



STRATEGIC PLAN

2024-2029



PURPOSE

Provide positive water polo experiences.

VISION

Achieve international and domestic excellence.

MISSION

Build an exemplary water polo culture.

VALUES

- We lead and communicate with intent.
- We collaborate with purpose.
- We act with integrity.
- We inspire and foster achievement.
- We help people to grow as individuals and celebrate their accomplishments.
- We embrace change.
- We steward a safe and inclusive environment.
- We prioritize our participants when we plan.
- We are accountable to our stakeholders.

PILLARS

PEOPLE

- Volunteers are empowered, supported, and recognized.
- Participants come from diverse backgrounds and are engaged at all levels of the sport.
- Grassroots guidelines are co-created with strategic partners to help develop physical, mental and emotional life skills in a fun environment.

SYSTEM

- PSOs and Clubs are supported to grow and develop their people and programs to reach new members at early grassroots stages.
- PSOs and Clubs are engaged to collaborate on program development and design.
- Strategic and collaborative partnerships are struck to advocate for increased investments in facilities and programs.

BUSINESS

- WPC delivers programs and services that are valued, as shown by annual surveys.
- The sport continues to reach new markets and audiences.
- Socio-economic trends and realities are monitored and inform Water Polo Canada's strategic and long-term planning and programming.
- An optimal business model is driven by continuous improvement across all aspects of the organization.

GOALS

ACHIEVE SUSTAINABILITY & GROWTH

- Athlete, coaches, referees and officials are recognized and respected in Canada and around the world.
- Water Polo is strategically promoted to encourage growth in key markets.
- National Team Athletes' well-being is supported so that they can perform at their best.

- Athlete, coach and official pathways are firmly established and well understood, resulting in optimal development and retention.
- Diverse talent is attracted, developed and retained.
- National teams consistently increase their rankings year over year to achieve and maintain a top 8 ranking, and ultimately medal at the Olympics.

- Multiple funding streams exist to support the achievement of strategic outcomes.
- Increase national and international influence beyond the pool.

ELEVATE THE IMPACT OF OUR SPORT

- Water Polo is promoted to encourage growth and engagement to new audiences.
- Water polo provides a safe and inclusive environment for all.
- Water polo, in any form, is a sport for life.
- The history of Water Polo is celebrated.

- The sport has robust governance, policies and procedures for optimal growth and performance.
- The system is aligned with stakeholders to ensure program consistency and relevancy.

- The sport has a strong national image.
- Water Polo Canada engages forward-thinking and innovative practices to achieve its objectives.
- Domestic and international events are hosted in Canada that generate revenue and build the fan base.
- Alumni are engaged, honoured and recognized.