

## Clifton Cunningham

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Report Timeline: September 1, 2017 – August 31, 2018

The Technical Manager would like to recognize and thank Maurice Wilson for his work over the past ten years as Technical Manager of Road & Cross Country Running. Maurice retired from the position on June 15, 2018 and I look forward to working with you on the portfolio and continue to build on Maurice's success.

### Committees

BC Athletics thanks all members of the BC Athletics Committees, which volunteer their time to contribute to athletic programs in our communities. If you are interested in learning more about the committees and how you can be involved, please reach out to the Technical Manager.

#### *Road Running Committee*

- Jordan Myers (Chair)
- Frank Stebner
- Bob Reid
- Geoffrey Buttner
- Jake Madderom
- John Machuga
- Eric Chene

#### *Cross Country Committee*

- Chris Johnson (Chair)
- Colin Dignum
- Hilary Stellingwerf
- Dawn Copping
- Alex Ulaszonek
- Sue Northey
- Brian Nemethy
- Rachel Cliff
- Malindi Elmore
- Katelynn Ramage

## Strategic Plan Initiatives

### Athlete Development

#### *Sport Development*

- Technical Manager was present at the BC High School Cross Country Championships and the AGM to distribute information packages highlighting opportunities of school membership, coach education and athlete competition.

#### *Sport Performance – Athlete Identification*

- Results from Sanctioned/Certified events are regularly submitted to Athletics Canada by the Technical Manager for inclusion in the National Ranking System. Coaches and athletes are regularly encouraged to submit out of Province results to Athletics Canada for inclusion in the National Ranking system.
- Athletes with times in the National Rankings, which meet standard for Provincial teams are notified of declaration deadlines and opportunities to compete on those teams.
- Results of the BC High School Cross Country Championship were analysed, and top-50 finishers who are not members of BC Athletics were identified and communicated to clubs.

#### *Sport Performance – Training and Competitions*

- Technical Manager has attended each Provincial Championship of Road & Cross Country throughout the year to assist and ensure the best competition standards are available for each athlete competing.
- BC Athletics strives to continue to send as many qualified, medal potential athletes as possible, within the allocated budgets, to National Road & Cross Country Championships. BC Athletics is consistently one of the most represented PSO's at each championship.
- Provincial Team criteria is posted on the BCA website and reviewed annually.

### **Canadian Road Race Championships (2017-2018)**

- 5k – Yorkville Toronto 5k, September
  - 2017 – Top BC Performances - Cam Levins (1), Sarah Inglis (4)
  - 2018 – BCA is sending the team of Ryan Brockerville, Max Trummer and Natasha Wodak; other top BC Athletes attending (Justin Kent, Luc Bruchet) have been invited on the events behalf.
- 10k – Ottawa 10k (IAAF Gold), May
  - 2018 – Top BC results: Rachel Cliff (1), Natasha Wodak (2), Kinsey Middleton (3)
  - BCA sent a team of 3 athletes (Josh Kozelj, Lisa Brooking, Jenn Dowling-Medley) the top women were invited on behalf of the event.
- Half Marathon – Calgary Marathon, May
  - 2018 – Top BC Performances – Dayna Pidhoresky (2), Catherine Watkins (5) both invited by the event.
- Marathon – Toronto Waterfront Marathon, October
  - 2017 – Top BC Performances – Catherine Watkins (6)
  - 2018 – Two athletes met standard and have declined the team.

### Canadian Cross Country Championships

- 2017-2018 National Cross Country Championships have been hosted in Kingston, ON
  - 2017 a team of 40 athletes and 6 coaches were sent by BCA. Top BC results included below with placing.
    - Sr. Men – Luc Bruchet (1); Team (1)
    - Jr. Men – Kieran Lumb (1); Team (1)
    - Sr. Women – Rachel Cliff (3); Team (1)
    - Jr. Women – Team (3)
    - Youth Women – Team (2)
    - Masters Men – Kevin O’Connor (3); Team (2)
  - 2018 team will be selected at the BC Cross Country Championships end of October.
- 2019-2020 National Cross Country Championships will be hosted in Abbotsford, BC, currently planned to be hosted at Clearbrook Park, current venue of the BC Cross Country Championships (2017-2018).

### Technical Leadership

#### Coaching

- Clubs and coaching members receive communication about positions and opportunities to be part of Provincial and National Road and Cross Country Teams.

#### Event Directors

- A Provincial Race Directors conference was held this past April, in conjunction with Triathlon BC. In attendance were 16 Triathlon event directors and 30 road & trail event directors. Five 45 minutes sessions were presented with speakers on Risk Management, Scalable Medical Planning, Sponsorship, Brand Building and Social Media.
- The Technical Manager will be meeting with Triathlon BC and Cycling BC in September to schedule another conference for 2019.

