

# Strategic Plan

## 2023-2026



*A Plan for the Governance and Growth of the  
Sport Of Diving in British Columbia through 2026.*

# Strategic Plan

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Welcome to BC Diving's 2023-2026 strategic plan! Built on our previous strategic plan (2017-2021), our new plan pinpoints key strategic priorities for the sport of diving in British Columbia, as we continue to navigate our way out of the pandemic years of 2020 and 2021.

In developing our new strategic plan, BC Diving has engaged the expertise of sport management consultancy Capitis Consulting, who helped manage a process of consultation and outreach to ensure our new plan adds value to all our stakeholders, from young learn-to-dive kids, to our top diving prospects and our coaches, officials, volunteers and organizational partners.



*"We are proud of the rigorous approach BC Diving has taken to the new strategic plan's development, built heavily around input and inclusion of thought from its partners, members and the broader BC diving community."*

*Paul Varian, President, Capitis Consulting*

*"We are delighted with the new strategic direction that we have mapped out for BC Diving, that heavily targets supporting our diving community to bring our sport to everyone and give them the chance to be their best!"*

*Jayne McDonald, Executive Director, BC Diving*



Taking a high level, strategic approach to the planning exercise, our new plan targets strategy in three core areas – participation in our sport, performance that allows everyone to be their best, and BC Diving itself as an organization built on excellence and innovation.

The 12 strategic goals that we have landed on in consultation with our key stakeholders will guide the development of annual operational and tactical plans, programs and campaigns, and our annual budgeting process, spearheading the development of the sport of diving in British Columbia over the years to come!



## Our Vision

*BC Diving is a leader in Canada with a culture of excellence and innovation.*

## Our Mission

*We are dedicated to developing, supporting and promoting springboard and platform diving throughout British Columbia by encouraging participation, growth and personal excellence*

## Our Values

- *Respect*
- *Accountability*
- *Fairness/Equity*
- *Integrity*
- *Inclusivity*
- *Excellence*

## ORGANIZATION



- 1. Establish BC Diving as a national leader in safe sport implementation**
  - focusing heavily on implementation of safe sport policies and procedures, and use of third party partnerships where appropriate*
- 2. Establish succession planning for key board and executive positions**
  - exploring the use of committees and other volunteer positions to graduate volunteers to positions of Board service*
- 3. Explore diving event hosting as a means of fee-based revenue development**
  - including the establishment of an event hosting strategy, targeting certain events for targeted communities*
- 4. Explore opportunities for alternative revenue sources (such as corporate sponsorship and fundraising)**
  - targeting the value diving brings in combatting youth mental health and providing safe, supportive environments for young people to develop and grow*



## PARTICIPATION



5. **Support BC Diving clubs in connection to their local communities**
  - *supporting broader promotion of the sport of diving from Diving Plongeon Canada.*
6. **Drive strategic alliances in BC Diving clubs with other local sports clubs**
  - *particularly other aquatic sport clubs and those with dryland training capabilities*
7. **Broker strong relationships within BC Diving and local Communities such as:**
  - *BCSSA – BC Summer Swimming, school districts and community pools which currently do not have diving programs*
8. **Provide greater opportunities for Masters Diving participation and competition**
  - *targeting retention of diving athletes in the sport, and ideally into coaching and officiating opportunities as well*

## PERFORMANCE



9. **Build stronger performance analytics and diagnostics for early diving prospects**
  - *in partnership with the requirements of Diving Plongeon Canada's performance program and Canadian Sport Institute Pacific*
10. **Actively support the NSO-directed athlete Performance Pathway**
  - *and the associated athlete provincial performance program, aimed at converting top provincial prospects to national and international level*
11. **Establish a regional development plan for the recruitment and development of advanced coaching**
  - *taking a long-term nurturing approach to the cultivation of a BC Diving coaching community*
12. **Promote the career path of officiating to senior/masters divers**
  - *in line with strategic goal 8 and the overall goal of retention of participants within the BC diving community*



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BC Diving thanks  
its member-based  
diving community  
and the following  
organizations for  
their continued  
support:



## BC Diving Clubs



## BC Diving Organizational Partners



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