



# **ABTA**

## **Strategic Plan**

### **2021-2024**

**Baton  
Catch the Twirl**

**February 2021**

## Overview

The following document outlines the strategic plan for the Alberta Baton Twirling Association. The plan will run from 2021 through to the end of 2024.

### VISION

---

The Alberta Baton Twirling Association strives to make baton twirling an attractive sport option in communities throughout the province.

### MISSION

---

ABTA is dedicated to the growth and development of the sport of baton twirling and its athletes.

### STRATEGIC GOALS\*

---

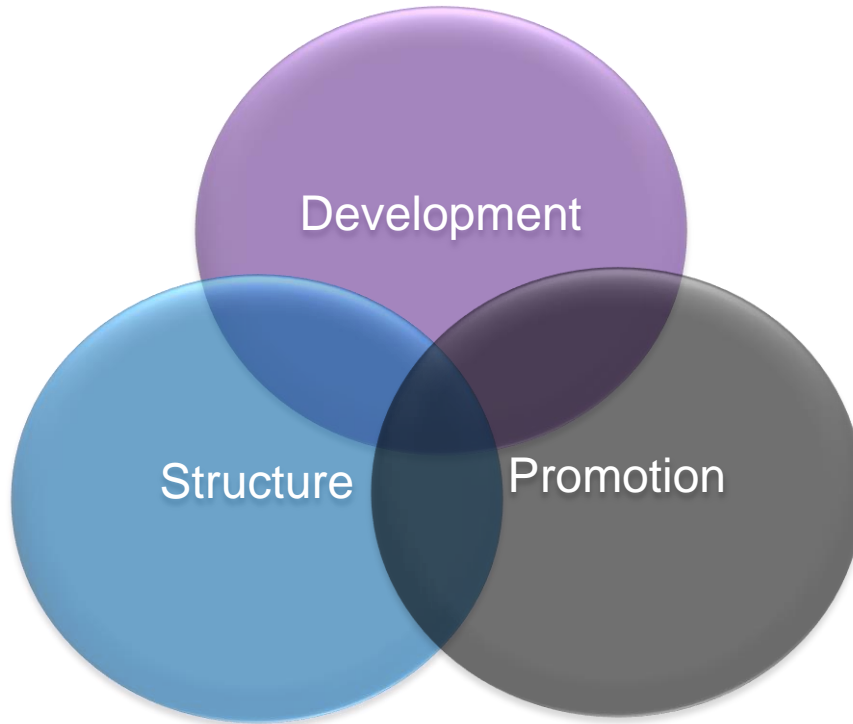
- Increase number of athletes registered in the sport by:
  - 5% by the end of 2021\*
  - 5% by the end of 2022\*
  - 5% by the end of 2023\*
  
- Increase the number of coaches registered and active in the province by **10** by the end of 2024
  
- To increase non-government sources of funding to **51%** on the 2020 operating statement

\*based on 2020-2021 membership numbers

## How Will We Accomplish This?

### AREAS OF FOCUS

---



#### ***Development***

- Develop our coaches and athletes at all levels

#### ***Structure***

- Develop the required structures and supports to encourage and sustain growth of our regions, clubs and volunteer base

#### ***Promotion***

- To promote baton across the province, increase awareness and attract new people to the sport

# Development

## OVERVIEW

---

Develop our coaches and athletes at all levels

## COACHES

---

- **Overview**
  - A strong coaching foundation is critical to the success and growth of the sport of baton in Alberta both a competitive and recreational level. The ABTA wants to ensure a close working relationship between our coaches and the ABTA.
- **Actions**
  - Hold increased number of coaching development workshops each year
  - Support coaches in broadening their development beyond baton twirling into supporting disciplines (acrobatic arts, dance, etc.)
  - Create coaching guide to support understanding and development of coaches
  - Develop and maintain database for all coaching certifications
  - Develop a Coach Mentorship Program to encourage development of coaches
  - Actively promote and encourage a junior coaching program
  - Increase level of communication between coaches and ABTA
- **Metrics**
  - # of coaches at each level
  - # of clubs



