



# Alpine Saskatchewan

Strategic Plan - 2022-2024



# Overall Objective of this document

*To ensure a strong future for the growth and development of alpine ski programming at all levels in Saskatchewan we need to establish the priorities and actions associated with those priorities.*

- ▶ *This document is a starting point for us to explore any “burning platforms” for alpine ski programming as a means to contextualize the priority setting - including the 2022-2024 Long Range Plan for SaskAlpine*
- ▶ *The document will follow to some extent a number of the goals and objectives as identified by Sask Sport in their “Sport Development Strategic Map - 2017-2021” including:*
  - ▶ *Enhanced Participation*
  - ▶ *Enhanced Excellence*
  - ▶ *Enhanced Capacity*
  - ▶ *Enhanced Interaction*
  - ▶ *Sport for Development*
- ▶ *Key areas for our current needs include sport promotion, scouting for athletes, coach & official development, parent mentoring and “branding”*



# Alpine Saskatchewan Vision/Mission/Values/Emphasis

## ▶ Alpine Saskatchewan Vision

- ▶ To have an active Alpine Ski Community in Saskatchewan

## ▶ Alpine Saskatchewan Mission

- ▶ *To promote, provision, and govern non-competitive and competitive alpine skiing within the province of Saskatchewan.*

## ▶ Alpine Saskatchewan Values

- ▶ Fun is a natural aspect of the sport and it is a sport for life.
- ▶ Family oriented sport allowing for all members to grow in the following categories: life long skills, independence, sport specific skills, team atmosphere, officiating, volunteering and giving back to the sport.
- ▶ Alpine Saskatchewan will listen to the needs of the clubs and aid in direction
- ▶ The programs are all inclusive and encourage fair play
- ▶ The safety of our athletes is always important and taken very seriously.

## ▶ Areas of Emphasis

- ▶ Support and encourage skiing events on and off snow for members and alumni of Sask Alpine
- ▶ Continue and enhance the support of the Nancy Greene and grass roots programs to feed our race programs and membership.
- ▶ Educate members about skiing for life and the positive impact alpine skiing and racing can provide to members.
- ▶ Encourage participation of new athletes, officials and coaches in Saskatchewan



# Goal: Enhanced Participation

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## Goal: *Enhanced Participation*

**Objective/Description:** *Enhance Participation across all key areas – Snow Stars/Race/High Performance and integration of Adaptive*

Key Actions	Timing	Accountability
<b>1. Snow Stars/Nancy Greene</b>		
<ul style="list-style-type: none"> <li>▪ <b>Promotion</b> – promote and advertise our overall programming with targeted groups/mediums – creating a “social” community focused on like minded families and targeting schools/school Boards. A number of specific items include:               <ul style="list-style-type: none"> <li>✓ Develop school brochure</li> <li>✓ Participate in local “sports” shows/ski sales</li> <li>✓ Augment local school ski days with recreational ski “race” showcase</li> <li>✓ Promote “bring a friend” type programs with all clubs on a yearly basis</li> </ul> </li> </ul>	Ongoing development	Program Director/Membership Coordinator/ Communications Director/ and all existing members
<ul style="list-style-type: none"> <li>▪ <b>Education</b> - Provide education to potential parents/athletes through our existing members, club leadership and coaches across the province.               <ul style="list-style-type: none"> <li>- Establish written guides to assist in education specifically for potential parents and their potential athletes including an overview of cost estimates, time commitments, equipment needs, levels of the sport, and the benefits of the sport – specifically “ski for life”</li> <li>- Take the opportunity at all Festivals/Sask Cup Races to educate existing members of tools available and ask for their support in “recruiting” – specifically hosting <b>Q/A Tent at each event</b> &amp; parent meetings on specific topics (eg. Equipment/Officials/Coaching)</li> </ul> </li> </ul>	Ongoing development	Program Director/ Board Members and all existing members
<ul style="list-style-type: none"> <li>▪ <b>Festival Increases</b> - Increase the number of SS/NG <b>Festivals</b> to three in the 2023 season and consider more in future years or more regional festivals and specifically support the following over the next three years:               <ul style="list-style-type: none"> <li>✓ Establish a smaller event at Prince Albert to support the SS program at Little Red</li> <li>✓ Promote a “1” run option for general public youth (6-10 yrs) at each Festival</li> <li>✓ Advance the creation of a Saskatoon SS program at Optimist Hill (implement 2022/2023 year)</li> </ul> </li> </ul>	Ongoing development	Program Director and all Board Executive
<ul style="list-style-type: none"> <li>▪ <b>Festival Increases</b> - Increase the number of SS/NG <b>Festivals</b> to three in the 2023 season and consider more in future years or more regional festivals and specifically support the following over the next three years:               <ul style="list-style-type: none"> <li>✓ Establish a smaller event at Prince Albert to support the SS program at Little Red</li> <li>✓ Promote a “1” run option for general public youth (6-10 yrs) at each Festival</li> <li>✓ Advance the creation of a Saskatoon SS program at Optimist Hill (implement 2022/2023 year)</li> </ul> </li> </ul>	Continue development in ongoing years	Program Director and SS Director – with specific support from Saskatoon/PA based club memberships
<ul style="list-style-type: none"> <li>▪ <b>Scouting</b> - Target/identify potential athletes/parents/families in our various communities to formally “<b>scout</b>” for new athletes. Utilize all existing club members and provide support through out Program Director, Board representatives and our promotion/education materials as developed. This scouting should also include Adaptive athlete targeting/identification</li> </ul>	Ongoing	Program Director/Membership Coordinator/ and all Board Executive



