



2025 BC Athletics Annual General Meeting

CEO Report

Prepared By: Megann VanderVliet

“Inspiring lifelong excellence through Athletics”

In 2025, BC Athletics focused on strengthening its organizational foundation, enhancing transparency, and reinforcing our commitment to a safe, inclusive, and sustainable sport system. Guided by our revised vision, mission and values, we made significant progress across our priority areas of, human resources, Safe Sport, governance, financial management, risk management, and public relations.

I want to begin by thanking the BC Athletics staff team for their dedication to this work of “inspiring lifelong excellence through Athletics.” Every decision they make is guided by the best interests of our current and future members and they are true champions of the sport.

I also extend my gratitude to the BC Athletics Board of Directors for their trust and full support of my leadership over the past 2.5 years. Together, we have faced several challenges that required agile decision making, and I am confident that those decisions have reinforced our commitment to a safe and inclusive environment for all participants in Athletics.

As we say farewell to Darren Willis as President and Chair of BC Athletics, I want to acknowledge his tireless volunteer leadership. Serving as President of an amateur sport organization is not for the faint of heart. Over the past three years, Darren has led the Board with curiosity, stability, and integrity. He demonstrated the importance of being mindful of the many factors BC Athletics must balance to remain in good standing with our funding partners while serving our members to the best of our ability.

The sport system in Canada has been in the spotlight for some time now, with many questioning the health and intention of the system at all levels. I am grateful to have participated in the Future of Sport in Canada PSO Roundtable to share my experience and concerns. If you have not had an opportunity to review the [Preliminary Report](#) published by the Future of Sport Commission, I urge you to do so.

The report highlights areas of the sport system that require urgent reform, and provincial sport organizations, like BC Athletics, have an important role to play. Just recently, BC Athletics took an important first step in governance reform by adopting new Bylaws that reflect best governance practices in our current sport climate. I applaud our members for recognizing the importance of adopting these changes and I am committed to continue leading BC Athletics in addressing the systemic challenges of amateur sport in BC. This report was a call to action, and we all have an important role to play.

Our new Bylaws provide our voting members with the opportunity to elect six directors who will continue to serve BC Athletics and its members through strengthened governance, transparency and accountability. A policy and governance driven Board is the foundation to high performing operations, where BC Athletics staff can prioritize providing high-quality programs, resources, and services to our affiliated clubs, athletes, coaches, officials and participants. Strong governance is the foundation of a high-performing organization, and BC Athletics is proud to lead the way in creating a new era of sport in British Columbia and across Canada.

As part of this report, I am pleased to share our 2025 Organizational Priorities, 2025 Highlights, 2025 Challenges and 2026 Organizational Priorities.

In Sport,

A handwritten signature in black ink, appearing to read 'Megann VanderVliet', written in a cursive style.

Megann VanderVliet

Chief Executive Officer

2025 Organizational Priorities

Human Resources

- Revised the BC Athletics Human Resources Policy in consultation with Beacon HR.
- Published a new Human Resources Policy Handbook.
- Reviewed and updated all staff roles and responsibilities.
- Revised staff contracts to ensure compliance with Employment Standards.
- Updated compensation structures for all permanent full-time employees to better reflect responsibilities and market benchmarks.

Safe Sport

- Strengthened our partnership with the Athletics Canada Office of the Commissioner to oversee Safe Sport complaint management.
- Supported participants and clubs in accessing and utilizing the independent complaint mechanism.
- Expanded education for participants and clubs on Safe Sport principles and best practices.
- Continued to emphasize the importance of Safe Sport training for all clubs and BC Athletics Technical Members as a requirement for full membership.

Governance

- Revised the BC Athletics Vision, Mission, and Values to better reflect our mandate and the diversity of our sport community.
- Supported the Board of Directors in developing a two-year strategic plan.
- Participated in the viaSport Operational Enhancement Initiative to conduct a comprehensive governance and operational review of BC Athletics.
- Updated governance documents with guidance from Sport Law and viaSport.
- Established a BC Athletics Voting Registry in accordance with Bylaws.
- Ongoing review and update of operating policies and procedures.

Financial Health

- Continued strengthening the financial position of BC Athletics as the sport sector continues to evolve post-pandemic.
- Explored new revenue opportunities to diversify funding sources.
- Maintain stability in existing revenue streams by ensuring fees and program rates remain competitive and inflation-adjusted.
- Evaluated program expenditures relative to program revenues to ensure sustainability.
- Made strategic investments to support the continued growth of BC Athletics.
- Conducted an RFP for a new audit partner.
- Adjusted the fiscal year end to August 31 to improve financial planning and reporting alignment.

Risk Management

- Continued identifying and mitigating key organizational risks, with a focus on insurance coverage and liability protection for participants, clubs, and sanctioned events.

