



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 supporting healthy, connected communities
- Lead British Columbia's implementation of *A Framework for Recreation in Canada*
- Support the Canadian Parks & Recreation Association
- Support the Recreation Foundation of BC
- Deliver the highest provincial standards for fitness certification

MEMBERSHIP SUPPORT and SERVICES

✔ Strengthen & Engage the Membership

- Connect our members to each other and engage them in the Association
- Facilitate professional development and the exchange of knowledge and best practices
- Be visible and relevant to our members and to the field of recreation and parks
- Deepen relationships with those in recreation and parks field
- Expand support and resources for Registered Fitness Leaders

ORGANIZATIONAL PROSPERITY

✔ Thrive & Be Resilient

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