### Competition

#### Competitions

- The BC Athletics Calendar of events, continues to be one of the most comprehensive and complete listing of events. The BC Athletics Summer Student, has begun building out the 2019 calendar. The January to March will be posted shortly, with the remainder of the year to follow for October.
- Events that are not sanctioned with BC are receiving the “Sanctioning FAQ” that was prepared this year. Events that have sanctioned in the past with BCA, receive reminders to submit their new sanctioning applications and post event follow ups until their PESF has been submitted.
- For the 2018-2019 Provincial Championship cycle, events were held at each of the distances (5k, 8k, 10k, Half and Marathon). Bid applications for the 2020-2021 hosting cycle will open in January of 2019.

#### **BC Provincial Road Race Championships (2018-2019) – see statistical addendum.**

- 5k – St. Patrick’s Day 5k
- 8k – Steveston Icebreaker 8k

- 10k – TC10k
- Half Marathon – Goodlife Fitness Victoria Marathon
- Marathon – BMO Vancouver Marathon

## **BC Provincial Cross Country Championships**

- 2017-2018 BC XC Championship have been hosted in Abbotsford, BC at Clearbrook Park.
- 2019-2020 BC XC Championships have been awarded to the Prairie Inn Harriers and the event will take place at Beaver/Elk Lakes just outside of Victoria.

## *Facilities*

- The number of sanctioned events has declined over the past 3 years, along with the number of certified events (see addendum). This gives our top athletes fewer opportunities to have their performances count toward national rankings. A new “Sanctioning FAQ” has been created to help explain the benefits of sanctioning and includes information on course certification. The aim is to increase the number of sanctioned and certified events over the coming year. Targeting races that are sanctioned to become certified and targeting other events with the benefits of sanctioning.

## *Organization Capacity*

### *Revenue Generation*

- In the process of renewing sponsorships for the Whistler 50 and moving partners to multiyear relationships.
- Preparation of a new sponsorship program for the BC Super Series to replace the loss of Timex. Package will be circulated in the fall with goals of securing new, multiyear partners.
- Following up with sanctioned events to submit PESF's in a timely matter. Working with new events to increase the number of sanctioned events.

## *Members*

- Attending the larger events in the Province to create awareness of BC Athletics. Using the Provincial and Regional series to promote BC Athletics and benefits of becoming a member.

## *Communication*

- Aim to send a quarterly email to Race Directors (sanctioned & non-sanctioned) about development opportunities, best practices and BC Athletics highlights.
- Quarterly emails to High Performance, Junior, Senior and Masters athletes about Provincial and National Team opportunities, BC Super Series and key event deadlines, like elite application deadlines.
- Working with the other BCA Technical Managers to generate and post content to the BC Athletics social media profiles; raising the profiles of athletes, events, officials and the work that BC Athletics does.
- Management of the BC Super Series social media profiles, website and blog content.
- Oversight of the Whistler 50 event team and their management of the Whistler 50 profiles.

Since Oct 1, 2018 we've witnessed growth across all channels for our BC Athletics social profiles.

- Increase Instagram Followers from ~1282 to 1727 (+35%)
- Increased Facebook Followers from 1230 to 1366 (+11%)
- Twitter Followers from ~2303 to 2467 (+7%)

As of August 31, 2018 followers for the following profiles are as follows, primary channels in bold. Effort to be placed to increase these over the next year.

- BC Super Series: **415 Twitter**, **142 Facebook**, 18 Instagram
- Whistler 50: 187 Twitter, **1844 Facebook**, **82 Instagram**

### *Marketing & Promotion*

- Having booths at the larger events expo's to promote events, membership and BC Athletics. Including the Vancouver Sun Run, BMO Vancouver Marathon, Scotiabank Vancouver Half Marathon and the Goodlife Victoria Marathon.
- Taking advantage of digital race bag opportunities to promote the BC Super Series, Whistler 50 and BC Athletics.
- Use of BC Athletics flagging tape and banners at events.

