



BALLON SUR GLACE
BROOMBALL
CANADA

Strategic Plan

2022
2024



CANADIAN BROOMBALL
FEDERATION

Canada

TRUE
SPORT
LIVES HERE



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Message from the Director

There was a time where there were 70,000 players in Quebec alone. Though I am proud of our recovering numbers after the Covid pandemic, we are far from the height of our sport of the 60's and 70's.

Through a focused effort in the following categories, we can start to rebuild our sport, and help develop new athletes, leagues and organizations:

- Enhanced Club and Grassroots Development
- Effective Leadership
- Enhanced Performance
- Proactive Communication

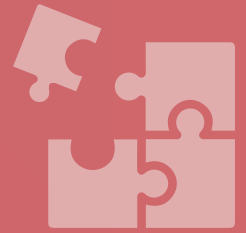
Our Strategic Plan will guide our organization over the next several years as we continue to grow and positively impact the lives and communities of people in Canada. Our goals and objectives promote physical and mental well-being, and emphasize positive and safe sport experiences, personal development, partnership, sport growth, and effective leadership. Our collective success over the next three years requires continued collaboration with our partners, the provincial and local sport organizations.

We look forward to another exciting three years of working together as we strive to realize our goals and objectives through ongoing measurement, and continuous learning and improvement. We hope you will join us in this journey!

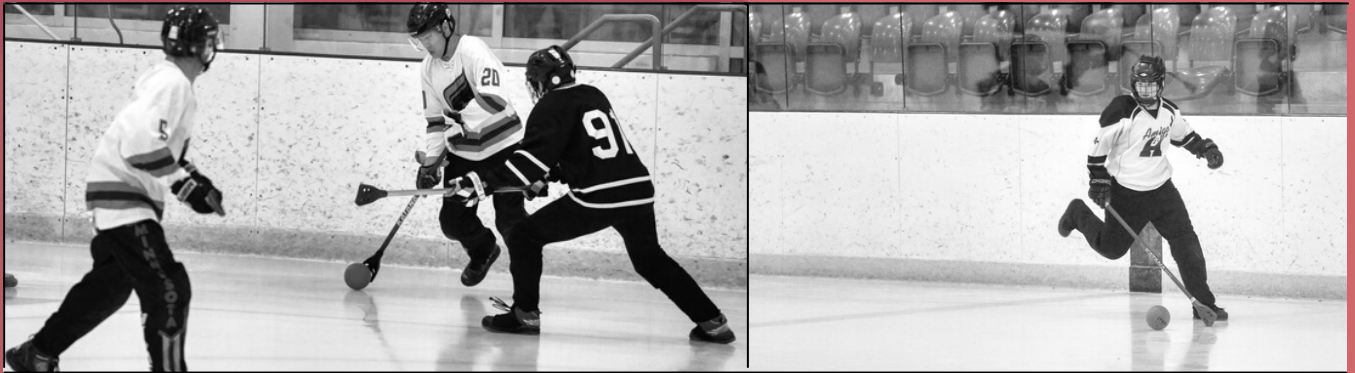
- Barbara Włodarczyk



Our 2022 Goals



Our 2022 goals stem around the recovery of Sport after the pandemic, in encouraging players at all levels and of all ages to Return to Play. What's great about Broomball is that it really is a family sport: multiple generations will often play on the same team because it truly is a sport for all ages and levels.



VISION

We play Broomball: the Canadian sport for all families, communities and champions.

MISSION

To encourage Canadians to enjoy the sport of Broomball and achieve success at all levels of competition



VALUES

Integrity, Inclusion, Collaboration, Accountability, Respect and Excellence.



TRUE SPORT PRINCIPLES



Broomball Canada lives the True Sport Principles from playground to podium. We believe attitude and actions matter, in all aspects of sport and day to day life.

THE TRUE SPORT PRINCIPLES IN ACTION

What does True Sport in action look like?
Behavioural indicators of someone who lives True Sport include...



KEEP IT FUN

...expressing enjoyment through laughter, smiling, and creativity, and demonstrating hustle through effort and eagerness.



GO FOR IT

...having a growth mindset, demonstrating perseverance when faced with challenges, and having a willingness to experiment with creative solutions or approaches.



STAY HEALTHY

...focusing on physical, psychological, and social well-being.



PLAY FAIR

...understanding and respecting the rules of the game, contributing to an equitable environment, and having a willingness to hold themselves and others accountable.



