
STRATEGIC PLANNING

Establishing a Road Map for the Future



Saskatchewan Cycling Association
October 2020

1. Vision

Saskatchewan has a vibrant and enthusiastic cycling community that enjoys diverse opportunities for recreational cycling, high levels of competition, and the lifelong benefits of participation.

2. Mission

The Saskatchewan Cycling Association promotes, develops and enhances the recreational and competitive sport of cycling.

3. Values

SPORTSMANSHIP

We believe in creating an attitude of fairness and respect for participants, coaches, officials, and the entire SCA organization.

RECOGNITION

We believe that all volunteers, staff and participants deserve to be recognized, appreciated and valued.

ACCOUNTABILITY

We believe in being accountable and transparent to all stakeholders and the public through our communication and actions.

GROWTH & DEVELOPMENT

We believe in growing and developing our organization so that members can realize their potential.

PARTICIPATION AND INCLUSION

We believe in providing opportunities for individuals of all abilities and ethnicities within Saskatchewan to participate in a range of cycling disciplines.

4. STRATEGIC PRIORITIES & GOALS

Figure 4.1: Strategic Priorities, Goals and Responsibilities

STRATEGIC PRIORITY	STRATEGIC GOALS	WHO
1.0 SCA Structure and Roles	1.1 Clarify membership categories and names	Board
	1.2 The roles of the SCA organization and members Club clubs are clear	
	1.3 Adequate levels of staffing are in place, with increased use of contract staff and more paid coaches	Board/ High Performance
2.0 Communication, Marketing, and Promotion	2.1 The public, member and clubs have an increased awareness of the SCA	Development Committee ED
	2.2 Club and SCA events are promoted and marketed to racers, participants and general public	ED Clubs
3.0 Diversity and Inclusion	3.1 Support clubs in promoting activities to underrepresented populations in Cycling	Development Committee/ED
	3.2 Seek a placement in the First Nations Indigenous Summer Games	ED Board
4.0 Funding and Resource Management	4.1 Enhanced public and private sector partnerships for cycling are obtained (e.g. sponsorship structure)	ED Board
	4.2 Increased self-generated funding (membership fees and merchandise sales)	Board Development Committee
	4.3 Find and apply for applicable grants for research, program development, facility development and other activities	Development Committee
	4.4 Restructure and review fees for the Performance Cycling Program	High Performance

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5.0 Commissaires, Coaching, Mentoring, Training	5.1 Increased number of NCCP certified coaches in all disciplines. <ul style="list-style-type: none"> ➤ HP Focus on Competition Development ➤ Development look after Community Coach and Intro to Comp 	Development Committee/ High Performance
	5.2 Increased pool of U23 and under athletes overall, and an increased number of athletes racing at the provincial level.	Provincial Coach
	5.3 Increase mentoring for volunteers and coaches	Development Committee
6.0 Events	6.1 Create a pathway development document for how to progress through the sport of Cycling	Development Committee
	6.2 Use the popularity and growth in gravel, enduro, fat bikes to attract and retain SCA members	
	6.3 Non-Competitive events <ul style="list-style-type: none"> ➤ GASP Tour ➤ “Bike Week” Activities 	Recreation and Transportation Committee ED
7.0 Recreation	7.1 Support Education Programs through Can-Bike	Recreation and Transportation Committee
	7.2 Promote Safe Cycling	
	7.3 Create a network of good cycling route	
8.0 Grassroots Development	8.1 Develop and implement the National Cycling Strategy “Hop On” <ul style="list-style-type: none"> ➤ Work with clubs to train coaches to deliver the program ➤ Have “Hop On” in every city with a cycling club in Saskatchewan 	Development Committee