



2021-2025

STRATEGIC PLAN



About AthletesCAN

Overview

AthletesCAN, the association of Canada's national team athletes, is the only fully independent and most inclusive athlete organization in the country and the first organization of its kind in the world. As the collective voice of Canadian national team athletes, AthletesCAN ensures an athlete centered sport system by developing athlete leaders who influence sport policy and, as role models, inspire a strong sport culture.

AthletesCAN serves an important and unique purpose in sport. Led by a committed group of current and retired national team athletes - AthletesCAN benefits from a rich history.

Since 1992, AthletesCAN has invested in athlete leadership development through effective representation and education. The organization has created resources to build and formalize athlete feedback mechanisms across the sport system. As a result of strengthening strategic partnerships both within and outside of the system, AthletesCAN has continued to pioneer innovative ways to ensure inclusive decision-making by informing, educating, and advocating for an athlete-centered sport system.

Our Board of Directors



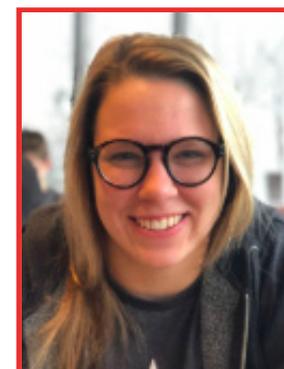
Erin Willson
President
Artistic Swimming



Bo Hedges
Vice-President
Wheelchair Basketball



Rob Law
Treasurer
Lawn Bowls



Celina Toth
Secretary
Diving



Allison Forsyth
Director
Alpine Skiing



Hollie Duncan
Director
Curling



Camille Bérubé
Director
Para-Swimming



Neville Wright
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Bobsleigh / Athletics



Andrea Proske
Director
Rowing

Our Staff



Alan Hudes
*Manager, Communications
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Strategic Planning Process

