



BC RUGBY



ANNUAL REPORT

2021 / 2022

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LAND ACKNOWLEDGEMENT



BC RUGBY AND ITS MEMBERS GRATEFULLY
ACKNOWLEDGE THAT **WE LIVE, WORK AND
PLAY THE SPORT OF RUGBY ON THE
TRADITIONAL AND UNCEDED TERRITORIES OF
INDIGENOUS PEOPLES** ACROSS ALL REGIONS
OF BRITISH COLUMBIA.

BC RUGBY’S BOARD AND STAFF

2021/22 BOARD OF DIRECTORS

■ Mark Lewis	President
■ Tanya Donaldson	Vice President (Internal)
■ Bob Strachan	Vice President (Finance)
■ Marvin Foss	Director
■ Matt Gordon	Director
■ Connie McGinley	Director
■ Alan Snowden	Director

2021/22 STAFF

■ Annabel Kehoe	Chief Executive Officer
■ John Tait	Technical Director
■ Chris Assmus	Officials Development Manager
■ Doug Tate	Coach Education Manager
■ Rob Bartlett	Director of Marketing and Partnerships
■ Sam Crawford	Director of Community Rugby
■ Mitch Sora	Membership and Competitions Administrator
■ Madison Bradshaw	Marketing and Events Coordinator
■ Noah Pryce-Baff	Executive Coordinator



Tanya Donaldson, Vice President (Internal) presenting the UBCOB Ravens with the Men’s Division 1 Trophy at the 2022 Senior Club Finals

MESSAGE FROM THE PRESIDENT

After more than two years of what has felt like running in quicksand, it is with a sense of renewed purpose and optimism that I greet you. This renewed purpose is drawn from our recently launched Strategic Plan for 2022-2025. The Plan is the culmination of extensive work by the Board and Staff, combined with meaningful community consultations and input. The optimism stems from the belief that we have passed the worst of the COVID pandemic and that we can once again focus on a full slate of year-round matches, events and opportunities to grow, develop and manage Rugby in BC.

At the end of this fiscal year, BC Rugby finds itself in a very strong financial position with an energized and re-organized staff ready to take on post-pandemic challenges and willing to try new ideas to find success in both attracting and retaining players, officials, volunteers and supporters. We find ourselves more nimble than before as a result of prudent planning that allowed us to adapt and evolve as new rules and guidelines were imposed, changed and lifted over the the past year. We continue to encourage Clubs to seek out ways to engage age-grade players and to offer variations of Rugby that will attract and retain new members. We need to continue to keep an open mind as to how we can be innovative, welcoming and willing to help grow the game. We cannot only talk the talk of our core values but we must also walk the walk.

A resounding thank-you is due to our departing CEO Annabel Kehoe, who leaves us after almost seven years at the helm of BC Rugby. She has worked tirelessly in furtherance of growing, developing and managing our sport in BC and has been a fierce advocate for us nationally. We have come a long way during her tenure and we owe her our gratitude for the work she did to make that happen. I invite you to welcome our new CEO Dave Newson to the BC Rugby community. Dave brings a wealth of experience working with amateur and high performance sport as a Coach, Manager and Executive and we look forward to his leadership.

Lastly, I must acknowledge our entire Board of Directors for their tireless commitment to BC Rugby. Another huge thank-you goes to them, particularly our Vice Presidents, Bob and Tanya.



I look forward to seeing you around a pitch over the next year. Until then, stay safe, stay positive and stay involved.

MARK LEWIS, PRESIDENT

MESSAGE FROM THE CEO

This past year has all been about resilience and reviving our great sport. It has truly been a remarkable accomplishment by the many Club volunteers, Coaches, Officials and Therapists who have worked so diligently to safely, and gradually return to contact Rugby this past year. For me, it highlighted what best practice should entail, regardless of such a long hiatus from contact Rugby.

We are measuring retention levels and the dire results, which are being camouflaged by overall numbers slowly inching upwards, must be a call to action to improve the experience for all players. I challenge Coaches to implement, and players to commit to, ample training time to gradually build up to contact training and then matches, especially for youth Rugby. We have to take the time to TEACH players how to safely prepare, engage and execute the various contact elements of our game.

Engaging with many leaders and representatives through our strategic planning process highlighted that we want the same outcomes – more people playing a safer, more fun game – but we're not all aligned on how best to achieve this (especially on game day). It's difficult to keep the bigger picture at the front of our minds come kick-off, but the Clubs that are playing the long game are seeing growth and retention, with some wins on the board as delicious cherries on top. With disappointing results on the World and Olympic stages, it's the long game that we need to play. Positively, we have more Clubs delivering Rookie Rugby than ever before and as the Girls Can Rugby campaign proved, with a direct invitation, young girls will join the game. But we need players staying. The new Strategic Plan focuses on this retention, with a strong emphasis on supporting Coaches and Officials to give players a safer and more rewarding experience of Rugby.

