



FOR A HEALTHIER NEW BRUNSWICK

STRATEGIES FOR GROWTH

March 2019

Rationale

Run New Brunswick (RunNB) is a 9-member committee of Athletics New Brunswick (ANB), representing most regions of the province and employs a part-time Executive Director whose main role is to offer direct support to race directors and help develop new race events.

Where are we now?

- ***Mission statement:***

The goal for RunNB is to have a physically active New Brunswick population by leveraging its passion for recreational and competitive running. The pursuit of this goal is manifested in three streams of focus:

- 1. Event promotion:**

- a. RunNB establishes and publishes the calendar of events on its web site and develops programs such as the Super Series Races, the Provincial Championships races, Run the Cycle, the Small Strides-Healthy Lives races for youth under the age of 14.
- b. RunNB compiles race results and statistics, including annual records, the Super Series standings and Top Times; a Virtual Trophy is kept on line and RunNB is active on social medias.

- 2. Support to race organizers and running clubs:**

- a. RunNB publishes recommended criteria to race organizers and directors and holds meetings of race organizers; it has edited a Race Director's Guide that is available on its web site.
- b. RunNB offers insurance coverage to race directors who respect its rules and offers conciliatory mediation when called upon.
- c. RunNB promotes the activities of running clubs and offers advice to newly organized clubs.

- 3. Recognizes individual achievements:**

- a. RunNB is an inclusive organization that encourages and recognizes elite runners as well as middle of the pack and late finishers.
- b. RunNB recognizes and rewards runners and inducts deserving runners in its Hall of Fame at its annual banquet.

Guiding principles (values):

RunNB is an inclusive organization that promotes recreational and competitive running as a healthy activity for people of all ages and abilities to help maintain good health and to combat obesity, depression and anxiety.

RunNB promotes running as sociable, rewarding and an affordable sport.

Strengths – Weaknesses – Opportunities – Threats (SWOT)

Strengths

- Dedicated and creative runner volunteers sit on the RunNB Committee and RunNB sub committees
- Bilingual organization (web site, news release, annual banquet)
- Established By Laws
- Well established structures (web site, programs, gala, etc.)
- Major sponsors (NB Medical Society, Trackie)

Weaknesses

- Limited financial resources
- Unilingual Committee members
- No AGM with members and stakeholders
- Lack of representatives in certain regions (Restigouche, North West, Miramichi/Kent, Western Valley)

Opportunities

- NB Wellness Network
- Existing Running clubs
- Existing walking groups
- YMCAs
- Innovative ideas

Threats

- Losing races (due to lack of volunteers at local level, frustrations and conflicts with RunNB policies)
- Trail running calendar (some road runners may be attracted to this new trend)
- Fear of change (some committee members may prefer the status quo because of lack of time and added work when putting new ideas in place)

Where are we going?

- *Vision statement:*
RunNB is enabling its 8000 members to increase the number of physically active New Brunswickers by leveraging their passion for running.
- *Long term objectives (3-5 years)*
 - Have 10 000 New Brunswickers participate in races on the RunNB calendar.
 - Have 50% of runners who register for races on the Run NB calendar buy a Run NB membership card as a mean of increasing Run NB revenues.
- *Short term objectives (annual)*
 - Establish a new membership initiative.
 - Identify and solidify partnership opportunities with existing running clubs.
 - Create a virtual running series on the RunNB calendar.
 - Increase the number of students who participate in races on the RunNB calendar.

How will we get there?

- Teams
 - Subcommittees will be established and work with a member of the Run NB Committee as leader.
- Objectives & Activities (**R**esponsible, **A**uthority, **S**upport, **C**onsult, **I**nform)
 - Objectives will be expressed in terms of expected results. Activities consist of measures that will ensure that the objectives are attained. A member of the RunNB committee will be in charge of each objective. All activities will be authorized and supported by the RunNB Committee. Efforts will be made to consult the running community, (race organizers, volunteers, runners) and other stakeholders to ensure success for each objective. Communication of the progress of the objective to the running community and the general public will be essential so that all are informed of new ventures.

Pursuit of short term objectives recommended

- This subcommittee suggests working on four objectives simultaneously:
 - Establish a new membership initiative.
 - Identify and solidify partnership opportunities with existing running clubs.
 - Create a virtual running series on the RunNB calendar.
 - Increase the number of students who participate in races on the RunNB calendar.
- The members (Marta, Michel and Donald) are willing to form and lead subcommittees that will work at achieving the outcomes of those four objectives.
- The time line for each objective will vary.
- Partnerships with our stakeholders will have to be established.
- The four work plans that follow detail how we plan to reach our objectives.

