

BC Athletics Strategic Plan: Annual Plan 2008-2012									28
Club Development: Enhance and strengthen the club system									
2012 Objective	2008-09 Tactic(s)	2008-09 Target Result	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Capacity</b>									
1	Increase the number of clubs in under-served areas.	1. Identify clubs in zones. 2. Identify zones with few clubs 3. Identify track facilities in zones 4. Identify unattached members in zones 5. Identify clubs that are not currently members of BCA	Priority ranking of opportunities for new club members  Inventory of desirable resources	Id zones with low BCA member clubs. Priority to zones. BCRPA Facility Inventory reference. Id zone unatt Mbrs	Contacting key individuals/ organizations in id zones Set up visits/meetings Club survey on capacity for chg, athlete development and competition hosting	Id of gaps in the chg, athlete dev, comp hosting at the club level Meet with 1 to 2 zones with respect to club dev and affiliation with BCA		Tech Mgrs, CEO, Mgr Mbrship/Reg	
2	Support club-based initiatives to develop programming for 15-25 participants	(Phase 1 is part of Athlete Development - Retention)	See Retention as part of Athlete Development	See end results in the Retention section of Athlete Development	Look at incentives to support club coaches to attend Prov & Nat'l Chps Look at BC Club Team prog comp opportunities	Personal coaches of BC Team athletes in attendance at Champs Draft Club Comp/League program		Tech Mgrs and Committees	
3	Create program and service templates that enhance club capacity to recruit members and offer programs in all categories (social, recreational, all competition levels, officials, volunteers).	1. Identify successful clubs and their strategies for member recruitment and programs provided. 2. Research recruitment and programs in other club-based sports.	Table of Contents for Club Operations Manual	Id BC Clubs for AC wkshp on Club Dev and building of Template. Input/feedback to Athletics Cd on draft	Review & input on AC/Br MOU and Club Dev component	AC/Branch MOU finalized and signed off on Circulation of draft club development documents		Tech Mgrs, CEO, Mgr Mbrship/Reg	
4	Facilitate collaboration among clubs to enhance training opportunities, training facility access, coaching support and officials' development.	1. Identify existing level of collaboration among clubs.	Draft inventory for good collaboration practices	Id clubs and existing partnerships. Identify opportunities for more partnering and needs	Club engagement on Indr facility use post 2010. Gathering information on coaching needs at Club, Regional, Prov levels	Continued work on finalizing indoor facility access Draft of proposed facility use		Tech Mgrs, CEO, Mgr Mbrship/Reg	
5	Support the ongoing development of club management and administration.	1. Identify and promote professional development opportunities available through external groups. 2. Organize board development opportunity for club boards at the AGM.	25% of club boards participate in one management development activity.	Incorporated club mgmt topics as part of the BCA AGM / Governance Congress	Id topic areas for AGM / Governance from Clubs Circulate Mgmt wkshop info (Sport BC Governance Workshop program)	Build on AC Club Dev model Implement ongoing prof dev for club executive		Tech Mgrs, CEO, Mgr Mbrship/Reg	

<b>Promotion and Marketing: Enhance the visibility and credibility of BC Athletics with its</b>									
<b>2012 Objective</b>	<b>2008-09 Tactic(s)</b>	<b>2008-09 Target Result</b>	<b>End Result Mar '09</b>	<b>2009-10 Tactics</b>	<b>2009-10 Target Result</b>	<b>End Result Mar '10</b>	<b>Lead</b>	<b>Priority</b>	<b>Budget</b>
<b>Marketing</b>									
2	Implement a product development strategy for identified products	1. Inventory of currently available products 2. Develop product assessment tool	Strengths/weaknesses assessment of existing product opportunities  Recommended product development strategy	H2H sponsorship package reviewed and updated.. Review of other BCA products (program focus)	Continued review of BCA products Reference proposals against templates	Development of 2 to 3 sponsorship packages.		CEO and Committee	
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<b>Promotion</b>									
