

**President/CEO Report**  
**To the**  
**2009 BC Athletics Annual General Meeting**  
**January 30, 31, Feb 1**  
Presented by Brian McCalder

**Phase 2 of the 2008/09 to 2012/13 Quadrennial**

**Just go out there and do what you've got to do. - Martina Navratilova**

Building on the foundation of the Strategic Plan and the initiatives undertaken during this past year we have taken steps towards our:

- Identified End 2012 End Results
- Through the achievement of the 2012 Strategic Goals

All the while being guided by our Vision and Mission

**Vision:** Opportunities for success in Athletics for all

**Mission:** By 2012, BC Athletics will lead the nation in providing opportunities in Athletics

We will do this by taking a proactive, innovative and progressive approach to:

- Coaching, training and competition
- The engagement of clubs and alignment of programs and plans with Athletics Canada's strategic direction (2009 MOU with AC)
- The use of Technology in membership services, education, administration and marketing
- The building of partnerships with the sport community, business, education and health sectors, and
- Positioning Athletics as an ideal sport and physical activity for all ages and abilities (LTAD)

The Results will be:

- Increased performance success by BC athletes at local, provincial, national and international levels
- More participation in all aspects of Athletics
- Increased investment by the public and private sectors

**2012 (Major) End Results**

- 20% of each National Team will be BC athletes
- Increased retention rate of members (percentage to be determined)
- Increased number of overall participants across all levels of Athletics (# to TBD)

**Reference the Strategic Plan update for:**

- **Strategic Imperatives/Goals**
- **2012 Objectives**

**The identified key areas for Athletics are:**

- **Club Development – enhance and strengthen**
  - Capacity
    - Through
      - Increase clubs

- Support program support
  - Templates on club programs and services
  - Collaboration between clubs
  - Club management and training
- **Promotion and Marketing – enhancing the visibility and credibility of BC Athletics with its’ members and stakeholders**
  - Marketing
  - Promotion
    - Through
      - Strategic product development
      - Brand development and identification
      - Integrated marketing – target populations
      - Success of BC athletes
- **Management and Operations – enhance organizational resources and systems**
  - Leadership
  - Revenue Generation
  - Technology
  - Partnerships
    - Through
      - Board succession planning
      - Staff succession planning
      - Professional development for staff and board of directors
      - Government funding sources
      - Strategic project funding
      - Foundations and fund raising
      - Sponsorship
      - Enhanced web technology
      - Capacity for management and reporting
      - Enhanced capacity through strategic partnerships
- **Coaching – Increase the number of trained and paid coaches**
  - Quality of Coaching
  - Paid Coaching Positions
  - Number of Coaches
    - Through
      - Access to NCCP
      - Continuing coach education opportunities
      - Support to targeted coaches and training groups
      - Identify and support emerging coaching talent
      - Environments for paid coaching at the club level
      - Expand RJT training
      - Retiring athletes as coaches
      - Community coach Run Leader Training and Recognition
- **Athlete Development**
  - Run Jump Throw
  - Talent Identification
  - Retention
    - Through
      - Teacher education in RJT
      - Linkages between clubs and schools in the delivery of RJT
      - Support for target athletes
      - Targeted athlete service access

- Access to training, competition and facilities to meet the needs of the targeted athletes
- **Competition**
  - Increase Number
  - Extended/Extension of – Season
    - Through
      - Club collaboration
      - New competition models
      - Hosting national / international events
      - New competition series
      - Identification of opportunities to extend the competitive season
- **Officials**
  - Increasing number overall
  - Increasing number with technology expertise
    - Through:
      - Recruitment
      - Retention
      - Training and Education
      - On the Track/Road & In the Field Experience
      - Rewards and Recognition

This must be a joint effort that includes the Club and Individual members of BC Athletics in partnership with the Board, Committees and Staff of the Association. With the ongoing input and feedback from the membership on the strategic direction, tactics and strategies for achieving the Objectives, Goals and End Results we can tweak the plan to respond the changing environment.

Our sport has had an amazing year full of athlete success and quality events. Increasing membership and a strategy for future development are two key indicators that we are moving forward. There will be challenges during the global economic crisis so we must be strategic in our response and set the stage for continued development.

I would like to thank 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 perform to the best of their ability regardless of their role.

The Association Committees – so key to leading grass roots, regional and high performance development and delivery of programs at the provincial level of our sport – are extremely important to effective function of the multiple areas of Athletics. Thank for your expertise and guidance.

Thanks and appreciation to the Board of Directors from all the BCA Staff for their ongoing support and assistance throughout this last year.

To the Association staff **THANK YOU** – Sam Collier – the “Boss”, Ron Bunting – Coaching Education and T&F Technical Leader, Thelma Wright and Julian Cooper our Run Jump Throw experts for your tireless commitment and Maurice Wilson – whose thorough approach coupled with an appreciation for a fine “Pun” provides excellent guidance in the development of Road and Cross Country Running

**\*\*\* You are what you think. You are what you go for. You are what you do. \*\*\***  
**Bob Richards**