

Committee Report 2025 for the Sport Development Committee



2024-2025 Committee Members:

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The Sport Development Committee is pleased to share the following successes from the 2024-2025 season:

- brainstormed marketing ideas to get speed skating more well received in local communities.
- Put out ideas to engage youth to speed skating. identified challenges we have internally to support current skaters and parents concerns.
- Revisiting try it's in a way that supports clubs at all levels and really tries to build strong relationships within communities.
- Setting some exciting goals to share the really awesome things that happen within speed skating in BC.

Speed Skating BC's Strategic Plan is based on the pillars of Builder, Innovator and Champion.

Builder

- Reviewing programming annually to ensure quality both in organization and club level.
- SDC focused on developing clubs (including the PSO) with our work this year. We focused on supporting clubs to recruit new members and share the word about speed skating within their community utilizing resources developed by SSBC and connecting the dots to media and success stories (hint: there are lots!).

Innovator

- Encourage growth, training and participation of all members, officials and skaters.
- SDC really focused on barriers to participation and ways that SSBC can help clubs be the strongest they can be through a package of resources designed to support them as they shared what their clubs have to offer their communities. This included media packages for Speed Skate Week, try-it information, and the framework for participating in coordinated provincial initiatives.

Champion

- Recognition to all active members that goes beyond.
- SDC's work on try-it programs and Speed Skating Week was all centred around sharing the great opportunity that speed skating presents for everyone in the province.

Opportunities for the Future

- involved club representatives to hear out what can we collaborate with our plan
- We had a lot of trouble getting people to attend regularly. I understand life is busy but we could have achieved more if everyone showed up