sport for Life to remove equestrian and replace it with obstacle.

5.b Develop a communication plan to ensure the LTAD, Athlete/Coach Skills and Athlete/Coach Development Matrix is used and understood by the clubs, provinces, and territories.

5.c Ensure athletes share the LTAD with their individual coaches.

5.d Work with the Coaching Association of Canada to have the UIPM Coaching Certification Program recognized and part of the NCCP Locker as a PD offering.

5.e Identify/hire the High Performance staff including a national coach and high performance director.

5.f Identify and support NEXTGEN athletes and potential 'new' high performance athletes.

5.g Partner with other sports to find potential athletes and support their transition into modern pentathlon (i.e. obstacle athletes)

5.h Ensure that Pentathlon Canada is considered and applies for solidarity funding from COC for next quad (targeted funding for top athletes).