### *Volunteers & Recognition*

- The following Road & Cross Country Awards were presented at the Annual Awards Banquet.
  - Cross Country
    - Age 14 – Katelyn Stewart-Barnett (Royal City) & Matti Erickson (Kootenay Chaos)
    - Age 15 – Kendra Lewis (Vancouver Olympic Club), Jack Dannat (Hershey Harriers) & Keaton Heisterman (Nanaimo)
    - Youth – Justine Stecko (Prairie Inn Harriers) & Zachary Wyatt (Langley Mustangs)
    - Junior – Jouen Chang (UNBC / TWU) & Kieran Lumb (Vancouver Thunderbirds / UBC)
    - Senior – Rachel Cliff (UNBC), Natasha Wodak (Prairie Inn Harriers) & Lucas Bruchet (Vancouver Thunderbirds)
  - Road Runner of the Year
    - Junior – Olivia Willett & Joshua Kozelj
    - Senior – Rachel Cliff & Geoff Martinson

### *Partnerships*

- Work with the Provincial Championships and Super Series to foster cooperation and communication, develop relationships between events and mentoring of smaller events by the larger.
- Work with Triathlon BC to develop and deliver Race Directors Conference. Include Cycling BC when developing the 2019 agenda.

### *Organizational Management*

- Follow up with events that sanction with BC Athletics for timely submission of Post Event Sanctioning Forms.
- Follow up all outstanding invoices and accounts of BC Athletics.



- Actively solicit new events to sanction with BC Athletics.

## *Governance*

- Generate and post content to the social media channels and blog, to recognise volunteers, to inform the membership, drive awareness and increase the number of members and sanctioned events.
- Update areas of the website that need clarification, have outdated information or contain broken links.

## Statistical Addendum

### Road & Trail Race finishers to August 31

Year	Events in Calendar	Finishers	Sanctioned Events	Sanctioned Finishers	Certified Events in BC
2018	343	116,605 (ytd)	150	87,292 (ytd)	29
2017	360	159,644	154	116,244	37
2016	380	172,357	163	159,171	43

2018 Park Runs, 5 sites in BC, to August 31 have had over 6000 people take part.

#### Observations

- Events may include races at multiple distances.
- The distinction between road races and off-road events (cross country, trail, and mountain running) is increasingly blurred, as more events are held in parks and on dykes that may include a combination of surface types.
- Although only 44% of events are sanctioned, almost 75% of participants are taking part in sanctioned events.
- The Vancouver Sun Run 10K remains the largest single race in Canada (33,788 finishers in 2018), but has been surpassed by Ottawa Race Weekend as the largest event (combined distances) in Canada.
- The Squamish 50 is now the largest trail event with 971 finishers across 3 distances (50 miles / 50k / 23k)

#### BC Championship Participation

- 2018 5k Champions: Luc Bruchet (14:12) and Natasha Wodak (15:39)
- 2018 8k Champions: Justin Kent (25:00) and Dayna Pidhoresky (28:34)
- 2018 10k Champions: Kevin Coffey (30:48) and Dayna Pidhoresky (33:20)
- 2018 Marathon Champions: Rob Watson (2:27:38) and Catrin Jones (2:50:45)

Championships	2018 Eligible Finishers		2017 Eligible Finishers		2016 Eligible Finishers	
	M	F	M	F	M	F
5K	77	57	63	41	63	44
8K	32	21	14	6	14	12
10k	19	16	44	26	57	34
Half Marathon			29	24	27	16
Marathon	26	8	13	9	12	13

5K Championship hosted by St Patrick's Day 5K (2016-2019).

8K Championship hosted by Midsummer 8K (2016-2017), and by Steveston Icebreaker 8K (2018-2019).

10k Championship hosted by TC10k (2018-2019).

Marathon Championship hosted by Vancouver Marathon (2018-2019), Victoria Marathon (2016-2017).

Half Marathon Championship hosted by Victoria Marathon (2018-2019), Vancouver Marathon in (2016-2017).

## Top 20 Competitive Road Races – On Certified Courses (ytd)

Event	Distance	Month	2017	2018	Diff	18-Rank
Sun Run	10	Apr	35,075	35,746	671	1
St Pats	5	Mar	34,122	35,108	986	2
Van Half	21.0975	May	33,332	32,974	- 358	3
Pioneer	8	Jan	32,083	32,909	826	4
TC10K	10	Apr	32,930	32,885	- 45	5
Bazan Bay	5	Mar	31,936	32,663	727	6
Scotiabank Half	21.0975	Jun	31,659	32,481	822	7
First Half	21.0975	Feb	-	32,219		8
West Van Run*	5	Mar	31,768	31,310	- 458	9
Summerfast	10	Jul	31,407	31,161	- 246	10
Longest Day	5	Jun	31,089	30,857	- 232	11
Icebreaker	8	Jan	29,679	30,602	923	12
Cobble Hill	10	Jan	30,541	30,598	57	13
Van Marathon	42.195	May	31,298	30,033	- 1,265	14
West Van Run	10	Mar	30,586	29,922	- 664	15
Cedar	12	Feb	28,384	29,563	1,179	16
Comox Half	21.0975	Mar	28,870	29,358	488	17
April Fools	21.0975	Apr	29,570	28,527	- 1,043	18
Sooke	10	Apr	28,164	28,481	317	19
Squamish	8	Aug	27,893	28,323	430	20

Performances of the top 20 males & females are calculated and added together. \*West Van Run is certified but was not sanctioned in 2018.

