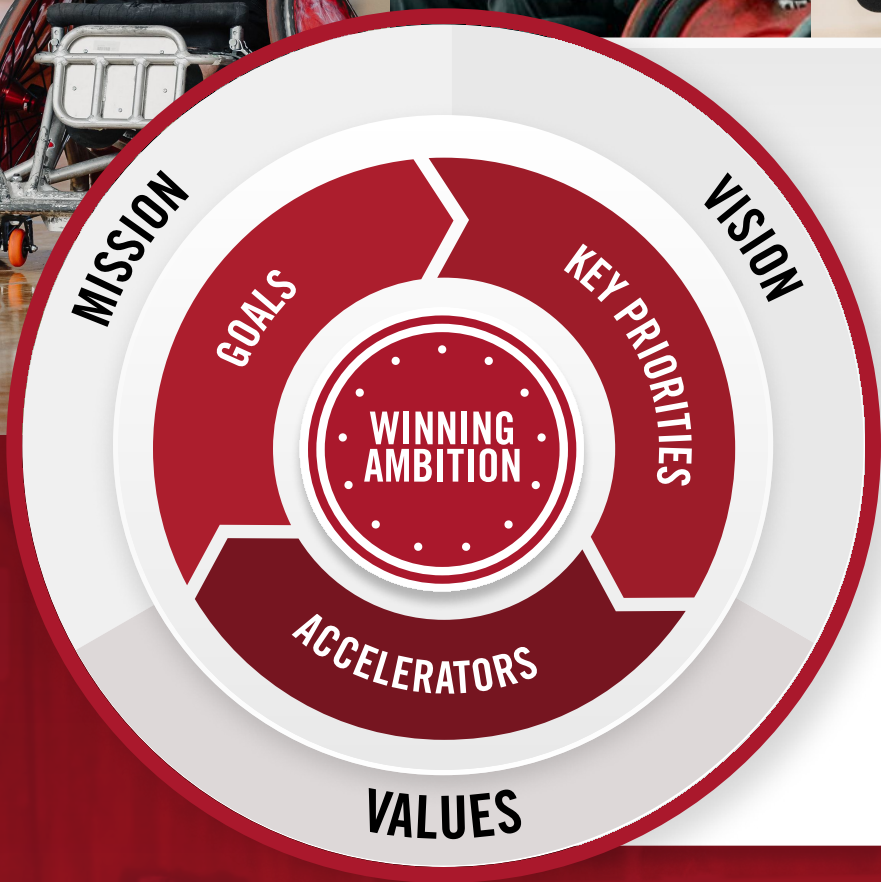




# WHEELCHAIR RUGBY CANADA STRATEGIC PLAN 2024-2028



## OUR VISION

To be a world leader in wheelchair rugby.

## OUR MISSION

To **achieve excellence** in wheelchair rugby at international competitions, **support the development** of the sport across Canada, and **advocate** for our community.

## OUR VALUES



### TEAMWORK

We collaborate to build the community, maximize strengths, and achieve common goals.



### INTEGRITY

We are honest, transparent, and ethical leaders who prioritize respectful conduct and interactions with others.



### EXCELLENCE

We nurture a winning mindset where we strive to achieve the best outcomes safely, responsibly, and sustainably.



### INNOVATION

We pursue new ideas for the sport with creativity, passion, and ambition.

## GOALS

AS A WORLD LEADER IN WHEELCHAIR RUGBY, WE WILL ACHIEVE IN THREE KEY AREAS

### DRIVE HIGH PERFORMANCE

Strong placement at major competitions driven by pipeline of talent

### INCREASE PARTICIPATION

More quality events with more repeat participants across Canada

### BUILD A STRONG CULTURE

Safe and inclusive experiences consistently delivered

## WINNING AMBITION

WE WILL STRENGTHEN THE DOMESTIC COMPETITION STRUCTURE

- ▶ More moments for more athletes to play and advance skills, building the next generation of talent and growing the game
- ▶ More opportunities for coaches, officials, and classifiers to hone their skills and facilitate safe and inclusive gameplay and culture
- ▶ More chances to build community, attract future players, and for fans and funders to see us in action

## KEY PRIORITIES

TOP FOCUS AREAS TO ACHIEVE OUR GOALS

- ▶ Host our own signature events and support our partners to host **premier events**
- ▶ Collaborate with Provincial members and clubs to **strengthen system capacity**
- ▶ Deliver a world-leading **domestic classification strategy**
- ▶ **Leverage the power of the national team** as a catalyst for engagement in the sport
- ▶ **Help women advance** throughout the sport
- ▶ **Advocate for the sport** of wheelchair rugby and our community

## ACCELERATORS

KEY SUPPORTS FOR INVESTMENT AND RESOURCES

-  **EQUITY, DIVERSITY, INCLUSION, & ACCESSIBILITY**
-  **SAFE SPORT**
-  **BRAND & MARKETING**
-  **RELATIONSHIPS WITH PSOS & CLUBS**
-  **EFFECTIVE GOVERNANCE & ORGANIZATION**
-  **SUSTAINABLE FINANCES**

