

May 23, 2023

The committee continues to make progress.

- 1.) We are continuing to work on Communication Strategy and getting the word out.
 - a. Produced the fourth edition of The Finish Line at the end of the Indoor season and should be published soon. We will likely produce the next edition at the end of the outdoor season.
 - b. Ongoing plan to do a smaller more regular communication.
 - c. Discussed options to post pictures, highlights on Social Media.
- 2.) We had several Masters Athletes participate in various meets in the Indoor season, including at Canadian Masters, US Masters and World Masters Championships with some great results including a few Provincial Masters record setting performances.
- 3.) We have been investigating hosting the Canadian Masters Indoor Championships in conjunction with the WOA Boeing Classic/Provincial Indoor Championships. We have decided to not submit a bid for 2024 but are looking at 2025 instead.
- 4.) Collected information on Club/Coach Training options for Masters Athletes. This has been included in the next Newsletter.
- 5.) Next committee meeting is TBD but will likely be held later in the summer.

Canadian Masters Athletics Updates

- 1.) Created a Strategic plan with various actions and activities planned to help grow Masters Athletics in Canada.
 - a. The CMA Membership Recruitment and retention committee is investigating “Try-it” sessions. We have proposed similar models to what was done recently for Para-athletes and the MRA Track program.
 - b. We held a Provincial Directors summit. Key action items:
 - i. Define/Redefine relationship with Provincial Organization/CMA/AC
 1. Some relationships not positive and Masters do not feel supported by Provincial organization.
 2. Relationship/affiliation of AC/CMA with Provincial Road running organizations (who may or may not be part of the Provincial Athletics Organization)
 3. Individuals may not understand relationship with Provincial Organization/CMA/AC
 - ii. Clarify role of Provincial Directors with CMA
 1. Provincial Directors are active in Masters Athletics in their province but need clarity on their role within CMA.
 2. Willing to work in partnership to support Strategic initiatives, but may not have time take on lead roles for CMA initiatives. E.g. “Try-it” events
 - iii. How to reach outside of Populated Areas
 1. Training groups/coaching
 2. Access to equipment
 3. Travel expenses

- 2.) CMA Members (i.e. AC Masters members) can get free access to MasterRankings.com
- 3.) CMA virtual seminar series continue. Always looking for Seminar ideas. We are also looking for someone to chair the Online Seminar committee.
- 4.) CMA Outdoor Championships – Langley BC – August 2023
- 5.) CMA Indoor Championships – Montreal QC – February, 2024
- 6.) CMA Road race championships – CMA looking for options across the country to host CMA Road race championships in various distances.
- 7.) Challenge on definition of CMA Member – Only full AC Members, over age 35 are considered members. Even though Road racing is part of the AC/CMA Mandate, we are excluding members of the Road running community who are not full members of Athletics Canada (and provincial affiliates). E.g. MRA members, who are not full AM members, technically cannot compete in any National Road Race championships. This is not just a “Manitoba” challenge.
- 8.) Last CMA Board Meeting held on May 17, 2023.

Greg Athayde

AM Masters Committee Chair

CMA Provincial Director