

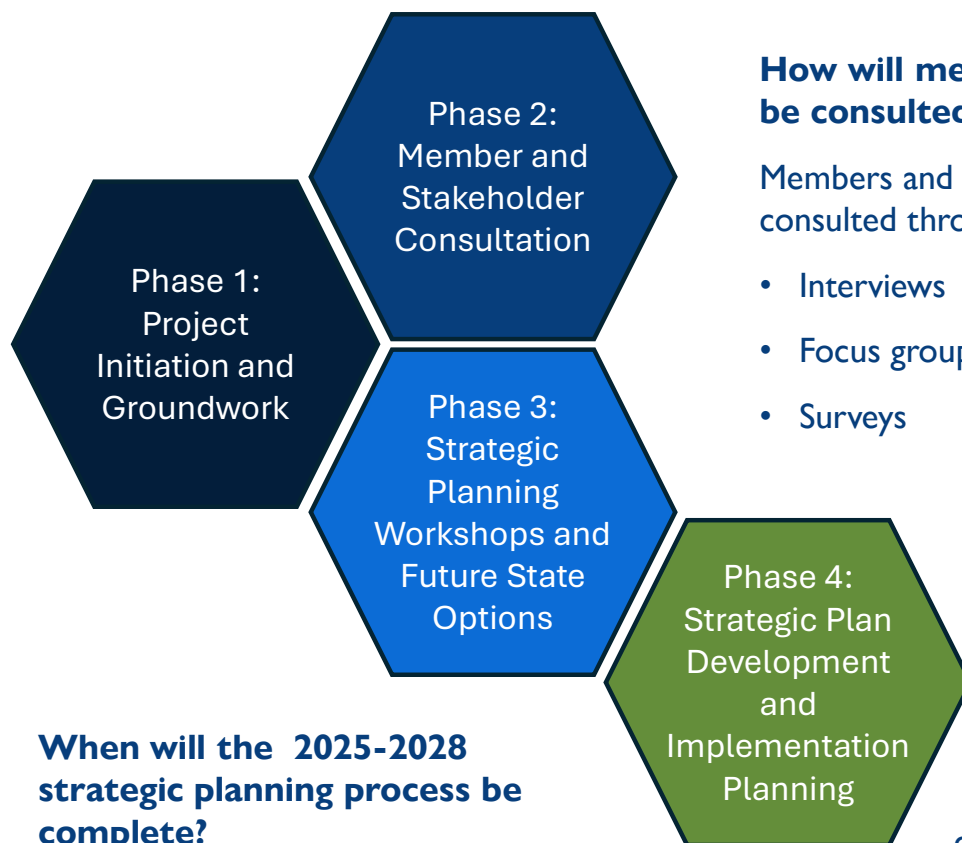


# Softball BC Strategic Planning 2025-2028

In November 2024, Softball BC will be commencing the strategic planning process for the 2025-2028 strategic plan. The strategic plan is the guiding document that sets out the vision and the key priority areas for Softball BC for the coming four (4) years; it is also an important input for members across BC as they identify their priorities, helping outline what they can expect from Softball BC as the provincial governing body for the sport.

## What are the key steps involved in the 2025-2028 strategic planning process?

The strategic planning process for Softball BC has been divided into four (4) key phases:



### How will members and stakeholders be consulted in Phase 2?

Members and stakeholder will be consulted through:

- Interviews
- Focus groups
- Surveys

### Who will be conducting the consultations?

Softball BC has engaged Toa Consulting to lead the strategic planning process, including member and stakeholder consultations. Toa Consulting is a small BC-based firm with strategic planning experience in the Canadian and BC sport sectors.

### When will the 2025-2028 strategic planning process be complete?

The strategic planning process will commence November 2024 and is expected to continue through October 2025, with the release of the strategic plan anticipated for December 2025.

**Stay tuned for more information early in the new year!**

**For more information, please contact Softball BC Executive Director, Diane St-Denis at:**

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