



2023-2027

STRATEGIC PLAN

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INTRODUCTION

Speed Skating Canada is proud to present our 2023-2027 Strategic Plan, an ambitious roadmap that charts exciting new opportunities for our organization and identifies the objectives we will work towards over the next four years.

Guided by the voices of dedicated and passionate athletes, coaches, officials, staff, and volunteers from across the country, this plan will positively impact all participants within our sport and ensure that speed skating continues to grow and thrive nationwide.

Join us as we create an exciting future for speed skating in Canada. By living our values each day and collaborating in the pursuit of our goals, we can inspire excellence on and off the ice. Building a fun, safe and inclusive speed skating community starts with all of us.

Together, we're moving Faster Forward.

ABOUT US

Speed Skating Canada is the national governing body responsible for the organization, coordination and administration of both short track and long track speed skating in Canada. Founded in 1887, we proudly represent over 12,000 athletes, coaches, officials and volunteers from coast to coast. Our non-profit organization is accountable to our 13 provincial and territorial speed skating organizations (PTSOs) and our national team program. We're here to rally, inspire and lead the charge for our country's most successful Olympic sport.

VISION

WE INSPIRE EXCELLENCE ON AND OFF THE ICE.

MISSION

WE BUILD A FUN, SAFE AND INCLUSIVE SPEED SKATING
COMMUNITY ACROSS CANADA THAT EMPOWERS EVERYONE
TO GROW STRONG AND HEALTHY.



VALUES

INTEGRITY

We are committed to doing the right thing. We accept our responsibility to be transparent. We are accountable for our actions and acknowledge where we can do better.

EXCELLENCE

We invest in and celebrate our success. We are relentless in the pursuit of our goals. We seek opportunities for continuous improvement and growth.

INCLUSION

We welcome everyone into the speed skating community. We respect and embrace differences. We create positive environments for all.

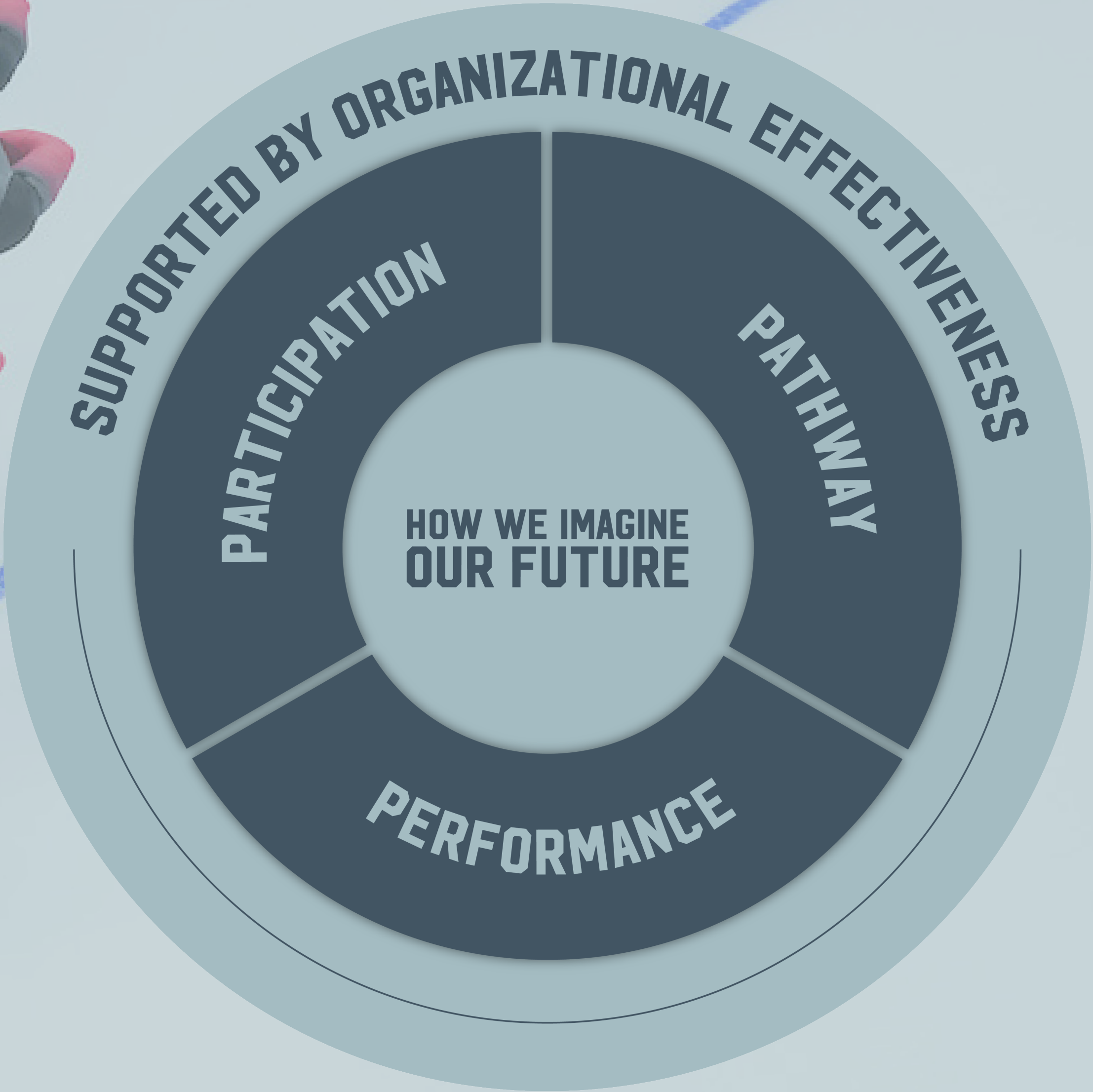
EMPOWERMENT

We encourage, energize and enable others. We collaborate with people who share our passion. We strive to go further as a team.

