

Boxing Alberta Strategic Plan 2025-29

Vision/Purpose: To promote and foster the development of Olympic style boxing and develop its boxers to the height of their potential through self-discipline, confidence, fitness, and sportsmanship

Mission: To be a leading sport and fitness activity in Alberta

Core Values: integrity, leadership, transparency, excellence, dependability, health and safety

Officiating

Increase diversity of officials (including females, minorities, and younger people)

- Create scholarship for minority groups
- Promote program to retired athletes

Have head officials in each area who can help with scheduling, monitoring, etc.

- Create a database to make scheduling easier
- Assist officials to obtain level 3 certification

Improve sanction organization

- Create template for head official

Improve judging quality

- Invite officials to sparring camps
- Feedback from boxing shows
- Increase expenditure for National and International events

Increase the number of level 1 officiating course per year

- Run at least two courses per year

Coaching

Implement mandatory certifications for all coaches working corners at events

- Create boxing coaching cards
- Full compliance with NCCP

Increase certified level 1 coaches by 10% each year

- Create document outlining everything to achieve certification

Increase Competition Introduction coaches by 50% by the end of 2029

- Increase the number of Competition Introduction coaching courses per year

Have five (two female) Competition Development certified coaches by the end of 2026

- Provide major funding for coaches upon completion of certification
- Provide National and International opportunities for Competition Introduction to gain experience

Gain 10 Competition Development certified coaches by the end of 2029

- Provide major funding for coaches upon completion of certification
- Provide National and International opportunities for Competition Introduction to gain experience

Athletes

Increase travel for both novice and open boxers

- Provide for funding for National and International events
- Encourage participation in Boxing Canada recognized events

Create Alberta team travel opportunities

- Encourage clubs to collaborate on travel opportunities
- Encourage athletes to work with other coaches
- Provide funding for clubs that travel together under Team Alberta

Have provincial events so that we foster a better team atmosphere

- Host at least 4 sparring camps per year

Increase the number of junior and youth athletes and increase their number of bouts

- Provide funding for travel opportunities
- Increase exposure through social media (Instagram, Tiktok, etc.) to gain membership
- Junior and youth specific training camps

Increase the number of female athletes and increase their number of bouts

- Provide funding for travel opportunities
- Increase exposure through social media (Instagram, Tiktok, etc.) to gain membership

Administration

Create board descriptions

- Write detailed board member requirements
- Construct board position descriptions
- Research what boxing Canada is incorporating into their board requirements
- Promote board positions in advance of AGM and have more clear nomination procedures

Increase doctor database

- Target residents or doctors in training to participate in boxing events alongside physicians
- Have social media links and information
- Recruit a doctor to board position for advice

Update policies

- Construct a task force to update all policies and present via special meeting of the members
- Need to incorporate new World Boxing rules and updates

Have membership database

- Have immediate access to all registered members through boxing Canada's new platform
- Send quarterly updates to membership via newsletters
- Learn boxing Canada's new membership platform
- Comprehensive document for each of officials, coaches, and clubs

Improve communication with membership

- Opportunities or programs for officials, coaches, and athletes
- Obtain contact information from all members

Create a social media plan

- Create a blueprint to ensure all areas of the organization are targeted
- Create weekly timeline/schedule
- Ensure all boxing events are advertised

Fund Development

Sell Lodgepole and disposable assets and invest funds

- Invest funds into interest earning bank account
- Allocate interest payments to athlete development
- Reallocate facility expenditures to other development areas (coaches, athletes, officials)

Alternate casino requests to Calgary and Edmonton

- Hope to diversify volunteer base
- Receive more timely scheduling of casino events

Find alternative revenue sources

- 50/50 draws at pro boxing events
- 50/50 at provincial tournaments
- Asking for corporate sponsorships for our team uniforms

Organizational Growth

Promote membership

- Create non-competitive sparring membership category to have more options for athletes
- Increase recreational membership
- Have reduced gym membership fees for those who promote and encourage membership participation
- Recognize gyms who reach certain membership levels via social media platforms

Increase membership by 10% on a yearly basis

- Implement online membership process
- Outlining benefits to clubs to register members
- Incentivize registering members
- Social media recognition for reaching benchmarks

Increase junior membership (16 and under) by 10% on a yearly basis

- Create financially incentivized program for clubs to register recreational members
- Find and join municipal sport programs to promote junior boxing

Increase female membership by 10% on a yearly basis

- Create financially incentivized program for clubs to register female members
- Find and join municipal sport programs to promote female boxing
- Encourage each club to register at least one female coach

Create task specific committees

- Designate each board member to head a committee
- Create task force based on members' expertise and competencies

Have a larger presence with Boxing Canada

- Encourage eligible members to attend Boxing Canada conference calls
- Ensure all qualified members have nomination process for Boxing Canada Board of Directors