

# Strategic Plan 2023 -2024

## Who We Are

The Aquasonics Artistic Swimming Club offers introductory and athlete development programs to elite level artistic swimming. Aquasonics trains, develops, and inspires artistic swimmers in their pursuit of excellence. We have a membership averaging 100 athletes each year, making us the largest artistic swimming Club in BC.

## Vision Statement

From participation to podium, the Aquasonics is British Columbia's premier artistic swimming training centre, developing champions at every level.



## Mission Statement

Through artistic swimming, the Aquasonics will inspire our athletes to strive for and reach for their goals with determination, pride, professionalism, teamwork, respect, and excellence.



*Coaching Aquasonics athletes is rewarding, their growth in only a few short weeks is exciting to see!*  
Aquasonics Coach (2023-24)

## Where We Are Headed

By June 2024, efforts to rebuild the Aquasonics' club will be rewarded with individual, team, and Club success. We will provide a full program, offering artistic swimming opportunities at all levels while remaining true to our focus on excellence. The podium is ours for the taking.

We will better serve our families with greater access, professional business operations, effective communication, and up-to-date systems. We will create an environment where sponsors and funders see an opportunity to align their brand with ours.

Above all, we will inspire our athletes, coaches, and families to strive for and reach their goals with determination, pride, professionalism, teamwork, respect, and excellence.

### Achievement

- Athletes and coaches achieve podium success at all levels of the program
- Athletes are selected as Target Athletes & provided opportunities to grow
- Coaches have opportunities to further their certifications and professional development

### Comprehensive Programs

- Recreational programs operate from 2 pools, providing more opportunities to participate within our community
- A strong provincial competitive program with at least one team in each age group
- A strong, well defined high performance program including one national stream team
- Teams are full at all levels
- Difference between high performance & provincial program is visual and apparent
- Senior athletes stay with the Aquasonics after high school in a flexible, rewarding program
- Because of our comprehensive program model, we provide flexible and fulfilling coaching opportunities for coaches

### We Live & Share Our Brand

- We are in the business of developing athletes who believe they are champions, in and out of the water: confident, strong, successful
- We actively use our website, integrated with social media, to market the programs, implement our registration processes, and communicate with our membership

### Effective Business Model

- Business operations are professional; administrative systems are online, current, and easy to use, improving services to our members
- Volunteer positions are streamlined and efficient, with clear reporting structures; positions enable us to fulfill the vision
- Bylaws and policies are compliant with legislation and reflect current practices
- The roles of the Executive, Head Coach, Coaches, and staff are clearly defined with effective reporting structures

### Access to Financial Resources

- A well-developed recreational program, summer camps, competitive streams set a solid foundation for the club
- We have 3 sponsors / grants generating revenue of \$15,000 annually
- We have identified at least one new source of revenue for the Club and are providing fundraising opportunities for families

## Our Strengths

**Excellence in Coaching:** Our coaches have national and international experience. They are role models for their athletes, creating an environment of respect and encouragement, setting high standards and expectations for all. The expertise and experience of our Head Coach is unmatched in the sport in Canada.

**Strategy:** our routines are unique, taking advantage of athlete strengths through exceptional choreography, which results in podium success at all levels and builds the club's reputation for cutting edge artistic swimming.

**Professional, Focused Team Environment:** Standards and expectations create an environment where athletes learn to strive for their best and are supported to achieve their goals. We create a safe environment for athletes to be themselves and grow to become strong, confident young adults.

**International Reputation:** We are a destination Club for international athletes and coaches.

**Business Practices:** Our Club is financially stable and supported by an active parent volunteer base.

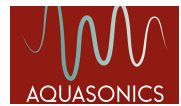
**Facilities:** We train from the best pools in the Lower Mainland during times that are accessible to families.

**Longevity & History:** We have 50 years of swimming success, producing every artistic swimming Olympian, Team Canada athlete, and coach from BC.

**Inspiring:** We inspire coaches, athletes, and families, creating a positive, respectful and safe environment.



## Program Model



## Key Focus Areas: 2022 - 2024

To align programs and practices with Club growth, expectations of members, funding needs, and current business practices, our focus areas for 2022 - 24 are:

- ◆ Develop a communications plan incorporating social media and setting the stage for sponsorship
- ◆ Redevelop the website and build online systems to improve service to members
- ◆ Set the groundwork to expand the recreational program
- ◆ Reorganization and alignment of volunteer, coach and staff responsibilities
- ◆ Policy and bylaw update and development
- ◆ Research and identify new sources of revenue, sponsorships and fundraising

*My daughter takes pride in being an Aquasonic. The coaches are extraordinary. Thanks to this sport my daughter is developing to be a strong athlete and a strong willed teenager. She has developed an enormous sense of discipline and time management that she puts to good use not only at the pool but also at school.*

- BC Aquasonics Parent

## Leadership

The BC Aquasonics is a membership-driven non-profit organization, led by a volunteer Board of Directors and professional coaching team. The Club is supported by contractors as needed.

BOARD OF DIRECTORS		COACHING TEAM	
President	Valerie Lukac	Head Coach	Sarah Alexander
Vice President	Louis Sun	Coaching Team	Sanaz Sohrabi
VP Finance	Peng Zhang		Seray Sefayi
Secretary	TBC		Natalie Cooke
Director	Shelley Frick		Kalista Iten
Director	Maggie Vasicek		Winnie Wang
Registrar & Administrator		Balir Scholefield	Izabella Vasicek
			Jasmine Morris
			Kianna Vasquez
			Maiya Frick
			Sara Mihailoff