

See it! Believe it!
Achieve it!



STRATEGIC PRIORITIES 2022-2025



A young boy in a grey t-shirt with a red graphic is jumping on a blue mat in a play area. Other children and a woman are visible in the background. The scene is brightly lit and colorful.

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Message from the Board President and Executive Director

June 2022 saw the completion of our 2019-2022 strategic plan – a plan that was about pursuing leadership and excellence, program and net revenue growth and building our capacity to succeed. We are pleased to report that despite the pandemic, we met many of the priorities we set to achieve.

Throughout 2021-2022 season, we regrouped and began charting the next three-year path by creating our new strategic plan. Stakeholders, including volunteer board members and staff provided input for this plan. The product of that consultation and discussion is the 2022-2025 Strategic Plan.

As you review this plan you will see the focus is to build on the foundation established in our previous plan. Our new strategic priorities are pursuing a centre of excellence, engaging our community and growth through innovation.

This is an exciting time for Bluewater Gymnastics Club, and we look forward to our continued work together.

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Rob Dawson, Board President



Anita Small, Executive Director



Vision

Learning and growing through sport and fitness.

Mission

We are dedicated to delivering quality recreation and competitive programs where participants of all ages strive to reach their goals.

SAFETY

We strive to ensure our programs and facilities maximize the health and safety of every participant, attending family member, visitor and staff person.

EXCELLENCE

We focus on continually improving our programs, relationships and capacities as a basis to achieve excellence in all that we do.

Values

RESPECT

We develop and nurture our relationships based on trust and a sense of belonging, ensuring the dignity and individuality of each person.

ENTHUSIASM

We undertake all our work from a strengths-based, positive and an enthusiastic foundation in enhancing the experiences of each participant and their family, staff member, volunteer and all who we engage with.

Strategic Priorities 2022-2025

PURSUE CENTRE OF EXCELLENCE

ENGAGE OUR COMMUNITY

GROW THROUGH INNOVATION

To achieve our Strategic Priorities, our annual tactics will focus on:

- INNOVATION • INCLUSION •
- CUSTOMER SERVICE EXCELLENCE •

STRATEGIC PRIORITY: Pursue Centre of Excellence

Invest in our people to support a culture that maximizes personal impact to achieve success.

PRIORITY GOALS	STRATEGY
Enhance Staff Engagement	<ul style="list-style-type: none">• Create and implement learning opportunities to further personal and professional development• Provide recognition opportunities to celebrate contributions and achievements• Promote a culture that encourages social interactions and activities to foster organizational well-being• Formalize training and mentorship programs to advance coaching and leadership skills• Equip coaches with the necessary skills and technical tools to ensure success by exploring the creation of a Learning University for BGC
Optimize our infrastructure	<ul style="list-style-type: none">• Develop and implement a strategy to expand physical footprint
Generate advancement opportunities for coaches and athletes	<ul style="list-style-type: none">• Develop a succession strategy for all levels of BGC to encourage professional growth• Develop innovative solutions to increase efficiencies in and impact of program offerings and delivery• Create, implement and evaluate a communication plan that articulates the expectations and requirements for progression through the recreational and competitive programs

Measures of Success:

- Annual self-reported staff satisfaction survey indicates that staff are engaged and participating in organization wide initiatives
- Progressive Coach Training plan initiated
- Continued year over year advancement of athletes
- New/ or expanded locations are operating

STRATEGIC PRIORITY: Engage our Community

Develop opportunities to be the recreational and competitive sport organization of choice.

PRIORITY GOALS	STRATEGY
Create new partnerships	<ul style="list-style-type: none">• Collaborate with complimentary community service/sports organizations to increase the scope of programs
Identify and address community needs	<ul style="list-style-type: none">• Consult with the community to create opportunities for the diversification of programs and services
Amplify BGC recognition in the community	<ul style="list-style-type: none">• Create, implement and evaluate a marketing campaign to raise brand awareness• Create, implement and evaluate a media strategy to profile athletes and BGC programs

Measures of Success:

- Increase in self reported satisfaction with programs/services
- Increase in the number of partnerships with other organizations
- Increase in awareness of Bluewater Gymnastics Club

STRATEGIC PRIORITY: Grow through Innovation

Apply a continuous improvement mindset to revenue generation, programs, participant engagement and community involvement.

PRIORITY GOALS	STRATEGY
Pursue innovative and diverse funding streams	<ul style="list-style-type: none">• Identify and research opportunities to increase revenue• Supplement revenue through fee for service, fundraising, sponsorship initiatives and or hosting competitions
Enhance program offerings	<ul style="list-style-type: none">• Develop strategic alliances (locally, provincially, nationally and internationally) to broaden the scope of current programming• Pursue High Five accreditation
Solicit all traditional funding opportunities	<ul style="list-style-type: none">• Develop a strategy to broaden geographical reach• Evaluate and update fee structure to support growth in program offerings

Measures of Success:

- New revenue streams are achieved
- New strategic alliances are formed
- Continued growth in numbers of program participants
- High Five Accreditation is pursued
- Bluewater Gymnastics Club Strategic Priorities 2022-2025 are budgeted for, implemented and achieved



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