

2012 END RESULTS - TBD		
20% of BC athletes on National Teams	% retention rate	# participants in sanctioned events and programs
2012 STRATEGIC IMPERATIVES / GOALS		
COACHING Increase the number of trained and paid coaches.	ATHLETE DEVELOPMENT Enable the progressive development of athletes	COMPETITION Ensure strong provincial competition system for all ages and abilities
2012 Objectives		
Quality of Coaching 1. Ensure ongoing access to NCCP. 2. Implement a comprehensive plan for continuing coaching education. 3. Identify and provide targeted support to coaching/training event groups. 4. Identify and provide targeted support to emerging coaching talent.	Run Jump Throw 1. Improve the confidence level of teacher program leaders. 2. Improve the linkages between school programs and area clubs.	Increased Number 1. Foster collaboration among clubs that causes increased availability of local competitions. 2. Introduce new competition models that are consistent with LTAD and parent/youth friendly. 3. Encourage and support hosting of national and international level competitions. 4. Encourage and support the establishment of new competition series.
Increase in Paid Coaching Positions 1. Create conditions that cause clubs to establish paid coaching positions.	Talent Development 1. Provide targeted support and recognition to identified athletes. 2. Ensure optimum access by eligible athletes to support services. 3. Improve access to training, competition and ancillary facilities.	Extended Season 1. Establish conditions that result in an extended season of competition opportunities for track & field and cross country running.
Increased Number of Coaches 1. Expand RJT leadership training to community, Early Childhood Education and clubs. 2. Encourage retiring athletes to pursue coaching careers. 3. Encourage trained run leaders to pursue coaching education	Retention 1. Implement membership structure that assures the ongoing involvement of the road racing community. 2. Implement a coherent strategy to retain 15-25 year old participants.	Officials 1. Ensure sufficient numbers of officials are available for all levels of competition. 2. Ensure sufficient numbers of officials are able to operate administration technology necessary for international competitions.

2012 END RESULTS - TBD		
20% of BC athletes on National Teams	% retention rate	# participants across all levels (??)
2012 STRATEGIC IMPERATIVES / GOALS		
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
2012 Objectives		
Capacity 1. Increase the number of clubs in under-served areas. 2. Support club-based initiatives to develop programming for 15-25 participants. 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). 4. Facilitate collaboration among clubs to enhance training opportunities, training facility access, coaching support and officials' development. 5. Support the ongoing development of club management and administration.	Marketing 1. Implement a product development strategy for identified products	Leadership 1. Establish leadership structure and succession plan for board of directors consistent with strategic goals. 2. Establish leadership structure and succession plan for staff consistent with strategic goals. 3. Provide training and development for staff and board.
	Promotion 1. Create a clear and compelling brand for the sport / organization 2. Create an integrated approach to marketing and media campaigns for target populations and sectors: youth, adults, education, and health. 3. Optimize opportunities to profile the success of BC athletes	Revenue Generation 1. Maximize resources available from government funding sources. 2. Optimize opportunities available through project funding to achieve end strategic goals 3. Establish consistent process of seeking funds through foundations and fundraising. 4. Transition sponsorship approach from events-based to integrated benefits-based program
		Technology 1. Enhance web site technology to support marketing strategies, information and reporting and online education. 2. Enhance capacity for automation of information management and reporting
		Partnerships 1. Develop formal relationships with the sport community, and the business, health and education sectors that enhance the capacity of the organization.