As this is my final report, I would like to take this opportunity to thank all the BC Rugby Staff that I have had the pleasure of working alongside during my tenure – Louise, Dean, Tony, Darcy, Thomas, Euan, Marga, Brynna, Oisin, Aaron, Cassie, Bill, Eric and most recently Chris, John, Rob, Madison, Mitch, Doug, Sam and Noah. I would also like to thank Steve Cook, Samantha Shorter and Mark Lewis who each served as President of BC Rugby during my time and were great supporters and mentors. To the many, many volunteers that I've had the pleasure of learning from, thank you!



Best of luck playing the long game,

ANNABEL KEHOE, CEO

ABOUT BC RUGBY

The British Columbia Rugby Union, commonly known as BC Rugby, is the governing body for the sport of Rugby and was founded in 1889. As a Member Union of Rugby Canada, BC Rugby is recognized by World Rugby and the BC Government as being the non-profit organization responsible for Rugby Union and its game Rugby.

BC Rugby was officially formed in 1889 in New Westminster and, across three centuries, has overseen remarkable growth in both the Men's and Women's game that has helped develop a diverse Rugby community. Clubs based in British Columbia began touring parts of Western America as early as 1893. Rugby's seven-a-side format was first played in Vancouver in 1956. For over 130 years, British Columbia has hosted many prestigious Rugby Teams such as the All Blacks, New Zealand Maori, Japan, Australia, England, British Lions, Scotland, Barbarians and Fiji. As a Member Union of Rugby Canada, BC Rugby is a proud affiliate of World Rugby, the world governing body for the sport of Rugby. Many BC Players have gone on to represent Canada's Men's and Women's Teams at the International and Olympic level over the years.



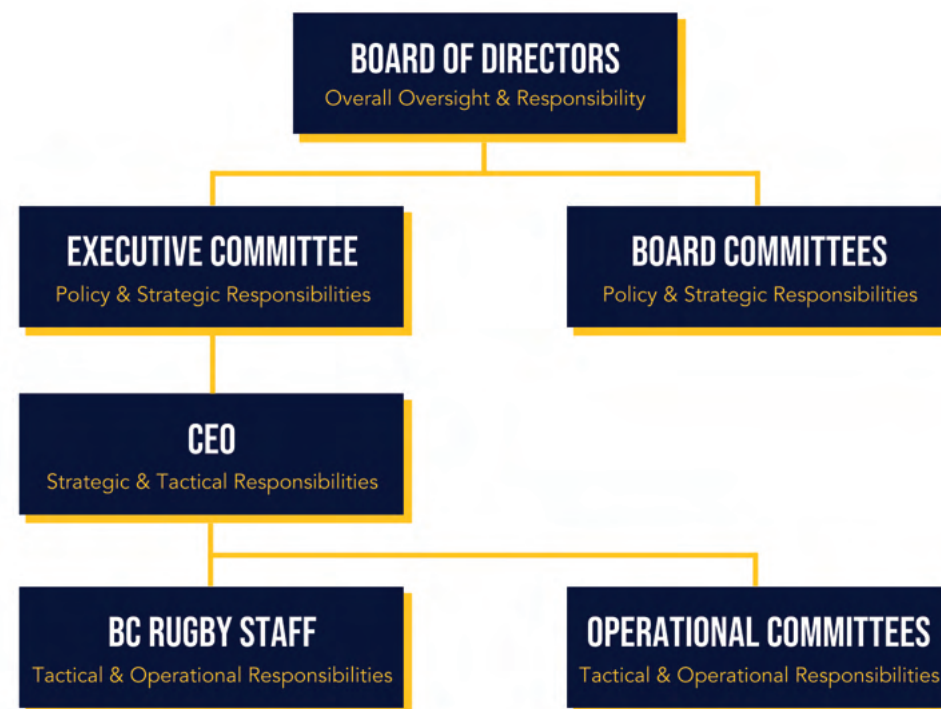
OUR PURPOSE

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 OF RUGBY IN THE PROVINCE OF BRITISH COLUMBIA.

OUR STRUCTURE

BC Rugby is overseen by a Board of Directors that are elected at the Annual General Meeting by the Voting Members, in accordance with BC Rugby Bylaws. The Board appoints several Committees to advise and support them. These are the Safe Sport Committee, Competitions Committee, Appeals Committee, Discipline Committee and Adjudicative Committee. The day-to-day operations of BC Rugby are performed by Staff, whom are led by the Chief Executive Officer.



