



## 2021 BC Athletics Annual General Meeting- August 21

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### CEO and Strategic Plan Report

Brian McCalder

*“You miss 100% of the shots you never take” Wayne Gretzky*

The last 12 months could well be labelled as the “never ending pandemic roller coaster ride” – complete with twists, turns, anticipation and elation. It has tested and challenged all of us. It has made us:

- Adjust
- Innovate
- Collaborate
- Achieve

- As athletes and coaches may do when applying the annual training plan.

All that has been accomplished by club executives, officials, athletes, coaches, event organizers, volunteers, parents/guardians and administrators has allowed Athletics to happen in all forms, shapes and sizes. It has meant doing different things, the normal differently, pushing the traditional – expanding the envelope. An envelope that may likely be part of normal operations.

That sport has been allowed to continue (in any and in all ways) has been made possible by positioning sport and physical activity as critical to a healthy and balanced lifestyle – a fact not lost on those who set the health orders and guidelines for our province. While “balance” may have been challenging, the steady progress towards a state of normal in the sport context is extremely encouraging.

“For Athletics this is directly attributed to the collective understanding, patience, feedback, effort and willingness of all the members and supporters.”

THANK YOU – THANK YOU – THANK YOU

The current BC Athletics Strategic Plan 2017-2020 was extended – pushed out to March 2022 due to the challenges of delivery and the amended and canceled community, national and international events. So modifications, alternative formats and variances found their way into Athletics – with welcomed enthusiasm and excellent results.

### **Athlete Development, Technical Leadership and Competition**

- **Introductory Programs – RJTW, Track Rascals and Junior Development** programs continued to happen and return in modified formats. Regional Challenges replaced the traditional Junior Development Pentathlon and Track & Field Championships – providing a welcomed opportunity to step outside the In-Club / Intra-Health Region competition opportunities that Clubs made possible. The past 12 months also provided the opportunity explore new funding sources (grants) to support these programs and to refresh the website and social media content.
- **Coach Education** – online theory and limited return to in-person outdoor technical sessions for Sport and Club Coach meant an opportunity for coaches to get their Coaching Education requirements completed through the NCCP Athletics and National and Provincial Professional Development webinar sessions and Evaluations held over the last 12 months. Updating of the course material, modifying the course delivery and adjustments to the curriculum for the courses through the Athletics Canada Coaching Education Committee.
- **Officials Recruitment, Training and Development** – through club recruitment to enable event hosting, the launch of Levels 1 & 2 online training, mentoring, limited in-person training and the redefining of the Officials Development Pathway created an easy to understand, learn at your own pace and welcoming format that expands the reach provincially and is a key to increasing the number of Officials throughout BC.
- **Track & Field** welcomed Megann VanderVliet as the BC Athletics Track & Field Program Manager. Megann brought with her, international experience in Athletics, business management and leadership. 2021 meant applying all of those skills and learnings as we saw club hosted competitions, modified provincial and national championships and international events return to the 400m ovals throughout the province. A modified Cdn Olympic/Paralympic Trials that saw BC Athletics support 26 athletes and 3 coaches to attend and 18 athletes/32% on the Olympic Team and 4 athletes/25% on the Paralympic Team. The BC Endurance, Sprints/Hurdles & Jumps and Throws Projects continued to deliver national and international level athlete performances. This past year also saw the opportunity to move forward with Track & Field Facility upgrades and development – outlined with the [Facilities Report](#).
- **Road Running and Cross Country** was for a 2<sup>nd</sup> year limited so virtual and in-club events became the norm. This made it possible for clubs and independent event organizers to connect to their previous entrants and provide opportunities

to new participants who discovered running during the past 12 months of restrictions. Collective initiatives by cities and municipalities, inclusive of BC Athletics, worked to have municipal authorities agree on a common approach and guidelines to begin the return to in-person events and avoid event organizers having to shop from city to city / region to region to find a willing municipal host. On-line/virtual event directors training and professional development again in partnership with Tri-BC provided an opportunity to exchange ideas and strategies to hosting events during a pandemic. With a modified BC Athletics Cross Country Camp in 2021 and a return of in-person Whistler 50 Relay and Ultra – a return to known normal is within reach. For AC and BC high performance athletes the pandemic health orders and guidelines allowed for some competitions to be held in both Road and Track & Field – which provided opportunities for these athletes to challenge for selection to the Cdn Olympic/Paralympic and World U20 Teams.

- **Para-Athletics Program** was made possible through a grant from the Canada Post Community Foundation and we welcomed Katie Miyazaki to lead. Working with Athletics Canada Para-Athletics staff, updating the Para-Athletics website and social media information. Engaging Clubs on Para Athletics in their club/community in an effort help and support them in building capacity is together with Coach Education, Officials Training and Providing Competition opportunities are the keys to the welcoming and inclusion of individuals in a Para-Athletics program.
- **Masters** could not avoid the impact of the health restrictions but did manage to hold in-club competitions with outstanding performances spanning the 35 to 80+ age range. BC Masters T&F Championships are scheduled to be held on August 21/22 with event entries over 400. Next up will be the BC (Victoria) and National (Ottawa) Cross Country Championships. 2022 will see a reactivation of the BC 55+ Games Sept 13 – 17 in Victoria and implementation of the Athletics recommendations on events and technical standards.
- **Competitions:**
  - Membership Variances introduced in July for the balance of the 2021 calendar year (to Dec 31) allows for BC Athletics Sanctioned event entry with Competitive, Training and DOE entry. This allows for increased participation, assists in removing financial barriers during economic recovery post-pandemic and club/event recovery.

