



RINGETTE
BRITISH COLUMBIA

STRATEGIC PLAN 2019-2023

OUR VISION:

Ringette is a popular sport played and enjoyed by people of all ages and abilities.

OUR MISSION:

Ringette BC, along with our members and partners, support a lifelong positive sport experience through skills, character and leadership development.

OUR VALUES:

Community Focus, Integrity, Partnership and Respect.



**TO LEAD IN THE
ADVANCEMENT OF
RINGETTE IN THE
PROVINCE OF BC**

**ATHLETE
EXPERIENCE**

INCLUSION

**CONTINUOUS
IMPROVEMENT**

**SPORT
AWARENESS**





INTRODUCTION

Ringette BC's Strategic Plan for the next five years is built upon our Vision, Mission and Values. Ringette BC's approach to achieving its five year strategic plan will be to lead in the advancement of the sport of ringette in the Province of British Columbia through;

ATHLETE EXPERIENCE	INCLUSION	CONTINUOUS IMPROVEMENT	SPORT AWARENESS
Player pathways that are athlete-centric in their design	Foster a safe and inclusive sport environment	Proactive Policy Development Professional Development opportunities for Coach Development Effective Financial Management and allocation of resources Recruitment and retention of officials Clear and concise communication Increase Volunteer training opportunities	Increase reach and visibility of ringette Develop and improve marketing materials Identify partnership opportunities

Our strategic plan for 2019 to 2023 seeks to build capacity in all areas of sport from competition structure and athlete pathways to coaching, officiating and sport awareness. This plan is built on alignment between the Provincial Sport Organization and our member Club Associations.

Ringette BC wants to lead ringette forward and focus on key strategies to build the sport in the province and to achieve our Vision. The Strategic Plan is focused, specific and achievable and embraces Ringette BC's Values and Mission.

KEY PERFORMANCE INDICATORS

All Club Associations and Leagues have pledged to the Guiding Principles of Competition
 BC has 3,000 on-ice participants by 2023



ATHLETE EXPERIENCE

STRATEGY — PLAYER PATHWAYS THAT ARE ATHLETE-CENTRIC IN THEIR DESIGN

TACTICS:

- Create a Competition Framework that supports the new player pathways
- Develop a Provincial U12 Train to Train program
- Create a U14 Train to Compete program
- Integrate male players into the new competition structure



INCLUSION

STRATEGY — FOSTER A CULTURE OF A SAFE AND INCLUSIVE SPORT ENVIRONMENT

Ringette BC will strive to ensure that all members endorse safe sport practices and values. We will foster an environment that is inclusive and welcoming to all participants.

This strategy is two-fold; it will tackle both the culture that ringette participants train and compete in to make it inclusive, welcoming and enjoyable while also looking to offer all participants, coaches and officials a safe sport environment. Ringette BC will be a leader in fostering a safe sport environment for our athletes and participants. This will encourage families to enroll their children into our sport with the knowledge that players are participating in a safe environment and, that Ringette is an inclusive sport.

Ringette BC will create opportunities for male athletes within the sport to participate in an appropriate structure of competition based on their abilities and goals.

To support our athletes with a disability, Ringette BC will invest in training for coaches and volunteers and will form partnerships with organizations such as Special Olympics to offer opportunities and adaptive experiences, where possible, to participants.

TACTICS:

- Create an inclusion policy
- Have all Member Club-Associations and Leagues of Ringette BC pledge to the True Sport Principles and actively promote True Sport
- Create a Provincial Code of Conduct for all members, coaches, officials, athletes, spectators, etc.
- Standardize Coach and Volunteer Applications
- Create a Safe Sport Task force
- Train athletes, coaches, volunteers and officials on incident reporting
- Work with Special Olympics, Canucks Autism network and other inclusive sport organizations to offer opportunities for athletes with a disability



CONTINUOUS IMPROVEMENT

STRATEGY — PROACTIVE POLICY DEVELOPMENT

Ringette BC will pro-actively work to address gaps, inconsistencies and items of conflict within policy. We will support our local Club Associations by offering Core Sport policies that are specific to governance and administration.

