



Strategic Plan 2021-2025

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 2025

1 SUSTAINABILITY

- 1.1** Pentathlon Canada will be deemed eligible for funding under the NSO component of the Sport Support Program or continue to receive “Other Supporting Initiative” project funding.
- 1.2** Create a Pentathlon Canada Fundraising Committee to develop and implement a National Fundraising Strategy
- 1.3** Secure at least \$20,000 year over year in cash or in-kind support from sponsors for Pentathlon Canada starting in 2022.

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.

3 PROMOTE & CELEBRATE

- 3.1** Develop a Marketing Strategy and Communication Plan to promote pentathlon as an 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** Develop a Board orientation package that provides general information about the structure of pentathlon in Canada including the roles of the NSO, PTSOs and clubs and how they support each other.
- 4.3** Establish Memoranda of Understanding with NSOs for fencing, athletics, swimming, equestrian, shooting, triathlon and biathlon.
- 4.4** Establish and maintain a 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) by August 2021 to increase athlete and coach recruitment and retention.
- 5.2** Obtain recognition for the UIPM Coaching Certification in Canada.
- 5.3** Qualify at least one male and one female athlete for the 2024 Paris Olympics through the 2023 Pan American Games Qualifier.



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 reference-level funding under the Sport Canada Sport Support Program.

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

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

1.d 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 Growth Strategy.

2.b Develop a Growth Strategy to increase the number of athletes, coaches, officials and volunteers by 20% year over year starting in December 31, 2021. This would include new try-it events (aligned with LTAD 3.0), marketing and communication support.

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.

3.a Develop a Marketing Strategy and Communication Plan by December 31, 2021.

3.b Develop and revise marketing resources and assets by February 2022 to support the coordinated national implementation of the Marketing Strategy and Communication Plan.

3.c Develop a five-year strategy to celebrate local, provincial, national and international athlete, coach, official and volunteer contributions and achievements through a coordinated program developed and implemented by December 31, 2021.

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 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, equestrian, shooting, triathlon and biathlon) and meet with each organization by December 2021 to discuss the proposal 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.

5.a Develop Pentathlon Canada's LTAD 3.0 in partnership with Sport for Life.

5.b Develop Pentathlon Canada's Athlete Skills Matrix and Athlete Development Matrix in partnership with Sport for Life and NSOs (i.e. multi-sport organizations such as triathlon or biathlon) to better understand progressions and share resources/best practices.

5.c Develop a communication plan to ensure the LTAD, Athlete Skills and Athlete Development Matrix is used and understood by the clubs, provinces, and coaches.

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

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

5.f Identify/hire the national coach and supporting staff for the high performance team.

5.g Identify and support potential 'new' high performance athletes.

5.h Partner with other sports to find potential athletes (i.e. athletes that are close but not expected to qualify for Olympics in their primary sport)

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

