

2022–2026 Strategic Plan

At Canada Snowboard, we believe that embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from a Snowboarder-focused approach to training, programs, events and coaching. Our Snowboarders are amongst the best in the world, and we are committed to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team, our Provinces and Territories are key to developing our future high performance Snowboarders. Our goal is to support our members to work together to provide the best possible system for competitive snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast to coast will allow us to offer the best possible experience to every Snowboarder from parks and slopes to podiums.

VISION

To be the world leading snowboard nation.

MISSION

To build on our love of snowboarding in creating world leading grass roots programs and training and competition environments fostering success at all levels along the Snowboarders' Development pathway.

VALUES

Our values are founded on **INTEGRITY**. A Snowboarder-centered, honest, consistent and transparent approach to everything we do. Our Values are uncompromising and everyone in our community will be held accountable in living them day in day out.



Performance

Focus on the potential for Snowboarders, 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



People

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



Partnership

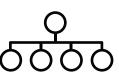
Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

LONG-TERM STRATEGIC GOALS



PODIUM PERFORMANCE

To demonstrate measured improvement in each discipline year over year.



UNITED & ALIGNED SYSTEM

Strengthen the alignment of Canada's snowboard system by engaging leaders, improving governance, and deepening relationships.



LONG-TERM VIABILITY

Develop and implement a progressive, sustainable long-term revenue model for CS with an emphasis on increasing unrestricted revenue streams.



ORGANIZATIONAL HEALTH

Elevate the CS organizational culture to honour our sport, operationalize our values, and support and raise the performance and satisfaction of all CS team members.

Key Performance Indicator

- Olympic*; Paralympic*; World Championship & other Marquee Events podium results across all disciplines
- Value of funding from OTP for the High Performance Program (\$million)
- Overall International ranking

Key Performance Indicator

- Number of Provincial and Territorial Snowboard Associations with Aligned Strategy; Governance; Programs and Events
- Number of Snowboarders progressing from Provincial and Territorial Teams (stage 5) to NextGen Teams (stage 6)
- Percentage of PTSA Satisfied with Canada Snowboard Leadership and Support

Key Performance Indicator

- Value of Sponsorship and other Unrestricted Revenue (\$million)
- Number of Major Event assets successfully activated
- Value of unrestricted surplus

Key Performance Indicator

- Overall Sport Culture Index Score (Staff&Coaches/Snowboarders)
- Level of Overall Staff Work Life Satisfaction
- Overall Board Self-Evaluation Score

5 OPERATIONAL PILLARS



High Performance Program

Fostering an environment of Performance Excellence across all Snowboard disciplines through Snowboarder engagement, world class Coaching, and Technical leadership, on and off the snow



Sport System Development

Building the foundational

systems, events and programs to support the progression of Snowboarders, Coaches, officials and Judges along the Snowboarder's development pathway



Communications & Sponsorship

Creating powerful community and stakeholder value, built on our love for snowboarding, our vision and our successes



Governance & Finance

Creating and maintaining

comprehensive and consistent systems and policies supporting all aspects of operations focused on culture, sustainability, oversight and decision making



Major Events

Producing World Class events creating a homefield advantage for training and competition for Canadian Snowboarders across all our disciplines

Key Operational Initiatives

- Powering PodiumsSnowboarder Centric
- Progression Focussed
- Coaching ExcellenceEngaged Sport
- Science

Key Operational Initiatives

- Building Partnerships
- Ensuring Safe Sport & DEI
- Development Pathway

Competition Pathway

Leading the

Leading the

 Leading the Technical Programs Pathway

Key Operational Initiatives

- Sharing Our StoryDeveloping Assets
- Engaging Stakeholders
- Acquiring & Activating
- Acquiring & Activating Sponsorships

Key Operational Initiatives

- Governance and Oversight
- Maintaining Financial Systems and Controls
- Safeguarding
- Sustainability
- Culture

Driving Value based

 Building Strategic Alignment

Key Operational Initiatives

- Financially and Operationally Sustainable
- Snowboarder CentricMulti-disciplined
- Creating Valuable

Approach

assets

