



One Team Ontario OLA STRATEGIC PLAN

1. LACROSSE IS FOR EVERYONE

FOSTERING GROWTH AND PARTICIPATION

BREAKING DOWN BARRIERS OF PARTICIPATION

Identify the most common barriers to participation in lacrosse and then look at practical solutions to overcoming them.

FOSTERING A CULTURE OF DIVERSITY AND INCLUSION

Become a larger and more diverse lacrosse family by championing the game and developing a province-wide approach to inclusion.

CELEBRATING & ENCOURAGING FEMALE PARTICIPATION

Continue to explore new ways to get girls involved in both women's field and box programs not only as players, but as volunteers, coaches and officials with a defined pathway to success.

2. PLAYERS FIRST

PUTTING THE BEST INTEREST OF ALL PLAYERS AT THE CENTER OF OUR DECISION-MAKING PROCESS

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 while identifying ways to keep programs relevant, exciting and fun for future generations.

INCREASING PLAYER SAFETY

Provide a safe environment for all participants.

3. EMPOWERING OUR PEOPLE

SUPPORTING AND ENGAGING OUR MEMBERS

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 contemporary digital platforms that increase engagement and improve efficiencies.

4. EXTENDING OUR REACH

EXTENDING OUR REACH AND ENGAGEMENT IN THE COMMUNITY

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 for Ontario to compete with other provinces and countries

5. OPERATIONAL EXCELLENCE

ENSURING TRUST AND ACCOUNTABILITY

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.

