

ROAD TO RECOVERY



Overview

The “Road to Recovery” initiative was introduced at the Return to Skating meeting on April 6, 2021. This initiative is the natural extension of the collaboration that has taken place among Skate Canada and our Sections since March of 2020. The discussion focussed on the need to plan for emerging from the pandemic. All agreed it is now time to make plans to accelerate:

- The rebuilding of the registration base which was significantly eroded in 2020-2021;
- The effective operations of skating clubs and schools;
- Re-establishing the orderly work-flow for Skate Canada Coaches; and
- Leveraging shared technology and advertising resources to market our sport.



Overview

RTS participants were asked to select no more than two of the identified workstreams to participate in brainstorming sessions. Each session was convened to address the following questions:

- What are we solving for? Identify the issues.
- What are the resolutions? Identify possible solutions.
- Who's on first? Determine accountability for action.
- What comes next? Define next steps.



Skating Clubs and School Operations

The brainstorming session was held on April 21. The following items were identified:

- Rebuilding participation in all core programs is critical for survival and success.
- Providing safe programming will be required by parents.
- Skating Club closures are likely to occur. Alternate programming must be available.
- Capacity (ice availability) and cost (for ice and programs) must be managed.
- Erosion of the volunteer base is significant and may impact Club operations.



Skating Clubs and School Operations

THANK YOU TO ALL CONTRIBUTORS:

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Holly Henderson

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Paul MacIntosh

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Danielle Shaw

Danielle Williams



Supporting Skate Canada Coaches

The brainstorming session was held on April 21. The following items were identified:

- The single biggest issue impacting Skate Canada Coaches is the inability to earn and income since the pandemic seriously curtailed the ability to work. We need to get back on the ice!
- Virtual coaching emerged during the pandemic. The expectation is that it will be permitted to continue so appropriate measures need to be implemented to meet expectations.
- Many coaches were unable to obtain qualifications as in-person demonstrations were not permitted. We need to leverage technology to ensure Skate Canada Coaches are able to coach.



Supporting Skate Canada Coaches

THANK YOU TO ALL CONTRIBUTORS:

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Technology

The brainstorming session was held on April 19. The following items were identified:

- The ability to conduct virtual competitions and remote assessments has been proven. All sections require the necessary tools, resources and skills to ensure these opportunities are leveraged as appropriate.
- All sections are interested in ensuring figure skating content is available for all stages of training and that each is positioned to offer that content across their section.
- Technology can greatly assist the availability of all levels of coaching in rural and urban environments.



Technology

THANK YOU TO ALL CONTRIBUTORS:

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Marketing and Advertising

The brainstorming session was held on April 19. The following items were identified:

- In order to return participation to pre-pandemic level in short order, regional and national marketing campaigns are necessary to reinforce the safe delivery model deployed across all Skate Canada core programs.
- Participation in traditional non-core programs (adult skating, adaptive skating, etc.) should be actively encouraged as all will be looking for activity.
- Marketing needs to take place across all platforms including print, live streaming, social media and other digital platforms.



Marketing and Advertising

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Next Steps

Next steps have been determined by work stream as follows:

Technology

- No further working group meetings are required. Skate Canada staff and Skate Canada Productions team (Ted Barton and Steve Muff) to arrange meetings with each Section.
- Meetings with NL, PE, NS, NB, MN and SK to take place the week of May 3.
- Meetings with AB|NWT|NUN, ON and PQ to follow.
- Hardware and production capability to augment live streaming content approved by BOD on April 14. Acquisition underway however supply chain issues may delay full roll-out.



Next Steps

Marketing and Advertising

- Smaller working group has been established.
- First meeting scheduled for April 29.
- Group to determine desired marketing plan and accountability to deliver material and cost-sharing arrangements on resource production.
- Time of roll-out of materials to be determined in consultation with individual Sections.



Next Steps

Skating Club and School Operations

- Skate Canada staff to develop a survey to send to Skating Clubs and Schools to determine level of distress and identify those needing support.
- Brainstorming group to form working group and will reconvene to finalize survey and tackle items identified to determine best strategy.
- Skate Ontario has developed a Skating Club and School excellence program and will share their approach with working group.



Next Steps

Supporting Skate Canada Coaches

- Brainstorming group to form working group and will reconvene on April 28 to identify strategy around ensuring Virtual Coaching opportunities are supported by Skate Canada and that coaching qualifications can be completed expediently.
- Skate Canada staff to develop a survey seeking feedback from all Skate Canada Coaches on likelihood to continue and level of support required.



Next Steps

- The Road to Recovery initiative will remain active throughout the 2021-2022 season as Skate Canada and all stakeholders emerge from the pandemic.
- Regular updates on progress will be provided to Skate Canada BOD and Sections Coordinating Committee.
- We will seek out opportunities to solicit feedback from all stakeholders as we move forward.

