



ONTARIO CYCLING

STRATEGIC PLAN

2022-2025

always in motion



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ONTARIO
CYCLING





VISION

**ONTARIO HAS A VIBRANT CYCLING
COMMUNITY WITH A PLACE FOR
EVERYONE TO RIDE**

MISSION

**BUILD AND CONNECT ONTARIO'S
CYCLING COMMUNITY TO SUPPORT
ALL CYCLISTS IN THEIR PASSION
FOR THE SPORT**

2.1 ORGANIZATIONAL VALUES

AT ONTARIO CYCLING, WE LIVE OUR VALUES IN ALL THAT WE DO.

RESPECT

For the Sport. For the Rules.
For Each Other

INNOVATION

We believe in thinking outside the box.
We take chances and manage risks. We
are stewards for all of cycling

COLLABORATION

We seek out opportunities for
partnerships and synergy. We recognize
that through teamwork, we can achieve
great things

EXCELLENCE

We demand quality. We offer world
class programming and services. We
believe in bringing our best to each
situation

ACCOUNTABILITY

We live our values. We manage and lead
with integrity. We operate with
transparency, professionalism and
communicate proactively. We take
responsibility for our actions and learn
from our mistakes



2.2 OUR STRATEGIC OBJECTIVES

ORGANIZATIONAL
EXCELLENCE

VIBRANT
COMMUNITY

THRIVING
EVENTS

COMPETITIVE
SUCCESS



3.1 ORGANIZATIONAL EXCELLENCE

WE WILL DEVELOP A STRONG FOUNDATION OF ORGANIZATIONAL EXCELLENCE FOCUSED ON PROFESSIONALISM AND INDUSTRY BEST PRACTICES

GOVERNANCE & ADMINISTRATIVE FUNCTIONS

We will build policies and procedures which will focus on accountability and efficiencies, while building internal capacity through staff expansion and retention

FINANCIAL EFFICIENCIES & ACCOUNTABILITY

We will build and seek out sustainable revenue resources through a revised business model, while implementing a transparent system of checks and balances.

COMMUNICATION PATHWAYS & ENGAGEMENT

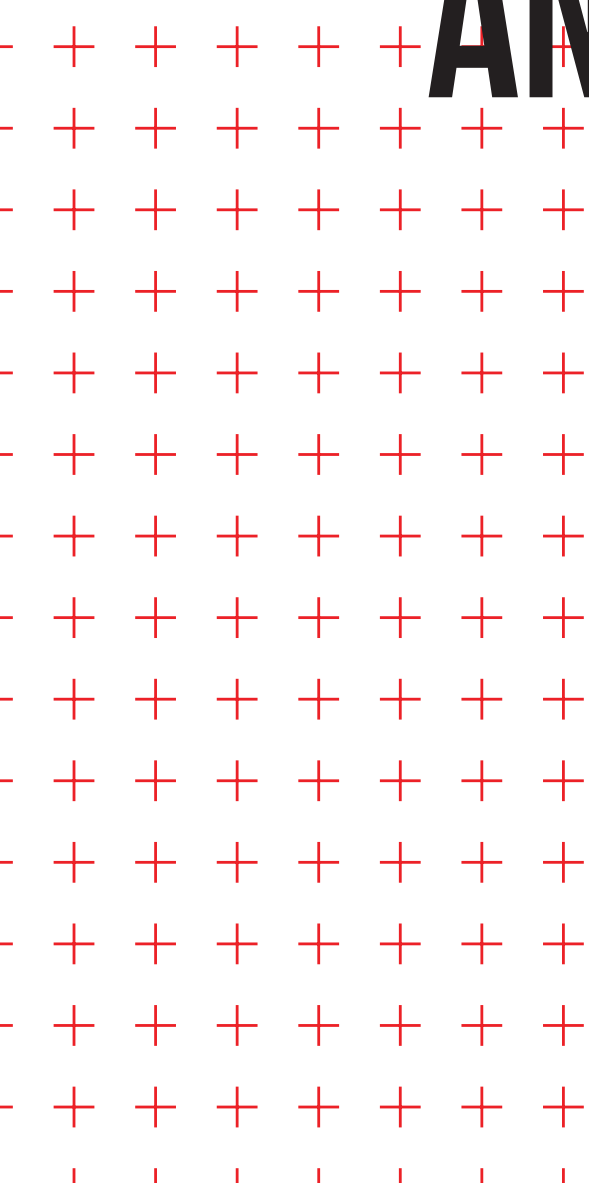
We will increase communication touchpoints with membership by 35%, while elevating the image and brand of OCA across Ontario through a dynamic and engaging annual marketing plan

SAFE SPORT & RISK MANAGEMENT

We are committed to building a safe, inclusive and respectful cycling environment across Ontario. We will adopt best practices to identify and mitigate organizational risk



**DEVELOPING A CULTURE FOCUSED
ON ORGANIZATIONAL EXCELLENCE
WILL ENSURE THAT ONTARIO
CYCLING REMAINS DYNAMIC
AND AN INDUSTRY LEADER**



3.2 VIBRANT COMMUNITY

WE WILL CREATE A STRONG AND VIBRANT CYCLING COMMUNITY, PROVIDING A SAFE AND WELCOMING ENVIRONMENT FOR ALL CYCLISTS

DIVERSITY, INCLUSIVITY AND BELONGING (DIBS)

We will shift our culture to focus on increasing opportunities for diversity, inclusivity and belonging. We will have 30 female coaches participating in OCA projects and programming. We will have 10 coaches having experience and training working with para cyclists

MEMBERSHIP GROWTH

We will build a sustainable membership structure focused on supporting club initiatives and development in communities across Ontario.

