

BIATHLON SASKATCHEWAN STRATEGIC FRAMEWORK 2019-2023

A. MISSION STATEMENT

Biathlon Saskatchewan is a provincial club-based organization dedicated to promoting the sport of Biathlon in Saskatchewan. Our mission is to encourage participation and excellence in our sport by delivering athlete centred training that enables athletes of various ages to excel to the best of their abilities at every stage of their growth and development in the sport.

B. VISION

We would like to see biathlon regarded as a primary sport option for Saskatchewan residents with Biathlon Saskatchewan sanctioned clubs established throughout the province. Our ideal is to have our biathletes participating provincially and inter-provincially achieving personal growth, growing self-esteem and excellence while promoting the values of the sport of Biathlon in a safe environment.

C. VALUE STATEMENTS

Athletes, officials, coaches and all other members will assume responsibility for and act ethically and with integrity, in support of the Mission, Vision and Value Statements of the Organization.

- Biathlon in Saskatchewan will be athlete centred, member based, and volunteer driven.
- Athletes, officials, coaches and volunteers will continuously be accountable to the highest standards of ethics, conduct and performance.
- Athletes will continuously work to improve their performance levels through practice, continuing education and promotion of a healthy lifestyle.
- Safety is an important cornerstone to the organization.
- Participants will abide by all government regulations with respect to the control and transportation of firearms.
- Honesty, courtesy and respect for the rights of others will form the basis of the Organization's dealings.
- Service to the members and public shall be without bias.
- Effective communication will be promoted throughout all levels of the Organization.
- Enjoyment and satisfaction will be gained from participating in Biathlon as an athlete, coach, official or volunteer.

D. OUR STRATEGIC DESTINATION & TARGETS FOR THE NEXT 4 -YEARS

1. Increase membership numbers to 300 and athlete numbers to 150 provincially.
2. Secure two female coaches, 1 high performance coach, and 1 development coach, as well as 10 Intro to Competition level coaches in the province.
3. Host a Western Canadian championship with supportive infrastructure.
4. Development of 1 more site/venue for Biathlon.

E. OUR STRATEGIC GOALS AND OBJECTIVES

1. ENHANCE PARTICIPATION

Goal: Saskatchewan residents engage in quality sport programs that provide opportunities for communities, volunteers and athletes to participate.

Objectives:

1a. Strengthen Masters' participation in Biathlon

Rationale - Sport participation contributes to healthy active citizens and teaches skills that last a lifetime. Biathlon has recently begun to develop a Masters' program with good success. Continuing to focus on Masters' engagement will foster more participation in the middle years and encourage participation of the Masters' children.

SMART Goals:

- By September 2019, Biathlon Saskatchewan will secure a provincial coach dedicated to developing the Masters within the province. This coach will receive an honorarium of \$1000 each year.
- By September 2019, Biathlon Saskatchewan will encourage member clubs to hold dedicated Masters practices, if possible.
- By September 2019, Biathlon Saskatchewan will continue to rent rifles to Masters with the understanding that the youth athletes take priority.
- By March 2020, Biathlon Saskatchewan will support taking a Masters coach to Nationals.

1b. Engage families inclusive of those representatives of the population of SK

Rationale - Success in retaining participants in a sport is by engaging the entire family in the activity as something they can do together. SK has a diverse population with FN and newcomers. Many do not have the opportunities to participate in Biathlon. Thereby, we need to create pathways to participation for all diverse populations.

SMART Goals:

- By September 2019 Biathlon Saskatchewan will investigate the Dreambrokers program with the objective to engage inner city youth in the sport of Biathlon.
- By September 2019 Biathlon Saskatchewan will develop two Biathlon kits that can be borrowed to introduce new athletes to the sport of Biathlon. These kits will contain Nerf or elastic band "rifles", an introductory video, a Biathlon Saskatchewan brochure and a PowerPoint presentation. Kits will be held in the North and South of the province.
- By September 2019, Biathlon Saskatchewan will investigate options for athletes who may not be able to afford Biathlon fees/rifle rental, or purchase of skis. Ski Locker has been purchased and is located in North Battleford. Any club may request use of this equipment.

1c. Retain post grade 10 members/athletes

Rationale - The sport begins to lose many potential athletes as they transition from high school to post-secondary and the workforce. There is a lack of opportunities to keep youth in the sport and transition to HP in addition to focusing on a career.

