



Gymnastics **BC**

ANNUAL REPORT

2023-2024



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ABOUT THIS REPORT

This report provides an overview of the organization's achievements and activities throughout each year.

Technical highlights, events, statistical information on membership and participant numbers are as of membership year end, August 31, 2024.

ABOUT GYMNASTICS BC

VISION

To be a provincial leader in the delivery of quality foundational and high performance programs and services that foster lifelong sport participation.

MISSION

To provide positive and diverse gymnastics experiences for province-wide participation at all levels.

MESSAGE FROM THE CHAIR



As we reflect on another year in the gymnastics community, I want to extend my heartfelt gratitude to each member of GymBC for your commitment to the sport. Together, we continue to foster an environment where athletes can thrive, promoting their physical, mental, social, and emotional development in a safe and inclusive setting.

This year marked a significant milestone in our journey with the successful hiring of our new CEO, Jennifer Keith, after an extensive ten-month search. Jennifer's leadership will be instrumental in guiding us forward as we embrace new opportunities and challenges.

One of the highlights of the year was the inaugural GymBC Xcel Challenge, which brought together over 800 participants from across the province. This event exemplifies our commitment to creating engaging and accessible experiences for athletes of all levels.

Safe Sport remains a top priority for GymBC, and we are proud to announce the successful launch of SafeSport Gym Education. This initiative, alongside enhancements to our complaint process and strategy, will ensure a safer and more supportive environment for all participants. We also increased our club visits this year, offering Safe Sport presentations to further educate and engage our community.

I would like to express my sincere appreciation to our member clubs, coaches, officials, and volunteers for your dedication and passion. Your efforts play a vital role in elevating the standard of gymnastics in British Columbia and creating meaningful opportunities for our youth.

On behalf of the GymBC Board of Directors, I extend my gratitude to our leadership team and all members for your professionalism and commitment to our vision. Together, we are making a difference in the lives of young athletes across our province.

Together, we are gymnastics.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennifer Lyster".

Jennifer Lyster
Chair, Gymnastics BC

MESSAGE FROM THE CEO



I was honoured to join the Gymnastics BC community as CEO in late August - the very tail end of the 2023-2024 cycle. While I don't have valuable insights into the last year, I would be remiss if I did not recognize the GymBC Board and staff for going above and beyond during the 10-month period that the CEO office was vacant. Notably, Catherine Dubinsky, Member Services Manager & Finance, stepped up in several areas and should be acknowledged for her efforts to keep the organization moving forward.

Since joining GymBC, I have observed the organization from an outsider's perspective. Through that lens, I can sum up my primary impressions in one word: **passion**. From our GymBC staff, to the Board, to our members, and up to GymCan, there is a shared and strong passion for gymnastics. My hope is to harness that passion into a common vision that will position gymnastics to thrive for the foreseeable future.

This starts with taking stock of the progress that has been made against the current GymBC strategic objectives, assessing the needs of the sport and members, and creating a new **Strategic Plan for Gymnastics in BC**. This will be a visionary, living document that establishes new strategic priorities and metrics for measuring organizational and community success.

This also entails a comprehensive review of our **operations and governance** and ensuring that GymBC is aligned with sport sector standards, including important mandates for safe sport. We are fortunate to be working alongside Sport Law through the viaSport-sponsored *Operational Enhancement Initiative* to identify gaps in these areas and to build effective strategies to close them.

Lastly, I envision nurturing a gymnastics community where our sport is **accessible to all** and where everyone feels **safe, welcome** and a **sense of belonging**.

I look forward to embarking on this journey with you.

A handwritten signature in blue ink that reads "Jennifer Keith".

Jennifer Keith
CEO, Gymnastics BC

MEET THE GYMBC TEAM



BOARD OF DIRECTORS

CHAIR

Jennifer Lyster

VICE-CHAIR

Chantelle Yates

DIRECTOR OF FINANCE

Vacant

WAG TECHNICAL CHAIR

Jesse Jakins

MAG TECHNICAL CHAIR

Mike Hood

TG TECHNICAL CHAIR

Jill Drake

GFA CHAIR

Catou Tyler

DIRECTOR AT LARGE

Livia Lau

DIRECTOR AT LARGE

Brandon Jung

DIRECTOR AT LARGE

June Tiefenbach

DIRECTOR AT LARGE

Nicole Beauregard

ZONE COMMITTEE CHAIRS

ZONE 1 CHAIR

Amy Lockhart

ZONE 2 CHAIR

Heather Ivanitz

ZONE COMMITTEE CHAIRS (CONT.)

ZONE 3 CHAIR

Kris Krunick

ZONE 4 CHAIR

Bobbie Worrall

ZONE 5 CHAIR

Jennifer Dober / Kristina Sharp

ZONE 6 CHAIR

Lucas Tiefenbach

ZONE 7 CHAIR

Lara Collingwood

ZONE 8 CHAIR

Chantelle Yates

STAFF

CEO

Jennifer Keith

SPORT SAFETY OFFICER

Justin Schubert

MEMBER SERVICES MANAGER/FINANCE

Catherine Dubinsky

BUSINESS DEVELOPMENT & EVENT MANAGER

Leanne James

COMMUNICATIONS & EVENTS COORDINATOR

Aidan Muth

STAFF (CONT.)