# Goal: Enhanced Participation

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## Goal: *Enhanced Participation*

**Objective/Description:** *Enhance Participation across all key areas – Snow Stars/Race/High Performance and integration of Adaptive*

Key Actions	Timing	Accountability
<p><b>2. Race</b></p> <ul style="list-style-type: none"> <li>▪ <b>Promotion</b> - Promote and advertise our race programming with targeted groups – specifically our U8 and U10 athlete base</li> <li>▪ <b>Education</b> - Provide education to potential parents/athletes through our existing members, club leadership and coaches across the province. <ul style="list-style-type: none"> <li>- Establish written guides to assist in education specifically for potential parents and their athletes including an overview of cost estimates, time commitments, equipment needs, levels of the sport, the opportunities associated with the sport (Sask/West/National/International), and the benefits of the sport (notion of “ski for life”) including mentorship/coaching/officials support for long term</li> <li>- Take the opportunity at all Sask Cup Races to educate existing members specifically hosting <b>Q/A Tent at each event</b> &amp; parent meetings on specific topics (eg. Equipment/Officials/Coaching)</li> </ul> </li> <li>▪ <b>Race Programming</b> - Continue to develop our Sask Cup/Race programming to include younger categories (eg. u10 at Sask Cup Finals) and ensure we are promoting / utilizing all disciplines within Alpine – SL/GS/SG/DH/SX/PS. For SX advance the potential of a Western SX race in the 2023/24 year and examine advancing additional development in future years – including \$\$ investment in a second course at MR or Wapiti</li> <li>▪ <b>Scouting</b> - Target/identify potential athletes/parents/families in our various clubs to formally “scout” for new Race athletes. Utilize all existing club members and provide support through out Program Director, Board representatives and our promotion/education materials as developed. Even consideration of specialized “camp” for scouted Race athletes at local club or Sask level. This scouting should also include Adaptive athlete targeting/identification</li> </ul>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Continue development in ongoing years</p> <p>Ongoing</p>	<p>Program Director/Membership Coordinator/ Communications Director</p> <p>Program Director/Membership Coordinator/ Communication Director and all Board Members</p> <p>Program Director and all Board Executive</p> <p>Program Director/Officials Director and all Board Executive</p> <p>Program Director and all Board Executive</p>



# Goal: Enhanced Participation

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**Goal: Enhanced Participation**

**Objective/Description: Enhance Participation across all key areas – Snow Stars/Race/High Performance and integration of Adaptive**