SMART Goals:

- By May 2019, Biathlon Saskatchewan will budget for a scholarship for youth who wish to pursue biathlon at a HP level after high school. Athletes will be able to apply for financial support up to \$2000 to a maximum of \$12,000. This scholarship will also be available to younger HP athletes who wish to go to an out of province HP summer camp to a maximum of \$200
- By September 2019, Biathlon Saskatchewan will offer at least one Intro to Competition coaching clinic per year to help transitioning athletes stay active in the sport.
- By September 2019, Biathlon Saskatchewan will encourage SB/SG to train together as much as possible.
- By September 2019, Biathlon Saskatchewan will offer recreational men and women categories at competitions.

2. ENHANCED EXCELLENCE

Goal: An increased pool of Saskatchewan athletes, coaches, and officials who are achieving success at regional, national and international levels.

Objectives:

2a. Enhance the strength and conditioning program for athletes

Rationale - Increased strength and conditioning improves athlete's overall fitness and well as their technical competence in the sport.

SMART Goals:

- By May 2019, Biathlon Saskatchewan will continue its partnership with Sports Medicine and Science Council of Saskatchewan to offer strength and conditioning, physical testing, and sessions on nutrition, sleep, goal setting and sport psychology to our HP athletes the SB/SG level and older.
- By May 2019, Biathlon Saskatchewan will discuss the possibility of having Brendan MacKenzie of Level 10 Regina, share the program he uses with Regina biathletes, with trainers in other locations in Saskatchewan where Biathlon Saskatchewan HP athletes reside.

2b. Enhance the skill set of volunteers including coaches and officials.

Rationale: Volunteers are vital to the growth of biathlon in Saskatchewan. Coaches must be offered continued education to develop a higher skill set. Officials must also be developed in order to begin offering higher level competition and draw sport tourism potential.

SMART Goals:

- By May 2019, Biathlon Saskatchewan will offer an Intro to Competition coaching clinic aimed at increasing the skill set of club coaches, particularly female coaches.
- By May 2019, Biathlon Saskatchewan will appoint a coordinator to assist at coaching clinics to help with registration and paperwork requirements.
- By March 2020, Biathlon Saskatchewan will support taking at least one official to Nationals to increase the skill set of this group of volunteers.

2c. Maintain performance at National level and Canada Winter Games events

Rationale - Over the next 4 years SK athletes will maintain their presence/participation at events, maintain a forth place finish in the overall placings at events, and increase the number of athletes placing in the top 10 in races.

SMART Goals:

- By March 2020, Biathlon Saskatchewan will participate in two Calforex Cup races per season.
- By March 2020, Biathlon Saskatchewan will encourage participation representing Team SK from Masters and Para-athletes at Nationals.

2d. Expand summer training options by offering summer camps and one summer race.

Rationale- Training in the summer months has been proven to increase performance during the winter biathlon season. By offering at least one summer camp and give the opportunity for one summer biathlon race, athletes will be encouraged to keep up their training and skills over the summer months.

SMART Goal:

- By June each year, Biathlon Saskatchewan will release a schedule for summer camps and races available over the summer months.

3. ENHANCED CAPACITY

GOAL: A provincial sport system with dedicated financial and human resources to sustain development and growth.

Objectives:

3a. Assist new clubs through mentorship, coaching plans, and financial assistance

Rationale – Several clubs in our province are well established and have much to offer smaller clubs in terms of mentorship and advice with regards to set-up of the club and coaching advice. Ultimately, supporting the smaller clubs will benefit biathlon in this province.

SMART Goals:

- By September 2019, Biathlon Saskatchewan will develop and post online a strategic framework for clubs to access when they are in the beginning stages of starting a club. This document will include information on securing a location, developing and certifying a range, development of ski trails, and suggestions on fundraising ideas.
- By September 2019, Biathlon Saskatchewan will develop and post online a series of coaching plans which include 12 plans for each of the following: AIR RIFLE, .22, HIGH PERFORMANCE, DRYLAND, and INCLEMENT WEATHER. These plans will be accessible by all clubs in Biathlon Saskatchewan.
- By May 2019, Biathlon Saskatchewan will budget for a Facilities Grant to which member clubs can apply for financial assistance for specific projects to upgrade their facility.

3b. Increase the Biathlon community and volunteer base

Rationale - Biathlon does not have a data base of current and past members within the province. This prevents ongoing engagement with past members who may have skills and expertise to help grow and advance the sport within the province.

SMART Goals:

- By May 2019, Biathlon Saskatchewan will develop a database of current and former volunteers, athletes, coaches, wax technicians and officials. This list will include contact information if possible.