COMMUNICATIONS CONSULTANT

Michelle Comeau

COACH AND JUDGE DEVELOPMENT COORDINATOR

Bobbie Worrall

WAG PROGRAM MANAGER

Momona Komagata

MAG PROGRAM MANAGER

Thorstein Fischer

TG PROGRAM MANAGER

Sandra Poelzer

RECREATION PROGRAM MANAGER

Taphatna Duncan

OTHER

PROVINCIAL PERFORMANCE ADVISORS

Jared Goad (WAG)
Richard Ikeda (MAG)
Jason Burnett (TG)

EQUIPMENT TECHNICIANS

Garry Ricks
Thorstein Fischer
Chris Sheremeta
Innocent Eragbhe
Jake Maxim

TEAM BC UNIFORM LOGISTICS COORDINATOR

Kerrie Turner

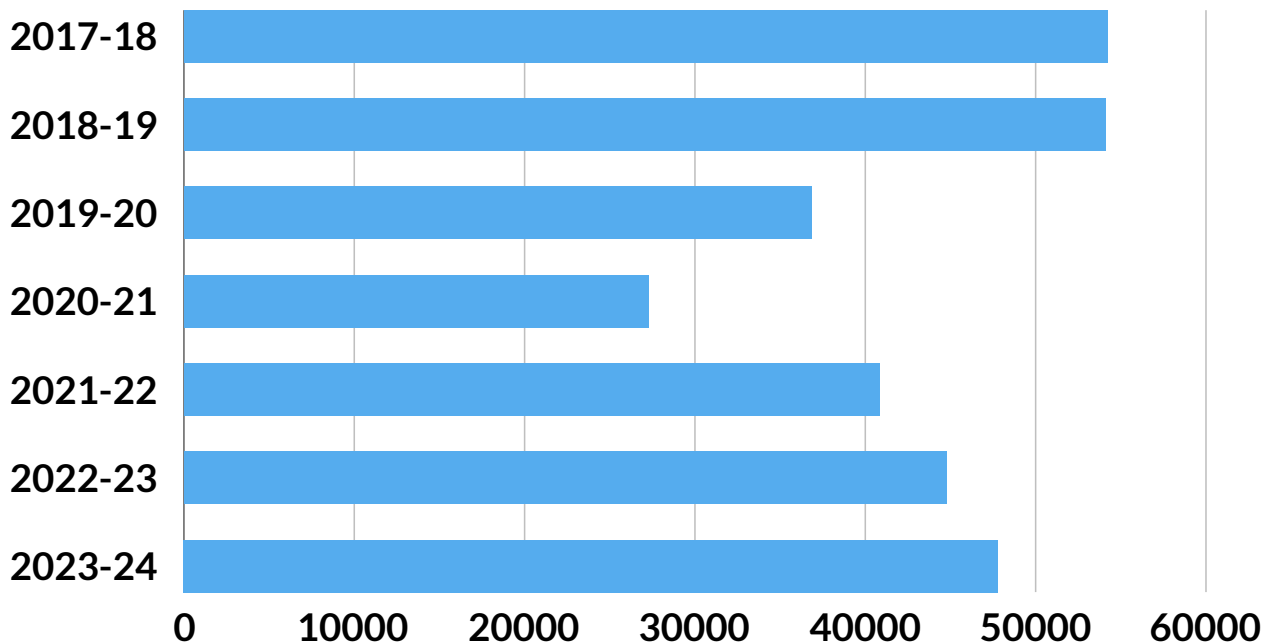
OVERVIEW

MEMBERSHIP



71
MEMBER CLUBS
↑ 2
2022-23 to 2023-24

47,792
TOTAL UNIQUE
INDIVIDUALS
↑ 3,050
2022-23 to 2023-24



BY THE NUMBERS

MEMBERSHIP

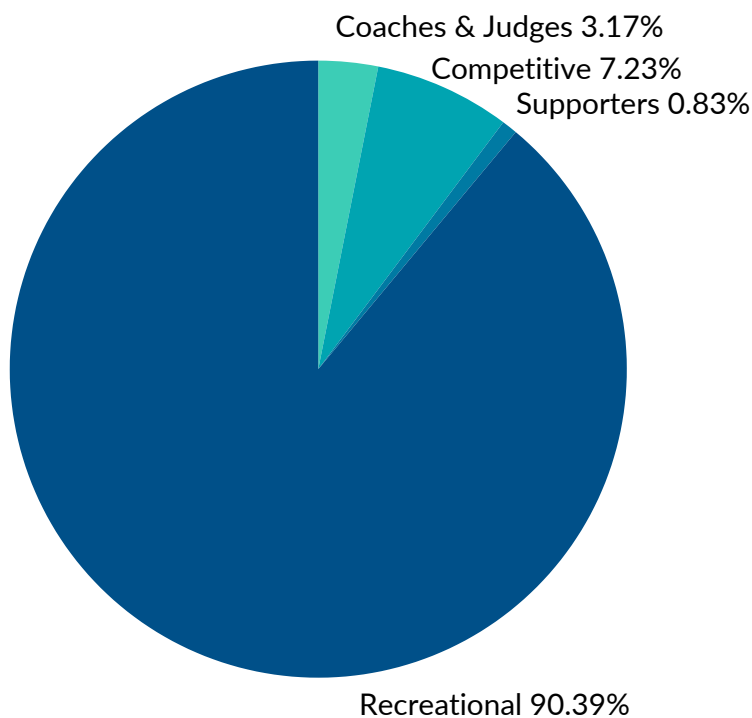
Note: Because some individuals are registered in more than one role and/or category, the numbers for each of the bullets below do not add up to the total amount for each role/category. The role/category totals are the unique number of individuals registered in that role/category. Similarly, the pie chart percentages do not add up to exactly 100% for the same reason.