## BC Athletics Regional Race Series

Series	# Events			# Finishers		
	2016	2017	2018	2016	2017	2018 ytd
Provincial Road Running (BC Super Series)	12	11*	12	61,543	56,399	52496**
Lower Mainland Road Running	11	9	9	9,862	8,971	7002**
Vancouver Island Road Running	7	8	8	3,107	2,923	2855
Interior Road Running	9	8*	8	1,348	828	1087
Lower Mainland Cross Country	9	9	8	1,760	2,028	**
Interior Cross Country	5	5	5	606	551	**

\* One event cancelled. \*\*2018 events still to take place.



## 2018 BC Super Series

10 of 12 races are completed as of August 31, the top 3 are listed with their points and number of events they have competed at in brackets.

- Men – Rob Watson 3538 (6), Jesse Hooten 3511 (4), Anthony Tomsich 3471 (5)
- Women – Rachel Cliff 3725 (4), Dayna Pidhoresky 3655 (5), Robyn Mildren 3515 (5)

<b>Race</b>	<b>2018 Finishers</b>	<b>2017 Finishers</b>
Harriers Pioneer 8K	481	492
Steveston Icebreaker 8K**	308	
“First Half” Half Marathon	1,535	0*
St Patrick’s Day 5K	1,404	1,206
Vancouver Sun Run 10k	33,622	32,252
TC10k	6,746	6,837
BMO Vancouver Marathon	3,757	
BMO Vancouver Half Marathon**		6557
Longest Day 5k	737	752
Scotiabank Vancouver Half Marathon	3,504	3,500
Summerfast 10k	402	419
Fresh Air Midsummer 8k**		119
Under Armour Eastside 10k	***	2,158
Goodlife Fitness Victoria Half Marathon	***	
Goodlife Fitness Victoria Marathon**		1068
	52496	48523

\* “First Half” Half Marathon was cancelled in 2017 due to weather.

\*\* 2017 included the BMO Vancouver Half Marathon (6,557), the Fresh Air Midsummer 8k (119) and the Goodlife Fitness Victoria Half Marathon (1,068). These events were switched out for the BMO Vancouver Marathon, Steveston Icebreaker 8k and the Goodlife Fitness Victoria Half Marathon, as they were the Provincial Championships that changed for the 2018-2019 cycle.

\*\*\* Events still to take place.

## Road Rankings / Quality Performances

The time listed is the time cut off to be top 3 or top 15. In the top 15, the number of BC athletes in the top 15 is noted ( ).

### 2018 (ytd)

Distance	Male			Female		
	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)
<b>5K</b>	14:41	14:19	15:10 (14)	<b>16:27</b>	<b>16:27</b>	17:24 (14)
<b>8K</b>	<b>25:18</b>	<b>25:18</b>	28:38 (15)	<b>27:15</b>	<b>27:15</b>	30:00 (15)
<b>10K</b>	31:45	30:48	32:08 (4)	33:45	33:20	35:44 (8)
<b>Half</b>	1:06:57	1:04:08	1:10:13 (5)	1:12:30	1:11:52	1:18:06 (5)
<b>Marathon</b>	3:19:48	2:22	3:19:48 (3)*	3:42:21	2:55:11	3:42:21 (2)*

\*Marathon times on courses with legal drop (<1m/km) and separation (<50%). Only 9 times are currently in the rankings. Fall marathon and racing season still to come.

### 2017

Distance	Male			Female		
	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)
<b>5K</b>	14:40	14:24	15:53 (7)	16:43	16:14	17:01 (5)
<b>8K</b>	24:34	24:04	25:26 (7)	<b>27:39</b>	<b>27:39</b>	29:46 (10)
<b>10K</b>	30:37	30:07	31:28 (6)	33:55	33:50	35:20 (6)
<b>Half</b>	1:06:59	1:05:09	1:07:42 (3)	1:13:30	1:13:19	1:16:43 (6)
<b>Marathon</b>	2:40:43	2:22:04	2:30:51 (1)	2:48:33	2:36:51	2:51:49 (4)

