

Chris Winter

As per BC Athletics Strategic Plan, the Technical Manager's report is framed within the four Pillars of Athlete Development, Technical Leadership, Competition, and Organization Capacity.

## Pillar: Athlete Development

### Summary of Activities:

#### a. Training & Competitions:

##### a. Track & Field Committee

- BC Athletics has successfully recruited members for all Track & Field Committee members in 2017. There may be a need to recruit further for 2017/2018 for openings in the Track & Field Committee. BC Athletics will be working with the Chair of the Track & Field Committee for this. All interested coaches are asked to please contact the Track & Field Technical Manager to put names forward.
- Current Committee:
  1. Tara Self (Chair)
  2. Evan Dunfee (Athlete Rep / Walks)
  3. Katelyn Ramage (Athlete Rep / Walks)
  4. Chris Johnson (Middle Distance)
  5. Mark Bomba (Middle Distance)
  6. Richard Lee (Endurance)
  7. Laurie Willett (Throws)
  8. Byron Jack (Jumps)
  9. Lisa Myers (Para)
  10. Taylyr Dickenson (Para)
  11. Pat Sima-Ledding (Combined Events)
  12. Barb Vida (Combined Events)
  13. Elena Voloshin (Sprints / Hurdles)
  14. Neal Currie (Sprint / Hurdles)

##### b. BC Athlete Assistance (AAP) was provided to 52 identified Athletes for a total investment of \$60,300.

- [2016/17 BC Athletics AAP Athlete List](#)
- AAP Criteria for 2017/18 has been reviewed and a number of updates were recommended to and approved by the Track & Field Committee. Updated criteria was posted to the BCA website on April 12, 2017.
- [Updated AAP Criteria](#)

##### c. 2016/17 BC Athletics Enhanced Excellence Program Support (IPS) was provided to 170 identified athletes.

- (a) As of August 2017 118 (69%) of Athletes have registered with CSI Pacific
- (b) Criteria for 2017/18 has been reviewed & updated. Approved by T&F Committee and posted on April 21, 2017
- (c) [Updated IPS Criteria](#)

##### c. 2017 BC Senior Team was selected and funded to attend the Canadian Track & Field Championships (Ottawa, ON)

- 27 Athletes Selected – [Team List](#)
- 5 Coaches and 2 Managers travelled with team
- July 3<sup>rd</sup> – 9<sup>th</sup>, 2017
- [Performance Analysis](#)

- d. 2017 BC Junior Team was selected and funded to attend the Canadian Track & Field Championships (Ottawa, ON)
- 26 Athletes Selected – [Team List](#)
  - 5 Coaches and 2 Managers travelled with team (same staff as the Senior Team)
  - July 3<sup>rd</sup> – 9<sup>th</sup>, 2017
  - [Performance Analysis](#)
- e. Team BC was selected for the 2017 Canada Summer Games (Winnipeg, MB)
- Canadian Summer Games Selection Trials were held in combination with the Jesse Bent Memorial Meet on June 10-11<sup>th</sup>, 2017
  - Full team of 50 athletes selected and sent to the games – [Team List](#)
  - 4 Coaches and 2 Managers travelled with team
  - July 27<sup>th</sup> - August 5<sup>th</sup>
  - [Performance Analysis](#)
- f. BC/Yukon Team was selected for the 2017 Legion National Track & Field Championships (Brandon, MB)
- Legion National Track & Field Selection Trials were held in combination with the BC Athletics Jamboree on July 14-16<sup>th</sup>, 2017
  - Full team of 40 athletes (25 Youth, 15 Midget) were selected and sent to the Championships
  - Team Lists ([Midget](#)), ([Youth](#))
  - 4 Coaches and 4 Managers/Chaperones travelled with team
  - August 9<sup>th</sup> - August 15<sup>th</sup>
  - [Performance Analysis - Youth](#)
  - [Performance Analysis - Midget](#)
- g. 2017 BC Athletes on National Teams – Performance Analysis
- [2017 IAAF World Championships Recap](#)
  - [2017 Summer Universiade Games \(FISU\) Recap](#)
  - [2017 Jeux de la Francophonie \(JDLF\) Recap](#)
  - [2017 Pan American Junior Championships Recap](#)
  - [2017 Commonwealth Youth Games Recap](#)
- h. IPS Targeted Athletes Development Camp
- Held May 14<sup>th</sup> at Fortius
  - Attend by about 20 High Performance athletes who have been identified on our IPS list
  - Presenters included:
    - Stephanie McCann (Olympic Pole Vaulter and Physiotherapist) – Injury Prevention
    - Zarina Giannone (UBC) – Mental Performance Presentation & Workshop
    - Rebecca Hall (Performance Dietitian, CSI) – Nutrition & Fuelling for Performance
    - Olympian Panel – Jessica Smith, Inaki Gomez, Chris Winter & Lynn Kanuka
- i. Team BC Canada Summer Games Development Camp
- Held June 25<sup>th</sup> at Fortius
  - 25+ athletes attended. Was promoted to coaches and parents of team members as well.
  - Presenters included:
    - Jenn Scott (Team BC Mission Staff) – Canada Summer Games Overview
    - Dave Freeze (Team BC Mental Performance Consultant) – Mental Performance Presentation
    - Jennifer Rogers (Registered Dietician) – Nutrition & “Fueling for Success”
    - Philippe Saucier (Certified Athletic Therapist, SportMedBC) – Recovery & Regeneration
- j. Harry Jerome Scholarship

