

**Boxing Ontario**

**Strategic Plan**

**2017 – 2019**



## INTRODUCTION



Boxing Ontario is the only governing body for Olympic-Style Boxing in Ontario. As such, it is affiliated with Boxing Canada (CABA), the International Boxing Association (AIBA) and the Ontario Ministry of Tourism, Culture, & Sport.

Boxing Ontario was founded in the fall of 1972 and has seen a steady growth since then. Currently, Boxing Ontario encompasses more than 90 clubs, 900 competitors and approximately 12,000 more recreational members.

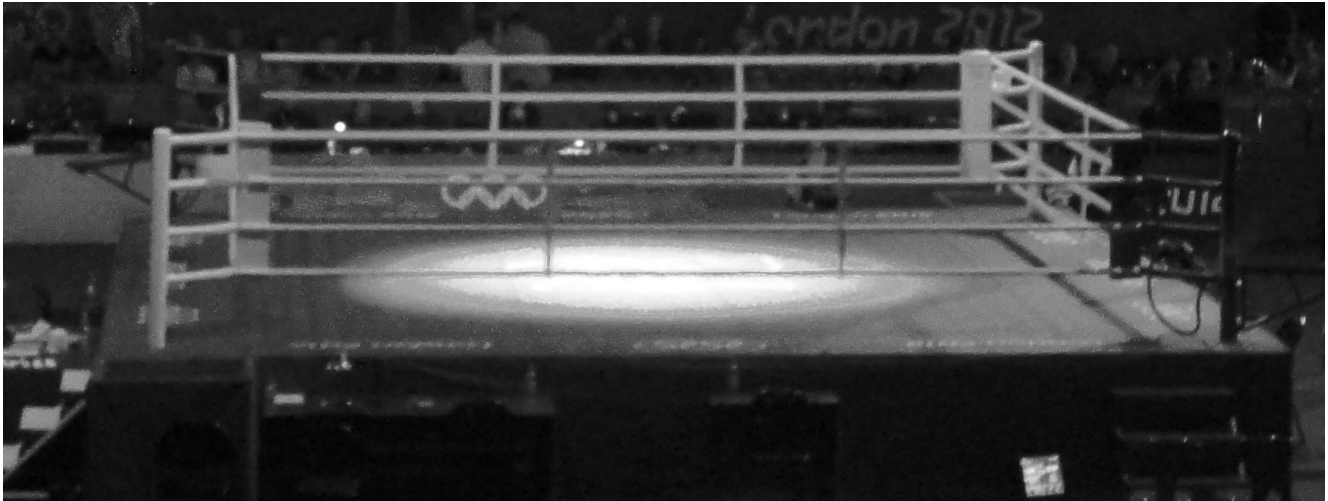
In 2010 we moved from a geographic-representational model, to a skill-based board structure. Along with this, voting power was given to each club, where clubs get between 1 and 5 votes at the AGM. The number of votes a club gets is dependent on the number of registered members the club has. This new structure allowed us to elect an executive which was more efficient, while still allowing members across the province to have a voice, and participate in various working committees.

Boxing Ontario Executive members are elected at an annual general meeting. All members are invited to attend, and voting is done by the registered delegates.

Financially, Boxing Ontario functions through club and member registration, fundraising and in large part through the support of the Ministry of Tourism, Culture, and Sport.

Operationally, Boxing Ontario owes a debt of gratitude to all the volunteers who give freely of their time and energies to keep the programs running smoothly.

## FOUNDATIONAL STATEMENTS



### Mission Statement

It is the purpose of Boxing Ontario to promote and foster the development of the sport of amateur boxing throughout the province of Ontario. This shall be done through information, education, positive public relations, leadership and citizenship. It is also the intent of Boxing Ontario to develop its boxers to the height of their potential through self-discipline, confidence, fitness, and sportsmanship. The association will develop all coaches and officials to ensure competence and quality throughout the amateur boxing program. Boxing Ontario will strive to ensure continuity among all registered amateur boxing clubs.

### Vision Statement

Boxing Ontario will continue to be recognized as a leader in combative sport in the Province. We will continue to develop comprehensive programs that supports the Athlete, Coach, and Official learning process and lifelong participation and wellness through our implemented LTAD pathway. We value personal development, collaboration and professionalism. We look to grow through collaborative efforts to create partnerships in order to achieve excellence within all facets.

### Five Pillars of Excellence

Boxing Ontario has decided on five Pillars of Excellence that will guide our efforts over the next two years.

1. Operational Excellence
2. Athlete, Official, and Coach Development
3. Increase Revenue
4. Branding and Increased Awareness
5. Safe Sport

## PILLARS OF EXCELLENCE - OPERATIONAL EXCELLENCE

Boxing Ontario will engage five initiatives to move toward operational excellence.

*Modernize the By-laws, Policies and Procedures to ensure they are relevant, effective and aligned with our NSO.*

Boxing Ontario will:

- Adopt best practices that arise out of recent CABA review. Organizational HPS focus, competency based board etc.
- Exceed MTCS Sport recognition policy requirements. Includes modernizing policies to ensure relevance and effectiveness.
- Ensure we meet high standards in the areas of governance, administration and programming as the governing body for Boxing in Ontario.
- Address mandatory ONCA changes and clean By-Law inconsistencies and provide clarity.
- Position Boxing Ontario as a best-in-class PSO jurisdiction with a focus on the 'combative sports'.

