

**Federation International de Chiropractic du Sport (FICS)
STRATEGIC PLAN (2007-2010)**

FICS Vision:

To empower athletes to optimal health and maximal performance naturally

FICS Values:

We value a level playing field for all athletes with equal access to chiropractic care as well as all other types of health care and:

Professionalism

Ethics

Commitment

Passion

These values are an intrinsic part of the FICS ethos.

FICS Purpose:

- A. The Purposes of FICS are defined in the Statutes and include but not limited to:
1. Promote the art, science and philosophy of chiropractic with respect to the care of athletes in order to serve the sports community and the chiropractic profession.
 2. Collaborate and maintain communications with other national and international organizations in the fields of sports and sport sciences.
 3. Collaborate and maintain communications with other chiropractic national and international organizations.
 4. Promote the advancement of chiropractic sport sciences and practice through education and research.
 5. Encourage and support consistent and high clinical standards of sports chiropractic practice.
 6. Encourage and support high ethical standards of sports chiropractic practice.
 7. Protect and promote the interests of the members of FICS.

FICS Goals:

The Goals are defined in the Statutes and include but not limited to:

1. See that all athletes in all sports have access to, when needed, the specialised skills of chiropractors, as part of the sport health care.
2. Promote excellence in postgraduate education and practice in sports chiropractic around the world.
3. Promote research in sports science and sports chiropractic.
4. Represent the Chiropractic profession in sport.
5. Establish National Chiropractic Sports Councils (NCSC) throughout the world.
6. Forge relationships with International Sports Organisations throughout the world.
7. Ensure the highest levels of professionalism are displayed by our members.

SWOT Analysis:

Strengths:

- Twenty years of experience in sport
- Dedication to the profession
- History of dedicated Board members
- Ingenuity on a limited budget and resources
- Internationally diversified
- Growing international recognition of the ICSSD as entry level training in sports chiropractic
- New Headquarters in the International House of Sport (MSI) in Lausanne

Weaknesses:

- International, widespread, multi-time zoned, group to manage
- Small profession in sports population
- Minimal budget and limited income streams
- Limited sponsorships
- Mainly dependant on volunteer Board members and staff
- No consistent Headquarters
- Difficulty gaining access and accreditation for delegation to games

Opportunities:

- Further development in relationships with IOC, GAISF, ICSSPE, WFC
- Establishment of the FICS Headquarters and developing association with other Federations at the International House of Sport (MSI)
- Recognition of the FICS as the official sports chiropractic arm of the WFC
- Association and assistance from the WFC
- New masters sports science program and official recognition of the ICSSD by a University
- Redefining sports chiropractic to the profession and the world of sport
- Introducing sports chiropractic to the international health care system
- New sponsorships

Threats:

- Limitation and varied direction within the profession
- Inadequate professional staff and funding
- Burnout of existing board members
- Lack of education of various professions, organisations and groups on the FICS
- Rapid growth of sports chiropractic

Proposed Strategic Plan for the Goals of the FICS

FICS Goals Primary Categories are the following and include the FICS Commissions as outlined below:

Education

Research

Communications

International Federation

Games

Sustainability

Finance

Ethics

Administration

Education

Deliver high quality, contemporary entry level (ICSSD) and continuing sports education by:

- Providing a student-centred, self directed, flexible learning environment for all students
- Encourage the development and utilisation of further Internationally recognised sports postgraduate degrees
- Encourage participation at International Sport Congresses (IOC, GAISF, ICSSPE, etc.)

Short Term Strategy:

- Increase the number of ICSSD by providing at least two (2) programs throughout the world each year (**ongoing**)
- The International Sporting Community has required the postgraduate degree (ICSSD) for participation and involvement in international sports. (**ongoing**)
 - FICS will require the ICSSD as the minimum standard for involvement in international sport events.
 - Advanced standing/exemption is available within the ICSSD for other degrees upon approval of the Education Chair
- Development of a ICSSD project coordinator that works with the Education Chair on the implementation of the ICSSD programs (**2008**)
 - Project coordinator is responsible for but not limited to the following:
 - All communication to ICSSD students and potential students
 - Coordinate the Hands On programs including speakers, venue, budget, advertising, registration and course materials
 - Collecting student's registration, enrolment, requirements and certification

