

# Cross Country Yukon Strategic Plan 2024-2028



## Vision

Cross Country Yukon fosters community, passion, excellence, and inclusion in cross-country skiing.

## Mission

Cross Country Yukon aspires to grow our community of skiers and develop high performance athletes in the Yukon by supporting and celebrating the successes of all its members as they achieve excellence in both sport and life.

### **Traditional territory acknowledgement**

As skiers, we recognize with gratitude that the trails we ski on are built on the traditional territories of many Yukon First Nations. We are grateful for the opportunity to use these trails, and to those who stewarded the land upon which they are built for millennia. To demonstrate our gratitude for the time we spend in the forest, on the snow, and in the crisp winter air, we recognize the responsibility we hold to care for the trails, and to create a culture for our sport that is inclusive and sustainable, in partnership with Yukon First Nations.

### **Opening message from Cross Country Yukon**

Cross Country Yukon is delighted to offer this strategic plan to you, our members. This plan builds on what Cross Country Yukon does best - developing world-class athletes and supporting safe, fun, and challenging opportunities for recreational skiers in the Yukon community. With this plan, we reaffirm our commitment to Cross Country Yukon's vision and mission.

Built on input from structured interviews, facilitated visioning and discussion sessions with its Board of Directors, and feedback from you, Cross Country Yukon's members, this plan recognizes the importance of well-being, sustainability and volunteerism as cornerstones of our sport.

Our strategic plan emphasizes the advancement of our sport in Canada. It recognizes that to achieve excellence at the highest levels of cross country skiing, we must welcome many athletes from all walks of life. We heard from you, our members, that we should ensure girls and gender diverse athletes should feel welcome and supported. We will continue to focus on programming specific to welcoming girls in our high performance squad program, and will work on amending selection criteria to advance gender equity and race categories to promote inclusivity of gender diversity.

You told us that we should more deeply consider Cross Country Yukon's role in reconciliation, and that community programming and strong community relationships can support the involvement of Yukon First Nation athletes, coaches, volunteers and officials in cross country skiing in the Yukon. We believe that in actioning our goals associated with our community programming, we will help us meet this call. In

addition, we will continue to explore Cross Country Yukon's role in reconciliation in the territory through conversation and partnership with Yukon First Nations.

We would like to acknowledge the emphasis this strategic plan places on building a strong relationship with the Whitehorse Cross Country Ski Club, based on shared priorities. While only one of three current affiliate club membership, the Whitehorse Cross Country Ski Club is one of the largest clubs in Canada, and a strong working relationship between Cross Country Yukon and the Club has great positive impacts for skiing in the Yukon. In addition, Cross Country Yukon has been careful to include goals that support all of its member clubs and community programming in this strategic plan, and places emphasis on continuing to support growth of clubs across the territory.

You may also notice that the timeline for the strategic plan has been extended to 2028. This extension was made based on the growth of the overall scope of the plan, and to recognize the need for more time for implementing the plan.

We are confident that with the added time we can make meaningful progress on implementation and look forward to sharing this with members.

We are grateful to all members who provided us with feedback in the development of this strategic plan. As Cross Country Yukon transitions to new leadership and our clubs embrace new members, we present this Strategic Plan - a vision to achieving excellence in both sport and life.