RECREATIONAL ATHLETES (43,200)

- Artistic (34,049)
- Trampoline (3,703)
- Artistic Casual (6,135)
- Trampoline Casual (7)
- Interclub (672)
- Acrobatic (112)
- Parkour (500)
- Adaptive/Inclusive (88)
- Masters/Adult (21)

COACHES AND JUDGES (1,514)

- Artistic Recreational Coach (987)
- Trampoline Recreational Coach (135)
- Recreational Pre-CIT Coach (132)
- Men's Artistic Gymnastics Coach (55)
- Women's Artistic Gymnastics Coach (350)
- Trampoline Gymnastics Coach (55)
- Acrobatic Coach (7)
- Men's Artistic Gymnastics Judge (26)
- Women's Artistic Gymnastics Judge (99)
- Trampoline Gymnastics Judge (51)



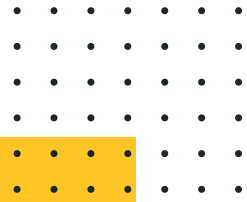
COMPETITIVE ATHLETES (3,457)

- Men's Artistic Gymnastics (231)
- Women's Artistic Gymnastics (2,939)
- Trampoline Gymnastics (296)
- Acrobatic (22)

SUPPORTERS (397)

- Board of Directors & Volunteers (297)
- Club Staff (99)
- Other (55)

RISK MANAGEMENT & SAFE SPORT



Overview

Risk management has continued to be an essential GymBC's operational priority. In the 2023-2024 season, GymBC continued its commitment to risk management strategies and initiatives including safe sport presentations, club visits and complaint management.

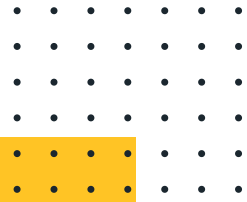


Risk Management Support

GymBC's Sport Safety Officer conducted 16 club visits to support operations and risk management. This service provides clubs with tools to improve their risk management processes and identifies common issues across members which influences the development of new, and fine tuning of existing, tools, templates, and resources for clubs.

GymBC and member clubs continue to use the online injury reporting system, allowing GymBC to identify injury related trends and the circumstances surrounding those trends.

RISK MANAGEMENT & SAFE SPORT (CON'T)



Insurance

GymBC was successful in retaining insurance coverage with Gameday. Our historic record of implementing risk management strategies has been integral in securing adequate insurance coverage for all disciplines. This is reflected in GymBC's ongoing ability to retain coverage as well as improve our loss/claims history.



Click the Safe Sport Gym Education graphic to access the initiative launched by the Canada's Provincial/Territorial Gymnastics partners in August 2023.

Safe Sport

With GymBC activities and membership continuing to grow, we continue to receive complaints. The Complaint Management Handbook is used for complaint intake and handling. A future focus will be to assist clubs in implementing their own complaint management processes as equipping clubs with the ability to effectively deal with complaint will allow issues to be resolved in a more timely manner.

GymBC also delivered 3 Safe Sport education sessions during the 2023-2024 season, focusing on topics such as, complaint management, coach safety and club/board risk exposures and best practices.

BY THE NUMBERS

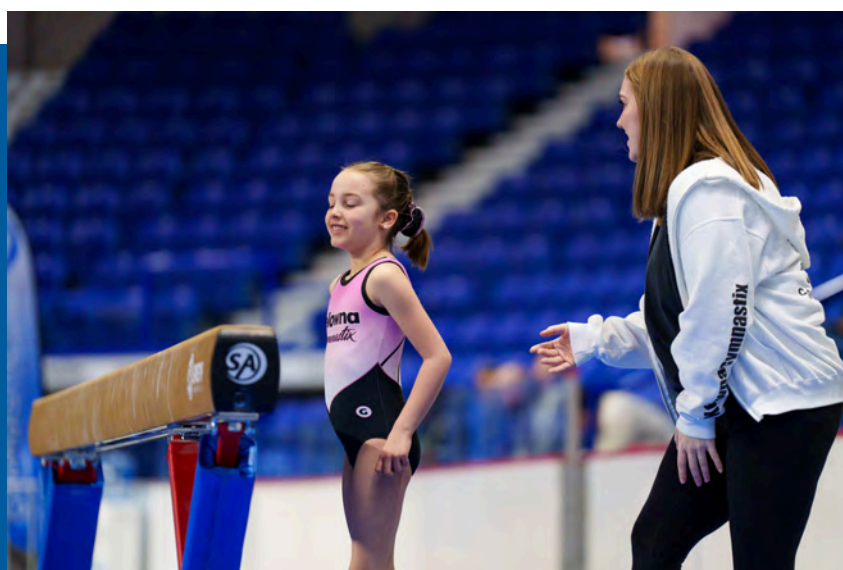
COACHES AND JUDGES



	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
ARTISTIC REC. COACH	886	766	575	717	806	987
REC. PRE-CIT	72	197	109	144	116	132
TG REC. COACH	22	91	66	84	92	135
WAG COACH	222	272	285	272	307	350
MAG COACH	46	43	44	50	55	55
TG COACH	28	55	56	68	66	55
ACROBATIC COACH	4	5	5	8	7	7
TOTAL COACHES	1,280	1,429	1,140	1,343	1,449	1,721
UNIQUE COACHES	1,280	1,296	937	1,124	1,215	1,427
WAG JUDGE	86*	81	115	127	116	99
MAG JUDGE	16*	10	34	22	33	26
TG JUDGE	38*	31	29	31	36	51
TOTAL JUDGES	140	122	178	180	185	176
UNIQUE JUDGES	140	122	171	174	176	165

Please note: The Total and UNIQUE Total rows may not match because some individual coaches and/or judges may participate in more than one category/discipline.