Key Actions	Timing	Accountability
<p><b>3. High Performance</b></p> <ul style="list-style-type: none"> <li>▪ <b>Promotion</b> - Promote and advertise our High Performance programming with targeted groups – specifically our U12 and U14, U16 and U19 athlete base</li> <li>▪ <b>Education</b> - Provide education to potential parents/athletes through our existing members, club leadership and coaches across the province. <ul style="list-style-type: none"> <li>- Establish written guides to assist in education specifically for potential parents and their athletes including an overview of cost estimates, time commitments, equipment needs, levels of the sport, the opportunities associated with the sport (Sask/West/National/International) and the benefits of the sport (notion of “ski for life”) including mentorship/coaching/officials support for long term</li> <li>- Take the opportunity at all Festivals/Sask Cup Races to educate existing members specifically hosting <b>Q/A Tent at each event</b> &amp; parent meetings on specific topics (eg. Equipment/Officials/Coaching)</li> </ul> </li> <li>▪ <b>Programming</b> - Continue to develop our Sask Cup/Race programming to ensure we are promoting / utilizing all disciplines within Alpine – SL/GS/SG/DH/SX/PS etc.</li> <li>▪ <b>Scouting</b> - Target/identify potential athletes/parents/families in our various clubs to formally “scout” for new High Performance athletes. Utilize all existing club members and provide support through out Program Director, Board representatives and our promotion/education materials as developed. Provide and promote specific opportunities and overall programming for our High Performance athletes both within and outside the province. This scouting should also include Adaptive athlete targeting/identification</li> </ul>	<p>Ongoing</p> <p>2023/24 season focus and ongoing thereafter</p> <p>2023/24 season focus and ongoing thereafter</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Program Director/Membership Coordinator/ Communications Director</p> <p>Program Director/ Communication Director and all Board Members</p> <p>Program Director and all Board Executive</p> <p>Program Director and all Board Executive</p> <p>Program Director and all Board Executive</p>



# Goal: Enhanced Excellence

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Goal: <i>Enhance Excellence</i>		
Objective/Description: <i>Enhance Excellence across all key areas – Snow Stars/Race/High Performance and integration of Adaptive</i>		
Key Actions	Timing	Accountability
<p><b>1. Snow Stars/Nancy Greene</b></p> <ul style="list-style-type: none"> <li>▪ <b>Coaching Development</b> – ensure there is effective Professional Development opportunities for all coaches in our SS/NG programs at each club level and make mandatory coach certification within each club. This should include opportunities for Adaptive ski coaching development.</li> <li>▪ <b>Program Support</b> – provide support to all SS/NG programming through effective collaboration/guidance from our Program Director. Hire a Membership Coordinator to support the program. Noted needs include variety in programming to include Kinder Kombi/Duals/Adaptive. See also <b>Festival Increases under Enhanced Participation.</b></li> <li>▪ <b>Enhance the SS/NG focus</b> by encouraging/supporting mentorship type relationships for athletes and coaches from Race and HP – eg. ensure individual clubs use 1 day in each calendar year to encourage the mentorship support – utilizing regional festivals where possible and/or evaluations of SS/NG athletes</li> <li>▪ <b>Create mentorship opportunities for SS/NG athletes</b> – create provincial wide “festival” day with a “standard” short course – lead by the senior racers and then timed for both one run and total number of runs for SS athletes. Aggregation of times/scores for provincial wide awards – communicated in live fashion on web/social media sites.</li> </ul>	<p>Ongoing for future years</p> <p>Ongoing</p> <p>2023/24 season specific development and ongoing thereafter</p> <p>Ongoing</p>	<p>Program Director and SS Director</p> <p>Program Director/Membership Coordinator and SS Director</p> <p>Program Director and SS Director and all Coaches</p> <p>Program Director and SS Director and all Coaches</p> <p>Program Director/President</p>
<ul style="list-style-type: none"> <li>▪ <b>Encourage early season Parent meetings at all clubs</b></li> </ul>	<p>Ongoing</p>	<p>Program Director/President</p>



# Goal: Enhanced Excellence

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**Goal: Enhance Excellence**

**Objective/Description: Enhance Excellence across all key areas – Snow Stars/Race/High Performance and integration of Adaptive**

## Key Actions

### 2. Race

- **Coaching Development** – ensure there is effective Professional Development opportunities for all coaches in our Race programs at each club level and make mandatory coach certification within each club. Establish an annual Coaching Conference for all Sask Coaches at the beginning of each year – align to annual meetings/fall meetings where possible. This should include opportunities for Adaptive ski coaching development.
- **Program Support** – provide support to all Race programming through effective collaboration/guidance from our Program Director. Noted needs include variety in programming to include SL/GS/SX/SG/DH/PS and/or Freestyle/Freeride. This should also include the establishment of goals for individual athletes, club level achievements and provincial level achievements (e.g. individual wanting to achieve HP status, club wanting to send athletes to Whistler Cup or Alpine Sask wanting to have a FIS racer)
- See also - **Create mentorship opportunities for SS/NG athletes** under Enhanced Excellence SS/NG (previous page)
- See also - **Q/A Tent at each event** notion under Enhanced Participation
- **Encourage early season Parent meetings at all clubs**

