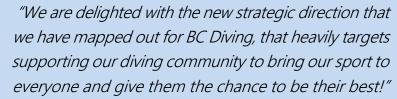


A Plan for the Governance and Growth of the Sport Of Diving in British Columbia through 2026.



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.



Jayne McDonald, Executive Director, BC Diving





"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

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!

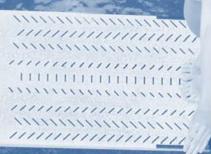


Our Vision

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

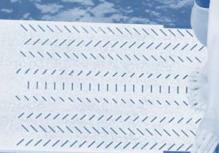


Our Values

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



ORGANIZATION



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

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

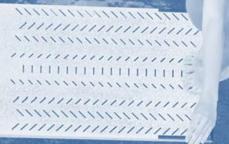
 taking a long-term nurturing approach to the cultivation of a BC Diving coaching community

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*



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





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TEAMBC