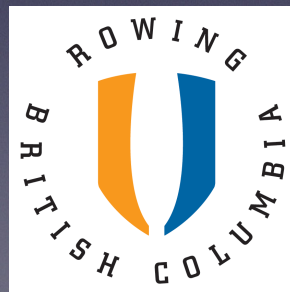


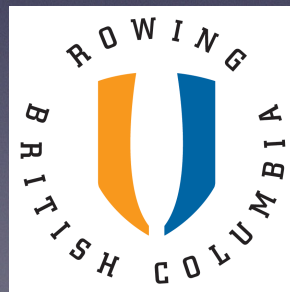
# Executive Director's Report

David Calder



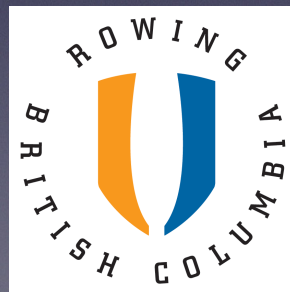
# Strategic Plan Overview

2018 - 2021 Strategic Plan



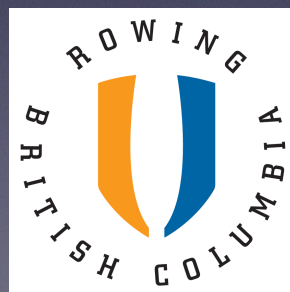
**Vision**: British Columbia  
is the leading rowing  
community in Canada.

2018 - 2021 Strategic Plan



**Mission**: To create and enhance quality opportunities for all British Columbians to discover, pursue and excel in the sport of rowing.

2018 - 2021 Strategic Plan



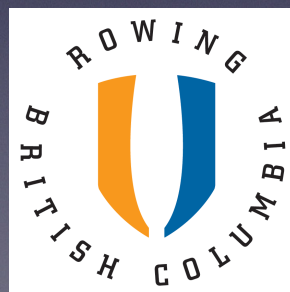
# Values:

2018 - 2021 Strategic Plan



**Excellence:** We aim to improve all that we do and to exceed the expectations of our membership.

2018 - 2021 Strategic Plan



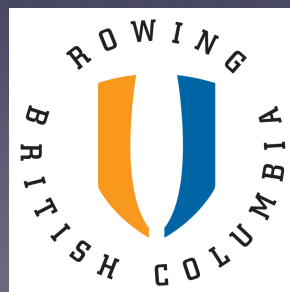
**Integrity:** We are accountable and we adhere to high ethical and professional Standards with all decision making.

2018 - 2021 Strategic Plan



**Transparency:** We disclose information, opportunities, and decisions in a clear, open and accessible manner.

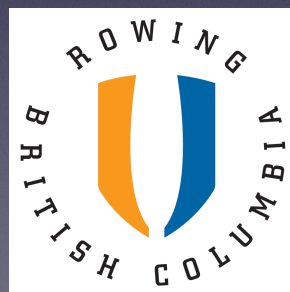
2018 - 2021 Strategic Plan





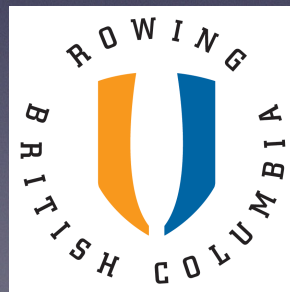
**Inclusivity:** We create an environment in which every individual is welcomed, respected and supported.

2018 - 2021 Strategic Plan



# Strategic Direction 1: Support a healthy athlete- centred rowing system.

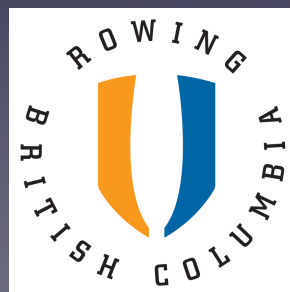
2018 - 2021 Strategic Plan



## Strategic Direction 1:

- More Rowers joining programs after LTR;
- More NCCP Certified Coaches;
- More Licensed Umpires.

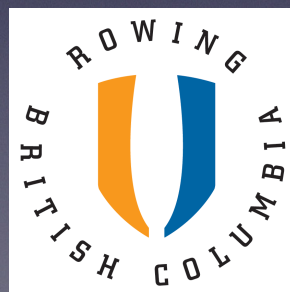
2018 - 2021 Strategic Plan



## Strategic Direction 1:

Goal 1: Align and support regattas and events to meet the needs of rowers.

2018 - 2021 Strategic Plan



# Strategic Direction 1:

Goal 2: Enhance recognition of participants within the system.

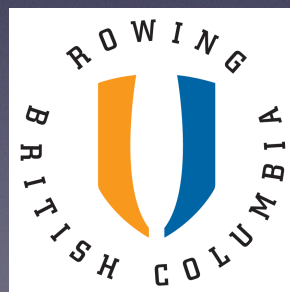
2018 - 2021 Strategic Plan



# Strategic Direction 1:

Goal 3: Identify and fill gaps in opportunities for all rowers.

