



BC Athletics Board of Directors

October 29, 2025 Election

Nominee: Graeme McLaughlin

Region: Port Coquitlam

Please outline any professional experience that you feel would be relevant to a position on BC Athletics Board of Directors:

I have over 15 years of experience leading digital, marketing, and strategy work across both national and international organizations. In my role as Digital & eCommerce Manager at Specsavers, I help guide Canada's digital strategy - working alongside global teams in the UK, Australia, and New Zealand — finding the balance between strategy, governance, and practical delivery.

Having served on a national not-for-profit board before, I understand that a board's role is to set direction and guide policy, not manage the day-to-day. My experience at Specsavers, Mysa, Mountain Equipment Co-op, and BCAA has taught me how to connect strategy to action and work collaboratively to make progress. That mix of hands-on operational experience and leadership perspective helps me bring common-sense decision making to complex challenges.

I'd bring that same mindset to BC Athletics — helping strengthen its strategic direction and governance while keeping athletes and volunteers at the heart of the decisions we make.

Please outline any personal experience that you feel would be relevant to a position on the BC Athletics Board of Directors:

My personal connection to athletics comes through my two children, who have been involved in track and field since they were nine — one now competing at the University of Saskatchewan. Watching them grow through the sports has shown me firsthand how athletics builds confidence, resilience, and life skills.

I have been a volunteer "coach" at Riverside Secondary School for the past four years and regularly support officiating and meet operations, from local club events with the Coquitlam Cheetahs to provincial championships. While I am no elite track star myself, these experiences have taught me the value of mentorship, teamwork, and creating opportunities for athletes at every level.

Through coaching and volunteering, I've developed a deep appreciation for the work that goes into supporting athletes and volunteers. I hope to bring a different perspective as a parent,

offering insights that complement those of board members who were competitive athletes themselves.

Please provide a brief statement (max 250 words) outlining why you are interested in serving on the BC Athletics Board of Directors:

Athletics has played a huge role in my family's life, shaping my children's confidence, resilience, and values both on and off the track. With both now at university — and one competing for the University of Saskatchewan — I have more time to give back to a sport that has given our family so much.

I want to serve on the BC Athletics Board to contribute my professional experience in governance, technology, marketing, and operations to strengthen the organization's strategic direction, communications, and policies. Having served as Director of Technology on a national not-for-profit board, I understand the responsibilities of a governing board: setting direction, guiding policy, and providing oversight rather than managing day-to-day operations. My career in digital transformation and cross-functional leadership has taught me how to translate strategy into action and bring practical, common-sense decision making to complex challenges.

On a personal level, I bring a parental perspective, complementing the insights of board members who were competitive athletes themselves. I also have hands-on experience as a volunteer coach at Riverside Secondary School and through officiating and event support with the Coquitlam Cheetahs, giving me a deep appreciation for the work required to support athletes and volunteers at every level.

I am motivated to give back to the sport that has provided so many opportunities for my family and to help BC Athletics continue to grow and serve its community from grassroots to elite competition.

How do your values and experiences reflect and support BC Athletics' vision and values of integrity, connection, accessibility, respect and excellence across all levels of the sport?

I'm excited about the opportunity to serve on the BC Athletics Board because I believe in fostering a supportive and inclusive environment for athletes at every level. Through my experiences as a volunteer coach at Riverside Secondary School and my involvement with the Coquitlam Cheetahs, I've seen firsthand how athletics can build confidence, resilience, and a sense of community.

Safe Sport is a growing priority across amateur sport. From a governance perspective, how do you think BC Athletics can continue to strengthen policies and practices that ensure a sport environment that is safe, accessible, and inclusive for all participants?

Safe Sport is essential to ensuring that athletes, coaches, volunteers, and officials can participate in an environment that is welcoming, inclusive, and free from harm.

BC Athletics can continue to strengthen its policies by clearly defining expectations for behaviour, creating transparent reporting and accountability processes, and regularly reviewing policies to reflect best practices and legal requirements.

Boards play a key role in setting the tone from the top, ensuring leadership models integrity, respect, and inclusivity, and that resources are allocated to training, education, and monitoring. Additionally, engaging parents, athletes, and volunteers in policy development and education fosters a culture of trust and awareness.

If elected to the Board of Directors, what do you see as the most significant contribution you can make to the organization?

I know it will take time to fully understand BC Athletics' environment.

If elected, I hope my most significant contribution will be bringing a fresh perspective grounded in professional governance experience and personal insight as a parent and coach. I understand that the Board's role is to oversee strategy, governance, and risk rather than day-to-day operations. I aim to contribute by supporting strategic planning, reviewing policies, monitoring performance, and ensuring sound oversight, all while listening and learning from fellow Board members and the athletics community.