



at

Rotary Bowl

“Between all the hours of practice, back to back meets, injuries, water fights, and pep talks, we realized it was all worth it. Because in the end we’re not just a team, we’re a family.”

Strategic Plan

Working Draft

2012 - 2016

**Nanaimo & District Track & Field Club
Rotary Bowl
355 Wakesiah Avenue
Nanaimo, British Columbia**

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Opportunities for Success in Athletics for All

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I. Executive Summary

Nanaimo District Track and Field club is a registered non-profit society affiliated with BC Athletics and Athletics Canada. Our club has been serving Nanaimo's track and field needs since 1960. The purpose of the Club is to promote, encourage, and develop the widest participation and the highest proficiency in track & field, race walking, road running, marathon, and cross country running in British Columbia.

The 2012-2016 Strategic Plan is the Club's guide to continue the development and growth of all aspects of the Sport of Athletics. As such the plan is flexible, adjustable and dynamic document.

In our 50 year history, the Nanaimo Track and Field club has produced provincial, national and internationally successful Track and Field athletes. Four members of the Nanaimo Track and Field club have been inducted into the **Sports Hall of Fame** including: Elwood Wylie—the man who spearheaded the development of what is now called the Rotary Bowl complex. It was Elwood's vision to provide Nanaimo athletes with a first-class training venue and to give the citizens of Nanaimo a community facility of which to be proud; Bill English—a volunteer timer at the 1954 Empire games and a founding member of the Nanaimo Track and Field club; Phil Olsen— a javelin thrower who holds numerous provincial and national records and was called “the greatest javelin thrower in Canadian history;” and Angela Chambers— ranked one of the top three female middle distance runners in the world, Angela Chalmers competed in two Olympic Games. A member of the Sioux Nations, Angela carried the Canadian flag at the opening of the 1994 Commonwealth Games.

In more recent years, athletes of note who trained with the Nanaimo Track and Field Club include: Jade Richardson—Canadian Jr. Championships - Discus, Team Canada Pan American Junior Championships 2010; Michael Mason, World Junior Champion – High Jump; Paul Little- Canada Summer Games Champion – High Jump; Kevin Friesen— Canadian Jr. Champion, Pan Jr. Championships 2009 – 5k & 10k; Karen Foam — Canadian Legion Champion, Canadian Junior Champion, Pan American Junior Champion, Pan American Cup, World Francophone Games 2001, World Championships - 20th in world -

Race-walk; and Steve Osaduik—(2004, 2006) Canadian Half Marathon Champion, (2004, 2005, 2006) Island Race Series Champion, (2004, 2005, 2006) Times Colonist 10K Champion, (2004, 2006) World Cross Country Championships, 2006 Royal Victoria Marathon Champion.

In the new millennium the Nanaimo Track and Field Club hosted several high calibre events including the BC Summer Games in 2002, the Western Canada Games Trail 2007, the Junior Development Championships in 2008, and the annual Memorial Elwood Wylie Track and Field Meet.

In the next decade, the NTFC will host the BC Summer Games Trials in 2012 and the BC Summer Games 2014.

The Nanaimo Track and Field club is a solid organization with committed working board members, first-class coaches and officials, dedicated and highly successful athletes, stable membership numbers, a first-rate facility and a club that promotes an inclusive, fun and participatory environment for its members and the community as a whole.

2. Mission Statement

Nanaimo & District Track and Field Club will lead the Central Vancouver Island in providing opportunities in Athletics.

We will achieve this by taking a proactive, innovative and progressive approach to:

- Coaching, training and competition
- The use of technology in membership services, education, administration and marketing
- The building of a partnership with the sport community, business, education and health sectors, and position Athletics as an ideal sport and physical activity for all ages and abilities (LTAD)

The Results will be:

- Increased performance success by NDTFC athletes at local, provincial, National and international levels
- More participation in all aspects of Athletics
- Increased investment by the public and private sectors

The Nanaimo & District Track and Field Club is a non-profit organization that has a 50 year history serving Track and Field athletes of all ages and skill levels in Nanaimo. The club has strong ties with the community of Nanaimo and has produced some of Nanaimo's premier athletes. The Rotary Bowl is a first-class track and field facility with a newly re-surfaced track, a separate sprint track, access for wheelchair athletes, refurbished jump areas, and a grass in-field throws area. The NDTFC has a full-set of nationally qualified coaches, hosts Regional and Provincial Track and Field meets, and assists in managing the Rotary Bowl which includes funding support, scheduling activities, security, safety and contractual relationships with our partner – School District 68.

