

STRATEGIC PLAN 2023–2026

VISION

A collaborative and inclusive sport community that fosters lifelong participation.

MISSION

SportAbility promotes participation in sport for people in British Columbia with physical disabilities.

VALUES

Collaboration – we work with others to develop and grow

Inclusion – we learn and adapt to serve people’s intersectional identities and diverse needs

Community – we promote health and wellbeing through a safe and welcoming environment

Integrity – we operate ethically with intentionality and transparency

Excellence – We strive to excel, in participation, competition and as an organization.

PROMOTING PARTICIPATION Encouraging participation through initial and ongoing events and programs	ORGANIZATIONAL EFFECTIVENESS Ensuring effective structure, governance, and management	DEVELOPMENT PATHWAYS Offering participation pathways that reflect participants' interests and goals at every stage	COMMUNICATION & AWARENESS Increasing awareness of SportAbility's mission and programming
EXPECTED OUTCOMES 1.1 Increase member engagement 1.2 Enhance the quality of participation opportunities 1.3 Expand programming delivery 1.4 Increase the number of participants and members	EXPECTED OUTCOMES 2.1 Ensure the organizational structure meets the needs of the organization 2.2 Establish succession planning processes 2.3 Maintain solid financial management processes 2.4 Enhance risk management processes	EXPECTED OUTCOMES 3.1 Provide growth and skill development opportunities 3.2 Facilitate participation in Sport for Life through to High Performance 3.3 Increase understanding of pathways by athletes and volunteers	EXPECTED OUTCOMES 4.1 Increase awareness and understanding externally (marketing, recognition, excitement, visibility) 4.2 Increase organizational understanding and usage of accessible language 4.3 Enrich outreach to communities 4.4 Increase transparency of organizational capacity and roles
MAJOR INITIATIVES 1.A Expand Try-It Day events and sport offerings 1.B Strengthen follow-up processes after programs and events 1.C Launch digital offerings and community information 1.D Increase availability of information prior to programs and events 1.E Maintain event opportunities 1.F Offer opportunities for specific developmentally-appropriate target groups 1.G Develop a list of health and educational practitioners that focus on children, youth and adults	MAJOR INITIATIVES 2.A Review and update policies on a regular schedule 2.B Ensure policies are implemented effectively 2.C Review the organizational and membership structure 2.D Enhance recruitment strategies to strengthen the diversity of the board 2.E Develop a skills matrix for board and committee recruitment 2.F Maintain and update effective financial management practices and policies 2.G Establish new funding sources to diversify funding 2.H Develop a risk management registry	MAJOR INITIATIVES 3.A Develop clear participation pathways for each sport 3.B Start knowledge debriefs of how progression for pathway works (opportunities) 3.C Identify staff capacity to effectively execute programming 3.D Increase staff capacity for programming	MAJOR INITIATIVES 4.A Implement a communications plan 4.B Implement intersectionality training for board, staff, and club leads 4.C Create frameworks to empower athletes and communities to promote their sports and SportAbility