

# FORWARD TO 2020 – 2022 STRATEGIC PLAN

**GROWING AND STRENGTHENING WATER POLO IN BRITISH COLUMBIA**



# MESSAGE FROM THE PRESIDENT & THE BOARD

Our purpose is to grow the sport of water polo at all levels, increasing participation and achieving sustainable success. To achieve this, we are working alongside our water polo community to develop a unified provincial plan – new initiative for water polo in British Columbia. It will benefit participants at all levels, and guide water polo forward to greater success.

The Forward to 2020 – 2022 Strategic plan is focused on further developing and consolidating the building blocks of our sport. This plan is ambitious in the amount of significant pieces and work we want to deliver over the next three years but we believe it is achievable with the assistance of resources from our members. In delivering this plan we believe we will meet the Purpose and the Vision as stated and continue to grow the sport of water polo in British Columbia.

Vincent O’Hanley  
President



# BACKGROUND

British Columbia Water Polo Association (BCWPA) is the provincial governing body for the sport of water polo in British Columbia. It is charged with the development of water polo players, officials, coaches and volunteers throughout British Columbia and with the conduct of competitions and championships for all levels of participation. The BCWPA purpose is: to grow the sport of water polo at all levels, increasing participation and achieving sustainable success.”

The sports membership currently comprise of approximately 150 registered club participants with a further estimated reach of 2000 people exposed to the sport of water polo through non-member events and unaffiliated school programs.

The sport of water polo in British Columbia is governed by BCWPA Board made up of five (5) Directors elected. In addition to these Directors each club has representation on the Board. The Directors elect the President of the Board.

The development of the Forwards to 2020 -2023 Strategic Plan has involved the comprehensive consultation process. The strategic plan and its priorities will form the agenda for the Board and guide all decision-making. The plan will be regularly monitored and reviews by the Board. The rolling plan will be formally reviewed and updated annually and adjusted to take into account changing operating environment or the identification of new opportunities.



# THE STRATEGIC FRAMEWORK — Delivering Water Polo Across British Columbia

*We work together at a provincial and club level to deliver water polo across British Columbia.*

- Coach and Officials Education Program
- Policies and Procedures
- Unified Behaviors that affect us all:
  - Digital: Meeting the communication and technological needs and expectations across all layers of the sport
  - Financial; Providing a “Whole of sport” financial overview to support viability and sustainability assessments of the sport
  - Membership: Enhancing the value proposition to recruit and retain members and supporters
  - Commercial: Creating stronger and more appealing products to consumers and commercial partners

## UNIFIED BEHAVIORS

PROVINCE

CLUBS

- Governance and Financial Sustainability
- Conduct of Competitions
- Competitive pathway alignment:
  - Calendar, Judiciary, rules etc.
- Programs
- Sport Development: Capability framework
  - Coach/Official Education
- Promote and market the sport

- Club Governance and financial stability
- Participate in local and provincial competitions
- Provide safe and inclusive environment for their members
- Deliver sport and recreational opportunities that aim to increase participation
- Support Sport Development initiatives
- Promote and market the sport



# BCWPA

- **OUR PURPOSE**

TO GROW THE SPORT OF WATER POLO AT ALL LEVELS, INCREASING PARTICIPATION AND ACHIEVING SUSTAINABLE SUCCESS.

- **OUR VISION**

FOR WATER POLO TO BE REGARDED AS A CLEAN, SAFE, FUN SPORT WITH AN IDENTIFIED AND SUPPORTED PATHWAY TO



# OUR OBJECTIVES

- To provide a safe, fun and inclusive environment for all to enjoy the sport
- Achieve growth and sustainability of our participation base
- Diversify our income streams
- Increase security of our funding
- Develop the structure of support in British Columbia
- Work with all stakeholders to build capacity and organizational excellence, and ensure alignment and unity of purpose
- Improve our communications and increase the awareness of our sport through branding and marketing
- Promote ethical behavior in all aspects of our sport
- Improve our technical delivery of coaching and officiating
- Work collaboratively to ensure our relevance as a Canadian sport



# STRATEGIC PRIORITIES

The Forwards to 2020-2022 Strategic Plan has identified four Strategic Priorities as the key pillars on which the future will be built for water polo in British Columbia:

## 1. CORPORATE

Pursuing organization excellence by adopting best practice

- Management and Governance
- Unified Behaviors
- Communication
- Commercial

governance and business operating principles:

- People and Culture
- Digital

## 2. DEVELOPMENT

Building the provincial capability of our sport through effective planning and delivery, greater stakeholder engagement and unified behaviors:

- Participation
- Education
- Membership

## 3. COMPETITION

Growing membership in water polo through quality competitions and clear pathways:

- Provincial Water polo
- Provincial age championships
- Competitive pathway

## 4. PERFORMANCE

Delivering the objectives of the 2020+ performance plan ensuring success as a sustainable performance pathway:

- Leadership
- Daily Training Environment
- Athletes
- International Competition
- Coaching
- Research and Innovation

The focus areas, actions, priorities and performance measures for each of the Strategic Priorities are set out in the Implementation Plan. Detailed annual business plans will be delivered from the Implementation Plan, which will also identify responsibilities, resources and key performance indicators.



# WATER POLO BRITISH COLUMBIA

## FORWARDS to 2020 – 2022 STRATEGIC PLAN

### VISION

For water polo to be regarded as a clean, safe, fun sport with an identified and supported pathway to success



### PURPOSE

To grow the sport of water polo at all levels, increasing participation and achieving sustainable success.

### OBJECTIVES

- To provide a safe, fun and inclusive environment for all to enjoy the sport
- Achieve growth and sustainability of our participation base
- Diversify our income streams
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- Work with our stakeholders to build capacity and organizational excellence, and ensure alignment and unity of purpose
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- Work collaboratively to ensure our relevance.

#### CORPORATE

Organizational Excellence

Pursue organizational excellence by adopting best practices governance and business operating principles, effective communication and commercial growth

#### DEVELOPMENT

Provincial Capability

Build the provincial capability of our sport through effective planning and delivery, greater stakeholder engagement and unified behaviors

#### COMPETITION

Quality Sport Experience

Grow membership in water polo through quality competitions and clear pathways

#### PERFORMANCE

Success

Ensure success at every level and sustainable performance pathways