

President/CEO Report
To the
2005 BC Athletics Annual General Meeting
January 21, 22, 23
Presented by Brian McC Calder

The Association's Strategic Plan provides the framework to guide the work and efforts of staff, committees and volunteers in Athletics. The three key goals are:

- Increased Participation & Opportunities
- Increased Resources
- Increased Profile & Promotion of Athletes

As we move through the plan it is evident (as reported the Strategic Plan Report 2004) that while successful in some areas, we are still challenged as an Association. The bar we have set for ourselves is high. BC is thought of as a leader in Athletics in Canada through the quality of programs, support and services provide by Clubs, Centres (Nat'l and Regional) and Provincial Association – yet we can still and must find the means to provide more.

The next version of the Strategic Plan, as outlined by Jim Cummins, Director Administration and Planning will be more embracing and holistic. The plan will span the years from 2006 through 2012.

Association Management

- **Strategic Plan implementation** – the filling of a staff position has meant being able to refocus on certain aspects of the plan. These have included:
 - Communications – continuing to look for ways to enhance effective two way communication;
 - National Run Jump Throw Program – funding support for instructor training;
 - National Training Centres – reviews and changes;
 - Regional Training Centres – review and alignment;
 - Securing of multi-year sponsor support;
 - Track & Field and Power/Speed – staffing position filled;
 - New policies to better meet the needs of the members and events;
 - More paid coaches at the club level;
 - The intent to provide more funding (Government and NGOs) for sport.

Hosting initiatives on the horizon that are supported by the Association include:

- PacifiCanada Track & Field Series – year 3 of the revitalized West Coast Track Series.
- 2006 Legion National T&F Championships –Simon Fraser University
- 2005 & 2006 Cdn Cross Country Championships
- Intent to bid for a World Championship in Athletics

The key delivery agents for Athletics are the Clubs and Societies who host events from community to international events. These events are keys to:

- Raising the profile of Athletics in the BC;
- Showcasing BC athletes at home;
- Creating an economic impact in the host community;
- Providing BC and those involved in Athletics with as many opportunities as possible to participate and achieve their personal best.

Helping to bring more participation and competition opportunities to the athletes, coaches, officials and the public is critical to the success of the sport.

Finance and Administration

- **Sponsorship and Fundraising:** Event sponsorship continues as a high priority. We have seen an increase in support (see Marketing and Communications Report) and have finalized two additional program sponsors for 2005 to 2007. The hosting of the Cdn Cross Country Championships and properties like H2H will help us as we move through the ever challenging world of seeking event sponsorship.

2005 initiatives to include:

- BC Athletics Foundation (finalize) and to develop a campaign to generate income for the fund;
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- Initiatives in Planned Giving and Leave a Legacy programs;
- Investigate partnering with a Marketing / Sponsorship / Communications company to assist us in securing event and program sponsorship.

To meet our financial capability, we will need to make strategic investments in order to maximize the benefit to participant and the association. This may mean some short term changes but the resulting benefits could move us ahead of where we are today.

- **Human Resources (Association):** Filling the position of Technical Manager Track & Field/Director Power-Speed Events has brought energy and excitement to this part of the Association. New directions, programs and ongoing communication are the hallmarks that come with Peter Ogilvie. We are very fortunate to have Peter with us. He brings his experience as an athlete (grassroots to Olympic Games); event organization from school to international events; and his coaching experience at the community based club level to BC Athletics and his responsibilities in the Track & Field portfolio. We are pleased!!!

The next step is to look at post secondary students who need a work practicum to help solve the workload on existing staff and to assist us in new initiatives.

As an association we need to continually review our resources at all levels of the sport to insure that the continuity and quality of programs at the club, community,

zone and provincial levels continues. Recruitment and retention are the keys to a healthy Athletics community.

Paid club coaches, are a critical piece of a successful club and in the end a success nation in Athletics. A strong club program is the basis for success at all levels of the sport. We continue to make strides in this area and welcome the opportunity to talk with club executives about this. A paid coach who could provide the leadership necessary to raise not only athlete performances but to provide:

- Leadership;
- Athlete program planning;
- Coach training;
- Community outreach;
- Event organization; and
- Enhancements in other technical areas whether in Road Running, Walks, Track & Field or other disciplines within Athletics.

Communications

This area is another key piece of a healthy sport association. It is however important to understand that more is not always better. But having it available for people to pick what they are interested in is absolutely fundamental too effective communications.

Communication is two way so hearing from the members and seeking their input and guidance is also critical.

