



2025 BC Athletics Annual General Meeting Staff Report

Portfolio: Operations & Membership Services
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2025 Priorities

- **Accurate Membership Reporting:**
 - Aligning membership totals with the calendar year.
 - Implementing prorated fall memberships to avoid double fees and improve data consistency.
- **Streamlining Membership Categories:**
 - Renaming and redefining membership types (Training → Special Programs, Competitive → Annual).
 - Discontinuing underutilized memberships (Road, Trail & Cross Country, Friends of BC Athletics).
- **Compliance for Technical Members:**
 - Enforcing Safe Sport training and Criminal Record Check (CRC) requirements.
 - Preparing for 2026 updates: Safe Sport every 4 years, CRC every 3 years.
- **Improving Club Experience with AthleticsReg:**
 - Advocating for platform improvements.
 - Supporting club leaders through transition and system navigation.

2025 Highlights

- **Membership Growth:**
 - Overall increase of **8.6%** in individual memberships.
 - Significant growth in youth categories: Track Rascals (**35%**), U10–U14 (**30%**), U16 (**29%**), U18 (**32%**).
 - Senior membership up **22%**.
- **Fall Athlete Membership Introduction:**
 - New membership valid Aug 15–Dec 31 for athletes not registered earlier in the year.
 - Prorated pricing to support fall programming.
- **14-Day Trial Membership Success:**
 - Used **469 times** in 2025, offering low-barrier entry for prospective members.

2025 Challenges

- **AthleticsReg Transition:**
 - Complexity and administrative burden for club leaders.
 - Issues with set up, registration, compliance tracking, and system usability.
- **Technical Membership Compliance:**
 - Ensuring members meet Safe Sport and CRC requirements.
 - Managing pending statuses
- **Historical Reporting Inconsistencies:**
 - Previous overlap in membership years caused inaccurate comparisons



2026 Opportunities

- **Platform Improvements:**
 - Collaboration with UpLifter and Athletics Canada to enhance AthleticsReg usability for clubs and individual members
- **Membership Simplification:**
 - Continued clearer structure and terminology to reduce confusion and improve accessibility.
- **Early Planning for 2026:**
 - Opening registration on October 28, 2025, to support club planning.
 - Transition year for new compliance standards, allowing proactive updates.
- **Engagement Through Trial Memberships:**
 - Continued use of trial memberships to attract and onboard new athletes.

2025 Athlete Membership Growth Highlights

We are pleased to report strong membership growth in 2025, a reflection of the dedication and collaborative efforts across our organization.

- **Overall individual memberships** increased by **8.6%**.
- **Track Rascals** saw **35%** growth
- **U10 - U14** membership rose by **30%**
- **U16** increased by **29%**
- **U18** increased by **32%**
- **U20** experienced a more modest growth of **4.7%***
- **Senior** membership grew by **22%**
- **Masters** saw a **3.3%** increase

**In 2025, U20 athletes attending post secondary were able to purchase a lower cost U23 Post Secondary membership. This is reflected in the Senior membership numbers.*

Please refer to the attached data chart for a detailed breakdown of membership types.