OUR VISION

A vibrant, coordinated and diverse Rugby community throughout British Columbia where Rugby provides a field of possibilities for all;

- Where people of all ages, abilities and motivations have access to try their preferred game of Rugby in a safe and fun environment;
- Where aspiring athletes have the opportunity to access high-performance coaching and quality competition with appropriate officiating;
- Where Member Clubs across the Province have strong, sustainable and diverse membership and are reliably delivering valued programming to their local communities; and,
- Where BC Rugby is smart and sophisticated in its leadership and service to all current and potential stakeholders and partners.



Participants, Staff and Volunteers
at Elk Valley RFC's Girls Can
Rugby Day on April 23, 2022

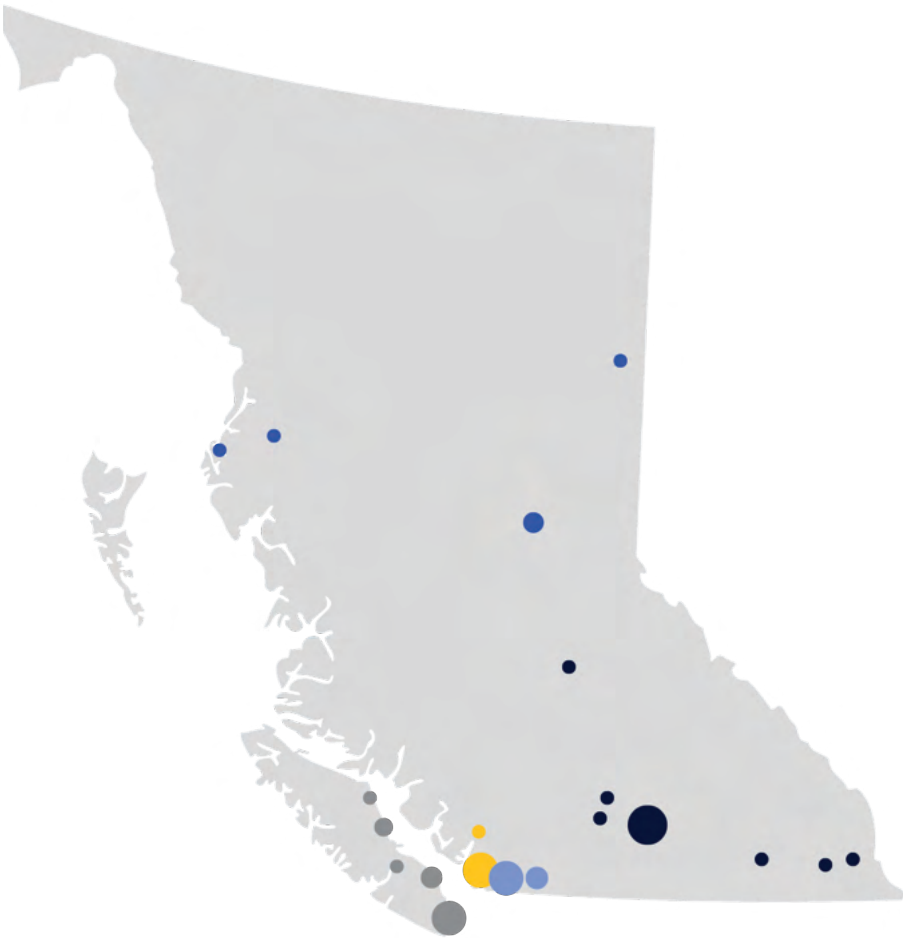
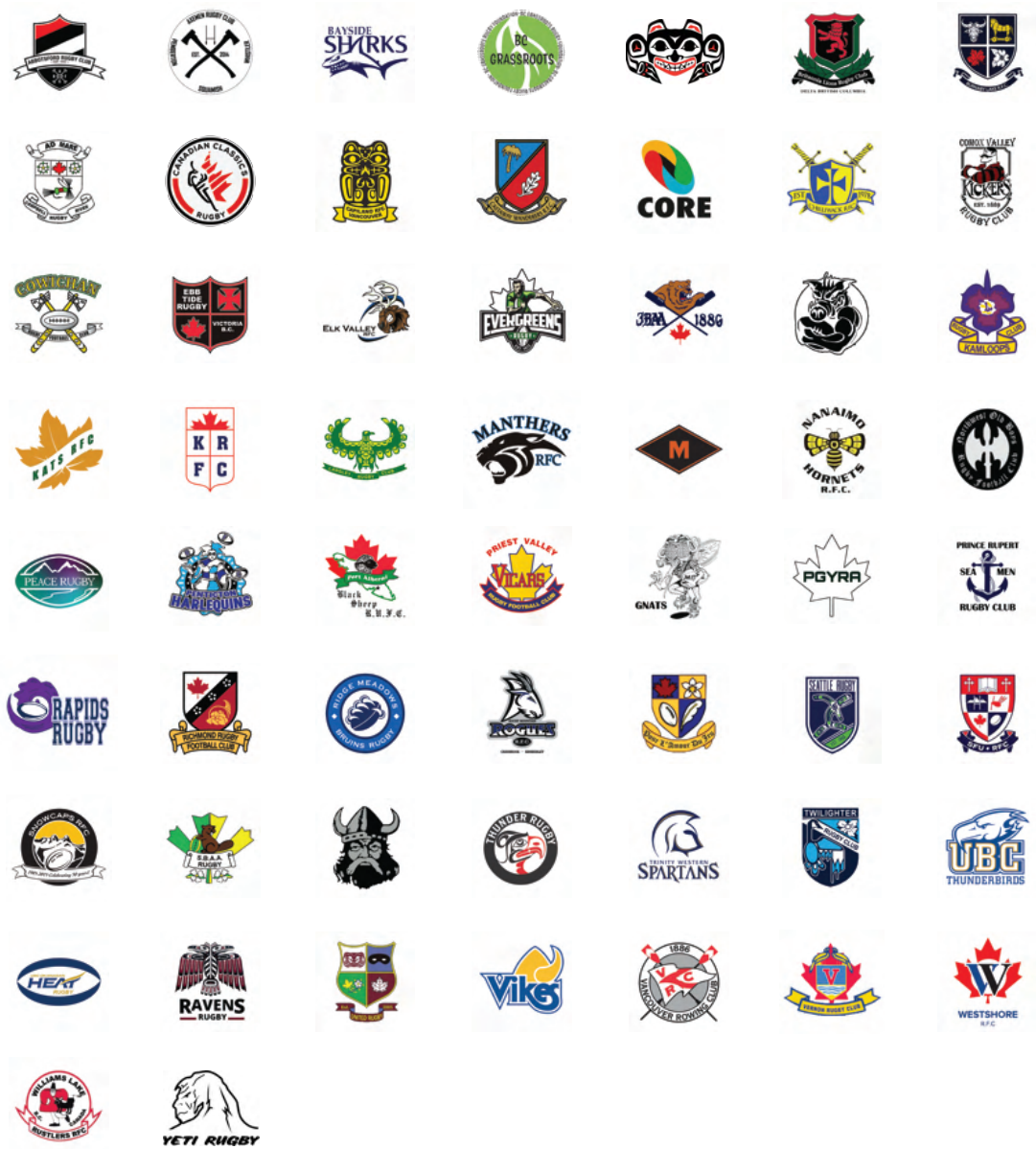
STRATEGIC PRIORITIES

