

New Day. New Spirit.





# Our Strategic Blueprint

This blueprint paints a picture of the future of our sport, our sport community, and our organization. It is our aspiration for where we want to be. It is also a call-to-action as we protect the sport we love while we adapt to a changing reality. And, it is the story of a brand that matters to thousands of people now and can matter to so many more.



## Purpose —

Our reason  
for being

We exist to unite  
and strengthen  
a thriving swim  
community,  
from beginner  
to Olympian.





## Vision —

What we see  
in the future

We are the  
leading provincial  
swimming  
organization in  
Canada.





## Mission —

How we  
will make it  
happen

We connect,  
support, and guide  
the people and  
organizations that  
are the fabric of  
our sport.





## Values —

### Our non-negotiable behaviours



#### **EXCELLENCE**

We share in the collective responsibility to seize opportunities, adapt to change, strive for improvement, and deliver excellence — no excuses.

#### **INTEGRITY**

We embrace an intrinsic pursuit to do things right and commit to honest and honourable delivery of our programs, services, and activities.

#### **ACCOUNTABILITY**

We each take responsibility for delivering peak performance, remain open to systemic evaluation, and live up to our commitments.

#### **INNOVATION**

We are relentless about innovation, creativity, and adaption that leads to continuous improvement of programs and member services.

#### **PASSION**

We bring curiosity, passion, energy, and curiosity to our sport and our organization, making our work a daily joy and a daily job.

#### **COMMUNICATION**

We believe meaningful, professional, and timely communication is essential to the successful delivery of all we do.

#### **PARTNERSHIP**

We believe that mutually beneficial relationships are the best way to improve our performance as well as our communities.



# Goals

## We will:

### **GROW OUR SPORT**

- Amplify the visibility of swimming in British Columbia
- Expand programs to grow and diversify participation
- Develop a clear athlete development pathway
- Lead Canada in progressing swimmers to national teams

### **BUILD OUR CAPACITY**

- Grow our human capacity to deliver impact using the “People Equation” **ENGAGEMENT + TRAINING + RECOGNITION = GROWTH**
- Grow our financial capacity

### **STRENGTHEN OUR PARTNERSHIPS**

- Deliver more value to our members
- Mitigate organizational risk
- Ensure effective governance
- Fine-tune board structure





## Heritage —

### The history of our brand

Founded in 1973, we were first known as the Canadian Amateur Swimming Association-BC, or CASA-BC. We changed our name and mandate in the late 1980s, becoming Swim BC. For nearly 50 years, our organization has governed one of the most important and successful sports in the history of our province.





## Value Proposition –

How we find  
our greatness



### **FOUNDATIONAL**

Truly develops water-safe children (and adults).

### **ACCESSIBILITY**

Fully integrated for all ages and abilities.

### **RACING**

One of the purest forms of competition.

### **EQUITY**

Limited equipment creates an even playing field.

### **FUN**

Large cohorts of similar age groups creates a healthy social environment.

### **FIT FOR LIFE**

Full body, cardio workout that keeps you forever young.

### **ACHIEVEMENT**

The challenge to discover your own greatness, your own way.



## Value Proposition –

How our organization improves lives

As the provincial sport organization for our sport, Swim BC partners with clubs, members, and a myriad of volunteers to provide the leadership, support, and resources needed for all British Columbians to find their own greatness in our sport, whether they challenge themselves to swim for their country or for fun, safety, and fitness.





# Brand Experience

**For the nationally competitive swimmer,** we are supporting you with the tools and opportunities to achieve your best.

**For the provincially competitive swimmer,** we are connecting you to the race opportunities and network needed for your performance track.

**For the Master's swimmer,** we are supporting your passionate community and enabling a gateway to lifelong health and wellness.

**For the aspiring youth swimmer,** we are giving the gift of lifelong sport.

**For users of BC's abundant waterways,** we offer a necessary life skill.

**For dedicated coaches, officials, and volunteers,** we are growing your capacity for excellence by providing a clear pathway and educational resources.

**For valued funders and sponsors,** we are trusted stewards of your investment in getting more British Columbians in pools and onto podiums.





# Personality

Passionate and proud of our sport and community

Practical, supportive, and generous with our help

Inclusive and welcoming to all British Columbians

Dynamic, adaptable, and ambitious about our future





## Brand Pitch

Find your  
greatness here.

British Columbians love water. We have rivers, lakes, and oceans everywhere—and no shortage of swimming pools. Everyone should learn to swim to be water safe. But, swimming is also the perfect low-impact, high-intensity workout for just about everyone. You can swim for fun, take lessons, join a club, or follow in the footsteps of the impressive number of Olympic champions Canada produces. Whatever your aspiration, Swim BC is here.



# Mantra

As our planet is 70% water, it's not surprising humans are predisposed to swim. Once we learn how, we acquire more than a basic survival skill – we are introduced to a pastime, a sport and for many people, a lifelong passion. In many ways, swimming mirrors life, where hard work and perseverance lead to the attainment of goals and self betterment. It's great exercise, yet low impact. It can be individual, yet you're always part of something so much bigger. And despite what you think, you're always as strong as you need to be.

At Swim BC, we're here to nurture, unite and strengthen our swimming community, from beginner to Olympian.



**Swim BC**  
Find your greatness.