Public Relations and Branding

- Continued enhancing BC Athletics' digital presence to strengthen engagement with members, clubs, and stakeholders.
- Completed an RFP process for the BC Athletics Rebrand and Website Redevelopment Project.

2025 Highlights

Human Resources

BC Athletics advanced several key initiatives to ensure that staffing structures and supports align with organizational needs:

- Revised and implemented a new *BC Athletics Human Resources Policy*, developed in consultation with Beacon HR.
- Enhanced compensation and benefits for all permanent full-time staff to better reflect their roles and responsibilities.
- Added a new part-time role, *Lead Coach Developer*, to support the continued development of coaching education across the province.
- Introduced annual contracts for all *NCCP Learning Facilitators*, supporting consistency and accountability in program delivery.

Safe Sport

Our commitment to providing a safe, inclusive, and accessible sport environment remains at the forefront of our work:

- Participated in an *Athletics Canada working group* to draft a National Safe Sport Policy, formally adopted by all Branches at the *Athletics Canada AGM in May 2025*.
- Continued implementation of an independent complaint mechanism, through the Athletics Canada Office of the Commissioner, for all Safe Sport matters, ensuring member wellbeing and transparent resolution processes.
- Engaged in the Future of Sport in Canada meetings with the Commission to share my experience and broader concerns about the sport system in BC.

Governance

2025 marked a milestone year in strengthening BC Athletics' governance practices and member engagement:

- Adopted new Constitution and Bylaws, approved by members at a *Special Member Meeting on October 1, 2025*.

- Successfully implemented a designated voting registry, improving clarity and transparency in governance processes at member meetings. We saw a significant increase in engagement from designated voting members on governance matters.
- Hosted **three** member townhalls to discuss, Program & Services, Strategic Plan and Constitution and Bylaws.

Financial Health

BC Athletics made several key financial investments to enhance operational effectiveness and long-term sustainability:

- Branding and Website Redevelopment Project to strengthen organizational identity and member engagement.
- Governance Reform Project with Sport Law to modernize key policy and governance practices.
- Updated compensation plan for full-time staff to support recruitment and retention.
- Equipment replacement investments at Swangard Stadium and Centennial Stadium, including:
 - High Jump Landing System and Standards
 - Pole Vault Standards
 - Starting Blocks and Transport Cart

Public Relations

In 2025, BC Athletics expanded its outreach, strengthened relationships, and recognized the achievements of our members:

- Launched one-on-one meetings with affiliated club leaders to discuss structure, challenges, and opportunities for support. **Thirteen** meetings were held, providing valuable insight into club operations and identifying future areas for collaboration.
- Enhanced relationships with Athletics Canada and fellow Branches through regular communication, including two in-person gatherings (SAGM and AGM) and monthly virtual meetings.
- Strengthened partnerships with *viaSport*, *BC School Sports*, and other provincial and national sport organizations to align resources and initiatives.
- Recognized member success through the annual awards program.
- Advanced the Branding & Website Redevelopment Project, with *Caorda Web Solutions* leading the initiative. Foundational branding and key messaging have been completed, and the next phase of website development and logo refinement is underway.

2025 Challenges

As BC Athletics continues to strengthen its organizational foundation, we have faced several challenges that reflect the evolving realities of the sport system in British Columbia and across Canada. The following areas have been of particular focus in 2025.

Safe Sport

Safe Sport remains both a central priority and an ongoing challenge for BC Athletics.

- Managing Safe Sport complaints is now a consistent and necessary reality of the amateur sport landscape, requiring diligence, transparency, and fairness for all parties involved.
- Between January 2025 and October 24, 2025, the *Athletics Canada Office of the Commissioner* has managed **four** formal complaints on behalf of BC Athletics and its affiliated clubs.
- Safe Sport related expenses have been significant, with costs totaling **\$54,943.15** for the *April 2024–March 2025* fiscal year, and **\$9,825.00** from *April 2025 to October 24, 2025*.
- We continue to receive reports of bullying and harassment at various levels of our sport, sometimes in situations where participants may not feel empowered to file a formal complaint.
- Strengthening Safe Sport education and awareness across all membership categories remains a key focus as we work to build confidence in complaint processes and encourage a culture of respect and accountability.

Governance

- The viaSport Operational Enhancement Initiative identified several governance and operational policies requiring modernization to ensure BC Athletics remains aligned with best practices in the sector and to meet the requirements of our funding partners.
- Additionally, the Future of Sport in Canada Commission report has highlighted the need for ongoing governance reform across all levels of sport. We anticipate increased oversight and expectations for provincial and local sport organizations, and we must all remain ready to adapt to these emerging requirements.

