



PROUD MEMBER OF THE  
SPORT INSTITUTE NETWORK

FIER MEMBRE DU  
RÉSEAU DES INSTITUTS DU SPORT



CANADIAN SPORT INSTITUTE ATLANTIC

# STRATEGIC PLAN

**2021-2028**

# Our Purpose

## Vision

When people work together to create the right sport environment, excellence happens

## Mission

We are a collaborative and magnetic organization that partners with coaches, athletes and organizations in the pursuit of excellence





# Our Values

*Empowering  
excellence in sport*



## Excellence

We...

- contribute to a positive and productive culture;
- challenge and help each other to be better;
- are passionate in our role of driving success;
- are seen as leaders in the community;
- are accountable;
- demonstrate commitment;
- overcome setbacks.



## Innovation

We...

- drive personal ongoing learning, support coach driven innovation;
- take time for new thinking towards actionable and meaningful solutions;
- challenge our knowledge and methods to improve efficiency;
- see setbacks as learning opportunities;
- have relentless curiosity



## Integrity

We...

- welcome all coaches, athletes and peers, trust and support the people we work with;
- are authentic and respectful;
- make decisions using evidence and appropriate rigor;
- lead by example;
- practice humility (lack of arrogance);
- demonstrate strong moral principles and Canadian sporting values



## Collaboration

We...

- build strong relationships with coaches and partners;
- leverage each other's strengths;
- demonstrate working well together;
- actively share;
- create an environment that enables collaboration;
- utilize a broad network of people to enhance our service

# Our Goals

Guided by our collected values, mission and vision, the Canadian Sport Centre Atlantic team has developed a set of goals to help guide us to 2028. Within each of these goals exists achievable sub-goals, indicators of these goals and annual milestones.

Through team research and collaboration, we have determined the goals of the CSCA are as follows:

**01**

Help improve the performance of athletes

**02**

Help develop the best coaches in Canada

**03**

Support the creation and delivery of high-performance sport environments

**04**

Operate an efficient and effective business





# Help Improve the Performance of Athletes



Athletes from the Atlantic (home and roots) representing Canada



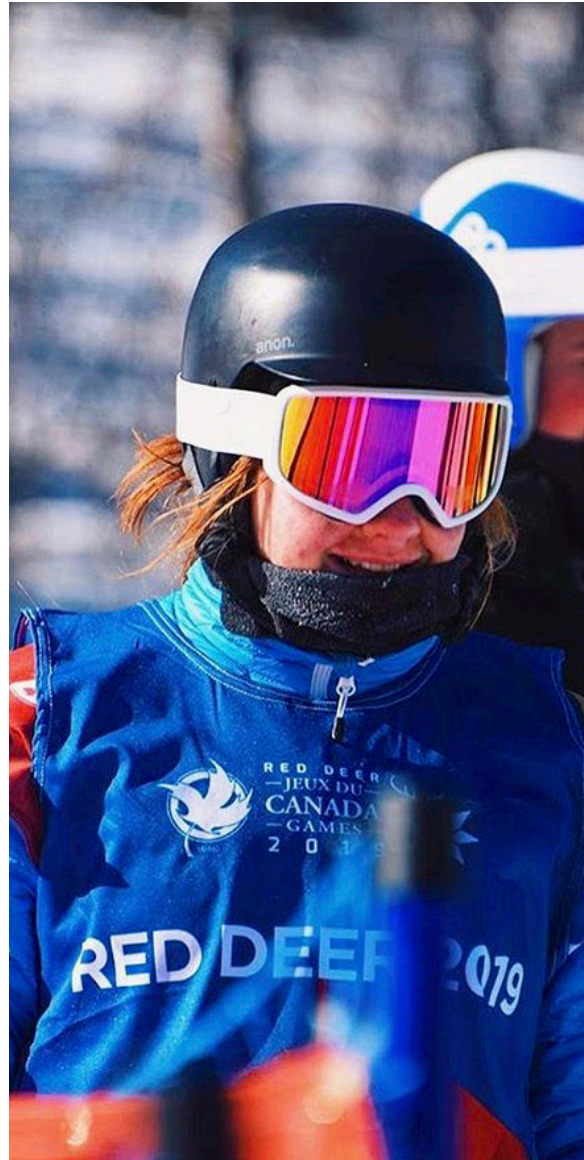
Increase athlete performance at the Canada Games by targeted sports



Support athletes to excel in and out of sport



Progress the sport specific key performance indicators



# Help Develop the Best Coaches



Create opportunities for coaches to connect, collaborate and support one another



Shift the sport culture towards coaching as a respected profession



Increase coach effectiveness





# Support the Creation and Delivery of High-Performance Sport Environments



Promote Atlantic Canada as an ideal training location



Help foster system excellence with sports along the performance pathway



Help develop sport leaders to support the high-performance environments



Maximize facility development and access for high-performance sport



# Operate an Efficient and Effective Business



Optimal brand recognition



Develop and maintain strong business partnerships as demonstrated through growth



Be a safe, inclusive and diverse environment



Excellent financial operations





# Our Milestones

