



2024 BC Athletics Annual General Meeting

CEO Report

By: Megann VanderVliet

2024 Priorities:

- **Human Resources:**
 - This has been a year of significant change for BC Athletics, with many staff positions changing and rebuilding the BC Athletics team.
 - **BC Athletics currently has the following staff positions:**
 - **Chief Executive Officer** (Megann VanderVliet)
 - **Operations Manager** (Cristi Lundman)
 - **Track & Field Program Manager** (Garrett Collier)
 - **Non Stadia Program Manager** (Kevin O'Connor)
 - **Introductory Programs and Coach Development Coordinator** (Kala Stone)
 - **Officials Development and Marketing & Communications Coordinator** (Hailey Kjaer)
 - **BC Endurance Project Head Coach** (Richard Lee)
 - **Social Media Specialist** (Francois Richard)
 - **Track & Field and BC Team Program Assistant** – 15 weeks (Jeremiah Kabia)
 - **Intro Programs and Community Development Program Assistant** – 15 weeks (Ella Foster)
- **Safe Sport:**
 - Emerging “Safe Sport” priorities mean that we must proactively work together to uphold the health and wellbeing of our communities, where Athletics is known as a vibrant and inclusive sport.
 - “Safe Sport” is the responsibility of all of us, where all parts play a role in the culture we collectively experience. BC Athletics has been working to align our governance practices with “Safe Sport” priorities. How we do business must reflect our vision of being a vibrant and inclusive sport.
 - We identified gaps in our existing “Safe Sport” policies and have updated our policies to adopt the Athletics Canada Office of the Commissioner as an independent third party. They will provide both members and non-members with a mechanism to submit complaints regarding violations of the BC Athletics Code of Ethics and Conduct, where they will be evaluated and addressed in a fair and equitable manner. I am confident that this change in policy will uphold our Safe Sport values and better serve our members.
- **Financial Health:**
 - Our main revenue sources are membership fees and government funding (core funding and gaming). We were recipients of additional government funding throughout the

COVID years, and we are now beginning to see a decline in these additional resources. Thus, we must be innovative in diversifying our revenue streams.

- I have identified the following potential financial risks;
 - Increasing insurance costs
 - Increased legal fees to implement the BC Athletics Disciplinary & Complaints Policy
 - Inflation as it relates to staff and non-staff compensation
 - Inflation as it relates to travel expenses (staff, officials, BC Team program)
 - No projected increases to Government of BC funding or Gaming funding
- There are several ways we can to increase revenue;
 - Increase overall membership (improved systems and accessibility)
 - Prioritize and pursue sponsorship and partnership opportunities (clarify partnership value)
 - Add new revenue streams through new programs and/or services offered
- **System/Organizational Capacity:**
 - Support the development BC athletics member clubs and all non-athlete roles (coach, officials, administrators etc.), where we can expand our capacity for athlete programs and development, through the following staff roles:
 - **CEO** – advises club leaders on topics such as governance, disciplinary matters, and insurance coverage
 - **Operations Manager** – supports club leaders with member registration through AthleticsReg
 - **Coach Development Coordinator** – supports the development of coaches at all levels
 - **Officials Development Coordinator & Working Groups** – supports the recruitment and development of officials at all levels
 - **Track & Field and Non-Stadia Program Managers** – supports event directors with event hosting and sanctioning and provincial championship events
 - **Intro Programs Coordinator** – coordinates the promotion and expansion of Run Jump Throw Wheel programs in communities in BC
 - **Social Media Specialist** – promote BC Athletics activities and member recognition through social media channels.

2024 Highlights:

- **Human Resources:**
 - Onboarded 3 full time positions, 1 part time position, 2 full time summer positions, 1 spring semester intern
- **Safe Sport:**
 - **Updated the following Safe Sport Policies:**
<https://www.bcathletics.org/Governance/>
 - BC Athletics Code of Ethics and Conduct Policy
 - BC Athletics Complaints, Dispute Resolution and Disciplinary Policy
 - BC Athletics Complaints Form
 - BC Athletics Screening and Education Policy
 - Retained the Athletics Canada Office of the Commissioner as an independent third party to manage all Safe Sport complaints.

- **Financial Health**
 - o Special General Meeting to vote on increased membership fee proposal, for implementation on January 15, 2024.
 - o Updated organizational operating budget process to improve alignment with BC Athletics vision and values.
 - o “Cleaned up” existing account structure and budget allocation.
 - o Streamlined customer payment processes and payment systems.
 - o Successful audit process and outcome with BDO.

