



**Skate
Patinage
NB**

Prepared by Mosaic Engagement Inc.

2026 - 2030

Strategic Plan



VISION

Skate Canada New Brunswick is a provincial sport organization that inspires all New Brunswickers to experience the joy of skating.

MISSION

With a community of over 3500 participants, including athletes, officials, coaches and volunteers, we foster developmental opportunities for all.

VALUES

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:

- **F**ostering collaboration.
- **A**ccountability.
- **I**nclusivity.
- **R**espect.
- **E**ncouraging Excellence.



Goal #1: Grow Participation Through Strong, Sustainable Clubs

Foster (broadly meaning to nurture, care for, or help something grow) lifelong participation by making it easier for skaters to stay, progress, and belong, across all clubs and programs.

Strategy 1: Standardize the Club program experience without removing local character.

Ensure clubs are following the Skate Canada program structure so participants in New Brunswick have equal opportunities and a consistent experience, while still allowing clubs to deliver in a way that fits their community.

Strategy 2: Make SCNB communications clear, accessible, and actionable.

Clear, accessible communications help clubs stay informed, connected, and able to act on available opportunities and support. This strategy will improve how SCNB shares information so clubs receive the right details at the right time in a consistent, easy-to-understand way.



Goal #2: Support Participation in the Podium Pathway

Increase participation in Podium Pathway – all disciplines – by providing clubs and coaches with the knowledge, resources, mentorship, and development opportunities needed to support athlete progression.

Strategy 1: Foster Podium Pathway awareness.

Support clubs and coaches in helping athletes and families understand and navigate the Podium Pathway (PP) by improving information, development opportunities, and guidance.

Strategy 2: Increase number of Provincial and National coaches.

Grow coaching capacity by making it easier for coaches to advance through accessible development opportunities, mentorship, and a clear progression pathway, aligned with Skate Canada requirements.





Goal #3: Increase Officials' Capacity

Strengthen SCNB's officials capacity by recruiting, developing, and retaining officials so the Section can continue to deliver high-quality events with greater independence.

Strategy 1: Recruit and train new officials.

Implement a predictable entry path so new officials can join easily each year. This strategy focuses on awareness, intake, and first-step onboarding so the pipeline stays full.

Strategy 2: Increase depth and knowledge of officials through development.

Increase SCNB's independence by developing depth, meaning more officials who can serve confidently in a wider range of roles. This strategy focuses on progression, retention, and reducing reliance on a small number of experienced officials.





Goal #4: Strengthen Organizational Capacity

Strengthen SCNB's internal capacity so the organization can lead consistently, support the skating community effectively, and deliver on FAIR.E across New Brunswick.

Strategy 1: Strengthen SCNB governance and decision-making process.

Reinforce board and leadership effectiveness through a predictable governance cadence, clear priorities, and simple reporting that supports good decisions.

Strategy 2: Build internal operational capacity (staffing, systems, continuity).

Ensure SCNB has the people, systems, and documented processes to deliver consistently, avoid bottlenecks, and sustain progress through leadership or staffing transitions.

Strategy 3: Improve operational EDIA practices.

Strengthen fairness, consistency, and belonging by leveraging EDIA policy materials already developed by Skate Canada, then translating them into SCNB-ready practices. This strategy focuses on adoption, alignment, and implementation, not reinventing policy. The outcome is a clear, consistent EDIA approach that is practical for SCNB events, testing, communications, and governance, aligned with FAIR.E.



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