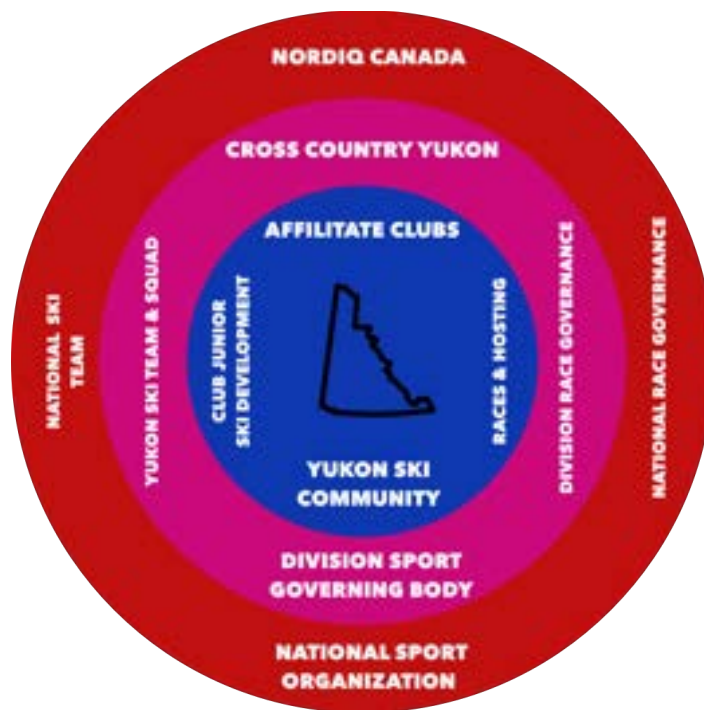
A handwritten signature in dark ink, appearing to read 'Matthias Purdon', with a stylized, flowing script.

Matthias Purdon, President  
On behalf of the Cross Country Yukon Board of Directors  
January 21, 2024

### What is Cross Country Yukon?

Cross Country Yukon is the sport governing body for cross country skiing in the Yukon, and is in turn governed by Nordiq Canada, the national sport governing body.

As a membership organization, Cross Country Yukon builds on the shared success of its members through its strong base of affiliate clubs, including the Whitehorse Cross Country Ski Club, Kwanlin Coyotes, and Marsh Lake Ski Club. As outlined in our bylaws, all members of these clubs are also members of Cross Country Yukon.



The Yukon is very lucky to have several strong ski clubs and we support these members while encouraging the development of more clubs as well. With the growth in popularity in cross country skiing in the past few years, there are more opportunities to support club development in the Yukon and expand membership.

Cross Country Yukon contributes to excellence in cross country skiing by developing athletes, coaches, instructors, and race officials and volunteers by delivering targeted programming, support, and courses for its members. Through this work CCY contributes to a critical group of engaged and trained members who volunteer countless hours to lead and support events and carry out amazing programming at the club level (like adult lessons, Loppets, Jackrabbits, etc.). This is also accomplished by way of our administration of club insurance and other initiatives from Nordiq Canada, and providing administrative and strategic support, as requested. CCY leads open selection of the teams for Canada Games, Arctic Winter Games, and other major-event competitions, in concert with Sport Yukon and Nordiq Canada.

Cross Country Yukon also sanctions competitive ski races hosted by member clubs, including Yukon Championships and the Don Sumanik Memorial Race, Mt. Lorne Ski Race, and the Yukon Ski Marathon. We are the linkage between member clubs and Nordiq Canada for sanctioning local to national-level events that are fun, safe, and fair.

Every year we work with affiliates to coordinate the race schedule in Yukon and with out of territory competitions as well.

Cross Country Yukon runs the high performance Squad program, which follows Nordiq Canada's Long Term Athlete Development model. The squad program trains athletes between 8 and 18 years of age (Orange, Purple, Green and Blue) for competitive ski racing and continues to support national and international-level athletes during their racing career (Red Squad). CCY's Squad program is based in Whitehorse, where the majority of the Yukon's population is concentrated. We are humbled by the amazing success of the Squad program's athletes and coaches, which has developed and supported numerous athletes named to the Canadian National Team and who have had success at the highest levels of the sport at World Championships, Olympic and Paralympic Games, and World Cups.

Based on the amazing national and international success of Yukon Skiers and the Squad program, we receive significant core financial support for our high-performance programs from Yukon Government - Sport & Recreation Branch, Nordiq Canada, and Lotteries Yukon. Funding is also provided from athlete fees, community program / administration grants, affiliate fees, and sponsorship support.

