



# BC Athletics

Marketing & Communications Review  
*A roadmap for future engagement*

# SWOT



## Strengths

- 160,000 members
- Organisation
- Best sport participation rate/head of pop in Canada
- Focus on youth & masters - two key age categories
- Have a plan.

## Weaknesses

- Aging and numbers of officials
- Little dialogue with some stakeholders

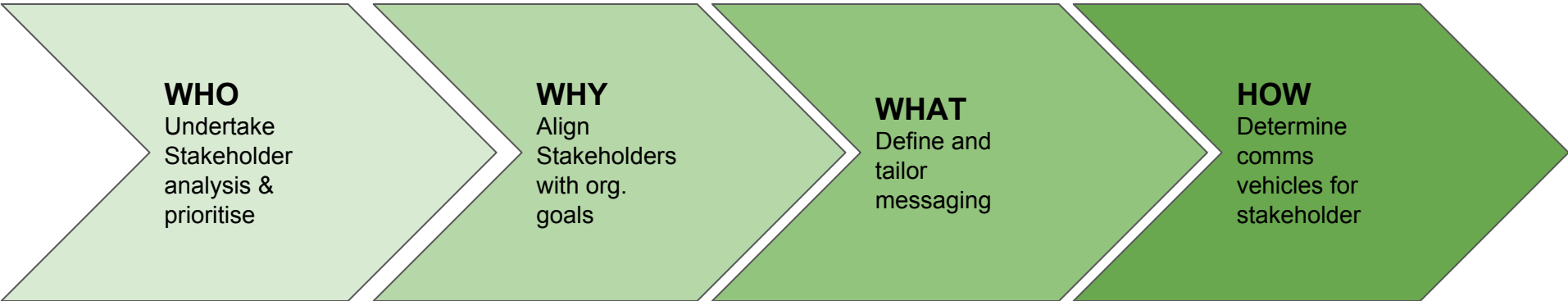
## Opportunities

- Corporate sponsorship could be increased
- Outreach to non-club affiliated athletes
- Total stakeholder engagement plan
- Officials academy
- Communication of benefits to members
- Untapped fund raising vehicles
- Engagement with schools
- Website redesign?

## Threats

- Reduced funding
- Staying relevant to club members
- BCA objectives aligned with all stakeholders?
- Other sports

# Summary Communication design process



# Organisational goals

1. Promote increased membership
2. Maintain/increase funding
3. Publicise what we do
4. Provide platform to promote athletes/athletics

# Main stakeholders

## Providing funds

1. BC Govnt
2. ViaSport
3. BC Games Soc
4. Athletics  
Canada
5. Corporate  
sponsors
6. Donors
7. Nat Sport Trust
8. Membership

## Receiving funds

1. Athletes
2. Coaches
3. Officials
4. BC team  
programmes

## Others

1. Media
2. Volunteers

# Next steps

- Initiate a complete stakeholder outreach programme with the objectives of explaining the activities and value of BCA
- Prioritise the audiences and look at how best to implement the outreach
  - This as a long term reputation building process
- Refine and refocus 'core messages' of the organization
- Develop a pro-active media engagement programme – essential to brand marketing and awareness
- Further develop the corporate sponsorship programme
- Re-evaluate communication platforms to align with refocused stakeholder engagement