

MUAYTHAI BC

Strategic Plan – 2025 to 2028
As of March 2025



Muaythai BC - Strategic Plan

Introduction

The Board of Directors of Muaythai BC developed this strategic plan to provide the organization a 3-year roadmap for its operations. The Board of Directors and staff will review progress annually and update the plan as needed. The Board included the President, Vice-President Treasurer, Secretary and Directors at Large. In the preparation of this plan, the Strategic Committee conducted an environmental scan that helped Muaythai BC assess both the challenges and opportunities it is likely to face over the next three years.



Muaythai BC - Strategic Plan

Vision:

To establish British Columbia as a predominant source of world class athletes for the sport of amateur Muaythai.

Mission:

To safely develop the sport and culture of amateur Muaythai in BC through programs that provide the highest quality educational, competitive, and financial support for the athletes, coaches, officials, and recreational members of the community.



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Core Values

Muaythai BC strives to embody the following core values in every action, decision, and policy.

Safety – Every decision made must bear the athlete’s well-being in mind.

Openness – Maintain transparency in all our activities.

Integrity – We do what we say we’ll do.

Fairness – To treat all members equally and foster a community where all benefit.

Respect – For all backgrounds, experiences, and beliefs.

Learning – To pursue new knowledge and remain open minded.

Innovation – To be at the forefront of combative sport policy, operations, and development



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Organizational Structure

President	James Bergin
Vice-President	Jason Fenton
Secretary	Jennie Nosbush
Treasurer	Mike Bentley
Director	Kyle Woolgar
Director	Max Burridge



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Goals / Objectives

Competitive Membership Growth

- Looking to achieve 30% growth from 2025 to 2026, continuing with 20% increases each year after.
- As of Dec 12, 2024, membership is confirmed at 243. Anticipate growth numbers:
 - 2026 – increase to 315 members
 - 2027 – increase to 378 members

Youth Participation

- Looking to achieve 50% YOY growth in youth members for first 2 years. Then increasing by 25% every year after. We have 65 youth members at this moment. Target for 2026 is 97.

Female Participation

- Muaythai BC recognizes that female participation in sport is an important factor in developing society and has a special focus to develop membership and participation in the coming years with a 15% YOY membership growth rate target.

Geographical Expansion of Competition

- Looking to ensure that all competition regions in BC have ample competitors



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Risk Mitigation Strategies. The following are steps taken by Muaythai BC to mitigate existing and/or unforeseen risk:

- **Insurance** - Muaythai BC carries a minimum of \$5,000,000 in insurance, including commercial general liability insurance on an occurrence basis for third party bodily injury, personal injury and property and meets current industry standards for the sport.
- **Quality of Refereeing** - All officials are required to partake in ongoing official's training, and shadow another official in at least 1 sanctioned competition, further shadowing may be required as determined by the Head Official.
- **Quality of Shared Equipment** - Muaythai BC currently provides all equipment for Provincial competitions. Equipment includes 10 oz. gloves, shin guards, elbow pads, and headgear. Equipment is sanitized between each contest and replaced every 2 years, or as required. Athletes aged 8-9 are required to wear body protectors provided by Muaythai BC. Athletes are required to provide and wear their personal mouth guard, hand wraps and jockstrap/chest protectors. For Sanctioned fight shows, it is the responsibility of the promoter to provide the previously listed equipment in good repair.
- **Waivers for Each Competition** - All athletes and seconds are required to sign a waiver for each competition.
- **Athlete** - All athletes are required to submit an annual medical form completed and signed off by their physician. In addition to the annual medical form, all athletes are required to submit a pre-competition medical form and obtain sign off by the on-site doctor.
- **Seconds (Coach and Corner)** - Muaythai BC plans to ensure that at least one of the two seconds allowed per athlete has completed the coaching course offered by Muaythai BC. This course will be available to all registered Muaythai BC members and must be once, until further development of the course is introduced.



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Introduction of Provincial Championships and official amateur rankings for Muaythai BC

Provincial Championships

- Amateur athletes in BC will have the chance to compete in the BC Muaythai Championships.
- 2024's inaugural Championships took place in January 2024.
- 2025's Provincials will take place on Aug 30th and 31st at BCIT.
- Winners from each weight class will make up Team BC and compete in the National's in Ontario in 2026.
- If athletes place in the top 2 in their division at the Nationals, they will qualify to travel to the World Championships and represent Team Canada.

Muaythai BC Amateur Rankings

- With sanctioned events happening, Muaythai BC will be able to track athlete's competition records.
- With that information, official rankings for BC will be established.
- Ranking will also help determine high performance athletes.

