



Program and Marketing Best Practices

Over the past few months, BC Athletics has made it a strategic priority to focus on a couple of key demographics to help grow the sport of Athletics in BC including under-served youth, newcomers to Canada, Para-athletics, and masters-aged athletes. The purpose of this document is to provide information and best practices for BC Athletics Member Clubs to implement into their programs, as well as promotions in an effort to target and appeal to these priority groups. As these are simply recommendations for review, potential implementation is up to the club's discretion.

BC Athletics Logo and Bio

BC Athletics recommends placing the Association's logo, bio, and website link on the homepage of your club's website to demonstrate the club's affiliation with BC Athletics and to provide more information for your current and potential members.



About BC Athletics

BC Athletics is the provincial non-profit amateur sport organization for Track & Field, Road Running, Marathons/Ultras, Cross Country/Trail Running and Race Walking. A branch member of Athletics Canada, BC Athletics is made up of individual members, member clubs and affiliated organizations. The purpose of the Association is to promote, encourage and develop the widest participation and the highest proficiency in the sport of Athletics. [Website.](#)

KidSport BC

If your club has a program for kids (includes Grassroots, Junior Development, among others), BC Athletics recommends placing the KidSport logo, bio, and website link on the homepage of your club's website (or another prominent area) to help raise awareness that KidSport funding is available for kids who may need financial assistance in order to participate in sport.



About KidSport

KidSport believes that every child should have the opportunity to experience the joys of a season of sport, as there are many benefits for sport participation. KidSport's mission is to remove financial barriers that prevent some children from playing organized sport, and the vision is 'so all kids can play!' KidSport provides support by helping cover registration fees ensuring all kids can experience sport. [Website](#).

Para-Athletics

Diversity and inclusion are core principles to ensuring sport is both safe and welcoming for all individuals to participate. While athletics is a highly inclusive sport that offers opportunities for almost all athletes to play, often, only para athletes who can be most easily accommodated actually get to play. This is largely because many athletics programs do not have the capacity, knowledge, and confidence to support all para athletes.

BC Athletics, through its member clubs, aims to increase opportunities and support for athletes across all disability groups to train and compete in the sport of Athletics.

Member clubs are encouraged to take a couple of steps to increase their capacity and awareness around Para Programming:

1. Promotion

- a. Awareness is a key barrier for all participants.
- b. Highlight Para-Athletics Programming on your website. Important to say your programs are welcoming to all and say how.
- c. Have a policy, statement, or commitment on our website that says you are inclusive to the athletes you are able to include.
- d. Ensure all promotions and messaging about program activities is accessible and uses inclusive and appropriate language.
- e. Include images of Para Athletes.

2. Coach Education

- a. Find coaches who will champion your para program and provide them with Para Coach Education.
- b. BC Athletics offers Para Coach education modules. Contact Jennifer Brown (Jennifer.Brown@bcathletics.org) for more information.

3. Facilities

- a. Ensure your facilities are fully accessible to all disability groups, not just those competing in a wheelchair.

4. Equipment

- a. Consider what equipment you need and if your programming will be fully integrated or segregated.

Additionally, here are a list of resources that can provide more information about para-athletics:

Organizations:

- [Canadian Paralympic Committee](#)
- [World Para Athletics](#)
- [Athletics Canada Para-Athletics Page](#)
- [BC Wheelchair Sports](#)
- [BC Blind Sports](#)
- [Sportability CP Sports of BC](#)
- [Special Olympics BC](#)
- [Amputee Coalition of BC](#)

Resources:

- [Canadian Paralympic Diversity and Inclusion Portal](#)
- [Canadian Paralympic Key Resources Page](#)
- [BC Athletics Para-Athletics Page](#)
- [Coaching Athletes with a Disability](#) (Coach.ca)
- [World Para Athletics Rules and Regulations](#)
- [Becoming Para Ready Webinar](#) (The Steadward Centre For Personal & Physical Achievement)
- [Becoming Para Ready Resource](#) (The Steadward Centre For Personal & Physical Achievement)

Examples of BC Athletics Member Clubs Promoting Para-Athletics Programs:

[Athletics Victoria Track and Field Society](#)

MASTERS & PARA-ATHLETES

Athletics Victoria supports the Paralympic movement and locally, works with the BC Wheelchair Sports Association to help people with physical disabilities across the the capital region lead active, healthy lives through para-athletics (para-throws and wheelchair racing). Contact info@athleticsvic.ca for information to inquire about joining this group.

