



**2025 – 2028
STRATEGIC PILLARS**



MISSION | VISION | VALUES

MISSION

To Promote, Develop and Preserve the sport of Lacrosse and its heritage as Canada's National Sport

VISION

To ignite a nationwide passion for the game, cultivating a vibrant and inclusive lacrosse community that engages participants of all ages, abilities and backgrounds

VALUES

HEALTH

We provide developmentally appropriate opportunities to experience fitness, fun and friendship

EXCELLENCE

We achieve high standards in all aspects of our sport and embrace inclusion, equity and diversity

ACCOUNTABILITY

We operate with integrity and transparency, accepting responsibility for outcomes and results

RESPECT

We treat everyone with dignity and fairness to create a safe and respectful environment, while honouring the Creator's game

TEAMWORK

We achieve more working together in a climate of collaboration and trust



STRATEGIC PILLARS

GOVERNANCE & LEADERSHIP

Lacrosse Canada will prioritize conventional governance structure, practices and policies and ensure relevant transparency and accountability within decision-making processes

Implement Governance Policy Change

Organizational Development

Financial Stability

Build Relationships and Effective Communication

BRAND IMAGE & AWARENESS

Lacrosse Canada will strengthen its image and increase awareness among a broader audience by attracting more participants, supporters, sponsors, and media attention

Establish stronger Brand & Communication strategy

Build Partnerships and Collaborations

Engage with Members, Athletes and key Partners

DOMESTIC PROGRAMS & DEVELOPMENT

Lacrosse Canada will develop world class initiatives for the development of players, coaches and officials and will assist our members by developing age-appropriate programs and the means to deliver them

Technical Programs & Development

Increased Participation/Membership

Domestic Competition

HIGH PERFORMANCE & COMPETITION

Lacrosse Canada will establish and maintain high-performance National Team programs that identify, develop and support athletes in their pursuit of Excellence at the international level

Maximize Impact of National Teams Programs

Establish and Implement National Team Development Program (NTDP)

Coaching and Technical Support

Governance and Administration