



Biathlon Alberta Strategy 2017 – 2020

Mission

Biathlon Alberta will promote, develop and administer biathlon in Alberta to the highest standard of excellence.

Vision

Biathlon Alberta will consistently be at the top of biathlon in Canada as measured by performance at National Championships, number of Alberta athletes on the National team, participation in recreation and development programs and hosting provincial, national and international events.

Values

1. Athlete Centered
2. Ethical & Fair Play
3. Inclusion and Diversity
4. Safety
5. Fun
6. Long Term Athlete Development

Active Document

Biathlon Alberta creates a strategy to guide its activities and spending. The document is renewed every three years by the Board and the clubs and reviewed annually by the Board in the preparation of the annual budget.

Six Priorities for the Next Three Years

1) Develop local biathlon coaches

- Create list of coaches, potential coaches and their coaching level
- Organize regular Alberta biathlon coach sessions to discuss issues (2-4 per year)
- Arrange and subsidize ongoing professional development for coaches
- Communication of courses and location

2) Provide Alberta athletes opportunities to compete & develop

- Continue to deliver Calforex series across Alberta
- Support Kinder Cups
- Support the Biathlon Alberta Training Centre (which has an Albertan first policy)
- Make Canada Winter Games in Red Deer a priority by fostering athlete development opportunities
- Support Alberta athletes going to National Championships and IBU World Youth & Junior Championships and Junior Cups
- Ensure Alberta clubs are aligned with the Long Term Athlete development (LTAD) model
- Support delivery of IBU events in Alberta
- Perform annual athlete survey on opportunities provided

3) Grow and support Alberta biathlon clubs

- Develop and compile annual health check survey for Alberta clubs
- Assign Board member responsible to communicate with each club
- Provide funding for non-Bow Valley club athlete & coaching camps
- Work with Winsport to develop new range & associated trails at COP
- Develop “Club in a Box” Binder to help clubs with governance, membership and ongoing operations
- Support new Red Deer club

- Create a new biathlon club in a community that doesn't have one
- Assistance with facility (range) maintenance for clubs

4) Sustain & renew volunteers/officials

- Support non Bow Valley Clubs with direct Board contact and opportunities to attract & train volunteers/officials
- Recognize Alberta volunteers
- Add Volunteer page to the Website
- Invite officials to upgrade their credentials
- Hold officials course across Alberta
- Track officials in a BiAB database

5) Increase sponsorship

- Identify where sponsorship is required/can be effective in supporting the strategy
- Develop a sponsorship package
- Identify potential sponsors (cash and value in kind)
- Pursue sponsors on a regular basis, tracking results
- Increase awareness of the sport across Alberta and Canada

6) Foster education

- Embed importance of education in all Biathlon Alberta programs
- Identify existing education programs available to athletes
- Promote education opportunities