[Langley Mustangs](#)

Langley Mustangs Para-Athletics

We offer optimum competitive opportunities for ALL athletes regardless of age and ability. Langley Mustangs is both a High Performance and recreational club ranging with athletes ranging in ages from Elementary school athletes to Masters (35+ years). Children can come out to the track, have fun running or jumping, meeting new friends, joining in the fun and wonderful, healthy and character building world of track and field!

Come and join us and give your children none of the most fun they will ever have.



Langley Mustangs Para-Athletes

The Langley Mustangs are proud of the para-athletes who have represented their club, province and even their country over the years.

Currently the club is home to two para-athletes: **Braedon Doifo** (T13) and **Dustin Walsh** (T11).

Read about Braedon, Dustin and other Langley Mustangs athletes who have represented Canada on the World Stage.

View the most up-to-date results, rankings and records at the links below:

- [World Results, Rankings and Records](#)
- [Canadian Results and Rankings](#)



Click [HERE](#) for more information on Para-athletics.

Para-Athletic Information and Links

- The International Paralympic Committee (IPC) has launched a video called "All about ability" to mark the United Nations International Day of Persons with Disabilities. [Watch it here.](#)
- The Paralympic Summer Games has a long and interesting history. [Read about it here.](#)
- Find more information about Provincial, National and International Para-athletic resources [here.](#)

Mustangs Para-Athlete Results

Braedon Doifo (T13)
100m - 11.22
200m - 23.00
High Jump - 1.83m
Long Jump - 6.43m

Dustin Walsh (T11)
100m - 12.31
200m - 24.78
400m - 53.00

If you have any questions for our executive or coaches, please contact us at the telephone numbers or emails listed on the [contact us page.](#)

Masters (35+)

BC Athletics is a strong advocate for staying active for life. There is considerable research and literature supporting the importance of lifelong physical activity in the primary and secondary prevention of varied chronic conditions. While many member clubs have programs for masters athletes, one of the main challenges that clubs face is in the limited numbers these groups attract.

BC Athletics recommends creating masters specific programs and memberships as they provide opportunities for individuals to train and compete with others of a similar age.

Best Practices:

1. **Make The Case for Masters Programs** - Include examples and information of how exercise can benefit seniors in their day-to-day lifestyles, and these examples include social, psychological, physical benefits along with the process of negotiating aging. This information provides rationale for everyone and can encourage masters to get active in your programs.
2. **Increase Awareness** – Despite there being targeted programs offered for masters many would-be participants are largely unaware of the opportunities available to them. Look for ways to better communicate about your programs through methods and mediums (e.g., <https://www.activeagingcanada.ca/>) in which older adults are likely to engage. Highlight Masters Programming on your website. Be detailed on what your programs include in terms of an environment, as well as set training schedules. It is crucially important to say your programs and sessions are welcoming to all and say how.
3. **Build a Community** – Many masters athletes desire to engage in sport and physical activity with peers, or to be supervised by a knowledgeable instructor or coach. Older athletes may participate in greater levels of physical activity, and benefit more from participation, if there is a strong social component to programs.
4. **Create a Sense of Competition** - Many people have a competitive nature, so we need to provide opportunities for all ages to cater to this competitive spirit. Incorporate links and information about masters events on the national/international level. This is a good way for potential members to see what programs and events are available for them to attend.
5. **Create Role Models** – Seniors aged 55 and older often have someone they know who is active and has aged successfully. This person is usually older, is consistently active, participates in vigorous activities, and shows that a high quality of life can be achieved at a later age. Role models give them someone to emulate and prove that they can do the same things. Athletes such as Olga Kotelko and Ed Whitlock have proven that age is just a number!

Additionally, here are some resources that can help with knowing more about masters athletics:

Organizations:

- [BC Athletics Masters Page](#)
- [Canadian Masters Athletics](#)
- [BC Senior Games \(55+\)](#)

- [World Masters Athletics](#)
- [International Masters Games Association](#)

Resources:

- [Engaging Seniors in Sports](#)
- [The Benefits of Masters Sport to Healthy Aging](#)
- [Aging, Physical Activity, and Men’s Health](#)
- [Motivations of Masters Athletes](#)
- [Sport Participation and Positive Development in Older Persons](#)
- [Coaching Masters Athletes](#)
- [Masters Athlete Recovery](#)

Examples of BC Athletics Member Clubs Promoting Masters Programs:

[Kajaks Track and Field Club](#)

