



2022-2026 STRATEGIC PLAN DASHBOARD

OUR MANDATE

Standardbred Canada supports the standardbred breed and the persons who breed, own and race standardbred horses.

- a) The registration and identification of standardbred horses and keeping of pedigrees;
- b) The maintenance, preservation and dissemination of records regarding the breeding and racing of standardbred horses;
- c) Providing a platform for communication that creates interest, awareness and support for the standardbred industry.

OUR MISSION

“Standardbred Canada is the national leader that records and communicates information about standardbred breeding and racing.”

OUR VISION

“Standardbred Canada is an essential support for the horse, industry and sport.”

OUR VALUES

“It’s about the H.O.R.S.E. of course”... ‘Honesty & Integrity’, ‘Own It’, ‘Respect’, ‘Service to Others’, ‘Excellence’.

STRATEGIC PRIORITIES

COMMUNICATIONS

DATA MANAGEMENT

FINANCIAL SUSTAINABILITY

MEMBERSHIP / CUSTOMER SERVICE

STAKEHOLDER RELATIONS

DEFINITION

Design and provide effective communication platforms focused on creating interest, awareness, and support for the standardbred industry.

Through the development and implementation of a data management strategy that will focus on capitalizing on existing and new technologies to better serve the needs of our members, industry & association.

Focus on maximizing the potential of existing and new income revenue streams and identify and execute on ongoing operational efficiencies.

Continued innovation and implementation of enhanced and new member focused initiatives.

SC will represent membership at industry meetings and events and champion improvements for our members by facilitating and articulating their concerns, issues, goals and needs to industry and stakeholders.

FUTURE VISION

Increase SC footprint as the national information source for racing results, industry and standardbred news.

Develop products/ services that includes business data information to improve the end-product for membership, stakeholders and racing participants.

Deliver a positive annual operating income before OIBDA.

Grow membership through new opportunities and technological advancements.

Conduct annual stakeholder engagement surveys using 2022 survey results as benchmark score to demonstrate annual improvements year over year.