

BC RUGBY

2025/26 ANNUAL REPORT



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A LETTER FROM OUR LEADERSHIP

TONY PAYNE & JOHN TAIT INTERIM PRESIDENT & INTERIM CEO

As we reflect on the 2025-26 year, we are proud of the progress BC Rugby has made in advancing our mission to grow, develop, and manage the sport across British Columbia.

This year was one of continued collaboration, celebration and transition. Across every level of the organization, our staff, volunteers, clubs, members, partners, and supporters demonstrated remarkable commitment to ensuring rugby remains a safe, inclusive, and thriving sport for participants throughout the province.

We continued to invest in programs that strengthen community rugby, support athlete development, enhance coach and referee education, and improve the experiences of players, volunteers, and administrators.

We enjoyed a remarkable year for our provincial programs with National Championships, Canada Summer Games Gold Medals and the successful return of Senior Men's and Women's Rugby at a provincial level.

As with any evolving organization, the year brought also brought its challenges as we navigate another leadership transition.



“ THIS YEAR WAS ONE OF CONTINUED
COLLABORATION,
CELEBRATION, AND TRANSITION. ”

However, through thoughtful planning and collaboration, we remain focused on delivering value to our members and supporting the rugby community across British Columbia.

The resilience and dedication shown by our rugby family continues to be one of our greatest strengths.

We are grateful to our clubs, participants, volunteers, sponsors, funding partners, and stakeholders whose contributions make our work possible. Your passion and commitment continue to drive the growth and success of rugby throughout our province.

Thank you for your ongoing support of BC Rugby.

ORGANIZATION OVERVIEW



➔ Vision

To be the safest, most vibrant and inclusive Rugby Community.

BC Rugby will facilitate and deliver a Rugby pathway from Club to BC Bears to Maple Leaf, accessible to Players, Coaches and Officials from all regions and backgrounds.

The Organization will be known as a first-class amateur sport business, sustainably providing valued services to stakeholders, Member Clubs and participants.

➔ Purpose & Values

The purpose of BC Rugby is to grow, develop and manage the sport of Rugby in the province of British Columbia; and to undertake any other roles, functions, responsibilities or actions that best serve the sport.

Our Values are:

- SAFETY
- INTEGRITY
- RESPECT
- INCLUSION

MEMBERSHIP OVERVIEW

The 2025/26 season was another positive year for BC Rugby, with 9,598 registered members across the province. While this figure does not include participation from several Northern and Interior clubs due to the transition from SportLomo to PlayHQ, growth was evident across key areas of the game. Female participation continued to increase, with girls representing 27% of Mini Rugby registrations and 39% of junior registrations, both up from the previous year.

The rugby workforce supporting the game also reached record levels. BC Rugby registered 187 Match Officials - the highest total in organizational history and a 27% increase year-over-year - while the number of registered Coaches grew by 20% to 435. The BC Rugby community also expanded geographically with the addition of the Coastal Wolves on the Sunshine Coast, a new club focused on introducing young athletes to the game through Mini Rugby programming.

Events and competitions continued to thrive throughout the year, with BC Rugby hosting 13 events, up from 10 the previous season.