### 2016

Distance	Male			Female		
	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)	Top 3 BC	Top 3 CAN	Top 15 CAN (BC)
<b>5K</b>	14:33	14:08	15:01 (8)	16:51	16:10	17:05 (5)
<b>8K</b>	23:56	23:55	25:43 (11)	28:00	27:35	31:19 (14)
<b>10K</b>	30:43	30:26	31:31 (7)	35:19	33:35	36:01 (5)
<b>Half</b>	1:08:42	1:03:58	1:09:24 (3)	1:16:52	1:12:04	1:20:18 (5)
<b>Marathon</b>	2:29:00	2:18:45	2:30:29 (3)	2:37:50	2:34:00	2:50:56 (5)

### Observations

- These are performances by competitive BC Athletics members only. Non-member BC residents may have run quicker, but are not included in the rankings.
- **Athletes/coaches are encouraged to submit performances for inclusion in the rankings, particularly when set out of province and/or out of country.**
- Other provinces are not as diligent as BC to submit results of Sanctioned / Certified events to the national rankings.
- Rankings pulled from Athletics Canada website - <http://athletics.ca/calendar-rankings/rankings/>

## BCs Largest Events (by recorded finishers)

Rank (ytd)	Event	2018
1	Vancouver Sun Run 10K (BCSS #5) & Mini Sun Run	33788
2	BMO Vancouver Marathon (BC Championship & BCSS #7), Half Marathon, 8K	14104
3	TC10K (BC Championship, BCSS #6) & Thrifty Foods Family Run	6796
4	Scotiabank Vancouver Half Marathon (BCSS #9 & LMRRS #6) & 5k	5520
5	Run for Water Half Marathon, 10k, 5k	2612
6	Boogie The Bridge Half Marathon, 10k, 5k, 1k	2020
7	Whistler Half Marathon, 30K, 10K, 5K & Kids Run	1571
8	"First Half" Half Marathon (BCSS #3)	1535
9	Shoppers Drug Mart Run for Women 10k, 5k	1426
10	BMO St Patrick's Day 5K (BC Championship, BCSS #4 & LMRRS #2)	1404
*2018 Top 10 size, based on the events that have taken place to date. A number of fall events are still to take place. Both sanctioned and unsanctioned events are included.		
Rank	Event	2017
1	Vancouver Sun Run 10K (BCSS #4) & Mini Sun Run	32586
2	BMO Vancouver Marathon, Half Marathon (BC Championship & BCSS #6), 8K	12635
3	Seawheeze Half Marathon	9774
4	TC10K (BCSS #5) & Thrifty Foods Family Run	6901
5	Goodlife Fitness Victoria Marathon (BC Championship & BCSS #12), Half & 8K	5882
6	Scotiabank Vancouver Half Marathon (BCSS #8 & LMRRS #6) & 5k	5654
7	Run for Water Half Marathon, 10k, 5k	2801
8	Fall Classic Half Marathon, 10k, 5k	2413
9	Boogie the Bridge Half Marathon, 10k, 5k	2249
10	BMO Okanagan Marathon, Half, 10k, 5k	2181
Rank	Event	2016
1	Vancouver Sun Run 10K	35033
2	BMO Vancouver Marathon, Half Marathon (BC Championship), 8K	13237
3	Seawheeze Half Marathon	8203
4	TC10K	7272
5	Goodlife Fitness Victoria Marathon (BC Championship), Half & 8K	6318
6	Scotiabank Vancouver Half Marathon & 5k	5343
7	Rock 'n' Roll Oasis Half Marathon	5268
8	Rock 'n' Roll Oasis Cunningham Seawall 10K	3071
9	Envision Financial Run for Water Half Marathon, 10k, 5k	2749
10	Fall Classic Half Marathon, 10k, 5k	2383

## Events Attended and Planned in 2018

- Harriers Pioneer 8K
- Icebreaker 8k (BC 8k Championship)
- St Patrick's Day 5K (BC 5k Championship)
- Vancouver Sun Run & Expo
- TC10K & Expo (BC 10k Championship)
- BMO Vancouver Marathon (BC Marathon Championship) & Expo
- Longest Day Road Race
- Scotiabank Vancouver Half Marathon & Expo
- Summerfast 10K
- Under Armour Eastside 10K
- Goodlife Fitness Victoria Marathon (BC Half Marathon Championship) & Expo
- Whistler 50 Relay & Ultra
- BC Cross Country Championships
- BC High Schools Cross Country Championships
- USports Cross Country Championships
- BCA AGM & Board Meetings
- BCA Road Running Committee Meetings
- BCA Cross Country Committee Meetings
- AC AGM, Semi-AGM & Meetings