2. Background & History

- i. The Nanaimo & District Track and Field Club came into existence after World War II. Early attempts to develop partnerships with the City, football and soccer to build a stadium failed so the Club formed a partnership with the local school district and was able to develop a high caliber Track and Field venue. The newly sprouted partnership allowed the likes of Elwood Wylie – a recent inductee in the Nanaimo Sport Hall of Fame – to spearhead the development of this facility. Art Van Idour continued Wylie's vision, creating what is now known as Rotary Bowl one of the finest track and field venues in the province. This facility provides free access to thousands of students, educators and members of the general public to pursue their physical fitness goal.

- ii. The original dirt track was laid out around 1960 and was later upgraded in 1985 to a synthetic surface. The surface did not fair-well and needed replacing within a few years; however, there was no money available to redo the track. Some 15 years later in the year 2000 and at cost of \$650,000 the upgrade was completed. The funds for this upgrade were provided through partnerships with the Nanaimo & District Track and Field Club \$393,000, with the remainder coming from the School District and the Province. In 2010, an additional layer of synthetic covering was added to the surface at a cost of \$227,000 with these costs being covered by the Nanaimo & District Track and Field Club \$60,000, Credit Union \$5000, Nanaimo Heritage Foundation \$15,000, Bastion Running Club \$1500.00, Vi Khalas Diwan \$1500, the School District \$100,000 and the remaining being provided through the provincial Community Connections Program.
- iii. What makes this track so unique in Canada is not only the fact that there is a separate sprint surface, which is not part of the traditional oval, but the fact that it is the only track venue in Canada that has *all throwing events within the infield*. Athletes competing in hammer, javelin, discus or shot put compete in the infield in full view of the stands. With the recent updates this facility is looking to host local, provincial and national competitions. The 2014 BC Summer Games will be one of the major events hosted at the Rotary Bowl and it is hoped that in 2016 this facility will host the National Youth Championships, bringing athletes and their families from across Canada to Nanaimo for a week of track and field events.
- iv. Rotary Bowl was designed first and foremost as a track and field facility but has hosted many other events within its' boundaries. The Rotary Bowl venue provides access to such programs, clubs and organizations as the NDSS

PE program, VIU Mariner baseball, VIU PE, VIU International Student recreational soccer, the Breast Cancer 12-hour Relay, the Nanaimo Canoe and Kayak, the Bastion Running Club, the Sikh community, private Boot-Camps, Pacific Sport clinics and training sessions, the City's access for the opening and closing ceremonies of two BC Summer Games and BC Senior Games, as well as for various soccer, basketball, hockey, football, and rugby clinics, available at little or no cost.

II. INTO VIEW – “ THE FUTURE OF NTFC & ROTARY BOWL”

1. Building on our Strengths

- Hosting of more higher level competitions
- We have a solid organization with strong finances, a developed plan for growth, clarity around ownership which allows us to focus on the athletes
- We have a first class facility with a new track (re-surfaced), repainted, good signage and refurbished jump areas
- We have a professionally managed site including scheduled activity, security, safety and contracts/agreements with our partner user the School District.

2. Facing the Challenges

- i. Establish a long-term contract with our facility partner the School District.
- ii. Update the facility infrastructure
- iii. Developing supportive partnerships within the sporting community

3. Goals

- i. Update of throwing cages
- ii. Repainting and repairs too stadium
- iii. Add a jumps runway
- iv. Update Clubhouse
- v. Correct track surface deficiencies

4. Measures of Success

- i. Improved NCCP levels of coaches.
- ii. New and updated facilities. – clubhouse, weight room, equipment
- iii. Completed run up for long and triple
- iv. Night lighting.

III. ACTION PLAN – “Four Corners of Support”

1. Coaching

- Increase the number and quality of coaching through continued support through coaching education programs - NCCP, RJT, attendance at events and conferences.
- Club coaches represented on Zone, provincial and national team

2. Members

- Develop *an inclusive* campaign for NTFC members: by inclusion we mean—“a sense of belonging: feeling respected, valued for who you are; feeling a level of supportive energy and commitment from others so that you can achieve your goals.”
- Continue to and expand our efforts of providing programming for wheelchair athletes, both track and field, Special Olympics, and Blind athletes.

3. Community Awareness

- Continue to offer support for local track and field events through the School District and Vancouver Island Athletic Association.
- Maintain and establish supportive partnerships within the District and the sports community

4. Facility Development

Through fundraising projects and support from the sport community and School District

- Maintain athletics as the focus sport of Rotary bowl,

- Remain a premier track and field complex for greater Nanaimo and the Island
- Establish perimeter lighting in partnership with the School District and other interested parties.
- Upgraded throwing cages on infield,
- Add a new long and triple jump runway,
- Add a new Pole Vault runway.
- Purchase new portable bleachers – 2-3 sets
- Renovate the Clubhouse – new flooring, paint, curtains, repair stove, water leakage in the small weight room.
- Repair Storage.
- Build center stands as in the original design and expand washroom facilities
- Provide better accessibility for wheelchair athletes.