

Notes from Group Discussions at the 2011 BCA AGM
TOPIC – HOW DO WE GROW OUR CLUBS

Group #1 – Improve Funding

1. Increase Membership
2. Profile of our sport
3. Outreach to provide training to other sports
4. What are you selling? What can you sell?
 - Events – something unique
 - Athletes
 - Fund raisers
5. Do we charge enough?
6. Value of Membership
 - Facilities
 - Coaching Quality
 - Travel
 - Social
7. Grants/Government Support
 - Equipment
 - Coach Education
8. Sponsorship
 - show value/exposure to sponsor
 - easiest sell - young kids
 - charity connection
9. Business Case/Plan - return on investment for benefit of the community
10. Paid Staff in order not to exhaust volunteers

Group #2 – Increasing Club Membership

1. Link into school system
 - get to know school coaches, make a connection, provide support
 - facilitate RJT
 - host track meets
 - offer coaching services to schools
 - flyers to schools
2. One-on-One Recruiting
 - volunteers and members
 - peer recruiting
3. Fun - peer training groups
4. Membership Costs
 - PG only costs \$125
 - reduce rate for first-timers
 - discounts for returning members if registered by a certain date
5. Road Running Clubs
 - one-on-one
 - linkages with Track and Field Clubs
 - running clinics

- Issues:
- Drop out rate for 14-17 year olds
 - Need for expert coaching
 - Competition between clubs
 - BCA seen as elitist – people fear they are not good enough

Group #3 – Re-Think Club Structure

1. Emphasis on cooperation between clubs – share expertise, equipment
2. Cooperation between sports
 - multi-sport clubs
 - especially important in small communities
3. Drop-In Options – Difficult for coaches, may work for multi-sport clubs
4. Intro session 6-8 weeks
5. High School incentive
6. Sports Council – Learn from other sports
7. Communication lines with key community members

Group #4 – Bring More Clubs Into BC Athletics

1. Zone Associations to work together and register with BCA
2. Go to the remote rural areas and assist in establishing new clubs, who would then register with BCA.
3. Partnerships with schools/communities to help establish facilities so that clubs can be developed.
4. Get schools registered as teams with BCA - school clubs
5. Better promotion of BCA benefits as to why they should join.
 - supportive services
 - coaching
 - training/development
 - administration
6. Communities with facilities but no club
 - work on re-establishing club
 - identifying coaches
7. Approach multi-sport clubs who don't have an athletic component to develop same.
8. Education/awareness and promotion of BCA
9. Approach unaffiliated coaches.
10. Facilitate change and standards.
11. Promote our sport to attract athletes to clubs (energy/enthusiasm)