**revised numbers reflect errors corrected from previous annual reports.*



EDUCATION COURSES COACHING



By Course

COURSE	# OF COURSES	# OF PARTICIPANTS	% CHANGE FROM 2022-23
FOUNDATIONS INTRO	32	402	+45%
FOUNDATIONS ARTISTIC	28	334	+28%
FOUNDATIONS ACTIVE START	10	103	+140%
FOUNDATIONS TRAMPOLINE	21	176	+23%
FOUNDATIONS THEORY	23	338	+39%
COMP 1 THEORY	7	85	-4%
COMP 1 WAG	9	107	+16%
COMP 1 MAG	4	22	-33%
COMP 1 TG	4	36	+44%
COMP 2 WAG	2	19	-61%
COMP 2 MAG	2	5	-58%

By Zone

	Z1	Z2	Z3	Z4	Z5	Z6	Z7	Z8	TTL
FOUNDATIONS INTRO	2	3	5	5	4	6	3	4	32
FOUNDATIONS ARTISTIC	2	3	4	4	4	6	2	3	28
FOUNDATIONS ACTIVE START			3	2		1	1	3	10
FOUNDATIONS TRAMPOLINE		1	4	7	2	5		2	21
COMP 1 WAG	1	1		2	2	1	1	1	9
COMP 1 MAG				2	1	1			4
COMP 1 TG		1	1	2					4
COMP 2 WAG					2				2
COMP 2 MAG					2				2
TOTAL	5	9	17	24	17	20	7	13	112

COACH & JUDGE DEVELOPMENT HIGHLIGHTS

COURSES



The **Coach Development Guide** was created as a step-by-step checklist to help coaches understand the certification pathways for any discipline at any level. GymBC launched its first-ever **Pro-D Day** to promote gymnastics as a profession, with the goal of increasing long-term coach retention. Free and discounted NCCP courses were offered during **National Coaches Week**, and a variety of supplementary educational opportunities were offered, covering topics such as coach safety, technical skills, anti-bullying, and weight training.

JUDGING



The annual course calendar was implemented, with 75% of all courses from September 2023 to June 2024 confirmed and posted by September, allowing clubs to plan ahead.

LF Training: GymBC delivered 8 Learning Facilitator (LF) training courses resulting in 20 new LFs across 7 zones. Courses included 1 Comp 1 (C1) Trampoline, 1 Gymnastics Foundations (GF) Trampoline, 1 GF Theory, 2 GF Intro, 2 GF Artistic, and 1 GF Active Start course.

Coach Education: On average, we saw a 53% increase in GF course participants. The total number of courses offered increased by 25%, rising from 114 to 142. The total of course participants increased by 26%, growing from 1,294 to 1,627.

ADDITIONAL COACH EDUCATION



GymBC supported the Trampoline Gymnastics (TG) program in analyzing and comparing **honorariums** to raise the judging rate and move closer to alignment with Men's Artistic Gymnastics (MAG) and Women's Artistic Gymnastics (WAG). We updated the provincial WAG judging materials and sold the rights to other provinces. The WAG Judges Cup was held in person for the first time since the pandemic, and MAG held its first-ever Judges Cup. Three WAG **Brevet candidates** were supported, and **241 judges** were trained through 4 TG judging courses and 13 WAG judging courses,

GYMNASTICS FOR ALL



The Gymnastics For All (GFA) program had a successful 2023-24, highlighted by the Rec Conference and the launch of the Fitter for Life program, which garnered interest from multiple clubs. Additionally, the successful BC Gymnaestrada event showcased GFA's commitment to enhancing gymnastics programming and promoting an active lifestyle.

GFA REGISTRATION NUMBERS

	2021-22	2022-23	2023-24
ARTISTIC RECREATIONAL	32,430	34,517	35,156
TG RECREATIONAL	3,366	2,795	3,703
ARTISTIC CASUAL	1,680	3,207	6,135
TG CASUAL	394	162	7
RECREATIONAL ACRO	56	66	112
INTERCLUB PERFORMANCE	712	762	672
RECREATIONAL PARKOUR	1,898	662	500
ADAPTIVE/INCLUSIVE	65	90	88
TOTAL	40,601	42,332	46,373
TOTAL UNIQUE	38,324	40,491	43,181

Please note: The Total and UNIQUE Total rows do not match because some individuals may be registered in more than one recreational category.



TOP HIGHLIGHTS

GFA



The **2023 Rec Conference** took place from August 25-27 at VIP Gymsports, with 29 participants, including 18 attendees, 2 GFA Committee members, 7 presenters, and 2 GymBC staff. The conference featured 12 workshops for coaches and administrators, covering topics such as Pre-CIT materials, games, warm-ups, and coaching strategies. While feedback was positive, our goal for the coming years is to implement strategies to increase participation, as attendance was lower than expected.

The **Fitter for Life** program has been licenced from Gymnastics Australia and was made available to GymBC member clubs in November of 2023. Since it's release, we have had 30 clubs request the material. This program gives gyms resources to continue promoting the Active for Life philosophy within their clubs. We are creating an education video that condenses the important information that coaches actively coaching the classes should know. We look forward to this program continuing to grow across BC.



In December of 2023 a redesigned **Active Start Platform** was released by GymCan, after an extensive pilot program. GymBC has purchased access for all the gyms that wish to have it. This platform is a good starting point for active start lesson plans. While there remains room for improvement, we look forward to its continued expansion and growth in the coming years. Thirty (30) BC clubs currently have access to the material.

The **2024 BC Gymnaestrada** event took place from May 3-5 at the Richmond Olympic Oval, co-hosted by Delta Gymnastics and GymBC with the theme "Back to the 80's." The event attracted 253 athletes and 26 coaches, featuring 5 workshops and 2 performance shows.



WOMEN'S ARTISTIC GYMNASTICS WAG



Program Highlights

The Women's Artistic Gymnastics (WAG) program achieved several highlights this year, including the inaugural GymBC Xcel Challenge and the production of the 'Why Judge' video representing all judged disciplines. A Team BC Warm-up video was also created to support athletes. Effective financial management resulted in increased funding for the Canadian Championships, further enhancing the program's impact.

Coach & Judge Development Highlights

This year, we held 8 workshops and clinics covering various topics to support WAG coaches and judges. GymBC provided 13 judging courses and ongoing professional education (CPE) opportunities. One judge successfully completed the Brevet Candidacy program.

Athlete Development Highlights

GymBC and the WTC hosted 4 live training camps throughout the year, and for the first time, Apparatus Finals were held at the BC Championships.