Financial Health

The financial landscape for amateur sport continues to present challenges.

- There continue to be no increases in core funding for sport from the Government of British Columbia.
- Available grants have declined, and many are targeted toward specific programs that do not always align with BC Athletics' strategic priorities.
- Program delivery costs, including BC Team Programs and Provincial Championships, continue to rise.
- Delays in the disbursement of Community Gaming Grants have created timing pressures for cash flow.
- The unpredictability of Safe Sport and legal expenses, including investigation and legal fees, adds further strain to financial forecasting.

- Despite these pressures, BC Athletics continues to manage resources and remains committed to maintaining financial stability through planning and diversified revenue strategies.

Risk Management

In partnership with our insurance provider and legal advisors, BC Athletics continues to review potential risk areas to BC Athletics, affiliated clubs and our members. This process has led to several important operational changes aimed at protecting participants and organizations:

- Club affiliation processes were fully reviewed, resulting in a temporary pause on new affiliations and updates to the 2026 Club Affiliation Application.
- The BC Athletics School and School District Affiliation Program was suspended until additional risk mitigation strategies can be implemented. As a result, school-aged participants entering BC Athletics sanctioned events are now required to register as Day of Event Members and pay the associated fee.
- All non-BC Athletics participants at sanctioned events who are utilizing the BC Athletics insurance policy are now required to complete an Assumption of Risk and Liability Waiver.

Public Relations

- Understanding how to best communicate and engage with a diverse community that extends to several events and groups in Athletics.
- The pace of change and effectively communicating the urgency of some of these necessary changes.
- Misinformation and speculation about decision-making has been a barrier to efforts in building trust and transparency.

2026 Organizational Priorities

Building on the progress of 2025, BC Athletics enters 2026 focused on continued organizational strengthening, enhancing our member engagement, and being proactive in Safe Sport and governance reform. The following priorities will guide our work in the year ahead.

Human Resources

BC Athletics recognizes that its staff are essential to the success of the organization and the delivery of programs and services across the province. In 2026, priorities will include:

- Evaluating the addition of 1–2 part-time staff positions to provide administrative and program support.
- Supporting professional development and ongoing learning for current staff.
- Implementing regular performance reviews for staff to ensure alignment with organizational goals and to foster a culture of accountability and growth.

Safe Sport

Ensuring a safe, respectful, and inclusive sport environment remains central to BC Athletics' mission. In 2026, the organization will continue to build capacity and accountability through alignment with the National Safe Sport Policy:

- Requiring all Technical Members (coaches, officials, and sport leaders) to complete CAC Safe Sport Training every **four** years.
- Mandating Criminal Record Checks for all Technical Members every **three** years.
- Expanding Safe Sport education by requiring all BC Team athletes to complete CAC Safe Sport Training.
- Continue to be responsive to Safe Sport matters as they emerge.

Governance

BC Athletics will continue to demonstrate leadership in governance modernization and system reform.

- Drafting and implementing comprehensive governance and operating policies informed by best practices and recommendations from the viaSport Operational Enhancement Initiative.
- Establishing Athlete, Coach, and Officials Advisory Councils to ensure strong communication and representation across the membership.
 - *Policy development:* November–December
 - *Call for nominees:* January
 - *Selection of council members:* February
- Championing governance reform within the broader amateur sport sector by advocating for system changes that enhance accountability and improve the participant experience.

Financial Health

BC Athletics will continue to manage its financial resources responsibly to ensure long-term sustainability:

- Maintaining a healthy reserve fund and sustaining a modest annual surplus to support future growth.
- Diversifying revenue streams while reviewing and adjusting program and service fees as needed to remain competitive yet sustainable.
- Developing a financial contingency strategy to manage the volatility of unpredictable events, specifically legal or Safe Sport related expenditures.

Risk Management

As the sport environment continues to evolve, BC Athletics will:

- Remain informed and proactive in understanding shifting insurance requirements and legal obligations.
- Continue to assess and mitigate organizational risks through regular consultation with legal and insurance partners, ensuring safe and compliant operations across all programs.

Public Relations

BC Athletics will continue to strengthen its relationships, visibility, and communication across the sport community:

- Raising the profile of BC Athletics provincially and nationally through active leadership among PSOs and Athletics Canada Branches.
- Expanding support for club leaders through annual check-in meetings and enhanced access to organizational resources.
- Introducing working groups to engage members in key projects and initiatives.
- Launching a refreshed brand and modernized website, enhancing how we communicate and connect with members.
- Delivering timely and transparent communications to keep members informed of key initiatives and developments.
- Refining our awards and recognition programs to better celebrate the achievements of our members.

We look forward to continuing to support and serve the Athletics community across British Columbia. Thank you for your support and engagement.