*Develop functional communications chain*

Boxing Ontario will:

- Hold regular meetings with the Board and our stakeholders
- Increase our Board's understanding of the purpose for meetings and determine appropriate and topical agendas in advance
- Produce precise and efficient communication pieces, including actionable items and meeting minutes, that are delivered to stakeholders in a timely manner
- Establish a communication protocol and ensure clarity around the roles and responsibilities for Directors and staff

*Understand who we are and what we do*

Boxing Ontario will:

- Create a sustainable "Boxing Ontario" brand by consulting with marketing and promotions professionals
- Develop a database of members, participants, and stakeholders that will allow us to reach targeted groups

*Know our audience*

Boxing Ontario will:

- Identify the stakeholders that should be communicated certain information from Boxing Ontario
- Ask stakeholders how they would like to receive key information (i.e., by social media, direct email, website posts, etc.)

*Engage our staff and Board*

Boxing Ontario will:

- Ensure that Directors are aware of their role and responsibilities (and the roles and responsibilities of other Directors)
- Encourage Directors and other stakeholders to follow proper communications protocol

## PILLARS OF EXCELLENCE – ATHLETE, OFFICIAL, and COACH DEVELOPMENT

Boxing Ontario intends to continue development for athletes, officials, and coaches.

### *Athletes*

Boxing Ontario will enable and support an increased number of high performance athletes. Boxing Ontario's high performance athletes will be equipped to achieve greater results because Boxing Ontario will:

- Introduce a developmentally-appropriate structure for clubs and coaches
- Implement a clear and consistent provincial competitive structure
- Review and update our LTAD program and continue to monitor and evaluate our LTAD goals

### *Officials*

Boxing Ontario will create a group of highly skilled officials to lead Ontario provincially, nationally and internationally by:

- Using targeted recruiting to increase the number of qualified officials
- Fostering current talent by consistently providing useful courses and training
- Creating a sense of unity among Ontario boxing officials
- Increasing the diversity of officials during the selection process

### *Coaches*

Boxing Ontario will build a strong coaching development program by:

- Dedicating resources to coaching education and the understanding and implementation of LTAD
- Supporting and encouraging Ontario coaches to apply for National Team positions
- Improving access to electronic coaching education resources
- Ensuring the qualified community coaches deliver technically-sound fundamental and skill development programs



## PILLARS OF EXCELLENCE – INCREASED REVENUE

Boxing Ontario will create a revenue generation plan that will aim to increase total revenue by:

- Consulting with experts and sport leaders to identify 3-5 new and different streams of potential revenue
- Clearly defining the infrastructure that needs to be in place to create new revenue streams
- Asking Directors to be responsible for individual annual donations
- Appropriately increasing participant fees leading up to 2021

## PILLARS OF EXCELLENCE – BRANDING AND INCREASED AWARENESS

Boxing Ontario will sharpen our branding and increase awareness of Boxing Ontario and Olympic-style boxing in general by.



- Creating an ad-hoc committee that has the main task of evaluating Boxing Ontario's current brand and exploring opportunities for increased awareness
- Creating an awareness campaign strategy and engaging the Board and stakeholders to secure funding for the campaign
- Educating athletes, coaches, and participants about brand cohesion
- Being active on social media and encouraging participants and followers to share stories and Boxing Ontario-positive news and images
- Recognizing and capitalizing on the relationship between brand awareness and revenue generation



## PILLARS OF EXCELLENCE – SAFE SPORT

Boxing Ontario will continue to survey, research, and analyze programs and methods to improve the boxing experience for participants. Boxing Ontario's 'Safe Sport' themes are arranged in five strategic areas.

### *Education*

Boxing Ontario will:

- Create an environment on conscious risk analysis. Boxing Ontario will investigate identified injury-prone boxer 'MITCHEL' and enhance strategies to manage risk
- Create a 'Return to Play Guidelines Explainer video' with Sunnybrook hospital
- Complete the 'Boxing Injury Management Program' with three prominent leaders of sport safety and injury management. Lead by Dr. Bryon Weinberg BA, DC, CSCS, Acu., ART@.
- Continue to enhance Official Training courses. Including video analysis and new Rules R testing.

### *Engagement*

Boxing Ontario will:

- Continue to offer appropriate introductory programming including Lil CHAMPS: Intro to FUNdamental play through Boxing activities ['Active Start' program construction]
- Develop Risk Management course material
- Include a Weekly Risk Management/Injury Prevention/Injury Management segment in the Boxing Ontario newsletter.
- Send a quarterly issue specific to those areas and investigate the possibility of preparing a magazine covering some of the major topics – which would be timed for Boxing Ontario's Nationals/Pan Am themed event

### *Enforcement*

Boxing Ontario will:

- Prioritize Medical Official Development and run the ARP/ACSM Certified Ringside Physician (CRP) certification courses. One course will be hosted in Toronto with Nicholas Rizzo, M.D. Association of Ringside Physicians
- Deliver LTAD based Physiological testing, Technical and Tactical performance testing benchmarks
- Deliver LTAD based Physiological training, Technical training (largely completed in year 1)

### *Engineering*

Boxing Ontario will:

- Create more safety themed seminars with a focus on recent interventions and newly created injury prevention and management tools
- Support targeted research interests including injury mechanisms in sport, injury prevention in sport, and strategies for decreasing injury in sport
- Continue working with world leader Professor Blaine Hoshizaki to do impact reconstructions in order to obtain accurate and valuable information
- Continue the partnership with U of PEI to identify best (safest) method of Return to Play decision making. Continue comparing clinical estimates that provide evidence for Return to Play decision-making concussion and issues related to post concussion events.

### *Evaluation*

Boxing Ontario will:

- Task the Risk Management committee with evaluating all Safe Sport programming and interventions
- Annually review all injury reports and address as necessary