

# **STRATEGIC PLAN** 2020 - 2025

## MISSION

To encourage the establishment of breast cancer dragon boat teams, within the framework of participation and inclusiveness. We support the development of recreational dragon boat paddling as a contribution to a healthy lifestyle for those diagnosed with breast cancer.

## VISION

IBCPC is recognized globally as the leader in support of those diagnosed with breast cancer to gain a healthy lifestyle through participation in dragon boating.

## VALUES AWARENESS PARTICIPATION SUPPORT

## **IBCPC Strategic Pillars**

How will we deliver our mission

Provide the foundation for IBCPC to operate at the highest level of integrity. Ensure the organisation remains sustainable for the future.

Governan

Encourage the development of breast cancer paddling as a contribution to a healthy lifestyle. Expand and continually improve the range of services and programs we offer to meet the needs of paddlers affected by breast cancer. All members and the wider community engage and communicate effectively with our member groups. Offer opportunities for members to participate in breast cancer paddling events.

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## **STRATEGIC PLAN** 2020 - 2025

## Governance

## **FInancial sustainablilty**

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**Meet** budget as defined by IBCPC SC **Explore** and assess new income streams Attract global sponsors

**Source** sponsorship to support the operations of IBCPC Work within the financial parameters according to the annual budget

**Budget** reviewed annually **IBCPC** operate within the annual

- budget parameters
- Sponsorship package developed
- as appropriate for
- MEASURES partnerships
  - **Financial** support with at least one partner/sponsor

## **Ongoing management of key IBCPC operations and initiatives**

ACTIONS

Maintain matrix of key responsibilities/roles **Create** sub committees for specific projects – e.g. Outreach, new team development **Develop** new model for national



**Responsibilities** are available on

the website

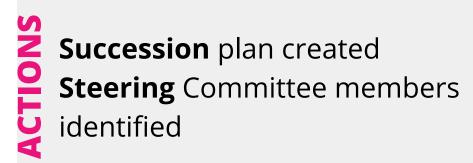
MEASURES

- **Sub** committees are created,
- operational and communicated
- to the membership
- MEASURES National representatives are in



### **Organisational risk**

**Develop** and implement a succession plan for IBCPC **Steering Committee Identify** potential future Steering Committee members



**New** Steering Committee members elected or appointed

## Member group alignment

**Produce** a member team guide to support member teams **Identify** policies / processes to be included in the guide

Member guide developed and communicated to membership **Review** guide annually for

- **CTIONS** currency
- Survey member groups on Ā effectiveness of the guide

Member engagement and MEASURES compliance in the processes/policies of IBCPC through national rep engagement, surveys, or congress discussion



## **STRATEGIC PLAN** 2020 - 2025

# **Growth and Development**

### **Promotion**

**Promote** events that include Breast Cancer categories to support the participation of BC paddling and healthy lifestyles **Continue** association with other organisations with breast cancer focus, i.e. paddling organisations, breast cancer organisations

**Provide** mechanism for event organisations to promote their S ACTION events Create a plan to associate with

organisations to promote healthy lifestyle through breast cancer paddling

Member groups advertise their paddling events according to **IBCPC** criteria of including

- breast cancer category
  - Team member numbers and
- countries increased
- MEASURES **Global** breast cancer
  - organisations actively promoting breast cancer dragon boat paddling as part of a healthy lifestyle

### **Outreach and support**

**Development** guidelines and criteria for Outreach programs

At least one Outreach program



LIVERA KEY DE

Facilitate outreach programs **Source** funds to support outreach programs

- **Identify** regions where
- Outreach programs will support
- CTIONS the formation of breast cancer
- paddling groups
- **Perform** Outreach programs to identified regions

facilitated each year **Outreach** report created by program facilitators and communicated to SC and member groups

## Pathway for team support

DELIVER KEY

**Provide** all teams with access to support needed to ensure team sustainability

**Provide** teams link to their governing dragon boat bodies **Encourage** member groups to ACTIONS support breast cancer paddlers - coaching, team management, recruitment New teams are provided guidance on sourcing

equipment such as boats etc

**Teams** are aware of their regional/state, national governing dragon boat resources

- *<b>MEASURES* 
  - Teams can report on success of recruitment





# Engagement

#### **Marketing and Communication**

DELIVERABLES KEY

**Implement** effective communications to IBCPC member groups to strengthen the engagement and collaboration with member groups.

**A** comprehensive EASURES ACTIONS communications plan is developed and implemented Create sponsorship material to Σ provide to potential sponsors

#### Positive feedback from

- membership
- **Increase** in newsletter
- subscriptions
- Increase in other social media
- hits such as Facebook as per communication plan

## **IBCPC** Festivals

**IBCPC** Festivals are organised according to IBCPC criteria **Selection** of next festival site for 2026

**IBCPC** Future Festival Committee appointed for the (2026) festival **SNO** bid assessment

- **Update** festival selection criteria
- and bid process for 2026
- **Invitations** to member groups

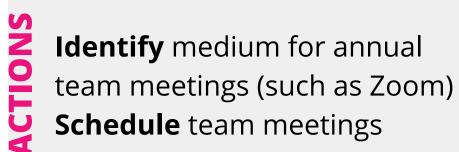
**Future** Festival Committee (FFC) established no later than March 2022

- Festival selection criteria and
- process updated by FFC
- Invitations sent to member groups
- MEASURES to place bids by October 2022 Selection of 2026 festival site

approved and announced July 2023

#### **Communication with teams**

**Provide** avenue for discussion forums with member teams to facilitate 'face to face' communications



Team meetings facilitated twice MEASURE a year Participation in member team meetings

**On site engagement** 

Facilitate site visits to teams established and new teams

- Identify teams that would S ACTION benefit from IBCPC engagement via site visits Create a schedule/plan and
  - agenda for visits

- Teams identified and schedule
- MEASURES developed
  - Site visits are facilitated, and
  - outcomes reported back to the
  - SC and member groups