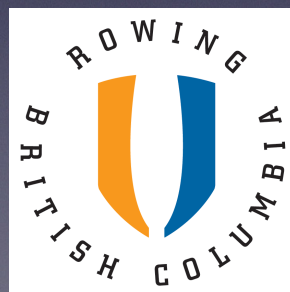
2018 - 2021 Strategic Plan



# Strategic Direction 1:

Goal 4: Enhance coaching, officiating and volunteering within rowing.

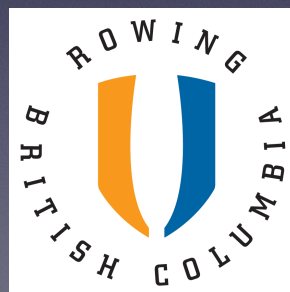
2018 - 2021 Strategic Plan



## Strategic Direction 1:

Goal 5: Improve the effectiveness of the rowing network in British Columbia.

2018 - 2021 Strategic Plan

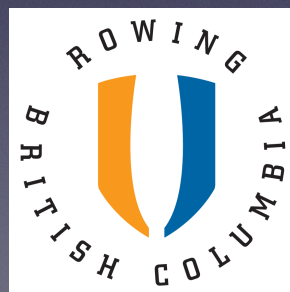




## Strategic Direction 2:

Expand the sport of rowing in  
British Columbia.

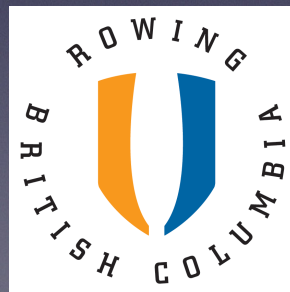
2018 - 2021 Strategic Plan



# Strategic Direction 2:

## Goal 1: Clarify our brand.

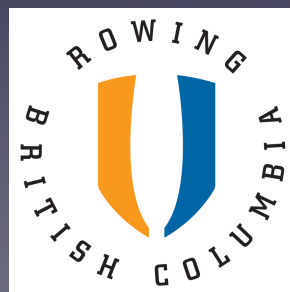
2018 - 2021 Strategic Plan



# Strategic Direction 2:

Goal 2: New initiatives to grow rowing.

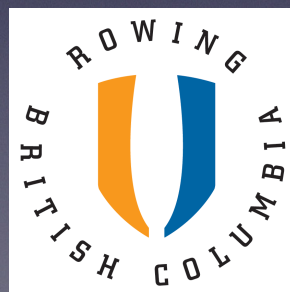
2018 - 2021 Strategic Plan



## Strategic Direction 2:

Goal 3: Enhance public recognition of rowing.

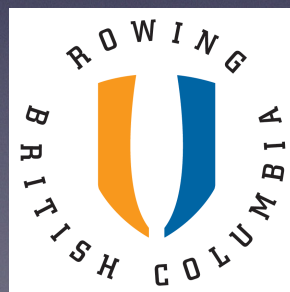
2018 - 2021 Strategic Plan



# Strategic Direction 3:

Enhance financial resource  
development.

2018 - 2021 Strategic Plan



# Strategic Direction 3:

Goal 1: Increase and diversify self-generated resources

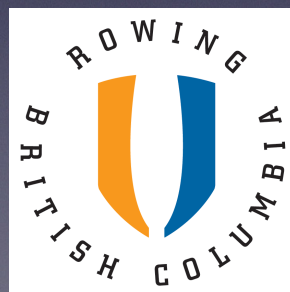
2018 - 2021 Strategic Plan



## Strategic Direction 3:

Goal 2: Pursue outside resources in support of goals.

2018 - 2021 Strategic Plan



# Rowing BC's Priorities for Umpires

2018

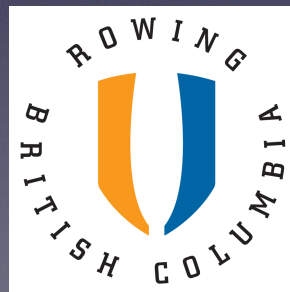




# Recruitment:

- Targeted groups; and
- Club based.

2018



# Retention:

- Engagement and dialogue.

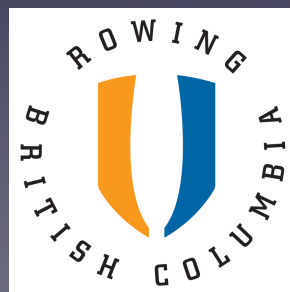
2018



## Resourcing:

- Exploring opportunities;
- Examining training and evaluation;
- RCA connections and definitions;
- Rowing BC Operational Committee.

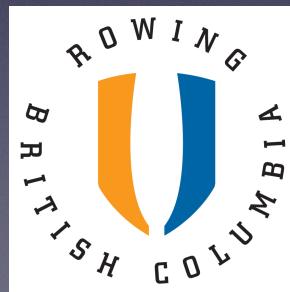
2018



# Respect:

Creating a culture of respect  
within the rowing community.

2018



# Questions?

David Calder