TOTAL REGISTRATIONS

→ 9,598

FEMALE REPRESENTATION

→ 31%

JUNIOR REPRESENTATION

→ 40%



MEMBERSHIP STATE OF PLAY

TOTAL
REGISTRATIONS



9,598

REGISTERED
COACHES

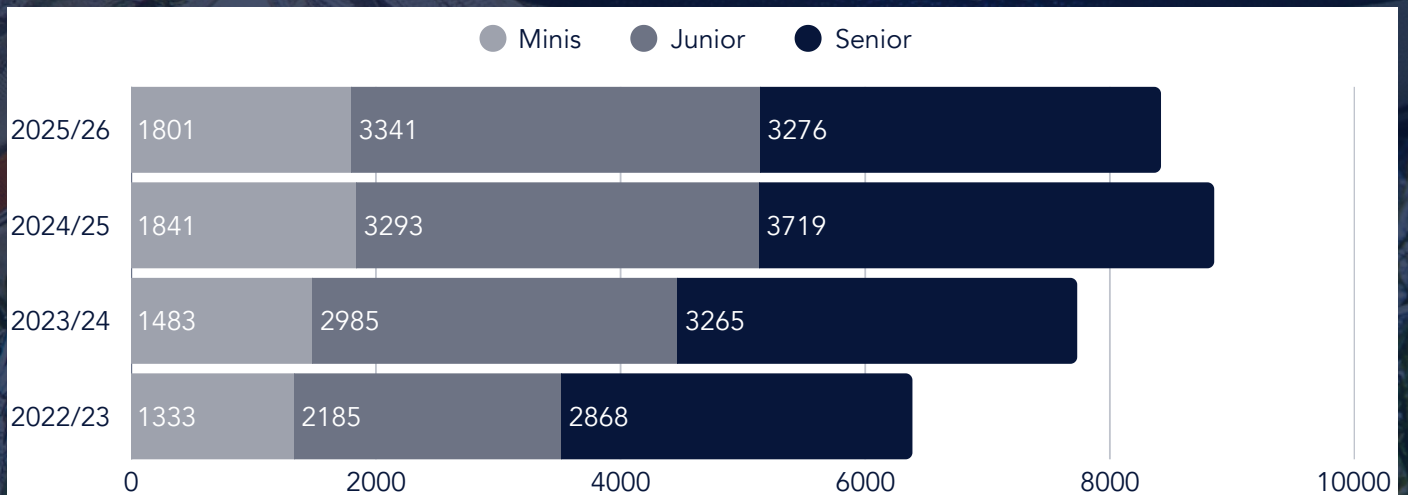


435

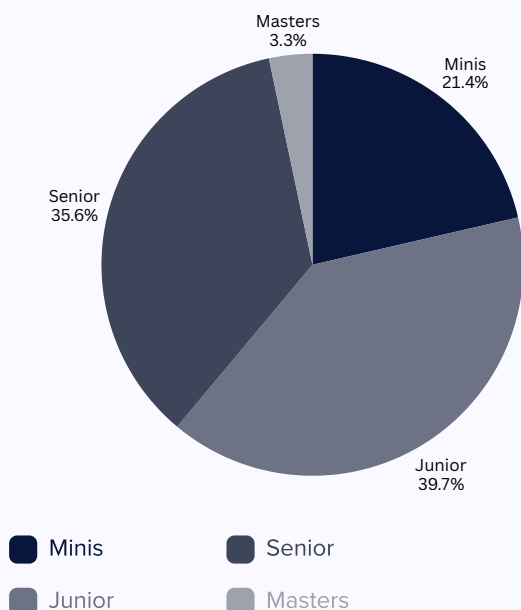
REGISTERED
OFFICIALS



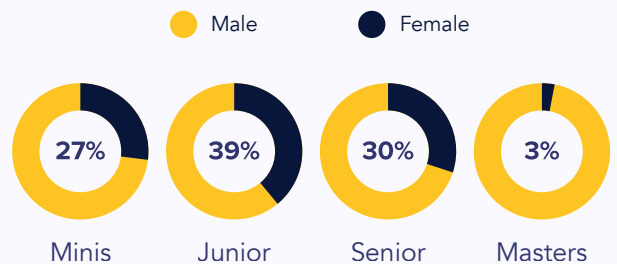
187



REGISTRATION BREAKDOWN



GENDER BREAKDOWN



OVERALL GENDER BREAKDOWN



PERFORMANCE OVERVIEW



WHERE WE'RE AT.

The 2025/26 season marks the conclusion of BC Rugby's current Strategic Plan, providing an opportunity to reflect on the progress made over the past five years. Despite a period of organizational transition, the BC Rugby community continued to demonstrate resilience and growth, with positive results across participation, performance, development, events, and digital engagement. The achievements highlighted throughout this report reflect the collective efforts of our players, coaches, match officials, volunteers, clubs, partners, and staff in advancing the game across British Columbia.

As we look ahead, BC Rugby is preparing to launch a new three-year Strategic Plan in Summer 2026. Developed through consultation with members and key stakeholders, the new plan will build on the momentum of recent years while establishing clear priorities for the future. Together, we remain committed to growing the game, strengthening our rugby community, supporting high performance pathways, and ensuring rugby remains safe, inclusive, and accessible for all British Columbians.

