

2018-2022 Skate Canada Strategic Plan

2018-2022 STRATEGIC PLAN

Go out and
execute the
strategy!

But You
won't tell me
what it is



2018-2022 STRATEGIC PLAN



2018-2022 STRATEGIC PLAN

The 2018-2022 quadrennial cycle presents us with an opportunity to build on the core strategies and critical imperatives that formed the basis of the 2014-2018 strategic plan, setting the roadmap for Skate Canada's future. As we enter the next cycle, collaboration with our stakeholders across the country will be fundamental to our continued success.

2018-2022 STRATEGIC PLAN

OBJECTIVE

Using a consultative approach, build on the strong foundation established with the previous strategic plan and refine and focus our strategic objectives.

TIMELINE



CONSULTATIVE PROCESS



10 FOCUS GROUPS

with club/schools, coaches, officials



OVER 1,230 ONLINE SURVEYS

completed with clubs/schools, coaches and officials

2018-2022 STRATEGIC PLAN

The Board of Directors endorsed the creation of an executive working committee (“EWC”) to help guide management in evaluating and incorporating the feedback received through the consultative process. The management led EWC was comprised of individuals with expertise in all figure skating disciplines from across the country representing key stakeholders including board members, section administrators, coaches, and international and domestic officials.

SKATE CANADA VISION

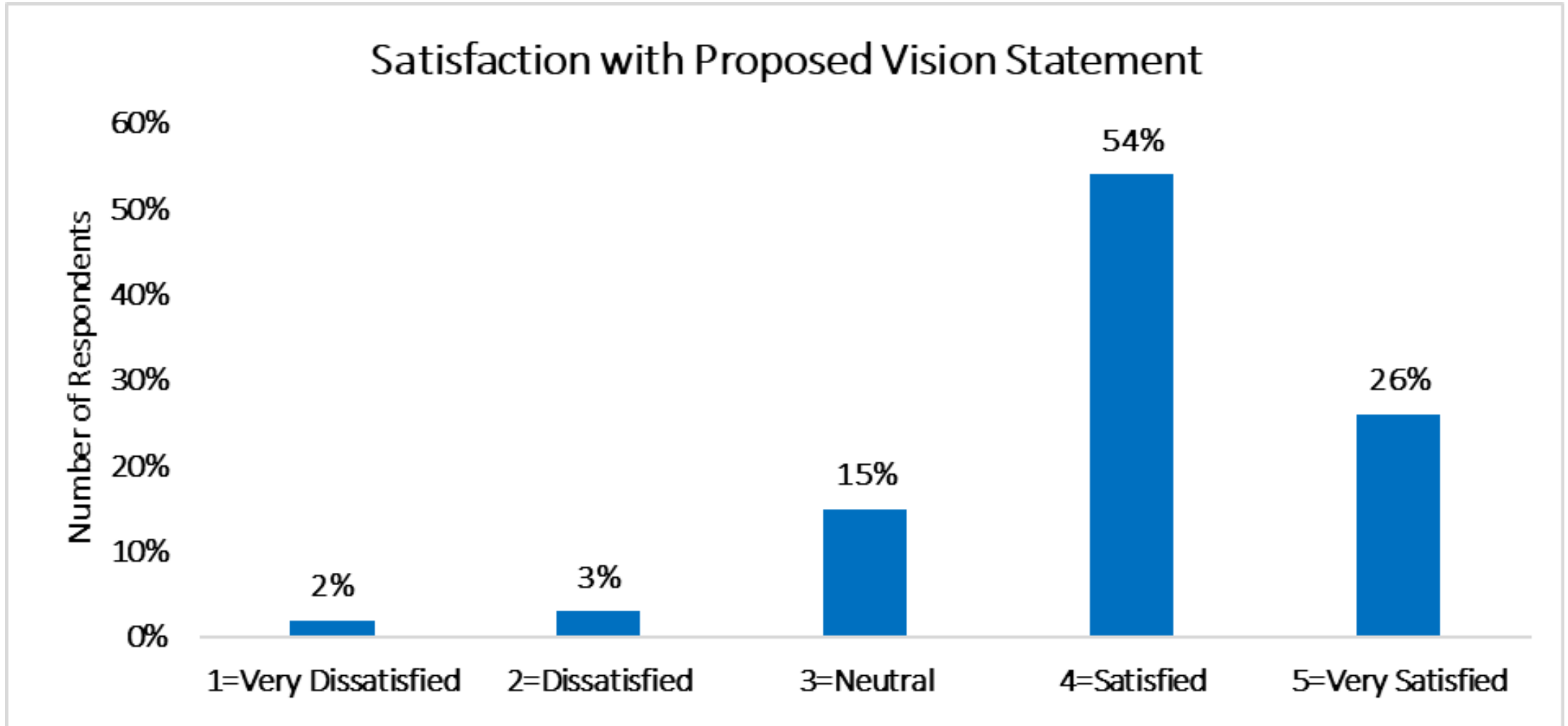


SKATE CANADA VISION

Vision

*Inspiring all Canadians
to embrace the joy of
skating*

SKATE CANADA VISION



SKATE CANADA MISSION

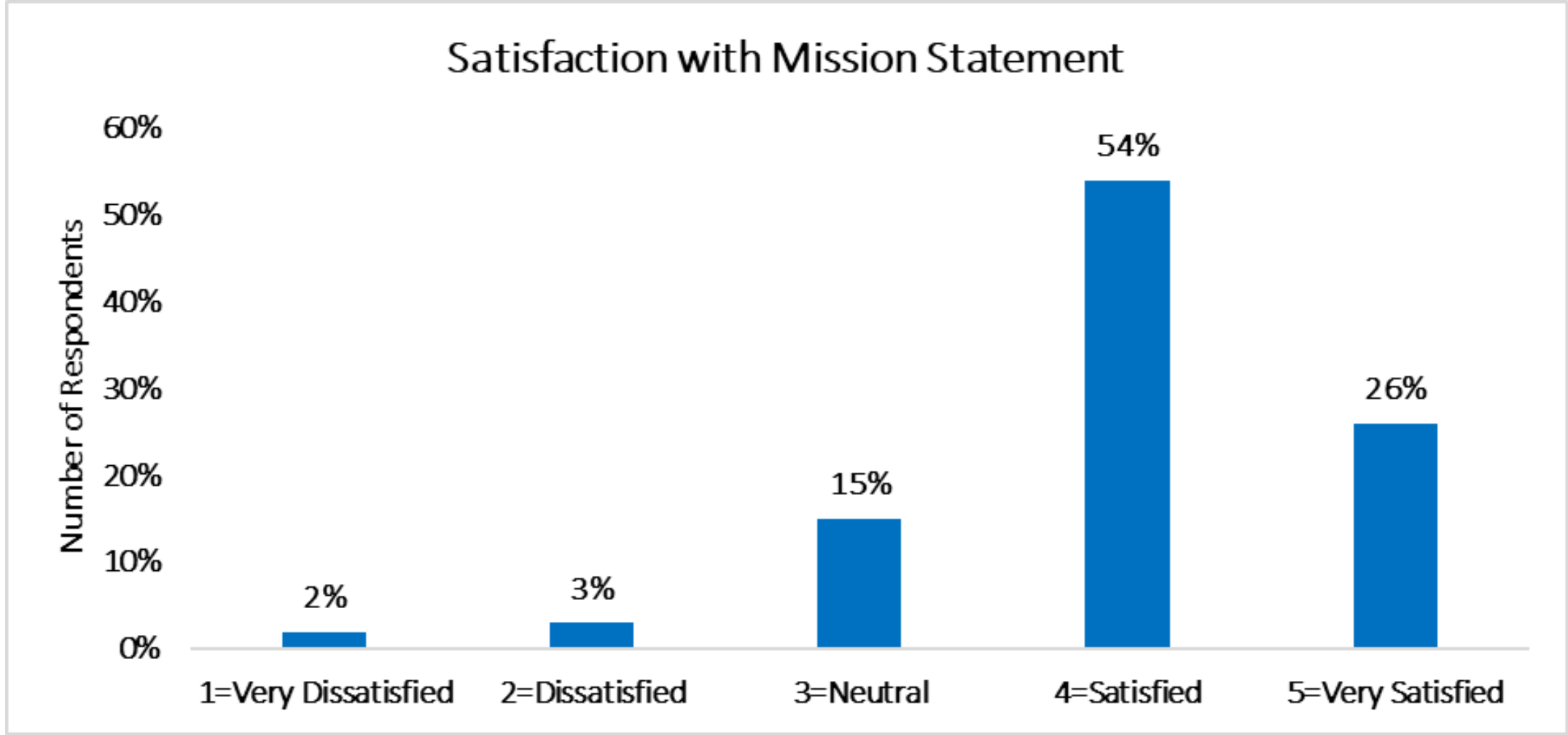


SKATE CANADA MISSION

Mission

Skate Canada will be a leader in the delivery of skating programs and will have a continuing legacy of champions

