



## OUR VISION

Commonwealth sport inspires and unites Canadians by championing excellence, inclusion and human rights.

## OUR MISSION

- To host the Commonwealth Games,
- To support Canada's athletes, and their performance teams, to achieve excellence at Olympic and Paralympic games and world championships, and
- To enrich the lives of youth across the Commonwealth.

## OUR VALUES

- Driven by our Humanity we embrace all Commonwealth athletes, citizens, communities and nations;
- Respecting Equality we promote fairness, non-discrimination and inclusion in all that we do;
- Inspired by Destiny we combine high-performance and social development sport, helping Commonwealth athletes, citizens and communities realize their aspirations and ambitions.

These Values uphold the ideals of Today's Commonwealth, and underpin Commonwealth Games Canada's programs and collaboration with organizations and Canadians.

# Commonwealth Games Canada

## OUR PLAN, 2019-22

### *"Sport with a Social Conscience"*

## OUR FOCUS

- Supporting Sport Excellence: Create an exceptional Team Canada environment whereby the Commonwealth Games are a critical benchmark in Canada's athlete & coach podium pathway.
- Using Sport for Development: Enhance individual & community social development across the Commonwealth by sharing Canadian sport knowledge, expertise and resources, and participating in Commonwealth Games Federation programs and initiatives.
- Building a Valued Brand: Increase the Canadian public's understanding and relevance of the Commonwealth sport brand by working collaboratively with CGC Members, partners, stakeholders and media.
- Connecting with Communities: Enhance Commonwealth Games Canada's leadership role and reputation with Canadian sport, governments and the Commonwealth. Demonstrate effective, best in class, governance and management practices.

## OUR PROGRAMS

Team Canada, SportWORKS, Canada Commonwealth Cup, Canadian Commonwealth Sport Awards, Alumni and Ambassador\* programs (\*proposed)

## BY 2022

- Win the rights to host a Commonwealth Games
- Double Commonwealth Games Canada annual revenues, to \$2M+
- Commonwealth athletes win 80%+ of Canada's medals at the 2020 Olympic Games and Canada's gender balanced and inclusive Team finishes Top 3 at the 2022 Commonwealth Games
- More SportWORKS projects, abroad and in Canada
- 1,000+ Alumni program members

