

# DARREN WILLIS

---

## **NCCP Certified Coach:**

- Track & Field (Throws, Sprints & Hurdles)
- Olympic Weightlifting

## **BC Athletics Official:**

- VIAA Island Series (5-6 meets annually, 2016-2019 and 2022)

## **Event Management:**

- Bob Dailey Memorial Meet (2006, 2016-2019, 2022, 300+ athletes)
- 2018 Vancouver Island HS T&F Championships (800+ athletes)
- A&R Memorial (Weightlifting, 2001-2021)
- 2009 World U-17 Hockey Championships (Port Alberni)
- 2005 Canadian Junior Weightlifting Championships (Port Alberni)
- 2004 BC Winter Games (Port Alberni)

## **Education:**

- BBA Finance (Hofstra University, NY)
- 

## **GENERAL THOUGHTS**

Most people in Athletics would recognize me as the Head Coach of the Alberni Valley Track Club or as a coach of the Alberni District Secondary School Track & Field team. I coach all event groups, working directly with our Junior Development, High School and Masters athletes.

We rarely maintain a single role in this sport. Like many of you, I take on other roles if they mean providing more opportunities for my athletes. This currently includes volunteering as a BC Athletics Official, representing Zone 6 (Vancouver Island) on the BC Athletics Board of Directors (since 2017) and acting as a meet manager.

These roles allow me to interact with a wide range of people within the BC Athletics community. I witness hard work at every level of our sport and am continually impressed with the dedication displayed by members of our clubs, schools, officials team and BC Athletics staff. This group effort can be credited with providing safe, fun, educational and rewarding experiences for many of our over 6,700 BC Athletics members.

## **AREAS FOR IMPROVEMENT**

**Rewarding Experiences** - I am conscious that despite continued effort, for large portions of our membership (athletes, coaches, officials, club administration alike), we are not making participation in our sport as fulfilling or as long lasting as we would like. Finding and creating rewarding opportunities and experiences for more of our membership needs to be a priority. One notable exception has been our endurance community, where participation has a much broader demographic than in Track & Field. We can learn from this.

**Officiating** - A greater sense of urgency needs to be brought to bear on building the size and diversity of our Officiating community. In addition to the pressure on these volunteers to support a calendar of events that seems to be growing, there are key areas such as Timing Systems that require specialized training and rely too heavily on too few to comfortably guarantee that we can cover all events. The pressure on our officials was particularly heightened this year. I witnessed older officials being asked to work very long hours in challenging weather conditions with rare breaks and no replacements. We have a great Officials Committee but we need to give them more support in the effort to build their ranks.

**Governance** - BC Athletics employs a talented, experienced and hard working staff, but it is not large enough to complete the large volume of annual work required of the organization. We lean heavily on a sizeable group of volunteers who serve on our committees and Board of Directors. We need to be efficient users of their time and do a better job of orienting them to the roles they are assuming. These positions should be attractive and rewarding ways of contributing to our sport. If they come to be seen that way, it will help us recruit and retain more of our talented membership to these roles.

### **PROFESSIONAL BACKGROUND**

I have a degree in Finance and work as a consultant when I'm not found at a track. My work focuses on gathering and organizing information, providing analysis, and developing concepts to support the development or expansion of a client's business, or to better realize the strategic vision and goals of non-profit or community/government organizations. The products of this work are policy proposals, strategic plans, project concepts, business plans or funding proposals that underpin investment decisions. I've worked with clients across a variety of industry sectors including farming/aquaculture, renewable energy, forestry, fisheries, tourism, manufacturing and engineering. Past clients include:

- Human Resources Development Canada
- Community Futures British Columbia
- Nuu-chah-nulth Tribal Council
- City of Port Alberni
- Hupacasath First Nation
- Gordon and Betty Moore Foundation