SKATE CANADA MISSION



SKATE CANADA VALUES

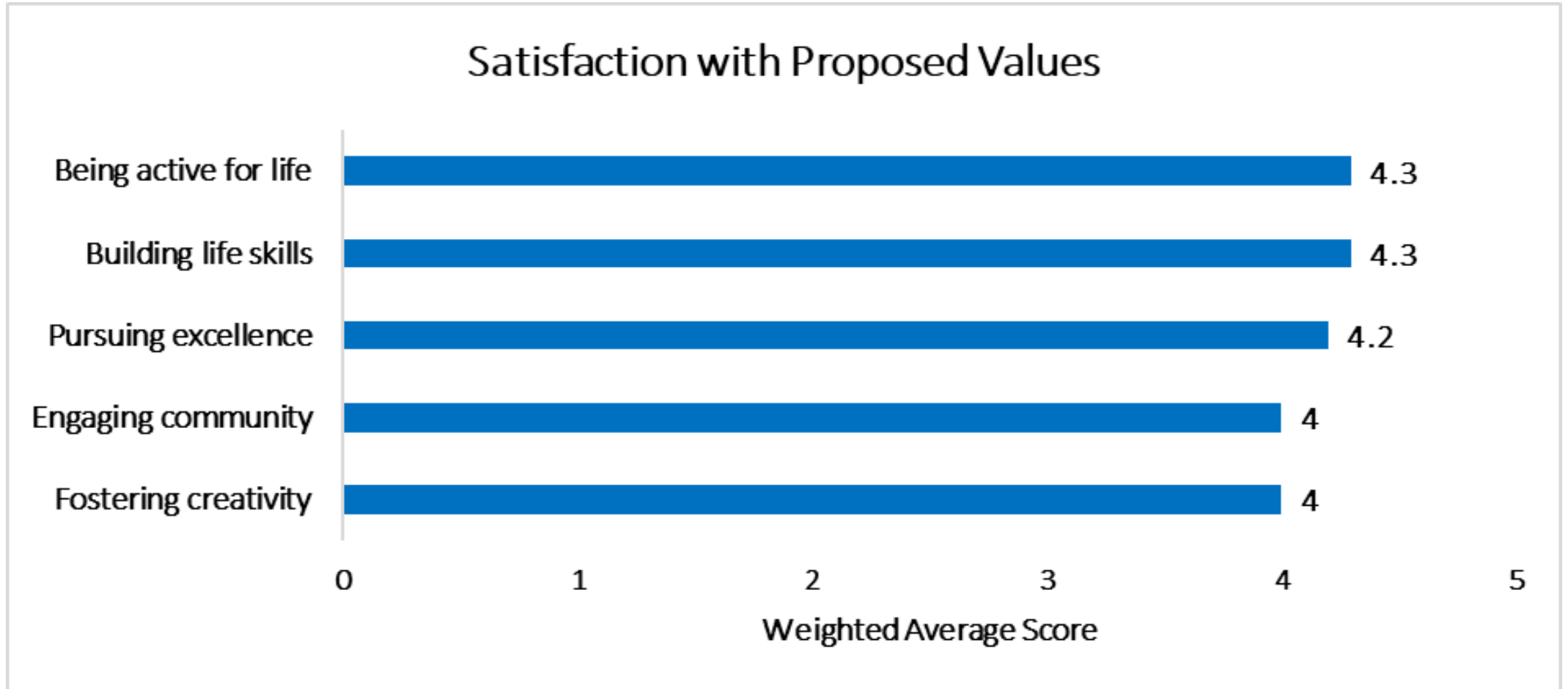
Skate Canada Values

- *Being active for life - Building Life Skills -*
 - Engaging Community -*
 - *Fostering Creativity - Pursueing*
Excellence
-

