



# CANADIAN OLYMPIC COMMITTEE ATHLETE'S COMMISSION

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## STRATEGIC PLAN OVERVIEW 2017

# COC AC VISION

**TO CREATE AN EVENLY DISTRIBUTED, GRASS ROOT ACTIVATED, BOTTOM-UP FUNDED SPORT SYSTEM THAT CREATES WELL-ROUNDED, WORLD-CLASS ATHLETES**

# COC AC MISSION

**TO REPRESENT, ADVOCATE, AND COMMUNICATE THE VOICE OF CANADIAN OLYMPIC ATHLETES; TO PROMOTE OLYMPISM WHILE ENSURING FULL CONSIDERATION OF ATHLETE RIGHTS WITHIN THE CANADIAN OLYMPIC COMMITTEE**

# COC AC VALUES

LEADING WITH INTEGRITY // ACTIONS SPEAK LOUDER THAN WORDS

COLLABORATION

ACCOUNTABILITY

EXCELLENCE

FUN

RESPECT

BRAVERY



# COC AC STRATEGY 2017 - 2020



## BUCKET 1: ATHLETE RIGHTS & CHARTER

### BUCKET OBJECTIVES

CONTINUOUSLY MONITOR AND ENGAGE IN THE CANADIAN AND INTERNATIONAL LANDSCAPE OF ATHLETE RIGHTS. BUILD PRODUCTIVE RELATIONSHIPS WITH VARIOUS ENTITIES WITHIN THIS SPACE

WORK IN COLLABORATION WITH THE COC DURING THE COT ATHLETE AGREEMENT REVIEW PROCESS.

PROMOTE THE ATHLETE VOICE/LEADERSHIP ACROSS THE HIGH-PERFORMANCE SYSTEM



# COC AC STRATEGY 2017 - 2020



## BUCKET 2: COMMUNICATIONS

### BUCKET OBJECTIVES

**INCREASE ATHLETE AWARENESS OF THE  
COC ATHLETES' COMMISSION**



**IMPROVE COLLABORATION WITH  
DIFFERENT ATHLETE BODIES**



**ENCOURAGE INBOUND  
COMMUNICATION AND STREAMLIN  
OUTBOUND COMMUNICATION**



# COC AC STRATEGY 2017 - 2020



## BUCKET 3: GAME PLAN



### BUCKET OBJECTIVES

**INFLUENCE UPTAKE AND USE OF GAME PLAN RESOURCES**

**ADVISE ON ENHANCEMENT OF CURRENT PROGRAMS**

#WEAREWINTER

**ADVOCATE FOR FUTURE GAME PLAN PRIORITIES AND FUNDING**



# COC AC STRATEGY 2017 - 2020



## BUCKET 4: GAMES PLANNING & MISSIONS

### BUCKET OBJECTIVES

**ADVISE AND WORK WITH COC STAFF  
REGARDING CURRENT ATHLETE  
REQUIREMENTS AT GAMES**



**COLLABORATE WITH COC STAFF ON  
IMPLEMENTATION OF OLYMPIC LAB AND  
TEAM CANADA CELEBRATIONS**



# COC AC STRATEGY 2017 - 2020



## BUCKET 5: MARKETING & PARTNERSHIPS

### BUCKET OBJECTIVES

**WORK WITH THE COC TO INCREASE THE EFFECTIVENESS AND IMPROVE THE IMPACT OF PARTNERSHIPS FOR A BROAD BASE OF ATHLETES**

**BRING ATHLETE EXPERTISE TO PROGRAM DEVELOPMENT AND SPONSOR ACTIVATION**

**ADVOCATE ALL CANADIAN OLYMPIANS TO EARN APPROPRIATE VALUE FOR THEIR BRAND, NAME AND PERFORMANCES**



# COC AC STRATEGY 2017 - 2020



## BUCKET 6: SPORT DEVELOPMENT

### BUCKET OBJECTIVES

**ADVOCATE FOR INCREASED SUPPORT IN  
POOL DEVELOPMENT**



**SAFE SPORT: PROMOTE A  
SUSTAINABLE AND POSITIVE DAILY  
TRAINING ENVIRONMENT &  
COACHING FOR ATHLETES**

