



Elevation 2024
Strategic Plan



Elevation 2024 strategic plan

Founded in 1982 as the Sport Medicine & Science Council of British Columbia, SportMedBC identified three thematic touch points in advance of its 30th anniversary in 2012. These fundamental tenets – Best People, Best Practices and Best Programs – have been consolidated into the five-year **Elevation 2024 strategic plan** that is designed to take the organization to its 40th anniversary in 2022 and beyond.

Elevation 2024 strategic plan

Strategic Pillars

- **Best People**
- **Best Practices**
- **Best Programs**

A consolidation and enhancement of the long-standing pillars synonymous with the SportMedBC brand.



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Best People

- Professional membership/directory
- Board & Committees
- Management & Staff

Engaging “new” people to help grow the organization and its brand footprint



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Best People

- **Focus on target audiences**
 - Sport medicine & science practitioners in BC
 - MSOs, PSOs & LSOs
 - Active living people in BC
- **Increased engagement/province-wide**
- **Growth among New Canadians, Indigenous Canadians & Female leaders**
(and early engagement of student leaders/mentorships)



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Best Practices

- **Business & professional development**
for sport medicine & science practitioners
- **Advocacy of health & athlete safety**
sport medical resource to general public
- **Technology & Innovation**

Currency in education: New practices, technologies and innovation in sport medicine and science.



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Best Practices

- **Starter kits & guidelines**
 - Starting a sport medicine & science practice
 - Promotion of disciplinary guidelines & protocols, along with aptitude testing for career choices
 - Success stories
- **Articles & Papers**
- **Annual Congress & Elevation workshops**



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Best Programs

- InTraining programs
- SportMed Safety
- SportMed Performance (& Team BC)

Development of new programs to reach new markets and achieve financial sustainability



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Best Programs

- **InTraining programs**
 - RunWalk, Cycling, Swimming & Triathlon
 - Badminton, Basketball, Cricket, Field Hockey, Kabaddi, etc.
 - eSports (hand-eye, mental visualization/concentration, etc.)
- **SportMed Safety**
 - Expanding MSO/PSO/DSO/LSO opportunities
- **SportMed Performance**
 - Enhancing PSO/DSO/LSO engagement



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Marketing Communications

- **Brand Management & Content Marketing**
(including website)
- **Media & eNews**
(including social & partner)
- **Partnership & Cause Marketing Campaigns**
(including sport system & public/private)



Elevation 2020 strategic plan

Finance & Human Resources

- **Strategic alignment of annual budgets**
- **Development of 5-year financial planning**
- **University partnerships/student engagement**



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Revenue Generation

Achieve 3/4 of funding from non-government sources by Fiscal 2024

- Maintenance of government support
- Expansion of InTraining programs (and other revenue-generating properties)
- Foundation grants & new revenue streams



Key Messaging baselines

SportMedBC brings together the best people, best practices and best programs in sport science and medicine in British Columbia.

SportMedBC bridges the gap between sport medicine and the amateur sport system in British Columbia. We strive to serve as the link and primary connection point between PSOs/DSOs/LSOs and the network of sport medicine and science practitioners in B.C.

We offer a number of programs and services in the areas of sport training, sport safety and health promotion that are geared towards all levels of activity. Since 1983, SportMedBC has been the only multi-disciplinary association dedicated to sport medicine and science in BC.

Our Best Programs are built on expertise from trusted Sport Medical Professionals.

- Our unique directory of outstanding sport medical professionals
- Our connections and partnerships within the sport community
- Our InTraining programs are built on best practices, by the best people.

