OUR VISION
SWIM BC IS THE LEADING PROVINCIAL SWIMMING ORGANIZATION IN CANADA

OUR MISSION
WE CREATE, LEAD AND ORGANIZE AN ENVIRONMENT OF SUCCESS FOR ALL IN THE SPORT OF SWIMMING

OUR VALUES
OUR RELATIONSHIPS AND DECISIONS ARE DRIVEN BY OUR COMMITMENT TO:

Excellence
Integrity
Accountability
Innovation
Passion
Communication
LETTER FROM THE PRESIDENT

It is my privilege to present the 2018 – 2021 Strategic Plan for SWIM BC. This document clearly articulates the priorities, strategies, and goals of our organization and will carry SWIM BC forward until 2021.

A strategic planning process is a way for the community to come together to face challenges and create goals and measures for success. We intended for this to be an inclusive and transparent process in which the Board of Directors actively solicited input from stakeholders. Through proper planning and implementation we will continue to deliver one of the highest quality programs in our country.

I am proud of the services that we offer to our members and look forward to challenging provincial norms, as well as continuing to look for ways to improve our services.

Respectfully Submitted,

Linda Metcalfe
President SWIM BC
VISION
The “Almost Unattainable”

MISSION
The “How”

VALUES
The way we want to be seen and the way we want to do business

KEYSTONES
Key elements that support the Vision, Mission, and Values

STRATEGIC DRIVERS
The critical elements of each Keystone

GOALS
What we want to do

TACTICS
How to do it

KEY SUCCESS INDICATORS (KSIs)
How we measure ourselves
3 KEYSTONES
OF OUR STRATEGIC PLAN

SPORT

PEOPLE

ORGANIZATION
SPORT KEYSTONE
STRATEGIC DRIVERS

PARTICIPATION PATHWAYS

PERFORMANCE PATHWAYS

ACHIEVEMENT PATHWAYS
SPORT KEYSTONE

STRATEGIC DRIVER GOALS

PARTICIPATION PATHWAYS

We will expand our programs to grow participation in swimming.

ACHIEVEMENT PATHWAY

We will develop stages of achievement for swimmers.

PERFORMANCE PATHWAY

We will lead Canada in progressing swimmers to National teams.
PEOPLE KEYSTONE

STRATEGIC DRIVERS

SWIM BC will achieve growth in its human capacity to deliver value to its members using the “People Equation”

WHO ARE THE PEOPLE?

- Swimmers
- Coaches
- Officials
- Volunteers
- Parents
- Alumni
- Staff

ENGLAGE + TRAIN (EDUCATE AND CERTIFY) + RECOGNIZE = GROWTH

PEOPLE EQUATION
PEOPLE KEYSTONE

STRATEGIC DRIVER GOALS

SWIMMERS

SWIMBC will expand the programs to grow participation in swimming, develop stages of achievement for swimmers within the framework for each stage of our athlete development pathway.

COACHES

SWIM BC will create a coaching development strategy through professional development, certification and recognition opportunities based off swimmer growth for each stage of our athlete development pathway.

OFFICIALS

SWIM BC will create an officials development and recognition strategy aimed at supporting the SWIM BC competition framework for each stage of our athlete development pathway.

VOLUNTEER

SWIM BC will promote a recruiting program to encourage volunteer engagement that supports each stage of our athlete development pathway.

PARENT

SWIM BC will continue to support our swimmer’s parents through education and recognition opportunities that will support each stage of our athlete development pathway and promote engagement throughout a swimmer’s career.

ALUMNI

SWIM BC will continue to expand its alumni recognition program that will encourage both volunteerism and fundraising.

STAFF

SWIM BC will continue to grow, develop and recognize its staff based on the tactics and goals outlined in the strategic plan.
ORGANIZATION KEYSTONE

STRATEGIC DRIVERS

PARTNERSHIP
FISCAL MANAGEMENT
MEMBER SERVICES
GOVERNANCE
MARKETING
RISK MANAGEMENT

ORGANIZATION EFFECTIVENESS
ORGANIZATION KEYSTONE

STRATEGIC DRIVER GOALS

PARTNERSHIPS
We will strengthen our strategic partnerships with our stakeholders.

FISCAL RESPONSIBILITY
We will strengthen our financial capacity to deliver value to our members.

MARKETING
We will increase the visibility of swimming in BC.

RISK MANAGEMENT
We will mitigate organizational risk.

MEMBER SERVICES
We will enhance the resources available to our membership.

GOVERNANCE
We will ensure an effective governance board and operational structure are in place.