

2012 BC Athletics Annual General Meeting

December 2, 3, 4, 2011

Presented by Brian McCalder

“A good athlete always mentally replays a competition over and over, even in victory, to see what might be done to improve the performance the next time.” Frank Shorter

As a collective of clubs, athletes, coaches, officials, administrators and parents BC has demonstrated a quality of performances, events, knowledge and commitment second to none. As reflected in the reports the achievements, initiatives and progress at many levels in our sport is very encouraging. This is demonstrated through:

- The number of events held in BC
- The increasing number of participants in sanctioned events – reinforcing the value of Athletics in the Sport 4 Life / Long Term Athlete Development Model
- Community investment in facility development and upgrading
- New initiatives to revitalize programs – Whistler 50 Relay and Ultra
- BC athletes presence on the national championships podium
- National Team selection
- Athletics Canada Olympic Development / Athlete and Personal Coach Identification
- Increased investment by Government and program partners
- Participation on National Committees

This is a reflection of the knowledge, strength and forward thinking of the Clubs, Coaches, Administrators, Leaders and the Enthusiastic Participants in Athletics. All the individual pieces are really working collectively towards The Mission of BC Athletics to “Lead the nation in providing opportunities in Athletics.”

Referencing the Strategic Plan Update we see:

- National Team representation at almost 21% over the past 6 yrs
- Individual Core Membership increase of 8 % over the past 6 yrs
- Participation in Sanctioned Events having increased 31% over 2010

Progress has not been evident in some aspects of the Strategic Plan and these we will need to identify and start to address over the next 12 months.

Sport is like the environment – if you tug on any part of it you will find it is all connected. It is not always possible to address the specific issues of one to their satisfaction as it may compromise the whole. As referenced last year, all parts of the system are interconnected – much more so than even 5 yrs ago. We need to retain a balanced program that provides opportunities for each participant to achieve their desired level of excellence, engagement, participation.

The focus in 2011/12 was to deliver on Association leadership, enhance external resources and initiate a program to connect to past members and have their expertise help in building a stronger Association. To that end:

- Track & Field Technical Manager position – contracted from Nov 2011 to March 2012 with the advertisement for a full time position to be posted following the AGM
- Enhance External Resources – increased sponsorship revenue cash and in-kind as a result of the Whistler 50 (nee H2H)
- Connect to Past Members – the Marketing and Communications Plan includes this component as part of the mid to long term goals of the plan.

Athlete Centred / Coach Lead / Club/Membership/PSO Supported reflects the interconnected nature of Athletics and the need to address as best we can those pieces that make up these key areas – as reflected in the Strategic Plan

2011 has been a year of improvement and a year of change. Change is inevitable so we must like the athlete respond and move forward

My sincere thanks to the many involved in leading, working and continually improving our sport: Clubs Executive, Coaches, Officials, BC Athletics Committees, BCA Board of Directors and the dedicated individuals working on your behalf – Sam Collier, Maurice Wilson, Ron Bunting, Katherine Ruffen, Taunya Geelhoed and Garrett Collier.

Thank you very much

“To give anything less than your best is to sacrifice the gift.”
Steve Prefontaine