2020-2024 STRATEGIC PLAN

ATHLETE SUCCESS & RETENTION

Empower high potential athletes to achieve their full potential and inspire future generations of sport participants and supporters.

**Key Strategies:**
1) Athlete Financial Stability
2) Coach Education & Retention

STRATEGIC PARTNERSHIPS & ALLIANCES

Strengthen business and individual relationships to grow the sport, enhance the athlete experience, expand the pipeline and engage members and fans.

**Key Strategies:**
1) Revenue Growth
2) Resource Optimization
3) Grassroots and Pipeline Development

ORGANIZATIONAL EXCELLENCE

Improve internal competencies to ensure long-term viability, sustainability and relevance of the organization and the sport of Olympic and Paralympic shooting.

**Key Strategies:**
1) Operating Model
2) Communication and Promotion
3) Membership Growth
4) Sport Leadership