CCY has a dedicated volunteer board of directors which oversees the organization, ensures compliance with the Acts and Regulations governing Yukon Societies, sets strategic direction, fosters partnerships, and is actively involved in the Yukon ski community. Cross Country Yukon holds contracts with a Head Coach and Sport Director, Assistant Coach / Coordinator, and Administrator to carry out programming and support the administration of the organization.



## **Cross Country Yukon Shared Values and Strategic Themes**

- ◇ Excellence and high performance
- ◇ Community, inclusion and belonging
- ◇ Celebration, culture, wellness and sustainability
- ◇ Collaboration, communication, volunteerism and mentorship

*In developing this strategic plan, Cross Country Yukon identified a series of shared values and strategic themes that guide its work as a sport governing body. The strategic objectives that follow are informed by these values and advance these themes. While some may not be explicit in this plan's objectives, these values and themes influence the work Cross Country Yukon does in collaboration with its member clubs and in support of cross country skiing in the Yukon.*

## Strategic Objectives

### 1. We will advance athlete development and high-performance skiing in the Yukon.

#### Goal 1: Emphasize sustainable athlete development

- Embrace a holistic model of athlete development that supports the whole skier
- Educate athletes, coaches and parents on long-term athlete development
- Help athletes set high performance goals each season
- Gather feedback and input from athletes
- Keep the high performance squad program fun and inclusive
- Celebrate the successes of our athletes

#### Goal 2: Foster excellence in coaching

- Grow a community of skilled and trained coaches through coach development, mentorship and succession planning
- Celebrate the contributions of coaches to athlete development and achievements





## **2. We will nurture strong working relationships with First Nations, our affiliate clubs, and the Yukon community.**

### **Goal 1: Collaborate on the development of shared priorities with the Whitehorse Cross Country Ski Club (WCCSC)**

- Strengthen collaborative working relationship with WCCSC that center on shared priorities
- Meet regularly with WCCSC to share information, conduct outreach and coordinate on activities
- Include WCCSC members in volunteer and participant recruitment

### **Goal 2: Support Cross Country Yukon's members and affiliate clubs**

- Strengthen support for community program development
- Coordinate programming between affiliates and the high performance squad program at Cross Country Yukon
- Conduct outreach presentations to affiliate clubs
- Communicate the initiatives presented by the national sport governing body to affiliate clubs, including Safe Sport and approaches for inclusion and equity in sport
- Work with First Nation communities to identify opportunities for increased programming
- Celebrate the achievements of our members and affiliate clubs





### **3. We will strengthen the Cross Country Yukon community through the promotion of cross country skiing as a healthy activity for all Yukoners.**

#### **Goal 1: Grow our community of volunteer support**

- Develop a multi-year volunteer recruitment plan and define volunteer roles and responsibilities
- Create a volunteer engagement plan to communicate the vital role of volunteers to the CCY community
- Celebrate all CCY volunteers and share the impact of volunteers with our members and community
- Create a multi-year plan for the development of officials including resourcing plan
- Organize a volunteer celebration at the end of each season

#### **Goal 2: Communicate the stories of Cross Country Yukon**

- Create communication plans for multiple audiences to:
- Share the successes and stories of our high-performance athletes
- Tell stories from community programs
- Share the importance and impact of the strategic plan, including the vision and mission, and keep members updated about our progress against our goals

#### **Goal 3: Celebrate Cross Country Yukon and skiing with the community**

- Educate Yukoners about the benefits associated with the pursuit of high-performance skiing
- Host events and celebrations that are inclusive of the Yukon community
- Connect older and younger athletes through events and shared programming
- Explore opportunities to expand cross country skiing exposure in Yukon schools
- Create joint events with affiliate clubs

## **Next steps: Implementation and reporting**

Cross Country Yukon's Board of Directors will create an implementation plan for this strategic plan. The implementation plan will focus on concrete actions Cross Country Yukon will take to achieve the goals of its strategic plan, and track progress and timelines.

Cross Country Yukon will share its implementation plan on its website and will update its members on its progress through its social media, website and annual general meeting. The implementation plan will be reviewed annually and the Strategic Plan may undergo updates based on this process.