

**President/CEO Report
To the
2014 BC Athletics Annual General Meeting
December 5, 6
Presented by Brian McCalder**

“The difference between the impossible and the possible lies in a person’s determination.”

Tommy Lasorda

As we approach the end of the 2nd year of the 2013-2016 Strategic Plan and reflect on the initiatives undertaken to date and those that are ongoing - as presented in the AGM reports, we are an Association that is moving along the pathway of change. The challenge ahead is to maintain the momentum and secure the resources to get it done.

Our focus continues to be in the areas of:

- Athlete Development
- Coaching
- Competition
- Organizational Capacity

.... appreciating that in some areas we’ve needed to adjust expectations/targets both ↑ and ↓ and amend the activities/tactics to be more effective.

Looking forward to 2015 and 2016

Athlete Development:

- Increasing Partnerships in all Regions of the province for the delivery of Athletics programs
- Outreach to schools and targeted communities – athlete, coach, official recruitment, training, retention
- Club Development, Incentives, Support
- An effective competition schedule
- BC Team program review
- Training Camps – age groups / event group specific

Coaching:

- Setting an annual schedule of fixed coaching education opportunities
- Expanding the Pro-D opportunities to other regions of the province
- Finalizing the Run Leader/Road Running Coaching education course
- Formalizing a Provincial Athletics Coaching Conference
- Hosting Performance Coach NCCP Athletics courses
- Coaching education opportunities for athletes

- Recruiting and recognizing the middle and high school coaches
- Formalizing the Para-Athletics component as part of all Coaching Education course

Competition:

- Ongoing review of competition formats to better meet the needs of athletes, officials, coaches, volunteers, teachers and parents
- Continue to pursue and support National and International competition – connecting with the Sport Tourism departments in communities in British Columbia
- Facilities – supporting initiatives to redevelop and build new Track & Field facilities – Indoor and Outdoor – targeting communities that are aligned with the Strategic Objectives of BC Athletics
- Officials – Recruitment, Training, Retention, Recognition
 - Implementing the identified priorities from the report and recommendations of the 2014 BC Athletics Officials Initiative of Recruitment and Retention
- Calendar of Events and Event Scheduling review
 - Basis of holding competitions
 - Regional needs
 - Strategies to develop capacity within clubs and zones

Organizational Capacity

- Members
 - Enhancing the value and benefits of membership with BC Athletics
 - Review and redevelop the BC Athletics marketing and event presence initiatives
 - Further engagement strategies to connect with the large number of non-members in Athletics events throughout the province
 - Pursue the extension of on-line member registration directly from individuals to clubs and on to the National/Provincial membership database
 - Club Development / Club Excellence initiatives
- Organizational Management
 - Pursue revenue opportunities through Government, Non-government Institutions and Private organizations/individuals
 - BC Athletics Committees – engagement and strategic plan focus
 - Governance – association Governance review:
 - Board
 - Committee
 - By-laws
 - Rules
 - Policies
 - Staffing review, identification of gaps, needs and opportunities
 - Revenue Generation – increasing financial resources – critical to delivering existing, enhanced and new programs and services.
- Marketing
 - Strategies to enhance the BC Athletics brand visibility

- Identify opportunities (best) where BC Athletics needs to be at
- Identify the Return on Investment relative to marketing opportunities
- Communication
 - Initiating satisfaction surveys – specific and general
 - Regular contacts to the media
 - Review of the current communications strategy to maintain a value and benefit to the members and public

The effectiveness of the tactics/activities will be critical to achieving the Strategic Objectives and that support the achievement of the Goals and Key End Results.

The collective of individuals, clubs, executive, committees and staff aligned and working together will be essential to achieve the desired results.

We continue to be: **Athlete Centred – Coach Lead – Club/Membership/PSO Support**

Pursuing and Delivering: **“International Level Excellence in Athletics”**

Thank you to the Club Executives, Coaches, Officials, Volunteers, BC Athletics Committees, BCA Board of Directors, BC Athletics Partners/Funders, and the dedicated staff of BC Athletics

- Sam Collier, Mgr Registration and Membership Services
- Maurice Wilson, Technical Mgr, Road and Cross Country Running
- Jennifer Schutz, Coaching Education Coordinator
- Richard Lee, Head Coach, BC Endurance Project
- Garrett Collier, Technical Mgr, Track & Field
- Meghan Butterworth, Program Coordinator, Run Jump Throw

“One person can be a critical ingredient on a team, but one person cannot make a team” (from a quote by Kareem Abdul-Jabbar)

We look forward to working with all of you to deliver on our collective Goals.

Thank you!