

DIVE ONTARIO

1ST QUARTER RECAP



NO.1 | APRIL | 2021

BOARD / COMMITTEE UPDATES

Board Of Directors Update

The Dive Ontario Board of Directors continue to meet on a regular basis to make strategic and operational decisions that will help support and enhance our sport.

The Strategic Plan underwent a review, and the mission statement has been adjusted to reflect the organization's priorities across all streams of the sport. It now reads: "To develop the sport of Diving in the province of Ontario at all levels and to strive towards the highest levels of international performance." Action items have been added to reach Dive Ontario's strategic goals as we move into a post-pandemic recovery.

Following our February 7th board meeting, we allocated a portion of the Federal Emergency Funding back to the clubs in order to cover club dues, athlete dues, and insurance dues. This amounts to close to \$30,000. Since then, we have also been awarded an additional \$44,000 in Provincial Emergency Funding that will go directly to club support. The distribution of this additional club support is outlined in the club memo being sent out in April.

Operations Update

In reviewing the Strategic Plan and our operational priorities for the season, we have needed to make amendments in order to reflect the ongoing restrictions and the impacts of the pandemic (short term), as well as the renewed focus of our mission statement (long term).

As a result, we have focussed on initiatives that have promoted and supported our clubs in order to maximize our presence and visibility on social media while also engaging with our divers as best as possible during this time.

In the short term, Dive Ontario is exploring further opportunities to expand the possible ways we can participate in in-person activities in the future. We have been looking at avenues to promote our clubs and our sport as we engage with municipalities with outdoor facilities and Canada's Wonderland and their new diving infrastructure to host training and promotional activities at these locations.

In the long term, Dive Ontario is working with the Aquatic Sport Council of Ontario in an effort to help municipalities preparing to

build aquatic facilities take into consideration the recreational opportunities for their communities and consider diving infrastructure in their planning. We are also looking at efforts to target recruitment and retention strategies, as well as our capacity to deliver more programming with our current club resources and exploring the possibility of building new club resources.

Sport Performance Committee Update

The Sport Performance Committee has been working very hard to find engaging ways to keep both our divers and diving personnel active in such a restricted time.

At the next Sport Performance meeting on April 8th, the committee will decide if Dive Ontario will look further into hosting another virtual competition in the next couple of months.

We currently have one PD session planned for April 9th with John Wingfield. Due to some scheduling conflicts, we are still working with our instructors to put on a High Diving session and a Learn to Dive, C & D coaches for the end of the month.

Finance Committee Update

The Finance Committee has been working closely with the Board of Directors to determine how Dive Ontario will allocate their Provincial and Federal Emergency Grant money to help support clubs.

Scott Grant (VP of Finance) will follow up with each club in the near future to discuss any needed paperwork. In the meantime, please feel free to send either Nathan or Scott a message if you have any concerns or questions.

Sport Business Committee Update

The Sport Business Committee has been meeting to discuss their strategic goals for the remainder of the year and into the future. Dean, VP of Sport Business has been working closely with the Executive Director to determine ways in which Dive Ontario can provide resources to help recruit, retain, and sustain diver participation.

A Marketing and Communication draft plan is in the works and will be presented to the Board of Directors at our next meeting in April.

VP Of Members Update

Rhonda, VP of Members has been working closely with the Executive Director and each club to communicate any club updates and needs to Dive Ontario.

Within the months of April and May, Dive Ontario is scheduling individual meetings with each club President and Head Coach Present. Each club will soon receive an email with potential meeting dates. Please schedule your meetings with Nathan and Bridgette (intern) as soon as possible.

In addition, there has been a push to ensure that Dive Ontario is promoting and creating an inclusive environment that welcomes all.

Dive Ontario has had discussions about creating a committee that helps ensure inclusivity and diversity are at the forefront of all Dive Ontario activities. More information will be made available as that planning continues.

UPDATES

COVID-19 Update

With the possibility of another lockdown order being put in place across the Province, many clubs are facing limited capacity restrictions and shutdowns.

Return to Competition and Return to Play Guidelines

Dive Ontario has completed their Return to Competition and Return to Play Guidelines. These guidelines are currently in the draft form and are being received by our Sport Performance Committee and Board of Directors. A final copy will be sent to all clubs and be available on our website in the near future.

Marketing and Communications Update

Dive Ontario continues to post content on a regular basis with a combination of in-house creations and sharing of members/NSO content. Our goal is to continue to promote our members programs and content to increase their reach.

We have a number of initiatives upcoming, including the continuation of diver profiles from each club, club trivia questions, and looking to celebrate specific holidays and days of action.

Successful Social Media Campaigns included:

- December Virtual Competition Recap
- Workout Wednesday
- Bell Let's Talk Day
- Girls & Women in Sports Day
- Instagram Takeover featuring Kathryn Grant
- World Teen Mental Health Day – Paige Sawyer Yoga Session
- Poolside Profiles
- Club Trivia Questions (Upcoming)