- **System/Organizational Capacity:**
 - o Implementation of new membership platform, AthleticsReg.
 - o Continued use of Trackie.Reg for event registration.
 - o Implementation of the Officials Management System
 - o Provided free Run Jump Throw Wheel Instructor Training in Burnaby, training more than 50 new instructors.
 - o Continued training of NCCP Learning Facilitators and Coaches in rural/remote areas.

- **Athlete Development:**
 - o Strong participation in all BC Athletics Provincial Championship events.
 - o Continue to attract more events to sanction with BC Athletics.
 - o Celebrated the success of numerous BC athletes who represented BC and Canada in National and International competitions (see Track & Field & Non Stadia report).
 - o Introduced Provincial Teams to the Mountain & Trail Running discipline.
 - o Celebrating the success of having TWO Olympic Champions in Paris, in the hammer throw (Camryn Rogers & Ethan Katzberg).

2023-2024 CEO Work Summary

September:

- Begin recruiting for open roles (Track & Field Program Manager, Intro Programs Coordinator)
- Support transition to AthleticsReg registration platform
- Prepare membership fee increase resolution for Special General Meeting
- Various partnership and networking meetings

October:

- Attend Whistler 50 Relay & Ultra
- Hire & onboard new Track & Field Program Manager
- Complete mid year viaSport reporting
- Begin recruiting for Operations Manager role
- Continue with transition not AthleticsReg with many challenges

November:

- Hire & onboard Intro Programs Coordinator
- Hire & onboard Operations Manager
- Host Special General Meeting re: Membership fee resolution
- Begin planning and preparation for 2024 BC Athletics Awards Celebration
- Continue with transition to AthleticsReg and troubleshooting significant challenges

December:

- Attend Athletics Canada SAGM in Ottawa
- Continue with transition to AthleticsReg and troubleshooting significant challenges
- Continue planning and preparation for the 2024 BC Athletics Awards Celebration

January:

- Begin working on financial and accounting clean up with Gerry Dragomir
- Continue planning and preparation for the 2024 BC Athletics Awards Celebration
- Continue with transition to AthleticsReg and troubleshooting significant challenges
- Onboarding Trinity Western University spring semester work placement

February:

- 2024 BC Athletics Awards Celebration
- Continuation of financial and accounting clean up
- Begin working on 2024-2025 Draft Budget
- Enhanced Excellence funding presentation to CSI-P and viaSport

March:

- Begin compiling information for viaSport Year End Reporting
- Board of Directors Retreat and Annual Planning
- Prepare for Year End and beginning of audit
- Attend Athletics Canada Para Development Camp in Victoria
- Facilitate membership working group discussion – Meeting #1
- Complete 2024-2025 Draft Budget for BoD approval

April:

- Compete viaSport Year End Reporting
- Begin working on revised Safe Sport policies to adopt the Athletics Canada Office of the Commissioner
- Attend National Officials Committee / Branch Officials Committee Meetings in Toronto
- Attend TC10K in Victoria
- Begin audit process with BDO
- Facilitate membership working group discussion – Meeting #2

May:

- Host Pacific Distance Carnival and Canadian 10,000m Championships in Coquitlam
- Continue working on revised Safe Sport policies to adopt the Athletics Canada Office of the Commissioner
- Attend BMO Marathon in Vancouver
- Continue audit with BDO
- Onboard two summer staff contract positions
- Onboard Social Media Specialist contract position
- Submit Gaming application for 2024-2025

June:

- Attend BC High School Provincial Championships
- Attend Victoria Track Classic
- Complete inventory of legacy track & field equipment in Victoria and Swangard Stadium
- Attend Bell Track & Field Olympic and Paralympic Trials in Montreal
- Attend Athletics Canada AGM, network with other branches and AC staff
- Continue audit with BDO
- Submit BC Sport Participation Grant application
- Submit Athletics Canada Branch Grant application
- Finalize contract renewal for W50 Event Director

July:

- Host 2024 U16-Senior BC Athletics Track & Field Championship Jamboree in Nanaimo
- Attend BC Summer Games in Maple Ridge
- Host BC Athletics Junior Development Track & Field Championships
- Preparations for 2024 Annual General Meeting
- Host pre AGM Board of Directors meetings
- BDO presents final audited financial statements
- Submit application for annual insurance renewal

August:

- Attend National Youth Legion Track & Field Championships in Calgary
- Begin recruiting for Officials Development Coordinator
- Prepare for 2024 Annual General Meeting
- Finalize insurance renewal with Sport BC Insurance
- Host 4 member Townhall Meeting ahead of AGM
 - o Officials Development
 - o Membership
 - o Track & Field Event Hosting
 - o Board of Directors and CEO Q&A
- Host 2024 Annual General Meeting on August 24, 2024