



- **Focus Area 1: Participation**

BC Archery is able to provide its members a safe and fun environment through cultivated instruction opportunities and superb venues. BC Archery requires a strong membership base from which to draw athletes for recreational and competitive archery development streams, and from which to draw coaches, officials and other volunteers to support its overall objective and Mission.

Goal 1.1: Membership

To create well developed and clearly thought out strategies to attract and retain new members, by working with affiliated clubs across the province to build a robust and appropriate portfolio of non-member events planned and advertised by the local clubs and through BC Archery for the purposes of serving a broader community, recruiting new members and raising participation levels.

1.1.1 Develop a promotional strategy and package

1.1.1.1 Research and evaluate cost-effective publicity mechanisms to target new archers and existing archers who are not members of BC Archery or an affiliated club

1.1.1.2 Develop a publicity strategy outlining types and timing of publicity opportunities. Use external assistance where needed

1.1.1.3 Develop a publicity strategy outlining types and timing of publicity opportunities. Use external assistance where needed

1.1.2 Follow the publicity strategy to raise awareness of the benefits of membership

1.1.2.1 From Strategy 1.1.1.2, select the most cost-effective publications and websites that target existing non-member archers (e.g. bowhunters, 3D shooters)

1.1.2.2 Submit promotional material for publication in the selected publications and websites

1.1.2.3 Develop a BC Championship Triple Crown Event

1.1.3 Under the auspices of the publicity strategy, raise public awareness of archery in general

1.1.3.1 Submit articles to local and provincial media outlets about BC Archery Championship events (including results and pictures) coinciding with each BC Championship

1.1.3.2 Submit archery-related articles to local and provincial media outlets (e.g. biographies and achievements of successful performance athletes) (periodically)

1.1.3.3 Work with local clubs to promote and report BC Archery and club-level events (including results) in local media outlets (periodically)

Goal 1.2: Safe Sport

BC Archery will enforce our discrimination, harassment and abuse policies and will provide support to affiliated clubs to implement policies of their own.

1.2.1 Join the Responsible Coaching Movement

1.2.1.1. Ensure clubs have coaches/club-admins certified with Respect in Sport and are following the Responsible Coaching Movement

1.2.2 Ensure Affiliated Clubs follow BC Archery policies

1.2.2.1 Create publications about new and updated policies to be distributed to affiliated clubs

1.2.2.2 Distribute publications created in 1.2.2.1

- 1.2.3 Educate parents/public about Safe Sport practices
 - 1.2.3.1 Create publications about new and updated policies to be distributed to affiliated clubs
 - 1.2.3.2 Distribute publications created in 1.2.2.1
- 1.2.4 Develop workshop or webinar discussing Safe Sport policies and procedures
 - 1.2.4.1 Review Safe Sport Policies and Procedures and identify key learning outcomes
 - 1.2.4.2 Develop appropriate activities for workshop to teach the key learning outcomes

Goal 1.3: Adaptive and Para-Sport Programming

To support affiliated clubs by working with disability sport organizations to develop, create, and support programming for participants with disabilities that are comparable to the programming offered within able-bodied sport. Develop and maintain partnerships with disability sport organizations and ensure that inclusivity is clearly reflected within the core values of BC Archery even though para-sport opportunities may not exist everywhere.

- 1.3.1 Connect with para-sport organizations to identify available resources to assist clubs to adapt their programs and to ascertain the amount of interest
 - 1.3.1.1 Identify local para sport organizations and appropriate contacts
 - 1.3.1.2 Develop appropriate questionnaire to gauge interest and available resources
- 1.3.2 Establish criteria around a minimum level of training for coaches in an adaptive para archery program in consultation Disability Sport Organizations
 - 1.3.2.1 Contact DSO to establish appropriate level of coaching required
 - 1.3.2.1 Begin development of a para archery coach training program

- **Focus Area 2: Excellence**

To support B.C. athletes as they progress and pursue excellence at higher levels of competition.

Goal 2.1: High Performance System

To support the development and advancement of provincial athletes as they pursue higher levels of competition on Canadian national teams, including both Olympic and Paralympic teams through coordination and alignment between BC Archery and Archery Canada. Use a talent identification and development system (TIDS) based on an athlete-centered culture with high-quality staff, expert support services, and quality facilities to maximize positive outcomes in our athletes

- 2.1.1 Develop and promote centres of excellence
 - 2.1.1.1 Identify and develop high performance coaches in partnership with Archery Canada
 - 2.1.1.2 Develop a process for connecting progressing athletes with high performance coaches
 - 2.1.1.3 Develop a communication plan to circulate information about the high performance system to athletes and coaches
- 2.1.2 Enhancement of Archery's Targeted Athlete Program with Pacific Sport
 - 2.1.2.1 Work to add a para component to the targeted athlete program
 - 2.1.2.3 Enhance the BC Archery Gold Medal Profile that will flow into the Archery Canada Gold Medal Profile
- 2.1.3. Improve system of identification and transition of athletes into the HP Program
 - 2.1.3.1 Support Archery Canada's Athlete Pathway Program

- 2.1.3.2. Implement a Club level reporting program of progressing athletes to the VP-Athlete Development
- 2.1.3.3. Host annual Athlete Identification Camps (TOP Camps)

Goal 2.2: High Performance Financial Support

To provide athletes and their High Performance coaches a mechanism for financial support as they pursue higher levels of competition.

