

# Zone 3, 4, 5 Directors Report

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With there now being two directors for zone 3,4,5, (Jacob was elected at the 2018 AGM), we hope to have a more proactive role by determining what our goals are and establish a way to help each other accomplish these goals. We are hoping to reach out to clubs and officials within the zones to obtain information on what they are looking for/need from their zone directors.

## IDENTIFIED GAPS

### COMMUNICATION

- Clubs may want to consider adopting social media channels, or connecting with traditional news outlets, to draw attention to their programs
- We hope to also increase communication between us and clubs

### FACILITIES

- Clubs that share facilities are working with their municipalities to ensure public use is limited during scheduled training times, due to safety concerns
- Possibility of an updated facility at North Delta Secondary and a stadium at Bear Creek Park in the near future

### PARTNERSHIPS

Possible partnerships with local recreation centers to develop programs that:

- Promote and introduce athletics to individuals with various athletic backgrounds
- Emphasize the importance of a basic run, jump, throw foundation in any sport
- Provide information on local club programs
- Provide information on BC Athletics programs

### SCHOOLS

- As per the strategic plan to incorporate School programs within BC Athletics
- Track what schools are in the zones 3, 4, 5
- Which schools participate within the sport of athletics
- Reach out to those that do with an introduction and call for information
- Potentially look into reaching out to those that don't in a way to find out the circumstances into not participating.

## CHALLENGES

The high number of meets in the lower mainland have been strenuous for our officials. It has been requested that clubs consider providing more volunteers/trained officials or explore different meet formats.