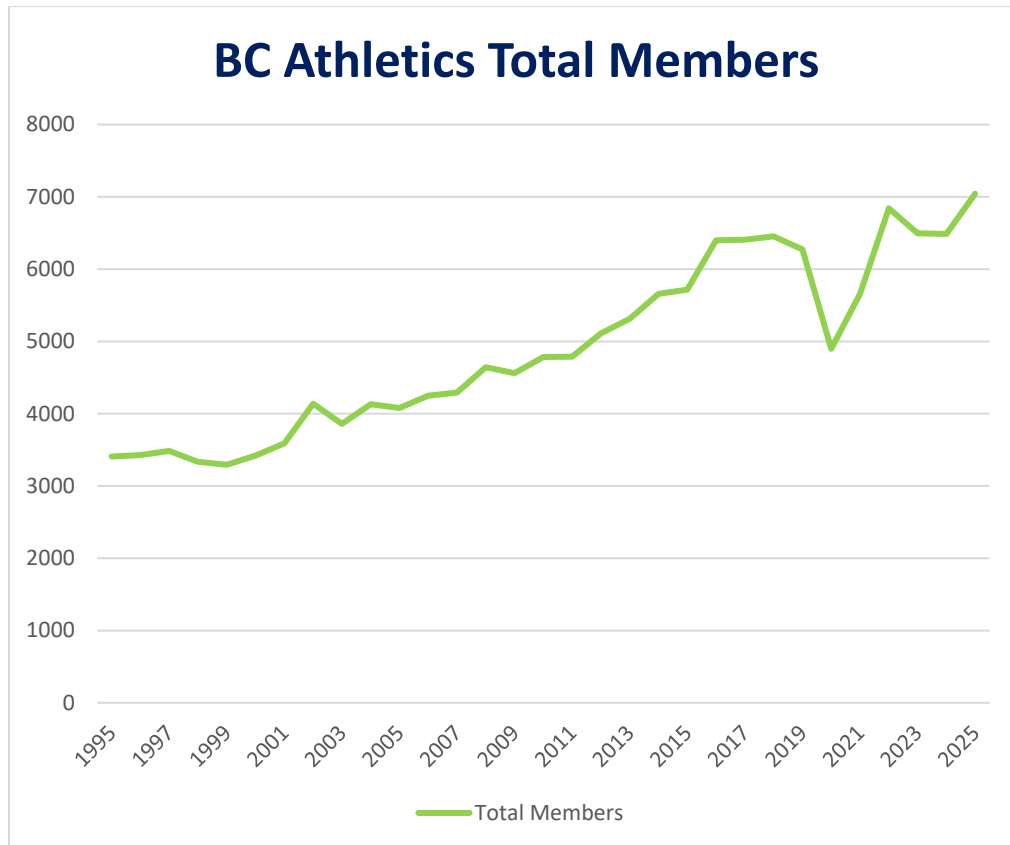
As of **October 14, 2025**, the membership figures reflect current registrations to date. For the first time, year-end membership totals (as of December 31) will represent actual 2025 memberships, aligning our reporting more closely with the calendar year.

Historically, membership for the upcoming year opened in September, which meant that fall registrations were often counted toward the following year, or, in some cases, included in both years. This created inconsistencies in year-over-year comparisons and sometimes resulted in two year's worth of Athletics Canada fees paid by BC Athletics on one membership.



To address this, we introduced a **prorated fall membership** in 2025. This new approach ensures that fall registrations are accurately attributed to the current year and prevents the need to pay two years' worth of Athletics Canada membership fees for a single membership purchase.

Additionally, 2024 marked our first year using AthleticsReg. During the transition, we identified discrepancies in membership counts between systems. Moving forward, our goal is to provide accurate, consistent reporting of unique members each year, regardless of how many membership types an individual holds.



Fall 2025 Membership Updates & Streamlining Initiatives

New Fall Athlete Membership

In 2025, BC Athletics introduced a **Fall Athlete Membership**, designed to provide the full benefits of an annual athlete membership for those who did not hold a 2025 annual membership. Valid from **August 15 to December 31**, this membership supports athletes participating in fall programming without requiring a full-year commitment.

Fall athlete registration opened in **June**, giving clubs time to prepare for their fall intake.



2025 Fall Athlete Membership types

- U10 Fall
- U12 Fall
- U14 Fall
- U16 Fall
- U18 Fall
- U20 Fall
- U23 Post Secondary Fall
- Senior Fall
- Senior/Master Fall
- Master Fall
- Coach Fall

Other 2025 Memberships

- Track Rascal and Special Program Memberships (14 & Under, 15+) remain available for fall programs.
- The Athletics Canada Community Road & Trail Membership is available year-round and valid for 365 days from the date of purchase.