SKATE CANADA VALUES



SKATE CANADA VALUES



2018-2022 STRATEGIC PLAN IMPERATIVES

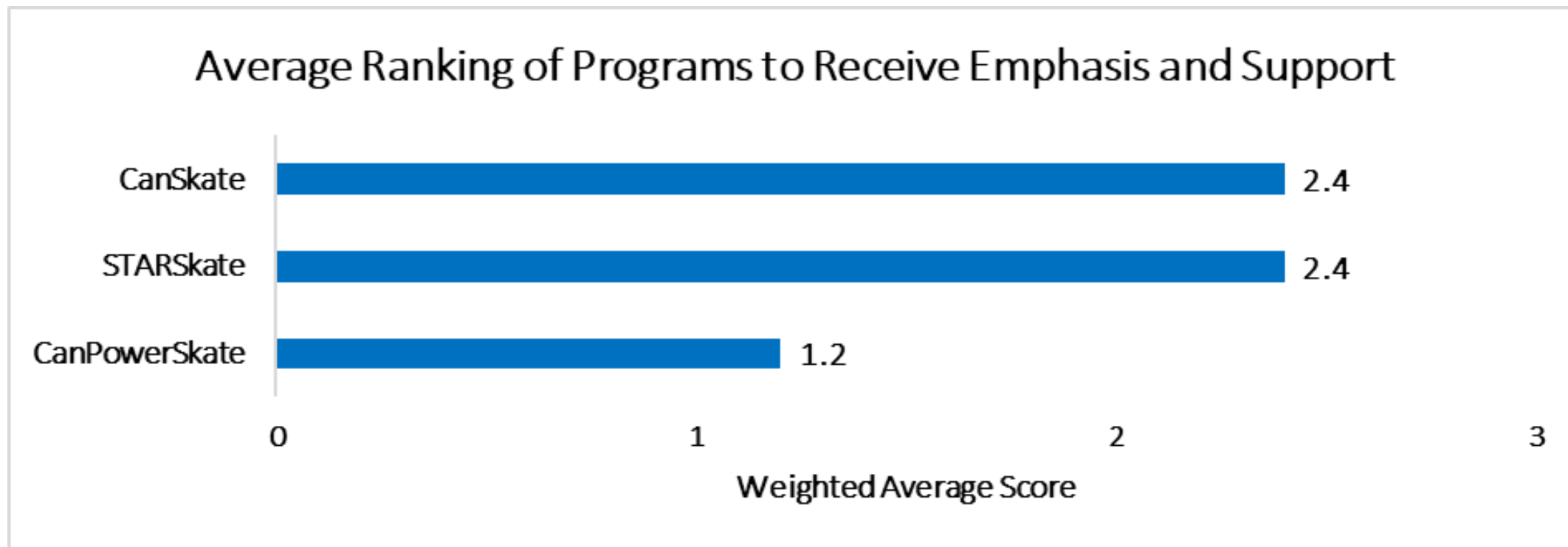
Skate for Life

Delivering best practices through fun, challenging, and affordable skating programs. Supporting, educating and developing the coaches to deliver skating programs.

SKATE FOR LIFE – “PROGRAM” PRIORITIES

1. Develop and maintain programs through the creation of standards and program content
 2. Incorporate pre and post feedback loop mechanisms
 3. Develop experts in the field
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SKATE FOR LIFE - PROGRAMS



In addition, it was consistently stated that synchronized skating needs to be more fully supported as it provides a natural opportunity for retention in the Skate for Life imperative.

2018-2022 STRATEGIC PLAN IMPERATIVES

Skate to Win

Supporting optimal training and performance through a systematic athlete development structure and world class events.