MASTERS

PROGRAM DESCRIPTION

The Kajaks Track & Field Club believes that Athletics should be enjoyed at every age. In addition to our other programs, the Kajaks Masters Program is designed for competitive Masters athletes who not only continue to pursue a healthy life, but still enjoy the challenge of competition. Join our Masters crew as they continue to reach new goals and stay active for life! #KajaksMasters

PROGRAM INFO

- Ages: 35+
- Membership Type: Annual
- Membership Cost: \$264 (12 months)
- Restrictions: There are no restrictions for this program

SESSION INFO

- Next Session: Varies (see below)
- Location: Clement Track / Collier Throws Centre @ Minoru Park
- Start Date: TBD
- Date & Time: Varies (see below)
- Important Info: TBD
- Contact: Karen Fisher Hagel info@kajaks.ca

[Greyhounds Masters Track and Field Club](#)



OUR STORY

The original name of the club was called the Tri-City Greyhounds because most of the members lived in the Tri-City area and the training track was in Coquitlam. The club which started as a Seniors (55+) Club, was formed because all of the existing clubs in British Columbia catered to the younger athletes and it was not possible for older athletes to train with them.

The first year there were only about 15 members, all living in the Lower Mainland or Fraser Valley, but the club has grown steadily and in 2017 the club has reached 100 members for the first time and our members live in all regions of the province.

In 2005, Tony Badowski, who took over as president in 2002, was instrumental in writing a constitution and our club became a Society. Les Fowler took over as president for two years and in 2014 Urith Hayley became the fourth club president.

The club was successful from the very beginning, winning many medals at the local club meets, at the provincial championships and at the BC Seniors Games. Many provincial, national and world records were broken by our members. The success of the club attracted others who wanted to join, including athletes who were not yet of Masters age and definitely not Seniors.

Within a few years a decision was made to lower the age of our members to include everyone who qualified as a Masters athlete, at that time 35+ for women and 40+ for men (now 35+ for men). This year our youngest member is 35 and our oldest member is 92. At the end of the 2016 season our Greyhounds Masters Club had 91 members. During the year, our members broke 40 BC Masters individual track and field records and were members of 16 relay



MASTERS TRACK AND FIELD

Our Masters Track and Field program involves hands on coaching expertise in events ranging from the 100m-400m distances, and hurdles. Additionally, we offer a throwing specific program including shot put, javelin, discus, and hammer throw.

Overview: Athletes 35+ are encouraged to hold open communication regarding their individual training and competition goals with our coaching staff in order to maximize athletic performance and training values. The aim of this program is to facilitate a "fit for life" motive through the sport of track and field, for both competitive (competing) and non competitive athletes.

Competitions: Opportunities to compete will be offered at the local, provincial, national and even international level. *In 2016, the Vancouver Thunderbirds Track and Field Club played host to the America's Master Games at UBC Track; a smashing success for all involved.*

Events offered: Please note, this program is power speed + throws specific. If you are interested in other events such as jumps or endurance, athletes will be reviewed and accepted on a case by case basis, dependent on coaching availability, facility use, and group dynamics.

Training Locations & Time:

Power Speed Practices: Mondays and Wednesdays 5:30pm-7:00pm at UBC Track

For more information, please contact Coach Corri Thompson: Corri.Thompson@icloud.com

Sport Promotion

A way to help clubs to promote their club programs is to identify the values and benefits of Athletics as a sport. This is a good opportunity to identify the core reasons for starting these programs and running the club as a whole, along with maintaining an inclusive environment for athletes to participate in.

BC Athletics recommends that this statement (or something similar) could be placed on the homepage on your club's website to explain why potential members should consider participating in Athletics.

Here are a few reasons why YOU should get involved in the sport of Athletics:

1. **Athletics is a Foundational Sport** – Athletics allows for the development of physical literacy and fundamental movement skills like running, jumping, throwing, and wheeling. The skills learned are also transferable to other sports.
2. **Athletics is an Inclusive Sport** - In Athletics, everyone is welcome, with strong gender equity and opportunities for people of all backgrounds and abilities to compete through many different types of events and disciplines. Athletics offers programming for all ages, from ages 6 to 106, so anyone can get involved and have fun!
3. **Athletics Leads to a Healthy Life** - There are a number of physical and mental health benefits associated with participating in sports, such as improved mental health, leadership skills, goal setting, and resilience. It also plays a big part in helping individuals to become healthy and active for life!

Previous sections of this document also provide strong ways to promote your programs to not just all athletes, but also to masters and seniors, along with para-athletes.