



STRATEGIC PLAN – 2024-2028

This strategic plan, effective until June 30, 2028, will assist Freestyle Saskatchewan in fulfilling its mission and achieving a collective vision that will result in a better and stronger organization to meet the needs of the members who love our sport.

The plan promotes a pro-active, results-oriented approach. It helps to balance short-term pressures with long-term thinking and permits flexibility to adapt to change.

This strategic plan enhances our organizational capacity to generate new ideas and options, encourages a team approach to strategic decisions and provides a systematic approach to decision-making, accountability and evaluation of progress. The plan is also a key tool for the organization to use to monitor the results we are working for and to measure our progress as we implement the plan.

Our Vision

Empowering youth through the joy and skill of Freestyle Skiing.

Our Mission

Freestyle Saskatchewan provides athlete-focused, accessible freestyle training, competition and support for Saskatchewan youth and families.

Our Values or Guiding Principles

Passion: We use our drive and commitment to energize, engage and inspire.

Integrity: We are honest, trustworthy, and ethical in all we do, and we do what we say we are going to do.

Athlete Centred: We strive to provide the best possible experience for all our athletes and will work to create the best possible opportunities for everyone to achieve success.

Respect: We respect everyone's ideas, contributions, and hard work to facilitate an environment that all athletes, families, and volunteers can be proud of.

Collaboration: We seek connections, start conversations, build relationships, and collaborate with our members and other partners.

Accountability: We honour our commitments, accept responsibility for our actions and ensure sustainability of the organization.

Strategic Priorities

The following four mutually supportive strategic priorities are the heart of the strategic plan for Freestyle Saskatchewan. These priorities will guide the organization towards achieving its mission and realizing its vision.

Strategic Priority: *Position Saskatchewan Freestyle as a leading PSO through effective governance.*

Strategic Actions:

- Approve and implement strategic plan by December 2024
- Implement PSO committee structure, with terms of reference for finance, governance, program, and marketing committees by December 2025
- Review and adopt revised PSO bylaws by January 2025
- Standardize board meeting procedures by March 2025
- Hire full-time executive assistant by July 1, 2025
- Develop job descriptions for board and support members by September 2025
- Develop protocols for third party contracts by December 2025
- Develop protocols to recruit and train board members and implement by the end of 2025
- Review and implement the annual budgeting process by August 2025

Strategic Priority: *Raise Freestyle Saskatchewan's brand profile and improve communications with all target audiences.*

- Update and maintain website by March 2025
- Develop and implement a marketing/communications plan for target audiences, including members, potential members, Indigenous groups, schools, business partners and Provincial funding agencies by June 2028
- Implement a sustainable online strategy for website, community apps and appropriate social media by August 2025

Strategic Priority: *Provide clearly defined pathways and support for all athletes from grassroots to high performance*

- Establish a club-level competition circuit by 2024/25 season
- Host provincial-level competition by March 2028
- Expand Next Gen program to bridge gap between club and provincial-level competition by June 2028
- Explore viability of a provincial team program by June 2028
- Develop six “C” level judges, and 20 “D” level judges by June 2028
- Establish coach development program to ensure ratio of one appropriately certified coach for every 10 athletes by June 2028
- Optimize the development of freestyle training and competition facilities at all participating ski areas (ongoing)
- Develop and implement a plan for the recruitment and development of indigenous athletes, adaptive athletes, and new Canadians by June 2028
- Continue implementation of the safe sport policy manual (ongoing)
- Create RPA system by April 2025

Strategic Priority: *Grow organizational capacity of Freestyle Saskatchewan*

- Increase membership to 400 by June 2028
- Establish two new clubs in the province by 2026/27 season
- Increase provincial funding 100 per cent by June 30, 2025
- Develop and implement strategy to diversify revenue streams through partnerships and sponsorships by 2025/26 season