



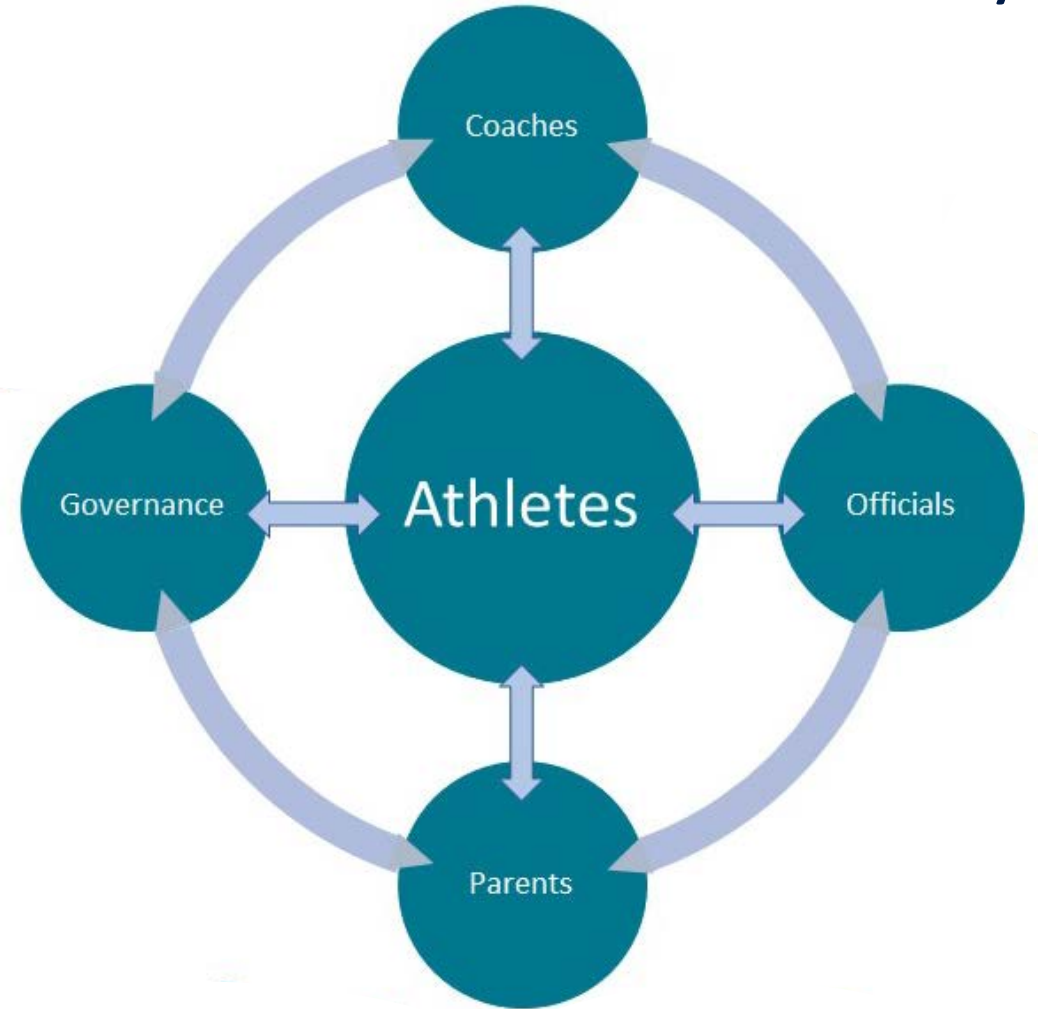
BC

Strategic Plan & Club Alignment



Strategic Plan 2020-26
Inspiring world class sport development with
enriching experiences for all

Athlete-Centred Community





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2021-2026 Strategic Plan



GROW Participation

Increase participation in artistic swimming through growth and retention.

- ✦ **Introductory programs** are delivered extensively throughout BC providing a broad foundation for artistic swimming growth.
- ✦ A values-based culture and meaningful, fun sport experience increases the **retention of members** at all levels and in all roles, facilitating sport for life.
- ✦ New **recruitment and marketing strategies** are designed and embraced by member clubs.

2021-2026 Strategic Plan



PROFESSIONALIZE Our Organization

Develop resources, capacity, and commitment to professionally deliver artistic swimming in BC.

- ✿ We foster a **culture** that is fun, fair, safe, and respectful for all.
- ✿ BC Artistic Swimming and its member clubs can **effectively govern, manage, and deliver** artistic swimming in BC.

2021-2026 Strategic Plan



ASPIRE to Excellence

Realize measurable achievement within our artistic swimming community.

- ✿ We deliver a meaningful provincial **competition framework** for all levels of athlete development aligning with the national model.
- ✿ We lead robust **provincial programs** that achieve national and international podium results and create a natural pathway to Team Canada.
- ✿ **Professional development** for coaches and officials is valued throughout the province and supports growth and achievement.
- ✿ BC Artistic Swimming and its members create **holistic environments** that inspire athlete development, personal growth, and safe sport practices.

Strategic Plan for Artistic Swimming in BC

 **We Rise By Lifting Each Other!**

 **Focus on Club-Supported Programs**

Sport Services Grants | EVOLVE Initiative | Ignite Program

Judge Consultation Program | Targeted Athlete Program

New Marketing Initiatives | Club Operations Policy

Discussion



Do BCAS Clubs engage in strategic planning?



If so, does it align with BCAS' Strategic Priorities?



How can we support this process?

Questions