1	Create a clear and compelling brand for the sport / organization	1. Define marketing development project outcomes 2. Secure resources to support brand development, targeted marketing and media campaigns	Four year marketing and promotion strategy	H2H sponsorship package updated	Ongoing from 2008-09	Draft Mktg/Sponsorship plan		CEO and Committee	
2	Create an integrated approach to marketing and media campaigns for target populations and sectors: youth, adults, education, and health.	3. Identify successful PSO models		Attendance by staff/Br mbr to Mktg workshop through Sport BC	Examine the the integrated strategy vs individual prog approach	As finalized - input to the Draft Mktg/Sponsorship plan		CEO and Committee	
3	Optimize opportunities to profile the success of BC athletes	1. Coordinate strategy with AC and athletes' home clubs. 2. Determine strategy of Provincial disability sport organizations to profile para-athletics Paralympians 3. Develop post-Olympic activities that involve BC Olympians to create local/provincial profile.	Capacity to direct media to correct source  Profile of BC Olympians in community  Post-Olympic activities	Media releases for all BC Teams- Club/ Hometown/Coach sent throughout BC BC Olympians in RJT delivery Para-Athletics	Set out a plan for profiling and promotion of BC Athletes. Link to AC profiles. Pre-olympic leadup strategy	Implementation of the plan Increased media exposure / measured # of articles - establishing a baseline.		CEO and Committee	

Management and Operations: Enhance organizational resources and systems									
2012 Objective	2008-09 Tactic(s)	2008-09 Target Result	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Leadership</b>									
1	Establish leadership structure and succession plan for board of directors consistent with strategic goals.	1. review the current structure and alignment 2. draft proposal for review, discussion and input	1. presentation to the Brd of Directors	Ongoing review of Brd portfolios, size and structure Review of by-laws on Brd structure	Identify areas where immediate change / enhancement is possible Gather information on best practices	By-law change for M & F Athlete Director positions Draft Brd restructuring proposal for presentation to the Brd		CEO, Brd Executive, Staff	
2	Establish leadership structure and succession plan for staff consistent with strategic goals.	1. review the current structure and alignment 2. draft proposal for review, discussion and input	1. presentation to the Brd of Directors	Draft of staffing structure presented to the Brd	Identify core staff positions Identify possible funding sources/business ventures/partners Review all job descriptions	Finalize staffing design for implementation by 2011 Solidify funding stream Fill positions as funding comes on stream		CEO / Human Resources Committee	
3	Provide training and development for staff and board of directors.	1. review opportunities as provided through Sport BC and other Sport Sector and non-Sport Sector agencies 2. identify with staff and board reps the strategic needs and opportunities	1. presentation to the Brd of Directors the opportunities available 2. participate and report back to the Brd on pilot programs attended and available opportunities	Attendance at Not-for-Profit Governance Wkshop Summary presentation to the Brd of Directors	Id opportunities for Brd & Staff governance wkshp Review Brd governance practices and best models Review/amend AC/Br MOU Prepare recommendations fo the Brd.	Incorporation of Governance sessions as part of the Club Development initiative for BC AGM/Governance Congress Finalize AC/Br MOU		CEO / Brd of Directors	
2012 Objective	2008-09 Tactic(s)	2008-09 Target Result	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Revenue Generation</b>									
1	Maximize resources available from government funding sources.	1. identify those available resources	1. Collectively (staff) make applications for available funding through government initiatives	Govt funding exceeded \$500,000	Submissions to 2008/09 levels plus enhanced funding to build capacity	Maintaining 2008/09 funding levels from Govt		CEO	
2	Optimize opportunities available through project funding to achieve end strategic goals	1. identify projects that align with the Strategic Goals 2. establish strategies around these 3. examine the opportunities against the strategic goals	1. assess and apply for project funding as appropriate	Cdn Sport for Life Grant \$4500 (\$3000 first phase received) to assist with LTAD implementation	Report to 2010 LN on CS4L / Athletics LTAD Set out next steps Engage clubs on capacity to implement LTAD	Final phase \$1500 to assist with province-wide LTAD Meet LTAD implementation timelines		CEO	