INCLUDE EVERYONE

...inviting, welcoming and sharing sport with all people, particularly those from equity-deserving groups.

RESPECT OTHERS

...using polite and respectful language and actions and being welcoming and inclusive towards all.



GIVE BACK

...initiating and supporting positive community contributions.



truesport.ca



Jordan Herbison, Ph.D. Post-Doctoral Research Fellow, Queen's University: True Sport Principles in Action: The 'look, feel, and sound' of True Sport, 2020. Behavioural indicators of True Sport were identified in a series of focus groups.





Our 2022-2024 Strategy

Our Strategic Plan for the next several years focuses on 4 key aspects in the development of our sport:

- Enhanced Club and Grassroots Development
- Effective Leadership
- Enhanced Performance
- Proactive Communication

Each aspect has the following specific objectives and measurable KPI's:

GOAL	OBJECTIVE	KEY PERFORMANCE INDICATORS
Enhanced Club and Grassroots Development	<ul style="list-style-type: none"> ➤ Support our members increasing the number of participants of all ages and categories, with a focus on underrepresented populations ➤ Promote Summer Broomball - Dekball ➤ Encourage the provinces to apply for registered sport status in their province 	<ul style="list-style-type: none"> ➤ Membership increase across provinces and territories, as well as recognized sport status ➤ Translate the new FQBG Broomball Initiation Guide (includes tactical strategies and a guide for the integration of athletes with disabilities) ➤ Continue social media campaigns targeting female and indigenous athletes ➤ Help establish the first dekkball surface outside of Quebec in the next 3 years
Effective Leadership	<ul style="list-style-type: none"> ➤ Develop a succession plan for all key staff, coaching and volunteer positions ➤ Strengthen our governance structure across the organization ➤ Financial Health and Sustainability 	<ul style="list-style-type: none"> ➤ Training new coaches and officials, and continuing their development for consistency with Workshops ➤ Create Board Orientation Manual ➤ Create reserve by diversifying revenue base ➤ Educating all members in True Sport and Safe Sport values to create a safe sporting environment for all
Enhanced Performance	<ul style="list-style-type: none"> ➤ Consistently reach success at Worlds and Super Series Events ➤ Develop a world renowned High Performance Program that links junior and senior competition 	<ul style="list-style-type: none"> ➤ Measure improvements through physical testing, training camps and podium results ➤ Encourage the provinces to apply for sport study programs, like in Témiscouata which has created a lasting program and developed athletes from youth, that have then continued in senior broomball
Proactive Communication	<ul style="list-style-type: none"> ➤ Increase awareness of Broomball Canada ➤ Develop an effective communication strategy to ensure greater communication across our community ➤ Create broadcast strategy that delivers the broomball experience to fans at home 	<ul style="list-style-type: none"> ➤ Use social media insights to determine what is effective marketing, and continue in that path ➤ Use the built-in email platform in RAMP to communicate with athletes and coaches regarding new programs, events or campaigns ➤ In the first year, all nationals athletes to register with the new RAMP registration system. In the following years, all elite athletes, recreational, and progressively so forth to compile Broomball data

While a consistent Social Media Campaign is important in the retention of followers, we can see that our biggest spikes in Page Visits happens during our big events (Nationals, Super Series) that are livestreamed and well-promoted with videos and posters.

What does this indicate? Our members want to see and hear more Broomball! Livestreaming Provincial Events, creating highlight videos, promoting star players, teams and coaches could all go a long way in the development of our sport!

