



# 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

GOALS	ACHIEVE SUSTAINABILITY & GROWTH	PEOPLE	SYSTEM	BUSINESS
	MEET PERFORMANCE TARGETS			
	ELEVATE THE IMPACT OF OUR SPORT			
	<ul style="list-style-type: none"><li>• Volunteers are empowered, supported, and recognized.</li><li>• Participants come from diverse backgrounds and are engaged at all levels of the sport.</li><li>• Grassroots guidelines are co-created with strategic partners to help develop physical, mental and emotional life skills in a fun environment.</li></ul>	<ul style="list-style-type: none"><li>• PSOs and Clubs are supported to grow and develop their people and programs to reach new members at early grassroots stages.</li><li>• PSOs and Clubs are engaged to collaborate on program development and design.</li><li>• Strategic and collaborative partnerships are struck to advocate for increased investments in facilities and programs.</li></ul>	<ul style="list-style-type: none"><li>• WPC delivers programs and services that are valued, as shown by annual surveys.</li><li>• The sport continues to reach new markets and audiences.</li><li>• Socio-economic trends and realities are monitored and inform Water Polo Canada's strategic and long-term planning and programming.</li><li>• An optimal business model is driven by continuous improvement across all aspects of the organization.</li></ul>	<ul style="list-style-type: none"><li>• Athlete, coaches, referees and officials are recognized and respected in Canada and around the world.</li><li>• Water Polo is strategically promoted to encourage growth in key markets.</li><li>• National Team Athletes' well-being is supported so that they can perform at their best.</li></ul> <ul style="list-style-type: none"><li>• Athlete, coach and official pathways are firmly established and well understood, resulting in optimal development and retention.</li><li>• Diverse talent is attracted, developed and retained.</li><li>• National teams consistently increase their rankings year over year to achieve and maintain a top 8 ranking, and ultimately medal at the Olympics.</li></ul> <ul style="list-style-type: none"><li>• Multiple funding streams exist to support the achievement of strategic outcomes.</li><li>• Increase national and international influence beyond the pool.</li></ul>