

Sabrina Nettey

Strategic Plan Initiatives:

Athlete Development

Schools

- RunJumpThrowWheel programming offered to every school district (59)
 - BC Athletics led direct deliveries occurred in 4 districts:
 - Delta
 - Fraser-Cascade
 - North Okanagan-Shuswap
 - Surrey
 - BC Athletics led pro-d workshops occurred in 4 districts:
 - Fort Nelson
 - Maple Ridge & Pitt Meadows
 - Nechako Lakes
 - Peace River South
 - BC Athletics led pro-d workshops planned in 2 districts for 2018/2019 school year:
 - Bulkley Valley
 - Coast Mountains
 - BC Athletics led PE-Leadership course planned in 3 districts for 2018/2019 school year:
 - Delta
 - Kootenay Lake
 - North Vancouver

Track Rascals

- Track Rascal events included in 11 existing competitions

Junior Development

- [Junior Development Athlete & Parent Handbook](#) produced by Junior Development Committee and BC Athletics

Technical Leadership

- Two RunJumpThrowWheel Learning Facilitators were identified and trained as Master Coach Developers to support BC Athletics programs
- Three club affiliated coaches were trained as RunJumpThrowWheel Learning Facilitators, to help create sustainable Track Rascal programs within their clubs

- Connected with clubs regarding potential outreach opportunities within their local communities

Organizational Capacity

Communication & Marketing

- BC Athletics branded souvenir t-shirts were included in the event fee for all JD Pentathlon Championships participants through sponsorship proposal by host club (Ocean Athletics) and BC Athletics
- Developed Track Rascal logo to increase awareness of membership group as a brand; has been used in promotion and at events
- Increased Junior Development content on BC Athletics website and social media channels to increase exposure opportunities for potential new athletes
- New promotional posters developed to attract new Track Rascal and Junior Development participants

Revenue Generation

- Developed a new Junior Development sponsorship deck; have approached local and national businesses with partnership opportunities
- Applied for and received the following ViaSport Grants:
 - Community Sport Development Program (Fall 2017)
 - Community Sport Development Program (Spring 2018)
 - Northern BC Coaching and Officiating Development Fund (Fall 2017)
 - Northern BC Coaching and Officiating Development Fund (Spring 2018)

Partnerships

- Developed new partnership with the Canucks Autism Network resulting in grassroots track & field integration in CAN Multi-Sport Camps throughout Lower Mainland. Plans for camp integration in other regions.
- Through existing partnerships with disability sport organizations and regional sport alliances, BC Athletics has continued to offer wheelchair movement skills training to teachers through RunJumpThrowWheel workshops to increase para-athletics introduction and opportunities for elementary school students

Identified Gaps:

Financial Resource Limitations

- Lack of large grants available to PSOs for physical literacy programs
- Reduced funding by Ministry of Education for physical literacy programs results in a lack of funds for schools to bring in external programs

Human Resource Limitations

- Limited instructors available during school hours creates barrier to booking deliveries with schools outside of Zones 3-5
- Limited coaches available during school hours creates barrier to developing connections between clubs and schools

Organizational Capacity Limitations

- Limited instructors available for ongoing programs results in limited Athletic programs included in community center programming
- The club season limits the opportunities for interested children to participate, compared to community centers which offer year round programming
- Limited amount of club Track Rascal programs results in interested young children being unable to join clubs in their region
- BC Athletics participant age restrictions results in interested children younger than 6 years of age being unable to join clubs in their region

Introductory Programs Statistics:

Run Jump Throw Wheel

Initiative	Events	Participants Current Year	Participants Previous Year
NCCP Learning Facilitator Courses	1	5	0
NCCP Instructor Courses	8	129	74
Pro-D Instructor Courses	3	23	22
Instructor Evaluations	5	5	0
Direct Deliveries – BC Athletics Led	14	2933	1230
Direct Deliveries – External Programs	6+	2305*	2587
Direct Deliveries – Track Rascal Programs	20	452	418

*Complete External Program participation for 2018 is not available as of August 13, 2018. Will update end of year.

Junior Development

Initiative	2018	2017	Avg. Annual Participants	
Competitive Members	1715	1673	1290	-
Training Members	206	251	200	-
Club Programs	40	42	-	-
Pentathlon Championship	210	192	170	-
Track & Field Championship	324	398	343*	298**
Cross Country Championship	-	211	190^	204^^

NB 1: Average Annual Participants of competitive and training members are based on 2005 – 2018 membership

NB 2: Average Annual Pentathlon Participants are based on 2015 – 2018 participation

(2015 was first year Midgets didn't participate in JD Pent)

NB 3: Average Annual T&F Participants * are based on 2010 – 2018 participation

NB 4: Average Annual T&F Participants ** are based on 2010 – 2018 participation at events outside of Zones 3-5

NB 5: Average Annual XC Participants ^ are based on 2002 – 2017 participation

NB 6: Average Annual XC Participants ^^ are based on 2002 – 2017 participation at events outside of Zones 3-5