## Timing

Ongoing

Ongoing

Ongoing

## Accountability

Program Director and U14/U16 Directors

Program Director / Membership Coordinator and U14/U16 Directors

Program Director and U14/U16 Directors and all Coaches

Program Director and all Board Executive (and remember to create ASK ME ABOUT SASK SKI RACING stickers for Executive!)

Program Director/President





# Goal: Enhanced Excellence

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**Goal:** *Enhance Excellence*

**Objective/Description:** *Enhance Excellence across all key areas – Snow Stars/Race/High Performance and integration of Adaptive*

Key Actions	Timing	Accountability
<p><b>3. High Performance</b></p> <ul style="list-style-type: none"><li>▪ <b>Coaching Development</b> – ensure there is effective Professional Development opportunities for all coaches in our High Performance programs at the provincial level and utilized effective coach collaboration/mentoring to support our athletes that participated in HP programming. Establish an annual Coaching Conference for all Sask Coaches at the beginning of each year – align to annual meetings/fall meetings and additionally All Sask Camp where possible – to build a collaborative model for our HP programming and all programming. This should include opportunities for Adaptive ski coaching development.</li><li>▪ <b>Program Support</b> – provide support to all HP programming through effective collaboration/guidance from our Program Director. Implement a HP program for U19 athletes (including a intro to FIS). Noted needs include variety in programming to include SL/GS/SX/SG/DH/PS and/or Freestyle/Freeride. This should also include the establishment of goals for individual athletes, club level achievements and provincial level achievements (e.g. individual wanting to achieve HP status, club wanting to send athletes to Nationals or Alpine Sask wanting to have a FIS racer) – ultimately having more athletes and officials representing Sask at the National level or representing Canada at the International level</li><li>▪ <b>Canada Winter Games 2023 Preparation</b> – create a program for examination/assessment of the athlete base year over year to ensure attraction/establishment of HP potential for CWG athlete base</li></ul>	<p>Ongoing for future years</p> <p>Ongoing and for future years</p> <p>Focus for 2022/2023</p>	<p>Program Director and HP Director</p> <p>Program Director / Membership Coordinator and HP Director</p> <p>Program Director, HP Director, U14/U16 Directors and President</p>



# Goal: Enhanced Capacity .../1

**Goal:** *Enhance Excellence*

**Objective/Description:** *Enhance Capacity across all key areas – Snow Stars/Race/High Performance and integration of Adaptive*

Key Actions	Timing	Accountability
<ul style="list-style-type: none"><li>▪ <b>Volunteer Development</b> – ensure there is effective Officials training opportunities for all parents/volunteers in our SS/NG programs at each club level and provide an understanding as to pathways for advancement (including the need for advancement in consideration of the future of the sport in the province). Specifically support each club with the provision of Level 1 Officials training and follow-up where necessary.</li><li>▪ <b>Mentorship support</b> – provide all parents/volunteers mentorship support (from Race to NG) by all parents/volunteers who are advanced in their Officials training – in an effort to engage the next layer of Officials needed as athletes graduate from the program. Focused positions are TD/Chief of Administration (Race Secretary) and Chief of Timing which all require “shadow” roles – which must be enforced by ROCs</li><li>▪ <b>Officials “list” management</b> – administer an ongoing management and understanding of the number of officials by level and by position at Level 2 and 3 to ensure we have the capacity to officiate races in the future.</li></ul>	<p>Ongoing</p> <p>Ongoing for future years</p> <p>Completed in 2022, ongoing for future years</p>	<p>Program Director/Membership Coordinator and Officials Director</p> <p>Program Director and Officials Director</p> <p>Program Director and Officials Director</p>



# Goal: Enhanced Interaction

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**Goal:** *Enhance Excellence*

**Objective/Description:** *Enhance Interaction across all key areas – Snow Stars/Race/High Performance and integration of Adaptive*

