

2015-2020 STRATEGIC PLAN



***Our mission:** To provide leadership and direction to members of the Canadian Physiotherapy Association for the advancement of sport physical therapy by fostering excellence in practice, education and research for the benefit of active Canadians.*

PROFILE	EDUCATION	COMMUNICATION & CULTURE
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SPC brand is recognized as the experts in sport physiotherapy as it applies to elite performance and active living.

SPC provides a comprehensive educational landscape that meets the needs of members and stake holders

Build into our language at SPC the brand of gold standard which is top level performance in education, credentialing and communication to key stakeholders

SPC demonstrates organizational excellence

Key Tactics

- Canadian public, physiotherapy members and sport provider groups (local, provincial, national) will demonstrate awareness of the value of SPC credentials
- The credential program is seen as an effective way to increase clinical skill capacity
- Physiotherapists with SPC credentials are more involved
- Canadian high performance organizations
- There is consistent and informed communication regarding sport PT title and use
- SPC credentials are seen as valued with enhanced recognition for credential holders
- Value of membership is broad in scope
- SPC Members are identified as experts and utilized as spokespeople
- Implement and maintaining an active platform on social media

Key Tactics

- To offer competent and consistent mentorship nationally
- Ensure credential exam utilizes current evidence and best practice
- The process must be transparent with selection based on established selection criteria that is well-understood by applicants
- Courses are planned and advertised well in advance of their run dates
- SPC explores opportunities to offer new education
- Physiotherapy students have an understanding of what their career pathway in sport could look like
- Provide education to athletes while facilitating a better understanding of SPC members' unique skill sets
- Provide education to the general public while facilitating a better understanding of SPC members' unique skill sets

Key Tactics

- SPC has a tool to measure member satisfaction annually
- SPC is transparent and informative to members, provincial branches and committees
- Members experience to be consistent, timely and predictable
- SPC enhances the symbiosis of the athlete: physiotherapy role
- SPC celebrates how members deliver our knowledge and experience to facilitate the athletes' success
- SPC enhances the symbiosis of the athlete: physiotherapy role
- SPC celebrates how members deliver our knowledge and experience to facilitate Olympic Gold

PROFILE	EDUCATION	COMMUNICATION & CULTURE
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SUCCESS MEANS:

SPC brand is recognized as the experts in sport physiotherapy as it applies to elite performance and active living.

SUCCESS MEANS:

All members have been provided access to education in some delivery method

SUCCESS MEANS:

All members will perceive the value of membership as high