



STRATEGIC PLAN

2010



Mandate, Vision & Mission

MANDATE

Standardbred Canada is the official registry, record keeping and standard-setting body for Canadian harness racing, committed to dissemination and protection of information, promotion and protection of the industry.

VISION STATEMENT

We will be recognized by our members & stakeholders as the industry leader, guiding harness racing to thrive & prosper.

MISSION STATEMENT

Driving Harness Racing.



Objectives

Organizational Advancement

We will improve our efficient service delivery under a responsible governance structure.

Government Relations

We will build bridges with all levels of government to affect change and further the development of our industry.

Industry Advancement

We will lead discussion, build consensus and drive actions that advance our industry.

Revenue Growth

Using our strengths, we will fortify our financial position through innovative projects.