WAG REGISTRATION NUMBERS

	XCEL	1	2	3	4	5	6	7	8	9	ASPIRE	10	HP	TOTAL
2021-22	1,033	131	210	197	134	34	273	153	64	38	20	30	12	2,329
2022-23	1,307	142	222	177	138	58	211	175	78	45	-	27	14	2,594
2023-24	1,484	198	322	231	125	46	212	152	75	54	-	27	13	2,939

HIGHLIGHTS

WAG

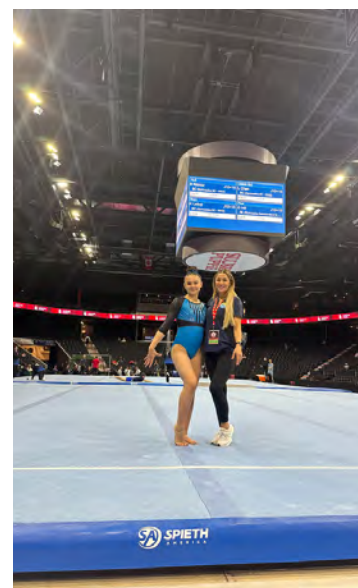


National

- 3 BC athletes named to the SR Canadian National Team: Aaliyah DeSousa, Shallon Olsen and Sydney Turner. 1 BC athlete named to the Espoir list: Emily Kim.
- BC athletes earned a total of 46 medals at the 2024 Western Canadian Championships.
- BC athletes earned a total of 15 medals at the 2024 Artistic Canadian Championships, including 5 Gold medals.

International

- Shallon Olsen and Sydney Turner named to Team Canada for the Paris 2024 Olympic Games along with coach Dorina Stan.
- Andrée Montreuil earned the Canadian WAG Official nomination to judge at the Paris 2024 Olympic Games.
- Shallon Olsen won vault Gold at the 2023 RomGym Trophy and vault Bronze at Jesolo.
- Sydney Turner contributed to a Team medal at the 2023 & 2024 Pan Am Championships as well as the 2024 Pan Am Games in addition to clinching bars Silver and beam Bronze at the 2024 Pan American Championships.



MEN'S ARTISTIC GYMNASTICS MAG



MAG REGISTRATION NUMBERS

	PROVINCIAL 1-5	NATIONAL OPEN/ELITE	TOTAL
2021-22	201	47	248
2022-23	180	50	230
2023-24	180	51	231

In the past year, the Men's Artistic Gymnastics (MAG) had a total of 231 registered athletes, including 182 who participated in the BC Championships. To support the development of these athletes, we organized three Provincial Camps in October, November, and January, as well as two Elite Camps held in November and June. These training opportunities have been vital in honing the skills of our gymnasts and fostering a strong sense of community among participants.





National

- Connor Fielding and Aiden Gonzalez were named to the Grizzly Classic team to represent Canada. Connor earned 2 Silver medals, and 1 Bronze. Aiden won a Gold medal.
- MAG had a total of 33 athletes compete at Westerns in Langley, BC, winning 44 medals.
- MAG sent a contingent of 38 athletes to Canadians in Gatineau, QC. Out of 108 available medals, BC athletes won 35 (32%).

International

- Zachary Clay was selected to the 2023 World Championships team.
- Zachary Clay won Gold on PH and Silver in Team at Pan Am Games.
- Zachary Clay competed at the DTB Pokal in Germany for Team Canada.
- Zachary Clay and Richard Ikeda were selected to the MAG Canadian Olympic Team for Paris 2024.
- The Japan trip and dual meet with Osaka University of Health and Sport Sciences was a success.



TRAMPOLINE GYMNASTICS TG



Program Highlights

TG athletes have excelled at provincial, national, and international levels, as shown by GymCan’s selection of athletes for various national teams and international assignments. This year, the Trampoline Gymnastics Technical Committee (TGTC) welcomed new members in new roles and transitioned to virtual meetings, making it easier for members across the province to participate. It was a year of learning, with the TGTC focused on developing initiatives to attract new coaches and judges to the sport.

Coach Development Highlights

Course conductors are delivering essential courses across the province, with new conductors trained through the Learning Facilitators Program.

Judge Development Highlights

Two provincial courses certified 11 new judges, three achieved national certification, and newly certified judges received mentorship at Provincial Cups.

TG REGISTRATION NUMBERS

	PROVINCIAL MEN			PROVINCIAL WOMEN			NATIONAL MEN			NATIONAL WOMEN			TOTAL
	TR	DMT	TU	TR	DMT	TU	TR	DMT	TU	TR	DMT	TU	
2021-22	46	46	12	85	87	44	18	19	2	31	28	17	435
2022-23	54	44	20	87	82	38	28	63	4	26	32	12	490
2023-24	75	67	17	110	107	30	30	67	6	18	43	18	588

Please note: The above numbers may not represent the number of individual registered competitive TG athletes, as some athletes participate in more than one event.



National

- A delegation of 90 participants, including 69 athletes, 13 coaches, 7 judges, and 1 head of delegation, represented BC at the 2024 Canadian Championships with great success - 22 individual medals, including 4 National Champions.
 - In the Junior Women's Double Mini Trampoline (DMT) category, athletes swept the podium with 1st, 2nd, and 3rd place finishes.
 - Brooklyn Lee-McMeeken was named Junior Athlete of the Year.
 - Jake Maxim was honored as Junior Coach of the Year.



International

- Gabby Flynn and Gavin Dodd proudly represented Canada at the 2023 World Cup in Varna.
- Brooklyn Lee-McMeeken won Gold in DMT and placed 4th in Trampoline (TRA) at the Junior Pan Am Championships.
- Gavin Dodd placed 4th in DMT at the 2023 World Championships.
- Brooklyn Lee-McMeeken won Gold in DMT, and Jordyn Schmidt earned Silver at the 2023 World Age Group Championships (WAGs).
- Brooklyn Lee-McMeeken, Jayda Jean-Louis, Jordyn Schmidt, and Sienna Kuznak represented Canada in DMT, at the inaugural 2023 Junior Worlds, earning a Bronze medal in the Team final and a Silver medal for Sienna in DMT.
- Sienna Kuznak won Silver in DMT at the 2024 Coimbra World Cup.
- Jordyn Schmidt won Gold in DMT, Brooklyn Lee-McMeeken secured Silver, and Brayden Renou earned Gold in both DMT and TRA in the U12 category of the Coimbra GymFest.