Objective 1



2019 – 2020 Work Plan

<p>OBJECTIVES What are the expected results? Who will benefit from this? When will this be in place?</p>	<p>ACTIVITIES Measures to take in order to attain the objectives.</p>	<p>PERSONS IN CHARGE Who will be in charge of these activities?</p>	<p>DEADLINES When will these activities take place? How long will they take to bring to completion?</p>	<p>OUTCOMES What products, services will these activities produce?</p>
<p>Create a virtual running series on Run NB</p> <p>Each race would be promoted for a period, participants register to complete the race within a certain timeframe, medals are mailed out to the participant once they register, they download their bib from the website and complete the event, take a pic and upload it to the website or Facebook page. Expected results:</p>	<ul style="list-style-type: none"> • Purchase of medals – not dated so they can be used multiple years (cost \$4x50 – \$200) • Creation of virtual bib (small fee for Trackie) • Promotion of events on Run NB website and on social media (free) • Creation of location on websites to download bib (small fee for Trackie) • Creation of an area on website to upload pics 	<p>Marta and sub committee</p>	<ul style="list-style-type: none"> • Aim to have first virtual run this fall or early winter after main running season is completed • For 2020 propose virtual seasonal event series, one medal to showcase each season 	<ul style="list-style-type: none"> • Creates a low risk revenue stream for Run NB (net profit approximately \$700 for every 50 participants) • Promotes participation by some runners who may not like going to organized races but want to complete a challenge

<ul style="list-style-type: none"> • Revenue for Run NB (\$1,000 if we get 50 runners at \$20 each fee) • Increased participation in running events, goal 50 virtual runners in 2019 • One of the first provincial organizations to offer virtual races <p>Who will benefit:</p> <ul style="list-style-type: none"> • Any runner looking for a challenge • Runners that may be shy about race participation • Those who may not want to travel for races • Run NB 	<p>from run (small fee for Trackie)</p> <ul style="list-style-type: none"> • Mailing costs to mail medals to participants (\$2/participant - \$50) 		<ul style="list-style-type: none"> • If participation is optimal, continue for several years <p>How long will they take to bring to completion?</p> <ul style="list-style-type: none"> • First race could be as early as the fall of 2019 with 4 seasonal races on the agenda for 2020. • For 2019 aim for fall/winter 	<ul style="list-style-type: none"> • This is an easy promotion to ramp up or down based on interest
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Objective 2



2019 – 2020 Work Plan

OBJECTIVES What are the expected results? Who will benefit from this?	ACTIVITIES Measures to take in order to attain the objectives.	PERSONS IN CHARGE Who will be in charge of these activities?	DEADLINES When will these activities take place? How long will they take to bring to completion?	OUTCOMES What products, services will these activities produce?
Increase race participation through creation of and integration of running clubs throughout the province Expected results: <ul style="list-style-type: none"> • Drive participation in running events Who will benefit? <ul style="list-style-type: none"> • Race directors will have more participants 	<ul style="list-style-type: none"> • Create a “how to build your own running group” information blurb/brochure on the Run NB website including the benefits and ways to start a running group • Leverage the work that has already been done to identify what groups exist and perform a gap analysis where running groups are needed. • Organization of running clubs and events in a community is the responsibility of local people so we need to 	Marta and Subcommittee	As soon as a sub-committee can be created This initiative could be completed by the end of 2019	<ul style="list-style-type: none"> • Increased participation in Run NB Events • Increased revenues for Run NB from fees • Aligns with the goal of increasing participation in NB • Improve the health of New Brunswickers

<ul style="list-style-type: none">• Runners will have a group to train with	<p>reach out to locals to engage them in the project and identify a main contact.</p> <ul style="list-style-type: none">• For those wanting to start a running group – perhaps we could recommend membership requirements, operating guidelines, and guidance on best practices in managing a running club after discussions with other successful groups in the Province• Encourage those locals that we have identified as potential leaders to have an initial planning meeting to determine interest in starting a running group.			
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Objective 3



2019 – 2020 Work Plan

OBJECTIVES What are the expected results? Who will benefit from this?	ACTIVITIES Measures to take in order to attain the objectives.	PERSONS IN CHARGE Who will be in charge of these activities?	DEADLINES When will these activities take place? How long will they take to bring to completion?	OUTCOMES What products, services will these activities produce?
Have more students participate in RunNB calendar races across New Brunswick.	<p>Contact the Cross Country coaches to see if it would be possible to have their Cross Country runners participate in these races:</p> <p>Miramichi falls 5 k, Hampton five miler, 10 km Tracadie, 37th Annual Fall Classic, Miramichi Cross Country, Miramichi 5 miles, Miramichi Cross Country</p> <p>Contact school principals to find out if there are such initiatives in their schools and find teachers that are runners.</p> <p>Form groups in schools with the intention of running into one or more races, ex: Run for Literacy</p> <p>We could begin with a virtual race.</p>	Michel and subcommittee	<p>Before the end of the school year 2019</p> <p>Beginning of school year 2019</p>	<p>More students participate in races outside of the school structure.</p> <p>Improved health, learning and form for NB youth.</p> <p>Discover future elite runners.</p> <p>The next generation of runners will be in the line up.</p>

