

ICU

STRATEGIC OBJECTIVES



- 1.** Grass Roots Growth in all countries - ubiquity of our sport
- 2.** High Quality Education and Opportunities at all levels
- 3.** Encourage participation in International and Domestic Events
- 4.** World Class Events and Experiences
- 5.** Robust Financial Stability
- 6.** Good Governance and Sport Integrity
- 7.** National Federation Support
- 8.** High Level Recognition - IOC, International & Domestic Sport Authorities
- 9.** Participation in Multi-Sport Games (Olympics, TWG, etc)
- 10.** Maximizing media opportunities wherever possible (digital, linear, collabs, other)