



# Strategic Plan 2022-2026



**Changing Lives  
Through Sport**

# Message from the President

Matt Kinnie



Four years ago Parasport NB adopted a new mandate that broadened the work of the organization to support the systematic development of parasport throughout the province. With this mandate came a significant influx of Government funding that allowed for the hiring of its first full time staff, Executive Director, Sally Hutt. Over those four years Parasport NB has grown and thrived as it focused heavily on developing partnerships, raising awareness and collaborating in the development of effective and meaningful parasport programming. Over that time we have seen many successes where NB para athletes and teams continuously shine at the national and international level. In many ways NB has established itself as a leader in parasport, and has demonstrated the great success that can result from strategic investment and creative programming. One of the key successes for our organization in the last 4 years is the recent launch of our new membership model, that allows other PSOs to register as members of Parasport NB. This unique PSO membership model provides several benefits, most significant is the support of our newest staff member, who was brought on to support the development of parasport programming in our member PSOs. The addition of a third staff member is a huge milestone as it provides even more capacity to develop new programs and recruit new athletes.

2022 brought the next step in Parasport NB's evolution with the development of its second 4 year strategic plan. Our board of directors and staff were able to come together for an in person planning session facilitated by Sheffe Consulting. It was exciting to have such an engaged group drill down into the successes and struggles of our organization, and try to identify gaps to prioritize over the next few years. This strategic plan should provide guidance to our organization, and help our staff focus its efforts on areas that should see meaningful results and see the growth of parasport in our province. One of the ongoing priorities has been to provide a diverse offering of parasport opportunities that allow all levels of ability to participate in all regions of the province. Although this is a difficult goal to achieve, I feel confident that our strategic plan formally captures this objective and will provide direction as we take on this challenge and ensure we measure our progress towards success.

With so much positive change and momentum generated in the last four years, it will be important to stay focused on what is important and meet the commitments of our organization. I feel that 2023 will be an important year for working out the operational details, and determining how we will implement the strategic direction set in our plan. With the staff we have in place, and experienced board members as part of the team, I am genuinely excited to see the growth of parasport in our province.