We continue to strive to be more effective through:

- The weekly BC Athletics Bulletin – an electronic presentation of information and resources. The weekly bulletin presents a challenge with all that there is to do, however it is a priority and critical to the membership. Feed back is important so please let us know what you think, we you need to know and if we can not provide it we will find out just where you can. Sam Collier is the Bulletin Editor. Her efforts at refining and seeking information have made this one the best vehicles in Canada. Thank you Margaret!!!
- A posting of all the BC Athletics Bulletins on the website at www.bcathletics.org
- Improvements to the website to better meet the needs of the user;
- Major event direct links off the front page of website helps to provide value to the event and enables BC Athletics to gain members and benefits otherwise missed;
- More and better information and links for results, statistics and rankings;

Partnerships

BC Athletics continues to be an effective partner in many different areas, all of which overlap and impact the sport at various levels and regions of the province and country. These include:

- Athletics Canada – as partnered in the Victoria PacificSport National Endurance Centre. The partnership of Athletics Canada in this area returns to approximately \$110,000 in cash support for centre staff and programs.

- PacificSport National Sport Centre – Victoria contribute \$70,000 in cash support for salary and program support.
- Royal Canadian Legion, Dominion and BC/Yukon Commands contribute approximately 85% of the costs to BC participation in the Legion National T&F Championship.
- PacificCanada Track & Field Series – Promotion, Profile and Opportunities and the partnership of Athletics Canada, PacificSport, the individual competition owners and organizers make possible the collective effort for an effective and important competition series.
- Athletics Canada Planning Committee participation – provides direct branch input and links to the branch members, insuring grassroots input and bottom to top awareness.
- The Vancouver Sun Run/Pacific Newspaper Group – enable BC Athletics to link with other sponsors and seek opportunities for sponsorship plus the profiling and promotion of the programs and athletes in BC.
- The Times Colonist and our association as a partner/sponsor in the TC 10k Road Race enables BC Athletics to gain a profile on Vancouver Island.
- PacificSport Regional Centres – Abbotsford, Kelowna, Kamloops – in partnership with the clubs in their immediate regions provides cash support of \$29,000 towards salary and honoraria support for coaches in the regions. This funding from the BC Government/LegaciesNow through PacificSport is matched or exceeded by the Local Athletics Organization(s) and helps in providing paid coaching leadership in BC. BC Athletics is a member of the management committees of each centre and helps in the delivery of programs in the region and the professional development of the centre coaches.

Initiatives for 2005

- Enhancing our existing and establishing new partnerships to help in our sport development.
- Successful Olympic bid – Olympic legacies – facility access, program dollars, athlete support – seeking benefits to Athletics.
- With Sport BC – being involved with their initiatives and programs to take sport (Athletics in our case) throughout the province.
- Initiate discussions with BCSSCCTF Commission as relates the promotion, alignment and development of Athletics in the school programs.
- Partnering with clubs and organizations in event ownership opportunities.

Participation and Opportunities

This has rebounded somewhat from last year but we need to find ways to reconnect with events and parts of our province and find ways that we can work collectively in to provide the opportunities in Athletics.

Reference is made to:

- Club Membership
- Individual Membership – Annual; Day of Event; and School.
- The number of Sanctioned events.
- The number of Participants in sanctioned events.

Initiatives for 2005

- Poster (promotion) and sport brochure
- Continue to provide assistance to clubs for the streamlining the club and individual registration process – making it easier for the club registrar and individual members. Enable better tracking of membership numbers at the club and provincial levels.
- Moving forward with the online internet Calendar of Events process.
- Working with Athletics Canada and Branches in the establishment of a National Membership database and registration process tailored to the needs of the individual, club, branch and national association.
- Discussion and dialogue with the members and event organizers on various hot button topics from Day of Event membership, to insurance and back to annual membership and what are the benefits. This dialogue is important to overall health of the association and will provide other views, opinions and I am sure some better ways of doing business.

The year has been challenging for our sport as we have lost leaders and long time volunteers. We have successes and disappointments. We have celebrated as athletes - runners, walkers, jumpers, sprinters, hurdlers and throwers; as coaches, officials, event organizers, club executives and volunteers; as parents and spectators – the successes of our personal or others achievement. Our sport is a rollercoaster of emotion and makes us all better for having been a part of it. Athletics provides many opportunities for personal achievement, fitness and health. In order for us to move forward we need the collective effort of the membership – both clubs and individuals and the continued involvement and leadership of the committees and boards of directors.

I would like to thank first of all the member clubs and societies of the Association. You are the critical drivers in this race and key to programs, support and development.

The Association Committees – so key to providing grass roots, regional and high performance input in the development and delivery of programs at the provincial level of our sport – congratulations and thank you for all the time you commit to our sport.

My thanks and appreciation to the Board of Directors (Tom Hastie, Chair) for their ongoing support and guidance throughout this last year.

To the Association staff **THANK YOU** – Sam Collier, Jerry Tighe, Peter Ogilvie for their tireless, over the top work, achievements, enthusiasm and good humour over this past year.

Excellence can be attained if you
Care more than others think is wise,
Risk more than others think is safe,
Dream more than others think is practical, and
Expect more than others think is possible.

- Author Unknown