

Mission:

BCSSA is committed to presenting speed skating as a lifetime sport, with opportunities for participation, outstanding service and leadership within the sport community. We will be viewed as an equal, dynamic, innovative and proactive sport within the Province and across Canada.

Strategic Plan 2019-2023

Updated April
2021

Promotion

To energize and encourage speed skating in BC

- Encourage the in-province Hosting of at least 1 national level competition in both short track and long track each year starting in the 2022-23 season.
- Ensure we are promoting our successes at local, provincial, national and international events through increased media promotion.
- Obtain Title Sponsor for BC Cup by March 2023 to increase visibility of the sport.
- Improve sport visibility to the public by creating branded BCSSA clothing or other items.
- Create and deliver a coordinated annual province-wide communication plan to promote Speed Skating in BC by September 2021.



Participation

To foster depth and diversity at all levels of participation.

- Expand BCSSA's outreach through community partnerships and Club support to increase membership.
- Energize our community sport athletes with province-wide programming to increase athlete engagement and retention.
- Encourage Coach and Official's development through targeted programming and training opportunities.

Performance

To deliver well-rounded performance programming, support and structure for the membership.

- Increase participation at National Junior and Senior ranking events annually.
- Enhance the existing BCSSA performance development programs to create opportunities for skaters to train and race within the province, working towards the creation of a virtual provincial training centre in the latter half of the decade.
- Create and deliver an annual communication plan to educate our members regarding skater pathways and competition progression.
- Strengthen the BC regional and Provincial event hosting structure that will support performance and community sport initiatives.
- Develop and deliver an officials training program so each division has the full complement of Level 2 major officials required to host a provincial competition trained by March 2023.

Organizational Readiness

To provide excellence in leadership and inspiration as the cornerstone of our organization.

- Position BCSSA as leader in the creation of a Safe Sport environment through Safe Sport initiatives and commit to the Responsible Coaching Movement.
- Review and revise BCSSA policies and all communication materials to ensure that language and imagery is welcoming to all by March 2022.
- Implement a long-term budgetary planning process by March of 2022 season.
- Create Succession planning for Board and Staff
- Create a Club Information Manual to encourage club governance excellence throughout the province by March 2023