- Planning future programs
 - Funding for this position is out of the proceeds of the ICSSD programs and is an annual fee that is negotiated by the Chair with ExCo approval each 2 years.
- Continue to update the information and delivery of the ICSSD by:
 - Updated and new CD presentations (**commencing 2008**)
 - Update and improve the written notes that accompany the CD's (**commencing 2007**)
 - Implement coordinators and internet communication for all students (**commencing 2008**)
 - Develop a larger teaching team for the Hands On portion (**commencing 2007**)
- Continue the memorandum of understanding with Murdoch University on the ICSSD and it is a prerequisite for their Postgraduate Diploma Sports Chiropractic and Master Sports Science (**ongoing**)
- Encourage further personal development via continuing education (**ongoing**)
- Promote and maintain the international recognition of the ICSSD as the minimum standard (**ongoing**)
- Have at least 2 paper presentations at international sport congresses (**commencing 2008**)
- This Commission will provide 20% of its profit to the general budget of the FICS

Long Term Strategies:

- Increase the number of ICSSD throughout the world to at least 3000
- Further update and revise the ICSSD program
- Assist in the development of further Masters and PhD programs in Universities throughout the world
- At least one platform and 5 poster presentations at International sports congresses

- **Research**

Support and encourage internationally acclaimed, high quality sports science and sports chiropractic research which impacts society by:

- utilising recognised and emerging strengths to pursue innovative research
- nurturing and strengthening postgraduate research
- extending existing research relationships and collaboration while fostering new ones
- promote funding for research proposals and academic scholarships

Short Term Goals:

- develop a database and support known sports researchers (**commencing 2008**)
- contact each chiropractic institution and encourage them to pursue sports chiropractic research (**commencing 2008**)

Long Term Goals:

- develop an agreement with Foundation for Chiropractic Education and Research (FCER) or similar organisation with a \$10,000 US annual grant for research in sports chiropractic
- develop a endowment fund that will supply a minimum of \$25,000 US per year available for sports chiropractic research that is managed via FCER or similar organisation

Communications/Public Relations

This category includes but not limited to the Commissions of International Federations, Games; and includes activities relating to membership in the FICS:

Represent Sports Chiropractic in the world of sport by:

- Sustaining communications
- Developing relationships with GAIFS, IOC, IF, ICSSPE
- Compliment and enhance NCSC activities
 - Continue to initiate the development of new NCSC's
 - Promote involvement of NCSC's with National sports events
- Ongoing and further development of relationships between the FICS and Educational Institutions within sport.
- Ongoing and further development of relationships between the FICS, related businesses and professional entities within sport.
- Promotion of FICS involvement in International Sport.

Short Term Strategies:

- Produce a quality newsletter to all FICS, WFC members and partners, **(commencing 2008)**
- Ongoing development of the FICS website by reformatting, upgrading, user friendly and current format **(commencing 2007)**
- Explore the feasibility and implementation of the delegation through the WFC, of the management of the membership database, dues, and dissemination of the FICS communication **(2008)**
 - Designate the WFC as the primary contact personal for all communication and will delegate all questions and communication the appropriate people responsible for the topic **(2008)**
- Continue official representation and involvement at GAISF, ICSSPE, IOC, and WFC **(ongoing)**
- Support and develop the FICS Headquarters and staff at the House of International Sport in Lausanne, Switzerland **(ongoing)**
- Encourage development of FICS NCSC's by:
 - Encourage the WFC members to formulate a NCSC and members of the FICS **(commencing 2008)**
 - Formulate a NCSC package new NCSC's **(commencing 2008)**
 - Continue communication and encourage the ongoing development of the NCSC **(ongoing)**
 - Encourage all non-NCSC's entities to become FICS members **(ongoing)**
- Inform Educational Institutions of the goals and activities of the FICS **(commencing 2008)**
- Educate and encourage the Chiropractic Teaching Institutions on the development and involvement of the School and student sports council participation through the NCSC and FICS **(commencing 2008)**

- Develop relationships by informing businesses and professional entities of the goals and activities of the FICS (**commencing 2008**)
- The delegation of FICS members participation at Olympic Games, World Championships, International World Games and other International events (**ongoing**)
- Develop a relationship and agreement with a professional liability company for coverage of the FICS delegation at events

