CLA Strategic Plan 2019-2024 - FINAL

Our Mission
To promote, develop and preserve the sport of Lacrosse and its heritage as Canada’s national sport.

Our Values
We are guided by our Values - H.E.A.R.T.
We provide developmentally-appropriate opportunities to experience fitness, fun and friendship in the fastest game on two feet.

We achieve high standards in all aspects of our sport, playing, coaching, officiating, volunteering, managing, and leading.

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

We unite communities by embracing inclusion, accessibility and diversity.

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

### Strategic Goals

<table>
<thead>
<tr>
<th></th>
<th>1.0 HIGH PERFORMANCE</th>
<th>2.0 TECHNICAL LEADERSHIP</th>
<th>3.0 PROACTIVE MANAGEMENT AND GOVERNANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We have developed a quality HP integrated program for all athletes, coaches and officials</td>
<td>We have trained and certified coaches and officials at all levels of competition</td>
<td>We have the resources, capacity and structure to lead the sport with effective and efficient policies, marketing and communication</td>
</tr>
</tbody>
</table>

In order to achieve these goals we will focus on the following objectives:

- Meet Canada Games criteria by 2021 including coach certification and ACM, male and female Indigenous and non-Indigenous coaches and Indigenous athlete development opportunities across Canada
- CLA has the ability to certify coaches at Competition Development in all MA’s by 2020
- Develop a business plan that will fulfill the needs for proactive management including sustainability and growth opportunities by AGM 2019
- Implement National Championship vision and strategy for effective 2020 Box season
- All female teams to have a minimum of one female coach on roster by Jan. 2021
- Operate CLA on a balanced budget
- Appoint Director of Youth Development (HP Committee) by Mar. 15, 2019
- Introduce a program to meet gender equity targets in 2025 (players, coaches, referees) by SAM 2021.
- Re-evaluate our governance structure and responsibilities to support a shift in the culture of our organization by AGM 2019 so our MA’s and stakeholders are informed and engaged
- Develop evaluation camp with National Competitions

### Health
We provide developmentally-appropriate opportunities to experience fitness, fun and friendship in the fastest game on two feet.

### Excellence
We achieve high standards in all aspects of our sport, playing, coaching, officiating, volunteering, managing, and leading.

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

### Respect
We unite communities by embracing inclusion, accessibility and diversity.

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

---

**Our Vision**
Lacrosse... Our life, our family, our game... Make it Yours!