- Call for applications went out on May 8<sup>th</sup>, 2017. Deadline for nomination was May 19<sup>th</sup>, 2017.
  - Harry Jerome Scholarship was awarded to 3 athletes on June 6<sup>th</sup>.
  - 3 Athletes nominated for the award
    - (i) Thomas Nobbs – University of Washington
    - (ii) Tyler Dozzi – University of British Columbia
    - (iii) Madelyn Huston – University of British Columbia
- k. BC Athletics High Performance Event Group/Discipline “Projects”
- Using the BC Endurance project concept as a model for other selected events or disciplines BC Athletics is currently investigating the feasibility of supporting two (2) other event group/disciplines that could also support this model.
  - The specific goals of the project are to place as many members on BC and Canadian Championship podiums, on Canadian national teams, and to pursue podium performances at Olympic Games, World Championships, Multi-sport International Games, and other international competitions.
  - The total investment, across both event groups, would total \$20,000. This is the amount BC Athletics received as a result of its enhanced excellence funding request.
- l. Fortius Sport & Health Partnership Announced
- Announced a new partnership with Fortius Sport & Health to provide discounts to BC Athletics Members on Physical testing services (VO2 Max, Lactic Threshold, Body Composition, 3DRun Analysis).
  - Members of the BC Endurance Project have been offered six (6) Complimentary Analyses throughout the year
  - Dr. Maclean of the Fortius Lab will offer complimentary presentations to BC Athletics members and affiliates (up to 4/year)
- m. 2017 BC Records
- See: 2017 BC Athletics Pending Records ([Here](#))
- a. **Athlete Identification**
- a. RBC Training Ground
    - a) Events took place throughout BC from the months of Jan, Feb & March in Langley, Prince George, Burnaby, Kamloops, Victoria, Vancouver
    - b) BC Athletics promoted this program to our membership and helped identify coaches to assist at the events.

## **Pillar: Technical Leadership**

### **Summary of Activities:**

#### **a. Development (Coaches)**

- a. NextGen Coaches Outreach Session
  - I. Held March 19th at Richmond Oval
  - II. Workshop targeted to coaches of identified athletes (BCA IPS List)
  - III. Provided an overview of the Athletics Canada NextGen Program
  - IV. Taught best practices on how an integrated Support Team can best prepare our NextGen athletes for future high performance results
- b. IPS Targeted Athletes Development Camp
  - I. Held May 14th at Fortius Sport & Health
  - II. Offered to coaches of athletes identified on BCA IPS List
  - III. Presenters included:
    - Stephanie McCann (Olympic Pole Vaulter and Physiotherapist) – Injury Prevention
    - Zarina Giannone (UBC) – Mental Performance Presentation & Workshop

- Rebecca Hall (Performance Dietitian, CSI) – Nutrition & Fuelling for Performance
  - Olympian Panel – Jessica Smith, Inaki Gomez, Chris Winter & Lynn Kanuka
- c. Team BC Canada Summer Games Development Camp
- I. Held June 25<sup>th</sup> at Fortius Sport & Health
  - II. Promoted to coaches and parents of athletes named to the CSG team.
  - III. Presenters included:
    - Jenn Scott (Team BC Mission Staff) – Canada Summer Games Overview
    - Dave Freeze (Team BC Mental Performance Consultant) – Mental Performance Presentation
    - Jennifer Rogers (Registered Dietician) – Nutrition & “Fueling for Success”
    - Philippe Saucier (Certified Athletic Therapist, SportMedBC) – Recovery & Regeneration
- d. SPIN Summit 2017
- I. The SPort INnovation (SPIN) Summit is Canada’s cutting edge symposium for professional development and networking in the areas of applied sport science, sports medicine, and innovation.
  - II. BC Athletics to provide 10 grants of \$200 each to assist coaches to attend.

