



Staff Reports

Ross Ste-Croix, Executive Director

The first six months of my tenure with AO have flown by. I have spent a lot of time meeting with staff and stakeholders and absorbing all the goings-on of the organization. I am grateful for the opportunity provided to me by the Board to come in and serve in a leadership role in an organization with so much potential. I would be remiss if I did not mention how incredible the staff at the office are and how impressed I have been with the talent of our athletes and the dedication of our coaches and volunteers.

Over the past few months, we have added two new members to the staff: Melissa Johnstone, our Media Relations and Communications Coordinator and Kolton Kowalchuk, our Manager, High Performance. Both Melissa and Kolton have hit the ground running and will allow us to improve our communication to members and to develop a long-term strategy for high performance in the province.

I have had the opportunity to attend a number of our outdoor meets, as well as our cross country championships and learned the hard way how fast our athletes are when I participated in the outdoor 5k championships!

Recently, AO received confirmation of a 10% increase in our government funding from the Ministry of Tourism, Culture and Sport of \$150,000 for 2017-18 and 2018-19 and we continue to receive Tier 1 funding from the Canadian Sport Institute – Ontario to support our next generation of high performance athletes and coaches.

From a governance standpoint, I have developed an organizational plan to guide the staff's day-to-day work that is focused on achieving the goals of our strategic plan. In addition, I am working with the Risk Management Committee to take a proactive approach to addressing risk by building it directly into all planning and reporting exercises.

I was very pleased with the turnout at the Awards Gala and would like to thank our amazing emcees, the staff and everyone else that pitched in to make the event a success. Next year we will aim to make the event bigger, better and more interactive.

As we head into 2018, I will be exploring alternative sources of revenue and working with the staff to strengthen our current programs and services and consider what new services we can add. I am looking forward to attending the Indoor Championships; and to connecting with more members and finding out what your needs are; and to Athletics returning to the Ontario Summer Games; and so much more!

The most important thing to me as I settle into this role is to be available to you, our members. I want to get to know all of you and find out where you think we can improve our programs and services and what your challenges are. Working together with our members, AO has an incredible amount of potential to grow and flourish.

Anthony Biggar, Manager, Member Services & Program Development

Membership Summary

- Strategic targets have already been reached or exceeded in the following age categories the Competitive Athlete categories: Bantams (U14), Midget (U16), Youth (U18) and Senior (Open) categories.
- Associates and Officials both continue to have healthy growth after significant decline in 2015, and are closing in on their 20% increase targets.

AO Policies

- Worked with Brian McClelland as well as members of the AO Board to develop draft versions of new policies required by the Ministry of Tourism, Culture & Sport in order to meet our requirements for the new Sport Recognition Policy.
- Our new policies have been approved by the Board and the Ministry of Tourism, Culture & Sport, and can be found on our web site at: <http://athleticsontario.ca/policies/>.
- Clubs should familiarize themselves and their members of these new policies which came into effect April 1, 2017.

Ontario Summer Games 2018

- Applied for Athletics to be a part of the 2018 Ontario Summer Games in London, Ontario. The format which was proposed and accepted includes a dual match for Bantam and Midget aged athletes in an Ontario West vs Ontario East format. \
- There will also be several testing and talent identification opportunities leading up to the event including one at the Toronto Track & Field Centre on December 3, 2017 and another tentatively planned for March 2018.

Provincial Championships

- Worked alongside AO staff, interns, volunteers and officials to successfully deliver many AO Championships this past year, several of which had no club host.
- Acted as the Competition Director for the AO Indoor Relay Championships, the AO Indoor Combined Events Championships and the Canada Summer Games Trials & 5000m Championships.

Interns

- Mentored the following interns/students:
 - Humber College - Christina Nuamah, Nikita Goudamachenko, Brian Jaimes
 - Centennial College – Paul Campbell, Jason Dennis, Desean Nurse
 - Trebas College - Angelina Bong
 - Georgian College - Dylan Hermans
 - Laurier University – Hannah Turnbull
 - University of Toronto – Daniel Wilson
 - York University – Ivon Jaimes

Volunteers

- Athletics Ontario now has over 300 volunteers who have been able to support our championships, particularly those events where there is no host club.
- We have also begun to add other events to our list of opportunities for volunteers, including Masters indoor and outdoor events.

Officials

- The number of registered officials has increased by 14% since 2016.
- An astounding 123 Officials were trained at clinics in 2016-17 compared to 17 in

2015-16. Special thanks to the Jacquie Downing, Peter Hocking and all of the Clinicians, clubs and hosts who helped make this happen!

- 2017 AOOEC (Officials) AGM – Scheduled for November 26 (Variety Village – Toronto)

Hall of Fame Committee

- Special thanks to Ian Anderson (Chair) and Barclay Frost, Paul Gains, Roman Olszewski, Val Sarjeant, George Shepherd, Enrico Toscano, & Sue Wise for their contributions in selecting our 2017 inductees and for their participation in the awards gala.

Programs & Services Committee

- The committee brought forth many recommendations to the Board and staff on items including the Ontario Summer Games, Membership Benefits matrix development and Fee structure proposal, data analysis and a Pilot program for children's camp programming.
- Special thanks to Michael Lavigne who took on the role of Chair in March, as well as Peter Miller, Karla DelGrande, Bill Pearson, Lynn McGregor, Chadi Azzi, Aaron Brown, Jim Catton, Christine Nolan, Sarah Boyle and Erik Wachman for their participation on this committee.

