

Strategic Plan 2020-26





Inspiring world class sport development through enriching experiences for all.



Our athletes are the heart of our community.
We nurture collaboration, life-long learning, and sport for life.
We strive for innovation, excellence, and integrity in and out of the pool. We celebrate our collective journeys honouring our past, present, and future.
We foster growth. We believe in fulfillment.
We welcome everyone. We are a vibrant community.
Joy...Unity...Movement...Passion

We envision an inclusive and accessible sport community that inspires excellence.

BC Artistic Swimming is committed to an athlete-centered community where:

-  Our strategic direction creates the conditions for a fun, fair, safe, welcoming, and enriching experience.
-  Our investment in the professional development of coaches and officials supports the holistic development Of our athletes.
-  BC Artistic Swimming and our member clubs have the capacity to effectively govern, manage, and deliver artistic swimming.
-  Everyone is treated with respect and dignity.

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Our mission is to lead growth and development in artistic swimming.

Strategic Priorities



GROW Participation

Increase participation in artistic swimming through growth and retention.

- **Thriving Introductory Programs**
- **Increased Member Retention**
- **Comprehensive Recruitment & Marketing Strategies**



PROFESSIONALIZE Our Organization

Develop resources, capacity, and commitment to professionally deliver our sport.

- **Positive & Enriching Culture**
- **Effective Governance, Management & Delivery**



ASPIRE to Excellence

Realize measurable achievement within our artistic swimming community.

- **Meaningful Competition Framework**
- **Robust Provincial Programs**
- **Valuable Professional Development**
- **Holistic Environments**