WHAT WE'VE DONE

PROTECT WELLBEING

Protecting the physical and mental wellbeing of members remained BC Rugby's highest priority throughout 2025/26. Through continued investment in officiating, coach development, and player welfare initiatives, the organization worked to ensure a safe, fair, and positive rugby experience for participants across British Columbia.

Match Officials played a vital role in supporting the game, with ongoing recruitment, education, and development strengthening officiating pathways throughout the province. Officials continued to represent BC at national and international competitions such as Pacific Four Series, MLR, World Rugby Sevens and the Canadian Rugby Championships, reflecting the strength of the province's development system and commitment to excellence both on and off the field.

Coach education also remained a key focus, with development opportunities delivered alongside major provincial and national events such as PRCs and U SPORTS National Women's Championships. Beyond the field, BC Rugby continued to promote player welfare through awareness and education campaigns, including support for Concussion Awareness Week and Rowan's Law Day, helping foster safer environments for everyone involved in the game.

→ 99.8%

Matches with Registered Official

→ 12

L1 Officials Courses Delivered

→ 14

High-Performance Officials

→ 16

RefDev Sessions Delivered

WHAT WE'VE DONE



DEVELOP PERFORMANCE

The 2025/26 Provincial Representative Season was one of the most successful in BC Bears history, with athletes and teams achieving success across both XVs and 7s programs. More than 200 athletes represented British Columbia throughout the Age-Grade XVs season, while the annual Senior Women's Blue vs. Gold Series once again showcased the depth of talent within the provincial pathway.

BC Bears teams delivered outstanding performances on the national and international stage. The U17 Boys and Girls both captured the inaugural O'Neills Challenge Cups during their Ontario Tour, while the U19 Girls claimed the 2025 Canadian Rugby Championship title and the U19 Boys secured silver for the second consecutive year. More than 80 athletes also participated in the U15 Build-a-Bear Camps, continuing to strengthen the province's high-performance pathway.

Success continued in Sevens Rugby, with the U18 Girls earning back-to-back Canada Summer Games Gold Medals and the U20 Boys capturing silver. The U18 Girls also achieved an impressive 13th-place finish among 72 teams at the Global Youth Sevens. The year concluded with BC Bears graduate Sophie De Goede receiving the highest individual honour in the sport, being named World Rugby Women's Player of the Year.



288

BC Bears Athletes in 2025/26



1

National Championship Title



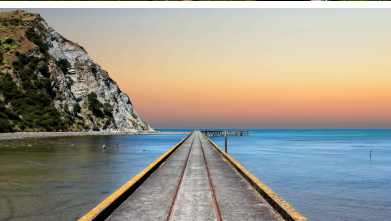
2

Canada Summer Games Medals



80+

U15 Build-a-Bear Athletes



WHAT WE'VE DONE

STRENGTHEN COMMUNITY

Throughout 2025/26, players, coaches, match officials, volunteers, clubs, and supporters came together to create memorable experiences both on and off the field. 600 athletes gathered at Shawnigan Lake School for the return of best-on-best regional rugby at the 2025 PRCs. The spirit of the game was equally evident at the 2025 Kamloops 7s, which welcomed a record 128 teams and more than 2,500 athletes from across the province and beyond.

The BC Rugby community also continued to make a meaningful impact off the field. Clubs and members raised thousands of dollars for charitable causes through initiatives such as Capilano RFC's Pink Day and Surrey Beavers AA's Ruck of the Cure, demonstrating the power of rugby to support and strengthen local communities.

Throughout the year, BC Rugby celebrated the game through unique initiatives, including athlete-led BC Bears kit launches, the return of the popular Design a Jersey competition with O'Neills Sportswear, and the inaugural "Under the Lights" showcase at UBC Thunderbird Stadium. Thunder Rugby expanded its Indigenous rugby programming with Tours to New Zealand and Portugal, while the Vancouver Rogues announced a bid to host the 2028 Bingham Cup - further demonstrating BC's growing reputation as a destination for major rugby events.

→ 128

Teams at 2025 Kamloops 7s

→ 13

BC Rugby Events in 2025/26

→ 2

BC Bears Kit Launch Campaigns

→ 600

Athletes at 2025 PRCs

WHAT WE'VE DONE

LEAD THE ORGANIZATION

The 2025/26 season was a period of significant transition for BC Rugby, marked by several changes in organizational leadership and continued efforts to strengthen partnerships and operations.