3	Establish consistent process of seeking funds through foundations and fundraising  CEO	1. identify possible foundations and sources of funding through these foundatons	1. establish a list of possible foundations to approach for program funding (across all BCA programs oportunities)	Identification of Foundations that support Amateur sport	Submit apps to foundations that are a good fit for RJT & other grass roots programs Id other BCA programs that align with foundations.	\$20,000 to \$40,000 for each of 3yrs Prepare submissions for other programs		CEO	
4	Transition sponsorship approach from events-based to integrated benefits-based program  CEO	1. Review current project proposals and assess the viability of an integrated benefits approach	1. development of proposals linking sport and healthy living for properties owned by BC Athletics 2. presentation of the sport and healthy living strategy with projects with which BC Athletics is a partner	H2H link to three food banks - Maple Ridge, Mission and Agassiz	Review of BCA prog and sponsorship Align possible sponsorship with values of BCA and the specific programs	Draft of integrated sponsorship packages		CEO	

<b>Management and Operations: Enhance organizational resources and systems - continued</b>										
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<b>Technology</b>										
1	Enhance web site technology to support marketing strategies, information and reporting and online education.	1. Identify information to be disseminated through web site and logic of access.	Site Map Roll-out plan Choice of technology	Implementation of some updates and pages on the BCA website	Wkshop to gather the mbrshp needs for redevelopment of the BCA website.	A draft proposal for an updated BCA website		CEO. Staff, Brd reps		
2	Enhance capacity for automation of information management and reporting	1. Identify information that is necessary to manage. 2. Identify relationships among the categories of information	Database schematic Technology /software choice	Discussion with Brd rep and staff. Ongoing as funding is available	Discussion with web and information hosts companies on desired outcomes, strategies and cost	Draft recommendations on moving forward with integrated and enhance information system - capacity dependent		CEO. Staff, Brd reps		
<b>2012 Objective</b>		<b>2008-09 Tactic(s)</b>	<b>2008-09 Target Result</b>	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Partnerships</b>										
1	Develop formal relationships with organizations and groups in the sport community and business, health and education sectors that enhance the capacity of the organization <b>(CEO)</b>	1. Identify organizations and groups that would fit effectively with BC Athletics to meet the objective	1. Initiate involvement with PSO collective and other committee and group opportunities. 2. Identify areas where enhanced capacity is needed and agencies that may provide that support	CEO is a member of the PSO Leadership Council. Program delivery (RJT) through schools and comm recreation programs	Discussions with PSO's delivering similar programs (Para-Athletics) and look at ways of inclusion. Look at health delivery agencies and examine possible partnerships.	Participation in Govt wkshop on Para inclusion/integration with able bodied sport Road map of provincial integration/inclusion of Para-Athletics		CEO		

<b>Coaching: Increase the number of trained and paid coaches.</b>									
<b>2012 Objective</b>	<b>2008-09 Tactic(s)</b>	<b>2008-09 Target Result</b>	<b>End Result Mar '09</b>	<b>2009-10 Tactics</b>	<b>2009-10 Target Result</b>	<b>End Result Mar '10</b>	<b>Lead</b>	<b>Priority</b>	<b>Budget</b>
<b>Quality of Coaching</b>									
1	Ensure ongoing access to NCCP  (BCA Coaching Education Coordinator)	1. Establish an annual plan of coaching education opportunities 2. Identify funding opportunities targeted to Coaching Educ/Certification (annual/ongoing/expanded)	1. Completion of the annual plan as part of the funding application for Chg Educ support 2. Review needs and opportunities for coaches for the next 3 years 3. Encourage the hosting of Chg Educ through Clubs in partnership with Schools, Comm Rec and Sport Councils	- Lv 1- 5 / Lv 2 - 4 / Lv 3 - 1 - R. Bunting mbr of the Nat'l Cttee on Chg Educ - Chg Educ held in Smithers and Prince George - zones 7/8 that need more chg educ	-- Offer Certification courses in Sport Coach / Club Coach / Competition Development - have BC Ches take the Comp Dev Pilot course in Nov and Dec '09 - Chg Education in Zones in need of more coaches and coach education (zones 1, 2, 6)	- Lv 1 - 4 courses - Lv 2 - 3 courses - Lv 3 - 2 courses - 8 BC Coaches to attend the Comp Dev Pilot Course - Cg Cert Courses held in Zone 1 - Kootenays Zone 2 - Okanagan Zone 6 (North Island) - Vancouver Island	Chg Educ Coord		
