



**ATHLETE ADVISORY COMMITTEE REPORT  
NOVEMBER 2023**

**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)

<b>COMMITTEE MEETINGS</b>	<b>IN ATTENDANCE</b>	<b>REGRETS</b>
March 16, 2023	Sergio, Marley, Jacob	Meah, Emily, Daniel
May 23, 2023	Sergio, Meah	Marley, Jacob, Emily, Daniel
August 2, 2023	Sergio, Marley, Meah	Jacob, Emily, Daniel

**Summary of 2022-2023 Activities:**

The Athlete Advisory Committee's focus in 2023 was to gather insights

The AO board, as presented by Brian McClelland, indicated interest in supporting a Sustainable Initiative through a 5-year plan, with inputs from the Athlete Advisory Committee. Additional focus on engaging Indigenous communities and leveraging athletes via social media. Other discussions included delivering/marketing events geared to more Recreational athletes of all ages, via "Try Its" and "Park Runs", in order to make our sport more accessible to non-elite athletes. With the addition of our new Communications Manager, we look to further raise the profile of the Athletes Advisory Committee.

**Near-Term Plans:**

Recruit and onboard new committee members

**Long-Term Plans:**

Continued input, feedback and suggestions on the delivery of AO Championship events from the athletes' perspective, as well as fans, spectators and officials,

**Formal Motions to the Board:**

N/A

Report submitted: Tuesday, November 7, 2023

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 Director 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.