Long Term Strategies:

- Efficient and current communication system and website to all FICS membership and related entities
- Representation and functional office at the House of International Sport in Lausanne, Switzerland
- Official representation on the GAIFS, IOC, IF, ICSSPE
- Encourage NCSC adoption of FICS goals by:
 - Promote NCSC involvement in their NOC and NGB's
 - Promote NCSC participation in national sports
- Encourage Educational Institutions to inform the student body of the benefits of FICS and encourage research projects related to sport
- Encourage businesses and professional entities to become ambassadors of the FICS
- Delegation of FICS members participating in all Olympic Games, World Championships, International World Games and other International events

Sustainability

This category includes but is not limited to the Commissions of Finance, Education, Games, International Federation; and includes activities relating to membership and ethics in the FICS:

Achieve long term sustainability, organisational efficiency and effectiveness by:

- Becoming more efficient as a Federation with
 - day-to-day tasks;
 - communication,
 - human relations,
 - meeting outcomes,
 - budget
- Move away from a membership dues and education dependent budget
- Developing additional income streams including but not limited to:
 - Membership Dues
 - Sponsorship/Donations
 - Merchandising
 - Educational programs

Short Term Strategies:

- Develop the Official FICS Headquarters at the House of International Sport (MSI) in Lausanne, Switzerland (**ongoing**)
 - Fund a part-time staff secretary to manage the administration of the FICS
 - Outsource the WFC to manage our membership database, communication, dues collections
 - Accountability of Commission Chairs responsibilities
 - Implementation of official statutes, policies, strategies and procedures
 - This Headquarters will be self sufficient to at least 75% of its costs
- Development of a ICSSD project coordinator that works with the Education Chair on the implementation of the ICSSD programs (**2008**)
- **Include FICS sponsorship with their WFC membership fee (2008)**
- Will have at least 2 sponsors with a total donation of at least \$50,000 US (**commencing 2008**)
- Develop further products that are available for our members
 - This will generate an income stream of at least \$10,000 US
- Twenty percent (20%) of each of the Education, Games, International Federations and Communications Commissions income is allocated to the FICS general funds

Long Term Strategies:

- To become financially self sufficient and with a reserve for development of an endowment
- Succession planning for positions within FICS

Designated Strategies for Each Commission:

Games Commission

Short Term Strategies

- Support and develop the FICS office and staff at the House of International Sport in Lausanne, Switzerland (**ongoing**)
- The delegation of FICS members participation at Olympic Games, World Championships, International World Games and other International events (**ongoing**)

Long Term Strategies

- Delegation of FICS members participating in all Olympic Games, World Championships, International World Games and other International events

Education Commission

Short Term Strategies

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- Continue the memorandum of understanding with Murdoch University on the ICSSD and it is a prerequisite for their Postgraduate Diplomat Sports Chiropractic and Master Sports Science (**ongoing**)
- Encourage further personal development via continuing education (**ongoing**)
- Promote and maintain the international recognition of the ICSSD as the minimum standard (**ongoing**)
- Have at least 2 paper presentations at international sport congresses (**commencing 2008**)
- This Commission will provide 20% of its profit to the general budget of the FICS
- Support and develop the FICS office and staff at the House of International Sport in Lausanne, Switzerland (**ongoing**)

Long Term Strategies:

- Increase the number of ICSSD throughout the world to at least 3000
- Further update and revise the ICSSD program

- Assist in the development of further Masters and PhD programs in Universities throughout the world
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Communications/Public Relations Commission

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Long Term Goals:

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- Encourage businesses and professional entities to become ambassadors of the FICS
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International Federations Commission

Short Term Strategies:

- Continue official representation and involvement at GAISF, ICSSPE, IOC, and WFC **(ongoing)**
- Support and develop the FICS office and staff at the House of International Sport in Lausanne, Switzerland **(ongoing)**

- The delegation of FICS members participation at Olympic Games, World Championships, International World Games and other International events **(ongoing)**

Long Term Strategies:

- Official representation on the GAIFS, IOC, IF, ICSSPE

Ethics Commission

- Support and develop the FICS office and staff at the House of International Sport in Lausanne, Switzerland **(ongoing)**

Finance Commission

Short Term Strategies:

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- Succession planning for positions within FICS

Administration

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