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# ***Athletics in New Brunswick***

## ***STRATEGIC PLAN 2014-2018***

*Enhancing Participation, Performance & Positive Experiences  
For New Brunswick Athletes*

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*April 2014*

## ***OVERVIEW***

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Athletics New Brunswick (ANB) is the provincial sport governing body for Athletics, which comprises Track & Field (outdoors and indoors), Road Running and Cross Country Running. ANB is a non-profit organisation made up of member clubs and individual members (athlete, coach, official). ANB also works on an ongoing basis with numerous partners such as the Royal Canadian Legion, the New Brunswick Interscholastic Athletic Association, la Société des Jeux de l'Acadie, the Canadian Sport Centre – Atlantic and the Province of New Brunswick.

From 2007-2014 Athletics NB and the Province of New Brunswick hosted five national championships, one NACAC event and an IAAF World Junior Championships resulting in significant infrastructure and financial investments for our sport. All these events were eye-opening, where we, the Athletics community of NB, were seen at our best, and in a very professional manner. They have brought long-lasting benefits for the growth of Athletics across New Brunswick.

2013 saw Athletics NB reach new hallmarks in performance and recognition with nine Canada Games medals and 3 athletes named to national teams. Many ANB athletes and coaches won numerous provincials awards / recognition.

The fundamental objectives of this plan are meant to build on that success and result in our sport being stronger than ever in terms of participation levels, athletic performance and providing positive experiences for all involved.

While the 2007-2014 strategic plan was somewhat all-encompassing, the 2014-2018 plan focuses on key priority areas that we believe will allow the success achieved to take our sport to higher levels (refer to appendix A for review and analysis of the 2007-2014 strategic plan).

Board of Directors  
Athletics New Brunswick

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## ***Athletics New Brunswick GUIDING PRINCIPLES***

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### ***VISION***

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ANB will, by 2018, be recognized as a national leader and in all aspects of its organisation be a reference for success within the New Brunswick sporting community.

### ***MISSION STATEMENT***

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ANB provides leadership, development and competition to encourage and foster both participation and high performance in Athletics.

### ***VALUES***

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- **Excellence** – Each person should be enabled and encouraged to offer his/her best
- **Health** – Physical and emotional wellbeing within and beyond the sports aspect
- **Teamwork** – Athletes, coaches, officials, clubs, partner organisations working together and leveraging resources to make us grow as a whole
- **Integrity** – High standards of ethics, responsibility, honesty, fair-play, accountability
- **Diversity** – All-inclusive, without any distinction based on sex, age, social class & abilities

### ***2014-2018 STRATEGIC GOALS***

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**Participation** – Grow the number of people involved in athletics in New Brunswick particularly focusing on increasing athlete membership to 1200 primarily by the doubling of the number of active trained coaches, as well as by a healthy increase in the number of officials & volunteers.

**Performance** – Improve the performances of our athletes at all age levels relative to national results, increase our number of nationally carded athletes, improve our national medals and encourage development of high quality coaches / clubs.

**Positive Experience** - Deliver an exceptionally positive “WOW” experience for athletes, parents and volunteers leading to increased participation, satisfaction and retention of members at a level that will be best in the country.

**A Top Priority:** In preparing this plan it was the opinion of the committee that **development of more active, trained coaches** in the province needed to be given top priority as it would lead to progress/success in the other goals. As a result, the actions related to development and recruitment of coaches will be the highest priority over the initial two years of this plan.

## 2014-2019 Goals & Action Plans

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**Participation** – Grow the number of people involved in athletics in New Brunswick particularly focusing on increasing athlete membership to 1200 primarily by the doubling of the number of active trained coaches, as well as by a healthy increase in the number of officials & volunteers.

### Key Measures of Success in Participation (See appendix)

- Total Members with Membership analysis year over year – Age groups / AWAD
- Membership #/population
- Member renewals/ retention %
- # of Officials, Volunteers
- # of competitors / # events at each competition
- # of active coaches