In June 2025, Andy Margolis was appointed BC Rugby President before stepping down in December 2025, with Tony Payne appointed Interim President alongside Vice Presidents Theresa Weeks and Nishant Nereyeth. The organization also thanked departing Board Director Nadine Heath for her contributions and service to the BC Rugby community.

In May 2026, BC Rugby and CEO Matthew Carter parted ways following his 12-month tenure. During his time with the organization, Matthew helped secure several key commercial partnerships, including Harbour Air, Weissach INEOS Grenadier, Dilawri Group, and TRAXX, providing valuable support and member benefits.

Off the field, BC Rugby continued to strengthen its commercial and operational partnerships, including signing a multi-year agreement with CTMS Travel Group as the organization's Official Travel Partner in January 2026. The organization welcomed several event partners, including Red Rhino Rentals, Guardteck Security, and We Film Events, whose support and services played an important role in the successful delivery of BC Rugby events this year.

→ 5

New Partnerships

→ 4

Key Event Partnerships

→ 2

New Sponsorships

→ \$2M

Total Revenue

A RECORD DIGITAL YEAR

TOTAL IMPRESSIONS



12,132,291

TOTAL USERS REACHED



1,987,766

TOTAL NEW FOLLOWERS



4,812

SUMMARY:

For the fourth consecutive year, BC Rugby reached a record-breaking growth across its digital platforms, expanding the visibility of rugby throughout the province and beyond.

KEY INSIGHTS:

- Short form video content proved to be a big winner for BC Rugby socials, with video views reaching over 400,000.
- Website traffic increased to 700,000 visits overall.
- Engagement rate was higher at 12% on average for the year.
- BC Bears and Event Coverage were highest performers.

PERFORMANCE BY PLATFORM :

PLATFORMS	IMPRESSIONS	ENGAGEMENT	GROWTH
Instagram	9,000,000	3,000,000	+416%
Facebook	1,200,000	250,000	+15%
YouTube	120,000	5,000	+65%

