Northern Sport Centre

2021-2024 STRATEGIC PLAN

A Centre of Excellence fostering an active, vibrant and healthy community.

Objectives	Success Indicator	Lead	Complete by	Status as of March 2022
Strategic Objective 1: Community Engagement				
Map needs and existing services within the community of Prince George with regard to user groups. Develop and implement a framework to determine future strategic focus and priority user groups.	Identify future strategic focus and priority user groups	Management	Year 1	Not Started
Define what Centre of Excellence means to NSC, based on the framework above, and continue to evolve brand identity accordingly.	Definition for Centre of Excellence	Board with Advisory Committee	Year 2	Not Started
Incorporate concepts of Equity, Diversity, Inclusion, and Indigenization into operations.	Increase action towards Equity, Diversity, Inclusion, and Indigenization	Board	Year 3	Not Started
Strategic Objective 2: Financial and Operational Sustainability				
Create an overall asset management and resource mobilization strategy and associated plan for phased implementation.	Phased implementation plan for asset management	Board with Advisory Committee	Year 2	Not Started
Develop strategy and identify resources required to service priority user groups to achieve future strategic focus.	Identify required resources to service priority user groups	Management	Year 2	Not Started
Identify sponsorship opportunities and incorporate associated revenue as part of asset management strategy.	Sponsorships provide revenue for asset management	Board with Advisory Committee	Year 3	Not Started
Develop optimal space utilization and "infill" programming.	Increase space utilization and programming in non-peak times	Management	Year 1	Not Started
Strategic Objective 3: Governance				
Conduct a Board self-evaluation every 12-18 months.	Self-evaluation complete	Board	Year 1 and 3	Not Started
Explore options to formulate advisory committees for key strategic assignments.	Framework for advisory committees complete	Board	Year 1	Not Started