2023-24 EVENTS



Event Highlights

The Events Department of Gymnastics BC successfully organized a series of 7 engaging and impactful events throughout the year, showcasing the talent and diversity within the gymnastics community. The team's dedication and commitment were evident in the seamless execution of these events, bringing together participants near and far and celebrating their accomplishments in the sport of gymnastics.



01

Awards & Scholarships Night

The 2023 Gymnastics BC Awards and Scholarships Night took place in October at the Element Vancouver Metrotown Hotel, with over 200 attendees celebrating the community's achievements. More than 70 awards were presented, including scholarships to Connor Yates, Kayla Howell, and Amélie Andres. Carole Williamson and Chantelle Yates received the Member of Distinction awards, while John Carroll and Penny Erickson were honored as GymBC Life Members.

02

Annual General Meeting

The 2023 Gymnastics BC Annual General Meeting took place on October 15, both virtually and in-person, with 34 clubs (49.2% of GymBC member clubs) in attendance. Attendees approved the Annual Report and Audited Financial Statement for the fiscal year ending June 30, 2023. Chantelle Yates and Nicole Beauregard were elected to the GymBC Board of Directors by acclamation.

2023-24 EVENTS (Cont.)



03

Artistic & TG BC Championships

The 2024 WAG Optional, MAG, and TG Gymnastics BC Championships were held at the PNE Forum from March 28-30, 2024, co-hosted by TAG Sports Centre and Gymnastics BC. The event attracted over 750 participants in Artistic Gymnastics and 200 participants in Trampoline Gymnastics, including athletes, coaches, and judges.

04

Compulsory BC Championships

The 2024 Compulsory Gymnastics BC Championships took place at the Queens Park Arena from April 11-12, 2024, co-hosted by Flicka Gymnastics Club and Gymnastics BC. The event welcomed more than 500 participants, including athletes, coaches, and judges.

05

Xcel Challenge

The inaugural 2024 GymBC Xcel Challenge was held at the Queens Park Arena from April 13-14, 2024, co-hosted by Flicka Gymnastics Club and Gymnastics BC. The event brought together over 850 participants, including athletes, coaches, and judges.

06

Western Artistic Championships

The 2024 Western Canadian Artistic Gymnastics Championships were hosted at the Langley Events Centre from April 18-20, 2024, co-hosted by Langley Gymnastics Foundation and Gymnastics BC. The event featured more than 350 participants from BC, Yukon, Northwest Territories, Alberta, Saskatchewan, and Manitoba, including athletes, coaches, and judges.

07

BC Gymnaestrada

The 2024 BC Gymnaestrada, themed "Back to the 80s," was held at the Richmond Olympic Oval from May 4-5, 2024, co-hosted by Delta Gymnastics Society and Gymnastics BC. Over 200 participants engaged in workshops such as dance, parkour, and the Olympic Oval Rocks Experience, with Day 2 showcasing vibrant performances inspired by the 1980s.

2023-24 COMMUNICATIONS



Overview

The Communications Department of Gymnastics BC consistently delivered dynamic strategies, maintaining cohesive branding and keeping the community informed and engaged. Through timely updates on news, event results, and inspirational stories, we nurtured a strong, connected community across the province.

Top Highlights

- Brand guidelines continually implemented and utilized throughout the organization, internally and externally, defining GymBC's brand and image
- SafeSport Gym Education Project launched in September 2023
- New GymBC website launched in November 2023
- Increased social media content and coverage during events - BC Championships, BC Winter Games, BC Gymnaestrada, GymCan hosted events, and the leadup to Paris 2024 Summer Olympic Games
- Communications Coordinator joined Gymnastics Canada Marketing and Communications Committee