### Action Plans

- **Double the number of Trained Coaches actively coaching at all levels**
  1. Be proactive about recruiting new coaches from our parents and senior athletes establish programs to transition athletes to coach particularly targeting University/college athletes.
  2. Target NBIAA High Schools to have at least one certified coach per school.
  3. Encourage current coaches and volunteer coaches to take up certification.
  4. Provide free RJT / Sport Coach as an entry point for new coaches.
  5. Secure longer term funding for ANB's coaching staff and resources.
  6. Upgrade our marketing and promotion of Coaching as an opportunity.
- **Measure & increase meet registration/participation by 50%**
  1. Improve our tracking of participation/interactions with non-traditional groups and events.
  2. Increase programming/competition options for peewee and younger athletes
  3. Develop improved masters' competition options that suit the numbers and diverse masters
  4. Hold a relay meet that involves all ages
- **Increased membership by promotion of our sport to improve awareness & understanding.**
  1. Complete 12 outreach contacts annually in areas to clearly build membership.
  2. Increase outreach and promotion of athletics at kid's road races in cooperation with Run NB
  3. Increase promotion at all school meets to show how they can join our sport.
  4. Collaborate with the multi-sport community promoting what we can offer athletes of other sports
  5. Use social media to challenge the perceptions of our sport and what it takes. Promote participation and the benefits such as not being cut. #WeAreANB
- **Increased Officials / Volunteers by 50%**
  1. Improve the experience for officials and volunteers by creating a Club-Like-Atmosphere, excellent quality food, and ongoing recognition by the organizers and athletes
  2. Require one parent of every athlete to do an introductory course (like Alpine Skiing)
  3. Look at the average age of officials and strive to identify younger ones
  4. Parent orientation course made obligatory at the Club level to help them get engaged.
  5. Maintain a consistent annual officials education plan
  6. Upgrade our marketing and promotion of Officiating as an opportunity.

**Performance** – Improve the performances of our athletes at all age levels relative to national results, increase our number of nationally carded athletes, improve our top 8/national medals and encourage development of high quality coaches / clubs.

### **Key Measures of Success in Performance (See appendix)**

- Improve our depth of field - Top 8 performances/event in each age group relative the national results.
- Increased # of medals at National/Regional championships & Jeux Canada Games
- Increase # of national team and carded athletes
- Increase # of provincial records broken annually by age group

### **Action Plans**

- **Improve the quality and effectiveness of our coaches in clubs**
  1. Create incentives for coaches to aspire to higher levels of certification.
  2. A consistent annual coaching education plan – Certification and Professional Development
  3. Develop a coach/coach mentorship program
  4. Have all clubs strive for the club excellence standards.
  5. Hold event summits 2 x per year and include a coach development opportunity
- **Improve our athlete support with a clear development pathway**
  1. Develop a performance index that allows us to compare / measure / improve our depth of field of the top 8 performances in each event / each age group relative the national results.
  2. Podium
    1. Summer camp environment to develop technical skills & leadership
    2. Indoor training opportunities & 2 outdoor - vary the events + 1-2 day clinics
    3. Select Legion coaches earlier in year and integrate in the PP
    4. Enhance the program with more consistent team trips
    5. Develop a Talent ID component for PP to attract talented athletes to our sport.
  3. Athletics in Schools
    1. Grow participation in our middle school championships
    2. Help develop coaching skills in schools
  4. HPP
    1. Refine HPP criteria to rank “TOP” athletes and provide more support aligned with Athletics Canada & Canadian Sport Center (Atlantic)
    2. Maintain Florida Camp but qualify people to go. Provide support to the top ones.
    3. Develop athlete/athlete mentorship program
    4. Improve our daily training environment in primary urban centers bringing higher level support such as IST, sport science, 1-1 support and education.
    5. Develop a Talent ID component for HPP to attract talented athletes to our sport.
    6. Enhance the program with more consistent team trips
  5. University Programs
    1. Support University bound athletes with a bursary program.
    2. Create promotional links online to U programs
  6. Provincial team programs
    1. Improve selection process for all teams including less focus on selection meets and more on selection period for Legion / JCG
    2. Select JCG coaching staff 3 years prior / Announce JCG training team two years prior
- **Ensure access to competitions and a schedule that serves the needs of our top athletes**
  1. Help athletes access higher level competition helping with Team NB travel to champs/top events
  2. Coordinate our calendar with ANS and APEI and if possible add meets later for seniors / juniors
  3. Have a proactive hosting strategy to continue to bring higher level competitions to NB

**Positive Experience** - Deliver an exceptionally positive “WOW” experience for athletes, parents and volunteers leading to increased participation, satisfaction and retention of members at a level that will be best in the country.

