

# Investing In Our Community:

## OCUA Strategic Plan 2025-2030



*Our Association continues to have a strong long-term vision and mission underpinned by our core values. The strategic plan for 2025-2030 sets tangible and achievable objectives in-line with that mandate and in consideration of current trends in Canadian sport. These trends include the concepts of sport for life<sup>1</sup>, safe sport<sup>2</sup>, inclusivity<sup>3,4,5</sup>, and environmental considerations<sup>6</sup>. The future goals established intersect within a theme of investing in our community.*

**VISION:** Our vision is to be the sport of choice for people of all ages, abilities and lived experiences within our Ottawa community

**MISSION:** Our mission is to coordinate, develop and promote the sport of Ultimate in Ottawa through diverse programming, community outreach, and organizational leadership

**VALUES:** R.A.I.S.E.

**Respect:** We act fairly to build a culture of trust. We honour the role we play as ambassadors of the sport both on and off the field.

**Accountability:** We live our values and follow through on our commitments to each other. We will lead purposefully, with clear expectations, and a willingness to learn.

**Inclusion:** We cultivate a welcoming environment with equitable access to opportunities, where the contributions of all participants are valued and appreciated.

**Sustainability:** We embody resilience and adaptability to enable the future growth and development of Ultimate in Ottawa.

**Excellence:** We support and celebrate the pursuit of personal excellence at all levels of the organization.

### STRATEGIC THEME FOR 2025-2030:

**Investing in a strong, inclusive, safe, and supportive Ultimate Frisbee community.**

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### PRIORITIES and FOCUS AREAS:

1. **Ultimate for all:** OCUA will develop and maintain inclusive opportunities for participation, with a particular focus on underrepresented groups.
  - **Youth to Legends support:** Grow opportunities from our youngest age group to our founders.
  - **Entry to Expert opportunities:** Minimize barriers to entry into our sport for new players while maintaining opportunities for more experienced players to participate to their full potential.
  - **Gender equity:** Continue to provide equitable support and opportunities for members across the gender spectrum.
  - **Social Justice:** Find creative and equitable ways to address concerns that prevent or discourage participation of underrepresented groups in our sport.
2. **Leaders at all levels:** OCUA will develop and support leadership throughout the organization, with an emphasis on broadening representation.
  - **Organizational:** Establish robust onboarding, training, and succession planning for the Board of Directors and staff.
  - **Coaches:** Develop and retain highly qualified coaches for development programs, especially at the youth and junior levels.
  - **Captains and Coordinators:** Provide resources, training, and consistent messaging that empowers member-facing leaders to provide a fun and inclusive environment for all.
  - **Volunteers:** Improve volunteerism and community engagement within the organization, encouraging and empowering members to support each other through various mechanisms.
3. **Stewardship:** OCUA will prioritize the responsible management of all resources, enabling investment in community building initiatives.
  - **People:** Promote diverse participation, safe sport practices, and spirit of the game to support growth and well-being of our membership.
  - **Property:** Revitalize and maintain UPI as a pillar of our community.
  - **Finances:** Act responsibly in the management of all OCUA finances.
  - **Environment:** Consider environmental impacts of organizational decisions.



### References

1. Sport for Life Stages: <https://sportforlife.ca/long-term-development/>
2. Safe Sport: <https://sirc.ca/safety-in-sport/>
3. Equity, diversity, inclusion and participation in sport (Canada):  
<https://www.canada.ca/en/canadian-heritage/services/sport-participation.html>
4. The Rally Report:  
[https://womenandsport.ca/resources/research-insights/rally-report/?gad\\_source=1&gclid=Cj0KCOjw7dm-BhCoARIsALFk4v\\_UBdOxYWdxi\\_EYkDLg0SFV1IEBcVzmLcxpOQlxyzBTvix7jdBoJOhsaAhjbEALw\\_wcB](https://womenandsport.ca/resources/research-insights/rally-report/?gad_source=1&gclid=Cj0KCOjw7dm-BhCoARIsALFk4v_UBdOxYWdxi_EYkDLg0SFV1IEBcVzmLcxpOQlxyzBTvix7jdBoJOhsaAhjbEALw_wcB)
5. Barriers to Sport Participation:  
<https://sirc.ca/knowledge-nuggets/barriers-to-sport-participation/>
6. Sports at risk: Addressing climate change in the Canadian sport sector:  
<https://sirc.ca/articles/addressing-climate-change/>
7. Top Trends in the Canadian Sports Industry:  
<https://sportswork.ca/2023/10/19/canadian-sports-industry-trends/>