

President/CEO Report

To the

2012 BC Athletics Annual General Meeting

November 30, December 1, 2012

8.23

Presented by Brian McCalder

Reflecting on the year ending 2012 concluding quadrennial (2009-2012) it presents a picture of:
Advancement – Success – Challenges – Opportunities

Demonstrated through the **Strategic Pillars** and **Areas of Emphasis** that have guided and will continue to guide the programs, services, initiatives, actions and planning of the Association

By the Numbers – 2009-2012 (adjusted where necessary)

Athlete Development:

- Sport Development
 - Run Jump Throw
 - 71 % growth in participation
 - 260% increase in Trained RJT Instructors
 - 2012 Initiation of the BC Athletics Hershey Youth Track & Field Games Program and Event sanctioning
 - Hershey Youth Track & Field Games – 7 events
 - 4 Hershey T&F Games format
 - 3 BC Athletics Hershey Youth T&F Games format
 - Schools – After School Program – 9 school districts – 92 Schools since 2010
 - Recruitment and Retention:
 - 34% growth in Track Rascals membership
 - 21.5% growth in the 9 yr age group
 - 9.5% growth in the Jnr Dev age groups of 9 to 13
- Sport Performance
 - Training and Competition
 - 31% of National Team Members
 - 6 Athletes in the Top 16 At World Development Stage (Jnr/Yth) in 2011 - 2012
 - 35.60% of all potential medals at National Championships
 - Talent ID and Outreach
 - Regional Ctre Outreach
 - Interior – 15 + clinics in Kamloops and communities in the Interior Region
 - Fraser Valley – 34 camps/clinics/regional training sessions

Coaching

- Education
 - 24 Chg Cert courses 2009-2012
 - 8 Trained Learning Facilitators – Sport Coach/Club Coach
 - 7 Trained Evaluators – Sport Coach/Club Coach
 - 1 Trained Competition Development LF – Jumps
- Coach Recruitment
 - Coach mentoring – BC Team Program
 - Canada Games Women's Apprentice Coach Program
- Coach Development
 - 2010 National Sprints & Hurdles Coaches Conference – 3 coaches supported
 - 2011 National Endurance Conference – host province/assisting with event promotion
 - 2012 National Jumps Conference – 9 coaches supported

Competition

- Competitions – (2008-2011)
 - Sanctioned Events – 5.75% increase (226 to 239)
 - Participation (sanctioned events) – 10.79% increase (133,437 to 147,837)
- Facilities
 - 1 indoor facility ROO – total 2 in BC
 - 10 facility upgrades/development
- Officials
 - Education/Mentoring – 321 Officials Trained (2010-2012) – 41 % growth
 - Recruitment
 - Trained Level Officials (2009-2012) – Avg. 62/yr – Total 248
 - Average % Increase per yr – 193%
 - Development – 27% increase (2010-2012) # of Training/Mentoring Opportunities

Organizational Capacity

- Members:
 - Individuals – 12 % increase
 - Clubs – 16.67 % increase
 - Schools
 - Athletes – (70% decrease)
 - Schools – (85% decrease)
 - Strategies to be developed to help address declining School membership
- Organizational Management
 - Annual Operating Budget – 23% growth 2009 to 2012
 - Staffing solidified / future planning
- Governance
 - Updated Policies and Procedures
 - 2013-2016 Strategic Plan Drafted
 - Inclusive of Board and Committee structure review
- Communications
 - Marketing and Communications Plan in place
 - Logo redevelopment underway
 - Website redevelopment underway
 - Communications Strategies and Actions – 2013-2016 Strategic Plan
- Marketing
 - Sponsorship (cash and value in-kind) – (\$62,020) = 21% growth
- Recognition
 - BC Athletes on National Teams – Annual Awards Banquet
 - 47 in 2011
 - 61 in 2012
- External Partners
 - Funding, Corporations, Organizations – financial and program partners
 - 21.50% increase
 - 17 – 2012
 - 14 – 2011

The Nest Quadrennial 2013 – 2016

- 2013-2016 Strategic Plan
 - End Results
 - Membership growth – 10%

- National Team representation – 25%
 - Active coaches increased by - # to be determined
- Key Initiatives
 - Athlete Development
 - School Membership
 - Provincial HP/Development Centre
 - Provincial Coach
 - High School Talent Id / Competition
 - Team BC 2015 and 2017
 - Coaching
 - Strategies to meet March 2015 Sport Coach Trained mandate
 - Professional Development - qualified/targeted coaches
 - Event Group Conferences
 - Strategies to increase if paid full time / part time, volunteer coaches
 - Competition
 - Comprehensive calendar of quality domestic, national & international events
 - Officials recruitment strategies
 - Facility upgrading and development partnerships
 - Organizational Capacity
 - Membership increase - strategies and value
 - Revenue maximization
 - Succession planning
 - Marketing and Communications plan implementation
 - Recognition – events and systems
 - Partnership – strengthen and increase

Sport is an interconnected set of gears – all need to function to their optimum capacity to achieve the goal – whether producing goods, keeping time or developing athletes, coaches, officials or administrators. BC Athletics will only be as good as the individual members, clubs and provincial leadership – **the interconnected gears**.

“Athlete Centred / Coach Lead / Club/Membership/PSO Supported”

The big picture view is critical. We need to retain a balanced program that provides opportunities for each participant to achieve their desired level of excellence, engagement, participation.

Each year brings more opportunities, solutions and change – managing these in the best interests of Athletics is essential to retaining the growth and momentum we have experienced over the last quadrennial.

My sincere thanks to the many involved in leading, working and continually improving our sport: Club Executive, Coaches, Officials, BC Athletics Committees, BCA Board of Directors and the dedicated individuals I have the honour to work with – Sam Collier, Maurice Wilson, Ron Bunting, Amber Batho, Taunya Geelhoed and Garrett Collier.

Thank you very much

The strength of the group is the strength of the leaders.” ~Vince Lombardi