Objective 4



2019 – 2021 Work Plan

OBJECTIVES What are the expected results? Who will benefit from this? When will this be in place?	ACTIVITIES Measures to take in order to attain the objectives.	PERSONS IN CHARGE Who will be in charge of these activities?	DEADLINES When will these activities take place? How long will they take to bring to completion?	OUTCOMES What products, services will these activities produce?
Have 50% of runners who register for races on the Run NB calendar buy a Run NB membership card as a mean of increasing Run NB revenues.	a) Develop an attractive incentive program for the membership card with benefits and privileges.	Donald Wade and subcommittee	October 2019	By 2021, 4000 cards have been sold to NB runners annually.
	b) Set a cost per runner and a cost for other stakeholders (clubs, sporting goods stores, journalists, etc.)	Donald and subcommittee	November 2019	
	c) Survey runners and other stakeholders on our web site to estimate their interest for such a venture.	Donald and subcommittee with the help of Adam Stacey (Trackie)	January 2020	

Have 50% of runners who register for races on the Run NB calendar buy a Run NB membership card as a mean of increasing Run NB revenues.	d) Advertise the advantages of holding a Run NB membership card.	Donald and subcommittee on social medias and others.	January 2020 Advertising would be an on-going process as we develop our membership adhesion program.	By 2021, 4000 cards have been sold to NB runners annually. Increased revenue for RunNB.
	e) Establish a web link for online membership adhesion. The link allows Run NB to send e-mails to all members and send renewal notices to members. Also, we are able to analyze data to evaluate runner adhesion to runner participation in races on Run NB calendar.	Donald and Adam and subcommittee Trackie	January 2020	Improved communication with runner members. AGM for members

Objective 4 – Annex A -Supplementary

A Run NB membership might include great perks such as:

- A discount on all Run NB Super Series and Championship events.
- Invitations to exclusive membership events. (conferences, workshops, etc.)
- Savings! Receive a discount at these retail partners: Running Room, Sport Expert, Sports Chek, etc.
- Exclusive email correspondence from the Run NB Member Coordinator, providing activity updates, upcoming events and random prizes.
- Exclusive eligibility to certain awards at the Annual Run NB Gala & Hall of Fame Banquet. (SS, Championship, Student Bursaries, etc.)
- The opportunity to serve as a member of the Run NB Committee.
- The right to vote on issues concerning Run NB.
- **Receive a discount on our promotional items. Run New Brunswick will have promotional items for sale with the Run New Brunswick logo on them that will make it easy for you to show your support all around the world!**
- The satisfaction of knowing that your annual dues are helping to support road running and general fitness in New Brunswick and that you are, in a way, giving back to the road running community.

Annex B

Wellness Branch Offices – Contact information

Central Office

Sartain MacDonald Building, 2nd floor 551 King Street
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Region 1 – North West

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Wellness Consultant:

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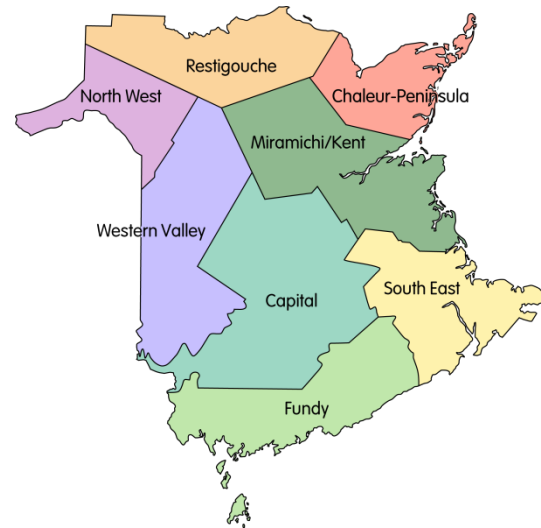
Region 2 - Western Valley

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Region 5 - South East

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Region 6 - Miramichi / Kent

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Region 7 – Chaleur-Peninsula

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Region 8 – Restigouche

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Acknowledgment and Appreciation

The members of this subcommittee would like to thank the following persons who have taken the time to reflect on **Strategies for Growth** and submit in writing their feedback on the ideas presented in the document. Your contribution is greatly appreciated.

«I really like where you are heading with this and I strongly encourage you to keep going with this, evolution is important for our Running community. »

Daryl Steeves, Running Columnist for the Telegraph Journal, coach, runner and RunNB Outstanding Contributor Recipient.

«I know our running programs can help prevent or delay some of these health issues. »

Brian Richard, former runner & RunNB President, Miramichi race director.

«It would be good to have an entity working toward club development and grassroots development of road running and trail running and cross-country and all other forms of running, other than track. »

Rob Jackson, runner, former RunNB President.

«I think a cost-effective strategy that RunNB could pursue to start is doing an environmental scan of what programs and clubs exist across NB... »

Shelley Doucet, runner and former RunNB committee member.

«I think the focus needs to be on getting people active and running for the sake of running and explaining those benefits. »

Marcie Holland, runner and former RunNB committee member.

«Experience says it (membership cards) is most successful when there is both direct benefits combined with a sense/desire of belonging in being a member. »

Marc Lalonde, ANB President

«Your idea of strengthening relationships with the medical society and schools is important, and I think this could combine well with the promotion of running clubs and local running coaches. »

Andrew Wagstaff, runner, Maritime Runner Editor.

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