



2020 BC Athletics Annual General Meeting- August 22, 2020

Strategic Plan Report and President/CEO Report

Brian McCalder

“Every accomplishment starts with the decision to try”

The success of an organization is the result of the collective efforts of all the members, boards of directors, volunteers, coaches, officials and staff. Without a doubt the 2nd half of the twelve months since the 2019 AGM (March to August) has put all of us to the test - facemask to facemask and/or 2 metres apart. The COVID-19 Pandemic has impacted all pieces of our sport in all corners of the province, in all Canadian provinces and territories and throughout the World of Athletics. Adapting, innovating, pivoting and reinventing have become the defining words and actions of many. As we have seen and heard through social media, webinars, podcasts, video conferences, virtual events and online learning, there are many creative approaches and ways to continue to be involved in Athletics. Clubs have found ways to keep their membership involved. Individual athletes have shown all of us how we can train on our own. Coaches who had to abandon face to face interaction with the athletes they coach discovered the effectiveness of ZOOM to connect to all members of the training group. Officials set about connecting to professional development webinars and developing the online training modules for Level 1 & 2 Officiating. As challenging and at times frustrating as the new day to day life in Athletics is, we have been able to carefully return to both Training and Competition. Maybe not as we once knew both to be but steps forwarded in a return to Athletics in BC. What a Final Athletics product will look like is still unknown. What we do know is that each day, week and month has brought change and a need for us (collectively) to adapt, adjust, expand and TRY.

The current 2017-2020 BC Athletics Strategic Plan was due for a regular rethink/refresh beginning this past spring but has been delayed due to the current pandemic and a need to better understand what a new Athletics in British Columbia could look like. However initiatives by individual members, clubs, committees and staff have resulted in

the delivery of alternative programs that address many of the Objectives that the membership help in establishing as we worked towards the Vision of providing international level excellence in Athletics.

The details of our collective achievements are detailed in reports of:

- [Introductory Programs Coordinator](#) – Sabrina Nettey
- [Junior Development Committee](#) - [Dawn Copping](#)
- [Coaching Education Coordinator](#) – Jennifer Brown
- [Branch Officials Committee](#) – Brian Thomson
- [Road & Cross Country Running Technical Manager](#) – Clif Cunningham
- [Road Running Committee](#) - [Jordan Myers](#)
- [Cross Country Committee](#) - [Clifton Cunningham](#)
- [Track & Field Technical Manager](#) – Chris Winter
- [Track & Field Committee](#) - [Tara Self](#)
- [Masters Committee](#) - [Jake Madderom](#)
- [Head Coach, BC Endurance Project](#) – Richard Lee

Athlete Development

- **Strategies**
 - Schools, Clubs & External Agencies – continued engagement with and/or delivery of:
 - RJTW programs
 - Coach education
 - Club competition opportunities
 - School Track & Field Clinics
 - Outreach to remote communities
 - Partnerships for program delivery with the Regional Sport Alliance Centres
 - Partnerships with Clubs for program delivery
 - Athlete development camps, seminars and conferences – endurance, throws, sprints/hurdles & jumps
 - Athlete and personal coach seminars and conferences
 - ISPARC – RJTW
 - Indigenous Community Cross Country
 - North American Indigenous Games
 - Increased and appropriate competition opportunities
 - Tracking towards increased medals at National Championships yr over yr – until COVID Interruption
 - Tracking towards increased number of athletes named to national teams – until COVID Interruption

Technical Leadership

- **Strategies**
 - Recruit, Train, Recognize, Support
 - Coaches
 - Officials
 - Event Directors
 - In person and online training
 - Provincial and National seminars
 - Upgrading and Evaluation
 - PSO partnered education and conferences
 - National course curriculum development
 - Award recognition – gender equal
 - Recruitment strategies initiated
 - Policy development / modification

Competition

- **Strategies**
 - Improved competitions
 - Event delivery
 - Para-Athletics
 - Event profile
 - Showcasing
 - Sub-committee to review competition structure
 - Regional councils to address competition needs
 - Event Directors seminars
 - Para-Athletics Development initiatives
 - BC Athletics Championships partner event management
 - BC Athletics Championship – Regional hosting
 - National Championships in BC - Cdn XC Championships, Abbotsford, Cdn 10,000m Track Championship, Burnaby
 - International Championship in BC – Pan Am XC Championships, Victoria
 - Social media – event and athlete information and promotion
 - Facility and Equipment – Fed Govt COVID-19 Facility Grant Program – 10 Community Submissions (10 of 24 in Cd – 9 of 21 submitted through Athletics Cd to the Fed Govt.
 - Facility upgrades and reviews – see [Facilities Report](#)

Organization Capacity

- **Strategies:**
 - Revenue Generation
 - Financial Management

- Marketing and Communications
- Membership development
- Club Development
- Partnerships
- Community Engagement
 - Increased revenue generation through sponsorship – interrupted by COVID-19
 - Strong accounting support, advice and engagement through Ota Hally, Financial Director; Pace Accounting – Gerry Dragomir BC Athletics Accountant; BDO Auditors.
 - Enhanced BC Amateur Sports Fund - Athletics specific donor programs
 - Sport BC, Michael Peters – COVID Federal Subsidy Programs
 - Enhanced social media marketing for Rd, Cross & T&F events – Prov & Nat'l Championships, regional and provincial series, BC Athletics owned events.
 - Membership growth to 6400 – interrupted for 2020 by COVID-19
 - Increased School membership – interrupted for 2020 by COVID-19
 - Club Development – limited but possible
 - Club expansion regionally
 - BC Athletics “Record” Newsletter
 - COVID-19 Updates
 - ISPARC / North American Indigenous Games / Resort Municipality of Whistler / Vancouver Sun Run / BC/Yukon Command RCL / Dominion Command RCL / Sport BC / viaSport / Athletics Canada
 - Outreach for facility development and upgrading in cities / municipalities

My report is an overview that identifies initiatives to address the Objective and Strategies of BC Athletics. This work will continue as we push out the Strategic Plan into 2021 and work to develop a plan for the next quadrennial.

[BC Athletics 2017-2020 Strategic Plan](#) link.

2021 and Beyond

- Will bring financial resource challenges but hopefully addressed in the Draft Budget for 2021-2022
- Will require a focus on non-government support in order to build capacity over the next three to four years
- Will require work to assist clubs in recovery from an unprecedented 2020
- Will see a continued engagement with external agencies – Athletics Canada, Sport BC, viaSport, BC Govt and others to ensure we have the resources to deliver the programs and services need throughout the province.

- Continue to enhance communication to members, partners and supporters.

Appreciations:

Thank you to the Membership – Individuals and Clubs, Coaches, Officials, BC Athletics Committees, Board of Directors, Event Organizers, Sponsors & Volunteers for your commitment to, leadership in and support of Athletics in British Columbia. Our sport will continue to grow and lead the way in Canadian Athletics thanks to you.

My sincere thanks and appreciation to my co-workers at BC Athletics whose ideas, energy, commitment and foresight help in realizing the Goals we have before us. Thank you to:

- Sam (Margaret) Collier – Manger, Registration and Membership Services
- Jennifer Brown – Coaching Education Coordinator
- Chris Winter – Technical Manager, Track & Field
- Richard Lee – Head Coach, BC Endurance Project
- Sabrina Nettey – Introductory Programs Coordinator – Run Jump Throw Wheel and Junior Development
- Clif (Clifton) Cunningham – Technical Manager, Road & Cross Country Running
- Summer Staff:
 - Frank Liao – Cd Summer Jobs staff

Thank you

"We may encounter many defeats but we must not be defeated." - Maya Angelou