



# STRATEGIC PLAN

CANADIAN PARALYMPIC COMMITTEE  
2023-2033







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# INTRODUCTION

The Paralympic movement has come a long way since the 1976 Toronto Olympiad, one of Canada's first forays into what is now known as the Paralympic Games. Since then, we've seen a rich legacy of world-class sport performances and meaningful contributions from the Paralympic community to all areas of society.







## INTRODUCTION

As we set a course for the next ten years, we believe Paralympic sport has the power to ignite transformative change in Canada, contributing to a more inclusive nation where people with disabilities are valued for all their capabilities, differences, and diversity.







# VISION

Through Paralympic sport,  
an inclusive world

# MISSION

Together, deliver the best-prepared  
teams for games excellence while  
promoting inclusive communities  
through the power of Paralympic sport.







# STRATEGIC PRIORITIES







# STRATEGIC PRIORITIES

Our strategy is built at the intersection of best-prepared teams and inclusion

When teams are well supported and prepared, they unleash their full potential, achieving results that might have once seemed impossible. We help create the conditions for Paralympic teams to perform and be their best at all stages of the journey. This pursuit of excellence is about the strides and gains made each day, about commitment and passion.

In Paralympic sport, a performance-focused environment must be built with inclusion at its core. As we evolve our approach, our role is not just to remove barriers but to reshape the very nature of sport to be inherently inclusive and accessible. It's imperative to foster a culture both inside and outside the Paralympic community that values and champions this shift.

In shaping environments and communities with this evolved approach, we pave the way for every athlete to achieve their utmost potential. By doing so, they can excel in sport and become catalysts for significant change in our broader society, promoting genuine belonging and unity.





## STRATEGIC PRIORITIES

# BEST PREPARED TEAMS

To have the best-prepared teams thriving in a performance-focused environment







# BEST PREPARED TEAMS

As leaders of Paralympic sport in Canada, we are committed to building a dynamic and thriving community that ignites the passion and drive of every athlete, coach, and supporter who dreams of achieving Paralympic greatness.

We will support optimal performances that are achieved through rigorous training, preparation, and a healthy culture of excellence emphasizing positive experiences, well-being, and abuse-free sport. There is incredible strength and value in the journey to achieve excellence, and we will encourage the Paralympic community to embrace the process.

We understand that the journey to the Paralympic Games can be long and challenging. Still, we will be there every step of the way, providing unparalleled support, guidance, and resources to ensure our teams are ready and prepared for their moment in the spotlight.

We will also develop and invest in the Paralympic sport system to unlock its full potential and fuel unprecedented growth and opportunity. Our approach is rooted in investment, innovation, and collaboration and will support the development of athletes, coaches, technical leaders, sport scientists, officials, and classifiers for long-term engagement within the Paralympic sport system.

With this unwavering commitment to excellence, well-being, and growth, we are confident that we can achieve extraordinary things, elevating the spirit of our Paralympic community and inspiring future athletes to dream big.





## STRATEGIC PRIORITIES

# THE POWER OF INCLUSION

To promote and model disability inclusion through Paralympic sport







# THE POWER OF INCLUSION

Imagine an inclusive Canada where people feel a sense of belonging; where accessibility is centered, and we work together to create access; where people with disabilities are valued for all their capability, diversity and difference.

Through Paralympic sport, we have a platform to model and promote what disability inclusion and accessibility can look like, and we will work across several areas to drive meaningful change.

We will lead by example and focus on ensuring that each person within our communities feels welcomed, valued, safe and can pursue their passions in sport and beyond. This means working in solidarity with Paralympic athletes to co-create and co-design each of the spaces we work and play in.

We want to develop more equitable opportunities on and off the field of play for people with disabilities. This work takes a village, so we will collaborate with members and partners who share the same vision and amplify our efforts. We will support with investments, capacity, and sharing knowledge to create access and opportunity at each stage of the Paralympic sport journey, including into the next stages of life.

It is also about delivering and sharing the stories of Paralympic athletes, coaches, and leaders. We want to drive a change in awareness of Paralympic sport and attitudes towards disability – where Canadians have an inclusive mindset and recognize the capability and diverse lived experiences of persons living with a disability.

As a Paralympic community, we have a lot to share with the world, and our unwavering commitment to doing better will carry us forward in igniting transformative change.





# ACCELERATORS

- TOGETHER WITH ATHLETES
- INNOVATION, EFFICIENCY AND EFFECTIVENESS
- WORKING COLLABORATIVELY
- LEADERSHIP AND INFLUENCE
- PEOPLE AND THE ENVIRONMENT







# ACCELERATORS

We are committed to bringing our ten-year strategic plan to fruition. We recognize that this will require five key accelerators. These accelerators are important capabilities that will propel us toward achieving our strategic goals.







