

Saskatchewan Broomball Association Strategic Planning Document

Broomball in Saskatchewan

Throughout the growth of this great game of Broomball, one thing rings true from the very first documented game in 1909 right through to today's version of the game; that ***“Throughout the game the best of friendly spirit prevailed”***. This holds true for the sport to this day. Even though games are more competitive and there are larger championships to play for including Western, National and International events today, the competitors continue to show this “spirit” on and off the ice.

This sport brings together the ***community*** as all have a genuine interest in the competition. Throughout the years this “gathering” of people has been a common thread within the culture of the game. From the festivals of 1911, to the church leagues of the 20's and 30's right to the competitive leagues of the 21st century, Broomball continues to draw people from all backgrounds. First Nations involvement has been very strong in the Province of Saskatchewan as well there are many French speaking communities within the province that also fully participate.

Broomball is a very ***family oriented game*** as kids can play with their parents, husbands with their wives. Broomball combines a social gathering with physical activity, team work, and sportsmanship. The Mixed Category brings with it this very unique opportunity for families to come together and enjoy physical and social activity.

The sport in Saskatchewan offers programs for both male and female participants and co-ed participation. Programs are available for ***all levels of participation*** from local recreation league level to elite National Championships.

Mission

The Saskatchewan Broomball Association is a Provincial Sport Organization that provides leadership and guidance to develop and promote the sport of Broomball at all skill levels.

Vision

The Saskatchewan Broomball Association represents an amateur recreational sport that will establish a unique competitive environment, thereby experiencing respect, fun, fitness, and life-long social relationships.

Value Statements

Fun

We believe that the sport of Broomball is fun for all participants and that this will encourage participation and help to promote the sport.

Socializing

Broomball is a gender, age, and family friendly sport that encourages participants to feel a sense of belonging.

Participation for All

Broomball provides the participant the opportunity to set goals and compete at all ages and skill levels.

Uniqueness of Our Sport

Broomball is a unique winter pastime that anyone can play.

Discipline/Ethical

We behave according to high moral standards in accordance with the organization's rules of conduct and ethics.

Teamwork

We work together to achieve the goals of the organization.

Fairness

We believe in fairness, on and off the ice, characterized by equality, integrity and trust.

Communication

We believe in honest and open communication and respect for the views, roles and contributions of all participants.

Strategic Priorities and Goals

Strategic priorities identify the outcomes that the SBA has selected as priorities for the strategic planning period. These will drive the tactical (operational) plans of our organization for this period. The services and specific outcome statements that were selected for the SBA for the 2009 to 2012 period include:

- Within the next three years, our associate members (school and recreation associations) will be motivated and excited to try our sport and become full members.
- Within the next three years, other potential members will have the desire and excitement to become a member of the SBA (High Schools).

- Within the next three years, other potential members will have the desire and excitement to become a member of the SBA (Post Secondary Schools).
- Within the next three years, the membership will feel valued.
- Within the next three years, the membership will included more younger players.
- Within the next three years, volunteers will be more comfortable with getting involved with the association.

Relevant environmental factors requiring a response during the 2009 to 2012 planning period include:

1. Facilities (quality, lack of, cost, availability)
2. Increasing the knowledge of coaches
3. Increasing the number and education of officials

Attachments

Attached to this document are a number of pages of supplemental information.

Appendix A – Action Plans

This section describes the action plans based on the strategic goal statements that were chosen as priority for the next three years.

Appendix B – Yearly Objectives

These are the yearly goals that are set out by each committee which are reflected in the budgeted figures.

APPENDIX A - ACTION PLAN 2009 – 2012

KEY ISSUE: SPORT DEVELOPMENT

STRATEGIC GOAL STATEMENT:

- Within the next three years, our associate members (school and recreation associations) will be motivated and excited to try our sport and become full members.

| Key Actions: | Year | | | Responsible |
|--|-------|-------|-------|----------------------------|
| | 09-10 | 10-11 | 11-12 | |
| 1. Develop a resource package for distribution - CD/DVD | | X | | Don Black |
| 2. Initiate point of contact for the key areas | X | | | SBA Office |
| 3. Utilize resources of the BF2 program to help educate teachers – includes program sign up and potential access to free equipment (through CBF) | | X | | Ryan Bender |
| 4. Establish follow up procedures for the current loaner kit program and the BF2 program | | X | | SBA Office/ Ryan Bender |

KEY ISSUE: SPORT DEVELOPMENT

STRATEGIC GOAL STATEMENT:

- Within the next three years, other potential members will have the desire and excitement to become a member of the SBA (High Schools).

| Key Actions: | Year | | | Responsible |
|--|-------|----------|----------|---------------|
| | 09-10 | 10-11 | 11-12 | |
| High School/Elementary Schools | | | | |
| 1. Develop an structured education package that explains the benefit of becoming a member of the SBA | | X | | SBA Office |
| 2. Promote fun/wellness of the sport | X | X | X | SBA Executive |
| 3. Establish a target area within the province to begin program implementation (start with one area) | | X | | SBA Executive |
| 4. Ensure loaner kits are stocked with newer equipment | X | X | X | SBA Office |
| 5. Target schools that are already involved with current programs | | X | | SBA Office |
| 6. Evaluate success of program | | | X | SBA Executive |

KEY ISSUE: SPORT DEVELOPMENT

STRATEGIC GOAL STATEMENT:

