



2022-2028 STRATEGIC PLAN



PURPOSE

Drive the growth and evolution of the Game while championing inclusion to empower all people of all abilities to live to their potential.

GUIDING VALUES

Excellence | Integrity | Inclusion | Accountability | Passion

WINNING AMBITION

Excellence – Every Day in Every Way.

KEY RESULT TARGETS

- Podium at Paralympic Games in 2024
- Podium at 2026 World Cup
- Podium at Paralympic Games in 2028



HIGH PERFORMANCE STRATEGY

- Have world class daily training environments and competition for all NT program athletes
- Grow and develop High Performance technical leaders and coaches
- Grow and develop Next Generation/NT Recruitment program

TARGETED RECRUITMENT & SUPPORT OF PSO/CLUB SYSTEM

- Increase participants
- Support Program Pathway and develop partnerships
- Establish consistent domestic competition structure

OTTAWA WORLD 2026 CHAMPIONSHIPS

- Host a world class event that creates increases revenue generation opportunities
- Host a world class event that grows brand strength
- Ensure long-term legacy for Wheelchair Basketball Canada