



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

Lead, advocate, and build key government and industry partners to support healthy communities

- Advance the impact of recreation and parks through building relationships
- Champion recreation and parks as essential to supporting healthy, connected communities
- Support the Canadian Parks & Recreation Association
- Deliver the highest provincial standard for fitness registration

MEMBERSHIP SUPPORT and SERVICES

✔ Strengthen & Engage the Membership

Provide members with tools and support to address current and emerging challenges

- Connect our members to each other and engage them in the Association
- Be visible and relevant to members and to the field of recreation and parks
- Deepen relationships and expand membership with those in the recreation and parks field
- Expand support and resources for registered Fitness Leaders

ORGANIZATIONAL PROSPERITY

✔ Thrive & Be Resilient

Increase impact through human and financial capability to strengthen existing and invest in new initiatives

- Foster continuous improvement that contributes to organizational prosperity
- Foster a culture within staff and Board Members that inspires and supports excellence

