

British Columbia Disc Golf Association (BCDGA) 2023-2027 Strategic Plan

1. Introduction

Background on BCDGA:

Founded in 1990, the British Columbia Disc Golf Association (BCDGA) has been at the forefront of promoting and nurturing the sport of disc golf in the province. For over three decades, our association has been instrumental in bringing together enthusiasts, professionals, and novices under a unified banner. BCDGA is not just an association; it's a community. With over 2,000 registered members, our organization represents a diverse and vibrant group of individuals united by their passion for the sport.

The Growth and Potential of Disc Golf in BC:

The origins of disc golf can be traced back to the early 1970s. Since then, the sport has seen exponential growth worldwide and particularly in British Columbia. Our picturesque landscapes, vast open spaces, and outdoor-centric culture have made BC a hotspot for disc golf.

But disc golf isn't just a recreational activity; it's a sport with immense potential waiting to be unlocked. In the past few years, there has been a surge in its popularity, with more people discovering the thrill of the game. From local parks to specialized courses, disc golf baskets have become a familiar sight.

BCDGA recognizes this potential. With the sport on the cusp of mainstream recognition, we believe now is the time to streamline our efforts, make strategic advancements, and ensure that disc golf in BC isn't just a pastime but a recognized, respected, and celebrated sport.

However, while the popularity of disc golf has been undeniable, its growth requires structure, guidance, and unified efforts. This strategic plan aims to serve as a roadmap for ushering in a new era of disc golf in BC, where organized efforts, community involvement, and a strategic vision converge to elevate the sport to new heights.

2. Vision, Mission, and Values

Vision:

To establish British Columbia as the premier hub for disc golf in Canada, recognized for its excellence in governance, community engagement, and fostering both grassroots and professional development of the sport.

Mission:

To propel the growth and appreciation of disc golf in British Columbia by:

- Offering an inclusive, robust, and dynamic platform for enthusiasts of all levels.
- Collaborating with various stakeholders to promote and develop world-class facilities and events.
- Advocating for the recognition and advancement of disc golf at provincial, national, and international levels.
- Empowering communities through education, training, and resources to spread the love for the sport.
- Championing sustainable practices to ensure the sport thrives for generations to come.

Values:

- Integrity: Upholding the highest standards of honesty and fairness in all our endeavors.
- Inclusivity: Ensuring that disc golf is accessible and welcoming to all, irrespective of age, background, or skill level.
- Community: Nurturing relationships, fostering collaborations, and promoting a sense of belonging among all disc golfers.
- Excellence: Striving for the best in every initiative, whether it's organizing events, developing courses, or training players.
- Sustainability: Recognizing our responsibility towards the environment and championing eco-friendly practices in all aspects of the sport.

3. Roles, Responsibilities, and Jurisdiction

Roles and Responsibilities of BCDGA:

- a) **Governance & Policy Development:** Formulating guidelines, rules, and procedures to uphold the standards of disc golf in BC.
- b) **Sport Safety & Player Welfare:** Ensuring that all disc golf courses, events, and activities prioritize the safety and well-being of participants.
- c) **Course Development & Maintenance:** Collaborating with local authorities and organizations to design, establish, and maintain world-class disc golf courses.
- d) **Athlete and Coach Development:** Providing resources, training programs, and support for players and coaches to nurture their skills.
- e) **Tournaments & Event Hosting:** Organizing and sanctioning local, provincial, and national-level disc golf events.
- f) **Community Outreach & Engagement:** Building relationships with various communities and introducing them to the benefits and joys of disc golf.
- g) **Environmental Stewardship:** Advocating for sustainable practices in course development and event management.
- h) **Representing BC Disc Golfers Globally:** Serving as the voice for BC disc golfers in national and international forums.
- i) **Partnership Development:** Collaborating with educational institutions, governmental bodies, and other organizations to further the sport's reach.

- j) **Financial Sustainability:** Ensuring that the BCDGA remains financially healthy through memberships, sponsorships, grants, and other revenue streams.

BCDGA's Scope of Operation:

- a) **Clubs and Communities:** Supporting the establishment, development, and operations of disc golf clubs across BC.

- b) **Age Groups:** Catering to all age groups, from juniors to seniors, ensuring programs and events suitable for every age bracket.

- c) **Performance Levels:** Supporting both grassroots participation and high-performance athletes, ensuring resources and opportunities for all levels.

- d) **Year-Round Engagement:** Offering programs, events, and resources throughout the year, making disc golf a sport for all seasons.

- e) **Non-School Events and Programs:** While BCDGA supports the introduction of disc golf in schools, its primary jurisdiction is outside school events, including tournaments, training camps, and community programs.

Outside of BCDGA's Jurisdiction:

1. **School Competitions:** BCDGA does not oversee disc golf activities that are solely school-based, like inter-school championships. However, it can offer support, resources, and guidance.