## ATHLETES

---

- **Overview**
  - Our athlete base can be divided into three categories - elite, competitive, and recreational
- **Competitive-Level A**
  - **Overview**
    - Develop Alberta level A athletes that are competitive at the national level
  - **Actions**
    - Identify and document what is available to our elite athletes
    - Support CBTF Elite Program
    - Understand what activities or programs other provinces undertake to develop their athletes at the competitive level
    - Provide additional recognition to those athletes who are at the top of the sport
    - Develop a scholarship to support the development of our elite athletes
    - Offer classes to multiple clubs for elite athletes?
- **Competitive-Level B**
  - **Overview**
    - Keep our BN, BI and BA athletes involved in the sport for longer and supporting them to reach the A level
  - **Actions**
    - Research and understand how to support athletes that are in the BN/BI/BA rut
    - Increase promotion of badge program
    - Actively encourage the badge program for all competitive athletes
    - Develop more well-rounded athletes whom have experience in dance, acrobatic arts and other disciplines which enhance their overall skill level
    - Increase number of camps and workshops being held provincial and at regional levels
    - Sharing of resources

- **Recreational Athletes**
  - **Overview**
    - Develop a program introducing athletes to the sport and where the goal is to have fun
  - **Actions**
    - CBTF Skills Development Badge Program
      - Increase promotion of badge program
      - Incorporate badge program into recreational/competitive programs
      - Increase number of people who are adjudicators in the badge program
      - Provide an overview of badge program on the website
    - Encourage exposure of recreational participants to competitive programs
    - Make sure athletes are ready for the comp. program
- **Metrics**
  - Increase # of athletes by 2024

## Structure

### OVERVIEW

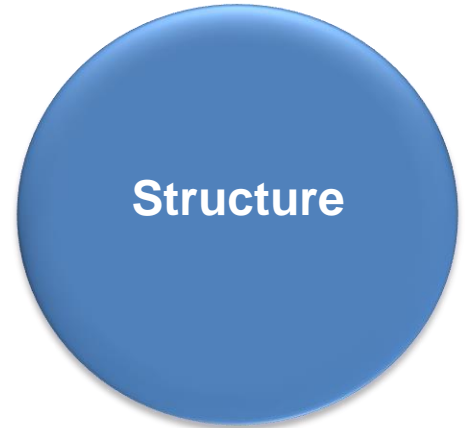
---

- Develop the structures, tools, processes and information to support and sustain region, clubs, and volunteers and provide them with the timely, accessible information

### ACTIONS

---

- Ensure transparency in how we operate, communicate and collaborate
- **Regions**
  - Defined roles clubs, regions, volunteers
  - Competition Supports
    - Competition Handbook
    - Competition Tools
  - Define a recommended region funding model/framework
    - Revenue
    - Expenses
  - Ensuring sustainability of revenue /funding
  - Establish ATBA-Regions-Guidelines/Framework
  - Reimbursement best practices
- **Clubs**
  - Clearly defined expectations for clubs
  - Defined sustainable club structure
  - Develop and share templates to support clubs such as bylaws, volunteer policy, fundraising policy, coach's contract, etc.
  - Develop and share program resources and best practices to support program development at the club level
    - Badge Program Guide
    - "How to Guide" for administering a club
    - 8-Week & Recreation Programs
    - Marketing Programs
- **Other**
  - ABTA having online accessible information for both regions and clubs
  - Develop a succession planning model for ABTA, regions, clubs and competitions
  - Develop a standard survey feedback mechanism
  - Addition of Members at Large that possess skills that are beneficial to ABTA (ie. Marketing, Law, Strategic Planning experience)



### METRICS

---

- Increase in category D & E membership numbers
- ABTA obtains quantitative, measureable feedback via online survey

# Promotion

## OVERVIEW

---

- A key foundational piece to the future success of baton in the Alberta is our ability to reach beyond the confines of the "unique sport" status and increase the awareness in our sport in the broader community

## ACTIONS

---

- Develop a social media and media exposure strategy to be the word out that baton is catching on
- Rebrand the ABTA logo and marketing materials for a modernized look
- Develop the materials necessary to organize and run school programs introducing children to the sport
- Develop an 8-week introduction to baton program that can be used by clubs across the province
- Develop one-day fun baton camp model that can be implemented by the regions across the province each year
- Develop a funding model to support promotional programs and activities at the recreational level
- Actively develop partnerships with associations, schools, etc. at the local, regional and provincial levels
- Share best practices to create awareness in the community

