

EXCITING UPDATE: OUR REFRESHED MISSION, VISION, AND VALUES

Each of these statements is the result of a shared strategic reflection and revision effort by the RFABC Staff and Board.

Purpose:

RFABC is here to champion recreation facility operators across BC by offering education, support, and resources. We work together to make recreation spaces across the province operate more efficiently and safely contributing to more active and healthy communities.

Mission:

We empower recreation professionals to operate safe, efficient, and accessible recreation spaces.

Vision:

We envision a future where every recreational space in our province operates safely, efficiently, and inclusively.

Values:

To achieve excellence, we believe in continuous learning, prioritizing safety, embracing innovation, connecting with others, and bolstering strategic partnerships.

- **Lifelong Learning**

We continuously grow our knowledge and skills within the recreation sector.

- **Culture of Safety**

We are committed to emphasizing safety, efficiency, and inclusion in recreational spaces.

- **Driving Change**

We empower communities to develop, grow, and evolve their recreation spaces and practices.

- **Connection**

We build strong networks and encourage sharing of resources. Establishing and strengthening relationships within these networks is crucial.

- **Partnership**

We foster strategic relationships within the sector.

Here is a brief overview of how we arrived at these guiding principles:

Insight Gathering:

At the November 2023 in-person Board meeting, we thoroughly reviewed the mission, vision, and critical beliefs that were the previous pillars of RFABC. Through a group exercise, we gathered insights from everyone at the table to understand the core values and goals that drive our community.

Evolving Vision:

As we evolve, our mission, vision, and values must reflect the current and future direction of RFABC. The feedback we received from the exercise highlighted the importance of safety, efficiency, inclusivity, and innovation in our work.

Strategic Planning:

A designated committee of 5 Board Members and Staff engaged in a consultative and strategic planning process with Nine10. This company specializes in helping organizations build cutting-edge brands. The consultation sessions synthesized the feedback from the November board meeting. Through questions and research, Nine10 helped the committee develop clear, actionable statements to guide our organization forward.

Standards Research:

We researched industry standards and best practices to ensure our statements are aspirational, achievable, and reflective of the highest standards in the recreation sector.

Dynamic Foundations:

These statements are not static but will evolve as we grow and learn. They serve as a foundation for building and adapting to meet future challenges and opportunities.

We are confident these new Mission, Vision, and Values statements will help us better serve our members and the broader recreation community.

Continuous Improvement:

We also realize that while statements can be powerful — they can be meaningless when they are not backed up by actions. That's why we are promising to listen to your ideas, feedback, and thoughts that you have on our new direction and as it evolves. What else do we need to be doing to actualize these statements, or what should we not be doing? We want to hear from you!

We welcome your comments and questions on these statements. Please send us an email to communications@rfabc.com. We are committed to maintaining transparency and keeping you well-informed as we navigate our future together as an organization.

With Gratitude,

Jenna Stevens, President
Dwayne Kalynchuk, Executive Director
RFABC Staff & Board of Directors