Fall Athlete Membership Pricing

FALL Membership Type Aug 15-Dec 31	Price	Notes
U10, U12, U14, U23 Post Sec, Master	\$50	Plus GST + Uplifter fees
U16, U18, U20, Senior	\$75	Plus GST + Uplifter fees
Coach Fall	\$50	Plus GST + Uplifter fees

Streamlining Membership Offerings

As part of our ongoing efforts to simplify our membership structure:

- **Training Memberships** have been redefined and renamed **Special Program Memberships**, now intended for short-term (6-10 week), club-run programs. This change led to an 86% decrease in Training memberships in 2025, as athlete club members now register under Annual or Fall Athlete memberships.
- **The Road, Trail, and Cross Country Membership** will be discontinued due to consistently low uptake and overlap with the Athletics Canada Community Road & Trail Membership. It is also a lower value membership for the same cost for Masters athletes.
- The **Friends of BC Athletics Membership** will also be discontinued.



2026 Membership

- To support club planning and streamline the registration process, 2026 annual membership registration for all categories will open October 28.
- 2026 memberships will become valid on January 1, 2026.
- Purchasing a 2026 annual membership early does not grant access to fall 2025 activities, a change from previous years.

Terminology Updates

- **“Competitive Membership”** will now be **“Annual Membership”**
- **“Training Membership”** will now be **“Special Program Membership,”** reflecting its intended use for short-term, club-based programs only. Regular club members will have annual or fall memberships.
- **“Associate Membership”** will be **“Sport Leader Membership”**

2026 Membership Pricing

- A **1.6% Annual Fee** Adjustment will be applied across all categories.
- No additional price increases are planned.

2026 Membership Categories Overview

- Annual Memberships: U10, U12, U14, U16, U18, U20, U23 Post-Secondary, Senior, Senior/Master, Master
- Track Rascal
- Limited Athlete Memberships: Athletics Canada Community Road & Trail
- Special Athlete Programs: Special Programs 14 & Under, Special Programs 15+
- Technical Memberships: Coach, Sport Leader, Official



FALL 2025 AND ANNUAL 2026 ATHLETE MEMBERSHIPS



	U10-U14	U16	U18-SENIOR	U23 SR POST SEC.	SR/MASTERS	MASTERS	ATHLETICS CANADA COMMUNITY ROAD & TRAIL	TRACK RASCALS	SPECIAL PROGRAMS	U10-U14 & MASTERS FALL FULL MEMBERSHIP	U16+ FALL FULL MEMBERSHIP***
	ANNUAL ATHLETE MEMBERSHIP						LIMITED MEMBER-SHIP	SPECIAL PROGRAMS - CLUBS		FALL ATHLETE MEMBERSHIP	
	JANUARY 1 - DECEMBER 31****									AUGUST 15- DECEMBER 31	
2025 COST PLUS ATHLETICS/REG SYSTEM FEES	\$85	\$125	\$125	\$85	\$125	\$85	\$15	\$25	\$40	\$50	\$75
2026 COST (INCLUDES 1.6% ANNUAL FEE ADJUSTMENT)	\$86.36	\$127.00	\$127.00	\$86.36	\$127.00	\$86.36	\$15.00	\$25.40	\$40.64	\$50.80	\$76.20
PLUS GST											
OVER AGE 14											
GENERAL LIABILITY & SPORT INJURY/ACCIDENT INSURANCE FOR TRAINING AND/OR COMPETITION IN CANADA											
PERFORMANCES INCLUDED IN BC/AC RANKINGS							**				
ELIGIBLE FOR BC ATHLETICS AWARDS											
ELIGIBLE FOR BC ATHLETICS HIGH PERFORMANCE PROGRAM*											
ENTRY INTO ALL BCA/AC CHAMPIONSHIPS & INTERNATIONAL COMPS*											
ELIGIBLE FOR BC TEAM SELECTION IN ANY DISCIPLINE*											
NO DAY OF EVENT FEE FOR SANCTIONED NON CHAMPIONSHIP ROAD & TRAIL RACES											
TRAINING WITH A BC ATHLETICS CLUB OR UNATTACHED											
NO DAY OF EVENT FEE FOR BC ATHLETICS SANCTIONED TRACK & FIELD MEETS											
MASTERS ENTRY INTO OPEN CATEGORY **WHEN ALLOWED BY MEET DIRECTOR											
*AGE APPROPRIATE											
**ROAD & TRAIL RANKINGS ONLY											
***FALL MEMBERSHIPS: ALL BENEFITS APPLICABLE ONLY FROM AUG 15-DEC 31											
****AC COMMUNITY ROAD & TRAIL MEMBERSHIP IS A 365 DAY MEMBERSHIP											

