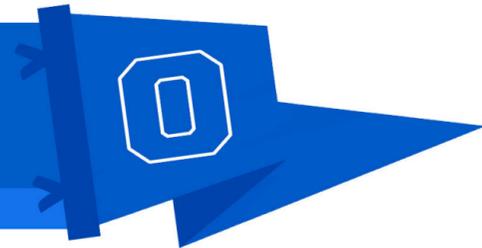




One Team Ontario OLA STRATEGIC PLAN



BREAKING DOWN THE BARRIERS OF PARTICIPATION

Identify barriers to participation in lacrosse and then look at practical solutions to overcome them



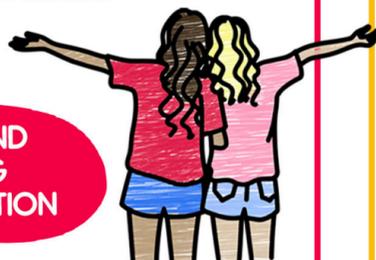
FOSTERING A CULTURE OF DIVERSITY AND INCLUSION



Become a larger and more diverse lacrosse family and develop a province-wide approach to inclusion



CELEBRATING AND ENCOURAGING FEMALE PARTICIPATION



Continue to explore new ways to get girls in the game as players, volunteers, coaches and officials

CHAMPIONING THE PLAYER DEVELOPMENT PATHWAY



Ensure that we have a solid pathway for players to enter the sport and develop to their maximum potential

LOVING THE GAME

Create environments that encourage kids to fall in love with the game and identify ways to keep programs fun for future generations



INCREASING PLAYER SAFETY



Providing a safe environment for all participants

COLLABORATING AS "ONE TEAM ONTARIO"

Cultivate a spirit of collaboration in our culture that promotes strong connections between sectors

MENTORING THE NEXT GENERATION OF LEADERS



Implement a leadership strategy to give a voice to and build a sustainable foundation of lacrosse leaders

ENHANCING THE DIGITAL EXPERIENCE



Provide the tools and resources to empower our members while fostering digital platforms that increase engagement and improve efficiencies

ESTABLISHING PARTNERSHIPS & ALLIANCES

Establish strategic partnerships and alliances with diverse organizations, government ministries, and stakeholders to deliver the best opportunities for Ontario Lacrosse



ENHANCING PROMOTION THROUGH COLLABORATION



Identify, solicit and deliver marketing & promotion services that clubs want and need for more widespread recognition and participation across the province

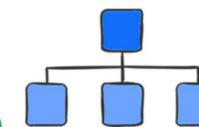
ONTARIO VS. EVERYBODY



Creating opportunities and identifying new ways to compete with other provinces and countries while establishing Ontario as a destination for premier lacrosse events

STRENGTHENING OUR LEADERSHIP AND GOVERNANCE

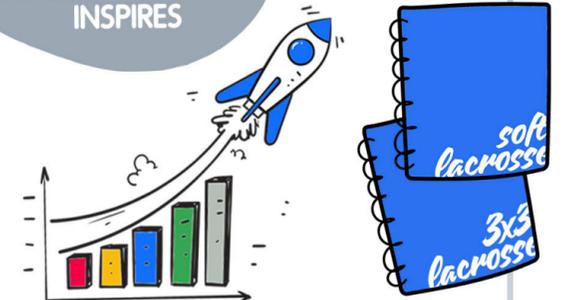
Align our planning and policies with our mission and vision statements, which will become the basis for future planning and decision making



PLANNING FOR THE FUTURE

Improve the operational structure of Ontario Lacrosse to facilitate and plan for the future

BRANDING AND MARKETING THAT INSPIRES



Strengthen brand recognition and reputation through marketing resources that support our mission and strategic priorities and inspire members

LACROSSE IS FOR EVERYONE

PLAYERS FIRST

EMPOWERING OUR PEOPLE

EXTENDING OUR REACH

OPERATIONAL EXCELLENCE