2	Implement a comprehensive plan for continuing coaching education.  (Ron)	1. Identify the existing and enhanced opportunities 2. Initiate identified opportunities 3. Outreach to coaches to encourage participation and identification of their needs	1. Annual Athletics Canada Technical Congress - support for identified and qualifying coaches and emerging coaches to attend.	- 12 BC Ches attended the AC Tech congress	- Hosting 2009 AC Tech Congress - Presentation of Adv Ch Education as part of Tech Congress and other identified opportunities	- to have 30 BC Coaches attend the AC Tech Congress being held in Vancouver, Nov '09	Chg Educ Coord		
3	Identify and provide targeted support to coaching/training event groups.  (BCA Coaching Education Coordinator)	1. identify opportunities as: Annual; and those associated with Multi-sport Games Training Camps 2. initiate identified opportunities	1. Annual budget for event group development 2. Multi-sport Training Camps - opportunities for personal coaches of the attending athletes to also attend	- AC Mtg Mar '09 re W/C Racing/Throws Chg Cert modules - 4 Cd G Trng Camps for Athletes & Personal Ches held in BC	- Training cycle in prep for 2011 WCG (Kamloops) - WCG Training Camps - Set up communications strategy for athletes and ches re WCG 2011	- 2 WCG training camps - develop 2011 WCG athlete//personal ch long list - to have 6 WCG newsletters to Lg List of athletes/personal ches	Chg Educ Coord		
4	Identify and provide targeted support to emerging coaching talent.  (BCA Coaching Education Coordinator)	1. identify opportunities 2. initiate identified opportunities	1. Coach mentoring as part of BC Team opportunities for competitions that are held in BC - i.e. Cdn Championships and International Competitions	- Provided opportunities for ches to mentor with Prov Team Ches at Jnr Nat'ls in Abbotsford	- Encourage Ches and create incentives for BC Ches to attend the AC Tech Congress - Continued implementation of LTAD/S4Life	- To target up to 10 emerging ches for enhanced support (mentoring/AC Tech Congress) - Indr LTAD implemented	Chg Educ Coord		
<b>2012 Objective</b>									
<b>Paid Coaching Positions</b>									
1	Create conditions that cause clubs to establish paid coaching positions.  (BCA Coaching Education Coord)	1. look at the Regional Centres and how that structure provides paid positions 2. Coaching Conference successful club structures can be presented as to how they manage to pay their coaches 3. Review current club support	1. Development of a template/best practices document on models for providing paid coaches 2. Survey clubs with respect to their current levels and categories of support for paid coaches.	- continued to consult with Reg Ctres and Clubs (Ongoing Initiative)	-- meetings at AC Tech Congress with clubs/ches on professionalizing chg positions - review and present successful club structures	- finalize template as initiated in 2008/09 yr - finalize survey - circulation of survey to clubs and coaches - tabulate information and present to T&F Cmttee and Brd	Chg Educ Coord		

<b>Coaching: Increase the number of trained and paid coaches - continued</b>										
<b>2012 Objective</b>		<b>2008-09 Tactic(s)</b>	<b>2008-09 Target Result</b>	<b>End Result Mar '09</b>	<b>2009-10 Tactics</b>	<b>2009-10 Target Result</b>	<b>End Result Mar '10</b>	<b>Lead</b>	<b>Priority</b>	<b>Budget</b>
<b>Number of Coaches</b>										
1	Expand RJT leadership training to community, ECE and clubs.  (RJT Staff)	Train instructors with newly-developed AWAD National adaptations Initiate instructor trng in strategic areas and populations Uvic Educ to host wkshop	Wkshop with W/C sport 3 Wkshops strategic areas/populations Train 15 new teachers in trng Train 10 HP athletes	All completed or planned. See RJT deliverables yr end report for details	Power of Sport Tour thru Sport BC to delivery to non traditional communities and populations. Direct Delivery=Awareness	Increased # RJT wkshops Continued partnership with BC Sports H of F.		Chg Educ Coord		