GRASSROOTS DEVELOPMENT

We will build our grassroots and community programming through dedicated support systems in each geographic region.

STRATEGIC PARTNERSHIPS

We will seek out and encourage opportunities for strategic partnerships and alignment across our sport and in our communities



**BY FOCUSING ON OUR
COMMUNITIES AND SEEKING
WAYS TO COLLABORATE
TOGETHER, WE WILL ENSURE
THAT WE ARE CREATING A
SENSE OF BELONGING WITHIN
THE CYCLING COMMUNITY IN
ONTARIO**



3.3 THRIVING EVENTS

WE SUPPORT CYCLING EVENTS IN OUR COMMUNITIES, SEEKING TO INCREASE OPPORTUNITIES FOR PARTICIPATION IN ALL DISCIPLINES & LEVELS.

COMPREHENSIVE EVENT CALENDAR

We will build a dedicated event calendar digitally which promotes opportunities for all levels of engagement

EVENT MANAGEMENT

We will increase organizational efficiencies for event organizers across all disciplines and seek out opportunities to collaborate with and support events in Ontario

CYCLIST PATHWAY

We will clarify an event pathway which aligns with those outlined for athletes, coaches and officials.

COMMUNITY ENGAGEMENT

We will work to engage new club affiliations through community outreach and education



BY CONTINUALLY SEEKING WAYS TO INCREASE OUR EVENT PORTFOLIO, WE ARE ENSURING THAT ALL CYCLISTS HAVE AN OPPORTUNITY TO PARTICIPATE IN OUR SPORT IN THEIR OWN WAY





3.4 COMPETITIVE SUCCESS

WE WILL CREATE AN ATHLETE-CENTRIC DEVELOPMENT PATHWAY WHICH WILL LEAD TO INCREASED OPPORTUNITIES FOR COMPETITIVE SUCCESS

TALENT IDENTIFICATION

We will integrate performance analytics to identify, track, and monitor athletes, while creating possibilities for talent transfer and cross-discipline training. We will implement athlete recruitment initiatives and increase development support with provincial level coaches

ATHLETE CENTRIC

We will establish an Athlete Advisory Council and Team Ontario mentorship programs, while educating identified athletes in stage appropriate Sport Science and Sport Medicine services to optimize athlete physical & mental health. We will create programming focused on leadership growth and holistic athlete development

COACH & OFFICIATING DEVELOPMENT

We will create development and mentorship programming for new and existing officials. We will develop a pool of recognized coaches who are NCCP certified, providing mentorship and professional development. We will define and clarify the coach and official pathways including education, experience and mentorship requirements

PERFORMANCE PATHWAY

We will establish multiple high performance training hubs and performance partners across key areas of the province, while facilitating and supporting the exposure of targeted athletes to national level and international level competition. We will increase the Ontario representation on World Championship, Olympic and Paralympic Teams.

**BY CONTINUING TO BUILD ON OUR
COMPETITIVE SUCCESS AS A
SPORT IN CANADA AND THE
WORLD, WE ARE CREATING
OPPORTUNITIES AND INSPIRATION
FOR ALL CYCLISTS IN ONTARIO**



where will cycling
take you?

4.1 ACKNOWLEDGMENT

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FORMER AND CURRENT BOARD OF DIRECTORS:

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Kathleen MacEwan
Chris Reid
Grahame Rivers
Nicole Visschedyk
Scott Elliott
Scott Morrison
Michael Fawcett
Suzanne Hurding

FORMER AND CURRENT ONTARIO CYCLING ASSOCIATION STAFF:

Pamela Julian, President & CEO
Michael Suraci, Sport Performance Director/Interim CEO
Chris Baskys, Club Relations & Membership Manager
Kim Drolet, Business Manager
Patrik Zimmermann, Marketing & Communications Specialist
Chantal Thompson, Events and Program Coordinator
Jackie Chan, Track Events & Technical Manager
Jim Crosscombe, former President & CEO

INTERVIEWEES, FOCUS GROUP PARTICIPANTS & CONSULTANTS:

Stephane Audet
Howard Chang
Melinda Davie
Malcolm Eade
Tom Everson
Mark Gilligan
Tristin Radley Hansen
Paul Jurbala, Survey & Data Consultant
Marcus Klein
Glenn Meeuwisse
Andrew Paradowski
Greg Rawson
Ray Williams
Casper Wong

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CONTACT

ONTARIO CYCLING ASSOCIATION
2-2015 PAN AM BOULEVARD,
MILTON, ONTARIO L9E 0K7

T. (416) 855 - 1717

INFO@ONTARIOCYCLING.ORG

WWW.ONTARIOCYCLING.ORG

PHOTO CREDIT

- 1.1 OCA 2, 10, 11, 13, 14, 18, 20
- 1.2 IVAN RUPES 8, 12, 15, 16
- 1.3 GARY SIMMONS 9
- 1.4 ZWIFT 17