



BIATHLON CANADA



Aiming for Excellence

2014-2022

BIATHLON CANADA'S
STRATEGIC VISION

MISSION

Biathlon Canada will achieve consistent International podium performance by leading, promoting, developing and governing biathlon in Canada to the highest standard of excellence.

VISION

We see consistent medal contenders in international competitions who are led and supported by an effective and dynamic organization which also provides a domestic program of rewarding participation opportunities for all members.

VALUES

Excellence: Every member of Biathlon Canada must strive to achieve the highest standard of excellence in every endeavour of The Association.

Leadership: Biathlon Canada and our empowered members must exercise leadership to achieve the mission.

Democracy: We believe in the universally accepted democratic principles.

Athlete Centred: The purpose and focus of all our programs, services and action is directed at the holistic development and support of the athletes and their performance.

Safety: Biathlon must be safe for everyone.

Integrity and Ethics: Integrity and ethics, incorporating fairness, justice, honesty, non-discrimination and respect must govern all aspects of biathlon.



**TAKE AIM ON THE FUTURE.
SHOOT CLEAN WITH
BIATHLON CANADA.**

Join the team at

www.biathloncanada.ca

or contact your local Biathlon Organization at:



In Biathlon, coaches often refer to the five bull targets from A to E and use the phonetic alphabet to record them. Biathlon Canada has updated our strategic aim points and linked them to the 5 elements of the National Sport Policy using this approach.

STRATEGIC AIM POINTS

- ALPHA** Introduction to Sport – Grow the sport participation base.
- BRAVO** Recreational Sport – Provide entry level programming for athletes, coaches and officials to support the development of the sport.
- CHARLIE** Competitive Sport – Provide competitive programs with centralized oversight, and appropriate sport leadership training and development opportunities.
- DELTA** High Performance Sport – Lead a dynamic high performance program aimed at consistent international excellence at the senior level.
- ECHO** Sport for Development – Enhance Biathlon Canada’s presence nationally and internationally securing opportunities for sport growth and fiscal sustainability.

STRATEGIC FOCUS

2014-2018 Priorities

Having established a solid foundation by 2014, resources in the upcoming quadrennial will be allocated appropriately to support the international athletic excellence of selected athletes, who have been identified and developed in the previous quadrennial.

- Excellence
- Capacity
- Participation
- Interaction

2018-2022 Priorities

The successes achieved by 2018 will set the conditions for reinvestment in capacity and participation and as such our association efforts will be increasingly directed in that direction during the period 2018-2022 while maintaining a steadfast commitment to supporting proven podium performers.

- Capacity
- Participation
- Excellence
- Interaction

YOUR ROLE ON THE TEAM

- ATHLETES** Be the best you can be in your training and competitions. Aim for the podium.
- COACHES** Learn and advance new skills, integrate your efforts within your club and Division and foster excellence at all levels.
- OFFICIALS** Learn and understand the rules, be the best you can be on the field of play to ensure safe and fair competitions for all athletes.
- CLUBS** Create a structure and implement programming at the local level to foster the development of the sport from grass roots to the Olympic podium.
- DIVISIONS** Integrate clubs and programs to promote the enhanced promotion and development of biathlon across Divisions.
- NATIONAL** Provide programing direction and support for development activities for lower level application and lead the pursuit of International excellence and podium performances.
- SUPPORTERS** Be a fan, a local volunteer or a local/national financial supporter who commits to enhance the profile of biathlon as a leading winter sport in Canada

REFINING THE AIM

