



VISION

To share our passion and create a culture which fosters awareness and participation in the sport



MISSION

We lead the growth and development of an aligned towed water sports community in BC from grassroots to high performance through proactive advocacy, strengthened partnerships, and effective communication.



PURPOSE

To foster and support the many ways in which people engage in towed waters ports. We serve to strengthen and grow participation from grassroots to HP by providing a safe responsible and supportive place to play and compete.

LONG TERM GOALS & KPIS



BECOME MORE ROBUST

- Succession planning /mentorship for directors /committees
- Complete gender equity across disciplines
- Increase organizational capacity (paid staff, coaching, marketing)
- Add facilities and outside of box opportunities
- Improve coach /official training opportunities



GROWTH: LONG TERM VIABILITY & ORGANIZATIONAL HEALTH

- PSO / National level WSWBC Partnership / Sponsorship plan with sustainable funding streams & reserves
- Disciplines are fundraising to support athletes, events, growth
- Increase in membership
- Expanded media & social media
- increase in participation at all levels and disciplines



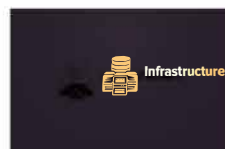
ACHIEVE EXCELLENCE

- Have multiple athletes on National Team in all disciplines
- Ability to support athletes financially
- Increase # of athletes competing at National /International tournaments
- PSO athletes are supported with Coach Dev programs and ample training opportunities

OPERATIONAL PILLARS & INITIATIVES



- Fundraising by each discipline
- Formalized partnership agreements with sponsors & stakeholders
- Expansion of partnerships with Provincial, National & International Sport Governing bodies



- Standard Governance & Operational policies across disciplines
- Create motivating pathways to become officials/volunteers
- Further establish provincial coach development and training program
- Athlete injury prevention & safety programs.



- Expansion of grant applications & gov funding
- Revenue diversification
- Host at least one national championships per season
- Meet BC Summer Games requirements to continue involvement of sport



- Launch community outreach programs to promote participation
- Implement EDI initiatives & programming
- Support Clubs with expansion of youth engagement programs
- Stakeholder satisfaction
- Safesport training

