



Ontario Masters Athletics – 2015 Report

We currently have 856 members, the most in our history – roughly 150 more than 2014 and 250 more than 2013

The OMA hosted nine events this year (including participation);

- three indoor Winter Mini Meets (341) – increase from last year
- OMA Indoor Championships (186) – 35 more than last year
- Canadian Masters Indoor Championships (235) – 84 more than last year
- OMA Outdoor Championships (210) – 40 more than last year, despite change in venue due to PanAms
- Three Cross Country races (278)
- Ontario Cross Country Championships - almost 200 members, 60 more than last year

We continued to expand our OMA Road Race Series around the province to include;

- Robbie Burns 8K, Burlington
- Chilly Half Marathon, Burlington
- Around the Bay 30K, Hamilton
- Goodlife Toronto Marathon, Toronto
- Spring Fling 15K, Toronto
- Run Ottawa Canada Day 5K
- Longboat Toronto Island 10K

Our booth at the race expos promoted OMA/AO membership benefits

In August, 80 OMA members competed in the World Masters Athletics Outdoor Championships in Lyon France (53% of Team Canada).

Throughout the year, OMA athletes broke 26 Canadian Records.

We awarded our Masters Athletes of the Year to Marie-Josée LeJour and Mike Sherar

Our Marketing team works on strategies (signage at road race expos and training facilities, bookmarks, water bottles, jackets) to draw members year-round to our track and field, road racing, and cross-country events. We completed a re-design of the OMA Medal Ribbon and upgrade to the OMA medals and introduced them at the 2015 OMA Indoor Track & Field Championships.

We continue to develop our page of training tips and Masters Coaches to our website to help members get started. Our partnership with AO means that we only recognize AO registered Clubs – which we link on our website.

In order to facilitate more efficient Cross Country results, we implemented a Bar Code Scanner/ Timer system.

The OMA maintains Provincial Masters Records in Indoor, outdoor, and road race events.

We continue to enjoy our close relationship with Athletics Ontario – sharing the Awards Banquet and participating in the AO Cross-country Championships.

Doug Smith
President