

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 programing 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
- Participation
- CapacityInteraction

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



INTRODUCTION TO SPORT

- 1. Expand grassroots participation programs
- 2. Foster Club development
- 3. Increase use of technology to foster participation
- 4. Improve communications, branding and visibility to foster participation



RECREATIONAL SPORT

- Improve officials, coaching and athlete programs
- 2. Target Masters Development
- 3. Identify and promote best practices across recreational programing
- 4. Enhance dialogue and relationships required to implement programming



COMPETITIVE SPORT

- Implement a sustainable
 Talent ID program
- Promote the use of the Athlete
 Development Model (LTADM)
 as a progression pathway from
 Club to Olympic podium
- 3. Foster the professionalism of coaches and officials
- 4. Improve the coordination and scheduling of competitive opportunities
- 5. Enhance the recruitment of volunteers to support Biathlon Canada objectives



HIGH PERFORMANCE SPORT

- 1. Be world leading in all aspects of High Performance programing
- 2. Align Biathlon Canada programing to support the High Performance program
- Win World Championship and Olympic Winter Games medals
- Support the application of High
 Performance best practices across
 all aim points



SPORT FOR DEVELOPMENT

- 1. Improve national and international sport relations
- Provide efficient governance, sound fiscal management, and effective leadership
- Increase opportunities to host international events
- 4. Enhance public awareness of and engagement in biathlon