

Whitehorse Nordic Ski Society

Strategic priorities at a glance

UPDATED 2026

The Board of Directors of the Whitehorse Nordic Ski Society has refreshed the organization's strategic priorities to reflect the continued growth of our ski community and the opportunities ahead. This document presents our Strategy at a Glance, highlighting the vision, mission, guiding values, and key priorities that will help guide our work in the years to come.

We intend for this strategy to be a living document. As needs, circumstances, and opportunities evolve, the Board will revisit and update the strategy as needed and will continue to engage with our membership as we refine and renew our priorities.

We are deeply grateful for the passion, dedication, and support of our members, volunteers, staff, sponsors, and partners. Together, these refreshed strategic priorities will help guide the continued growth, stewardship, and enjoyment of cross-country skiing in our community.

The Board of Directors, Whitehorse Nordic Ski Society

VISION

Providing opportunities for people of all ages, backgrounds and abilities to pursue wellness, enjoyment and excellence on skis on some of Canada's finest trails.

MISSION

To provide a high-quality ski experience by:

- Managing an ever-improving network of professionally-groomed and accessible ski trails;
- Offering programs to assist skiers at all levels of performance to reach their goals
- Promoting social interaction and opportunities for community connection; and,
- Encouraging and supporting every Yukoner to embrace cross-country skiing as a lifelong activity that forms part of a healthy lifestyle.

GUIDING VALUES

Reconciliation

Respect for Indigenous lands, cultures, and relationships.

Excellence

High standards in sport, programs, and innovation.

Health & Community

Active lifestyles, connection, and enjoyment through skiing.

Inclusion

Welcoming and accessible for all.

Stewardship

Caring for the land and acting on climate responsibility.

Integrity & Collaboration

Transparent governance and strong partnerships.



Strategic priorities

The actions identified under each priority are intended to guide our work and are not exhaustive. Additional actions may be undertaken as opportunities arise.

1. Foster an inclusive, respectful, accessible, and welcoming ski community

- Embed READI (Reconciliation, Equity, Accessibility, Diversity, and Inclusion) principles into governance and operations.
- Broaden diversity among participants, volunteers, staff, and leadership.
- Ensure safe, welcoming, and positive experiences for all users.

2. Advance reconciliation through action

- Build understanding of relevant Truth and Reconciliation Commission Calls to Action.
- Strengthen respectful relationships with Yukon First Nations.
- Demonstrate reconciliation through visible, meaningful practices across programs, events, and land use.

3. Strengthen capacity to host high-quality races and events

- Grow the number and expertise of trained officials, volunteers, and event leaders.
- Implement a multi-year plan that builds from local and regional events toward major event hosting.
- Ensure trails, facilities, and equipment meet standards for event delivery.

4. Promote and expand ski tourism

- Develop a coordinated ski tourism approach with partners.
- Strengthen promotion and growth of existing ski tourism assets, including signature events.
- Assess opportunities to attract Canadian and international teams for training and camps.

5. Invest in infrastructure that supports long-term growth

- Implement the long-term Functional Plan to guide phased infrastructure development.
- Secure sustainable funding and partnerships with governments and private supporters.
- Ensure infrastructure investments support accessibility, sustainability, and long-term operations.

6. Adapt to climate change and reduce environmental impact

- Strengthen climate resilience of trails, programs, and operations.
- Reduce the environmental footprint of operations, facilities, events, and activities.

7. Secure lasting protection and stewardship of the trail network

- Advocate for full and permanent protection of the trail network and strengthen long-term access agreements.
- Promote shared stewardship aligned with reconciliation, environmental responsibility, and climate adaptation.

8. Build strong, effective partnerships

- Strengthen relationships with Yukon First Nations, governments, sport, tourism, and community organizations.
- Regularly review existing partnerships and proactively pursue new partnerships aligned with strategic priorities.