



strategic plan

Developed for Sport Yukon

30/03/2022

introduction

Sport Yukon is a non-governmental organization at the centre of the Yukon's sport community. Founded in the 1970s, Sport Yukon advocates for and supports the development of sport in the territory by assisting organizations through training and development programming, in navigating funding and sport tourism initiatives, and financial assistance to break down barriers to sport.

Sport Yukon engaged Cheryl Van Blaricom to conduct a complete organizational review, during which it was determined that a strategic plan was both necessary and beneficial to the process. This plan is intended to identify and/or confirm areas for improvement and development over a 3-year period. This plan will help to guide priorities and processes as the organization makes some significant structural changes and positions itself to grow its existing programs and initiatives, while building operational capacity to expand and grow those offerings over time.

vision, mission, & values

Vision, mission, and value statements are crucial tools in determining the strategic direction of an organization. They outline an organization's aspirational goals, its purpose and drive, and the ethical code by which it will conduct itself in the pursuit of those goals and purposes.

The Sport Yukon staff and board have participated in a variety of brainstorming and working sessions that have helped distill these guiding statements.

Vision Statement

An organization's vision statement is meant to be a distillation of its most far-reaching aspirations of the impact of its efforts.

Based on extensive workshops, meetings, interviews, and other research, Sport Yukon's vision is:

"We are the hub of a vibrant, healthy, engaged community of sport organizations that are continuously growing and improving."

Mission Statement

The mission statement of an organization better communicates its real world purpose, and reflects its practical approach to working toward its vision.

The mission of Sport Yukon is:

"Sport Yukon is the face and voice of sport in the territory. By leading and supporting the sport community, we create an atmosphere of inclusion, access, and development."

Values

Value statements establish a broad ethical code of conduct that helps guide the manner in which the organization works to achieve its vision and the fulfillment of its mission.

Sport Yukon's guiding principles are represented by the following values:

Accessibility

"We believe that in breaking down barriers to sport for everyone; we strive in all ways to make sport accessible, inclusive, and available to Yukoners."

Growth

"We see the promise of Yukon athletes and sport organizations, and are committed to raising their voices and helping them develop talent, infrastructure, and opportunities that will help them find success today and continue to grow in the future."

Reliability

"We recognize our role at the centre of the Yukon's sport community, and strive to deliver programming and organizational support that is accurate, relevant, and useful to our members."

Cooperation

"We recognize that cooperation is at the foundation of our work, and sport itself; we are committed to fostering and strengthening partnerships and a spirit of collaboration and teamwork among Yukon sport organizations and athletes."

Fun

"We believe in fun. In everything we do, we embrace positivity, celebrate success, and showcase our passion and love for sport."

strategic priorities

As part of the strategic planning process, three strategic priority pillars were identified for Sport Yukon. These are broad categories designed to isolate high-level areas of interest and development as the organization grows.

The three strategic priority pillars identified for this plan are:

Operational Capacity

This pillar is focused on the administrative challenges and opportunities of Sport Yukon, including governance, staffing, facility management, core funding, and other vital operations of the organization.

Sport Development

In essence, this pillar is concerned with the execution of Sport Yukon's core mandate: the support, growth and development of sport in the territory. This includes advocacy, sport tourism planning and support, administration of sport funding initiatives, training and development, and other sport-related programming undertaken by the organization.

Community Engagement

This pillar encompasses the public-facing elements of Sport Yukon's operations, including marketing and communications, fundraising, community events and activities, professional networking and relationship building, and more.

In the following sections, these strategic priorities are broken down into goals and action steps, and placed into a timeline over the five years of this strategic plan. That timeline was determined in part by hard real-world deadlines, in part based on the sequential impacts of some tasks on future actions, and in part with consideration for the capacity of MVGC's Board and Staff.

It is not the intent of this plan to indicate that these goals and actions must only occur when they have been slotted in the timeline. Rather, the timeline is meant to indicate a rough guidepost for the consideration and implementation of those goals and actions. This is a living plan, and the Board is able to advance certain actions and goals if the opportunity arises and capacity permits.

goals & action steps

These are the specific objectives identified as key to Sport Yukon's growth and development.

Strategic Priority	Immediate (Year 1) Fiscal 2021-2022	Short-Term (Year 2) Fiscal 2022-2023	Mid-Term (Year 3) Fiscal 2023-2024
Operational Capacity	<p>Conduct organizational review and restructure of Sport Yukon</p> <p>Establish revised and accurate position descriptions organization-wide</p> <p>Hire Communications Coordinator</p>	<p>Determine staffing strategy for sport tourism initiatives</p> <p>Develop an advocacy strategy for increased core funding from SARB</p> <p>Conduct needs assessment of Sport Yukon building and offices</p>	<p>Consider new configuration of working space within the building to accommodate needs of member organizations</p>
Sport Development	<p>Maintain a positive relationship with SARB</p> <p>Build a stronger organizational relationship with Tourism department</p>	<p>Support sport governing bodies to be in compliance with new Societies Act</p> <p>Work with SARB to create a training and development plan for coaches and officials</p> <p>Participate in City of Whitehorse bid for 2027 Canada Winter Games</p>	<p>Implement dedicating marketing initiative for the National Sport Trust Fund</p> <p>Improve the funding infrastructure for Kids Rec Fund initiatives</p> <p>Activate targeted advocacy for expanded sport facilities</p>
Community Engagement	<p>Launch a newly redesigned website</p> <p>Establish online application for Kids Rec Fund</p> <p>Develop a social media strategy</p>	<p>Improve practice of membership check-ins</p> <p>Establish a working group of stakeholders to develop / implement Kids Rec Fund initiatives</p> <p>Strengthen relationships with First Nations and FN sport orgs and events</p>	<p>Explore expansion of the Road Relay beyond simple fundraising</p> <p>Continue to grow access and applications to Kids Rec Fund</p> <p>Build specific Team Yukon content marketing and messaging plans for upcoming major events</p>