



2022 BC Athletics Annual General Meeting- August 20

CEO and Strategic Plan Report

Brian McC Calder

“One person can be a crucial ingredient on a team, but one person cannot make a team.” – Kareem Abdul-Jabbar (abridged)

We have emerged, and to the credit of clubs, parents/guardians, athletes, officials, coaches, volunteers, event organizers, sponsors, supporters and executives, administrators - Athletics in all its forms is stronger than pre-pandemic.

The challenges over the last two plus years have spawned new ways of delivering our sport – many of which will continue and evolve to be the normal.

While the energy in all of us may have waned as COVID restrictions were lifted, it is to the credit of many and the motivation of the participants and athletes that credit is do.

Thank you for your energy, commitment, and dedication to Athletics.

The successes of this past and current year are your successes.

Strategic Plan – 2022-2024

The new Strategic plan, with input from the membership at Town Halls sessions, expanding on the objectives by staff and the review and approval by the Board of Directors has provided us with a road map through to 2024. Ambitious and forward thinking – yes!

Please refer to the [Strategic Plan Update](#) where you will see the :

Strategic Plan Tactics / Action Items Status to Aug 2022:



On Target /
Exceeded Metric



Initiated /
To be initiated



Not feasible /
To be reviewed

The Strategic Plan Tactics / Action Items Status to Aug 2022 report is a six-month snapshot of where initiatives / action items are at this time.

Increase the number of Athletes in every sector:

As reflected in the [Membership](#), [Introductory Programs](#), [Track & Field](#), [Road & Cross Country](#) Reports

- Overall Membership has increased
- Athlete membership has increased
- Track Rascals membership increase
- Increase in Run Jump Throw Wheel Introductory program initiatives and outreach to Community Summer camps
- Track & Field Program – increasing depth in some event areas – spurred on by Event Group Development, Coach and Athlete training, Role Models / Athlete Success and Working collectively.
- Off-Track / Non-Stadia Programs – Road, Trail, Mountain, Cross Country, Marathon, Ultra – rebuilding participation and the development of new events. Athletics Canada initiative to support and help develop Non-Stadia events.

Increase the Number of Qualified Coaches in every sector:

As reflected in [Coaching Education Report](#)

- Increase of in-person, online and virtual coach education courses, seminars, webinars.
- Performance Coach hosting – BC – October 2022
- Evaluations and upgrading of Coaches increased
- BC and AC professional development opportunities increased
- Joint Canadian Throws Summit with BC Athletics/BC Throws Project and Athletics Ontario.
- Initiatives to bring about:
 - Safe sport training requirement for all Coach Members of BC Athletics – increased focus on Safe Sport as a result to National Sport Organizations failing to address complaints. Govt funded NSO's and PSO's will need to show the implementation of Safe Sport training and requirements as part of being a Coach member.
- Need for more Learning Facilitators and Evaluators to meet need and demand.
- Increased Staff support approved – Fall 2022 initiative

Increase the number of officials at all levels to address the needs in all sectors:

As reflected in the [Officials Committee Report](#)

- Online training for Level 1 & 2 Officials
- Mentoring, evaluating, and upgrading building on those who took the online training in 2020 and 2021
- Effective working groups to focus on:
 - Recruitment
 - Development
 - Retention

- Outreach for training, experience and upgrading
- Need for the Training, Mentoring and Certification of Photo Timers and Meet Secretaries to insure we have an adequate number to meet the demands.
- Need for increased number of Officials in all clubs and regions of BC.
- Officials Town Hall initiated
- Salaried staff support – to be initiated Fall 2022

Increase the number and quality of competitions to address regional and sector needs:

- Initiative to coordinate the competition opportunities to help address:
 - Too many, too long and too few competition opportunities continue to be issues for:
 - Athletes
 - Officials
 - Event organizers
 - Parents/guardians
- Planning to assist in meeting the needs of the athletes relative to their enjoyment, retention and development

Increase and support the growth, number, and quality of clubs to address regional and sector needs:

- Club Development resources – available at: [Club Resources](#)
- Club Town Hall initiated to assist Club Registrars and Executive in membership requirements, timelines and policies of BC Athletics.
- Club management of Criminal Records Checks and Safe Sport Policies and Training – important initiatives to be undertaken.
- New Club initiatives / inquiries – ongoing as Athletics / Track & Field for children is seen as a excellent sport – developing basic motor skills, opportunities for enhanced program opportunities and a sport for life.
- Club development in nonurban communities – an important initiative to address growing populations and continued membership growth.
- Insurance – Liability insurance provided to all Individual Members, Member Clubs and Sanctioned Events. Increasing costs and the separation of coverages – i.e. Abuse Liability are factors effecting costs. See [Insurance Report](#)

Enhance para-athletics programs/services:

- Resources for Para Athletics Development – [Para Athletics](#)
- BC Athlete Assistance Program support in place
- BC Athletics Team Program support in place
- Development of a BC Athletics Para Development Plan to be initiated Fall 2022
- Staffing – budgeted - position on hold

Enhance and Grow the BC Athletics High Performance Program:

As reflected in the [Track & Field](#) and [Road and Cross Country](#) Staff reports.

- Increase support for BC Athlete Assistance Program
- CSI-Pacific Target Athlete support and available services
- Enhanced Excellence Funding maintained \
- Expansion of HP Programs to support Sprints, Jumps, Combined Events, Endurance athletes and coaches.
- Throws Project success – athletes on national teams and podium performances at World Championships and Commonwealth Games
- Endurance Project success – athletes on national teams and Cdn Championship podiums.
- Additional funding needed to assist all event groups.

Marketing, Communications, Facilities and Equipment

- Monthly newsletter – members, non-members, MLA's, sponsors and partners
- Social media postings
- Direct email to members – targeted membership types and other
- Event sponsor recognition – i.e. Vancouver Sun Run, Harry Jerome and Victoria Track Classics, Pacific Distance Carnival, Whistler 50 Relay & Ultra.
- Staff support recommended – looking to initiate Winter/Spring 2023.
- Facility and Equipment Development & Upgrading – actively supporting community initiatives for the development of new or the upgrading of existing facilities and equipment. See [Facilities Report](#)

Organizational Excellence: Revenue Generation, Fiscal Management, Safe Sport, Human Resources, Governance

- Increase event sponsorship – PDC, Vancouver Sun Run, BC/Yukon Cmd RCL
- Foundation and Non-Government Grants – Cdn Tire Jumpstart
- Fiscal Management – see the Financial Report
- Safe Sport – increased emphasis on insuring a Safe Sport Environment in all aspects of Athletics. Training as part of BC Athletics and Athletics Canada Membership requirements – likely to be implemented when final National and BC initiatives programs are completed by Federal and Provincial Government Agencies.
- Governance
 - Initiatives to review and update as needed, BC Athletics rules, regulations, and policies.
 - Board and Staff Governance training/upgrading
 - Commit to Kids Training for Board and Staff requirements linked to annual core funding.

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 ongoing commitment to, leadership in and support of Athletics in British Columbia.

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 – Manager, Registration and Membership Services
- Jennifer Brown – Coaching Education Coordinator
- Megann VanderVliet – Track & Field Program Manager
- 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
- Student Intern:
 - Jonathan Lang
- Summer Staff:
 - Ella Foster
 - Nikhil Hirani

Thank you

“If you don’t know where you are going, you might wind up someplace else.” Yogi Berra