The outgoing BC Rugby Strategic Plan 2017/18-2021/22 identified six strategic priorities that align to BC Rugby's Purpose to grow, develop and manage the sport of Rugby in BC, and, to undertake any other roles, functions, responsibilities or actions that best serve the sport of Rugby in BC.

To further articulate each priority, a total of 20 strategic objectives were detailed, each with a corresponding strategic goal measured annually and reported against established benchmarks.

Grow	Increase Rugby participation across the Province for all ages and genders, reflecting the cultural diversity of BC	Increase infrastructure and workforce to ensure safe, inclusive and accessible opportunities to play Rugby in BC
Develop	Increase the number of male and female BC Players contributing to successful National XVs and Sevens Rugby Teams	Improve the player experience with welfare as the top priority and enhance our culture of respect for Officials, Coaches and volunteers
Manage	Provide smart, professional and consistent leadership	Provide industry-leading and valued service to Stakeholders and Partners

OUR CLUBS



- 13 Clubs in the Interior Region
- 5 Clubs in the Northern Region
- 12 Clubs in the Fraser Valley Region
- 14 Clubs in the Vancouver Island Region
- 12 Clubs in the Vancouver Coastal Region
- 2 Clubs in Washington, USA

STATE OF PLAY FOR RUGBY IN BC

7,122

Total Members Regsitered
in the 2021/22 Season

27%

of Total Members
Registered were Female

240

Members Registered
as a Coach

102

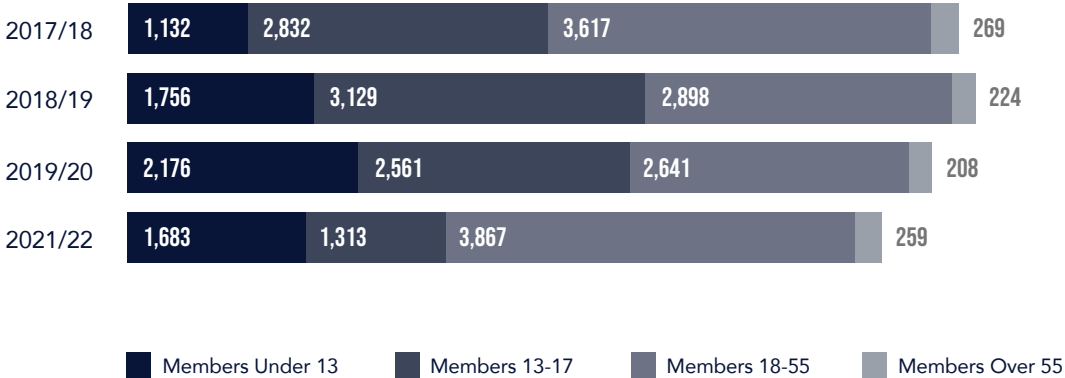
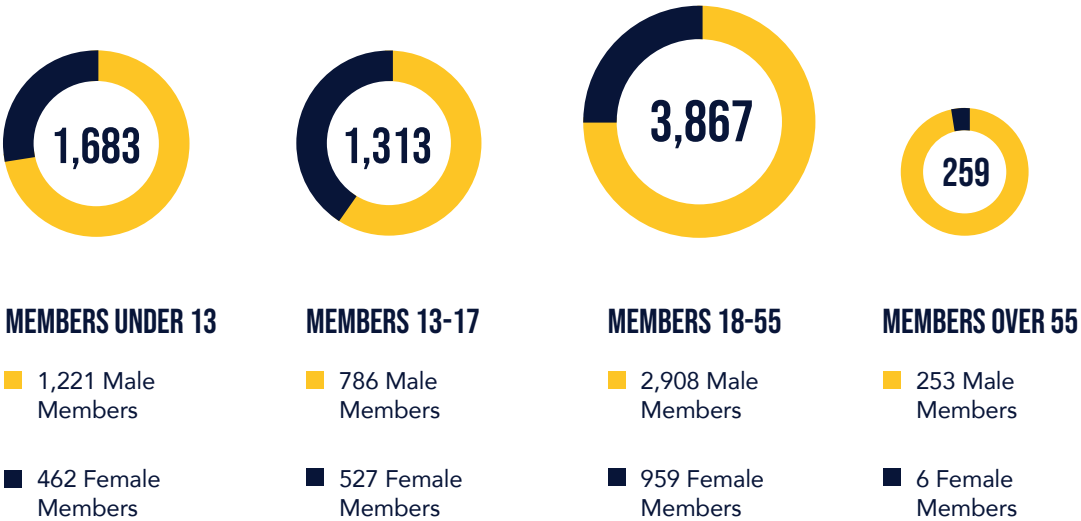
Members Registered
as a Match Official

70

Members Registered as
an Athletic Therapist



1 : 29 RATIO
of Coaches to Players in BC



STRATEGIC PRIORITY #1: GROW

THE SUMMER TOUCH RUGBY BOOM

Despite the difficulties in navigating a global pandemic, Rugby was back up and running in the Spring of 2021. Under the new Public Health Order updates that were announced in May and June, Clubs were able to host in-house non-contact Rugby for their Members.

While inter-Provincial travel would have to wait until later in the year, it gave BC Rugby's Member Clubs another opportunity to capitalize on the growth of Touch Rugby. Clubs such as Bayside Sharks in South Surrey and Kelowna Crows in the Okanagan ran sold-out Touch Rugby leagues throughout July.

GETTING BACK TO RUGBY IN FALL 2021

After 18 months without contact Rugby in southwest BC, BC Rugby was delighted to welcome back Senior Club and Age-Grade Rugby in the Lower Mainland as 22 leagues kicked off in September 2021.

The Season also featured the return of Mini Rugby programs and Masters Rugby, as the sport started to get back on its feet. Senior Clubs enjoyed a return to competitive action, building towards a Spring 2022 season that would welcome back Senior Club Finals.