- Within the next three years, other potential members will have the desire and excitement to become a member of the SBA (Post Secondary Institutions).

| Key Actions: | Year | | | Responsible |
|--|-------|----------|-------|-------------------------|
| | 09-10 | 10-11 | 11-12 | |
| University/SIAST Campus | | | | |
| 1. Develop an structured education package that explains the benefit of becoming a member of the SBA | | X | | SBA Office |
| 2. Attend welcome weeks at the Universities and SIAST campus | X | X | X | Don Gray |
| 3. Introduce learn to programs at the Universities/SIAST – include social functions where permitted | | X | | Don Gray |
| 4. Attend current university tournaments and provide hands on assistance/information booth | | X | | SBA Executive |
| 5. Meet with intramural directors to discuss long term program options | | X | | SBA Office/ Don Gray |
| 6. Evaluate success of program | | | X | SBA Executive |

KEY ISSUE: RECOGNITION

STRATEGIC GOAL STATEMENT:

➤ Within the next three years, the membership will feel valued.

| Key Actions: | Year | | | Responsible |
|--|-------|-------|-------|------------------|
| | 09-10 | 10-11 | 11-12 | |
| 1. Purchase a new portable display booth that can be set up at events | | X | | Don Black |
| 2. Provide comment cards at all competitions for feedback | | X | | SBA Office |
| 3. Increase website updates and include information from the membership | X | | | SBA Office |
| 4. Create Facebook fan pages | X | | | Don Black |
| 5. Add email to registration forms to increase communication base | X | | | SBA Office |
| 6. Linkage of SBA site to MySask, University sites | X | | | SBA Office |
| 7. Investigate the possibility of more awards for recognition (Senior and Minor Team Awards) | | X | | Don Black |

KEY ISSUE: ORGANIZATIONAL AND PROFESSIONAL DEVELOPMENT

STRATEGIC GOAL STATEMENT:

➤ Within the next three years, the membership will include more younger players

| Key Actions: | Year | | | Responsible |
|--|-------|-------|-------|-----------------|
| | 09-10 | 10-11 | 11-12 | |
| 1. Ensure that all minor players that have graduated have a place to play | | X | | SBA Executive |
| 2. Continue to build grassroots programming for all players of all ages | | X | | SBA Executive |
| 3. Continue to develop coaching programs to create more knowledgeable coaches who can lead teams | | X | | CBF |
| 4. Increase the opportunity for officials education and recruit more younger officials | | X | | Albert Wollbaum |

KEY ISSUE: PARTICIPATION

STRATEGIC GOAL STATEMENT:

➤ Within the next three years, volunteers will be more comfortable with getting involved with the association.

| Key Actions: | Year | | | Responsible |
|--|-------|-------|-------|--------------------------|
| | 09-10 | 10-11 | 11-12 | |
| 1. Increase follow up process to recognize volunteers | X | | | SBA Office/ Delegates |
| 2. Creating monthly player/coach/officials profiles on website | X | | | SBA Executive |
| 3. Increase the numbers at the SBA AGM | | | X | Don Heisler |
| 4. Utilize technology for meeting purposes (video conferencing, skype) | X | | | SBA Office |

APPENDIX B – YEARLY OBJECTIVES

Goals:

Administration

1. Increase the level of office efficiency while staying within approved budgets

Capacity

1. Operate successful category and annual meetings within approved budgets
2. Increase the knowledge of staff by attending professional development workshops
3. Create a strategic planning document that has realistic and attainable goals
4. Promote the sport of Broomball through the creation of video archives, participation T-shirts for the Midget and Bantam categories, and the creation of promotional brochures
5. Host one Regional tournament in the Province this season

Participation

1. Host an Aboriginal Provincial Championships with 8 Mixed teams
2. Host a Juvenile Provincial Championship with 6 boys and 4 girls teams
3. Host a Midget Provincial Championship with 5 girls and 5 boys teams
4. Host a Bantam Provincial Championship with 3 boys and 3 girls teams
5. Host a Non Contact Provincial Championship with 6 men's teams
6. Host a Senior Mens and Ladies Provincial Championship with 13 teams
7. Host a Mixed Provincial Championship with 16 teams
8. Host a Masters Provincial Championship with 6 teams
9. Operate 6 learn to clinics at various schools throughout the Province
10. Have 32 schools/recreation groups utilize our loaner kit program (become Associate Members)
11. Operate a successful fundraising program for our members
12. Further develop our officials through six TOC evaluations and two officials clinics
13. Produce a rules manual to be used by all SBA participants and circulate to the membership
14. Operate one Level 2 Coaching Clinic
15. Operate two Level 1 Coaching Clinics
16. Operate one Level 1 and one BF2 Instructors Clinic
17. Operate one BF2 coaching program

Excellence

1. Send one ladies and one men's team to the Senior Nationals in Montreal, QC
2. Send three men's and two ladies team to the Juvenile Nationals in Portage, MB
3. Send two ladies and two men's team to the Westerns Championship in Saskatoon, SK
4. Send one official to the Juvenile and Senior Nationals
5. Send six officials to the Westerns
5. Award six individual athlete assistance awards

Sask Lotteries Trust Fund

1. Allocate all MAP funds to the membership as per the SBA MAP guidelines
2. Complete the writing and printing portion of the Sport History project

Other

1. Pay membership dues and be an active member of the Canadian Broomball Federation