

President/CEO Report  
To the  
2015 BC Athletics Annual General Meeting  
December 4, 5  
Presented by Brian McCaldar

**The scariest moment is always just before you start - Stephen King**

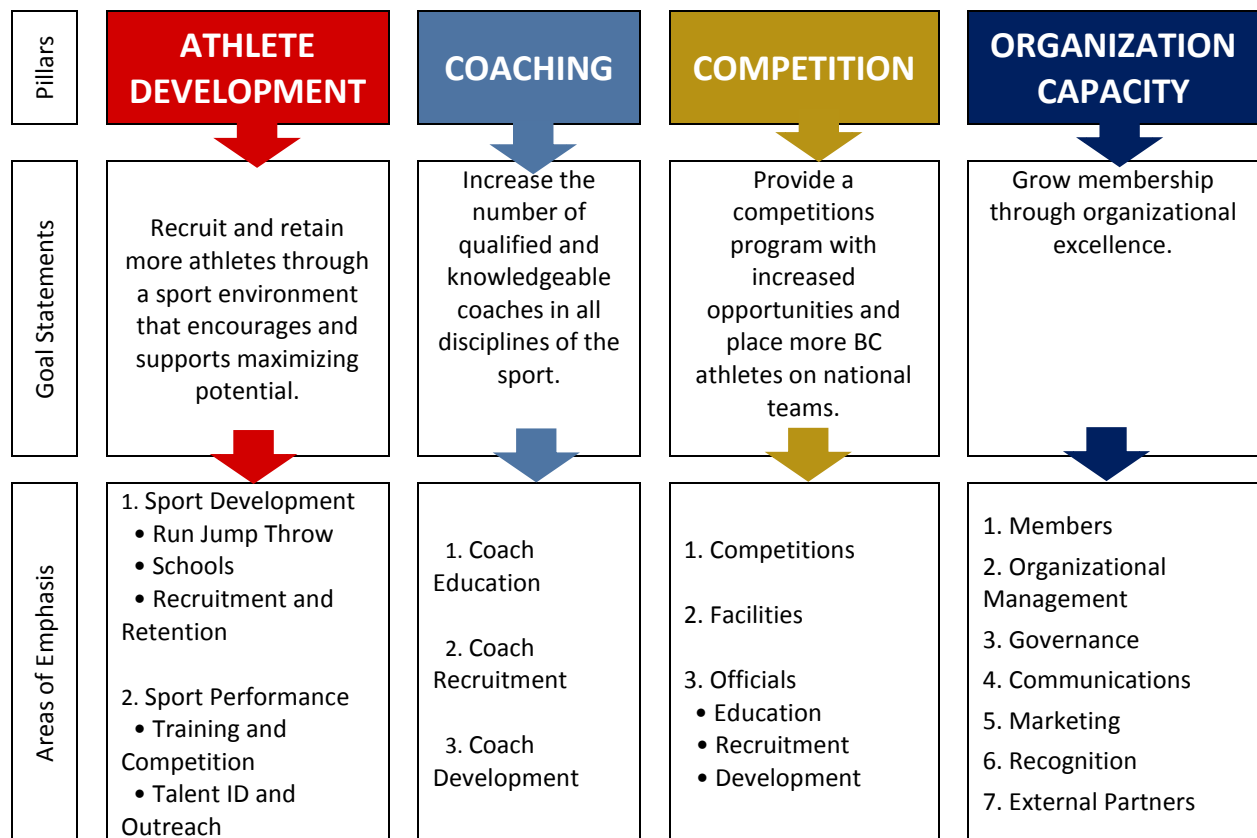
2015 has been a year that could resemble to contour of the Rocky Mountains – filled with Peaks, the Foothills on the upward climb and an occasional Valley Floor. As set out in the Strategic Plan Report and the many program reports to the AGM, we continue to improve – weighing in well above our per capita ratio in Canadian Athletics and Athletics in Canada. As identified in previous annual reports the greatest challenge facing Athletics at the Club and Provincial levels are the resources – human and financial to provide the programs and services to reach and surpass the goals we have set for ourselves in Athletics.

The Goals for this Quadrennial Plan are:

**PLAN END KEY RESULTS**

- **Membership Growth of 10%**
- **BC Athletes Make-up 25% of National Teams**
- **Increase Active Coaches by 35**

The Pillars of BC Athletics as determined by the Members are:



## Looking forward to balance of 2015-16 and the 2016-17

### Athlete Development:

- Supporting Regional initiatives for athlete development.
- Outreach to schools for regional athlete development initiatives
- Information to and action on the Integrated Support for targeted athletes and personal coaches
- Event Group Weekend Training Camps for targeted athlete groups and personal coaches – capitalizing on the coaching excellence resident in British Columbia

### Coaching:

- Continue to expanding the Pro-D opportunities to regions in the province
- Formalizing a Provincial Athletics Coaching Conference
- Continue the coaching education opportunities for athletes
- Connecting with the middle and high school coaches
- Taking the Road Running / Run Leaders Training Program to more Corporate, Event, Club and Private Running and Lean to Run Programs

### Competition:

- Pursue innovative competition formats that appeal to athletes, coaches, officials and parents.
- Pursue and support National and International competition hosting and work with Organizations i.e. 2016 America Masters Games Host Society to enable facility and equipment upgrades.
- Facilities – work with Cities, Communities and Facility owners to push for needed upgrades and development to critical facilities for Athletics.
- Officials – Recruitment, Training, Retention, Recognition
  - Implementation of strategies, actions and programs as identified
- Calendar of Events and Event Scheduling review
  - Initiate the review of Competitions Opportunities, Seasons of Play as part of the Athlete Development Pathway.

### Organizational Capacity

- Members
  - Continue to enhancing the value and benefits of membership with BC Athletics
  - Deliver on the identified actions to connect to non-members in Athletics events.
  - Initiate on-line member registration individuals to clubs and on to the National/Provincial membership database
  - Club Development / Club Excellence initiatives
  - Initiate discussion with BC School Sports for a joint membership for Schools (as a result athletes) who sign up for the Cross Country and Track & Field Seasons.

- Organizational Management
  - Governance – association Governance review:
    - Board
    - Committees
    - By-laws
    - Rules
    - Policies
  - Staffing review as part of the Governance review to insure alignment with the Strategic Plan.
  - Revenue Generation – explore, identify and deliver on increasing financial resources
- Marketing
  - Continue to work to enhance brand visibility/identity
  - Identify opportunities that hold the potential for a valuable return on investment
- Communication
  - Initiating satisfaction surveys – specific and general
  - Media – looking to enhance Marketing and Promotion to assist in Sponsorship and Fundraising.
  - Continue to improve communication with the members and public

Putting the actions to the planned initiatives will be critical in maintaining our momentum pulling more than our per capita weight. The support of many will be instrumental in achieving our targets and goals.

### **The Moto**

**Athlete Centred – Coach Lead – Club/Membership/PSO Support**

### **The Goal**

**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
- Regan Yee, Summer Student and Part-time Administrative Staff

Life is a journey, nothing is instant. It is about perseverance and believing in what you do with passion. - Svida Alisjahbana, *CEO, Femina Group*

Thank you and we look forward to working with each of you.