4. Implementation Plan and Timeline

To successfully achieve our strategic objectives, we've outlined annual milestones, concentrating our efforts for maximal impact. Here's our timeline:

2023 - Building Foundations and Enhancing Visibility

- Rebranding: Unveil the new BCDGA logo and branding materials, aligning with our refreshed mission and vision.
- Website Development: Launch a revamped, user-friendly website with improved functionality.
- Community Outreach: Engage local clubs and players with BCDGA's renewed vision and strategic goals.
- Membership Drive: Initiate membership campaigns targeting 1000 registered members.
- Annual Championships: Continue to host the BC Disc Golf Championship, making it an annual flagship event.

2024 - Strengthening Infrastructure and Community Integration

- Volunteer Mobilization: Fill key roles, building a solid organizational structure.
- Revenue Channels: Initiate grants application and explore advertising opportunities.
- Course Planning: Identify areas for the establishment of new disc golf courses, especially in underserved regions.
- Training Modules: Initiate the development of specialized training programs for budding disc golf talent.

2025 - Expansion, Accessibility, and Partnerships

- Course Development: Begin creation of two new disc golf courses.
- Community Partnerships: Engage with indigenous communities, introducing them to disc golf.
- Grassroots Engagement: Collaborate with two educational institutions for disc golf integration into their curriculums.

2026 - Fostering Innovation and Inclusive Growth

- Incubator Program: Soft-launch the Disc Golf Incubator Division* to test the waters.
- Coaching Evolution: Develop and beta-test the BCDGA coaching certification program.
- Diversity Initiatives: Initiate programs targeting underrepresented communities in disc golf.
- Provincial Championship: Begin planning for the BC Disc Golf Championship.

* The Disc Golf Incubator Program aims to nurture and support entrepreneurial ideas related to disc golf, providing budding innovators with mentorship, resources, and a platform to transform their visions into tangible ventures. Through this initiative, BCDGA seeks to foster a thriving entrepreneurial ecosystem within the BC disc golf community.

2027 - Celebrating Excellence and Looking Ahead

- Incubator Division: Officially launch the Disc Golf Incubator Division.
- Certified Coaches: Roll out BCDGA's proprietary coaching certification program.
- Future Roadmap: Begin discussions and research to outline the strategic plan for the next five years, ensuring sustained growth and innovation.

By defining clear annual milestones over a five-year period, BCDGA can channel its resources efficiently, ensuring consistent growth and the realization of our overarching goals.

5. Strategic Objectives by Areas of Emphasis

To ensure the comprehensive development of disc golf in BC, we've identified key areas of emphasis based on feedback from our members, stakeholders, and the broader community. For each area, we've outlined strategic objectives that will guide our initiatives and actions over the next five years.

Area of Emphasis: Grassroots Development

- Engaging with the local communities, young players, and enthusiasts to promote the sport and increase participation.

Strategic Objectives:

- Community Engagement: Partner with local schools, youth groups, and recreational centers to introduce disc golf to over 5,000 new participants by 2027.
- Course Creation: Facilitate the establishment of 10 new community disc golf courses across BC, focusing on underserved areas, by 2027.
- Awareness Campaigns: Launch bi-annual disc golf promotional events in key communities to enhance sport visibility.
- Skill-Building Workshops: Organize monthly hands-on workshops for beginners, aiming to onboard 100 new regular players annually.

Area of Emphasis: Performance Excellence

- Supporting competitive players in their pursuit of excellence at provincial, national, and international levels.

Strategic Objectives:

- Training Programs: Develop and launch a comprehensive high-performance training program for aspiring competitive players by 2024.
- Championships & Tournaments: Host or support a minimum of 2 disc golf tournaments in BC annually.
- Representation: Ensure BC has at least 3 players ranking in the top 10 nationally by 2027.
- Infrastructure: Collaborate with partners to establish 2 state-of-the-art training facilities dedicated to disc golf in BC by 2027.

Area of Emphasis: Accessibility & Inclusivity

- Making disc golf welcoming and accessible to everyone, regardless of their background, gender, age, or physical capability.

Strategic Objectives:

- Diversity & Inclusion: Implement programs targeting underrepresented communities, with an aim to increase their participation by 30% by 2027.
- Partnerships: Collaborate with organizations like ISPARC and engage with indigenous communities to introduce disc golf, targeting 2 new community partnerships by 2025.

Area of Emphasis: Coaching & Mentorship

- Building a strong foundation for the sport by investing in those who guide and train our players.

Strategic Objectives:

- **Coach Development:** Increase the pool of certified disc golf coaches in BC by 10% annually until 2025.
- **Mentorship Programs:** Launch a structured mentorship program by 2025, connecting seasoned players with novices.
- **Resources & Support:** Develop an online portal by 2023 offering resources, tutorials, and collaboration opportunities for coaches and trainers in BC.

