

British Columbia Target Sports Association



Strategic Plan

2018 - 2021

May 2018

Mission Statement:

Dedicated to the development and promotion of recreational and competitive target shooting in British Columbia and dedicated to providing opportunities for all to participate in the sport of target shooting.



(BCTSA represents 3 main shooting disciplines - Rifle, Pistol and Silhouette)

Vision Statement:

To provide British Columbian's with the opportunity to participate, grow and develop in a lifetime sport so that they may achieve physical, mental and emotional goals not only in target shooting but also in life.

Goals:

Participation

By 2021, there will be more interest and participation at all levels of target shooting in the province of British Columbia.

Performance

By 2021, there will be a large pool of high level athletes both junior and senior that have the ability to obtain provincial, national and world class rankings throughout the various disciplines and regions of British Columbia.

Sustainability

By 2021, British Columbia Target Sports will be a stronger, well known organization that is able to provide targeted pathways to any British Columbian with an interest in the Target Sports.

Partnerships

By 2021, BC Target Sports will have developed better collaboration between provincial clubs and user groups. This relationship will allow for further grow and development of the sport in British Columbia.

Focus Areas

Participation

- Membership expansion
- Coaching and officials development continuing
- Assist in development of junior programs that can be implemented at any club in British Columbia
- Encourage participation at local competitions

Performance

- Athlete services
- Sports medicine and Sports Science utilized
- Athlete development and identification
- Athlete competition
- Athlete training camps

Sustainability

- Governance, policy and planning
- Financial sustainability
- Involvement of all regions in BC

Partnerships

- Within our sport
- With government
- Educational institutions
- External organizations

Goal #1 Participation

Focus Area	Objective: By 2021, there will be more interest and participation at all levels of target shooting in the province of British Columbia.	
	Our Plan:	By When
Membership expansion	By March 2019, increase membership to 2500 people. Continue to further increase membership by promoting the organization and the sport.	March 2019 and ongoing
Coaching and officials development	Host a minimum of two coaching courses and one officials course per year	2019 and ongoing
Develop junior program that can be implemented at any club in British Columbia	Creation and distribution of junior coaching manuals related to NCCP, to all clubs in BC for development of athletes and junior programs.	September 2019 and ongoing
Encourage participation at local competitions	Hold regional and provincial matches involving all levels of athletic ability throughout the province. Host training sessions during these matches to provide the athletes with incentives to participate.	March 2019 and ongoing

Goal #2 Performance

Focus Area	Objective: By 2021, there will be a large pool of high level athletes both junior and senior that are able to obtain provincial, national and world-class rankings throughout the various disciplines and regions of British Columbia.	
	Our Plan:	By When
Athlete services	Create and distribute high performance manual to team members.	
Sports medicine and sports science	Pacific sport carding, access to sports medicine and sports science to high performance athletes.	March 2018 and ongoing
Athlete identification	Develop system of athlete identification by regional coaches to Team BC coach	
Athlete development	Implementation of LTAD – make sure built into new NCCP scheme	March 2018 and ongoing
Athlete competition	Provide training plan and competition schedule to high performance team athletes.	March 2018 and then yearly.
Athlete training camps	Provide a minimum of two high performance training camps per year	April 2018 and ongoing.

Goal #3 Sustainability

Focus Area	Objective: By 2021, British Columbia Target Sports will be a stronger, well known organization that is able to provide targeted pathways to any British Columbian with an interest in Target Sports.	
	Our Plan:	By When
Governance, policy and planning	Review and revise all policies and procedures within BCTSA Review and amend BCTSA Constitution Review membership categories and fees and plan ways to increase membership	Dec 2017 Dec 2017 March 2017 and ongoing
Financial sustainability	Implement a marketing strategy and funding development plan	March 2018 and ongoing
Underrepresented regions	Initiate programs across province to involve all regions, disciplines and demographics	June 2017 and ongoing

Goal #4 Partnerships

Focus Area	Objective: By 2021, BC Target Sports will have developed better collaboration between provincial clubs and user groups. This relationship will allow for further grow and development of the sport in British Columbia.	
	Our Plan:	By When
Within our sport	Ensure that BC Target Sports assists clubs with coaching and athlete development when possible	March 2018 and ongoing
With government	Work with government sources to secure consistent ongoing support from various avenues	March 2018 and ongoing
Educational institutions	Work with school districts to develop firearm safety courses and development of afterschool programs	March 2019 and ongoing
External organizations	Increase the profile of BC Target Sports through networking and communication between clubs and organizations	March 2018 and ongoing