



305-4420 Chatterton Way
Victoria BC. V8X 5J2

(778) 430-9100
www.swimbc.ca

June 30, 2022

Dear Valued Swim BC Members,

It's been an incredible season of return to competition and striving for a new "normal", and we still have several exciting events to go before the AGM in October. Apologies for the radio silence from the President's desk so far – it has been a sharp learning curve, stepping into the big shoes of our past president, and there is still much to learn and do. I am grateful for the structure and process Linda Metcalfe achieved in her four years as President and aim to build on the solid framework with the support of the Swim BC team, Board of Directors, and our members.

The Board of Directors has welcomed 4 new members this season and the committees have been very active to deliver value in all areas of governance to our members. Building on the work from last season on bylaws and policies, Swim BC has undertaken the development of key policies and provided templates for the ease of adoption by members to ensure the protection of members, swimmers, and the community. We are grateful to members for reviewing and adapting/adopting and providing feedback on how we can improve further. This project is still in progress and the review of policies is intended to be an evolving process over time.

We are also due to deliver a new/updated strategic plan. After a lot of deliberation, the Swim BC team and the Board of Directors has decided that the strategic planning *process* and developing a *culture* for strategic planning needed attention before we could deliver a meaningful plan. We have since made significant strides in defining the process and started the foundation work by identifying the pillars of the plan. The defined process is to make consideration of the plan and/or process a part of all Board meetings to ensure we keep the plan current and truly reflective of our strategic goals. It is very early days for this new process and plan, but we will deliver an update on our progress by the time of the Congress and appreciate your patience.

I look forward to meeting many of you at the Congress in the fall. Membership engagement is an important initiative and is pivotal to our strategic pillars for success. It has been far too long since we have last met in person and the Congress is an opportunity to re-engage and hear directly from you how Swim BC can support the success of our members. Thank you again for your patience as I "learn the ropes" and I look forward to serving our esteemed membership.

Yours in swimming,

Jeannie Lo
President, Swim BC

Swim BC acknowledges the financial support of the Province of British Columbia

