



2026-2030 STRATEGIC PLAN



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HISTORY

For more than 50 years, Rowing BC has played a central role in the rowing community: providing leadership and advocacy for the sport, supporting the development of athletes, coaches, umpires, and administrators, and guiding clubs in building safe, inclusive, and sustainable programs. Rowing BC also works to foster high-performance pathways, steward partnerships with government and community organizations, and represent BC within the broader national and international rowing landscape.

Rowing BC gratefully acknowledges that we live, work and enjoy our sport on the traditional and unceded territories of First Nations across British Columbia.

INTRODUCTION

Rowing BC is proud to share this new Strategic Plan. It reflects the voices, experiences, and aspirations shared by athletes, coaches, umpires, administrators, and volunteers from across BC.

This plan represents more than organizational goals, it is a shared commitment to supporting the people who make rowing possible, prioritizing safety, embracing reconciliation, advancing performance at every level, and ensuring stewardship and sustainability of the sport for future generations.

The next chapter of rowing in British Columbia will be written through our collective effort, and Rowing BC is proud to lead alongside our community in bringing this vision to life.



VISION

Inspiring a thriving and connected rowing community

MISSION

Connecting the rowing community, supporting its development, and elevating the sport across British Columbia.



VALUES



RESPECT

We honour every individual's contribution and foster a positive, safe and supportive environment at all levels of rowing.

INTEGRITY

We act with honesty, fairness, transparency and accountability to build and strengthen trust.



EXCELLENCE

We strive for continuous improvement, innovation and high standards in all we do, both on and off the water.

COLLABORATION

We work openly to share knowledge, strengthen one another, and achieve common goals, while adapting to meet the diverse needs of our community.

STRATEGIC PILLARS



ENGAGE



ENDURE

ELEVATE



PILLAR 1

ENGAGE

Connecting people,
building community,
inspiring participation.

THIS LOOKS LIKE:

Investing in the growth and well-being of the rowing community - athletes, coaches, umpires, volunteers, administrators, and supporters.

STRATEGIES:

- Develop athlete, coach and umpire learning pathways that emphasize skill-building and leadership.
- Equip administrators and board members with the skills, resources, and networks to lead and govern effectively.
- Create volunteer engagement initiatives to recognize, support, and expand the volunteer base.
- Implement community outreach to broaden participation.



PILLAR 2

ELEVATE

Advancing performance and strengthening the rowing system.

THIS LOOKS LIKE:

Elevating the sport across all levels of rowing - from grassroots participation to elite competition - ensuring continuous improvement and integrity throughout the community.

STRATEGIES:

- Facilitate access to learning and development at all levels and in all roles.
- Provide targeted high-performance and competition opportunities to equip athletes and coaches with the skills and resources to excel.
- Review systems and structures for greater impact across the rowing community.



PILLAR 3

ENDURE

- Securing rowing's future for generations to come.

THIS LOOKS LIKE:

Ensuring the sustainability of rowing across BC through strong partnerships, resource development, and effective stewardship of the sport's future.



STRATEGIES:

- Cultivate partnerships with local governments, sponsors, and community organizations to secure funding and resources.
- Review financial models to explore revenue-generating opportunities, cost savings, and operational efficiencies that enable long-term sustainability.
- Invest in marketing and communications to raise the profile of rowing across BC.





INSPIRING A THRIVING AND
CONNECTED ROWING COMMUNITY.

www.rowingbc.ca

PHOTO CREDITS:

Cascadia Regatta Association - pg 3

False Creek Rowing Club - pg 4

Manto Artworks - Cover, pg 1, pg 5 (bottom), pg 7

Maple Bay Rowing Club - pg 8 (top)

Masys Family - pg 5 (top and right), pg 6 (right)

Rowing BC - pg 2, pg 6 (bottom)

Rowing Canada Aviron - pg 8 (bottom)

