



Made for Canada: Alpine Canada Strategic Plan 2021-2026



Passion and performance drive our ambitions


Purpose:  Power a nation to **peak performance**

Vision:  To be a **world-leading ski racing nation** inspired by the passion & performance of Canada's ski teams

Winning Aspiration:  **#1 in Para** (10-12 medals) } at WCH & OWG/PWG by 2026
#1 in Ski Cross (2-3 medals)
Top 5 in Alpine (2-3 medals) 

Mission:  Increase **podium performances**  + Inspire growth in **participation & fans**

Our Focus Areas & KPIs

 **1. Lead earlier Next Gen talent ID and HP programs that progress athletes to podium**

- **10-12 athletes** on podium pathway depth charts by 4/22
- **4-6 athletes** in top 10 and **1-2 athletes** in top 3 at WJC by 3/23
- **3-4 athletes** in top 3 at WJC by 3/25

 **2. Build Domestic Capacity in Coaching, Membership Service & Safe Sport**

- Participant growth **1.5-2% per year**
- Stakeholder satisfaction **>80%**
- Employee engagement **>80%**
- Safe sport training compliance **=100%**

 **3. Produce Race Events that Excite Canadians at World Cups, NorAMs, Nationals**

- Corporate partners invest **[\$xx]'**
- Race events **breakeven or better**
- **World Cups grow brand, fans & revenue**

 **4. Build Brand Strength with a Broader Audience to Drive Revenue Growth**

- Partner & donor pipeline **>\$25M & >\$6M**
- Assets to support **>+\$5M revenue**
- Fans & data acquisition **+15%**
- Brand health **> [xx%]'**

Our Big Bets for a better future

- 1 Develop National pool of Canadian coaches
- 2 Identify Next Gen talent earlier and provide world-class coaching to achieve WJC podiums
- 3 Implement hubs for spring/early winter on-snow domestic training at scale
- 4 Lead National HP programs that progress athletes from WJC to WC podium
- 5 Rebuild domestic national competition structure
- 6 Develop world class assets & digital platforms

Values  **Excellence**  **Leadership**  **Accountability**  **Respect**  **Courage**