

# viaSport BC Strategic Plan

## 2022–2027

### FOR THE LOVE OF SPORT

#### Our Vision

British Columbians are truly healthy and connected because they value and participate in sport experiences that are safe, inclusive and welcoming.

#### Our Purpose

To lead the development and growth of amateur sport in B.C.—bring more families to the field of play, more fans into the stands, more athletes to the podium, more sporting events to the province, and more supporters of the system.

#### Our Mission

We provide strategic leadership to the amateur sport ecosystem.

- ▶ We convene and collaborate with partners.
- ▶ We connect sport organizations to funding, resources, and other capacity-building initiatives.
- ▶ We develop policy and shared measurement practices.
- ▶ We gather and share information to advance shared goals.
- ▶ We build public trust and confidence in the promise of sport.
- ▶ We advance economic growth and social development through equitable access to sport.

#### Our Values

At viaSport, three values underpin our strategic plan and guide our daily actions. These are the beliefs and principles we commit to in carrying out our mission:

- ▶ COLLABORATION
- ▶ INCLUSION
- ▶ ACCOUNTABILITY

Visit [viasport.ca](https://viasport.ca) for the latest information on everything about BC amateur sport.

| PILLAR   | OBJECTIVE<br><i>What is the outcome by 2027?</i>   | STRATEGIES<br><i>What activities will we prioritize over the next five years?</i>  |
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| PILLAR 1 | <b>Strengthen the Sport Ecosystem</b><br><br>BC's sport ecosystem is efficient, strong, and sustainable.   | <ul style="list-style-type: none"> <li>Coordinate COVID-19 recovery efforts, issue/risk management, and targeted funding.</li> <li>Support the implementation of the <i>BC Pathways to Sport</i> through a collaboration with the Ministry and sector leaders.</li> <li>Enhance data collection, analysis, and sector evaluation.</li> <li>Strengthen sector governance through enhanced board education and engagement.</li> <li>Advance sector efficiency through research and innovative pilot projects.</li> <li>Work with government, private sector, and philanthropic partners to garner increased investment.</li> <li>Enable greater collaboration for BC Sport Hosting.</li> </ul> |
| PILLAR 2 | <b>Elevate Sector Capacity</b><br><br>Sport leaders, coaches, officials, and volunteers in BC are well equipped to deliver safe, inclusive, and welcoming sport experiences. | <ul style="list-style-type: none"> <li>Prepare and share research, information, and policies through promising practices, education and training opportunities to:                             <ul style="list-style-type: none"> <li>• Support the implementation of the BC Safe Sport framework</li> <li>• Advance diversity, inclusion, equity, reconciliation and anti-racism</li> <li>• Strengthen coach and volunteer capacity with quality sport resources</li> <li>• Advance high-performance athlete inclusion</li> <li>• Support the implementation of a Regional Alliance-led Physical Literacy initiative</li> </ul> </li> </ul>   |
| PILLAR 3 | <b>Expand Sector Reach</b><br><br>More British Columbians participate in, and benefit from BC amateur sport.   | <ul style="list-style-type: none"> <li>Foster growth through the development and promotion of a unified BC amateur sport voice.</li> <li>Increase Indigenous sport participation storytelling through collaborations with I-SPARC and other partners.</li> <li>Increase and target grants to foster stronger and more inclusive pathways to sport for under-represented groups.</li> <li>Develop a sector wide plan to attract, retain, and recognize volunteers.</li> <li>Increase number of social sector and other partnerships.</li> <li>Bolster public understanding, awareness, and opportunities for physical movement and literacy.</li> </ul>                                       |
| PILLAR 4 | <b>Enhance viaSport Operational Performance</b><br><br>viaSport is able to meet its growth and strategic objectives.   | <ul style="list-style-type: none"> <li>Clarify and strengthen viaSport brand.</li> <li>Identify core team competencies and foster continuous learning and development.</li> <li>Enable and leverage technology to drive operational excellence and efficiencies.</li> </ul>  |