

BC ATHLETICS 2025–2027 STRATEGIC PLAN



GOVERNANCE

- Align with Vision, Mission & Values
- Provide documents that align with BC Athletic's Vision Mission & Values:
 - Constitution & Bylaws
 - Operating Policies
 - Skill Diversity & Attributes Matrix
 - Provide Leadership Orientation & Training

FINANCIAL

- Maintain a reserve fund
- Sustain a modest annual surplus
- Diversify revenue streams beyond traditional sources
- Increase membership numbers and revenue

RELATIONSHIPS

- Raise the profile of BC Athletics throughout the province
- Diversify and increase effectiveness of communication streams
- Recognize significant volunteer contributions and achievements
- Deliver a refreshed BC Athletics brand and website



VISION

Inspiring lifelong excellence through Athletics

MISSION

BC Athletics empowers community success through trusted resources, sustainable initiatives, and collaborative opportunities

VALUES

Integrity
Connection
Accessibility
Respect
Excellence



DEVELOPMENT

- **ATHLETES:** Enhance the athlete experience for all participants
- **COACHES:** Provide a coach development pathway that supports coaching excellence
- **OFFICIALS:** Recruit and retain a diverse pool of certified officials throughout British Columbia
- **COMPETITIONS/EVENTS:** Support Event Directors with technical and operational resources
- **CLUBS/ORGANIZATIONS:** Support affiliated clubs / organizations with resources to increase their organizational capacity