## **Pillar: Competition**

### **Summary of Activities:**

#### **a. Competitions**

- a. 2017 BC Athletics Event Congress
  - I. BC Athletics Track & Field Events Congress is a meeting held annually to discuss scheduling on the BC Athletics Track & Field Calendar of Events for the upcoming season, and next 2 seasons.
  - II. To be held Sept 23, 2017 at Fortius Sport & Health
  - III. Call for hosting of the 2019/2020 BCA Jamboree will go out
  - IV. Working with event area experts to ensure that the BCA Calendar of Events sufficiently meets the needs of each event group / discipline (ex. Racewalk, Combined Events, etc.)
- b. Event Sanctioning
  - I. Oversaw the BC Athletics process for the sanctioning of Track & Field Competitions

## **Pillar: Organization Capacity**

### **Summary of Activities:**

#### **a. Revenue Generation**

- a. Helped to develop a new BCA sponsorship presentation deck
  - I. Sponsorship proposal has been submitted in the “Sports Nutrition Product” Category.
  - II. Ongoing search for revenue development opportunities.

#### **b. Organizational Management - Professional Development**

- a. Attended Annual Sportscape Conference in Burnaby on February 22, 2017.
- b. Learned from business and sport leaders to challenge and expand my thinking about what is required to:
  - I. Attract and retain members
  - II. Align our day to day service delivery with our brand promise
  - III. Attract and retain investment
  - IV. Deepen relationships and connections as a united sector

#### **c. Communication and Marketing**

- a. Assisted in creating content for BC Athletics’ Social Media Channels.

- I. Efforts made to highlight BC Athlete's performances through the use of Events, Blog, Website & Social Media
  - II. Since Jan 1<sup>st</sup>, 2017 we've witnessed significant growth across all channels:
    - Twitter Followers from ~2100 to 2303 (+10%)
    - Increase Instagram Followers from ~800 to 1282 (+60%)
    - Increased Facebook Followers from 1150 to 1230 (+7%)
- b. Improve and accentuate membership benefits
- I. Worked with BCA Vice-Chair, Jim Hinze, to secure BCA discount for members at local Running Specialty Stores throughout the province
  - II. [BCA Goods & Services Discounts](#)
- c. BC High School Track & Field Championships
- I. 50<sup>th</sup> Anniversary of the Championships
  - II. Set up and staffed BC Athletics Promo Booth for the 3 days of competition
  - III. Assisted with inviting Special Guests to present awards. Special guests included: Dylan Armstrong, Liz Gleadle, Luc Bruchet, Ben Thorne, Jess Schiebler, Ryan Hayden, Jessica Smith, Geoff Martinson, Ben Ayesu-Attah, Roy Boss, Kyle Nielsen, Garrett Collier, John Hawkins Malindi Elmore, Connie Polman Tuin, Stephanie Berto, Sabrina Nettey, Chris Winter
- d. Development of new BC Athletics Promotional Rack Cards
- I. Rack Cards have been displayed at all BCA Championships & Events
  - II. Rack Cards were mailed to majority of Community Centre and Running Specialty Stores
- e. 2017 Athlete Interviews posted to BC Athletics Website, Blog, and promoted on Social Media
- I. [Michael Mason](#)
  - II. [Camryn Rogers](#)
  - III. [Evan Dunfee](#)
  - IV. [Nina Schultz](#)
  - V. [Kat Vlahovic](#)
  - VI. [Kieran Lumb](#)
  - VII. [Hanna Bennison](#)
  - VIII. [Tyler Dozzi](#)
  - IX. [Kendra Pomfret](#)
  - X. [Ben Ayesu-Attah](#)
  - XI. [Mateya Haintz](#)
  - XII. [Liz Gleadle](#)
  - XIII. [James Linde](#)