3c. Identify gaps and enhance the skill set of volunteers

Rationale - Biathlon SK relies on volunteers to advance the sport through the Board, coaches, range officials etc. It is becoming increasingly difficult to engage people with the right skills sets and the time to donate to the sport. New ways of engaging and working with volunteers will be needed moving forward.

SMART Goals:

- By May 2019, Biathlon Saskatchewan will offer an Intro to Competition coaching course.
- Starting in May 2019, Biathlon Saskatchewan will offer at least two coaching courses per year... one Intro to Competition, and one Community Level coaching course.
- By April 2020, Biathlon Saskatchewan will have secured six more ENTRY Level officials.
- By April 2020, Biathlon Saskatchewan will have secured three more ADVANCED Level officials.

4. ENHANCED INTERACTION

GOAL: The sport system is connected, coordinated and accountable.

Objectives:

4a. Increase communication and awareness of biathlon within the sport community and within the Saskatchewan community as a whole.

Rationale – Because of the nature and participation of athletes from all corners of Saskatchewan, it is important for athletes, parents and volunteers to have a venue to communicate and share successes.

Also, because biathlon is not a well-known sport within the province, many people are confused as to what the sport actual is. An awareness campaign is needed to reach out to targeted audience such youth, master athletes, disabled athletes and diverse groups such as FN, newcomers to Canada and international students. The campaign can build upon and model recent successes of SK athletes at the National level, and Canadian athletes as international level.

SMART Goals:

- By June 2019, Biathlon Saskatchewan will have developed a script and secured a team to create a video promoting the sport of biathlon in the province of Saskatchewan.
- By September 2019, Biathlon Saskatchewan will have completed a promotional video to be used across the province to promote programming for the 2019-2020 biathlon season.
- By June 2019, Biathlon Saskatchewan will have a committee and structure in place to be responsible for media and social media (Facebook, Instagram and Twitter) promotion for communicating provincial and national events.
- By September 2019, Biathlon Saskatchewan member clubs will be encouraged to do at least one OPEN HOUSE style day per year with range and programming open to new community members to “Give it a Shot”

- By September 2019, Biathlon Saskatchewan will engage members of the biathlon community by developing committees responsible for media, events, fundraising, engaging diverse populations etc.

4b. Strengthen collaboration with other sport and community groups

Rationale - Many other sports build upon similar skills acquired through Biathlon which may provide opportunities for collaboration and joint ventures to advance common goals. Such groups may include:

- XC skiing and running
- Biking e.g. Pedal wrenches in Saskatoon
- Canoe/kayak
- Disabled sporting groups
- Tri-athletes & Multisport groups
- Wildlife - SK Wild Life Federation
- Sports Medicine and Science Council
- UofR/UofS Kinesiology
- RCMP and Police Academy
- High schools
- Cadets

SMART Goals:

- By September 2019, it will be expected that all user groups using Biathlon Saskatchewan ranges become members of Biathlon Canada.
- By September 2019, Biathlon Saskatchewan will coordinate with Cross-Country Saskatchewan when developing the schedule for the season.
- By September 2019, Biathlon Saskatchewan athletes will be encouraged to join a cross-country skiing program as well to refine their skiing technique.
- By September 2019, all Biathlon Saskatchewan families will be encouraged to join their local Saskatchewan Wildlife Federation branch.

5. SPORT FOR DEVELOPMENT

GOAL: Sport is an effective vehicle to support social and economic development.

Objectives:

5a. Increase the positive economic impact through Biathlon by hosting a Western Canada event.

Rationale - Hosting national events brings “sport tourism” to the province enhancing revenue for the hosting community and improved infrastructure for the sport.

SMART Goals:

- By April 2020, Biathlon Saskatchewan will secure three more advanced officials.
- By March 2020, Biathlon Saskatchewan will support sending at least one official to Nationals to be trained in officiating in higher level competition.
- By March 2021, Biathlon Saskatchewan will test Zone 4 Timing systems on at least one occasion.
- By April 2022, Biathlon Saskatchewan will apply to host the Western Canadian Biathlon championships.

- By April 2022, Biathlon Saskatchewan will support the continued development of the infrastructure needed to host the Western Canadian Biathlon Competition by applying for grants from SaskSport.

5b. Apply to be included in the Games in 2022 Saskatchewan Winter Games

Rationale- SWG encourages youth from across the province to become involved in Biathlon even though they may never have tried this discipline before. Participation in this event boosts participation in biathlon in our province by accessing youth who may not try the sport otherwise.

SMART Goals:

- By September 2019, Biathlon Saskatchewan will develop a committee to apply to the Saskatchewan Games Council for inclusion in the 2022 Saskatchewan Winter Games.