

## Our Vision

British Columbians are truly healthy and connected because they value and participate in sport experiences that are safe, inclusive and welcoming.

## Our Purpose

To lead the development and growth of amateur sport in B.C.— bring more families to the field of play, more fans into the stands, more athletes to the podium, more sporting events to the province, and more supporters of the system.

## Our Mission

We provide strategic leadership to the amateur sport ecosystem.

- ▶ We convene & collaborate with partners to build public trust and confidence in the promise of sport.
- ▶ We connect sport organizations to funding, resources, and other capacity-building initiatives.
- ▶ We develop policy and shared measurement practices.
- ▶ We gather data and provide information to advance shared goals.
- ▶ We advance economic growth and social development through equitable access to sport.

## Our Values

At viaSport, three values underpin our strategic plan and guide our daily actions. These are the beliefs and principles we commit to in carrying out our mission:

**COLLABORATION**



**INCLUSION**



**ACCOUNTABILITY**



Visit [viasport.ca](https://viasport.ca) for the latest information on everything about BC amateur sport.

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Pillar	Objective What is the outcome by 2027?	Strategies What activities will we prioritize over the next five years?
<b>1</b> Strengthen the Sport Ecosystem	B.C.'s sport ecosystem is efficient, strong, and sustainable.	Support the implementation of the BC Pathways to Sport through a collaboration with the Ministry and sector leaders.  Enhance data collection, analysis, and sector evaluation.  Strengthen sector governance through enhanced board education and engagement.  Advance sector efficiency through research and innovative pilot projects.  Work with government, private sector, and philanthropic partners to garner increased investment.  Enable greater collaboration for BC Sport Hosting.  Strengthen climate awareness and action.  Bolster grant effectiveness and impact.
<b>2</b> Elevate Sector Capacity	Sport leaders, coaches, officials, and volunteers in B.C. are well equipped to deliver safe, inclusive, and welcoming sport experiences.	Prepare and share research, information, and policies through promising practices, education and training opportunities to: <ul style="list-style-type: none"> <li>• Support the implementation of the B.C. Safe Sport framework</li> <li>• Advance diversity, inclusion, equity, reconciliation and anti-racism</li> <li>• Strengthen coach and volunteer capacity with quality sport resources</li> <li>• Advance high-performance athlete inclusion</li> <li>• Support the implementation of a Regional Alliance-led Physical Literacy initiative</li> </ul>
<b>3</b> Expand Sector Research	More British Columbians participate in, and benefit from B.C. amateur sport.	Foster growth through the development and promotion of a unified B.C. amateur sport voice.  Increase Indigenous sport participation storytelling through collaborations with I-SPARC and other partners.  Increase and target grants to foster stronger and more inclusive pathways to sport for under-represented groups.  Develop a sector wide plan to attract, retain, and recognize volunteers.  Increase number of social sector and other partnerships.  Promote the benefits of physical activity and its linkage to sport through increased storytelling*
<b>4</b> Enhance viaSport Operational Performance	viaSport is able to meet its growth and strategic objectives.	Clarify and strengthen viaSport brand.  Identify core team competencies and foster continuous learning and development.  Enable and leverage technology to drive operational excellence and efficiencies.  Strengthen viaSport board governance.