CANADIAN OLYMPIC COMMITTEE
ATHLETE'S COMMISSION
STRATEGIC PLAN OVERVIEW 2017
COC AC VISION

TO CREATE AN EVENLY DISTRIBUTED, GRASS ROOT ACTIVATED, BOTTOM-UP FUNDED SPORT SYSTEM THAT CREATES WELL-ROUNDED, WORLD-CLASS ATHLETES

COC AC MISSION

TO REPRESENT, ADVOCATE, AND COMMUNICATE THE VOICE OF CANADIAN OLYMPIC ATHLETES; TO PROMOTE OLYMPISM WHILE ENSURING FULL CONSIDERATION OF ATHLETE RIGHTS WITHIN THE CANADIAN OLYMPIC COMMITTEE

COC AC VALUES

ACCOUNTABILITY  EXCELLENCE  RESPECT  BRAVERY

LEADING WITH INTEGRITY // ACTIONS SPEAK LOUDER THAN WORDS

COLLABORATION  FUN
COC AC STRATEGY 2017 - 2020

BUCKET 1:

ATHLETE RIGHTS & CHARTER

BUCKET OBJECTIVES

CONTINUOUSLY MONITOR AND ENGAGE IN THE CANADIAN AND INTERNATIONAL LANDSCAPE OF ATHLETE RIGHTS. BUILD PRODUCTIVE RELATIONSHIPS WITH VARIOUS ENTITIES WITHIN THIS SPACE.

WORK IN COLLABORATION WITH THE COC DURING THE COT ATHLETE AGREEMENT REVIEW PROCESS.

PROMOTE THE ATHLETE VOICE/LEADERSHIP ACROSS THE HIGH-PERFORMANCE SYSTEM.
COC AC STRATEGY 2017 - 2020

BUCKET 2: COMMUNICATIONS

BUCKET OBJECTIVES

**Increase athlete awareness of the COC athletes’ commission**

**Improve collaboration with different athlete bodies**

**Encourage inbound communication and streamline outbound communication**
COC AC STRATEGY 2017 - 2020

BUCKET 3: GAME PLAN

BUCKET OBJECTIVES

- Influence uptake and use of Game Plan resources
- Advise on enhancement of current programs
- Advocate for future Game Plan priorities and funding
BUCKET 4: GAMES PLANNING & MISSIONS

BUCKET OBJECTIVES

Advise and work with COC staff regarding current athlete requirements at Games

Collaborate with COC staff on implementation of Olympic lab and Team Canada celebrations
BUCKET 5: MARKETING & PARTNERSHIPS

BUCKET OBJECTIVES

Work with the COC to increase the effectiveness and improve the impact of partnerships for a broad base of athletes.

Bring athlete expertise to program development and sponsor activation.

Advocate all Canadian Olympians to earn appropriate value for their brand, name and performances.
BUCKET 6: SPORT DEVELOPMENT

BUCKET OBJECTIVES

**Advocate for increased support in pool development**

**Safe Sport: Promote a sustainable and positive daily training environment & coaching for athletes**