



**Volleyball
Canada**

Strategic Plan 2021-2024

VISION

Be a world leader
in volleyball

MISSION

To provide leadership that
enhances participation
and excellence in
Canadian volleyball

VALUES

Excellence, integrity,
sustainability, and
leadership

STRONG PATHWAYS

EXPECTED RESULTS BY 2024

- Develop clear and concise pathways for coaches, athletes and referees that are integrated, well-communicated and adopted across Canada
- Develop and maintain resources to ensure a pool of skilled and qualified coaches, athletes, and referees for sustainable program development
- Create and establish a library of industry expert resources that meets the demands of cutting edge program development

STRATEGIC INITIATIVES TO BE COMPLETED TO ACHIEVE THE EXPECTED RESULTS

- Lead the development of nationally aligned pathways for coaches, athletes and referees through effective collaboration with cross-functional areas including high-performance, events and communications
- Ensure all VC resources are developed, promoted and delivered with a consistent message of safety, inclusiveness and accessibility while emphasizing effective learning strategies and sustainability

SUSTAINED HIGH PERFORMANCE

EXPECTED RESULTS BY 2024

- Medal at Olympics/Paralympics
- World Championships (WCH)
 - » Beach – Medal at WCH
 - » Sitting – Top 5 at WCH (Women), Top 8 WCH (Men)
 - » Indoor Men – Top 8 WCH
 - » Indoor Women – Top 12 WCH

STRATEGIC INITIATIVES TO BE COMPLETED TO ACHIEVE THE EXPECTED RESULTS

Athlete Wellness is central to all of the following initiatives:

- World Leading Coaching
- World Leading Integrated Support Team (IST)
- World Class Daily Training Environment (DTE)
- Provide Quality Competition Calendar
 - Succession Planning (2028), Sustainability & Policy development

RESOURCE GENERATION

EXPECTED RESULTS BY 2024

- Secure, develop and increase resources, both expertise and dollars

STRATEGIC INITIATIVES TO BE COMPLETED TO ACHIEVE THE EXPECTED RESULTS

- In conjunction with program leaders, invest in and develop expert resources, to support and expand fundraising, marketing and promotions initiatives
- Enhance the VC brand experience — events, fundraising, digital content
- Plan and implement meaningful and mutually beneficial partnerships (services, in-kind, dollars, programs etc.)
- Monetize the VC brand — merchandise, digital content, athletes, education programs/resources, volleyball in Canada community

QUALITY EVENTS

EXPECTED RESULTS BY 2024

International:

- Volleyball Canada hosts the top international volleyball events on a regular basis, with high fan engagement, and generating profits for VC and its hosting partners

Nationals:

- Nationals are consistently rated as a top sporting experience regardless of multiple venue event or festival event

STRATEGIC INITIATIVES TO BE COMPLETED TO ACHIEVE THE EXPECTED RESULTS

International:

- Increase overall viewership
- Continue to improve the overall fan experience
- Improve sustainability of international events through improved financial viability

Nationals:

- Create a high-quality experience for all
- Event technical officials/administrator development
- Target full capacity by 2024
- Refine the hosting model for efficiencies

