

2020-2026 Strategic Plan

VISION

To be the world leading snowboard nation.

MISSION

To develop and lead competitive snowboarding in Canada.

VALUES

Our values are founded on **INTEGRITY**. An athlete-centered, honest, consistent and transparent approach to everything we do. These are our uncompromising principles that lead our community through partnership and collaboration.



Performance

Focus on the potential for athletes, coaches, officials, judges, technical leaders and stakeholders to achieve at all levels of competitive snowboarding



Progression

Embrace innovation and creativity in the pursuit of developing snowboarding at every stage



Passion

Inspire and lead through living our values and being proud of who we are and where we're from



Community

Support the culture of snowboarding and our athletes to contribute to the health and happiness of all those who participate



Partnership

Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

3 STRATEGIC PILLARS

Canada Snowboard has identified three key pillars that are ingrained in the organization providing a framework to support the high performance athlete pathway.



HIGH PERFORMANCE



OPERATIONAL EFFECTIVENESS



SYSTEM DEVELOPMENT

Purpose

Provide leadership & support to each discipline to be in a position for medal potential by the 2022 season with a clear path from Provincial to NextGen to National Team.

Purpose

Ensure a sustainable organization to support the competitive snowboard system.

Purpose

Provide the pathway, events and programs for the competitive snowboard community to achieve their goals.

Strategy

- Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- Align sport development and high performance programs to increase clarity of the athlete pathway.
- Utilize major events domestically to provide a home-field advantage for our athletes.

Strategy

- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Ingrain risk management strategies into all levels of the organization.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.
- Host major events as a means of creating new assets that deliver on the goals in all three pillars of the organization.

Strategy

- Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- Deliver competition opportunities aligned with long term athlete development in collaboration with member and industry partners.
- Provide a pathway for athletes and coaches to develop from first contact through podium performance.
- Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.
- Create legacy opportunities through hosting major events domestically.