



# STRATEGIC PLAN 2019-2023

RINGETTE NEW BRUNSWICK



# MISION

To lead, facilitate and encourage ringette in New Brunswick

# VISION

To promote opportunities for growth, development and advancement throughout the province while reinforcing an athlete-centered culture emphasizing excellence, fairness and respect within the entire ringette community

# VALUES

**ATHLETE- CENTERED:** we recognize that we are in the business of sport and our primary focus is the ringette players in New Brunswick.

**EXCELLENCE:** the pursuit of excellence includes our athletes' achievements and the competent servicing of membership's expressed needs.

**FAIRNESS:** we will be fair in our dealings with each other whether we be athletes, coaches, officials, volunteers or staff. Fairness includes equity, accessibility and fair play.

**RESPECT:** we will treat others as we would like to be treated and ensure the desired behaviors are modeled and that appropriate behaviors are rewarded.



**Sport  
Development  
& Marketing**



**ORGANIZATIONAL  
EXCELLENCE**



**TRUE SPORT**



**Athlete  
Development**



**Technical  
Development**

**Strategic Directions**

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## STRATEGIC INITIATIVES

- ❖ Develop and implement a strategy to expand the Gym Ringette and the Come Try Ringette programs
- ❖ Develop and implement a strategy to support, sustain and expand Ringette Associations
- ❖ Develop and implement a strategy for marketing ringette as a sport of choice

# Sport Development & Marketing

GOAL: To support the development of ringette in New Brunswick Initiatives





## STRATEGIC INITIATIVES

- ❖ Develop and implement a strategy to adopt the principles and practices of Long Term Athlete Development (LTAD)
- ❖ Develop and implement guidelines for athlete development at all levels
- ❖ Develop and implement a strategy to support Associations in implementing Childrens Ringette Programming

# Athlete Development

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GOAL: To support the development of athletes at all levels Initiatives



## STRATEGIC INITIATIVES

- ❖ Develop and implement a strategy for developing and mentoring coaches
- ❖ Develop and implement a program for training, mentoring and evaluating officials
- ❖ Develop and implement a strategy to support the on-going professional development of coaches and officials

# Technical Development

GOAL: To build capacity and competence for coaches and officials Initiatives



## STRATEGIC INITIATIVES

- ❖ Develop and implement a strategy to ensure the long-term financial sustainability of Ringette NB
- ❖ Develop and implement a strategy to leverage technology to improve communication and increase the effectiveness of Ringette NB
- ❖ Develop and implement a recruitment and retention strategy for volunteers
- ❖ Develop and implement the processes and tools for reviewing, revising, implementing and encouraging compliance with Ringette NB policies

# Organizational Excellence

GOAL: To ensure the effective operation of Ringette New Brunswick Initiatives





## STRATEGIC INITIATIVES

- ❖ Develop and implement a strategy to ensure high level awareness and expectation of True Sport principles throughout all aspects of Ringette in NB
- ❖ Create and implement tools that educate Ringette stakeholders about the importance of True Sport principles
- ❖ Develop and implement a communications plan that enable the goals of the True Sport program and engage uptake across the Province

# True Sport

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GOAL: To Ensure a Culture of the Highest Respect within Ringette in New Brunswick



PARTNERS IN SPORT

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