



## ATHLETE ADVISORY COMMITTEE REPORT NOVEMBER 2022

### **Committee Members:**

Sergio Ráez Villanueva (Chair)  
Marley Dickinson (Vice-Chair)  
Jacob Stotland (Secretary)  
Meah O'Donnell (Officials Liaison)  
Daniel Smart-Reed (Athlete Representative)  
Emily Kuk (Athlete Representative)  
Sara Bardai (Athlete Representative)  
Anthony Biggar (Staff)

### **Committee Meetings:**

1. June 29, 2021
2. July 13, 2021
3. July 26, 2021
4. August 12, 2021
5. August 27, 2021
6. November 4, 2021
7. December 7, 2021
8. January 7, 2022
9. February 7, 2022
10. March 8, 2022
11. June 13, 2022
12. November 7, 2022 (upcoming)

### **Attendance at Committee Meetings:**

See this link:

<https://docs.google.com/spreadsheets/d/1qXTkMrwgVw51-8FsifEOGONpsly03V1/edit?usp=sharing&oid=101735160047188471417&rtpof=true&sd=true>

### **Summary of 2021-2022 Activities:**

The Athlete Advisory Committee's focus in 2021 was about establishing the committee's terms of references and brainstorming ways to improve the experiences for athletes, coaches, and officials during Athletics Ontario (AO) competitions and championships. In 2022, the committee focused on trying to implement these ideas, especially for the summer schedule by creating actionable items to be addressed by AO staff. Amongst several items discussed, key features delivered were:

- a. Emphasis of bringing live music to meets and competitions, which was secured by purchasing speaker equipment.

- b. Bringing more attraction to competitions by providing food availability, as done through food trucks being included in or around the venues.
- c. Emphasis of livestream and schedule results during championships, which was accomplished using equipment and feedback from staff and committee.

Other items discussed but currently not fully implemented include (1) creating a better volunteer tracking system to help in meets and to incentivize clubs to provide members to help, (2) providing more support and recognition for officials by providing pins and highlighting officials through social media and awards recognition, and (3) making the committee more “outreach-based” so members from across the province feel comfortable reaching out via email to provide real feedback and thoughts to improve the program. The committee is here for athletes and is run by athletes. Its priority is to cater to its members and bring the best through constant improvement and feedback. The committee is also looking for (4) wider representation as it requires perspectives from Para and Masters athletes. One final idea in consideration is (5) allowing clubs to bring park runs and small “clinics” within communities to expand AO reach.

**Near-Term Plans:**

Items #3 and #4 above. Further items TBD.

**Long-Term Plans:**

Items #1 and #2, and #5 above. Further items TBD.

**Formal Motions to the Board:**

N/A

Report submitted: Thursday, November 3, 2022

Sergio Ráez Villanueva  
Chair, Athlete Advisory Committee

**ATHLETE ADVISORY COMMITTEE  
TERMS OF REFERENCE  
UPDATED NOVEMBER 2022**

The Athlete Advisory Committee exists to assist Athletics Ontario in fulfilling its obligations to ensure that Ontario athletes, coaches, officials, and spectators are having memorable experiences at AO Championship events.

**AUTHORITY**

The committee will provide insight, evaluate programs, and provide recommendations on matters that relate to AO championships and other provincial sanctioned competition and event experiences.

**COMPOSITION**

The Athlete Advisory Committee shall include:

- Chair
- Vice Chair
- Secretary
- Officials Committee Liaison
- AO Staff Member (Ex Officio)

Included in the committee will be 8-10 AO member athletes from different age categories (Masters, Open, U20, Para) making sure that there is a representation from athletes in different regions and event disciplines. The committee welcomes athletes from a diverse and inclusive culture to encourage a balanced representation across all dimensions of diversity.

**APPOINTMENT**

Committee members will be selected from a submission list through the collaboration of AO Staff members (Manager of Services, Programs & Development, High Performance Manager, Technical Services Manager, and Coordinator of Marketing Communications). The Chair of the Committee will be selected by Committee members and serve on the Committee for at least a two-year term.

**MANDATE**

The committee shall:

- a. Establish the areas of meets that need improvement
- b. Recommend ideas for Championship policies and procedures
- c. Ensure that there is diversity, inclusion, and gender equity among the committee
- d. Develop a checklist with goals and objectives to be met at events
- e. Review the "Championship checklist - draft" to finalize for implementation
- f. Ensure there is appropriate feedback after AO competitions for discussion on improvements
- g. Provide communication with AO staff outlining successes and areas of improvement
- h. Liaison with Officials Committee to collaborate on ideas for events
- i. Conduct surveys and/or focus groups (athletes, coaches, officials, parents, etc.)
- j. Assist Coordinator of Marketing Communications with fan, athlete, coach, official, and volunteer engagement.

- k. Assist with the planning of the Annual Awards Gala and selection of Fan Favourite Award Winner

## **ROLES**

The committee Chair is responsible for maintaining order in meetings, as well as setting and sharing the agenda. The Vice Chair will be responsible to step in if the Chair is absent. The Secretary is responsible for meeting minutes, liaising with the Chair, and effectively communicating with the other members of the committee. The Officials Committee Liaison is responsible for communicating with the Officials Committee. Each role will be appointed for at least a 2-year term. Each member should attend at least 2 AO events and the committee must ensure that there is appropriate feedback after AO competitions for discussion on improvements.

## **MEETINGS**

The committee will meet as required or at a minimum, 6 to 8 times per year, focused on competition season. Meetings may be held by Zoom or Google Meet conferences. Carrying out the work of the committee effectively requires a commitment for those on the board to attend a minimum of 75% of the meetings.

## **REPORTING**

The committee will report as required, through its Chair to the Manager of Member Services, Programs & Development. Additional activities include:

- Annual AGM report
- Meeting minutes
- Report and/or feedback after each Championship
- Report and/or feedback after each Annual Awards Gala

The committee will communicate, as required, with other AO committees (including the Officials Committee, Programs & Services), coaches, AO staff, and Team Ontario athletes.

## **EVALUATION**

The Manager of Services, Programs & Development, High Performance Manager, Technical Services Manager, and Coordinator of Marketing Communications will review the performance of the Committee and these terms of references, as required.