

BC Athletics Strategic Plan Update – AGM December 2, 3, 4, 2011**With reference to the 2012 End Results:****BC Athletes on National Teams – Target 20 to 25 %**

- 2011 - Percentage of National Team members – 17.94% with a 6 yr average is 20.88% - End Result target is 20 to 25% of national team members
 - Coaching
 - Quality of Coaching
 - Ongoing Athletics Chg Cert Courses provided – need to increase the number offered per year
 - Annual coaching education plan to be developed
 - Event group training support – occurring between clubs / need for a provincial plan
 - Emerging coaches as identified – endorsed and supported if possible through their Club and BC Athletics
 - Quality of Coaching
 - Increasing number of honorarium, paid coach part time and paid coach full time positions – i.e. Kamloops TFC – Head Coach and Regional Coach positions; Trinity Western University; Langley Mustangs: AC Para Athletics Partnership
 - National Endurance Conference, Dec 9 to 11, Richmond
 - Number of Coaches
 - RJT Leadership Training – 60% increase in trained RJT Instructors
 - RJT Participation – 50% increase over 2010
 - Retired athletes emerging as club coaches
 - Trained Run Leaders – linked to 134 TC Run Leaders registered as coaches
 - Club Development
 - Capacity
 - Modest increase in the number of clubs – need to increase clubs under-serviced areas
 - Opportunities through After School Programs to engage clubs, recruit new members
 - Collaboration between clubs – event coaching, equipment and facility sharing – use of the 2nd claim club rule
 - Club Management and Administration – accessing the Professional Development opportunities provided through Sport BC and the Pacific Sport Regional Centres – Victoria, Nanaimo, Vancouver, Abbotsford, Kelowna, Kamloops, Prince George/Fort St. John; Whistler

Membership Growth / Retention – Target 3 to 5%

- Individual Membership increase / retention – is 7.98% increase over the 6 yr average of 4434 core/club and unattached members – End Result target is 3 to 5 % growth

- Athlete Development
 - Run Jump Throw
 - RJT Leadership Training – 60% increase in trained RJT Instructors
 - RJT Participation – 50% increase over 2010
 - Talent Identification
 - BC Athlete Assistance supporting 52 athletes
 - BC Team Program supporting 221 BC Team athletes
 - Pacific Sport IPS (integrated support serv.) athletes supported - 55
 - Retention
 - Membership structure implemented to address participation needs across the sport
- Promotion and Marketing
 - Marketing
 - Draft Marketing and Communications Plan developed
 - Promotion
 - Brand, marketing and media plans and profile success / heroes in Athletics to be reviewed and incorporated as part of the Marketing and Communications Plan

Participation Increase in Sanctioned Events – Target 1 to 5%

- Competition
 - Increased Number
 - Total participation 2011 – 197,172 = 31.87% increase
 - Full yr of the new LTAD competition technical standards
 - National and International Event hosting
 - Cdn XC Champs 2011 to 2014 Vancouver
 - Cdn Legion Nat'l Youth T&F Championships 2013-2014 Langley
 - Pam Am Jnr T&F Championship Bid – Kamloops
 - Cdn Masters Indoor T&F Championships 2011 – Kamloops
 - 2011 Western Cd Games – Kamloops
 - PacifiCanada International T&F Series – Victoria, UBC, Abbotsford, Vancouver/Burnaby
 - National Track League – Victoria, Vancouver/Burnaby
 - Regional Rd, XC and T&F Series
 - Increased Number
 - Participation in sanctioned events and programs – 2011 - 197,172 = 32% increase over 2010 (2010 – 149,523 / 2009 – 144,857)
 - Extended Season
 - Discussion item for AC Branches at Dec 2011 AC Semi Annual Meeting and Calendar Congress
 - Cross Country Running Program – agenda item for the Governance Congress, BCA AGM Dec 2011
- Officials

- 200 trained Officials
- January 2011 Photo Timing Workshop as part of the BCA AGM January 2011
- Management and Operations
 - Leadership
 - Board structure and portfolios to be reviewed so as to align with the next Strategic Plan 2013-2016
 - Staff structure and organization design to be reviewed
 - Professional development opportunities – staff and chair through Sport BC
 - Revenue Generation
 - Government funding increased – see financials
 - Project funding increased – see financials
 - Increased sponsorship – Whistler 50 Relay and Ultra – integrated benefits-based approach going forward for W50
 - Technology
 - As part of the Marketing and Communications Plan
 - AC upgraded membership database program will enable more effective reporting (2012-13 timeframe)
 - Partnerships
 - BC Aboriginal Sport, Recreation and Fitness Partnership Council – proposed athlete, coach and competition program partnership in discussion