

**President/CEO Report
To the
2010 BC Athletics Annual General Meeting (Dec '09)
December 4, 5, 6/09
Presented by Brian McCaldar**

The first thing is to love your sport. Never do it to please someone else. It has to be yours. - Peggy Fleming, American figure skater

The results, achievements and progress of the athletes, coaches, officials, clubs and the provincial association during 2009 are outlined in the many reports you have received. The foundation of the Strategic Plan and the:

- Strategic Imperatives
 - Goals
 - Objectives

provide a road map to help us move forward towards our 2012 Mission of:

Leading the nation in providing opportunities in Athletics

Our Mission, “To Lead the nation in providing opportunities in Athletics” requires that we succeed in the areas we have collectively identified as being critical to success. The Strategic Imperatives of:

- Coaching
- Athlete Development
- Competition
- Club Development
- Promotion and Marketing
- Management and Operations

are all of equal value in providing “Opportunities for success in Athletics for all.”

The road to achievement and success is filled with challenges and obstacles, some built by ourselves, others as a result of actions or decisions made externally. To this point we must be able to adapt, redesign as necessary and continue to move forward.

Our success, in a broader context, will hinge on:

- Enhanced Participation
- Enhanced Excellence and Development
- Enhanced Capacity
- Enhanced Interaction

1. Participation:

- a. Increasing opportunities to participate
- b. Reviewing and amending policies
- c. Club development
- d. Programs to recognize increased participation

2. Excellence and Development
 - a. Increasing opportunities for high performance competition
 - b. Programs and support for developing athletes
 - c. Support and training for Coaches
 - d. Access to facilities and services

3. Capacity
 - a. A sport infrastructure of strong well managed clubs
 - b. A stable diversified financial resource base
 - c. Development and support of volunteers and leaders in Athletics
 - d. Providing for the essential components to meet the needs of the athletes/participants

4. Interaction
 - a. Work collaboratively with member clubs
 - b. Foster strong relations with Athletics Canada and other Associated Athletics and Sport organizations
 - c. Develop strong relations with the health, education and community organizations
 - d. Work collaboratively with other BC Sport Organizations

The binding along the spine of Athletics is the Canadian Sport for Life Model and specifically for Athletics – Long Term Athlete Development

- Active Start
- FUNdamentals
- Learning to Train
- Training to Train
- Learning to Compete
- Training to Compete
- Learning to Win
- Winning for a Living
- Retainment/Active for Life

What we do, as part of our strategic plan and the activities at each club, should be in line with, examined, measured and evaluated against the Athletics LTAD model. Athlete Centred, Coach Driven, Membership Supported

The connectivity of all the parts in Athletics might well resemble to wiring inside a complex electrical grid. Each component is critical for success regardless of the focus or specialization of the individual or club.

As John Muir said: “Tug on anything at all and you’ll find it’s connected to everything else in the universe.”

My sincere thanks to the great individuals I work with – Sam Collier, Maurice Wilson, Ron Bunting, Katherine Ruffen and Taunya Geelhoed. The support of the Board of Directors is greatly appreciated by all staff. To the member clubs and individuals who make up the Association, you are critical to the success of Athletics in British Columbia – thank you.