## METRICS

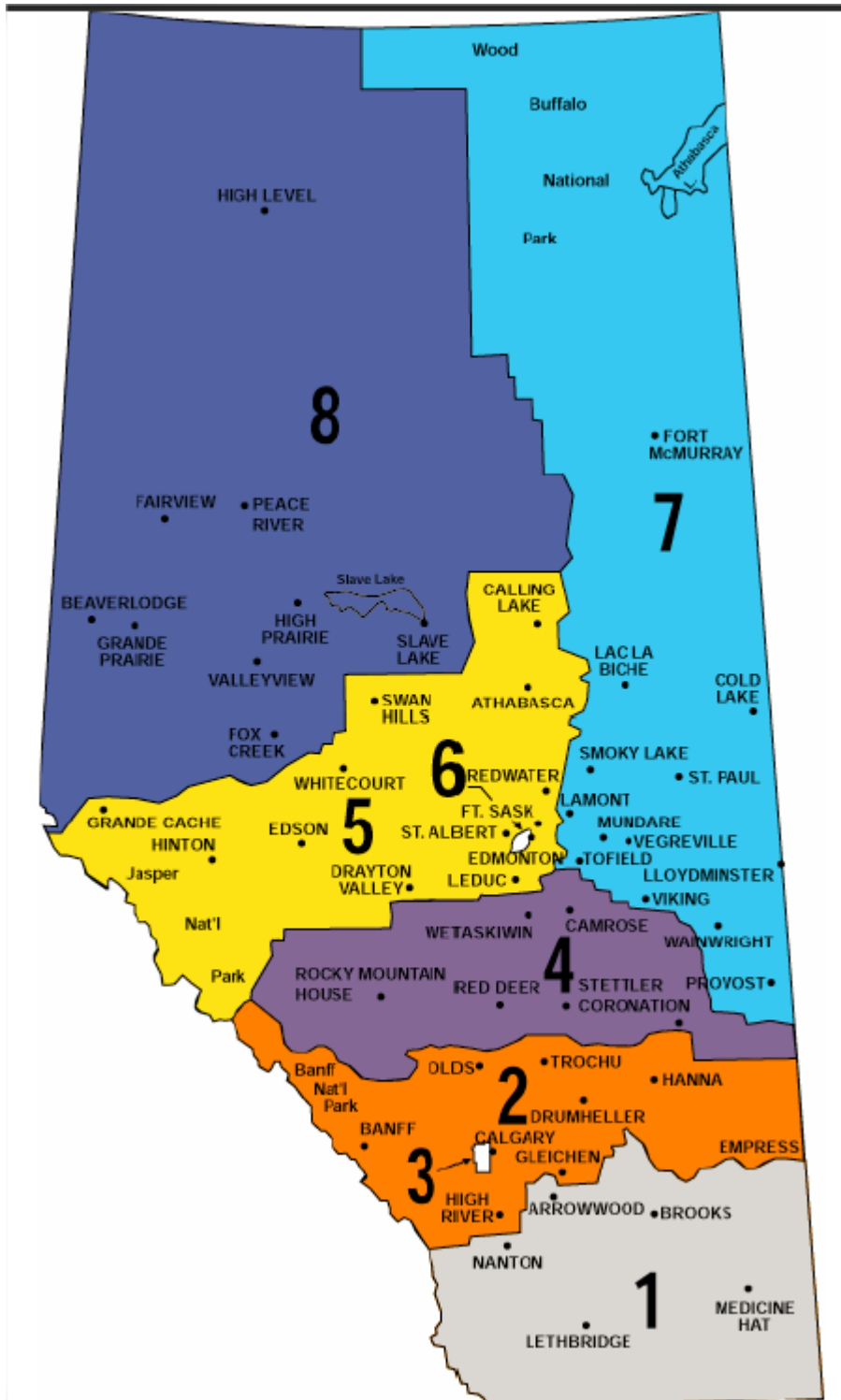
---

- Increase number of athletes by 2024





# Appendix A – Alberta Sports Zones



Current Baton Club Locations	
Zone 2	<ul style="list-style-type: none"> <li>• Airdrie</li> <li>• Olds</li> </ul>
Zone 3	<ul style="list-style-type: none"> <li>• Calgary</li> </ul>
Zone 4	<ul style="list-style-type: none"> <li>• Sylvan Lake</li> <li>• Red Deer</li> </ul>
Zone 5	<ul style="list-style-type: none"> <li>• Spruce Grove</li> <li>• Sturgeon County</li> </ul>
Zone 6	<ul style="list-style-type: none"> <li>• Edmonton</li> </ul>