

BC Athletics Chair Report – 2009/2010

We all recognize that these are difficult financial times not only for our organization but also for our government and corporate sponsors, our clubs and some of our athlete's families and athletes. That said we have faced difficult financial times before and we have continued to build a stronger organization for our high performance, developmental and recreational athletes.

This ability is due to our single most important resource which is our membership. It encompasses the Board, Staff, Clubs, Coaches, Officials and Volunteers. You are our strongest asset. I would like to give you all a big thank you on behalf of the Board and the Athletes for the expertise you bring to the sport and the generous amounts of time you give to your organization.

Today I am focusing this report on the future and some of the other support elements that are ongoing and in my opinion structurally important to moving our sport forward. This is not to take away from the actual on ground activities performed by staff and membership that are at the core of what we do. But to also recognize the other intertwined high level activities and interrelationships that assist in the development of our sport.

Change is inevitable and we will need to adapt by continuing to innovate and go forward with a "can do" positive momentum. To that end I have not focused on the many day to day accomplishments as you will see those in the various reports that have been produced for the AGM. They speak for themselves. Instead I have grouped my report around three key areas - BCA's Strategic Plan, Athletics Canada Membership and Sport BC Membership.

A Road Map for Success - BCA's Strategic Plan

The strategic plan is the way organizations and businesses stay on track. Without a roadmap it is difficult to stay focused on your key priorities. A key activity for the Board and Staff over the next year and through to 2012 will be the continued implementation of the strategic plan. The plan is the result of requesting and getting quality input from a cross section of people within our organization. The final stage is the completion of expected results and timelines by staff.

The implementation through staff will require good communication of the objectives and working with our clubs, committees and membership to find the ways to meet our objectives. It will require change and innovation. The plan is evolutionary and builds on a strong foundation of past work. I have included at the end of this report the vision, mission, key objectives and values statement. Please take a moment to get an overview of what is covered in the plan. It is important we bring all our collective ideas to assist in making the objectives become reality and build a stronger organization for our athletes. More details will follow in the New Year.

Athletics Canada

As a branch member we have an important role to play in assisting Athletics Canada (AC) in accomplishing its strategic plan objectives. To this end we are working closely with AC to develop a Memorandum of Understanding (MOU) that ties in with both of our strategic plans. The MOU will assist in ensuring the coordination of common or related objectives in our strategic plans that will maximize the effective use of AC and BCA resources in the development of the sport for our athletes.

As a Branch member we are also working to support AC in a number of other areas. Some examples are:

- Supported the holding of the Technical Congress in Richmond this year. As some of you may know our CEO/President, Brian McC Calder was a key instigator in re-establishing this congress. I attended the congress and the feedback from the coaches was extremely positive. It provides our coaches with an opportunity to share best practices and hear tips and ideas from some of the world's top level coaches.
- Involved, through Brian McC Calder, as a member of the AC Planning Committee. This committee influences directions taken by AC in support of the sport.
- Involved, through myself, as a member of the AC Finance Committee and I am the current Chair of the AC Branch Presidents Council. The council meets at every AC AGM and Congress to discuss key issues that affect the branches and bring the branches opinions and ideas to the attention of the AC Board and Staff.
- Working with AC to discuss the expansion of the type and number of "umbrella services" that can best be provided and funded at the National Level. Some of the areas covered by this term would be electronic and social media development expertise, central job recruitment web site for sport, and staff professional development programs.

Sport BC Membership

The Sport BC Board is currently re-examining its role and function as the central representative for sport in BC. One of its main roles is to advocate for sport with government. Some of the questions being asked by Sport BC Board are:

- Should the membership be expanded and if so who should added?
- Does Sport BC re-shape itself to better serve its membership post 2010?
- What additional support services can Sport BC provide to its sport membership?
- What should its relationship to government be to best support sport?

I have only touched on a few of the items that are under discussion but I mention these to highlight the importance for BC Athletics to proactively engage with and provide input to Sport BC. To that end both Brian and I have been attending over the past year the many meetings and forums put on by Sport BC to solicit input from its sports members. Brian is further involved by participating in a Sport Leadership Council that is providing direct input on behalf of the Sport Collective to Sport BC management and board.

It is my opinion that the strategic plan and our partnerships are important components towards building an ever stronger sport and by extension for our athletes. Thank you for taking the time to read this report. The Board thanks you for your past support and looks forward and appreciates your continued support. The future is ours to shape.

Larry Harper, Chair

Strategic Plan Overview

Vision:

Opportunities for success in Athletics for all

Mission:

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

Strategic Pillars/Objective Areas

- Athletes - 20% of BC Athletes on National Teams
- Coaching – Increase the number of trained and paid coaches
- Athlete Development – Enable the progressive development of athletes
- Competition – Ensure strong provincial competition systems for all ages and abilities
- Club Development – Enhance and strengthen the club system
- Promotion and Marketing – Enhance the visibility and credibility of BC Athletics with its members and stakeholders
- Management and Operations – Enhance organizational resources and systems

Value Statement

The values upon which B.C. Athletics operates and which it advocates to all its' members stem from the belief all can compete and perform to the best of their ability.

BC Athletics believes in and promotes, through its programs, the concepts of equal opportunity and inclusiveness, of fairness and honesty, and expects the highest standards of moral and ethical conduct from all its athletes, coaches, officials and administrators at every level.