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**BC ATHLETICS**  
**MARKETING AND COMMUNICATIONS REPORT**  
**2012 AGM**

**Presented by Bruce Deacon**

- Based on feedback from 2011 AGM, Board decided to focus on improving communications assets prior to focusing on marketing. The rationale was to ensure that we had the tools to better communicate internally, prior to marketing ourselves to sponsors or potential members.
- Initial communication review identified key stakeholders and their communications needs. This was supported by a communications survey. The website continues to be the preferred means of communications.
- It was decided by the Board to invest in a redesign of the website, and a Request for Proposal was issued. Ten submissions were received.
- The top three submissions have been short listed, and interviews with the candidates are scheduled for the week of December 3<sup>rd</sup>. Interviews with references will also be conducted. It is anticipated that negotiations will begin with the winning candidate prior to Christmas, and it that a new website will be launched in the spring of 2013.
- A re-branding initiative was begun in July, to refresh the BC Athletics brand. This will include a new logo, graphic standards, and communications peripherals such as letter head, business cards, banners, etc.
- Feziwig, a North Vancouver graphic design company, has been hired to lead the re-branding. Initial concept work has occurred and two draft designs have been submitted for review by staff and the Director, Marketing and Communications.
- The initial draft designs were determined to not meet our needs. Further work is underway to incorporate feedback and to present additional options.