

President/CEO Report
To the
2007 BC Athletics Annual General Meeting
January 19, 20, 21
Presented by Brian McCaldar

Reviewing and looking ahead:

The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it. Michelangelo Buonarroti (*1)

Association Management

- **Strategic Planning** – we have made some progress in the development of this plan which is aligned with the Athletics in Canada plan. The framework, goals and objectives are in place. This needs to taken to the next steps of committee and members input on strategies and activities to help us achieve the goals/objectives. The Board has agreed to look to an outside individual to help lead us through this process to completion.

Validation of:

- Foundation Statements
- Critical Elements

Developing:

- Goals for the Foundation Statements and in some instances Sub Goals – completed in July '06
- Objectives
- Actions/Activities – still to complete
- Timelines
- Responsibility (identification of who is responsible for each component)
- Cost estimates

Communications – looking too improve our links with the membership and the broader public and corporate community

Participation and Skill Development - Run Jump Throw Program – a very successful program lead by Thelma Wright.

Hosting – assistance to HOC in bringing quality competitions to

- PacifiCanada Track & Field Series – with dynamic Nat'l & Prov Team dual meets
- 2006 Legion National T&F Championships –Simon Fraser University – probably one of the best presented championships ever
- 2006 Cdn Cross Country Championships
 1. A day without comparison – snow and sunshine
 2. Upwards of a 1000 spectators at any one time during the day
 3. Great performances
 4. Consideration is being given to bidding for 2009-10 as part of the 2010 Olympic and Paralympic Winter Games countdown

Club Development and Growth – some very good steps forward in club membership and development this past year. We need to look at means to attract more clubs, which will mean putting in place strategies to build club membership – as part of the Strategic Plan.

Finance and Administration

- **Sponsorship and Fundraising:** Government and Gaming – Direct Access and Sports Funder has increased significantly. We can, if not careful, fall into the trap of relying on this revenue year to year. We need to continue to improve our non-government funding sources.

To match our financial capability, we will need to make strategic investments in order to maximize the benefit to the participant and the association.

Human Resources (Association):

- **Staffing:** We continue to challenge to retain staff (for a number of reasons – both financial and personal). The Technical Manager Track & Field/Director Power-Speed Events position will become vacant shortly – regrettably and we will be reviewing the position to validate the responsibilities and would look to fill the position no later than the end of March '07. The Association office has a large volume of work come through the door which will require reviewing our staff needs and identifying creative and perhaps partnership initiatives to bring more human resources to the association.

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 Vancouver Sun has invested well over \$1 Million dollars to Athletics through the sponsoring of Harry Jerome International Track Classic, making the Vancouver Sun the best corporate sponsor of Athletics in Canada.

- 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 \$30,000 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. This forms a critical piece in the Integrated Performance System – linking Regional, Provincial, and National Centres – athletes, coaches and other associates.
- Timex with support for both the BC Road Running Series and the Haney/Harrison Road Relay and 100 km Ultra. Timex is one of the nation's longest corporate sponsors in Athletics, working directly with the Provincial Athletics Associations and events throughout Canada.

Outreach and Connecting to the Clubs and Individual Members

We have through the work of Jerry Tighe, Ron Bunting and Thelma Wright been able to move forward with outreach initiatives in the areas of club development, coaching education and the grassroots Run Jump Throw program. These activities present the opportunity to connect with the membership and others involved in Athletics and help in moving the delivery of programs and services forward.

Continual review of the various areas of the Association and working to keep the policies and the rules current and relevant, validating them whenever possible, will be a challenge but one that must be done if we are move forward:

- Club Membership – types, fees, benefits, services and responsibilities
- Individual Membership – Annual; Day of Event; and School – re-looking at these to insure that they are effective, relevant and meeting the needs of sport and the association
- Sanctioned events – working to increase the number and make the process effective and efficient
- The number of Participants in sanctioned events.
- Policy(ies) review as necessary
- Discussion and dialogue with the members and event organizers on various hot button topics from Day of Event membership, to insurance and benefits to event directors. Enabling the participants to benefit, the sport to benefit and your association to benefit.

The year has been challenging for our sport as we have lost individuals who were and had been great contributors, volunteers and leaders in Athletics. We have successes and disappointments. We have celebrated as athletes, participants, leaders and volunteers. As we move forward it will important for us to look at what the Association is and should be doing. We get pulled in many different directions – health, education, tourism, participation, high performance, development to name only a few. We need to continually reference our Mission, Mandate and Vision so as to be sure that when we make decisions / move in another direction that this fits with our Strategic Plan – but again be able to respond to a changing environment (sport).

I would like to thank first of all the member clubs and societies of the Association. It is here that rubber meets the road and athletes, participants, coaches, volunteers and club executive gather to deliver the sport.

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, Ron Bunting, and Thelma Wright for your tireless commitment, achievements, enthusiasm, good humour and tolerance.

Progress always involves risks. You can't steal second base and keep your foot on first.