TACTICS:

- Develop Core sport policies for all Leagues and Club Associations that must be adopted by 2021.
- Ensure that all policies are implemented efficiently and effectively

STRATEGY — PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR COACH DEVELOPMENT

Coaches are an integral part of sport. Investment into our Coaches and the development of Coaches with the Ringette community is to be based on a clear and purposeful development pathway. Ringette BC will continue to maintain our high standards for its coaching by actively recruiting, investing in and retaining individuals who have demonstrated dedication to the sport and dedication to their development as a Coach.

TACTICS:

- Identify purposeful development and allocate resources for Coaches with a focus on the player pathways of Community, Competitive and Pursuit of Excellence.
- Ringette BC leads in professional development for Coaches.



CONTINUOUS IMPROVEMENT

STRATEGY — RECRUITMENT AND RETENTION OF OFFICIALS

Referees are essential to the game of Ringette. Active recruitment, retention, promotion and support of Officials is key. Officials are to be appreciated and valued by the participants, the Club Associations, and by Ringette BC.

TACTICS:

- Create an Officials Development program by 2021.
- Identify professional development opportunities for Officials with the player pathway framework.

STRATEGY — CLEAR AND CONCISE COMMUNICATION

Communication with the membership needs to be clear, concise and effective to minimize miscommunication or misunderstanding.

TACTICS:

- Ensure the chain of communication is clearly understood
- Plan and implement a new Registration system for more effective communication and data collection.
- Develop and manage a user-friendly website.
- Effectively communicate in a consistent and standardized manner to the membership.



CONTINUOUS IMPROVEMENT

STRATEGY — VOLUNTEER TRAINING OPPORTUNITIES

Ringette BC will invest in the training and capacity building of our Volunteers. This includes ensuring that there is access to leadership opportunities that will build a strong and engaged Volunteer community.

TACTICS:

- Develop and implement a pre-season orientation for Club Association/League President.
- Develop annual training workshops for key volunteer positions such as registrar and treasurer

STRATEGY — EFFECTIVE FINANCIAL MANAGEMENT AND ALLOCATION OF RESOURCES

Ringette BC is committed to ensuring that the organization has a strong financial management plan for the future. Ringette BC will strategically invest its financial resources back into the sport with a targeted growth plan. Ringette BC will actively source revenue streams for programs and operations.

TACTICS:

- Allocate financial resources in a targeted and purposeful manner to support the strategic plan.



SPORT AWARENESS

STRATEGY — INCREASE THE REACH AND VISIBILITY OF RINGETTE

Ringette BC will pro-actively build the visibility of Ringette within communities while strategically targeting new communities for expansion. Ringette BC will identify and partner with multi-sport events to showcase ringette in new and developing communities throughout the Province.

TACTICS:

- Identify and partner with **provincially significant events** to showcase Ringette and increase awareness/visibility
- Hire summer staff to facilitate community outreach across the Province

STRATEGY — DEVELOP AND IMPROVE MARKETING MATERIALS

To assist in the continued growth and development of Ringette in established and new ringette communities, Ringette BC will distribute branding and marketing materials for outreach programs.

TACTICS:

- **Add value to grassroots events by creating** standard marketing and branding materials for Club Associations and League
- Educate Club Associations on best practices for advertising and branding

STRATEGY — IDENTIFY PARTNERSHIP OPPORTUNITIES

Ringette BC will develop sponsorship opportunities for our major events in addition to identifying partnerships with multi-sport organizations to create awareness and recognition of our sport.

To support our multi-sport athletes and to ensure that Ringette athletes are able to participate in multiple sports and become well-rounded athletes and individuals, Ringette BC will partner with sports that provide cross-training and possible recruitment opportunities.

TACTICS:

- Implement a Sponsorship Program **for** Provincial Championships and other major events.
- Identify **and foster** sponsorship and marketing partnerships.
- Forge partnerships with sports that will assist with cross-training and encourage multi-sport athletes
- Distribute a resource package and sponsorship materials to Club Associations and Leagues to assist with sponsorship initiatives.