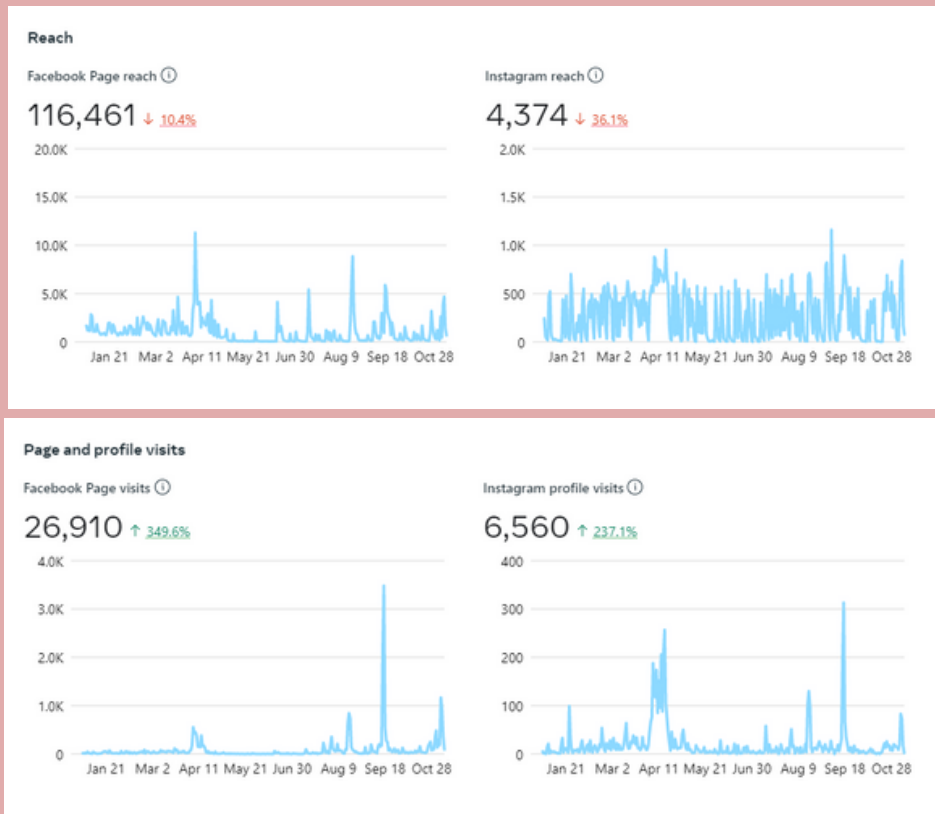
SOCIAL MEDIA INSIGHTS

Big events lead to big reach and page visits:



The Reach of Social Media

When Sask Broomball took out a Facebook ad campaign for our Lace to the Top program, the number of schools that registered went from 8 in 2021 to 22 in 2022!!

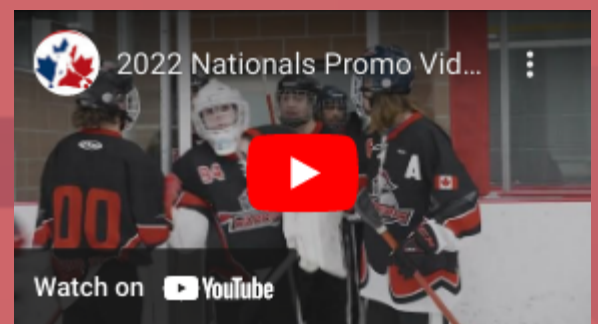
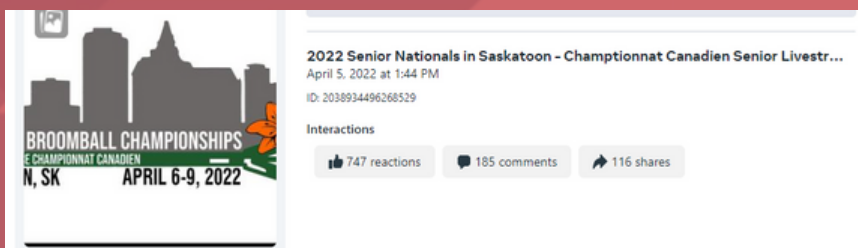


17,222

Our post promoting the Nationals Livestream had a reach of over 17,000

over 4200x

This video, promoting Youth Broomball has been seen over 4200 times.



Broomball Canada Board of Directors and Strategic Planning Working Group

George Brown, President

Chad Schneider, Vice-President, Marketing & Promotion

Danny De Courval, Vice-President, Technical

Greg Mastervick, Treasurer

Lesley Squibb, Secretary,

Cathy Derewianchuk, Executive Assistant,

Barbara Wlodarczyk, Executive Director

Véronique Cayer-Larocque, Sport Development Coordinator

Racim Kebbab, High-Performance Coordinator

Doug Galt, Referee-in-Chief

Chloé Perreault, Athlete Representative

Brady Lechner, Athlete Representative

We are proud to present this ambitious vision of Broomball Canada over the next 3 years, to pave the way for even more Canadian athletes enjoying the sport of Broomball and achieving their full potential at all levels.

We thank you for your continued support of Broomball Canada!



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