

Ski NB Strategic Plan

2025-2028



VISION

Promote excellence in and lifelong enjoyment of Ski Racing.

MISSION

Ski NB develops, supports and delivers excellence in alpine ski racing programs in collaboration with its member clubs. We promote excellence and broad-based participation where participants can achieve personal growth and success in a safe, fair and inclusive environment for all

VALUES

We honor the principle of athlete centered, coach led, parent supported approach on the pathway to individual excellence

We value each members contribution and support an environment that encourages enjoyment and results in a rewarding experience

We value participation for all

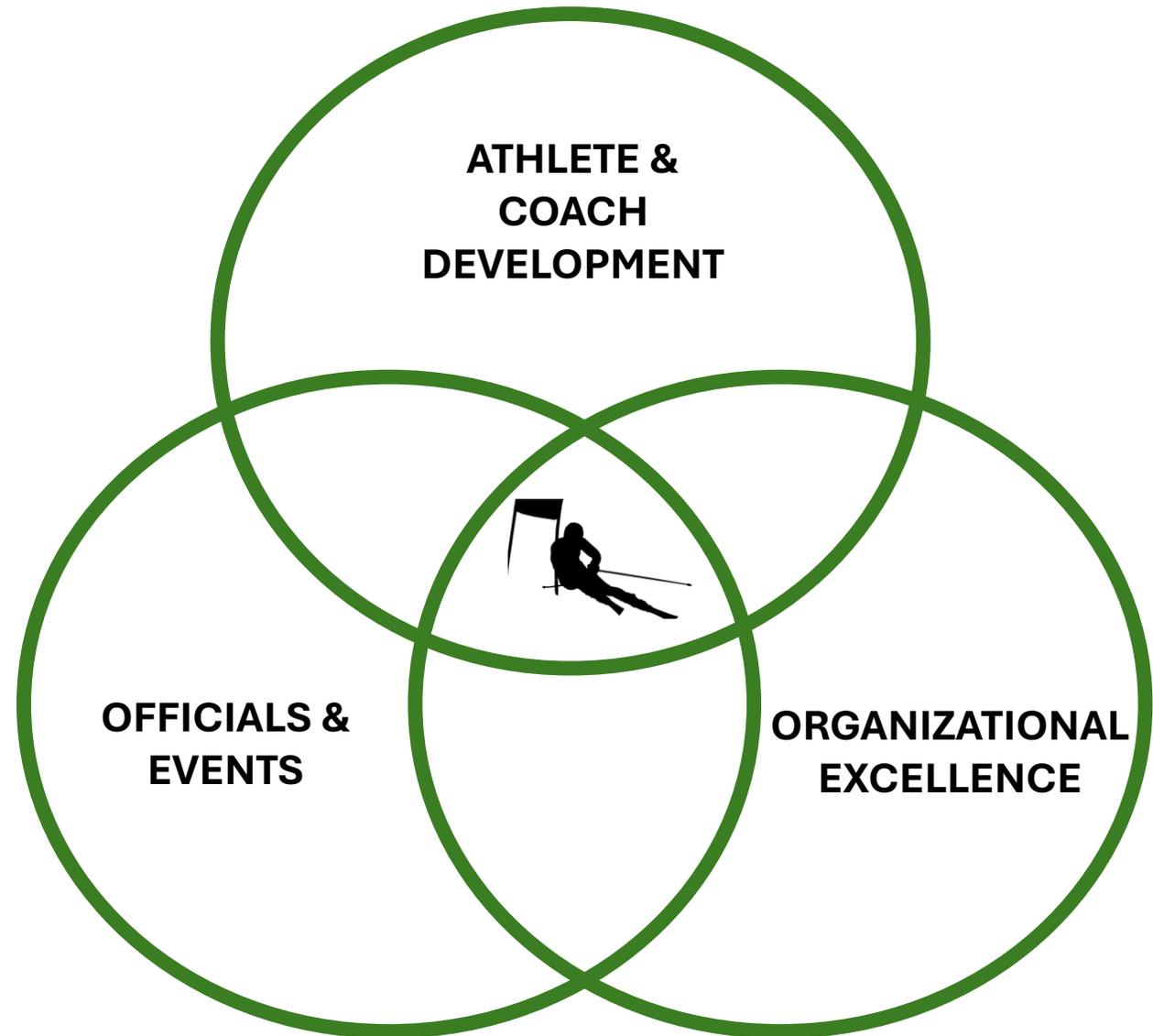
We believe and value honesty, integrity, respect and fair play

We value leadership development

Strategic Priorities

Guiding us on our journey to 2028 are three strategic priorities.

