



Biathlon Association of Manitoba

Strategic Plan

“Growing the Sport of Biathlon in Manitoba”

Mission

Biathlon Manitoba’s mission is to encourage participation and to develop excellence in all aspects of biathlon.

Vision

Biathlon Manitoba envisions biathlon being regarded as a primary sport of choice for Manitobans, with affiliated clubs established throughout the province. Biathlon Manitoba’s goal is to support all aspects of biathlon and have athletes pursuing international level success at all age levels in major events, World Championships, and the Olympics.

Values

- Recognizing that clubs, athletes, officials, coaches, volunteers and the community are integral components to successful growth.
- Promoting fair play and mutual respect of others.
- Supporting competitive excellence.
- Supporting equality and accessibility.
- Striving to be innovative and action oriented.
- Promoting sport for life.

Introduction

Biathlon is a unique sport with relatively low participation in Manitoba. Because it combines skiing and shooting, it's really two sports in one. This means there is increased complexity in the requirements for facilities, coaching, officials, and volunteers. The sport involves firearms, which complicates accessibility, particularly close to major population centres. It also means biathlon is not a sport children pick up at a young age and then continue to participate out of habit.

In spite of all of this, there are success stories and a dedicated base of participants and volunteers committed to sustaining and growing biathlon in Manitoba.

The purpose of this Strategic Plan is to identify the steps over the next 3-5 years to grow the sport.

Action Plan

1. BAM Will Focus on Athlete Recruitment

BAM will work with member clubs to help recruit new and returning athletes. BAM's board of directors will set annual growth targets in partnership with the member clubs.

2. BAM Will Ensure Coach and Official Certification and Support

BAM will ensure that there are sufficient clinics and that the biathlon community has enough advance education, information, and awareness of the process so that the system is sufficiently supported by qualified and certified coaches and officials.

3. BAM Will Adopt Ecoaims as a Tool For Growth

BAM will introduce Ecoaims wherever possible as a tool for growth. Ecoaims are a valuable tool to introduce cross country skiers to biathlon and allow more athletes to experience the sport.

4. BAM Will Explore Options to Develop a Site Closer to Winnipeg

BAM will explore locations and develop a plan for a biathlon facility closer to Winnipeg. A biathlon facility in closer proximity to Winnipeg would be transformative to biathlon in Manitoba.

5. BAM Will Evaluate its Philosophy

BAM and its members will conduct a review to assess the balance of resources and focus on the range of programming from Performance Pathway to Sport Initiation activities and including a *Sport for Life* philosophy through its Masters athletes.

6. BAM Will Work to Consolidate BAM and CCSAM Into a Single PSO.

BAM will explore a consolidation with Cross Country Ski Association of Manitoba (CCSAM) to help grow the sport and increase visibility and participation throughout the cross country skiing community, with the help of Sport Manitoba, as needed.

At the same time, BAM will continue to address its own needs to ensure the ongoing viability of the sport.

7. BAM Will Work to Secure Grants, Fundraising, and Sponsorship

BAM will explore options to find alternative sources of funding.

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