

Aberdeen Amateur Athletic Club

AAAC's Staff Roles: From Club Development to Community Development



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Setting the stage

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Club Manager - the original job description

- Administration
- Club development
- PDO support
- Customer service
- Volunteers
- ASV & other partnerships
- Marketing/communication



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Club Manager - evolution of the role

- What worked
- What didn't work
- Accomplishments
- Getting busier
- Shifting focus



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Club Manager - updated job description

- Routine administration
- Business development
- Fundraising/funding
- Marketing, publicity, PR
- Recruiting, human resources
- CDO support
- Committee support



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Pathway Development - History

- 2009 - ASV Opens
- 2012 - London Olympics
 - 2013 - Club Together Officer
- 2014 - Glasgow Games
 - 2015 - SAL Regional Dev Role Disbands
 - 2015 - Oil&Gas Downturn Starts
- 2016 - PDO & Manager Established
- 2020 - PDO & Manager Renewed



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Pathway Development

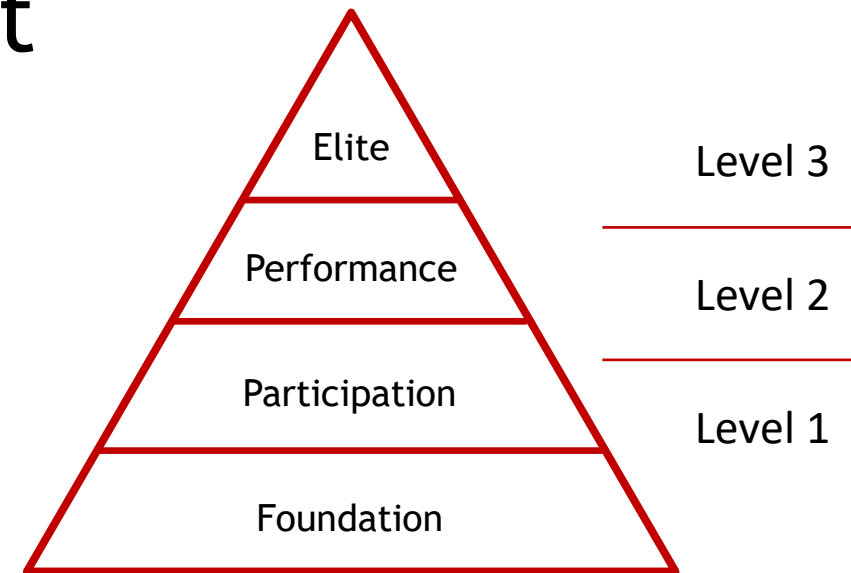
- Pre PDO, squads largely independent with minimal collaboration
- Definition between groups limited
- Lacking clarity on how athletes are to progress
- Lacking organisation in onboarding new athletes
- Lacking central support of coaches



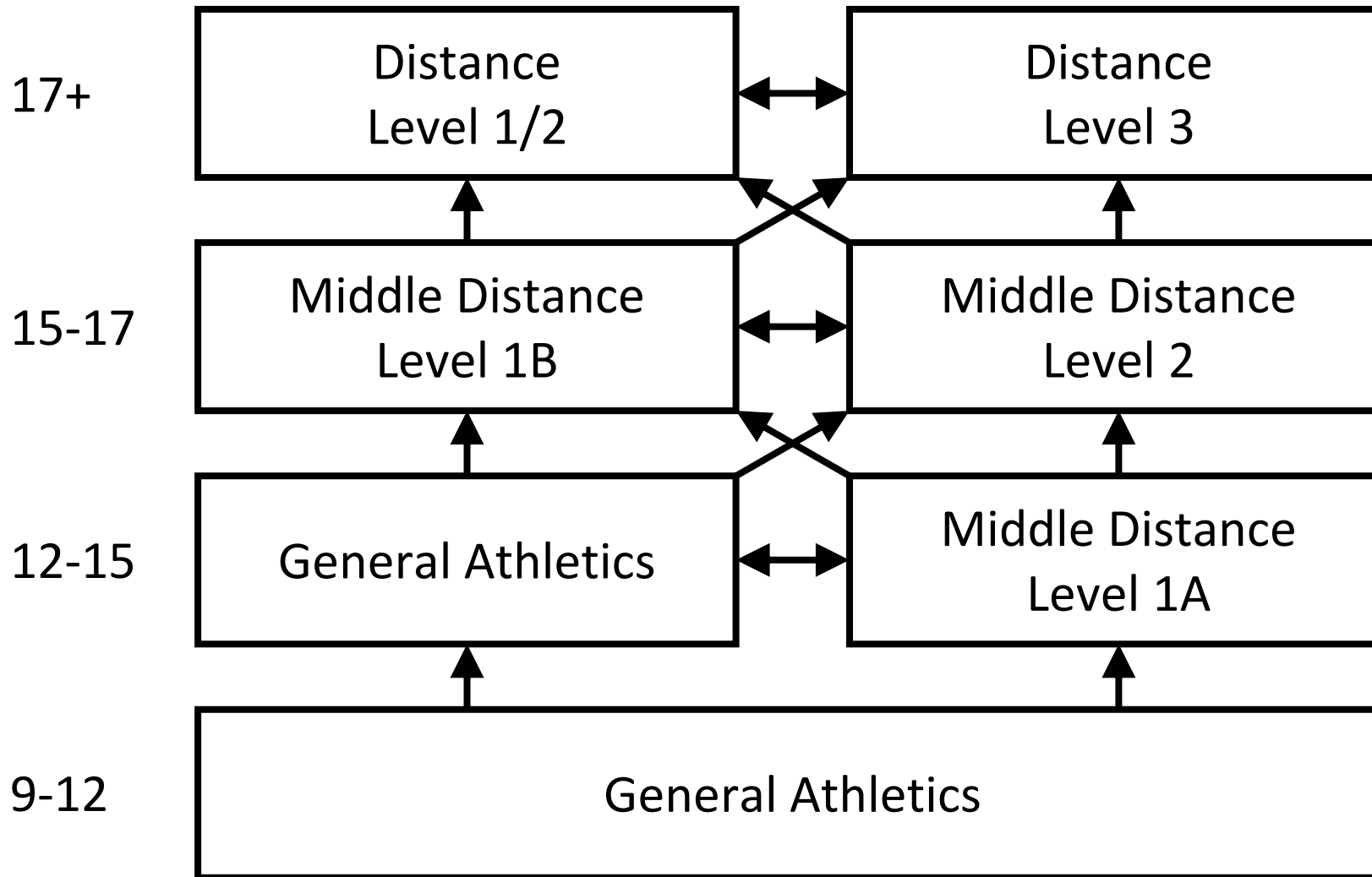
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Pathway Development

- Definition of squads per Levels 1 - 3
- Links with exterior foundation groups
- Progression window management
- Academy oversight
- Coach support focal point
 - CPD
 - Qualification/s
 - Day-to-Day facility access/issues



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Pathway Development - 2020+

- Continued links between foundation groups
- New layer of local foundation athletics
- Establishment and support of new groups
- Each to be made self-sufficient
- Ongoing reduced coach support
- Improved disability access
- Groups potentially become source of revenue



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Shift from club to community:
natural progression toward being
actively inclusive

- SIMD areas
- Disability
- Adult beginners



Thank you!

Questions