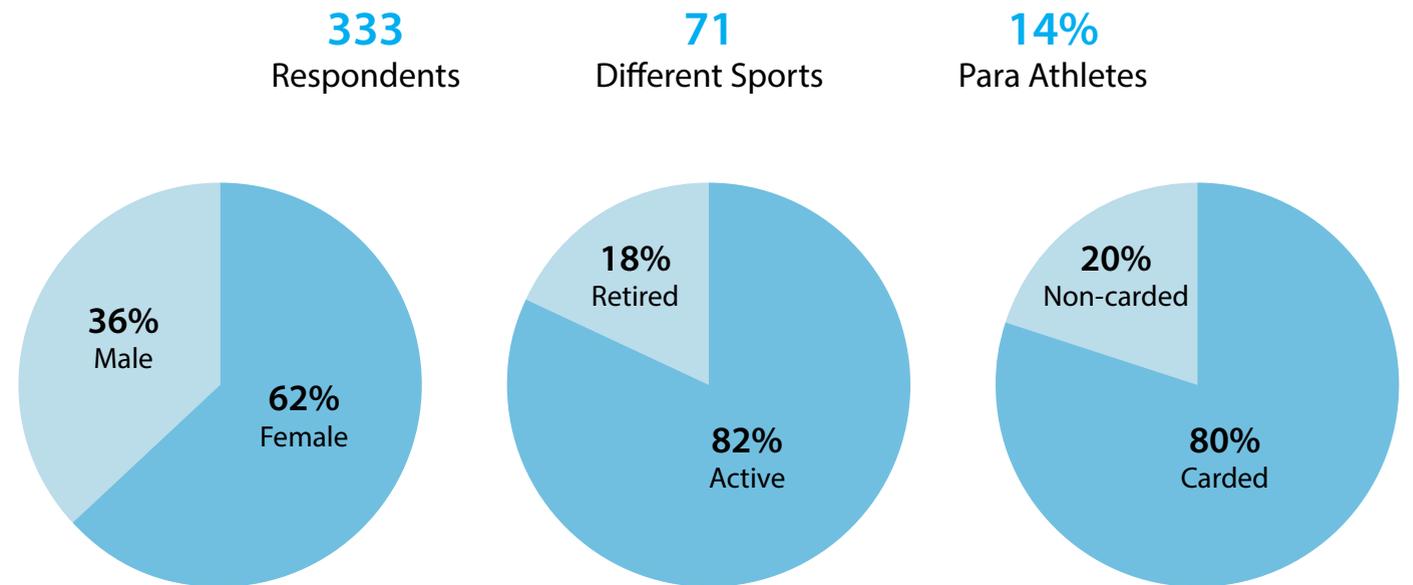
Overview

AthletesCAN partnered with Deloitte Canada's Community Advisory Program to develop its 2021-2025 Strategic Plan.

As part of the process, AthletesCAN conducted extensive consultation with the athlete community and Canadian and international sport system partners. Here is a summary of the stakeholders consulted:



Athlete Survey Statistics



AthletesCAN would like to thank everyone who participated in the consultation process. The insights gathered allowed us to rethink our strategic objectives and develop AthletesCAN's Strategy 2025.



Strategy 2025

OUR MISSION

To unite and amplify the voices of all Canadian national team athletes

OUR VISION

We are the collective athlete voice in the unwavering pursuit of an athlete centered sport system

OUR VALUES

INTEGRITY

We lead with an honest and moral approach to everything we do.

COURAGE

We find the strength to stand up for what is right.

INCLUSIVITY

We represent a diverse membership and support the voices of all athletes.

TRANSPARENCY

We are open and vulnerable in our effort to create a better sport system.





STRATEGIC PRIORITY AREAS

AWARENESS

OBJECTIVE

By 2025, AthletesCAN is well-known by all Canadian national team athletes and fosters deep relationships with key system stakeholders

HOW WILL WE GET THERE

Increase Canadian national team athletes' awareness of AthletesCAN

Deepen relationships and improve collaboration with key system stakeholders

INSIGHT

OBJECTIVE

By 2025, AthletesCAN captures the collective voice of Canadian athletes through robust data collection processes and formalized procedures

HOW WILL WE GET THERE

Assess short-term and long-term system needs to identify expected/known key topics and focus areas

Develop formalized processes to collect data, information and perspectives from all Canadian national team athletes

Improve internal analysis, communications, and decision-making capabilities

ACTIVATION

OBJECTIVE

By 2025, AthletesCAN develops and sustains impactful change initiatives in the sport system based on data-driven insights from Canadian national team athletes

HOW WILL WE GET THERE

Leverage athlete-driven insights to equip key system stakeholders, athlete representatives, and AthletesCAN with the necessary data to create impactful change

Communicate, monitor, and report the success of change initiatives across the sport system from an athlete perspective



Commitment & Acknowledgements

Our Strategy

Our Strategy is built on a commitment to organizational excellence. As such, AthletesCAN will embed the following principles in its day-to-day operations:

- Strong governance and reporting processes;
- Financial and risk management practices;
- Staff and volunteer development and support;
- Focus on diversity, equity and inclusion; and
- Ability for members to access information in both official languages.

Acknowledgements

The AthletesCAN Board of Directors would like to thank all the stakeholders who were involved in shaping this strategic plan. We believe that Canadian athletes will be better served because of your willingness to work together to foster a sport system where the athlete voice is represented and respected.

Members of the Strategic Planning Committee:

Pierre-Luc Laliberté (*Past President, AthletesCAN*)
Robert Hedges (*Vice-President, AthletesCAN*)
Liam Smedley (*Past Secretary, AthletesCAN*)
Allison Forsyth (*Board Member, AthletesCAN*)
Dasha Peregoudova (*Past President, AthletesCAN*)
Jillian Drouin (*Past Vice-President, AthletesCAN*)
Georgina Truman (*Past Manager Athlete Relations and Operations, AthletesCAN*)

Additional individuals involved in the development of the Strategic Plan:

Hollie Duncan (*Board Member, AthletesCAN*)
Celina Toth (*Secretary, AthletesCAN*)
Ashley LaBrie (*Past Executive Director, AthletesCAN*)