Our strategic priorities will support annual planning, allocation of finite resources, and drive our efforts to realize our vision of promoting a lifelong enjoyment of and excellence in ski racing



Strategic Goals

Athlete & Coach Development

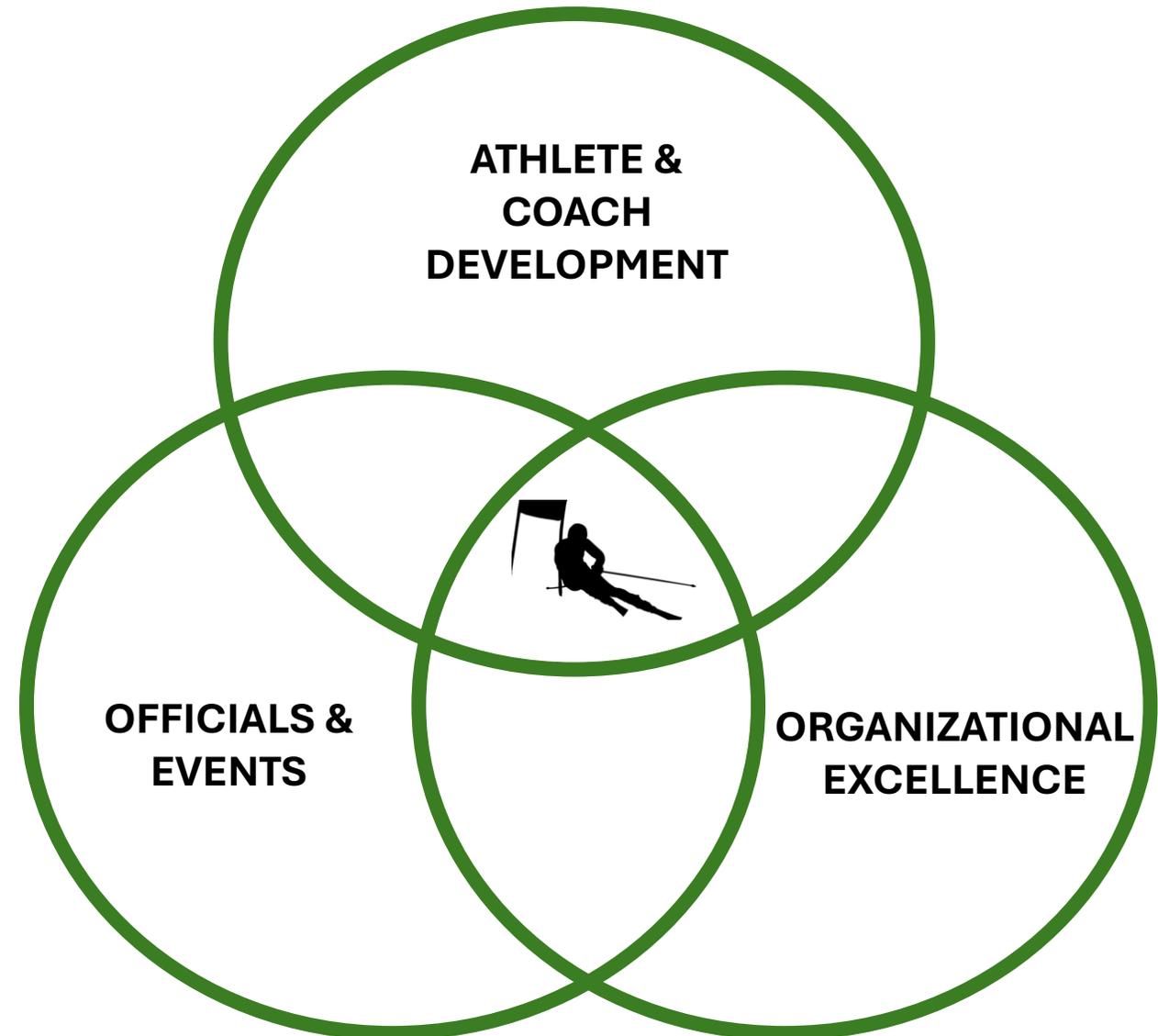
1. Development of a grassroots to elite pathway for athletes
2. Development of coaches to support the athlete pathway

Officials & Events

1. Development of a standard operating procedure (SOP) to foster safe, fair and equitable participation
2. Development of an official and volunteer training, retention and engagement pathway

Organizational Excellence

1. Ensure financial sustainability, effective governance and management best practices throughout the organization
2. Development a sustainable club member engagement pathway



Athlete & Coach Development

OBJECTIVES

1. Development of a grassroots to elite pathway for athletes
2. Development of coaches to support the athlete pathway

TARGETS/MEASURES

1. Retention targets - 83% of total athlete pool, 95% U10, 90% U12 , 80% U14, 60% U16, 30% U18
2. Maintain or grow number of qualified coaches at each level of development
3. Create sufficient opportunities for coaches to gain certification at each level
4. 90% active coaches are licensed each season

Officials & Events

OBJECTIVES

- Development of a standard operating procedure (SOP) to foster safe, fair and equitable participation
- Development of an official and volunteer training, retention and engagement pathway

TARGETS/MEASURES

1. Annual review of SOP including International Competition Rules (ICR), National Competition Rules (NCR), Provincial Competition Rules (PCR), best practices and lessons learned
2. Annual review of official and volunteer pathway
3. Create sufficient opportunities for officials certifications and on snow experience

Organizational Excellence

OBJECTIVES

1. Ensure financial sustainability, effective governance and management best practices throughout the organization
2. Development a sustainable club member engagement pathway

TARGETS/MEASURES

1. Develop an annual communication plan to engage clubs
2. Provide resources and support for clubs to educate parents, athletes, board executives & coaches
3. Financially responsible balanced budget reviewed regularly
4. Board members are nominated based on the skills/needs matrix
5. Score higher each year on the Government of NB Organizational Strength Assessment