# Meet Our Team



**Sally Hutt**  
Executive Director



**Simon Richard**  
Program Manager



**Constance Gilman**  
Parasport Coordinator



# Meet our Board of Directors



**Matt Kinnie**  
President



**Emma Hicks**  
Vice President



**Andrew Law**  
Treasurer



**Manon Ouellette**  
Secretary



**Matt Forgie**  
Member at Large



**Meaghan Donahue Wies**  
Member at Large

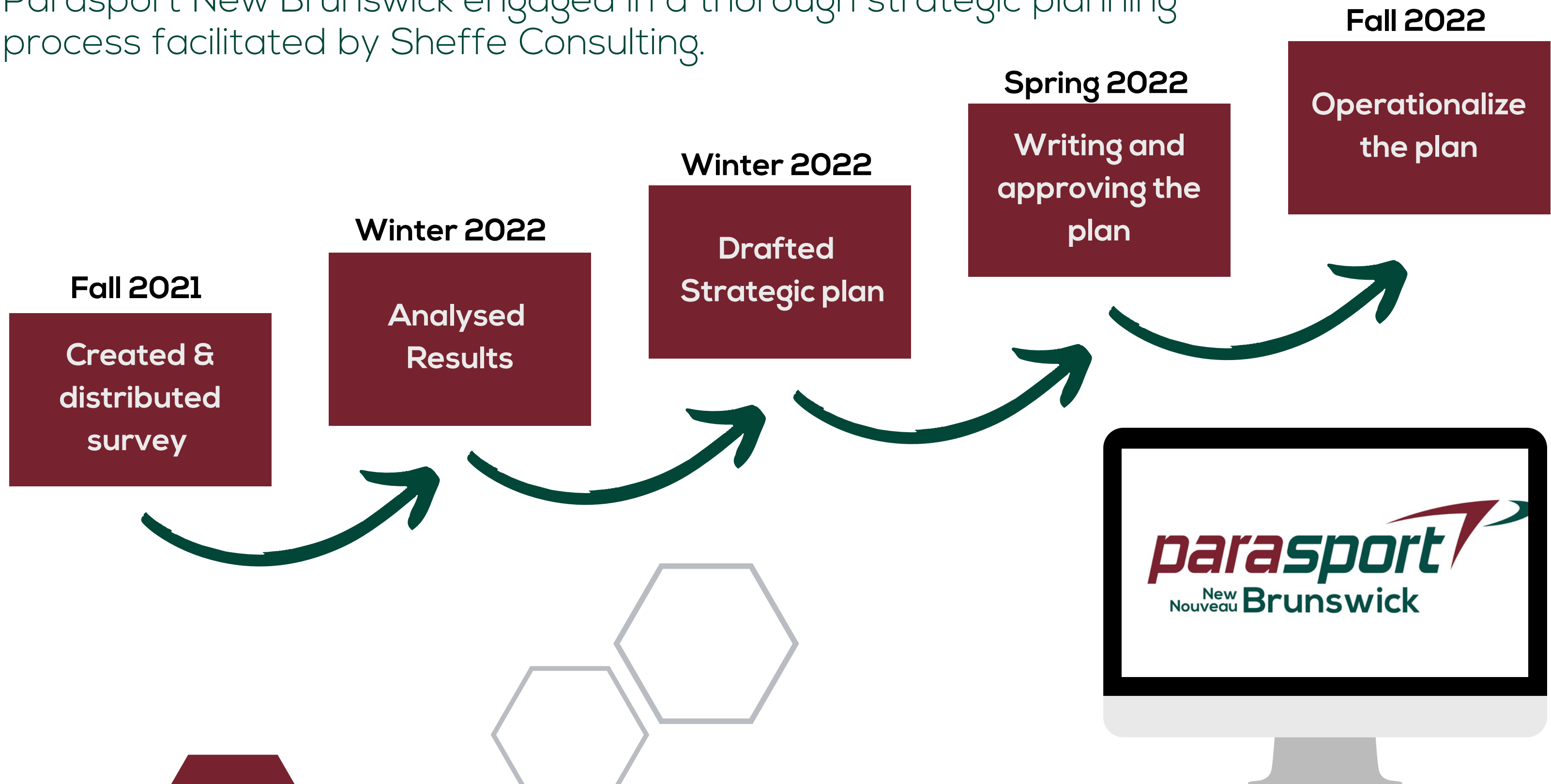


**Colin Higgins**  
Member at Large  
Wheelchair Basketball



# Strategic Process

Parasport New Brunswick engaged in a thorough strategic planning process facilitated by Sheffe Consulting.



# Vision & Mission



Building community  
through Parasport



Parasport NB is a leader in providing and facilitating safe and supportive programs, reducing barriers to participation, and integrating all New Brunswickers in the broader parasport community. We are the governing body for wheelchair basketball, wheelchair rugby and boccia, and a supporter of the delivery for all sports in the Paralympic movement.





# Our Values



## Advancement

Strive for improvement in all aspects of the organization and its activities



## Community

Engaged people, safe spaces, and strong networks



## Trust

Our community has confidence and faith in our abilities as an organization



## Support

Meet people where they're at with empathy, and nurturing them along their individual pathways



## Inclusion

Support and integrating all people of all abilities



# 5 Areas of Focus

## 1. Quality Programs

Inclusive programs, representative of all levels of ability and all levels of the pathway, being delivered throughout the province

## 2. Positive Environment

Providing a safe supportive environment for persons with a disability to participate in parasport