## ACCELERATORS



# TOGETHER WITH ATHLETES

We will work and lead together with athletes. We will do this by establishing Para athlete representation and direct voice in decision-making at all levels, supporting mentorship and education opportunities, and enhancing communication and engagement with Paralympic athletes.





## ACCELERATORS

# INNOVATION, EFFICIENCY AND EFFECTIVENESS

We will emphasize innovation, efficiency, and effectiveness in how we operate. We will do this by leveraging data analytics and research, building impact measurement and evaluation capabilities, attracting and retaining a diverse and talented team, leveraging technology, and growing and diversifying revenues.







## ACCELERATORS



## WORKING COLLABORATIVELY

We will deepen relationships, create partnerships, and promote collaboration. We will do this through enhancing engagement with international and domestic partners, including sports organizations, host committees, and funding sources. We will form partnerships and work in solidarity with disability and social impact organizations.





## ACCELERATORS

# LEADERSHIP AND INFLUENCE

We will display impactful leadership and influence in the Paralympic movement. We will do this through advocacy on critical issues facing the Paralympic movement, hosting international events, and sharing best practices with other National Paralympic Committees. We will also work to place Canadians in crucial leadership positions internationally.







## PEOPLE AND THE ENVIRONMENT

We will center environmental sustainability and social equality in all we do. We will do this by actioning on the UN Sustainable Developing Goals (SDGs) 12: Ensure sustainable consumption and 13: Combat climate change and its impacts. We will embed diversity, equity, inclusion, and accessibility frameworks at all levels of CPC and audit ongoing. We commit to being guided by the Indigenous Truth & Reconciliation Calls to Action as we strive to embrace and deepen our understanding.





# VALUES







# VALUES

The CPC values reflect what is most important to us, how we show up for each other, and for our Paralympic community. We use our values in our daily work, and they help inform decisions and priorities.

We all share responsibility to create the culture we want and to live our values with purpose.





## VALUES

# COLLABORATION

**We strive to build connection in everything we do.**

Diverse views bolster our collective insight and strength.

We are a community that's built on unwavering trust.

We are transparent and open in our communication.







## VALUES



# BELONGING

**We create safe environments for people to participate as their authentic selves.**

By valuing lived experiences, we support inclusion and accessibility.

We embrace and address the diverse needs of our community.

We are welcoming and a force that brings people together.





**VALUES**

# ACCOUNTABILITY

**We follow through with what we say and are intentional with our goals.**

We set priorities and are committed to creating a positive impact.

We are proactive and prepared.

We hold ourselves to a higher standard, every day.







## VALUES



## JOY

**We celebrate achievements, big and small.**

We show appreciation and gratitude for our communities.

We recognize the importance of creativity in our work.

We find opportunities for fun where everyone can shine.





## VALUES

# EXCELLENCE

**We value both the process and the outcome in our pursuit of excellence.**

We support each other in our commitment to learning and improving.

We amplify our collective expertise and aspirations.

We raise the bar and never take shortcuts.







# STRATEGY ON A PAGE







# STRATEGY ON A PAGE

As we look ahead to the next decade, we at the Canadian Paralympic Committee are committed to building on our proud legacy of **excellence and inclusion in Paralympic sport.**

We strive to create a disability-inclusive world and to elevate the Paralympic movement, and work together with athletes, coaches, partners, donors, volunteers, and fans to create a better future for all.





# STRATEGY ON A PAGE

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## VISION

Through Paralympic sport, an inclusive world

## MISSION

Together, deliver the best-prepared teams for games excellence while promoting inclusive communities through the power of Paralympic sport.

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## STRATEGIC PRIORITIES

### BEST PREPARED TEAMS

- Support optimal performance at Games through a healthy culture of excellence with emphasis on positive experiences and well-being
- Support our teams to be ready and prepared for their journey to the Games
- Develop, invest in, and lead the Paralympic sport system

### THE POWER OF INCLUSION

- Create disability-inclusive environments within Canadian teams
- Support equitable opportunities for Canadians with a disability on and off the field of play
- Share the incredible stories of Canadian Paralympic athletes, coaches, and leaders

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## ACCELERATORS

- Together with Athletes
- Innovation, Efficiency and Effectiveness
- Working Collaboratively
- Leadership and Influence
- People and the Environment

## VALUES

- Collaboration
- Belonging
- Accountability
- Joy
- Excellence





## **ABOUT THE CANADIAN PARALYMPIC COMMITTEE**

The Canadian Paralympic Committee is a non-profit, private organization in partnership with 27 member sport organizations, dedicated to the power and impact of Paralympic sport. Holding a vision of an inclusive world realized through Paralympic sport, its mission is to deliver the best-prepared teams for Games excellence while modelling and promoting disability inclusion and accessibility. Championing the stories and successes of high-performance athletes with disabilities, the Canadian Paralympic Committee inspires Canadians to embrace inclusivity and actively engage in sports.

For more insights, visit [paralympic.ca](https://paralympic.ca).

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