



## **2023 BC Athletics Annual General Meeting – August 19, 2023**

### **CEO Report, Megann VanderVliet**

I am thrilled to have accepted the role of CEO at BC Athletics, effective June 15, 2023, and I am looking forward to starting my time in this role learning from our stakeholders about how BC Athletics can best serve our members and attract new members to join the BC Athletics community.

I would like to thank Brian McCalder for his 49 years of service to BC Athletics, where he provided sound leadership and stability for the organization over many years. Having the opportunity to work alongside Brian for the past 2.5 years has provided incredible insights into and understanding of the organization. I would also like to thank the BC Athletics Board of Directors for giving me the opportunity to share my vision for the organization and our sport moving forward. I am looking forward to getting to work with the BC Athletics team and Board of Directors.

I am pleased to share 4 areas of focus from the CEO role as we move into 2024 and beyond.

#### **1) CONNECT:**

- Connect with current stakeholders (Committees, Clubs, Coaches, Athletes etc). to better understand how BC Athletics can best support their organizational development and growth.

#### **2) INVEST:**

- Invest in key people to rebuild the BC Athletics team (Staff and Board of Directors), how are passionate about driving the BC Athletics strategic priorities and programs.
- Invest in the recognition of volunteer roles that are critical to the success of our sport (ie. Club Leadership, Officials, Coaches)

#### **3) PARTNERSHIPS:**

- Develop relationships with other organizations where there is a partnership potential and can provide expertise, products and services that will add value to our membership.

#### **4) INNOVATE:**

- Evaluate current systems (financial, program delivery, communication, membership, event management, volunteer retention etc.) and implement new ideas and efficiencies where appropriate.

Finally, as the 2023 Track & Field season winds down, I had the privilege of attending many events and I continue to be inspired by the many heroes of our sport who give of their time and expertise to create opportunities for athletes of all ages and abilities to experience their own greatness. THANK YOU for your commitment and contribution to our sport and strengthening your respective communities through Athletics. You are all an essential part of the team, and I am grateful to do this work with you.

I look forward to working with you all to increase our capacity as an organization where we can continue developing Athletics in our communities and being an example of excellence across British Columbia, Canada and the World.

Sincerely,

Megann VanderVliet

CEO, BC Athletics