



**SPEED
SKATING
MANITOBA**

STRATEGIC PLAN

2023 - 2028

ABOUT US



VISION

To become the gold standard in Manitoba amateur sport administration and unify Manitobans through the power of sport.

MISSION

To deliver services with professionalism, thereby maximizing the growth of our members, the quality of their experiences and providing them with the opportunities to attain their goals.

VALUES

Sportsmanship, Respect, Excellence, Equal Partnership, Support & Collaboration, Respect for Tradition

STRATEGY AND GOALS



SCHOOL PROGRAMS

GOAL

Integrate I Can Skate Fast program into elementary schools, fostering early exposure and interest in the sport.

STRATEGIES

- Develop relationships with schools across the province.
- Collaborate with schools to include opportunities at local clubs and the Speed Skating Manitoba Oval.
- Organize regular school outreach events and workshops to engage students, teachers and parents.

SCHOOL DIVISION RACES

GOAL

Establish a vibrant inter-school division racing calendar to promote healthy competition and skill development.

STRATEGIES

- Collaborate with school boards to create a division-wide racing event.
- Provide comprehensive event management support for schools and divisions.
- Recognize top performers and participating schools with awards and incentives.

POLICY REVISION

GOAL

Revise policies that ensure safety, fairness, and inclusivity across all aspects of speed skating in Manitoba.

STRATEGIES

- Conduct regular reviews of existing policies and update them in line with best practices.
- Implement clear guidelines for athlete protection, diversity and inclusion, and ethical conduct.

STRATEGY AND GOALS



GRASSROOTS DEVELOPMENT, INCLUSION AND OPPORTUNITIES FOR VULNERABLE SECTORS

GOAL

Ensure that speed skating is accessible to individuals from vulnerable sectors, promoting diversity and equity, and continuous engagement in speed skating for all.

STRATEGIES

- Develop adaptive speed skating programs for individuals with disabilities.
- Establish financial assistance to support participation from marginalized backgrounds.
- Partner with local organizations to promote the sport among underrepresented communities.
- Launch "Learn to Skate" programs in underserved communities, tailored to various age groups and abilities.

FACILITY DEVELOPMENT

GOAL

Improve existing facilities and aim to find a home for a dedicated Short Track training center to accommodate the growing demand for quality training environments.

STRATEGIES

- Collaborate with government bodies, private donors, and community partners to secure funding.
- Conduct feasibility studies to identify ideal locations for new facilities or renovations.
- Formalize operational plan and succession planning of volunteers for the Speed Skating Manitoba Oval.
- Improve relationship and contract with City of Winnipeg re: Cindy Klassen Rec Complex club room usage.

STRATEGY AND GOALS



HIGH PERFORMANCE

GOAL

Attain National Excellence in Speed Skating Performance for Manitoba Athletes

STRATEGIES

- Develop a High Performance Coaching succession plan and coach development strategies.
- Establish a team of specialized support staff, including sports psychologists, nutritionists, and physiotherapists, to enhance athletes' overall performance and well-being.
- Develop a High Performance YTP master template that can be utilized and improved throughout the years.

PROMOTION & MARKETING

GOAL

Raise awareness about speed skating, its benefits, and the inclusive opportunities it offers.

STRATEGIES

- Develop a multi-platform marketing campaign showcasing success stories, diversity, and community engagement.
- Collaborate with local media for increased coverage of speed skating events.
- Engage social media influencers to amplify the sport's reach.

COMMITTEES

GOAL

Improve operational structure of Speed Skating Manitoba by enhancing it's committees.

STRATEGIES

- Develop a terms of reference for each Speed Skating Manitoba committee.
- Establish an Officials and Coaches Development Committee.
- Enhance committee functions and deliverables.

STRATEGY AND GOALS



IMPLEMENTATION & MONITORING

- Assign staff and/or board members responsible for each goal and strategy.
- Conduct regular progress assessments and adjust strategies based on results and feedback.
- Establish transparent communication channels to keep stakeholders informed and engaged.
- Periodically review and update the strategic plan to address evolving needs and trends.

By adhering to this comprehensive strategic plan, Speed Skating Manitoba will be well-equipped to nurture the growth of the sport, provide inclusive opportunities for all, and contribute positively to the community's physical and social well-being.



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