2.2.1 Provide a High Performance funding model that promotes advancement and positive outcomes

2.2.1.1 Offer direct athlete funding to promote athletes in their high performance pathway

2.2.1.1 Offer direct coach funding to support HP coaches supporting athletes in the HP Pathway

Goal 2.3: Effective Coach Development

To work with affiliated clubs to promote the professional development of coaches and to establish coaches that are NCCP qualified and who can take a leadership role with respect to talent identification, recruitment and transfer of athletes into the excellence stages along with planning programs and activities that manage an athlete from initial engagement through to performance programming. Further, to create a well developed and formalized system for coach mentorship opportunities, to help coach mentees find mentors and to engage through mentorship programming.

2.3.1 Offer ongoing upgrade training to coaches and affiliated clubs

2.3.1.1 Further develop incentives for High Performance coaches to encourage certification (such as the current honorarium payment for CWG)

2.3.1.2 Provide coach funding for High Performance coaches with athletes in the Targeted athlete program and/or who have applied for and are eligible for funding.

2.3.2 Develop a coach mentorship program.

2.3.2.1 Identify experience opportunity for Comp Dev Cert Coaches

2.3.2.2 Utilise the acquired knowledge and skills from 2.3.2.1 to train the lower level mentees.

2.3.2.3 Create a method for matching coaches as mentors and mentees and tracking progression of mentees

2.3.2.4 Host annual Athlete Identification Camps (TOP Camps) where coaches work together to develop athletes and report on their athletes to the VP-Athlete Development (in lieu of a provincial coach)

- **Focus Area 3: Organizational Readiness**

BC Archery requires adequate and secure funding to deliver the programs and services that support its overall Objectives, Mission and Vision. These core activities include:

- Offering a strong Junior Olympian Program (JOP)
- Offering technical courses and clinics for coaches and officials
- Connecting athletes with coaches
- Conducting annual tournaments
- Overseeing the selection of provincial archery teams
- Providing financial support to high performing athletes

Goal 3.1: Diversified Revenue Stream

Diversifying the sources from which BC Archery acquires funding will provide a more reliable revenue stream that is less vulnerable to cuts from any one source. In addition to our traditional funding sources of membership dues and provincial government grants, we will seek to leverage funding from current activities (e.g. BC Archery-hosted events), as well as seeking new funding sources (e.g. corporate sponsorships).

3.1.1 Explore alternative revenue streams

3.1.1.1 Research how other similar organizations are generating revenue.

Goal 3.2: Program Funding

To ensure the ongoing financial viability of BC Archery's activities, we will seek to ensure that as many programs as possible are either self-funded (i.e. the revenue generated by the activity covers the costs of the activity) or are funded from dedicated sources. This approach will enable BC Archery to ensure the continuity of core programs and to be more responsive to changes in funding sources and levels.

3.2.1 Identify gaps in our program funding (JOP, Coaching, Judging, Championship, Nationals, athlete support)

3.2.1.1 Compile data from previous three

3.2.2 Develop a plan to close the gaps through increased fees, alternative sources.

3.2.2.1 Work with program coordinators to develop a plan to close the funding gaps

Goal 3.3: Policy Development and Maintenance

BC Archery can be a leader in the sport of archery by developing and implementing progressive and inclusive policies to ensure a safe, supportative environment for athletes, and to see these policies adopted by our affiliated clubs. To that end, BC Archery will focus an ongoing effort to identify, develop, and implement policies to reduce harassment and discrimination and to promote inclusive participation in the sport of archery of marginalized members of society.

3.3.1 Continue to work with Archery Canada to develop and implement progressive and inclusive policies to ensure a safe, supportative environment for athletes pursuing the sport of archery in BC.

3.3.1.1. Develop a Policy Review plan to BC Archery policies as needed.

3.3.1.2 Identify potentially marginalized members of society and work to develop policies to ensure they feel supported in pursuing the sport of archery

3.3.2 Inform affiliated clubs of current BC Archery Policies and encourage adoption.

3.3.2.1 Publish notices of new and updated policies in our monthly Newsletter

3.3.2.2 Make evidence of adoption of policies a requirement for club affiliation