



2023-2027

STRATEGIC PLAN

#SKATEFAST

[SPEEDSKATINGBC.CA](https://speedskatingbc.ca)

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INTRODUCTION

**JOIN US AS WE SKATE FAST, SKATE
SAFE AND SKATE TOGETHER FOR LIFE!**

#SKATEFAST

ABOUT US

Speed Skating BC (SSBC) is the provincial governing body for the sport of speed skating in British Columbia. As a team of staff and volunteers, we are committed to the development of the sport. We do this through events, programs, education and the creation of resources to empower and develop our community of regional clubs and skaters.

VISION

BUILDING AND FOSTERING A COMMUNITY THAT DRIVES THE SUSTAINABILITY AND PERFORMANCE OF THE SPORT OF SPEED SKATING AS A LIFE-LONG ACTIVITY.

SKATING FAST, SKATING SAFE, SKATING TOGETHER FOR LIFE!

MISSION

TO BE THE INNOVATOR, THE BUILDER, AND THE CHAMPION FOR EVERYONE IN THE SPORT OF SPEED SKATING, ON AND OFF THE ICE.

WE ARE

THE BUILDER

We are who Members can rely on to build our sport by building on our successes. Being knowledgeable of the best practices for development of technical programs and good governance will create and maintain a high-quality experience for all SSBC members.

THE INNOVATOR

We are who Members can rely on to look to the future development of the sport. Whether it is the development and retention of our athletes, coaches, officials and volunteers or working with our clubs to support their development and growth, we build a future together.

THE CHAMPION

We are who Members can rely on to generate awareness about the sport, promote the sport, communicate effectively, recognize excellence, and advocate for the sport and our members.

VALUES

COMMUNITY

Everything we do is aimed at building and strengthening the speed skating community as a whole.

CLARITY

Say what we do. Do what we say. Be transparent with intentions and results.

EXCELLENCE

Develop great people, great programs, great opportunities, and a great environment.

CELEBRATE

Celebrate and enjoy what we do. Recognize achievements of clubs, athletes, coaches, volunteers, officials, and more!

INCLUSION

There is a place for everyone in this sport. Create a culture of inclusion and belonging, always.

LEADERSHIP

Listen, inspire, foster, innovate, educate and support.

SAFE & SUPPORTIVE

Our clubs, events and interactions are safe, respectful and positive.



PRIORITY AREAS



OUR STRATEGIC PRIORITY AREAS OF BEING THE **BUILDER, INNOVATOR AND CHAMPION** ARE ONLY SUCCESSFUL WHEN SUPPORTED BY **ORGANIZATIONAL EFFECTIVENESS.**

THE BUILDER

DEVELOP PEOPLE

Be a leading PSO in BC for Coach, Official and Volunteer development.

DEVELOP SKATERS

Encourage speed skating as a sport for life through holistic, athlete-centered programming and events.

DEVELOP CLUBS

Develop and champion our network of Speed Skating Clubs in BC

WE WILL MEASURE OUR SUCCESS BY

- > Membership growth
- > Member retention
- > Club satisfaction
- > Member satisfaction
- > Participation in developmental activities

THE INNOVATOR

PROGRAMMING

Be the most innovative speed skating PTSO in Canada.

CULTURE OF INCLUSION AND SAFETY

Create an environment that celebrates diversity and is inclusive, where participants are treated equitably, feel welcome, safe, and valued.

SPORT SCIENCE

Create an environment where participants feel welcome, safe and valued.

WE WILL MEASURE OUR SUCCESS BY

- > Programs adopted by other organizations
- > Member satisfaction in terms of inclusion and safety
- > Member retention rates
- > Papers or technical presentations

THE CHAMPION

PROMOTION

Further the knowledge of the general public of speed skating as an exciting and accessible sport.

COMMUNICATION

Create excitement and share information effectively within our sport community

RECOGNITION

Recognize and celebrate the achievements of our community.

WE WILL MEASURE OUR SUCCESS BY

- > Social media statistics
- > Member satisfaction in communication
- > Number of nominations for awards

ORGANIZATIONAL EFFECTIVENESS

Be responsive, effective, and efficient in servicing our members, stakeholders and partners, focusing on quality, clarity and continuous improvement.

- > Complete a Club needs inventory
- > Develop and implement member service level expectations
- > Annual review of membership management system
- > Increase funding and diversify sources of income
- > Maintain strong governance and accountability to the membership

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