

2032 Strategic Plan

Be a world leader in volleyball

MISSION: To provide leadership that enhances participation and excellence in Canadian volleyball

VALUES: Excellence · Integrity · Leadership



Volleyball for All

Evolve volleyball into a cornerstone of community connection and active living

Objectives

- Broad participation in volleyball from individuals of all ages, abilities, and backgrounds with a focus on underrepresented groups.
- Accessibility to all disciplines: indoor, beach and sitting volleyball.
- Innovative sport programming.

Actions

- Lead and provide guidance for the creation of innovative models to enhance participation, accessibility, and inclusivity.
- Increase the number of qualified leaders, coaches and referees.
- Expand community outreach and engagement initiatives to foster participation.



High Performance

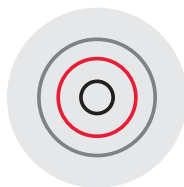
Empower Canadian athletes, coaches, referees and leaders to excel on the world stage

Objectives

- Sustained excellence in international competitions in all disciplines.
- World-leading analysis, research, and innovation to enhance high-performance pathways, programs, and learning tools.
- High-quality coaching, mentorship and development opportunities supported by cutting-edge learning resources, and technology.
- Exceptional leadership and guidance supporting pathways to high performance.

Actions

- Develop world-leading education, expertise, resources and opportunities to empower athletes, coaches, referees, and leaders.
- Actively educate and advocate for the pathways to high performance.
- Provide accessible and comprehensive learning resources and opportunities.



Events and Engagement

Transform volleyball into a connecting force that captivates Canadians

Objectives

- Athletes, fans, volunteers and partners are engaged and connected to the volleyball community through vibrant events.
- Exceptional events, activities and programs that are renowned and exemplify excitement and excellence.
- Volleyball Canada is recognized as a strong and impactful sport brand.

Actions

- Develop, deliver and promote high-quality events and properties that connect communities and showcase the best of the sport.
- Engage communities through strategic engagement and immersive experiences.
- Leverage digital platforms and strategic storytelling to amplify Volleyball Canada's brand impact and connect with a broader audience.
- Expand participation in domestic competitions.
- Establish a sitting volleyball championship.



Thriving Organization

Elevate Volleyball Canada's organizational excellence to achieve new heights

Objectives

- A forward-thinking organizational model that drives and frames the growth, adaptability, resilience and sustainability of a healthy and thriving organization.
- Collaborative ecosystems that cultivate community engagement and partnerships.
- High operational effectiveness sustained through continuous evaluation, optimization and adaptation.
- A culture of excellence, integrity, and leadership.

Actions

- Identify, secure and allocate the necessary resources — including talented people, sufficient funding, and robust infrastructure — to achieve objectives and realize the organization's vision.
- Regularly evaluate and optimize organizational processes and tools to enhance efficiency and effectiveness.
- Build and maintain partnerships to strengthen community engagement and drive growth.