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Dear Valued Members,

It's been a dynamic year for our swimming community, in and out of the pool, and we are grateful to our members for your patience and support. We have enjoyed numerous successes in competition programming, athlete / coach / officials' development, and created new opportunities to financially support athletes as they aim for the 2028 Olympic Games. As a top priority, we have completed the culture review which feeds into the strategic planning process, and we look forward to presenting it to members at this year's Congress. The Swim BC team and the Board of Directors continue to work rigorously on governance policies and process, building a compliance framework for swimming and our member clubs to grow and thrive. The team has worked tirelessly through the technical crisis with the Swimming Canada (SNC) RTR system to restore order to our member registration, meet management and swimmer rankings.

This season the executive team and Board of Directors boldly committed to a culture review of our sport with the guidance of Sport Law. We thank all participants, and we hear you. As expected, not all feedback is positive, but it is critical to take stock of where we are in the eyes of our members and use this information to craft our strategic planning process and ultimately, the strategic plan. The overwhelming message is the need for effective and ongoing communication, and we are taking active measures to address your needs. In May the Board of Directors collaborated in a 2-day planning session to address the results of the culture review, membership survey and focus groups, and develop the strategic planning process. My sincere appreciation to our very active and engaged board members for their enthusiasm and tremendous input.

Building on the key policies developed and adapted by members last season, we continue to strive for strong governance for the organization and its members. The launch of the Club Excellence program speaks to these goals by providing our members a framework to develop their own level of excellence and be safer, stronger, and more viable. We invite your participation and feedback on the program as we launch and evolve and thank members for your ongoing support of policy development and deployment.

I would like to acknowledge the team at Swim BC for navigating members through an unfortunate technical incident with the RTR system which resulted in a temporary outage and loss of information. As a new national system is built and deployed over the next 18 months, our team will again take a pivotal role in moulding the new system and supporting members as it goes live.

We are excited to present the strategic plan to you at the Congress. As I close out my first term as president, I reflect on the invaluable experience to learn from all of you how I can be service to the swimming community. Thank you for your support and engagement, and I look forward to meeting you in Whistler!

Yours in swimming,

Jeannie Lo
President, Swim BC

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