



# STRATEGIC PLAN



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2026 » 2030

# OUR VISION

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Ontario Cycling inspires the cycling community in Ontario through athlete success and strong community connections.



# OUR MISSION

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To develop, promote, and lead cycling across Ontario by supporting athletes, clubs, events, and communities to achieve excellence and foster a lifelong love of the sport.



# OUR VALUES



**1** **Respect:** We treat every person and perspective with fairness and dignity, fostering a culture where all voices are valued.

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**2** **Collaboration:** We believe success comes through partnerships - with clubs, members, coaches, volunteers, and the broader sport community.

**3** **Accountability:** We take responsibility for our actions and decisions, ensuring transparency and trust in all we do.

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**4** **Inclusivity:** We welcome everyone into the sport, celebrating diversity and creating safe spaces for all to ride, race, and belong.



# OUR STRATEGIC FRAMEWORK

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**Ontario Cycling's Strategic Plan** for 2026-2030 is built on three interconnected pillars that together create a strong, sustainable, and inclusive cycling ecosystem - one that advances development, fosters growth, and builds capacity across all levels of participation.

PILLAR 1 

# ADVANCING DEVELOPMENT

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*Building the foundations for participation, performance, and success.*

Cycling success begins with strong foundations - safe environments, quality events, and athlete pathways that empower everyone to learn, grow, and perform. This pillar focuses on creating a cohesive system that supports athletes from grassroots to high performance, ensuring every cyclist has access to the tools, training, and opportunities they need to reach their potential.

## Key Objectives

- **Foundations of Cycling Success:** Strengthen education, training, and learning pathways for athletes, coaches, and clubs.
- **Quality Events & Growing Participation:** Improve the quality, consistency, and accessibility of sanctioned events across all disciplines.
- **Cultivating Cycling Performance:** Enhance talent identification, sport science integration, and high-performance programming.

## 2026-2030 Focus

- Conduct province-wide needs assessments and build foundational frameworks.
- Launch the Event Excellence Toolkit and new organizer training programs.
- Expand Rising Stars and Talent ID programs to support next-generation athletes.
- Develop mentorship, parent, and club education resources to embed learning across the system.
- **By 2030:** Consistent learning pathways, stronger event delivery, and a nationally aligned able/para performance system.





## PILLAR 2 >>

# FOSTERING GROWTH

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*Strengthening our community and inspiring new generations of cyclists.*

Cycling thrives when our community does. This pillar is about deepening connections, among riders, clubs, volunteers, and leaders, and expanding access to the sport for everyone. It's about growing participation through belonging, celebrating leadership, and ensuring that our cycling ecosystem reflects the diversity of Ontario itself.

## Key Objectives

- **Building Our Cycling Community:** Grow membership, strengthen value, and increase diversity across all disciplines.
- **Developing Community Leadership:** Empower volunteers, coaches, officials, and women leaders through targeted training and recognition.
- **Fueling the Future:** Expand youth programming and create seamless transitions from recreational cycling to club participation.

## 2026-2030 Focus

- Refresh membership engagement tools and launch a Member Value Campaign.
- Introduce a Volunteer Leadership Framework and Leadership Academy for club and community leaders.
- Build partnerships with bike shops, and community programs to increase access.
- Develop a Start a Youth Club Toolkit and launch province-wide youth cycling pilots.
- **By 2030:** A connected, diverse, and empowered cycling community supported by strong leadership and a sustainable youth pipeline.

PILLAR 3 

# BUILDING CAPACITY

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*Investing in leadership, innovation, and sustainability for the future.*

Ontario Cycling's ability to deliver excellence depends on a strong foundation of governance, partnerships, and innovation. This pillar focuses on building the internal and external capacity required to sustain the sport, through modernized systems, collaborative partnerships, and financial and environmental resilience.

## Key Objectives

- **Growing Partnerships, Growing Cycling:** Strengthen relationships with sponsors, government, and sport partners to drive shared value.
- **Modernizing the Cycling Experience:** Use technology and innovation to enhance member experience, improve data insights, and streamline operations.
- **Future Sustainability:** Build organizational resilience through strong governance, financial health, and workforce planning.

## 2026-2030 Focus

- Review and update financial frameworks, workforce plans, and partnership models.
- Launch a Partner Program and expand shared services across the sport system.
- Introduce new digital tools to enhance member experiences.
- Implement succession strategies and governance modernization initiatives.
- **By 2030:** A financially sustainable, digitally connected, and future-ready organization with recognized leadership in sport innovation.





# OUR COMMITTMENT

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We are building a cycling community that is safe, inclusive, and future-focused. Through collaboration, innovation, and accountability, Ontario Cycling is working to ensure every person— whether an athlete, volunteer, coach, or fan — can find their place and purpose in our sport.

This plan is not just about what we will do — it's about how we will do it: with respect, with partnership, and with a shared vision of making cycling in Ontario stronger than ever.





# JOIN US ON THE JOURNEY

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Whether you're a lifelong racer, a weekend rider, a club leader, or a new partner - your participation matters.

Together, we're advancing development, fostering growth, and building the capacity to shape the future of cycling in Ontario.

Visit [ontariocycling.org](https://ontariocycling.org) to explore the plan, discover new initiatives, and learn how you can get involved.