BC Athletics Non-Competitive 14-Day Trial Membership

- In spring 2024, BC Athletics introduced a **14-day non-competitive trial membership** for a fee of \$10. This membership was created to give prospective members the opportunity to experience training with a BC Athletics Member Club before committing to a full membership.
- The trial membership provides insurance coverage for training activities only, offering clubs a valuable tool to engage and onboard potential new athlete members in a low-barrier, low-risk way.
- This membership type has been utilized **469 times in 2025**, reflecting strong interest and uptake across the province.



Technical Membership Requirements

Technical memberships include the following categories:

- **Sport Leader** (formerly Associate)
- **Coach**
- **Official**

To be considered active in AthleticsReg and issued a valid membership, technical members must meet **two key requirements**:

- **Safe Sport training** must be completed and recorded on their membership.
- A **Criminal Record Check (CRC)** must be completed within the past five years.

If either requirement is missing or if the CRC has expired, the membership will be listed as **pending** until both conditions are fulfilled.

IMPORTANT: A pending membership is **not a valid membership**.

Technical members with pending status will **NOT have access to insurance** coverage for coaching, officiating, or serving in Sport Leader roles with a club or at sanctioned events.

Maintaining up-to-date compliance is essential for eligibility and insurance coverage within BC Athletics programs and sanctioned activities.

Upcoming Changes in 2026

To align with the [National Safe Sport Policy](#), the following updated requirements will be introduced in 2026:

- **Safe Sport training must be completed every four years**
- **Criminal Record Checks must be completed every three years**

2026 will be a transition year, with these new requirements officially enforced starting **January 1, 2027**. Members are encouraged to update their records early to ensure uninterrupted eligibility and coverage.

Criminal Record Checks

Criminal record checks are processed online through BC Athletics and clearance dates are added to members' profiles. Technical members will receive an email generated by AthleticsReg, 90 days prior to their CRC expiry date. The intention is to prevent technical members' CRC's reverting to pending status.

Most of our members can complete their CRC requirements online, using their BCeID. Certain individuals require a letter to take to their local RCMP detachment. These letters are provided on request.



Safe Sport Training Requirement

All technical members are required to complete Safe Sport training via the Locker at Coach.ca.

AthleticsReg & Club Experience

In 2024, BC Athletics transitioned to AthleticsReg, a platform now operated by UpLifter Inc. We continue to recognize the significant impact it has had on our member clubs.

AthleticsReg has continued to present complexity for club leaders, particularly around registration processes, system navigation, and compliance tracking. We acknowledge the frustration and administrative burden this has caused. In response, BC Athletics has dedicated substantial effort to working with UpLifter and Athletics Canada to advocate for improvements, clarify procedures, and provide better support resources to assist clubs and members in navigating the system. We have been promised improvements in the coming year.

We would like to thank the club leaders who have volunteered time to meet and work with UpLifter to improve the registration platform experience for all clubs.

Our goal remains to reduce confusion, improve transparency, and ensure that the membership registration experience is as straightforward and accessible as possible.

Conclusion

The 2025 membership year has been marked by strong growth and significant structural improvements. With an overall increase of **8.6%** in individual memberships and notable gains across youth and senior categories, these results reflect the strength and resilience of our member clubs and the dedication of coaches, volunteers, and administrators across British Columbia.

While the transition to AthleticsReg has continued to present challenges, particularly for club leaders, BC Athletics has worked diligently to support our members through this change. We remain committed to reducing complexity, improving clarity, and advocating for system enhancements that better serve our community.

Initiatives such as the introduction of the Fall Athlete Membership, the simplification of membership categories, and the phasing out of underutilized offerings are part of our effort to streamline and simplify membership and operations and ensure compliance with evolving standards.

We thank our clubs, members, and partners for their continued engagement and collaboration, and we look forward to building on this momentum in the year ahead.