THE STATS

COMMUNICATIONS



GymBC WEBSITE

612K TOTAL PAGEVIEWS

↑ **26%**

2,800

PAGE LIKES

↑ 4%



4,995

FOLLOWERS

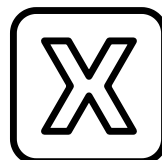
↑ 8%



1,400

FOLLOWERS

↓ 4.2%





1 Club Response Rate

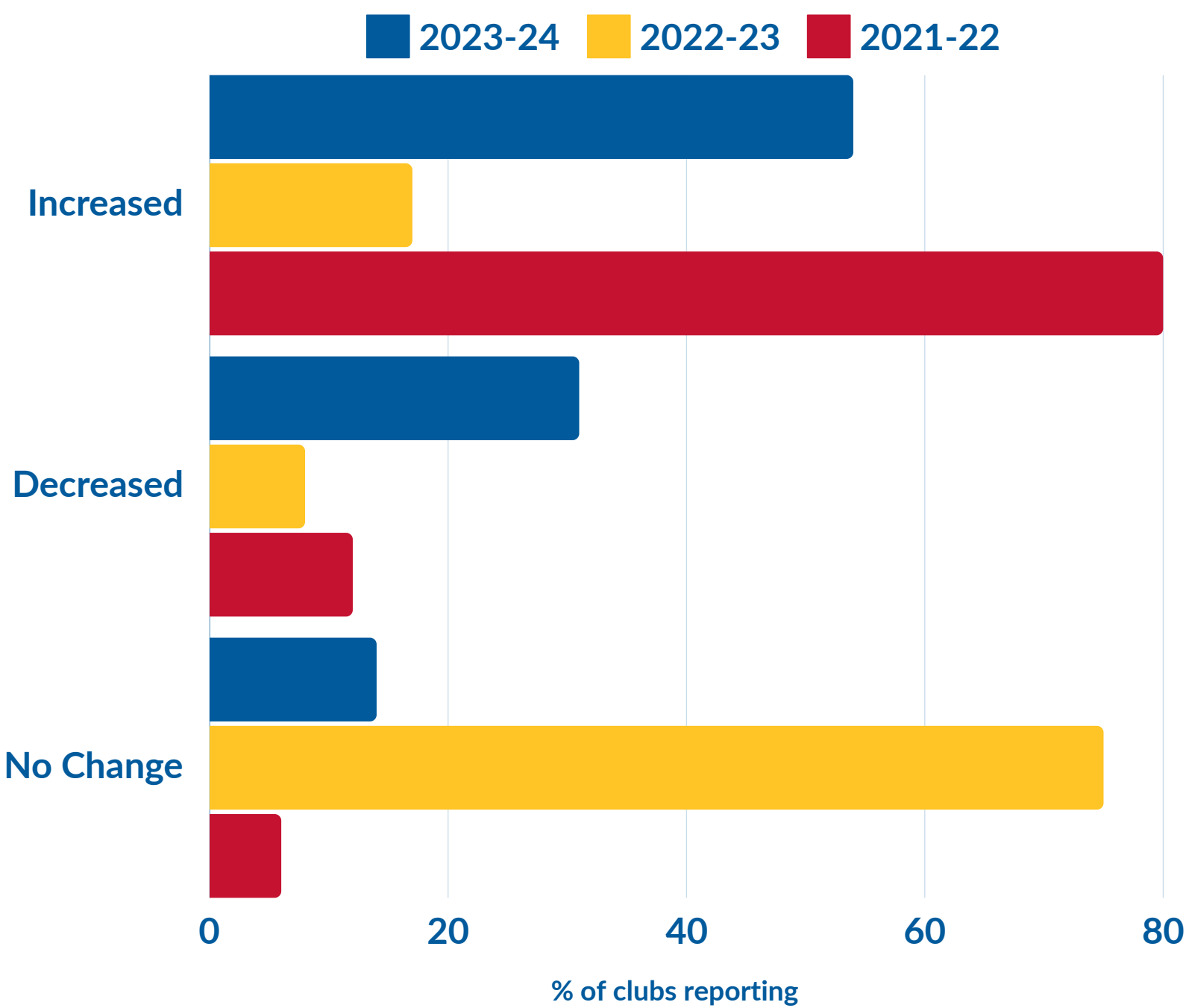
2023-24: 44%
 2022-23: 77%
 2021-22: 44%

Analysis doesn't necessarily compare the same clubs from year to year; just those that respond.

Takeaways

- Low completion rate is assumed to be due to the timing of the 2023-24 Survey sent in June 2024 vs. January as previous 3 years.
- Continued increase in membership year to year, despite reports of club being over capacity. Where is this increase coming from?
- Clubs consistently reporting a lack of qualified coaches, creating challenges in accommodating all interested participants.
- GymBC to review the presentation and distribution of the annual member club survey to ensure accurate statistics and foster higher response rates..

