



# Biathlon Alberta Strategy 2021 – 2024

## Mission

Biathlon Alberta will promote, develop and administer the sport of biathlon in Alberta to the highest standards 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. Inclusive - A Safe Sport for All
3. Safety
4. Fun
5. 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.

## Our Priorities for the Next Three Years (2021-2024)

### **1) Safe Sport**

- Adopt and maintain a formal Safe Sport Policy
- Require all individuals with direct contact with athletes to take Safe Sport Training offered by Canadian Coaching Association - <https://safesport.coach.ca/participants-training>



- Encourage, Educate, Build Awareness - make all Biathlon Alberta member clubs aware of and encourage them to have their membership take the Safe Sport training

## **2) Grow & Encourage Indigenous Participation in Biathlon**

- Collaborate with Spirit North to provide opportunities for indigenous youth to learn about and compete in the sport of biathlon
- The current plan for the 2021-22 season is to start with 5 schools in Alberta
- All schools are located in or near communities that currently have active biathlon clubs
- More specifically:
  - Tsuut'ina Middle School (between Cochrane and Calgary),
  - Canmore Nordic Center
  - Mother Earth Charter School (Leduc county)
  - Edmonton inner-city programs
  - Nipisihkopahk Secondary School (NSS) (Samson Cree Nation/Maskwacis)
- The biathlon program will be introduced within the Spirit North Nordic ski program with the goal to expand the biathlon program in future years and have it run as an independent sport within the Spirit North program

## **3) Expand Opportunity for Para Biathlon Participation in Alberta**

- Alberta is home to some of the world's most successful para biathletes – we plan to develop and promote greater participation by para athletes in biathlon
- Para-biathlon is governed by Nordiq Canada and Nordiq Alberta in our province. The growth of the para biathlon program was not a priority for either of the Nordiq organisations and we hope that as we build a stronger partnership with them, we will be able to help grow the para-biathlon community in Alberta and Canada

## **4) Provide Alberta Athletes Opportunities to Compete & Develop**

- Advance migration of development and demonstration programs from air rifles to Eco Aims - an optical rifle system which is safe for use in all environments
- Continue to deliver Calforex Cup race series across Alberta
- Support Kinder Cups for our youngest athletes
- Support the Biathlon Alberta Training Centre (which has an Albertan first policy)
- Make Canada Winter Games a priority by fostering athlete/coaching/officials/volunteers development opportunities
- Continue to support Alberta athletes going to National Championships, IBU World Youth & Junior Championships and Junior IBU 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 to seek feedback on how we can improve

## **5) Continue to Support Alberta Biathlon Clubs**

- Provide funding for non-Bow Valley club athlete & coaching camps
- Support new club development in strategic areas of the province
- Assistance with facility (range) maintenance for clubs

## **6) Ongoing Development of Coaches & Volunteers**

- Maintain database of coaches and their coaching level
- Maintain database of officials and their level of certification
- Organize regular biathlon coach sessions to discuss current issues
- Arrange and subsidize ongoing professional development for coaches & officials
- Support non-Bow Valley Clubs with direct Board contact and opportunities to attract & train volunteers/officials
- Recognize Alberta volunteers

## **7) Seek Additional 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