



SNOWSPORTS ASSOCIATION OF IRELAND

Strategic Plan 2022 - 2026



FORWARD

Welcome to the Snowsports Association of Ireland (SAI) Strategic Plan 2022 – 2026. SAI is committed to continuing development of the organization after publishing the first long-term strategic plan in 2018 designed to set out a clear path for the future.

The SAI identified three key strategic pillars at that time. These pillars are designed to support the continued development of the organization and the continued support of our Snowsports athletes. We are determined to continue developing the organization through key initiatives such as increased and more sustainable funding, development of a High Performance Framework, increasing the capacity of the organization and enhanced strategic partnerships. With this strategy we hope to develop opportunities for more people to experience the joy of snow sports while simultaneously supporting our high performance athletes to represent Ireland on the highest stage.

We began an exciting journey in 2018 and we look forward to the future with 100% commitment to getting the job done as we move into a new Olympic cycle towards Milan/Cortina 2026.

Robert Norwood
President
Snowsports Association of Ireland



VISION

Our Vision is inspired by the success of other non-traditional winter sport nations in their achievements at the highest level on the world stage and the continuing the development of recreational Winter Sports.

We are dedicated to supporting this vision by establishing a High-Performance Framework that empowers our elite athletes.

To develop this framework, we are exploring innovative ways to secure long-term and consistent funding while forging strategic partnerships with

- individual international coaches,
- key organisations, such as the Small Emerging Nations and the Lowlanders Ski Racing Team.
- to achieve these goals nationally, SAI is an integral part of the Winter Sports Strategy Group, involving the six winter sport associations in Ireland.

SAI is investing in the growth of our organization, expanding our capacity and expertise, and implementing talent identification programs to uncover the next generation of winter sport champions.

At our core, we believe that with the right resources and support, our athletes can achieve greatness and make their mark on the world stage. By embracing new ideas and approaches, we are determined to turn this vision into a reality and take Irish winter sport athletes to the next level.



MISSION

The development of Snow Sports through the provision of a sustainable structure that will support a High Performance Framework for Snow Sports athletes and a program for the continued recreational development of Snow Sports across Ireland and Internationally.

Our continued mission is to develop a sustainable structure that will support the continued growth and development of both organization and elite athletes and we will do this by focusing on:

- Increasing capacity within the organization;
- Ensuring we implement a High Performance Framework;
- Increasing and ensuring sustainable funding;
- Provision of performance supports;
- Performance planning and monitoring across both organization and athletes;
- Focus on athlete welfare.



STRATEGIC PILLARS

Strengthening Foundations

- Sustainable Organization
- Strategic Partnerships
- Recreational Development

Sustainable Funding

- Commercial Development
- New Funding Streams

Enable Athlete Performance

- High Performance Program
- Athlete Funding
- Pathway streams over a four year cycle
- Athlete Welfare



STRENGTHENING FOUNDATIONS

Key to the success of any organization are the foundations – recent experience working closely with the Olympic Federation of Ireland, Sport Ireland and the Sport Ireland Institute have helped the SAI to lay the base of strong foundations – critical to continued progress is to further develop and strengthen these foundations and we will do this by focusing on the following:

Sustainable Organization	Recreational Development	Strategic Partnerships
<ul style="list-style-type: none">• Continue to engage part-time Support and HP Lead.• Build system of review to ensure priorities are always in focus	<ul style="list-style-type: none">• Create suitable environment to support recreational development• Partner with representative clubs• Support development of new disciplines/ Sports.	<ul style="list-style-type: none">• Identify, foster and collaborate with all key stakeholders – Athletes, OFI, Sport Ireland, Sport Ireland Institute, Federation of Irish Sport, International Ski Federation, IBU, ISMF other NGBs, LSPs, other international bodies – LRT, SES and other collaborations including the Winter Sports Strategy Coordination Group.



STRENGTHENING FOUNDATIONS

Sustainable Organization

- We will continue to work with our part-time Administration and Accountant to provide additional organizational capacity for the management of event logistics. For the season 2023 – 2024 we have 8 major championships across 4 our different sports and disciplines all of which will require administrative and logistical support.
- We will build a system of regular review to ensure priorities are consistently aligned in support of the Strategic Plan.

Strategic Partnerships

- We will develop strategic partnerships to support an environment that will foster the development of Snow Sports at grass roots – working with international partners such as FIS, IBU, ISMF on programs like World Snow Day or Bring Kidz to Snow, Youth Camps, Lowlanders, SES and local partners such as the clubs and universities to help develop participation.



SUSTAINABLE FUNDING

Funding is a challenge for all sporting organizations and as a minority sport without easy access to natural resources the SAI are acutely aware of the challenging environment in which our athletes must exist. Ensuring an appropriate level of sustainable funding is a real challenge but not one from which we will shy – in pursuit of this goal we will continue to:

Develop Funding Streams

- Research available solidarity grants, identify relevant and understand application requirements
- Work towards athlete carding

Commercial Development

- Develop business plan
- Build athlete profiles, through our new website / launch date June 2023.
- Create sponsorship pitch



ENABLING ATHLETE PERFORMANCE

We want our athletes to succeed on the highest world stage. As a non-traditional winter sports nation we have been inspired by the success of others and are embracing the idea nothing is impossible.

To support our athletes in their ambition to compete at the highest level we will:

High Performance Framework

- Where possible engage with professional coaches.
- Continue to work with the Winter Sports Strategy Group.
- Build a four year High Performance programme to include measurable goals.
- Develop a Talent ID Programme.

Athlete Funding

- Develop sustainable and equitable athlete funding model
- Athlete benchmarking
- Link High Performance plan and measurable goals

Athlete Welfare

- Develop an athlete welfare policy
- Identify an athlete welfare officer



ENABLING ATHLETE PERFORMANCE

High Performance Framework

- We will develop a High Performance Framework with measurable goals to support our High Performance athletes – we will develop a partnership with SII for provision of performance supports and put in place a technical High Performance Lead who will work directly with Performance Director and the SII in provision of performance supports.
- We will make Athlete Welfare a key element of the High Performance Framework.

Athlete Funding

- We will endeavour to develop a sustainable and equitable funding model that is within the High Performance Framework and we will work to increase over time the funding available to our athletes in the High Performance system.
- We will implement a system of review to ensure High Performance funding is targeted in an appropriate manner and impact is assessed through measurable goals as defined in the High Performance Framework.