

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

Values

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

**It 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.**

**In particular, it promotes the following concepts:**

**For Athletes of all ages**

- hard work and diligent training to develop one's abilities to the utmost;
- that victory is not just winning but in achieving personal best performances;
- learning how to be confident enough to accept with equal grace both winning and not winning;
- complete rejection of banned/restricted substances and methods or any other means of unfair competition

### **For Coaches**

- commitment and dedication first and foremost to the needs of the athlete;
- continued striving to improve one's knowledge of the best ways in which to assist in the physical and mental preparation of all athletes for which one is responsible;
- recognition that athletic development is only one part of the growth of the whole person;
- respect for and cooperation with fellow coaches, parents, officials and other participants in the sport.

### **For Officials**

- fairness and impartiality in the carrying out of their duties;
- patience and understanding of the needs of athletes;
- the need to instruct as well as to judge young athletes;
- continued striving to improve their knowledge of the evolving rules of competition;
- respect for and cooperation with fellow officials, athletes, coaches, etc.

### **For Club and Meet Administrators, Executive Officers and Members of the Board of Directors, Staff members and all others associated with its operations**

- Integrity, cooperation, fairness, diligence and the understanding that only through their dedication and commitment to the sport can it's various members achieve the success for which they strive and to which, through their own efforts, they are entitled.