



TRACK AND FIELD / ROAD RUNNING / CROSS COUNTRY

145 Pacific Ave. Winnipeg, MB. R3B 2Z6 • Tel: 204-925-5744 • Fax: 204-925-5792

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2021 Masters Committee Report

Major tasks completed to date

- Greg Athayde appointed to Canadian Masters Athletics Board as Provincial Representative in November, 2020
- Masters Committee formed March, 2021 - Terms of Reference defined
- Current/Former Athlete survey defined and ready for distribution
- Coach/Club Survey defined and ready for distribution
- Masters Programs in other provinces is being researched
- Researching historical data to establish Provincial Masters Records
- Reviewing information to include on AM website
- Enthusiastic and engaged committee (they are still attending meetings)!

Athletics Manitoba Masters Committee Terms of Reference – May 21, 2021

Purpose

To encourage and support the development and participation of Masters Athletes in Athletics through proper planning, training and competition opportunities tailored to the specific needs of the Masters Athlete.*

A measurable goal is to work towards building a Masters Community to support/increase participation of Manitoba Athletes recreationally and at Local, Provincial, National and International Athletics competitions.

Committee Members

- Athletics Manitoba – Canadian Masters Athletics Board Representative - Greg Athayde (Committee Chair)
- Athletics Manitoba staff member (1) - Michael Kananoja (Primary), Alanna Boudreau (Alternate)
- MRA representative (1) - Kathy Wiens
- Masters members from Athletics Manitoba community
 - Omena Babalola, Carolyn Coffin, Gord Flett, Dennis Lang, Clemus Laurila, Jason McDonald, Breta Passler, Jeff Vince
- Club Representatives (TBD)
- Coach Representative (TBD)

Key objectives/Success factors:

- Development and growth evolution of Masters Athletics
 - Increase participation (%Growth)
 - Promotion of sport to increase engagement, attraction and retention of athletes
 - Provide quality Masters competition opportunities (%Participation)
 - Promotion/awareness of Provincial, National & International events
 - Provide access to more local/regional events
 - Provide quality club support
 - Identify and support clubs that have Masters programs
 - Provide coach knowledge & training – e.g. training the masters/aging athlete



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- Identify and support coaches that train Masters Athletes
 - Maintain Provincial Masters records/bests
 - Understand and address barriers (perceived or otherwise) that limit or prevent participation of Masters athletes in the sport.

* By agreement with World Masters Athletics (WMA) and the IAAF, “Masters” are defined as women and men 35 and over. Masters championship competition is limited to those ages, in 5-year age groups, up to the age of the oldest competitor. Competition is also often provided for “sub-masters” of both sexes, who are younger than the official Masters ages, but are at least 30 years old; i. e., men and women aged 30 to 34.

Roles and Responsibilities

- Assist in the development and promotion of a positive, supportive, athlete-centered environment for Masters Athletes
- Act as an extending voice (questions, concerns, or suggestions) for all Masters athlete members.
- Willingness to support Masters athletes and act as a mentor
- Bring forward Masters Athletics related issues to the Athletics Manitoba Board of Directors (ensuring that these issues are kept as confidential as possible when necessary)

Scope and Jurisdiction

- The Masters Committee is a committee of the Athletics Manitoba Board of Directors (BOD).
- All communication on behalf of the Masters Committee with the Athletics Manitoba BOD will be through the Committee Chair.
- Where feasible implementation of recommended initiatives or actions will be incorporated within existing programs and support structures.

Interim Deliverables

- Research and understand current state of Masters Athletics in Manitoba
- Document outlining current state of Masters Athletics in Manitoba
 - Survey of existing and potential Masters Athletes
 - Survey of existing support stakeholders. E.g. Coaches, clubs, officials, etc.
- Research and define target state, with a key goal of understanding gaps between current and target states
- Document outlining potential target state of Masters Athletics in Manitoba
 - Athlete participation growth
 - Athlete development and growth
 - Coaching, Training and Club support
 - Competition opportunities
 - Marketing and Communication strategies
- Document outlining action plans to achieve selected target state opportunities and measurement success criteria
- Develop plans to address gaps and where feasible incorporate within existing programs and support structures
- Develop a Provincial Masters Athletics Records database and Records maintenance process
- Note: These deliverables are interim as the committee’s initial focus is on establishing a sustainable Masters Athletics community in Manitoba. It is expected that these deliverables will evolve over time.

Frequency of Meetings

- The Chair in consultation with the committee will determine how often meetings will be held.