



Strategic Planning Kick Off

2013 AGM, Kamloops

Outcomes

BC Ringette Association

July 18, 2013

Overview

Introduction

The BC Ringette Association is a non-profit organization serving the needs of the provincial Ringette community. The Association offers over 2800 members including players, coaches, officials, managers, and volunteers the opportunity to participate in a sport started in 1963. BC Ringette provides levels of play ranging from entry-level, recreational teams to highly competitive, high performance programs including National & World Championships for youth and adults.

Five years ago, the Board and Staff initiated a five-year strategic plan to meet the current and growing needs of the BC community. The plan is intended to be a working document that guides the Board and Staff in efforts to grow the sport in a stable environment and provide service to the membership while meeting BC Ringette's Vision, Mission and Value statements.

The current strategic plan takes BC Ringette to the end of the 2013 season. Recognizing the value in engaging stakeholders in the development of the next strategic plan, mackenzie/walker facilitated a workshop at the AGM. The session focused on the following topics:

- What are the issues facing BC Ringette?
 - What is unique to BC versus other provincial ringette associations?
 - What is getting in the way of achieving your mission?
- Where do you think ringette in BC should be going in the next five years?
 - What should you focus on?
What is most important?
 - What must you do?

League and Association Representatives identified the issues facing BC Ringette and also generated recommendations on the key areas BC Ringette should focus on in the strategic planning process.

This report summarizes the outcomes of the session and also outlines the next steps in the planning process

Issues Facing BC Ringette

BC Ringette shares many of the same issues facing sports in both BC and across the country. However, as a winter sport in BC, it is uniquely challenged by the year-round popularity of sports such as soccer. League and Association Representatives identified the following issues facing BC Ringette. In particular, there was a unanimous sense that BC Ringette is hampered by limited brand awareness.

Issues Facing BC Ringette	
<ul style="list-style-type: none"> ▶▶ Costs <ul style="list-style-type: none"> ▶ Absence of markets and communities <ul style="list-style-type: none"> ■ Lack of awareness & weak branding ■ Ethnic diversity of community ■ Not played by families ■ Small player base and declining participation 	
<ul style="list-style-type: none"> ▶▶ Governance structure <ul style="list-style-type: none"> ■ Lack of consistency in policy and programs ■ Communication between the league, association and athletes and interleague 	
<ul style="list-style-type: none"> ▶▶ Lack of ice – competition with other sports 	
<ul style="list-style-type: none"> ▶▶ Provincial competitiveness 	
<ul style="list-style-type: none"> ▶▶ Volunteer burnout 	
<ul style="list-style-type: none"> ▶▶ Geography/climate 	

Recommendations – Where BC Ringette Should Focus

The group identified a series of recommendations as to how BC Ringette can overcome some of the issues it faces and continue to meet its mission to *create opportunities for all British Columbians to participate in Ringette in an engaging environment that provides fun, sportsmanship, competition, health and life long development.*

The following five themes represent a consolidation of the recommendations shared at the session. During the process, teams were assigned specific topics and were then provided with opportunity to add to other team’s ideas. Although each theme received feedback from multiple teams, note that Promo and Branding received three times as many ideas and suggestions than any other theme.

Recommendations

Themes	Ideas & Suggestions
1. Marketing/Promo/Branding	<ul style="list-style-type: none"> ▪ Brand development <ul style="list-style-type: none"> ▪ New logo & consistent literature ▪ Media coverage - TV, Radio Ads, Sponsors ▪ Development of a marketing toolkit (age specific & multi-sport exposure) to ensure implementation and consistency ◀▶ Player mentorship program ◀▶ Engagement Activities <ul style="list-style-type: none"> ▪ Ringette Day in Canada, “Come Try Ringette,” Gym ringette, tournaments, National Ringette League ▪ Post-Secondary opportunities ▪ Promotion by Ringette “stars”
2. Organizational Consistency	<ul style="list-style-type: none"> ◀▶ Regional league play ◀▶ House and high performance leagues <ul style="list-style-type: none"> ▪ Opportunities for high performance to mentor young players ◀▶ Knowledge of the game <ul style="list-style-type: none"> ▪ Supplying hockey teams with ringette equipment ◀▶ Multiple games – 2 home, 2 away per month ◀▶ Leverage National Ringette League ◀▶ Communication between leagues <ul style="list-style-type: none"> ▪ Email connectivity between coaches ▪ Agreement to support programs ▪ Shared data base – alumni/active members

Themes	Ideas & Suggestions
3. Grow Membership	<ul style="list-style-type: none"> • BCRA supported mentoring program • Multi-division tournaments • Sponsorship <ul style="list-style-type: none"> ▪ Ringette Association • Recruitment <ul style="list-style-type: none"> ▪ 'Bunny centric' ▪ Province-wide "Come Try Ringette" ▪ Ring Jammers program • Increase parent participation <ul style="list-style-type: none"> ▪ Support volunteer base ▪ Parent and Tot ringette ▪ Family ringette
4. Coaching	<ul style="list-style-type: none"> • Development – referees, players, coaches • Build volunteer base • Provincial support for coaching • Coaching mentorship program • Coaching as an aid to marketing <ul style="list-style-type: none"> ▪ Opportunities for leadership
5. Rules	<ul style="list-style-type: none"> • Overall game rules, eg. game length is too short considering the time teams travel for games and faster game on ice between whistles – reduce whistles • U9/U7 evolution • Consistency between leagues (eg. Why does the short-handed team have the same number of players in the defensive zone?)

Next Steps

As part of the annual strategic planning process, the chart outlines the key steps, dates and stakeholder involvement.

Strategic Planning Step	Timing	Stakeholder
Survey	September/October 2013	Distributed to all members
Survey Outcomes	November	Distributed to all members
Strategy Design	February - April, 2014	Board & Executive Director
2014-2018 Strategy Launch	2014 AGM	Board & Membership