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The BCA 2013- 2016 Strategic Plan identifies three strategic objectives relating to Marketing and Communications. This report will provide an update by strategic objective and suggest next steps towards achieving those objectives.

1. Implement the marketing plan and program that supports and promotes the achievements of BCA members, the competitive opportunities in the sport and program assets of the organization.
  - a. Branding and Website as vehicles to implement the marketing plan have been revised and refreshed as of Fall 2013 and incorporated into materials in January 2014.
  - b. A regular E-Mail Newsletter communication has been investigated as a means to engage the broader BC Athletics Community but also engage “Day of Event Members”. Challenges have arisen around anti-scam legislation, financial resource allocation and sustainable content generation. This initiative will continue to be investigated but perhaps as a combined effort with another body such as Athletics Canada.
  - c. Similar to point 1-b above an e-mail blast promoting BC Athletics had been discussed with the Vancouver Sun Run and Vancouver Marathons. The intention was to piggyback on their communications. Interest in these initiatives by the Race Organizers has declined due to the introduction of the new Anti Spam legislation.

NEXT STEPS:

- Review Communication strategies to determine if opportunities exist to reach a broader audience of BCA member’s, potential members and Day of Event participants.
- Consider surveying the club and member community to determine if the rebranded website is meeting the needs of the athletic community.

2. Increase Marketing Revenues to a minimum of 10% of BCA revenue by 2016

- a. Projected 2014-2015 budget year end ‘Marketing and Promotion’ revenues of \$97,000 are projected on total revenues of \$1,383,697 or 7%.

NEXT STEPS:

- Optimize existing sponsorships of BCA owned/branded events
- Solicit sponsors for specific events/programs as potential new sponsors

- Look at BCA events as potential sources of fund raising either for BCA purposes or to support the broader community as a 'goodwill' gesture from BCA. Ex: Food Bank contributions from the Whistler 50 Relay/Ultra.
  - Evaluate the potential for BCA merchandise sales for revenue generation.
  - Look at a potential launch of a Media Sponsor campaign, "Be Inspired"
3. Provide a Communication and Information System that is accessible, informative and available through multiple platforms.
- a. A new BCA logo has been created to support the BCA brand. It has been incorporated into a revamped web-site with specific visual branding for Track & Field, Road and X-Country Running and Race Walking. BCA has an active blog and social media presence.

NEXT STEPS:

- Review the current communications vehicles and create a more comprehensive communications plan.