6. Key Performance Indicators (KPIs) and Targets

To effectively monitor our progress and ensure that our strategic objectives are being met, we've established a set of KPIs aligned with our goals. These KPIs will serve as quantifiable metrics, providing a clear picture of our advancements and areas that might require more focus.

Grassroots Development:

1. **Community Engagement:**
 - KPI: Number of new participants introduced to disc golf annually.
 - Target: 5,000 new participants by 2027.
2. **Course Creation:**
 - KPI: Number of new community disc golf courses established.
 - Target: 10 new courses by 2027.
3. **Awareness Campaigns:**
 - KPI: Number of promotional events conducted annually.
 - Target: 2 events per year.
4. **Skill-Building Workshops:**
 - KPI: Number of new regular players onboarded through workshops.

- Target: 250 new players annually.

Performance Excellence:

1. Training Programs:
 - KPI: Number of players enrolled in the high-performance training program.
 - Target: 50 players annually by 2024.
2. Championships & Tournaments:
 - KPI: Number of major tournaments hosted or supported in BC.
 - Target: 2 tournaments annually.
3. Representation:
 - KPI: Number of BC players ranking in top 10 nationally.
 - Target: At least 3 players by 2027.
4. Infrastructure:
 - KPI: Number of state-of-the-art training facilities established.
 - Target: 2 facilities by 2027.

Accessibility & Inclusivity:

1. Diversity & Inclusion:
 - KPI: Percentage increase in participation from underrepresented communities.
 - Target: 30% increase by 2027.
2. Partnerships:
 - KPI: Number of new community partnerships formed.
 - Target: 5 partnerships by 2025.

Coaching & Mentorship:

1. Coach Development:
 - KPI: Annual percentage increase in certified disc golf coaches in BC.
 - Target: 10% increase annually until 2025.

2. Mentorship Programs:
 - KPI: Number of mentor-mentee pairings formed.
 - Target: 50 pairings by 2026.

3. Resources & Support:
 - KPI: Number of active users on the online portal for coaches and trainers.
 - Target: 200 active users by 2025

7. Risk Management and Mitigation

As we embark on our ambitious 2023-2027 strategic plan, it's essential to anticipate potential risks and implement strategies to manage and mitigate them. A proactive approach to risk management will ensure that the BCDGA remains resilient and effective in delivering its mission.

Identification of Key Risks

The following are identified potential risks that could impact our strategic objectives:

- Financial Instability: Dependence on a limited number of revenue sources can lead to financial challenges.
- Low Membership Growth: Inadequate marketing or appeal can result in slower than expected growth in membership.
- Regulatory Changes: New provincial or national regulations can affect course development or the sport itself.
- Stakeholder Engagement: Failure to engage crucial stakeholders might hinder strategic initiatives.
- Safety Concerns: Any incidents or injuries related to disc golf can impact the sport's reputation and growth.
- Operational Disruptions: Unforeseen events, like natural disasters or pandemics, can disrupt our activities.

Risk Mitigation Strategies

- Diversify Revenue Streams: Explore new avenues for funding, partnerships, and revenue generation.
- Enhanced Marketing: Strengthen our marketing campaigns and outreach to boost membership growth.
- Regular Regulatory Checks: Stay updated with any regulatory changes and adjust our activities accordingly.
- Stakeholder Engagement Plan: Regularly communicate and engage with key stakeholders to foster support.
- Safety Protocols: Implement and promote strict safety guidelines for all disc golf activities.
- Contingency Planning: Develop contingency plans for various scenarios, ensuring continuity in the face of disruptions.

Conclusion

The journey of disc golf in British Columbia, from its nascent stages to the cusp of mainstream acceptance, has been an inspiring one. The BCDGA 2023-2027 Strategic Plan stands as a testament to our unwavering commitment to take this sport to unprecedented heights. As we chart the course for the next five years, our focus remains clear: to foster growth, inclusivity, and excellence at all levels of the sport.

Our strategy isn't just about numbers or achievements; it's about building a community where every player, whether a novice or a professional, feels valued and empowered. We envision a future where disc golf is not only a popular sport in BC but also a medium that brings people together, promoting health, camaraderie, and a deep respect for our environment.

The roadmap has been laid out, with clear objectives, actionable KPIs, and a robust risk mitigation strategy. However, the real success lies in its execution. We call upon our members, stakeholders, and the entire disc golf community in BC to come together, participate, and contribute to realizing this vision. Our combined efforts, passion, and dedication will undoubtedly lead the way to a brighter and more vibrant future for disc golf in British Columbia.

Here's to the next chapter of disc golf in BC - one filled with promise, achievement, and the shared joy of the sport we all love.