2	Encourage retiring athletes to pursue coaching careers.  (BCA Coaching Educ Coord)	1. Identification and communicating with athletes on the opportunities for coaching 2. Identifying the needs of the athletes relative to coaching	1. Look at possible programs to integrate athletes into coaching 2. Identify potential partners and opportunities to initiate these chg positions 3. Provide coaching education and training opportunities for athletes	- connected with athletes to take NCCP Courses (successful Ctre ath) - encouraged emerging ches to seek BC Team Staff appointments (new staff involved)	- Communicate with recently retired athletes regarding Chg and chg educ - Special wkshop for retired athletes - Plan a Women's only Chg Educ Workshop	- Survey retired identified retired athletes & their interest in chg and chg educ - 1 retired athletes chg educ wkshop - 1 Women's only chg education wkshop		Chg Educ Coord		
3	Encourage trained run leaders to pursue coaching education.  (BCA Tech Mgr Rd/XC)	1. Identify where the run programs are occurring 2. Identify what materials are used for the training of run leaders 3. Engage Athletics Cd on Community Ch Dev Stream of NCCP	1. Set a timeline for the development of the AC Community Ch Dev Stream	Ongoing discussion with AC on this Coaching development stream	Continued discussions with AC Identify needs of the run leaders	Draft proposal developed for AC and possible use in BC		Tech Mgr Rd/XC and Chg Educ Coord		
<b>Athlete Development: Enable the progressive development of athletes</b>										
<b>2012 Objective</b>		<b>2008-09 Tactic(s)</b>	<b>2008-09 Target Result</b>	<b>End Result Mar '09</b>	<b>2009-10 Tactics</b>	<b>2009-10 Target Result</b>	<b>End Result Mar '10</b>	<b>Lead</b>	<b>Priority</b>	<b>Budget</b>
<b>Run Jump Throw</b>										
1	Improve the confidence level of teacher program leaders.  (RJT Staff)	1. Continued liason with Action Schools BC to have RJT as a second stage program	1. Endorsement of and participation in the RJT program from: Action Schools, School Districts, Rec Commissions, BCA Clubs	Included in Action Schools mailings Wkshops with Clubs See RJT Yr End deliverables	School teacher training in RJT at the elementary school level	Hold 2 Teacher Training workshops - 25 teacher trained		RJT Staff		
2	Improve the linkages between school programs and area clubs.  (RJT Staff)	1. Connect with all BC Athletics Clubs, especially those with JD programs, to promote the role RJT plays in LTAD	1. RJT sessions presented to target areas in schools, clubs, communities	Community based clubs involved in assisting with equipment and delivery.	Continue to develop the linkages and sharing of expertise, facilities and equipment.	Clubs delivering RJT wkshops to schools in their community		RJT Staff		

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<b>Talent Development</b>									
1 Provide targeted support and recognition to identified athletes.  (Technical Managers, CEO)	1. Identify programs and opportunities for athlete support - locally, provincially, nationally 2. Identify athletes as per IPS Program / Bronze Card Prog for the targeted support	1. Provide information to athletes and coaches 2. Initiate annual program support i.e. BC Athlete Assistance and PacSport Services 3. Input to the Athletics Canada - Canada First Program	Timely information to athletes and ches partially successful BCAAP/Pac Sport Services sent to athletes/coaches Update for Cd 1st program - BC Section	Event area grouping Support specific to event group/athletes Survey personal coach needs for athlete support Linking targeted athletes with AC Development Ches	Better and more organized services for BC AAP athletes thru IPS program Improved performances (as referenced against BC Team performance analysis)		CEO / Tech Mgrs		
2 Ensure optimum access by eligible athletes to support services.  (Technical Managers, CEO)	1. Insuring timely submission of targeted athletes 2. Circulation of information on available opportunities for athletes	1. Program(s) awarenss by athletes and personal coach 2. Working with service providers to set up the effective way of accessing services	Timelines met with service providers Next steps in targeting athletes and facilitating services underway	Review the access by athletes in 2009/10 Make recommendations Engage CSCP performance staff to assist in review and recommendations	More scheduled and organized service plan centered around BCAAP and BC Team athletes		CEO / Tech Mgrs		