Ahead of the 2021 Fall season, Kamloops Rugby Club launched a special jersey to show support and raise awareness for the Every Child Matters movement, in response to the remains of 215 Indigenous children being discovered on the site of a former Indian Residential School in the city. The jersey featured a permanent "Every Child Matters" memorial armband on the left sleeve. The Club hosted a special ceremony ahead of their opening fixture at Exhibition Park, where the jersey was blessed.

2021 SARATOGA CUP

The Summer of non-contact Rugby was a great springboard for the return to contact as BC's Northern and Interior Summer Leagues were welcomed back to the BC Rugby calendar. Clubs across the North and Interior battled throughout the Summer Season to make the 2021 Saratoga Cup Finals.

Teams from Terrace, Cranbrook, Williams Lake, Vernon, Kelowna and Fernie travelled for an action-packed Saratoga Cup weekend hosted by Kamloops Rugby Club in October, which featured semi-finals and a round of exhibition matches on the Saturday, and Finals on the Sunday.

While the Rocky Mountain Rogues were crowned 2021 champions, the Tournament was more festive in nature as Clubs celebrated the long-awaited return of Rugby within BC. Kamloops Rugby Club provided excellent hospitality as hosts and put on a BBQ on both days for travelling teams, made up of over 200 players and volunteers, as well as over 200 spectators and a team of Officials. Williams Lake Rustlers defeated Vernon Jackals to set up a Saratoga Cup Final with the Rocky Mountain Rogues, who battled past a strong Terrace Northmen side to seal their spot in the Championship match. The Rogues held firm in an end-to-end Final to capture the crown with a 45-36 victory, while Terrace saw off Vernon in the third-place playoff.

The Williams Lake Rustlers go head-to-head against the Rocky Mountain Rogues in the Final Match at the 2021 Saratoga Cup



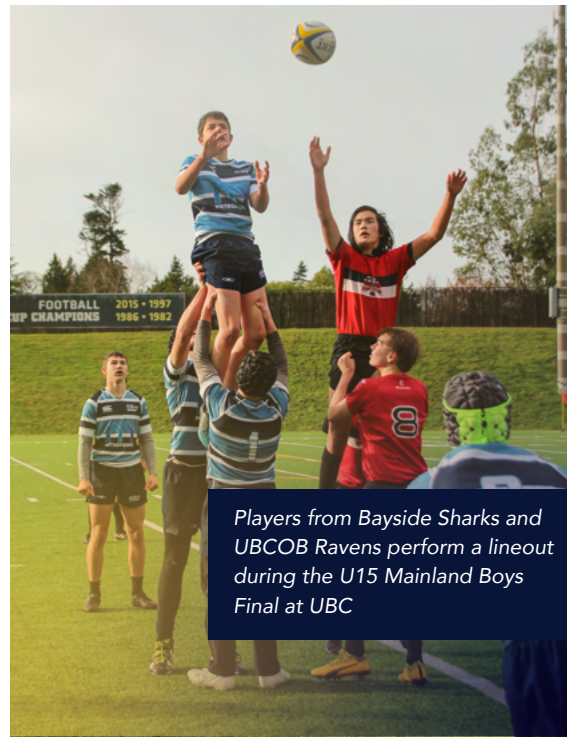
2021 AGE-GRADE CLUB FINALS

For Age-Grade teams, the Fall Season culminated in three Club Finals hosted at UBC and Capilano Rugby Club on the Mainland, and Cowichan RFC on Vancouver Island. Over 700 spectators across all venues were present to watch the Championship matches from U13, U14, U15, U16, U17 and U19 divisions. All three events included the presentation of newly-designed BC Rugby medals, courtesy of Heritage Awards. Canada Senior Men's Sevens players Jake Thiel, Brenning Prevost, Theo Sauder and Phil Berna handed out awards to the champions.

Girls' and Boys' Teams representing five Clubs - Castaway Wanderers, Cowichan RFC, James Bay AA, Rapids Rugby and Westshore RFC - contested the 2022 Age-Grade Island Finals, with former Canadian International Julianne Zussman officiating the U19 Girls Final between Castaway Wanderers and Rapids Rugby. The Mainland Finals were split across two venues at UBC's Vancouver Campus and North Vancouver's Klahanie Park, home of Capilano RFC. Girls' Teams representing Abbotsford RFC, Bayside Sharks, Brit Lions, Burnaby Lake RFC, Langley RFC, Richmond RFC and United RFC battled it out in North Vancouver. Boys' Teams representing Bayside Sharks, Burnaby Lake RFC, Capilano RFC, Langley RFC, Meraloma Rugby, UBCOB Ravens and United RFC played out an entertaining day of Rugby at UBC's Thunderbird Stadium.