## 3. Engaged Network

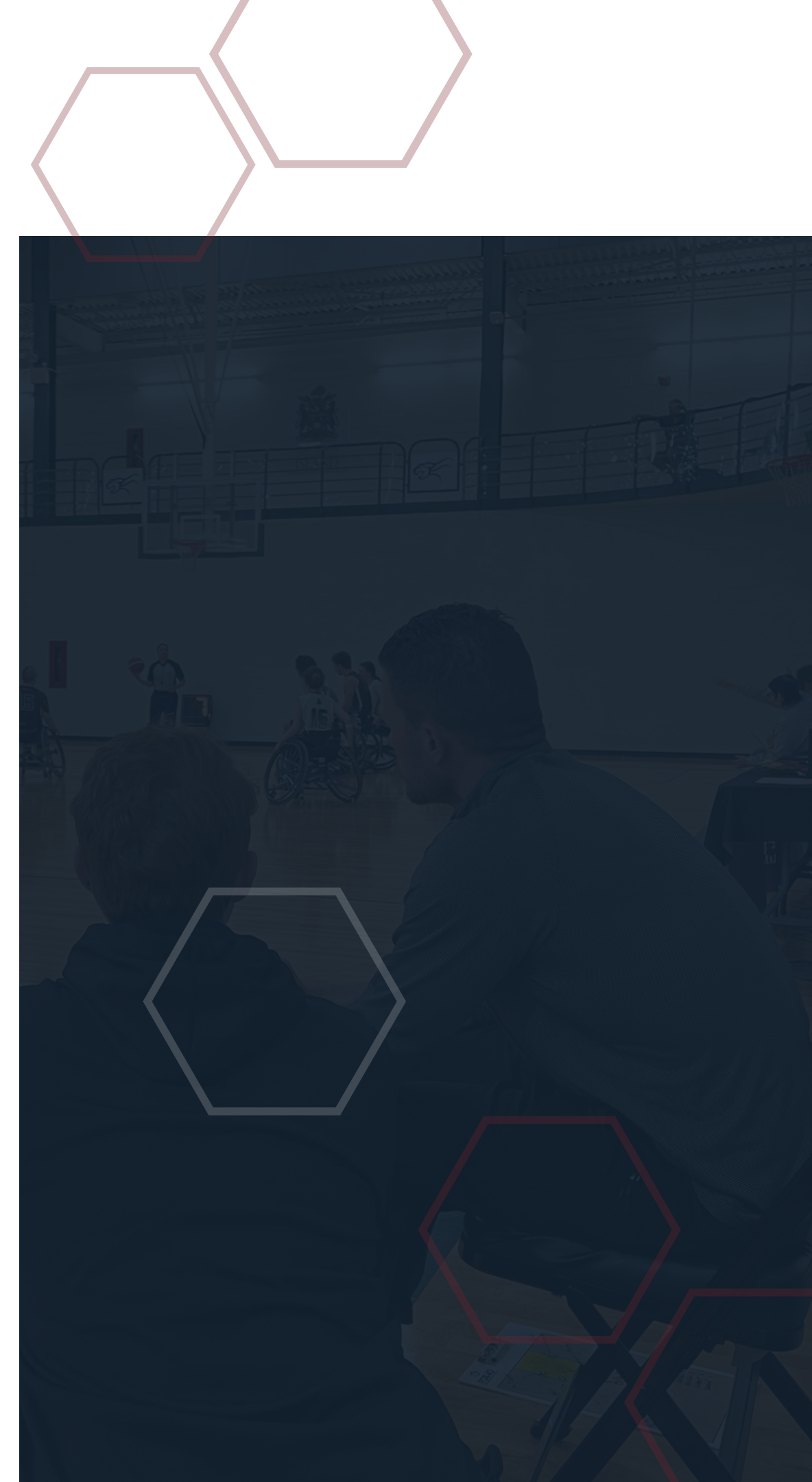
Leading the development and connection of New Brunswick's parasport network, within and beyond sport

## 4. Enhanced Awareness

Effective and deliberate communication of the organization's mandate to build awareness of parasport opportunities within New Brunswick

## 5. Organizational Excellence

Being the leader in governance, operations, and internal processes





# Quality Programs

## Achievements

- Clearly identify pathway to retain athlete & coach & officials participation
- Programs throughout the province (not just 3 major city centers)
- Better geographic coverage, increase reach
- Increase participation - membership
- Programs for all ability levels
- Programs for athletes along all levels of the pathway

## Major Initiatives

- Sport specific evaluation database
- Gap analysis
- Gap filling actions
- Track PSO/Individual membership numbers and their geographical location
- Creating programs person/champion/coach identified
- Grants to bridge the pathways gap



# Positive Environment

## Achievements

- Accessible facilities
- Proper fitting equipment
- Well trained, empathetic volunteers
- Systems that address other challenges that come with having a disability (transportation, financial etc)
- Healthy community - a place for all

## Major Initiatives

- Identify accessible facilities
- Program evaluation
- Explore ways of increasing equipment access
- Establish standard of training requirements
- Understanding the athletes needs to best direct them into the right parasport
- Athlete database and potential participant database
- Program satisfaction surveys





# Engaged Network

## Achievements

- Identify and prioritize new partnerships for system alignment
- Make and facilitate connections
- Stronger engagement with Provincial Sport Organizations member and partners
- Have a voice at relevant tables
  - Not just invited, but heard



## Major Initiatives

- Build out list of connections, current and new, and prioritize contact
- Create and maintain a database/record of contacts and interactions
- Implement updated membership model (PSO members)
- Advocacy on sport specific and parasport



# Enhanced Awareness

## Achievements

- Build awareness of our organization
  - Mandate
  - Programs
  - Services
  - Network
  - Expertise
  - Successes

## Major Initiatives

- Create and distribute marketing initiatives and tools to widen awareness
- Every community therapist in the province receives Parasport NB materials
- Digital presence (social media, website etc)
- Communications strategy



# Organizational Excellence

## Achievements

- Parasport NB is viewed in a professional manner through all activities and all people involved with us
- Increase staffing to successfully fulfill this plan
- Move to a policy based board structure
- Revenue diversification
- More effective board processes
- Policy

## Major Initiatives

- Integrate regular evaluation of organizational process
- Complete updated operational plan to align with strategic plan
- Build regular strategic plan review into staff work/board meetings
- Pursue grant opportunities to increase HR capacity
- Explore alternative sources of funding outside of Government