**Key Measures of Success in creating a Positive Experience (See appendix)**

- Satisfaction of our participants and compare to results from Athletics Canada
- Membership retention at a national leading level.
- High satisfaction with competitions, teams and programs based on survey results

**Action Plans**

- **Improve meets each year to ensure a positive wow experience**
  1. SWAG – medals / custom bibs / Intangibles like recognition
  2. On time events & faster event turnover from the start line
  3. Celebrate at a year-end meet - Create the NB is one big club feeling
  4. Have some HP Athletes present to award some of the medals
  5. Use meet as an occasion to recognize some of the volunteers
  6. Have a volunteer sign up place where people can pick jobs, like a grid for sign up including descriptions of a volunteers duties
  7. Set up a twilight series around the province on the same night. Perhaps merge results to one meet as if all were together. Promote and provide some awards or perhaps a Twilight finale meet.
  8. Build on and expand the Hershey program
  9. Have all clubs work towards integration of AWAD
- **Improve our Club Championships**
  1. Modify Club Champs awards
    1. Top Club champion the biggest prize (Big Club & Small Club)
    2. Offer a banner for most improved.
    3. Offer a team spirit award perhaps judged by officials
    4. Consider an award for tops on track and tops on field
  2. Take a big picture of everyone at some point during the meet “ANB Club picture.”
- **Offer RJT in a positive way to introduce our sport to younger age groups**
  1. Increase RJT outreach to non-traditional markets such as Boys & Girls Clubs, YMCA, and Community Recreation.
  2. Use the 12 challenges promo as a way to increase participation and involvement in our sport.
  3. Run RJT integrated with Swim / Gymnastics / Judo and or other sport partnerships
  4. Masters – RJT – partnership with Running Room or other sponsor
  5. Ensure that the top coaches are involved in RJT to improve retention.

## **Organizational Capacity**

ANB must also focus on identifying the required financial support, medical and sport science support, which are designed to integrate into any high performance program and can be delivered at the provincial level and to ensure achieving these objectives. ANB must evaluate its board structure and functions and staffing to ensure they align with and support the goals laid out in this plan.

The actions identified within this area will be driven by the annual action plans under all of the other objectives.

Target: Athletics NB will have clear operational and board objectives that will lead to a stronger organization and ensure success in meeting the objectives laid out in the strategic plan. The organization must adopt plans to ensure.

- That the Board of Directors are organized and structured to support this plan. It must also have members with the time and talents necessary to support and successfully implement the plan.
- That ANB has enough staff and the right kind of staff to support the plan and achieve the targets set out.
- That there are enough financial resources to ensure that this plan can be successful.
- That there is support for the development and maintenance of proper sport track and field facilities in all areas of New Brunswick.

## Appendix

**Participation** – Grow the number of people involved in athletics in New Brunswick particularly focusing on increasing athlete membership to 1200 primarily by the doubling of the number of active trained coaches, as well as by a healthy increase in the number of officials & volunteers.

### Key Measures of Success in Participation (See appendix)

	2013 (Base Year)	2014	2015	2016	2017	2018
Total Members Membership analysis year over year – Age groups / AWAD	Peewee- 187 Bantam-81 Midget-114 Youth-81 Junior-58 Senior-104 Masters-62  AWAD -6					
Membership #/population	762/ 751,171					
Member renewals/ retention %		38 (as of March 26th				
# of Officials	49					
# of Volunteers	Not Available					
# of competitors / # events at each competition	See Spreadsheet					
# of registered coaches	<b>44</b>					



**Performance** – Improve the performances of our athletes at all age levels relative to national results, increase our number of nationally carded athletes, improve our top 8/national medals and encourage development of high quality coaches / clubs.

**Key Measures of Success in Performance (See appendix)**

	2013 (Base Year)	2014	2015	2016	2017	2018
Improve our depth of field - Top 8 performances/event in each age group relative the national results.	Not sure how to track					
Increased the top 8/ # of medals at National/Regional championships & Jeux Canada Games	Not sure how to track					
Increase the top 8/ # of national team and carded athletes	Not sure how to track/ 0 Carded athletes					
Increase the top 8 / # of provincial records broken annually by age group						
+ Top 8, Medals at Nationals	Legions- Juniors-1 Canada Games -9 Seniors – 1 (AB) 3 (Para)					

**Positive Experience** - Deliver an exceptionally positive “WOW” experience for athletes, parents and volunteers leading to increased participation, satisfaction and retention of members at a level that will be best in the country.

**Key Measures of Success in creating a Positive Experience (See appendix)**

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