LEADERSHIP

We set a clear and bold direction. We act with purpose. We make tough decisions and stand up for what we believe in.

PRIORITY AREAS





PARTICIPATION

SPEED SKATING CANADA SUPPORTS PTSO AND CLUB RECRUITMENT AS WE STRIVE TO MAKE SKATING THE WINTER SPORT OF CHOICE ACROSS CANADA.

- 01.** We become known as leaders in developing all types of skaters.
- 02.** We achieve growth in registration of skaters, coaches, officials and volunteers.
- 03.** We diversify communications and programming to make our sport more accessible for all.
- 04.** We implement mechanisms to increase collaboration among stakeholders.

HOW WE’LL MEASURE OUR SUCCESS

- Membership Growth (%)
- Membership Diversity (%)
- Brand Awareness (%)
- PTSO and Club Satisfaction (rating)

PATHWAY

SPEED SKATING CANADA PROVIDES **A PLACE FOR EVERYONE WITHIN OUR SPORT**, FROM GRASSROOTS TO HIGH PERFORMANCE, AND FROM CHILDREN TO MASTERS.

- 01. We create and implement a flexible and inclusive pathway that increases the depth and quality of skaters, coaches and officials.
- 02. We focus on retention at all levels and provide opportunities for people to transition to new roles within our sport.

HOW WE’LL MEASURE OUR SUCCESS

Depth (# by level)
Retention (% , same role or new role)



PERFORMANCE

SPEED SKATING CANADA ACHIEVES EXCELLENCE ON THE WORLD STAGE BY FOCUSING ON ALL ASPECTS OF AN ATHLETE’S DEVELOPMENT

- 01. We actively encourage, support and celebrate the development of well-rounded athletes within a healthy training environment.
- 02. We are a leading nation in podium and Top 8 performances, achieved by a larger number of athletes.

HOW WE’LL MEASURE OUR SUCCESS

- Medals and Top 8s (#, rank)
- Medal-Winning Athletes (#)
- Athlete Satisfaction (rating by National Program athletes)

ORGANIZATIONAL EFFECTIVENESS

SPEED SKATING CANADA IS **A LEADING NSO** IN ITS GOVERNANCE AND BUSINESS PRACTICES.

01. We maintain strong governance and accountability frameworks consistent with best practice.
02. We improve the resources and support provided to PTSOs as we collaborate to achieve our common goals.
03. We develop strong communications systems to ensure transparent and timely information sharing.
04. We increase our overall revenue by strengthening current funding relationships and diversifying sources of income.
05. We deliver events designed to support and showcase our priority areas of participation, pathway and performance.

PROCESS

Our 2023-2027 Strategic Plan was developed in a truly collaborative manner over the course of nearly 14 months, using valuable input and feedback from stakeholders throughout the Canadian speed skating community.

The process was guided by Speed Skating Canada staff and volunteer leaders, in partnership with external facilitators from Sheffe Consulting.

DEC 2021	Define the strategic planning process, including objectives, timelines, and involvement of stakeholder groups in each phase.
JAN-APR 2022	Collect input from stakeholders within the Canadian speed skating community through interactive focus groups and an online survey. <ul style="list-style-type: none">• SSC Staff• SSC Board of Directors• National Program Athletes & Coaches• PTSO Presidents & Administrators• Registrants
MAY 2022	Use information gathered during stakeholder consultation to guide the creation of the initial draft Strategic Plan.
JUN 2022	Collect feedback and facilitate further discussion on the draft plan through a series of interactive workshops at the SSC Congress.
JUL-AUG 2022	Use input gathered at the SSC Congress to refine relevant areas within the draft plan.
SEP 2022	Provide select stakeholder groups with a final opportunity for feedback on the plan.
OCT-NOV 2022	Incorporate final stakeholder input and professionally translate the plan.
DEC 2022	Secure approval by the SSC Board of Directors on the final 2023-2027 Strategic Plan.

ACKNOWLEDGEMENTS

Speed Skating Canada thanks all those who contributed valuable input and feedback throughout the development of our 2023-2027 Strategic Plan. Stakeholder involvement and support was critical to this process and will be instrumental in our ability to achieve our goals moving forward.

This diverse group of contributors includes members of our staff and Board of Directors, representatives from our thirteen PTSOs, athletes and coaches within our National and NextGen teams, as well as various grassroots skaters, coaches, officials, and volunteers throughout the Canadian speed skating community.

We also express our gratitude to the team from Sheffe Consulting for their expertise and guidance in facilitating the development of this plan.

