



**BC**  
**SPEED SKATING**  
*Strategic Plan*  
**2019-2023**

### Mission

The BC Speed Skating Association organizes and coordinates the sport of speed skating in British Columbia for the betterment of the sport and its members.

### Vision

To foster the growth and development of speed skating in British Columbia.

### Values

Integrity • Innovation • Athlete-Centredness  
Respect for Others • Volunteerism and Recognition  
Safe and Healthy Environment  
Sport is an Apprenticeship for Life

	PERFORMANCE	PARTICIPATION	PROMOTION	ORGANIZATIONAL CAPACITY
Strategic Goal	Improve the ranking in both long track and short track based on medal count at the 2023 Canada Winter Games.	BCSSA fosters growth of the sport in BC through enhanced service and support to its participants, in partnership with its members.	BCSSA develops a brand and image where speed skating programs, events and participants are recognized within their communities and British Columbia.	BCSSA commits its management focus and resource allocation to the development of a sustainable organization that fulfills its membership needs in an ethical and professional manner.
Secondary Goals	<ul style="list-style-type: none"> <li>Establish speed skating academies accessible to targeted skaters</li> <li>Maintain a percentage of BC skaters on the national/ development teams</li> <li>Host SSC major events</li> <li>Hire provincial coaches in partnership with supporters</li> <li>Provide skater pathways integrated with NSO objectives</li> <li>Harmonize provincial competitions with NSO HP requirements</li> <li>Support SSC promotion for BCSSA Officials</li> <li>Position BC as a leader in Officials and Coaches training opportunities at the national level</li> </ul>	<ul style="list-style-type: none"> <li>Maintain existing clubs and provide governance oversight as needed</li> <li>Establish programming agreements with clubs</li> <li>Ensure LTPAD is integrated into the provincial competition plan</li> <li>Offer accessible Coach, Official and technical volunteer training</li> <li>Demonstrate a strong commitment to skating safety, education and research</li> <li>Align the competition pathway with the NSO</li> <li>Develop "Competitive for Life" and "Active for Life" programs and competitions</li> <li>Establish a club membership needs and program development inventory</li> <li>Establish partnerships for "first contact" participation development</li> <li>Identify and act on core safety issues through education</li> </ul>	<ul style="list-style-type: none"> <li>Create a robust provincial event hosting strategy</li> <li>Administer innovative programs and activities to attract interest and grow participation</li> <li>Create an environment that is attractive to potential sponsors and financial supporters</li> <li>Establish a provincial team athlete/coach profile and promotion strategy</li> <li>Utilize alternate delivery agencies to provide increased sport profile</li> <li>Review competitions or special events for increased profile and revenue for the sport</li> <li>Encourage cross-promotion between BCSSA, SSC and clubs to strengthen brand awareness</li> <li>Utilize mainstream media to effectively promote speed skating in BC</li> <li>Utilize social media to promote speed skating and to communicate with existing members</li> </ul>	<ul style="list-style-type: none"> <li>Maintain volunteer recruitment and training systems for BCSSA leadership roles</li> <li>Create and maintain a BCSSA leadership strategy</li> <li>Address alternative revenue streams for BCSSA</li> <li>Employ professional staff who are recognized leaders in sport management</li> <li>Ensure regular communication with the BCSSA membership</li> <li>Create a BCSSA volunteer leader succession strategy</li> <li>Initiate a BCSSA sponsor attraction and retention strategy</li> <li>Create a BCSSA Alumni with long-term goals</li> <li>Ensure BCSSA Policies, Procedures and Regulations comply with current BC Societies Act</li> <li>Create a Board self-assessment tool that is implemented annually</li> <li>Create a monitoring tool for Board/ED responsibilities</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>Increase High Performance athletes training in quality environments by 20%</li> </ul>	<ul style="list-style-type: none"> <li>Increase skater retention by 1% per year</li> <li>Achieve a minimum qualified coach to skater ratio of 1:15</li> </ul>	<ul style="list-style-type: none"> <li>Grow existing clubs by 5% per year</li> </ul>	<ul style="list-style-type: none"> <li>Host nine Board meetings annually</li> <li>Host two Presidents' calls annually</li> <li>Host two Town Hall meetings annually</li> </ul>