PERFORMANCE BY TYPE

63%
Video

26%
Image

8%
Link

3%
Text

AUDIENCE DEMOGRAPHICS

Total Followers

31K



60%
Male



40%
Female

BC RUGBY WEBSITE STATS

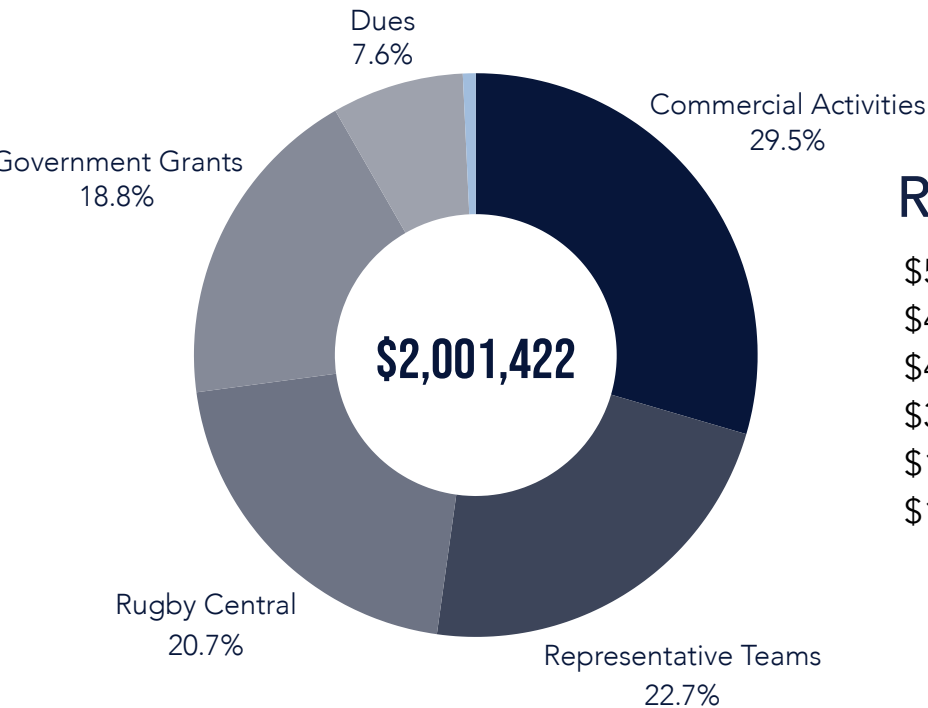
Views
700K

Unique Users
20K

Avg. Time
1:30

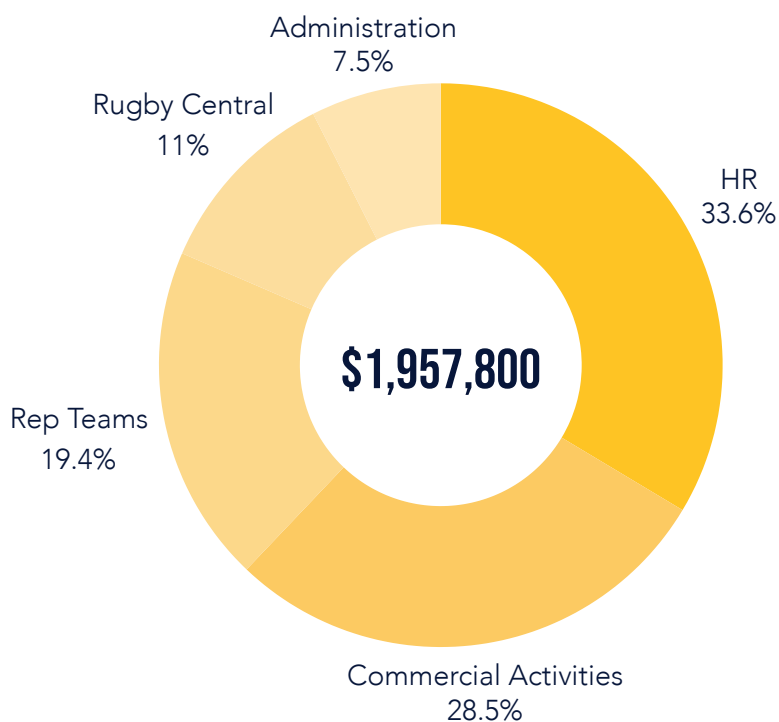
Bounce Rate
55%

2025/26 FINANCIALS



REVENUES

\$590,947 - Commercial Activities
\$453,906 - Representative Teams
\$413,990 - Rugby Central
\$376,467 - Government Grants
\$151,383 - Dues
\$14,739 - Administration



EXPENSES

\$639,548 - Human Resources
\$542,675 - Commercial Activities
\$369,301 - Representative Teams
\$209,899 - Rugby Central
\$142,377 - Administration

2025/26 FINANCIAL STATEMENTS

The full 2025/26 BC Rugby Audited Financial Statements [can be found here.](#)

LOOKING TO THE FUTURE

Looking ahead to the 2026/27 season, BC Rugby will build on the strong foundations established across participation, performance, and community development. As the current Strategic Plan concludes, the organization will transition into a new three-year strategy designed to strengthen pathways, grow the game across all regions, and further enhance the safety, accessibility, and quality of rugby in British Columbia.

The year ahead will focus on deepening engagement with members and stakeholders, expanding opportunities for players, coaches, and match officials, and continuing to elevate BC's presence on the national and international stage. With strong momentum across all areas of the game, BC Rugby is well positioned to enter this next chapter with confidence and ambition.



➔ New Strategic Plan

BC Rugby will launch its new three-year Strategic Plan in Summer 2026, setting a clear direction for the next phase of growth and development across the province. Developed in consultation with members, stakeholders, and the wider rugby community, the plan will build on recent momentum while setting focused priorities to strengthen participation, enhance our pathways, and ensure the game remains safe, inclusive, and enjoyable for all. This new roadmap will guide BC Rugby through 2026-2029 and provide a unified framework for continued progress on and off the field.

➔ Event Growth

BC Rugby is committed to building bigger, better, and more impactful events that elevate the experience for athletes, clubs, and supporters across the province. The organization will focus on enhancing event quality, improving delivery, and creating memorable experiences that showcase the best of rugby in British Columbia. From grassroots to high-performance, BC Rugby will continue to invest in event innovation, community engagement, and venue partnerships to ensure its events remain a key driver of growth for the sport.

THANK YOU

2025/26 PARTNERS



EVENT SPONSORS