For details on the programs, deliverables, outcomes and plans see the following reports:

- [Introductory Programs](#) – Sabrina Nettey
- [Coaching Education](#) – Jennifer Brown
- [Officials](#) – Brian Thomson
- [Track & Field](#) – Megann VanderVliet
  - [BC Endurance Project](#) – Richard Lee
  - BC Throws Project – see T&F – Megann VanderVliet
  - BC Sprints/Hurdles/Jumps Project – see T&F – Megann VanderVliet

- [Road & Cross Country](#) – Clif Cunningham
- [Para Athletics](#) – Katie Miyazaki
- [Masters](#) – Jake Madderom

## **Organization Capacity**

BC Athletics has been fortunate to have been able to maintain operations albeit having, in many areas, to deliver programs and services in a modified or different way. Federal wage and rent subsidies together with recovery grants made it possible to retain staff and add a Para-Athletics contract position.

Enhanced communication through the monthly BC Athletics Record e-newsletter, plus as needed COVID-19 updates became critical means to keep the membership, parents and supporters up to date. The e-newsletter also connected the MLAs, AC and Branches, Partners and Provincial Agencies with BC Athletics, keeping our sport on their radar and in their operations. The direct engagement with clubs executive, officials, coaches, athletes and parents extremely important and while not everyone liked or agreed with the information in the COVID-19 updates they did convey the health authorities information specifically for sport and then how that could apply to Athletics. In the end it helped to keep us safe while at the same time made it possible for clubs and athletes to continue operations in a modified way.

Our social media presence and information took a huge leap forward this summer through the work of our Canada Summer Jobs staff – Jennifer Erickson and Kaleigh Churchmuch who worked with Megann, Jen, Katie and Sabrina to support the Track & Field, Coaching, Para and Introductory programs.

## **Financial Resources**

The pandemic did have a significant impact on the Association through to end of the Calendar (Dec 2020) and Financial yr (Mar 2021) with:

- Membership reduction of 1500 from the previous yr
- Membership revenue reduced by 54%
- Competitions down 90% = 88% loss of event revenue
- Coach/Officials Education and Training programs reduce by 80% = 78% loss of revenue.
- Grassroots programs – Instructor Education/Training plus Direct Delivery reduced by 90% = 93% loss of revenue
- Competitions – In-Province and National Event/Championship hosting – 90% reduction = 96% loss of revenue.
- Sponsorship – Cash and In-kind – reduced by 93%
- Athlete Development Camps/Programs – 40% loss of revenue

Revenue reduction for the fiscal 2020-2021 was 56% from the 2019-2020 fiscal yr.  
Expenditure reduction for the fiscal 2020-2021 was 42% from the 2019-2020 fiscal yr.

BC Government/viaSport Local Sport Relief Fund provided support in 2020-2021 to 14 Athletics and Road Running Clubs in BC.

BC Government/viaSport Amateur Sport League/Series support provided support to the BC Super Series (Prov Rd Running Series) and the Vancouver Island and Interior Road Running Series.

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

### **Strategic Plan 2022-2024**

- To be led by Marcus Wong and staff with a modified 2 year plan to allow for recovery post-pandemic.
- Planned membership engagement Oct 13<sup>th</sup> and 27<sup>th</sup>, 2021.

### **2021 and Beyond**

- As we move into what is anticipated to be a full throttle 2022 will need to dedicate time and resources to reconnect with our program partners and sponsors so we can continue to deliver the programs and services to support the individual and club members.
- While governments both Federal and Provincial have been and continue to be key partners in economic recovery for sport in BC, relying on what has been a constant level of support through the BC Government Annual Core funding and the BC Gaming Branch grant should be cautionary.
- Over the next 3 to 4 yeas will require a focus on non-government support in order to re-build capacity and expand programs and services.
- Ongoing 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.
- Infrastructure – Facilities and Equipment are a constant need and will require continued engagement – working though Sport BC and BCRPA to move the dial through Provincial and Municipal Governments, building on the value, benefit and importance sport and physical activity are in society – identified as critical through the COVID-19 Pandemic.
- Continue to enhance communication to members, partners and supporters.

## **Appreciation and Gratitude**

Thank you to the Membership – Individuals and Clubs, Coaches, Officials, BC Athletics Committees, Board of Directors, Event Organizers, Sponsors, Parents & Volunteers for your commitment to, leadership in and support of Athletics in British Columbia in a year unlike any in recent history. Our sport continues to recover and will likely grow, putting issues of capacity in Clubs and Communities throughout BC front and centre. As you have shown over the last 12 months – collectively we have the ability to address the challenges and continue to lead the way in Athletics in Canada.

My sincere thanks and appreciation to my co-workers whose ideas, energy, commitment, skills and fore-sight together with the membership make possible the programs, services and support the Association collectively is able to deliver.

My sincere thanks to:

- Sam (Margaret) Collier – Manger, Registration and Membership Services
- Jennifer Brown – Coaching Education Coordinator
- Chris Winter – Technical Manager, Track & Field – who leapt to Athletics Canada as Director Domestic Programs and Safe Sport
- Megann VanderVliet – Track & Field Program Manager
- Katie Miyazaki – Para-Athletics Program Coordinator
- 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:
  - Jennifer Erickson
  - Kaleigh Churchmuch

Thank you

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“Experience is a hard teacher because she gives the test first, the lesson afterward.”-  
Vernon Law