Key Actions	Timing	Accountability
<ul style="list-style-type: none"><li>▪ <b>Benefits Awareness of Alpine Ski Racing</b> – as part of our “education” development included in Enhanced Participation ensure we are establishing connections between our sport and “life development” opportunities/benefits for athletes</li></ul>	Ongoing	Program Director and all Executive members
<ul style="list-style-type: none"><li>▪ <b>Brand Development</b> – renew and ongoing support/investment in Alpine Saskatchewan logo materials (clothing, stickers, posters) for continued awareness development of Alpine ski disciplines/sport</li></ul>	Ongoing for future years	Program Director and Competition/Race Director
<ul style="list-style-type: none"><li>▪ <b>Establish opportunities for First Nations/New Immigrants</b> – work directly with District Sport Development groups and Indigenous Sport Program to create linkages to our sport/our clubs/and Alpine Saskatchewan. Specific activities include:<ul style="list-style-type: none"><li>✓ Year 1 – Engagement by Alpine Saskatchewan with local clubs/resorts for idea generation</li><li>✓ Year 2 – Create a specific event to expose/showcase benefits of sport opportunities as defined by dialogue in Year 1</li><li>✓ Year 3 – Create opportunities for athlete/family membership with clubs</li></ul></li></ul>	2022 2023 2023	Program Director and President



# Goal: Sport for Development

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**Goal: Enhance Excellence**

**Objective/Description: Advance our Sport for Development across all key areas – Snow Stars/Race/High Performance and integration of Adaptive**

Key Actions	Timing	Accountability
<ul style="list-style-type: none"><li>▪ <b>Create year round needs of Alpine Ski Racing</b> – as part of our “education” development included in Enhanced Participation ensure we are establishing foundations of year round activity (eg Dryland Training in off-season) and promotion of participation by athletes in other sports.</li><li>▪ <b>Create/maintain “fun factors” of Alpine Skiing</b>– Ensure we create opportunities for family ski trips throughout our yearly calendars as well as opportunities for complementary ski training – freestyle, freeski, park</li><li>▪ <b>Ski Area Operators “development”</b> – work more closely with ski area operators in an effort to promote the sport and its relationship to advancement of skiing in general – and the development of the facilities to support the growth / changes in our disciplines.</li><li>▪ <b>Sponsorship Development</b> – establish explicit targets at a provincial and local level and provide coordination support to the local clubs for solicitation efforts – ensuring we are not crossing paths when soliciting at provincial level. Targets should have linkages to winter/outdoors/lifelong sport development or linkages to families/environment</li></ul>	Completed and Ongoing for future years	Program Director  ALL  Program Director and President  Program Director and President



# Specific to 2022/2023 Year

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**Goal:** *Alignment to ACA Strategic Plan*

**Objective/Description:** *Alignment to Four Pillars of ACA Strategic Plan including ATHLETE DEVELOPMENT, DOMESTIC CAPACITY, BUILDING BRAND, ELEVATION OF RACE COMPETITIONS*

Key Actions	Timing	Accountability
<ul style="list-style-type: none"><li>▪ <b>Athlete Development</b> – Provide support to ACA in identification of Next Gen Rising Stars starting at U12 at the provincial level and continue at the U14 level in conjunction with our High Performance programming.</li><li>▪ <b>Domestic Capacity</b> – Ensure we have all coaches working closely within the LTAD framework and are advancing Coaching development. Also ensure that our provincial program and our club programs are at the forefront of leveraging support from ACA regarding Safe Sport Framework integration.</li><li>▪ <b>Building Brand</b> – Levering the media, advertising, and marketing tools from ACA to support broadening the target audience for ski racing and participation across the province.</li><li>▪ <b>Elevation of Race Competitions</b> – Ensure that Alpine Saskatchewan calendar planning is inclusive of National and Regional race events to ensure the best possible options for our athletes. Additionally, ensure all our Alpine Saskatchewan events are sanctioned for the opportunity to attract regional athletes – specific to SL and SX.</li></ul>	2022/23 and Ongoing	<p>Program Director and HP Board Representative</p> <p>Program Director and identified Board Members</p> <p>Program Director, Membership Coordinator, President and Communications Director</p> <p>Program Director and HP Board Representative as well as all ROCs</p>