2 Change in Club Membership Rates



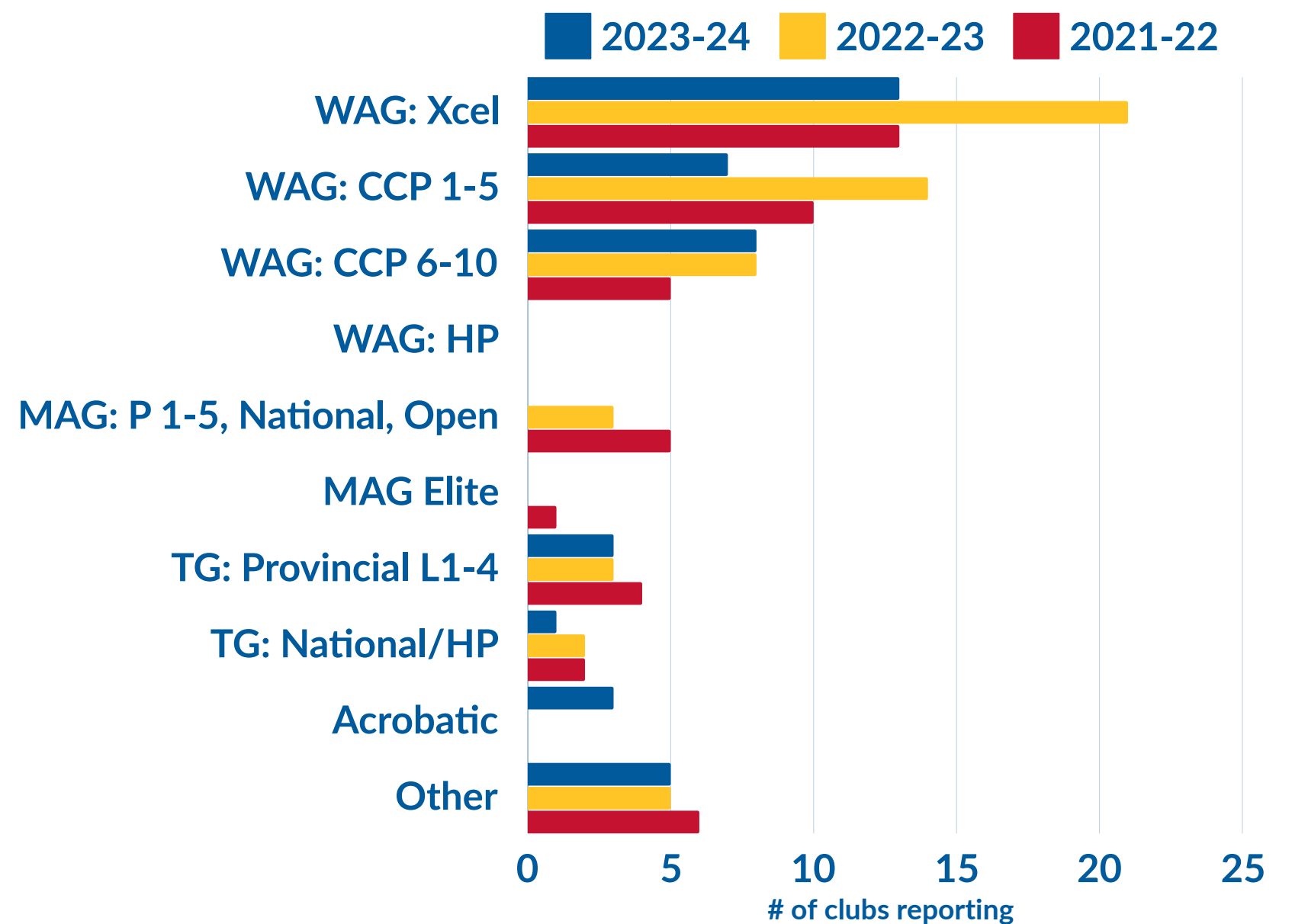
3 Notable Notes

- Explore opportunities for GymBC to standardize club communication tools and registration platforms.
- Clubs identify the need for more support in developing effective policies and procedures, in addition to those currently available on the new GymBC website. Specifically, a catastrophic incident plan template is needed as 42% of clubs report not having one.
- Overall, GymBC communications are increasing to club satisfaction based on survey results over the previous three years.
- GymBC to continue offering educational opportunities ensuring reach in all areas of the province.

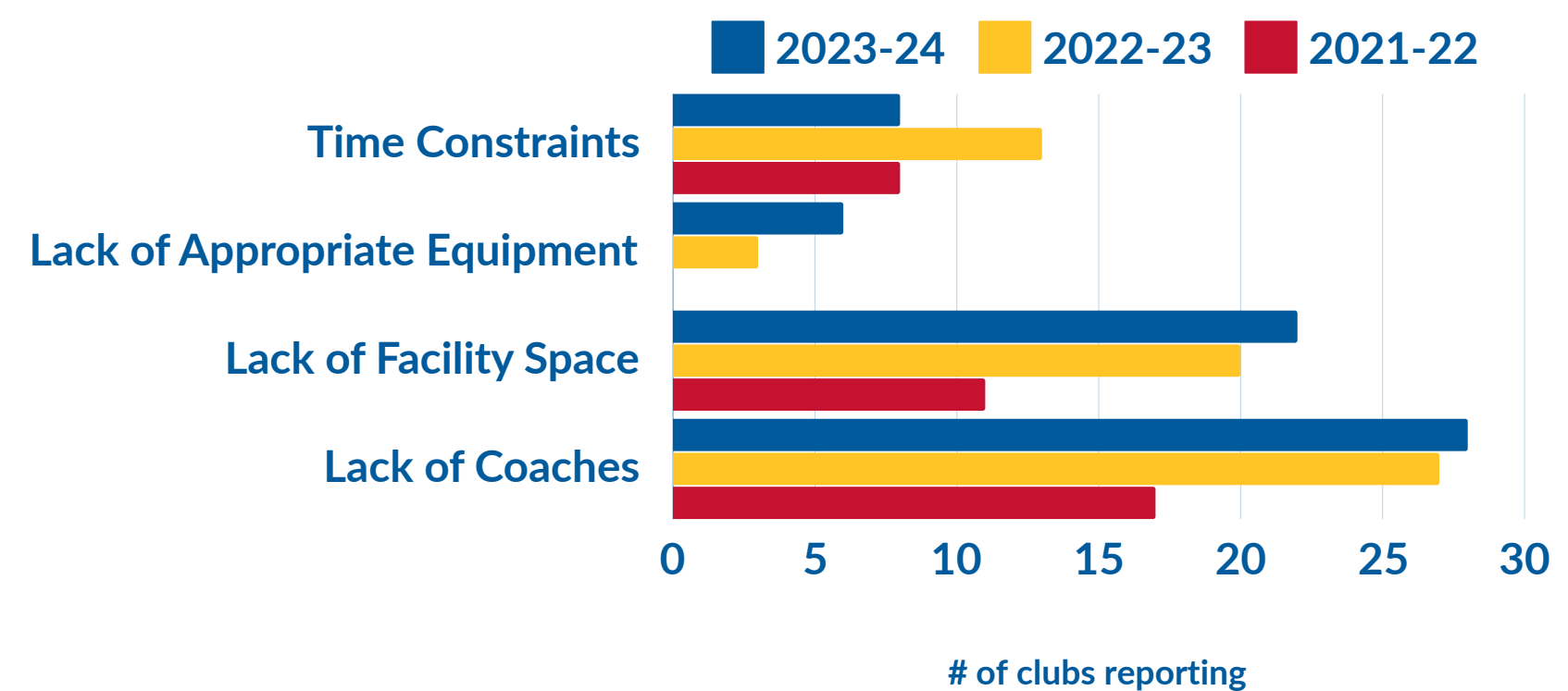
Questions

Questions about the GymBC Member Club Survey can be directed to GymBC's Communications Team by emailing communications@gymbc.org.

4 Program Demands Exceed Capacity (Comp)



5 Barriers to Fulfilling Demand (Comp)



6 Main Barriers Faced (GFA)

Member clubs facing excess demand in GFA programming consistently highlight a shortage of qualified coaches, exacerbated by the high costs and perceived complexity of certification. Additionally, clubs report difficulties in funding equipment and facility upgrades. Active Start GFA Programming is the leading program requested among GFA clubs.

7 GymBC Strategic Plan Priorities

GymBC member clubs identified their top priorities for the next strategic plan.

1. **Coach Development:** Accessible training and support in recruiting and retaining coaches, notably for Recreational/GFA programs.
2. **Judge Development:** More education and professional development opportunities.
3. **Provincial Training Facility:** Crucial for centralizing resources, and growing competitive programming.

