



STRATEGIC PLAN

2024-2029



PURPOSE

Provide positive water polo experiences.

VISION

Achieve international and domestic excellence.

MISSION

Build an exemplary water polo culture.

VALUES

- We lead and communicate with intent.
- We collaborate with purpose.
- We act with integrity.
- We inspire and foster achievement.
- We help people to grow as individuals and celebrate their accomplishments.
- We embrace change.
- We steward a safe and inclusive environment.
- We prioritize our participants when we plan.
- We are accountable to our stakeholders.

PILLARS

PEOPLE

- Volunteers are empowered, supported, and recognized for leading a strong water polo culture.
- Work with PSOs to encourage diversity and participation in water polo for all levels and abilities.
- Grassroots guidelines are co-created with strategic partners to help develop physical, mental, and emotional life skills in a fun environment.

SYSTEM

- PSOs and clubs are supported to grow and develop their people and programs, and to deliver the sport's vision.
- Strategic relationships have been built with relevant governments and partners to advocate for increased funding and investments in facilities and programs.
- Use evidence to co-design, co-develop, test, and implement new initiatives with the water polo community to meet the needs of the targeted end-users.

BUSINESS

- Offer value for all participants.
- Water polo is visible in all pools in Canada.
- Socio-economic trends and realities are monitored and adapted to.
- Evaluate, improve, and execute a business model that optimizes all aspects of the organization.

ACHIEVE SUSTAINABILITY & GROWTH

- Athletes, coaches, referees, and officials are recognized and respected in Canada and around the world.
- The sport is promoted so that it appeals to the athletes who may have options to pursue other sports.
- Necessary steps are taken towards making every level of the sport physically and financially accessible to all.
- Balance the performance and well-being of national team athletes.

- Athlete, coach, and official pathways are firmly established and well understood, resulting in optimal development and retention.
- Diverse talent is attracted, developed, and retained to maximize human potential across the entire system.
- The national teams are supported to win the important games.

- National teams consistently place in the top 8 at high-profile international tournaments.
- Multiple funding streams exist to support the achievement of strategic outcomes.
- Increase national and international influence beyond the pool.

MEET PERFORMANCE TARGETS

- Increased engagement with the sport of water polo inside and outside the water polo family.
- Water polo provides a safe and inclusive environment for all.
- Water polo, in any form, is a sport for life.
- The history of the sport is celebrated.

- Robust governance and policies are in place, implemented, and enforced.
- Initiatives and tools that are practical and adapted to the reality of our community have been developed to address key issues.
- Collaborate with stakeholders to ensure a consistent strategic direction for the whole sport.
- Environmental conditions provide a sense of belonging for all involved.

- The sharing of information is facilitated and fostered by WPC.
- Water Polo Canada is considered the most innovative and forward-thinking niche NSO.
- Domestic and international events that build the sport's fan base and generate revenue are hosted in Canada.
- Deepen and enrich the relationship with our Alumni, recognizing them as a valued partner.

ELEVATE THE IMPACT OF OUR SPORT