SKATE TO WIN “REBUILDING” PRIORITIES

1. Set and achieve realistic goals for Beijing 2022
 2. Ensure athletes and coaches take advantage of the integrated support team concept
 3. Building a robust coaching and training infrastructure focused on Pair discipline
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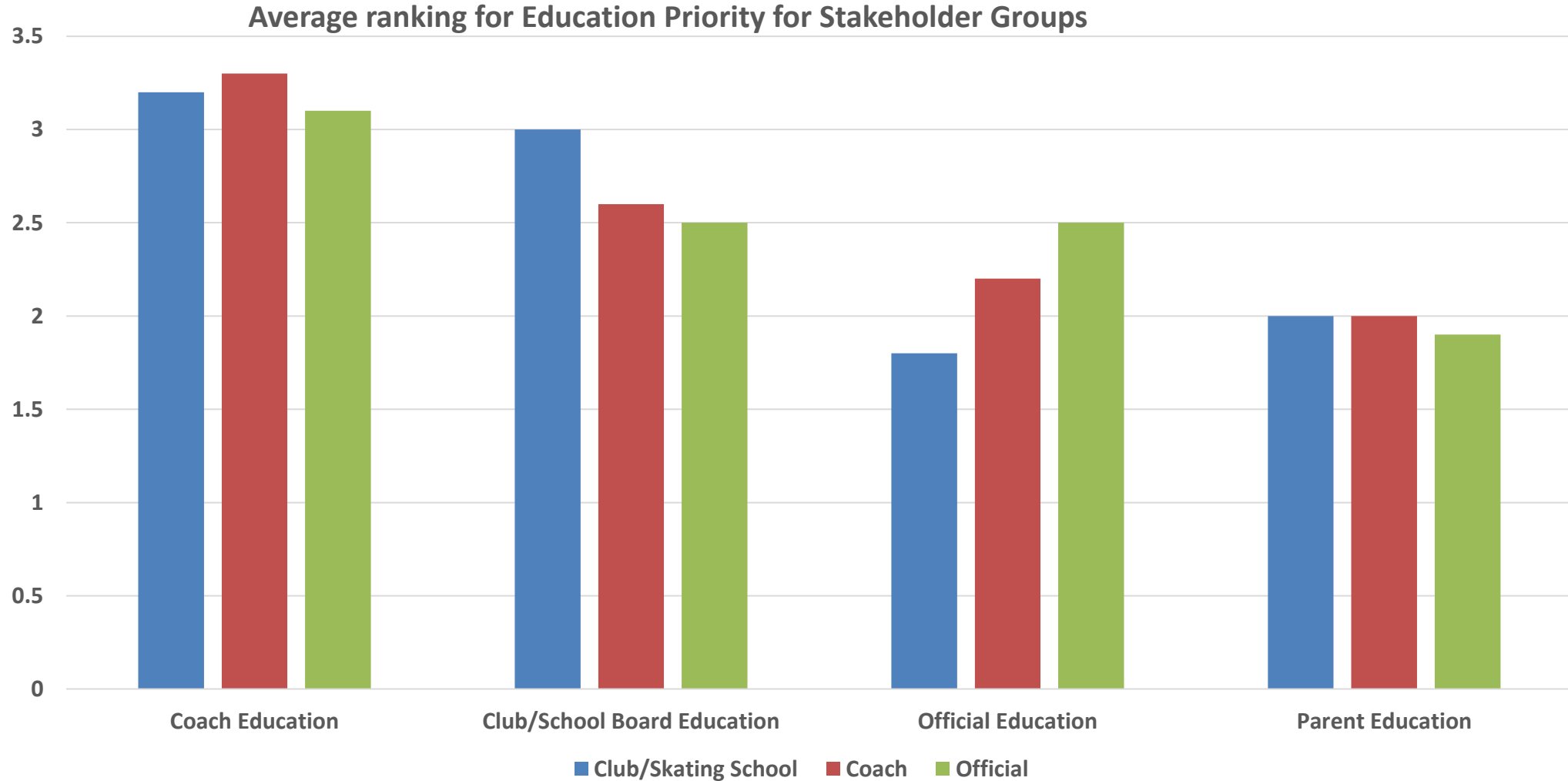
Delivery Capacity

Continuous optimization of delivery through organizational innovation, continuous improvement of infrastructure and technology as well as high quality education and support of delivery stakeholders.

DELIVERY CAPACITY – EDUCATION PRIORITIES

1. Consultative identification of needs and gaps
2. Development of tools – practices, standards, materials and methods

DELIVERY CAPACITY



UNDERNEATH IT ALL

To successfully deliver against the organization's goals and aspirations of the Skate for Life, Skate to Win and Delivery Capacity imperatives, Skate Canada must have a robust foundation that permeates all aspects of work.

FOUNDATIONAL ITEMS

Skate Canada recognizes that the following three initiatives are fundamental to all that we do and form the basis of the foundation on which we are built:

- Fiscal responsibility
 - Risk Management
 - Brand and Marketing
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FISCAL RESPONSIBILITY



RISK MANAGEMENT



RISK MANAGEMENT

Risk Management is a fundamental principle that applies to all of our activities and operations. In addition to actively monitoring operational risks and ensuring that our governance structure is sound, Skate Canada's Safe Sport program is an industry leading initiative.



BRAND & MARKETING



SKATECANADA

EVENTS – WORLDS 2020



