



BC

Growing Participation: Marketing Strategies & Resources

Community Sport for All



AquaGO! Programs - \$6,000

- 🇨🇦 Financial Support for 2 AquaGO! Programs reaching underserved communities—newcomers, male participants, low income

- 🇨🇦 **Kelowna Dolphins**

- 🇨🇦 Targeted Indigenous and Newcomer participation
- 🇨🇦 11 new participants (1 identifies as Indigenous and 2 as Newcomers)

- 🇨🇦 **Nanaimo Diamonds**

- 🇨🇦 5 new families joined the club
- 🇨🇦 2 families returned with reduced costs



Community Sport for All



Adapted Artistic Swimming - \$3,500

- Financial Support for 2 Adaptive Try It Events reaching underserved athletes
- Booth at 2024 Leisure Fair (thank you Melinda Markser!)

- **Caprice Artistic Swim Club**
 - 2 new participants (autism/hearing impairment & Down Syndrome)
- **Maple Ridge Artistic Swimming Club**
 - 2 new participants
 - Both registered for summer program and next season



Community Sport for All

CANADA
ARTISTIC
SWIMMING

Try It Development Camp - \$8,500

- Financial Support for a Try It Event that aligned with a Provincial and/or National Team Event.
- Aligned with 2024 Ignite Assessment/Prospects Camp
- Targeted Newcomers
- Targeted promo through social media
- Outreach to community groups
- 12 registrants and 6 participants
- Provided local club and subsidy info
- Try It Program Template available for Clubs

AquoGo!
ALLEZ à l'eau!

FREE AquoGo!
Try It for Newcomers to B.C.

When: Saturday, June 1st
1:00 - 2:00pm

Where: Surrey Sport & Leisure Complex, 16555 Fraser Highway, Surrey, B.C.

Event will run in English

Event check in at 12:30

REGISTER HERE!

For more info:
dos@bcartisticswimming.ca
BC Artistic Swimming
@bcartswim

BC
ARTISTIC
SWIMMING

Community Sport for All



- BC Funding available for 2 more years
- BC Recommendations to CAS re: fund allocation
- BC Support club Try Its vs provincial-led
- BC Allocate support to clubs



Marketing Strategies



GROW Participation

Increase participation in artistic swimming through growth and retention.

- 🇨🇦 Thriving Introductory Programs
- 🇨🇦 Increased Member Retention
- 🇨🇦 Comprehensive Recruitment & Marketing Strategies

Why?

- 🇨🇦 To help clubs stabilize financially with revenue growth. The sentiment is to make running a club easier. The more athletes, more revenue = easier to pay for things.
- 🇨🇦 Club sustainability and succession planning will be easier with more members.

Marketing Strategies



- 🇨🇦 Establish cohesive brand with BCAS and member clubs.
- 🇨🇦 Create brand assets for each member club –
Thank you Jo-Anne Emery!

Marketing Strategies

Summer Priorities:

- ✿ Establish a connection with clubs to Illuminata – survey sent in May
- ✿ Clubs - Promote summer camps and try-its as clubs see fit, social media and paid advertising support
- ✿ Clubs – Create branded rack card and posters for clubs to use as needed
- ✿ BCAS – Revamp website to find club information easier

Fall Priorities:

- ✿ Clubs - Illuminata to support clubs in promoting fall registration, social media, paid advertising

Next Season:

- ✿ BCAS - Promote events/meets/education training
- ✿ BCAS - Showcasing clubs, members, officials, judges, and other. Theme of True Sport Values
- ✿ Clubs – as needed, upon request



