



Canada West Wushu Association Strategic Plan 2024-2025-2026

Canada West Wushu Association Strategic Plan for 2024, 2025, 2026

The primary goals of Canada West Wushu Association are identified in a three-year plan that has been developed to align with Pathways to Sport established by the British Columbia Ministry of Tourism, Art, Culture and Sport. The Strategic Plan considers the current state of the sport of Wushu in B.C. and seeks to enhance Canada West Wushu Association's ability to deliver quality programming and services as the Provincial Sport Organization (PSO) in B.C. This plan is aligned with our Financial Strategies Plan.

1. Areas of Development and Identifying Goals

- a. Membership Development
 - i. increase membership
 - ii. provide improved services
 - iii. increase event participation
 - iv. improve membership accessibility
 - v. improve membership value
 - vi. communicate member resources
- b. Coaching and Officiating Development
 - i. provide access to programming
 - ii. educate LTAD and NCCP resources
 - iii. communicate resources
 - iv. host training camps and certification clinics
 - v. distribute and make accessible program materials
- c. Athlete Development
 - i. identify and create multi-level events
 - ii. promote event participation
 - iii. operate training camps

2. Each area of development will utilize the following strategies to reach goals

Awareness through communication
Education through programming
Participation through events

3. Strategy Implementation and timeline

a. Membership Development

Year 1

- Revise and implement online membership registration system and data program
- Provide online member training resources
- Initiate email distribution of newsletters and event reminders
- Create multi-level competition events for various levels of participation



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Year 2

- Create Online videos and training programs
- Utilize communications network designed in year 1
- Operate multi-level competitions in Grater Vancouver, Vancouver Island, and Interior British Columbia on a yearly basis
- Create effective membership welcoming packages and resource center
- Offer membership products and member only service advantages
- Increase club memberships and hosting opportunities via new competition locations

Year 3

- Diversify hosting of events to extend to other areas of British Columbia
- Expand competition locations to Grater Vancouver, British Columbia
- Evaluate results of the strategic plan and develop the strategy for the next 3 years

b. Coaching and Officiating Development

Year 1

- Communicate LTAD and officiating materials via website and informative email releases
- Provide Online coaching and officiating training resources: to be elaborated with video and photo resources in year 2
- Establish 2 coaching and officiating courses in 2024
- Distribute and educate coaches on LTAD programming based on phase 1-3 LTAD programming
- Conduct level 1-3 LTAD coaching session in Vancouver in year 1
- Align competition format to include early participation events (novice, intermediate levels)
- Plan for year 2 competition events.

Year 2

- Elaborate online media to include video and photo instruction of coaching and officiating programming
- Utilize communications network designed in year 1
- Conduct minimum of 2 various LTAD level coaching courses in British Columbia on a yearly basis with differing destinations.
- Conduct minimum of 2 officiating courses with certification for level 1-2 officials and 1 course for level 3 officials

Year 3

- Expand to offer online coaching and officiating certification courses
- Align with NCCP coaching requirements and launch Wushu specific NCCP requirements
- Evaluate results of the strategic plan and develop the strategy for the next 3 years



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c. Athlete Development

Year 1

- Revise and implement online membership registration system and data program
- Provide interactive online member training resources covering training modules dedicated to safe high performance training
- Initiate email distribution of newsletters and event reminders
- Create multi-level competition events for various levels of participation
- Initiate high performance camps for different age and ability classes of competition to be launched in year 2

Year 2

- Further develop online videos and training programs
- Utilize communications network designed in year 1
- Operate 1 junior development camp and one high performance camp
- Conduct 2 competition combative seminars centered on athlete participation, to be operated by national or international level coaches. 1 introductory level seminar, 1 advanced level seminar.
- Host 3 club level events that will engage members at a learning level environment and begin ranking athletes based on age, combative class and experience

Year 3

- Expand training camps to invite international athletes and coaches
- Evaluate and organize combative and non-combative ranking systems and province wide evaluation systems
- Evaluate results of the strategic plan and develop the strategy for the next 3 years