



STRATEGIC PLAN

2025 - 2027

The RFABC 2025–2027 Strategic Plan sets a clear course to strengthen recreation facility operations across B.C. Centered on sustainability, inclusion, leadership, engagement, and education, it ensures stability, broadens access, builds connections, and delivers evolving, best-in-class training. Together, these priorities position RFABC as a resilient, inclusive, and innovative leader supporting safe, accessible recreation spaces for all.



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2025-2027 STRATEGIC PLAN

Since 1948, the RFABC has been a dedicated not-for-profit association, training over 800 recreation facility operators in British Columbia each year. Our long history speaks to our commitment and reliability in the industry.

RFABC is here to champion recreation facility operators across B.C. 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.

Every year, we keep expanding, offering courses, conferences, and workshops on arenas, pools, building services, parks and sports fields, and leadership. Our membership has grown to over 2,200 individuals from municipalities and recreation based organizations across the province. Together, we form a vibrant and dynamic community.

Vision

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

Mission

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

CORE VALUES

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.

Partnership

We foster strategic relationships within the sector.

Connection

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

PRIORITIES & OBJECTIVES

RFABC empowers recreation professionals across B.C. with education, training, and resources. Our 2025 – 2027 Strategic Plan focuses on strengthening leadership, enhancing member value, and ensuring sustainable facility operations—guided by our values of learning, safety, innovation, connection, and partnership.

SUSTAINABILITY

Provide recreation facilities with the tools and resources to enhance their operational, financial, and environmental sustainability, while ensuring the RFABC maintains its own long-term sustainability in these areas.

Safe, accessible, and sustainable recreation that endures.



DIVERSITY, EQUITY & INCLUSION (DEI)

Foster an inclusive and equitable industry by expanding access to training, engagement, and leadership opportunities for underrepresented communities.

Opening doors: accessible training, diverse voices, inclusive leadership.





STRENGTHENING BRAND VALUE & INDUSTRY LEADERSHIP

Enhance the RFABC's reputation as the leading organization for recreation facility education, training, and professional development.

Setting the standard in recreation facility education and leadership.



ENHANCING MEMBERSHIP ENGAGEMENT & VALUE

Foster stronger member connections, increase participation, and improve the perceived value of RFABC membership.

Where membership means connection, growth, and lasting value.



CONTINUOUS IMPROVEMENT IN EDUCATION & TRAINING

Enhance the quality, relevance, and accessibility of the RFABC's programs, services, and resources—including training, conferences, webinars, and publications—to ensure they meet industry needs and uphold excellence.

Innovative, accessible, and recognized training that leads the industry.

