

2023 - 2028



STRATEGIC PLAN

VISION

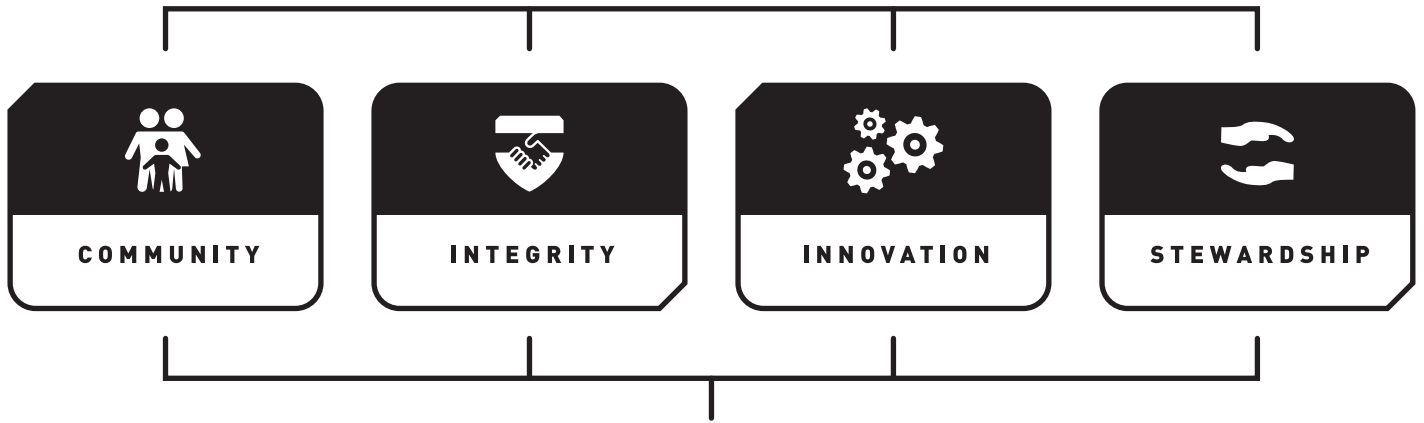
"A thriving swimming community inspired to achieve our individual and collective best."

MISSION

"Supporting competitive swimming through leadership, connection and governance."

VALUES

We approach all we do in an athlete-centred, consistent and transparent approach. These are our uncompromising principles



3 STRATEGIC DIRECTIONS

Swim BC has identified three key strategic directions that are ingrained in the organization providing a framework to support our membership

