

# SQUASH BC STRATEGIC PLAN

Summary Framework 2023-2028

## OUR MISSION

TO GROW, PROMOTE & SUPPORT  
THE SPORT OF SQUASH  
THROUGHOUT BRITISH COLUMBIA

## OUR VISION

SQUASH IS A THRIVING, ACCESSIBLE  
& INCLUSIVE SPORT FOR ALL  
BRITISH COLUMBIANS TO ENJOY

## STRATEGIC PRIORITIES

### GROW & PROMOTE OUR SPORT

Grow & Diversify  
Grassroots Participation

Grow & Diversify  
Competitive Participation

Enhance the Profile &  
Awareness of Squash

### SUPPORT & ENGAGE OUR COMMUNITY

Engage & Serve  
Individual Members

Engage & Serve  
Facility Members

Support & Celebrate  
our Sport Ambassadors

### DEVELOP & PROTECT OUR INFRASTRUCTURE

Strengthen & Protect  
Facilities & Courts

Recruit & Develop  
Coaches, Officials &  
Volunteers

## ORGANIZATIONAL FOUNDATION

### SUSTAINABLE & EFFECTIVE SQUASH BC

Effective Team | Strong Governance | Revenue Generation

## OUR VALUES

### ACCESS & INCLUSION

We ensure our sport  
has an accessible  
and inclusive  
environment for all  
participants

### COLLABORATION

We develop, foster &  
facilitate relationships  
in our community that  
support the growth  
and betterment of our  
sport

### GROWTH MINDSET

We take action and  
capitalize on  
opportunities to  
increase participation,  
develop infrastructure,  
and grow our sport

### INNOVATION & SHARING

We build industry-  
leading programs,  
services & resources  
that can be leveraged  
by our community and  
partners

### SERVICE EXCELLENCE

We enhance the  
experience of our  
stakeholders and  
community members  
across all our  
operations

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