

# Strategic Plan

2023-2027

## Moving Forward 2023-2027

Skate Ontario will continue to focus on the development of a healthy, sustainable and athlete centred provincial system where:

- Our Members are equipped for current and future challenges
- Our programs for skaters, coaches and officials are best-in-class
- Our organization is recognized as a Provincial Sport Organization (PSO) leader

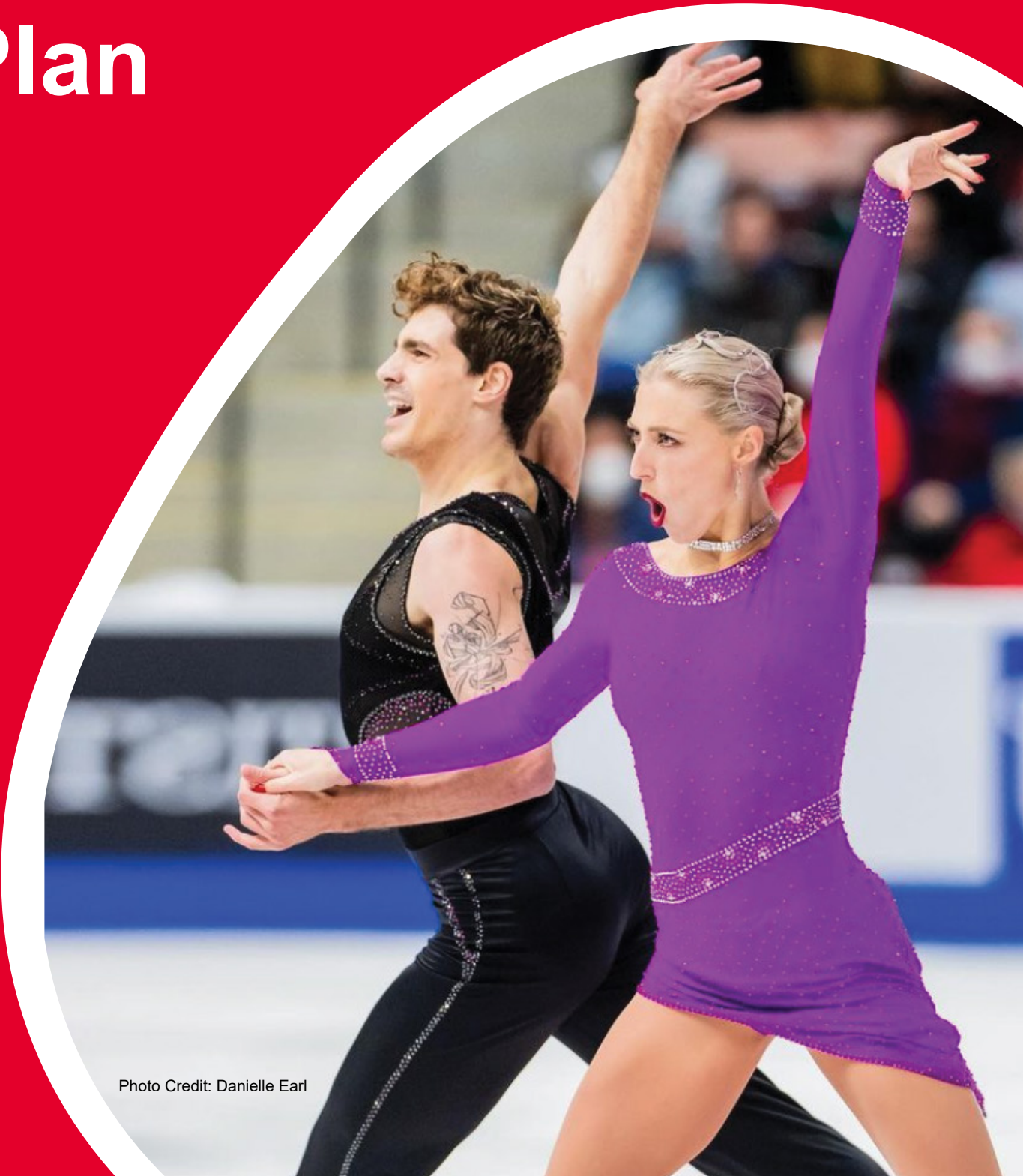


Photo Credit: Danielle Earl

# Vision, Mission and Values



## Vision

Inspire Ontario to embrace a lifelong joy of skating.



## Mission

Deliver the best programs and events to support skating for fun, fitness and achievement.



## Values

Skate Ontario is committed to supporting a **safe, inclusive** and **respectful** skating environment across the province.

Our Core Values are:



**Skate Ontario**

# Strategic Imperatives



## **Club and Skating School Excellence**

Member Clubs and Skating Schools demonstrate organizational excellence through good governance and effective operations enabling the delivery of quality programs within their communities.

## **Skating Excellence**

Deliver programs and events in accordance with the Long Term Development (LTD) model supporting skaters, coaches and officials.

## **Organizational Excellence**

A recognized leader among Provincial Sport Organizations and Skate Canada with a healthy infrastructure that includes good governance, sound fiscal practices, comprehensive risk management and effective communications.

