



# Alberta Alpine Ski Association Strategic Plan 2023-2027

---

A SPORT FOR ALL

PHOTO: MALCOLM CARMICHAEL ALPINE PEAK PHOTOGRAPHY



# Alberta Alpine Ski Association - Strategic Plan

## **Our Mission** – Our Vision - Our Values



Our Mission



Development and delivery of opportunities for individual growth, and excellence in the sport of ski racing, ski cross

Skiing for life  
Sustainable Programing  
Leadership



# Alberta Alpine Ski Association - Strategic Plan

## Our Mission— **Our Vision** - Our Values

Our Vision

To lead, inspire, and support all ages of athletes in world leading programs in alpine ski racing and ski cross

Inspire skiers for life





# Alberta Alpine Ski Association - Strategic Plan

## Our Mission— Our Vision - **Our Values**

Our Values

Innovation, Inclusion,  
Respect, Retention,  
Promotion,  
Excellence

Fun, Safety, Passion,  
Teamwork,  
Leadership

Safe Sport





# Alberta Alpine Ski Association - Strategic Plan

## Strategic Goals

Achieve athletic and coaching excellence

Create and promote strong athletic programs across all age categories of the membership that strive to support each athlete in achieving their highest level of success

Highest provincial representation on the national ski team

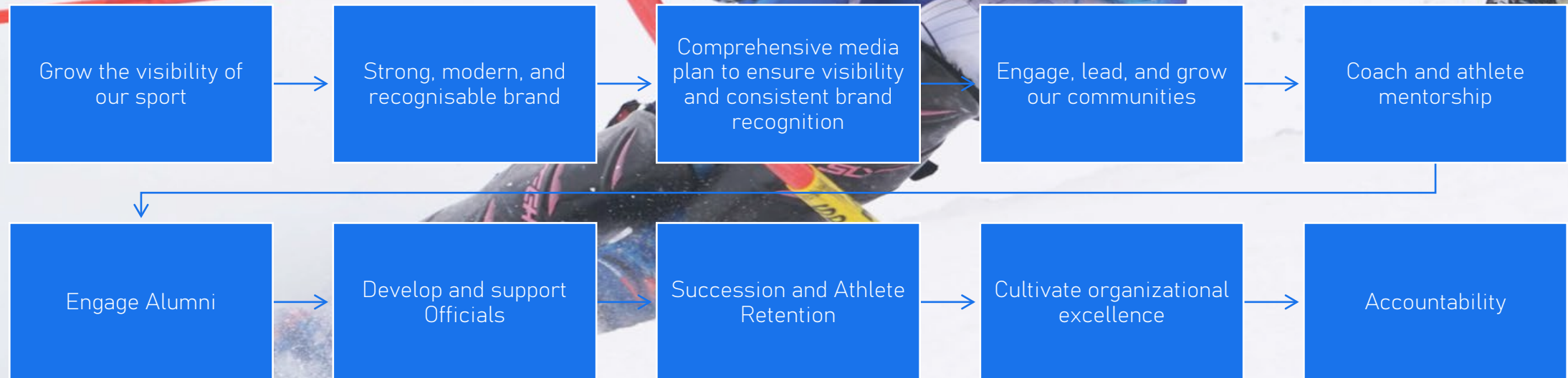
Alberta Ski Team that is representative of the highest-performance level in the membership

Three in the top 10 at NorAm races

Three in the top 10 at the U16 Championships

Inspire, attract and retain new membership

# Alberta Alpine Ski Association - Strategic Plan Strategic Priorities







# Alberta Alpine Ski Association - Strategic Plan

## Strategic Objectives

Achieve financially sustainable growth

Two new revenue streams by 2025

Develop long term consistent and sustainable revenue model

Provide excellent value to our sponsors

Increase individual sponsorship and donors



# Alberta Alpine Ski Association – Strategic Plan – Strategic Measurables

---

STRATEGIC OBJECTIVES WILL BE MEASURED  
AND REVIEWED BASED ON THE YEARLY  
ALBERTA ALPINE BUSINESS PLAN

PHOTO: MALCOLM CARMICHAEL ALPINE PEAK PHOTOGRAPHY



# ALBERTA ALPINE