



2021-2026 STRATEGIC PLAN



Strategic Plan 2020-26

Inspiring world class sport development with 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

How Did We Get Here?

The State of Artistic Swimming in BC

- Town Hall Consultations
- Risk Management / Risk Registry
- viaSport Evaluation
- Good, Bad & Ugly Consultations
- Coaches Survey
- Safe Sport
- EVOLVE Initiative
 - Re-envisioning Artistic Swimming in BC
 - Mission, Vision, Values Statement, Declaration
- CAS Strategic Plan – 2016-2024
- viaSport Strategic Platform
- BC Government: Pathways to Sport

Strategic Plan for Artistic Swimming in BC

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

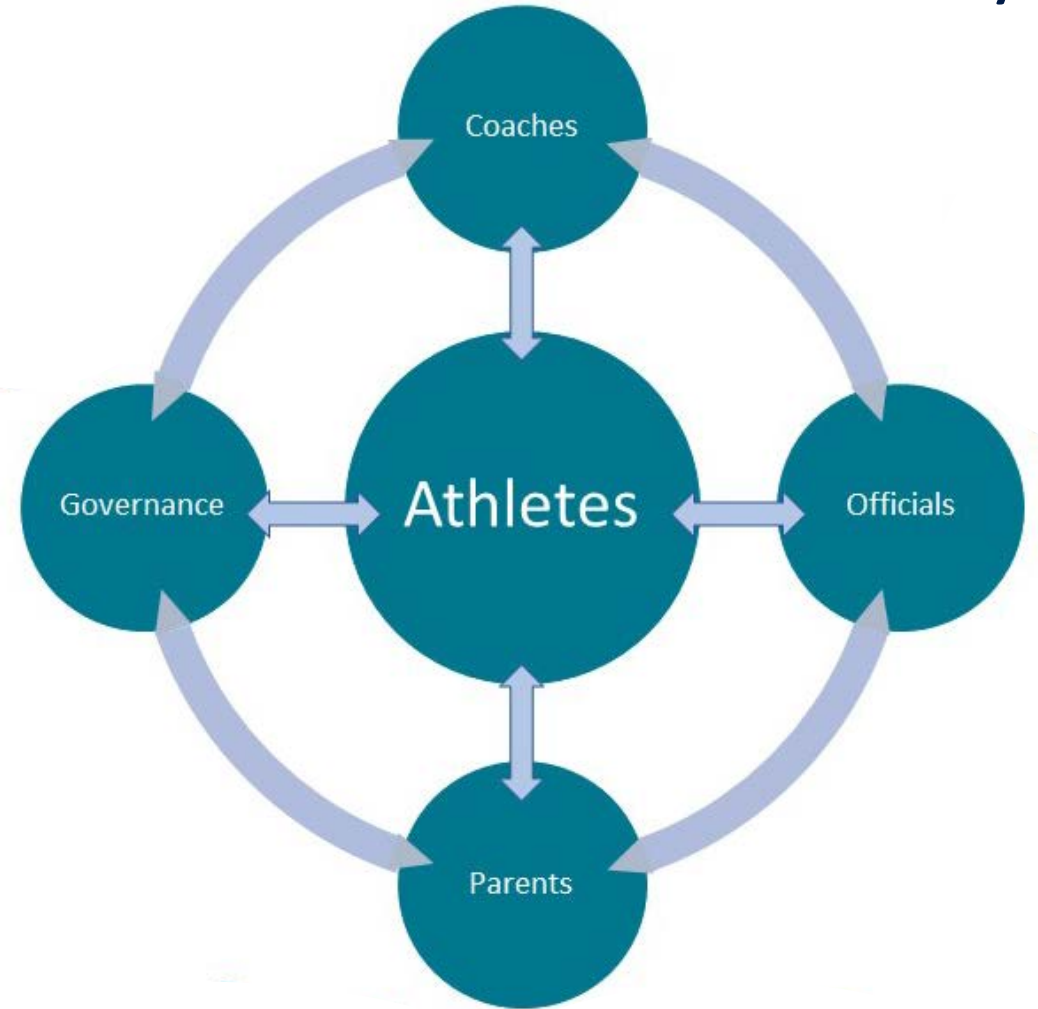
BC Artistic Swimming is committed to an athlete-centred community where:

- 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.
- Our organization and member clubs have the capacity to effectively govern, manage, and deliver artistic swimming.
- Everyone is treated with respect and dignity.



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Athlete-Centred Community





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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.

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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.

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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

Next Steps

-  Publish Strategic Plan
 -  Context
 -  Milestones and Measurement Strategies
-  Member Engagement at 2021 Annual Summit
-  Living Document adjusts to the artistic swimming environment
-  Activate Strategies – in progress

Questions

