



Delivery Capacity

Expand the initiatives and programs to align with the needs of various stakeholders.

- ◆ Standardize the delivery of programs at the club level through Club consultations and monitoring.
- ◆ Creation and monitoring of communication strategy for social media.
- ◆ Increase volunteer capacity by creating and implementing recruitment and retention strategy.
- ◆ Increase revenues by executing marketing strategy.



Skate for Life

Developing champions for our skating programs

- ◆ Support the delivery of programs through the education of standards and program content so that Clubs meet SC program delivery standards.
- ◆ Review of competition structure in order to create an optimal competition calendar for our athletes and clubs.

Strategic Plan Summary

2018-2022



Skate to Compete

Develop and support the athlete and coach leading to 2022 National Championships.

- ◆ Set goals for entries at National Competitions in order to have 4 entries at National Championships (Singles, Pairs, Dance and/or Synchro)
- ◆ Build and Support individualized athlete development plans for the competitive team.
- ◆ Develop 6 new senior level officials.

We believe in FAIR.E. Is it FAIR.E? Est-ce qu'on peut le FAIR.E?
Following our values, FAIR.E, informs our decisions and guides our behaviours:

- ◆ **Fostering collaboration.**
- ◆ **Establishing a culture of Accountability.**
 - ◆ Inspiring passion and pride.
- ◆ **Respecting the rules and each other.**
 - ◆ Encouraging Excellence.