Improve access to training, competition and ancillary facilities.  (Technical Managers, CEO)	1. Identification of those opportunities and facilities for training, competition and other services 2. Identify the key contact people relative to these aspects of athlete development	1. Establish a framework of training, competiton and ancillary facilities for athlete development 2. Through the personal coach review and identify the needs and availability 3. Work with agencies to enhance facility anad support access	Facilities identified thru PacSport/CSCP Post 2010 indoor facility proposals for use submitted Other indoor facilities inventory being developed	Survey of aathlete and coach access through clubs and HP coaches Promotion and recognition of the need for access and services.	Enhanced access to meet the needs of the athletes Identification of the need for improved access or ehanced access		CEO / Tech Mgrs		
2012 Objective	2008-09 Tactic(s)	2008-09 Target Result	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Retention</b>									
1 Implement membership structure that assures the ongoing involvement of the road racing community	1. Identify services required and the ability of BCA to deliver. 2. Review the membership structure for Rd Rg in other Provinces	1. Develop and present for discussion a mbrship structure that balances fees vs services	- Id of service reqmts initiated & some implemented - Prov Rd Rg mbrshp structures reviewed	- mbrship review by mbrship sub-cttee - develop enhanced mbrship and benefit mktg package	- Present a mbrship structure and fee proposal - Present a draft mbrship marketing plan for Brd/Mbrship review		All staff		
2 Implement a coherent strategy to retain 15-25 year old participants.  (Technical Managers, Sam, CEO)	1. Collect and analyze data 2. Identify issues and potential solutions	Phase 1 strategy is complete		Layout the competition pathway Look at alignment with LTAD	Competition program in line with LTAD Finalize athlete pathway - competition and alternatives in Athletics		All staff		

Competition:Ensure strong provincial competition system for all ages and abilities									
2012 Objective	2008-09 Tactic(s)	2008-09 Target Result	End Result Mar '09	2009-10 Tactics	2009-10 Target Result	End Result Mar '10	Lead	Priority	Budget
<b>Increase Number</b>									
1 Foster collaboration among clubs that causes increased availability of local competitions.	1. Reintroduce calendar congress 2. Identify successful events and event management strategies 3. Research other event management models	Established dates in rolling 3 year calendar  First draft of T&F and RR event director manuals	- T&F Cal Congress held in Oct '09 - 2 yr cal initiated for T&F, Rd, XC - 2 yr awarding of BC Rd Rg Champs - T&F evt dir manual complete - Rd Rg evt dir manual initiated - identified best practices for Series participation	- apply best practices across all Reg Series - to engage Race Dir to input to the Rd Race Dir Manual - secure major event dates for T&F, XC, Rd Rg thru to 2010 to 2012	- Increased participation in regional series - Complete 1st draft of Rd Race Dir Manual - To have in place a Calendar of major events and others where poss to 2012		CEO / Tech Mgrs		
2 Introduce new competition models that are consistent with LTAD and parent/youth friendly	1. Complete the LTAD Implementation Strategy 2. Continue education of competition hosts about LTAD 3. Notify clubs of intent to not sanction	Full compliance of JD competitions with LTAD  Recommendations for alternate competition formats	RJT / Hershey style meets introduced	Incorp RJT/Hershey events as part of the direct delivery and insstructor training Review/modification of JD Comp Program	RJT/Hershey events held Finalize the JD competition program with Athletics LTAD events/tech stds		CEO / Tech Mgrs		
3 Encourage and support hosting of national and international level competitions.	1. Identify available national and international hosting opportunities for 2011 and 2012. 2. Identify potential hosts for available opportunities.	Priority ranking of hosting opportunities  List of potential hosts and their capacity	-Nat'l Champ oport to be announced by AC in 2009 - Ongoing id of hosts	- Seek clubs to bid for Nat'l Champs - Provide information on possible Nat'l Champ opportunities and reqm'ts - Assist with the preparation of bid docs - Identify possible partners in Champs hosting	- Bids submitted for identified Nat'l Champs - Secured support for the hosting of Nat'l Champs - Have 1 to 2 representative opportunities scheduled for 2010		CEO / Tech Mgrs		