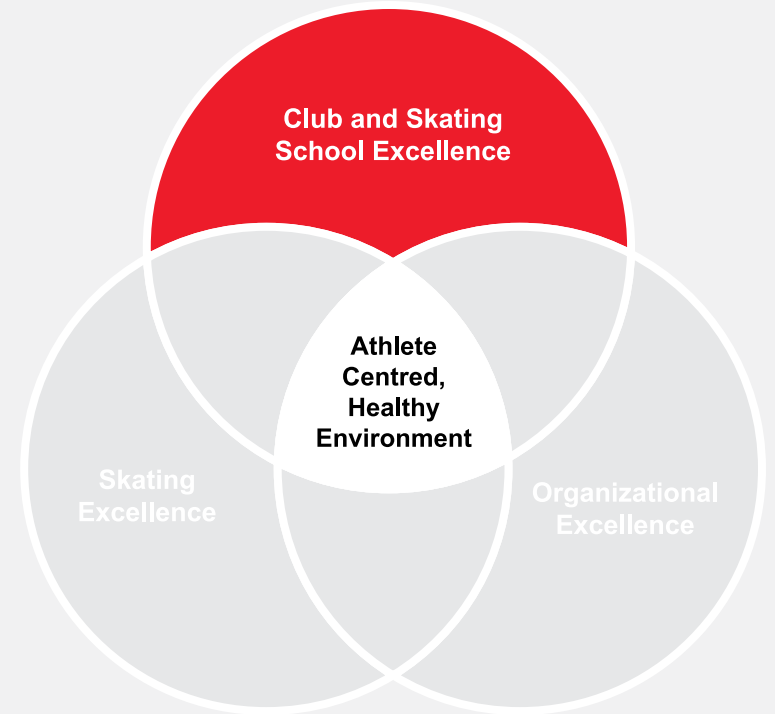
# Strategic Imperatives

## Club and Skating School Excellence

Member Clubs and Skating Schools demonstrate organizational excellence through good governance and effective operations enabling the delivery of quality programs within their communities.

### Objectives:

- Inspire organizational excellence through continuous education and resources
- Foster accountability and adherence to minimum operating standards, policies and procedures
- Strengthen ability to provide consistent delivery of Skate Canada programs
- Recognize, celebrate and connect





# Strategic Imperatives

## Skating Excellence

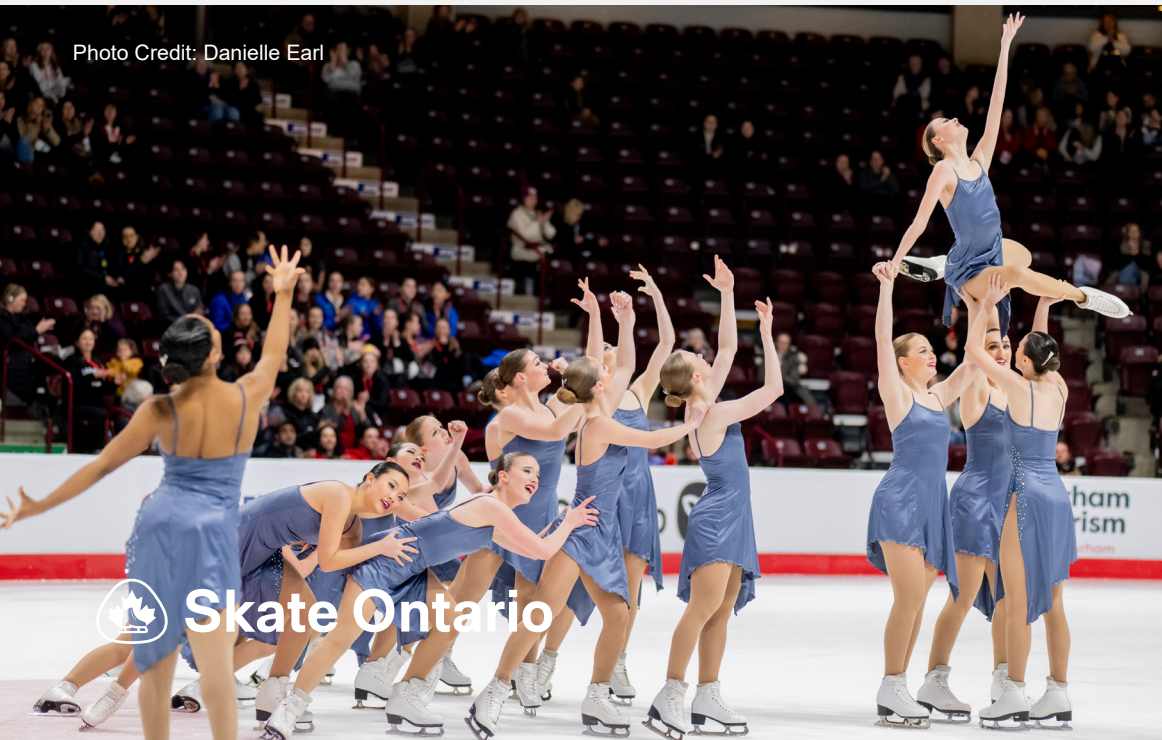
Deliver programs and events in accordance with the Long Term Development (LTD) model supporting skaters, coaches and officials.

### Objectives:

- Implement enhanced tools, opportunities, and programs supporting skaters through the LTD model
- Support healthy, sustainable high performance pathways
- Deliver events that balance management and technical aspects to maximize the skater and volunteer experience, that are fiscally sustainable
- Modernize business models, delivery methods and tools for coaches that reflect the changing environment
- Build and strengthen officials' capacity to support skater needs



Photo Credit: Danielle Earl



# Strategic Imperatives

## Organizational Excellence

A recognized leader among Provincial Sport Organizations and Skate Canada with a healthy infrastructure that includes good governance, sound fiscal practices, comprehensive risk management and effective communications.

### Objectives:

- Build brand identity and recognition
- Deliver an integrated communication strategy that will inform and engage all stakeholders through various platforms, activities and campaigns
- Diversify revenue channels
- Enhance strong business practices to optimize operations and mitigate organizational risk
- Be an employer of choice within the not-for-profit sector
- Be an organization of choice for volunteers

