



Bowmanville Figure Skating Club

Club Goals & Strategic Priorities 2026–2029

Clarington, Ontario • Skate Ontario & Skate Canada–Affiliated Programs



**CanSkate Excellence
Exceeded Standard**



**STAR 1-5 Excellence
Exceeded Standard**

1. Introduction

The Bowmanville Figure Skating Club (BFSC) is a community-based, volunteer-driven organization dedicated to providing high-quality skating programs for athletes of all ages and abilities. This Strategic Plan outlines the club's priorities for the 2026–2029 period, ensuring alignment with Skate Ontario and Skate Canada standards while supporting sustainable growth, athlete development, and an exceptional club experience.

2. Who We Are

BFSC serves skaters in Clarington and surrounding communities through programs ranging from CanSkate learn-to-skate to STARSkate and competitive training. Sessions are delivered at local facilities including South Courtice Arena and Garnet B. Rickard Recreation Complex. The club is committed to fostering a welcoming, inclusive, and athlete-centred environment.

3. Vision

To be a leading, inclusive figure skating club in Ontario where every skater can achieve personal excellence and develop a lifelong love of skating.

4. Mission

- Provide accessible, developmentally appropriate skating programs from early childhood to adulthood.



- Support skaters' technical, artistic, and personal growth through certified coaching and structured pathways.
- Partner with families, volunteers, and community stakeholders to strengthen skating in the region.

5. Strategic Goal Areas (2026–2029)

Goal Area 1: Participation Growth

- Increase total registration by **20%** over three seasons, with emphasis on CanSkate entry pathways.
- Strengthen conversion from CanSkate to STARSkate through clear pathways and parent education.
- Expand outreach through school visits, community events, and partnerships.

Goal Area 2: Athlete Development

- Align programming with Skate Ontario and Skate Canada long-term development frameworks.
- Offer seasonal development days, simulations, workshops, and seminars for STARSkate and Competitive athletes.
- Track athlete progress through tests, competition results, and individualized training plans.

Goal Area 3: Quality Coaching

- Maintain a fully certified, Skate Canada–registered coaching team across all programs.
- Provide annual professional development opportunities (workshops, webinars, Skate Ontario events).
- Strengthen coach–parent communication through regular touchpoints and shared goal-setting.

Goal Area 4: Inclusion & Safe Sport

- Ensure programming is welcoming to skaters of all ages, backgrounds, and abilities.
- Promote Safe Sport policies, concussion protocols, and respectful conduct for all participants.
- Explore financial assistance options and fundraising initiatives to reduce cost barriers.

Goal Area 5: Club Experience

- Enhance communication through timely schedule updates, clear program information, and consistent messaging.
- Host at least one showcase, test day, or fun competition each season.



- Celebrate achievements through recognition events, social media highlights, and milestone awards.

Goal Area 6: Organizational Sustainability

- Maintain strong governance, policies, and financial oversight through an engaged volunteer Board.
- Develop a multi-year fundraising and sponsorship strategy to support ice costs, equipment, and events.
- Use digital tools (registration system, email, website) to streamline operations and improve member experience.

6. Implementation Timeline

Short Term (Next 12 Months)

- Focus on participation growth, communication improvements, and immediate coach development opportunities.

Medium Term (2–3 Years)

- Introduce enhanced athlete development programs and expand community partnerships.

Ongoing

- Conduct annual progress reviews and adjust goals based on member feedback and Skate Ontario guidance.

7. Measuring Success

- Registration numbers, retention rates, and waitlists.
- Number of tests completed, competition participation, and athlete progression.
- Member satisfaction surveys and volunteer engagement levels.

8. Conclusion

This Strategic Plan provides a clear roadmap for BFSC's growth and development over the next three years. Through strong governance, high-quality programming, and a commitment to inclusion and athlete-centred values, BFSC will continue to build a thriving skating community in Bowmanville.

