

2018 Zone 3,4,5 Directors Report

Jasmine Gill

As the newly appointed Zone 3,4 & 5 Director I would like to emphasize that this report is conclusive of action taken or progress made since my appointment to the board in June 2018. It is my hope that during my 2-year term I will be more actively involved with zone clubs, coaches, officials and various BC Athletics committees in the implementation of the strategic plan.

ATHLETE PERFORMANCES

Congratulations are offered to the Zone 3/4/5 athletes who represented Canada internationally in 2018 at the following events:

- Commonwealth Games
- IAAF Continental Cup
- Jamaican U18 Invitational
- NACAC Championships
- Pan American Combined Events Cup
- Pan American Cross Country Cup
- World Indoor Athletics Championships
- World Junior Athletics Championships
- World Race Walking Team Championships

IDENTIFIED GAPS

COMMUNICATION

Clubs may want to consider adopting social media channels, or connecting with traditional new outlets, to draw attention to their programs including:

- Advertising the success of their athletes
- Posting videos show-casing their training program
- Spotlighting the work of club coaches and officials
- Providing information on local NCCP courses
- Spotlighting Track Rascals and Masters Programs

Clubs may also use social media to support and share information posted by other clubs. It may be worthwhile implementing common hashtags to be used by clubs.

FACILITIES

Zones 3/4/5 are fortunate to have access to numerous track & field facilities as well as running trails. However, with eight track & field clubs based in Surrey alone, many do have to share tracks.

The clubs are doing their best to share the space and are working with their municipalities to ensure public use is limited during scheduled training times, due to safety concerns

PARTNERSHIPS

Possible partnerships with local recreation centers to develop programs that:

- Promote and introduce athletics to individuals with various athletic backgrounds
- Emphasize the importance of a basic run, jump, throw foundation in any sport
- Provide information on local club programs
- Provide information on BC Athletics programs

EVENTS ATTENDED

- UBC Open
- Emilie Mondor Invitational
- Fraser Valley High School Invitational Track Meet
- Fraser Valley High School Track & Field Championships
- BC High School Combined Events Championships
- BC Summer Games Trials: Zone 3 & 4
- BC High School Track and Field Championships
- Jesse Bent Memorial Meet
- Langley Pacific Invitational/BC Masters Track and Field Championships
- BC Junior Development Pentathlon Championships
- Harry Jerome Track Classic
- Universal Track and Field Meet
- Trevor Craven Memorial Meet
- BC Athletics Track and Field Jamboree