A Rapids Player attempts to tackle a Castaway Wanderers Player running with the ball during the U19 Island Girls Final at Cowichan RFC



Players from Bayside Sharks and UBCOB Ravens perform a lineout during the U15 Mainland Boys Final at UBC

THE ROGUES AND THE ROAD TO BINGHAM CUP

The Vancouver Rogues, Canada's first gay and inclusive Rugby team, was revived in late 2021 as part of Meraloma Rugby Club. The Rogues first operated between 2001 and 2009 before it was disbanded, but has grown from strength to strength in its new era.

The Club competed its first Season in the BC Rugby Senior Leagues in the Men's Division 3 and will head to the 2022 Bingham Cup in Ottawa in August 2022. The Bingham Cup is the biennial World Championships of gay and inclusive Rugby that welcomes 150 Teams from 20 countries around the world.

BC Rugby is providing the Rogues with sponsorship and support as the Club continues its journey with a busy Summer of preparation!



The Vancouver Rogues Rugby Team and Staff smiling post-practice

GIRLS CAN RUGBY

BC Rugby kicked off 2022 with two exciting funding applications for Member Clubs, thanks to support from Sport BC, the BC Provincial Government, Rugby Canada and World Rugby.

In the year of the Women's Rugby World Cup, the Girls Can Rugby initiative was launched with the aim of attracting more girls aged 5-14 to play Rugby at their local Clubs throughout BC. Coinciding with International Women's Day, 20 Clubs across the province hosted a Girls Can Rugby Day on March 6, with Elk Valley hosting its event in April to allow for better weather. Over 650 girls attended Girls Can Rugby Day, and the campaign attracted record local and Provincial media coverage for the Organization – even appearing on Global BC and City News.

The second initiative, Youth Coach Funding, rolled out throughout 2022, helped support BC Rugby Clubs' development of new and returning coaches and volunteer helpers of U14 and Mini Rugby programming. Coaches were trained and supported by BC Rugby to receive an NCCP Level 1 Coaching Certification, to help ensure confidence in delivering structured, safe and fun programs to all participants.



Coaches and Volunteers leading an activity at Capilano RFC's Girls Can Rugby Day on March 6th, 2022

SENIOR SPRING SEASON

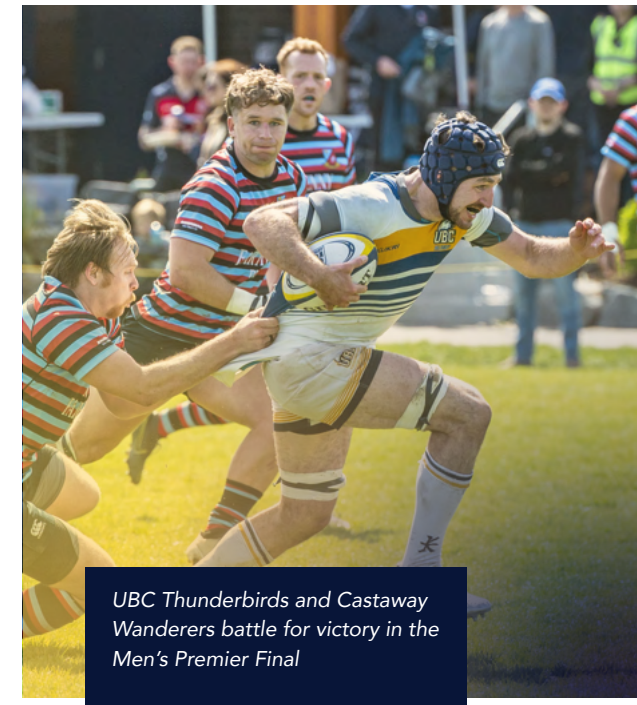
Rugby's return was cemented in January 2022 with the confirmation of Senior Club Spring Leagues, featuring the Men's Premier League sponsored by Onni and the Women's Premier League. The Senior Women's game enjoyed growth as James Bay AA and Chilliwack Crusaders RFC both entered new Teams into the leagues.

Following a fully competitive Spring season, BC Rugby Clubs welcomed play-off Rugby back into the fold for the first time since 2019 as quarter-finals and semi-finals were decided. For the first time in the Organization's history, BC Rugby announced that the Women's Premier League final would be the headline match at the 2022 Senior Club Finals.

The 2022 BC Rugby Senior Club Finals were held at South Surrey Athletic Park, the home of Bayside Sharks, on May 7, 2022. Over 1200 spectators enjoyed a bumper day of Rugby that saw seven champions crowned across BC Rugby's Senior Leagues. In another historical first, the same Clubs contested both the Men's Premier League and Women's Premier League Finals with UBC lifting both the Rounsefell Cup and Gordon Harris Memorial trophy against Castaway Wanderers.