# Highlights

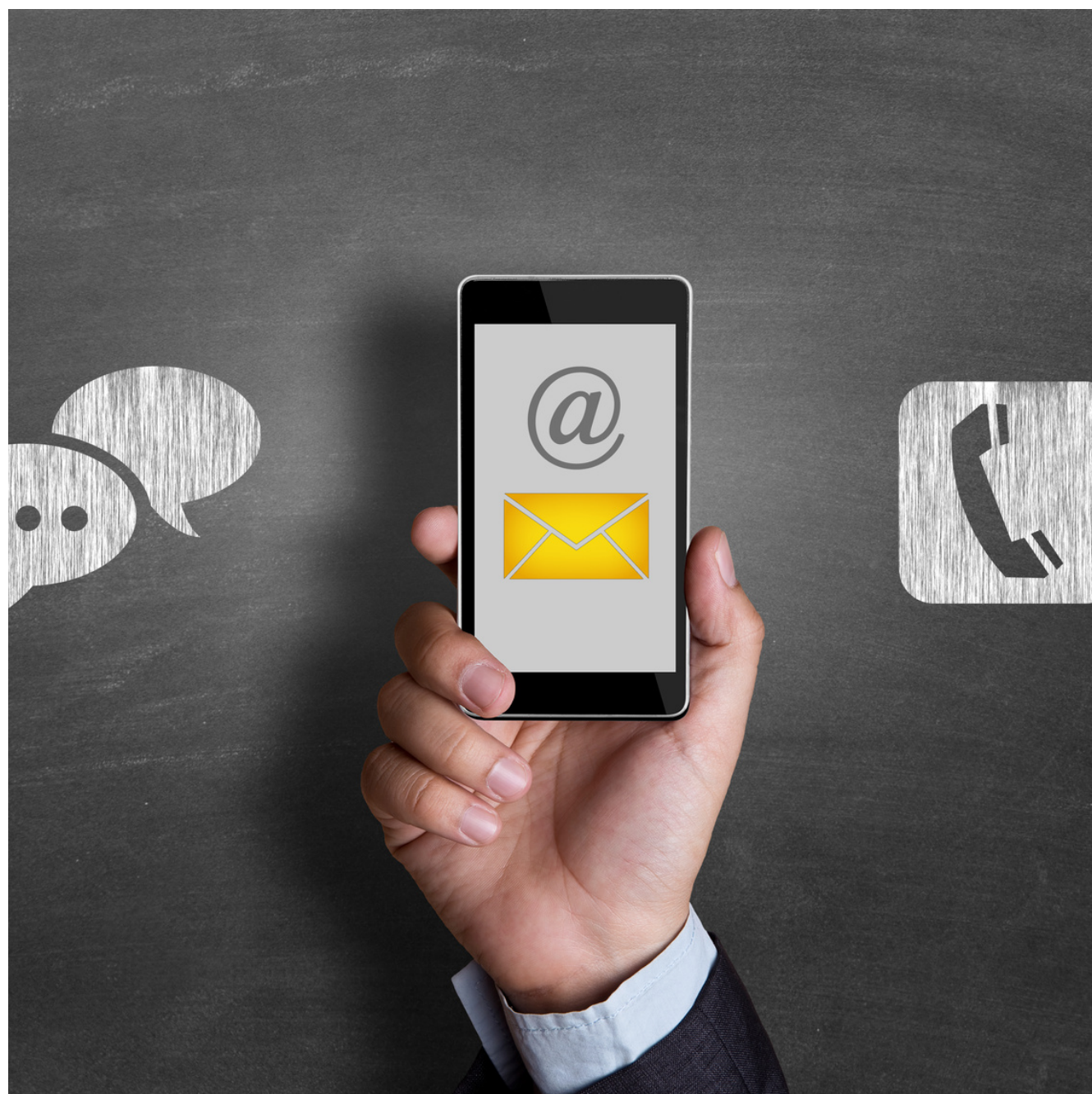
- 4 NB Athletes at 2020 Tokyo Paralympics
- 4 NB Athletes at ParaPan American Games
- 8 Sr Ntl Team Athletes & 1 Jr Ntl Team
- NB Summer Road show
- 3 full time staff
- Collaborative 7 PSO parasport grant
- New Membership Model
- 1st place CWBL finish
- 3rd place Junior Nationals finish, 4th at 2019 CWG in Red Deer
- P506 & multisport programs implemented
- Established East Coast Wheelchair Basketball Program
- Establish annual core funding
- 2022 signed with Boccia Canada as boccia PSO



- Danielle Dorris set new Paralympic and World Records
- 2nd NB Paralympic (or Olympic) Gold Medal



# Contact Us



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# Changing lives through sport