4 Encourage and support the establishment of new competition series.	1. Inventory of existing series and sanctioned and unsanctioned events 2. Establish criteria for series participation.	4-5 year plan for competition series development	-New LM Rd Rg Series - Restructured the Timex BC Series	-review criteria for Series Funding - identify possible New Series (XC, Trail, Mtn)	-establish a set of criteria for Series Funding - draft agreements for existing and new Series		Rd/XC - MW		

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	<b>Extended Season</b>									
1	Establish conditions that result in an extended season of competition opportunities for track and field and cross-country running.	<ol style="list-style-type: none"> <li>1. Introduction of this concept within the Event Areas (Rd, XC, T&amp;F, Walks)</li> <li>2. Seek input and ideas on the need and capacity to implement</li> <li>3. Identify Jan to Mar non-conflicting calendar opportunities</li> <li>4. Identify potential XC Evt Organizers</li> <li>5. Develop the vision for Jan to Mar competition prog</li> <li>6. Identify potential sponsors</li> <li>7. Merge Evt Org and potential sponsors</li> </ol>	<ol style="list-style-type: none"> <li>1. Identification of strategies to bring about an extended season</li> <li>2. Introduction and discussion on this as part of the Calendar Congress (T&amp;F in Yr 1)</li> <li>3. Dev with evt org and sponsors the competition opportunites</li> </ol>	<ul style="list-style-type: none"> <li>- Topic at the BC T&amp;F Cal Congress Oct'08</li> <li>- initiated Cdn XC Team training camp in BC with comp opportunities</li> <li>- Identified poss Winter XC &amp; Spring/Summer Trail Series</li> </ul>	<ul style="list-style-type: none"> <li>- initiate discussions with the evt organizers of non-sanctioned series</li> <li>- XC discussion as part of the Calendar Congress</li> <li>- Dev strategy to sanction Trail and Mtn Rg Evts/Series</li> <li>- Dev a strategy for increased XC participation from Trail/Mtn Rg</li> </ul>	<ul style="list-style-type: none"> <li>- Initiate the sanctioning of non-sanctioned Series events</li> <li>- have established the plan for an extension of the 2010 XC season</li> <li>- Increased participation in the BC XC Champs</li> </ul>		Tech Mgrs Rd/XC & TF		
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	<b>Officials</b>									
1	Ensure sufficient numbers of officials are available for all levels of competition.  <b>(Officials Committee)</b>	<ol style="list-style-type: none"> <li>1. identify opportunities where officials training may be possible</li> <li>2. encourage clubs to develop an officials group within the club</li> </ol>	<ol style="list-style-type: none"> <li>1. Connect with Competition hosts of major events and build in officials development opportunities as part of the event preparation</li> <li>2. Presentation to the Event Directors and Clubs on their roles in officials development and support</li> </ol>	Presentation to Event Directors at BC Athletics T&F Calendar Congress. Officials training held in conjunction with club competitions	Target zones 6,7, 8 for officials recruitment & trng	Increase trained and registered # of officials in these Zones.		Officials Committee and BCA Staff		
2	Ensure sufficient numbers of officials are able to operate administration technology necessary for international competitions.  <b>(Officials Committee)</b>	<ol style="list-style-type: none"> <li>1. Identify technologies associated with officiating</li> <li>2. Identify initiatives that need to be undertaken</li> </ol>	<ol style="list-style-type: none"> <li>1. Provision of opportunities for officials training and upgrading in technologies to support officiating</li> </ol>	Electronic photo timing training and upgrading provided	Finalize the T&F meet directors handbook Support for Officials Lv 1 & 2 to assist in travel for upgrading Commitment to school and non-club events	T&F Meet Directors Manual published.posted on website Increased # of Officials Increased wk with school and special events		Officials Committee and BCA Staff		