Randolph Fajardo, Manager, Competitions, Technical Specifications & Logistics

Programming

- Para participation at two major Athletics Ontario meets:
 - Junior Senior Championships
 - CSG Trials and Prep 2
- Served as Technical Delegate at several AO championship meets.

Indoor		Relays & Prep 1	CE & Prep 2	Youth/Senior	BMJ
2017	Entries	499	917	1047	1600
	Athletes	349	609	645	957
	Revenue	\$1,700	\$2,687	\$9,881	\$19,464

Outdoor		10k Track	CE & Prep 1	J/S Champs	CSG Trials 5K Champs and Prep 2	BMJ Championship
2017	Entries	83	306	1113	802	1,811
	Athletes	83	191	655	545	938
	Revenue	N/A	-\$7,263.89	\$6,228.62	-\$14,146.32	\$20,108

Walks				10k & 20k Road Walk
2017	Entries			11
	Athletes			9
	Revenue			-\$204

Services

- Provided support to the Brampton Track Club leading up to and throughout the BMJs.
- Maintained AO rankings, records and results.
- Sanctioned 65 outdoor meets in Ontario.
- Worked with London to determine the needs of the TD Waterhouse Stadium leading up to the hosting of the Ontario Summer Games in 2018.
- Held debrief meetings with host clubs of AO championship meets.
- Conducted site inspections of facilities scheduled to host AO championship meets.

Accomplishments

- Overall increase in participation and revenue at AO Championships for 2016-2017 fiscal year.
- The Athletics Ontario staff successfully hosted the Canada Summer Games Trials, 5K Championship and Prep2.
- Development of Ontario Summer Games competition format and selection criteria.
- Significant increase in the participation at the BMJ Championships (29% increase in number of athletes and 25% increase in event entries).

Near-Term Plans

- Draft amendments to sanctioning policy and begin review with competitions committee.
- Work with Trackie to get an automatic conversion system in place for athletes using outdoor performances for indoor seeds.
- Review new IAAF rules with Technical Committee
- Review and revise the sanctioning application as well as discuss the placement of 2018 fixtures with the competitions committee.
- Updates to Sanctioning Policy for Track and Field Competitions for both indoor and outdoor.
- Ontario Summer Games packages: technical, selection, registration, etc.

Kolton Kowalchuk, Manager, High Performance

Team Ontario

Team Ontario coaches and athletes have been selected for the Athletics Canada Cross Country Championships. We're working to create more of a team atmosphere with Team O sleeves/buffs as well as having a team meet and greet/meeting prior to competition.

Athlete Testing

We are hosting an athlete testing day on December 3rd for Bantam and Midget-aged athletes. We still have spots available! Check out the AO website for more information. We are also working on a plan to host another athlete testing camp in the Spring. These testing opportunities will build excitement leading into the Ontario Summer Games as well as measure baseline metrics for up-and-coming young athletes.

Funding

OHPSI lists and budget are in the process of being finalized. Stay tuned for athlete/coach development opportunities.

Final 2017-18 Quest for Gold criteria should be available soon. Draft criteria have been posted online.

Training Camp

Exploring the opportunity of hosting a warm weather training camp over March Break for Youth athletes as well as travel subsidies for invited athletes/coaches.

Abilities Centre

In talks with Abilities Centre about an opportunity to join their academy program in both the Durham and London regions to create training "hubs" for sprint/middle distance athletes. Reached out to coaches in each region to gauge interest, and have attended parent sessions.

Mehrunnisa Kharodia, Office Assistant

Registration

- Provided information and assistance to club registrars and members.
- Created a system at championships to collect offence declaration forms.
- Continuous updating of police check/offence declaration list.

Insurance

- Provided event day insurance certificates to clubs.
- Working to develop an online form for insurance requests.
- Looked after renewal of AO insurance policies.

Championships

- Resolved issues that arose at registration during all championships including: missing athlete information, unregistered coaches, collecting payment for onsite registrations, etc.
- Managed field results database for the 2017 Indoor Championships.
- Sourced a new design and provider for medals.

Awards Gala

- Sourced a facility and ran point on all dealings with the facility in the lead up to and during the event.
- Gathered results and set up meetings to select Award winners.
- Researched new and unique award ideas and worked with providers to ensure all awards were produced and delivered on time.
- Secured emcees, photographers and a guest speaker.
- Drafted the run of show for the evening.
- Coordinated accommodations for special guests and looked after dietary restrictions/special requests of all guests.
- Secured transportation between the venue and the featured hotel.
- Coordinated the silent auction and raffle, including sourcing items.

Melissa Johnstone, Media Relations and Communications Coordinator

Accomplishments

- Developed the script, program guide and PowerPoint presentation for the AO Awards Banquet.
- Updated and increased AO's following and posting on social media platforms
 - New followers: Facebook (101), Twitter (156), Instagram (133)
 - Went from having not posted content in several months to posting multiple times weekly
- Updated, posted and revised content on website on a daily basis.

Recommendations

- Budget
 - In order to redesign and upgrade the existing website, a budget will be required
 - Additionally, to help better our social media platforms, a small budget will be required for some social advertising and boosting of content to gain more valuable followers

Near-Term Plans

- Website Re-design
 - This will begin with creating an RFP and looking into an agency or independent developer who can assist with the design, which I have started to do.
- Increase social media followings and engagement (to 8%: industry average)
 - Plan: Likes campaigns, valuable content, boosted posts/ads
 - Valuable content encourages/receives engagement
 - Boosting posts and running ads can help us reach people who may be interested in our content but have not come across our page before
 - We can target people who have interests in, or search, topics we post about
 - Success: Increase following by 3%. Post engagement should be around 8%

Sheryl Preston, Road Running Coordinator