



STRATEGIC PLAN

VISION

Recreation and parks are valued as essential to active, healthy, and connected communities, and to improving the quality of life of every British Columbian

PURPOSE

To lead the enrichment of individuals and their communities through the power of recreation and parks

ROLES

Leader, Activator, Connector, Service Provider, Educator

VALUES

Inclusivity, Connecting, Creativity, Responsiveness, Accountability

STRATEGIC PRIORITIES

LEADERSHIP

✔ Advance Recreation & Parks

- Advance the impact of recreation and parks through relationship building
- Champion recreation and parks as essential to addressing key challenges facing our communities
- Lead British Columbia's implementation of *A Framework for Recreation in Canada*
- Represent British Columbia in national initiatives
- Support the Recreation Foundation of BC
- Support the Canadian Parks & Recreation Association
- Support BCRPA registered Fitness Leaders to deliver high standard physical activity programs

MEMBERSHIP SUPPORT and SERVICES

✔ Strengthen & Expand Membership

- Connect our members to each other and engage them in the Association
- Facilitate the exchange of knowledge and best practices
- Be visible and relevant to our members and the field of recreation and parks
- Deliver excellent training, professional development and certification services
- Build strong relationships with those in the recreation and parks field

ORGANIZATIONAL PROSPERITY

✔ Thrive & Be Resilient

- Embrace continuous improvement
- Develop revenue opportunities aligned with our purpose
- Inspire and support excellence in staff, Board members, and volunteers

