



## **VOLLEYBALL YUKON STRATEGIC PLAN 2025-2028**

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### **MISSION:**

Provide opportunity to the Yukon to play, compete and enjoy the sport of volleyball

### **VISION:**

For all that want to participate to have availability of appropriate level of play/competition

### **VALUES:**

Accountability, Performance, Leadership, Service, Respect

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## **GOALS & OBJECTIVES**

### **Goal #1 Coach and Referee Development (People)**

#### Goals

1. Support coaches in their goals for development
2. Increase the number of coaches to develop a larger base
3. Increase amount of referees in the territory
4. Support referees in obtaining higher levels
5. Ensure retention of coaches by increasing support materials

#### Success Measures

1. Increased number of Coaches and Referees
2. Increased attendance in Coach and Referee Development Workshops
3. Increased Referee Memberships purchased
4. Increase amount of Level 2 and Level 3 Referees

#### Major Initiatives

1. Host 1 Development workshop / 12 months
2. Host 1-2 Level 1 Referee Workshops / 12 months
3. Host 1 Advanced Development Workshop / 18 months
4. Support coaches to obtain certification by developing local evaluators



## **Goal #2 Excellence (High Performance Opportunities)**

### Goals

1. Support Team Yukon Programs (AWG, CSG, NAIG, Canada Cup)
2. Develop competitive adult programs to support graduating players from affiliates and high performance adult athletes
3. Increase amount of teams participating in major competitions (Indoor and Beach)
4. Support athletes in achieving high performance opportunities outside of the Yukon by providing education about pathways.

### Success Measures

1. Increased number of travelling teams.
2. Competitive programs with full enrollment
3. Higher placement by our Team Yukon teams
4. National recognition of our strong Yukon athletes

### Major Initiatives

1. Develop Competitive Adult Stream
2. Regular selection and competition for Canada Cup

## **Goal #3 Volleyball for All (Expand Our Reach)**

### Goals

1. Empower affiliates to develop all streams/levels of volleyball to ensure inclusive and available programs
2. Support affiliates to maximize their ability to support their athletes

### Success Measures

1. Increased amount of teams of varying ability participating in sport/competition
2. Development of new affiliates

### Major Initiatives

1. Increase coach and referee development (refer above) to support growth
2. Support new affiliates with help navigating the process

## **Goal #4 Support Our Community**

### Goals

1. Improve affiliate relationships
2. Create a document resource library
3. Expand Volleyball Yukon's equipment lending program to support development
4. Host coach and referee development sessions

### Success Measures

1. Increased resources for all participants
2. All stakeholders feel supported

### Major Initiatives

1. Apply for funding for further equipment
2. Make Equipment Lending program structured and accessible
3. Work with Volleyball Canada and other PTA's to create a Coach/Referee/Athlete document library

## **Goal #5 Marketing and Communication**

### Goals

1. Develop regular social media presence
2. Website development
3. Create Marketing Tagline
4. Create Marketing plan

### Success Measures

1. Regular Social Media Engagement
2. Increased Website visits

### Major Initiatives

1. Create a position to lead Volleyball Yukon Social Media
2. Marketing plan created and executed

## **Goal #6 Programs & Events**

### Goals

1. Increase number of Indoor and Beach Domestic Competitions
2. Develop competitions into festival style events
3. Increase community awareness of events

### Success Measures

1. Increased spectator attendance
2. Increased teams entered into competitions
3. Increased competition dates

### Major Initiatives

1. Host and additional indoor and beach tournament (3 each)
2. Investigate possibility of mini age based tournaments
3. Fill our Competitions Committee

## **Goal #7 Financial Self Reliance**

### Goals

1. Volleyball Yukon Tournaments being run at breakeven cost
2. Pursue revenue generating opportunities
3. Reduce reliance on government funding
4. Pursue partnerships and funding opportunities

### Success Measures

1. Decreased reliance on Government funding

### Major Initiatives

1. Online and event clothing sales
2. Pursuing mutually beneficial partnerships
3. Regular applications to funding opportunities