Players from Vancouver Thunderbirds and Castaway Wanderers rush to the try line in the Women's Premier Final



UBC Thunderbirds and Castaway Wanderers battle for victory in the Men's Premier Final

STRATEGIC PRIORITY #2: DEVELOP

2021 HIGH-PERFORMANCE SUMMER CAMPS

To kickstart Age-Grade representative programming, BC Rugby held four High-Performance Summer Camps across the Province over the Summer of 2021. Taking place in Surrey, Brentwood, Vancouver and Kelowna, the goal of the four Camps was to reconnect, evaluate and support aspiring athletes on the Rugby pathway.

Athletes had their work cut out in a mixture of attacking and defensive drills, as well as performance testing. They were also challenged in a variety of non-Rugby activities, including team building puzzles and fun games that aided the development of their teamwork and problem-solving skills.

The first three days of each Camp focused on different themes, with Coaches running drills for each specific area: Attacking, Get The Ball Back and Fight to Play! The final day saw athletes contest a Touch Rugby tournament, using all the skills they had learned in the previous days.

The Camps also allowed for furthering Coach and Referee development, with BC Rugby Staff Aaron Takel and Chris Assmus getting key one-on-one time with Coaches and athletes for feedback, development, as well as utilizing trial-and-error type practices. Referees joined on the final day of each Camp and enjoyed a full development session with Chris.



High-Performance Summer Camp Participants and Coaches in Kelowna, BC



Players completing a ball-handling drill during the Brentwood High-Performance Summer Camp



U18 Girls Blue and Gold Teams competing in the final Camp Touch Rugby Tournament in Surrey, BC

BC ATHLETES ON NATIONAL TEAM

Despite the pandemic, BC saw plenty of representation at the National level as Canada's Senior Men's and Women's 15s and 7s Teams competed worldwide.

Canada Senior Men's 15s Team gained vital experience during a July Tour to the United Kingdom, playing International Tests against England and Wales in preparation for the Rugby World Cup qualifiers later that year. 13 BC-born athletes featured in the Tour, with many star names left out to focus on preparation for the Olympic Games.

The 2020 Tokyo Olympics, contested in the Summer of 2021, featured Men's Rugby 7s for the first time in Olympic history, while the Women's 7s returned after its inaugural showing in Rio in 2016. Canada's Olympic Men's 7s team featured 10 BC-born athletes, including co-captains Nate Hirayama (Richmond RFC) and Harry Jones (Capilano RFC). Hirayama, who represented Richmond RFC, University of Victoria Vikes, and the BC Bears Provincial Representative side during his career, was chosen as Canada's flagbearer for the opening ceremony alongside three-time Olympian and Basketball star Miranda Ayim. Williams Lake's Kayla Moleschi, a bronze medalist at the 2016 Rio Olympic Games, was selected for Canada's Women's 7s Team, while BC Rugby staff Darcy Patterson was named Team Manager. The Men's 7s Team made the quarter-finals, only to lose to a strong New Zealand team in the last eight. Canada fell to the USA to finish eighth overall. The Women's 7s team finished ninth overall, after they missed out on the quarter-finals and were defeated by Kenya in a playoff tie. The end of the Olympics brought substantial change for both National 7s Teams, with a host of BC-born stars retiring on their return from Tokyo. Hirayama, Jones, Connor Braid and Conor Trainor all hung up their boots after impressive Rugby careers.

In September, the HSBC Canada Sevens returned to Vancouver as part of a two-week double header that included a second event in Edmonton. Nine BC athletes were included in a new-look Canada Men's 7s Team for the event at BC Place, while eight BC stars were selected for Edmonton. Three BC players were called up for the Women's 7s team in Vancouver, with two making the trip to Alberta the following week.

The Fall of 2021 saw Canada's Senior Men's 15s Team miss out on qualification for the 2023 Rugby World Cup following defeat to Chile. In November 2021, 10 BC-based athletes were included in Canada Women's 15s squad to face No.1-ranked England as part of their European Tour, while six BC athletes featured in Canada's Men's 15s final fixture of the year against Belgium.

BC UNIVERSITY TEAMS

BC's University Teams were back in action in 2021 following the global pandemic, with both UBC and University of Victoria tasting glory on the National stage.

UBC Thunderbirds Men's team beat the defending champions Vikes to lift its third National title at the 2021 Canadian University Men's Rugby Championships in a snowy Guelph, Ontario. BC was also well represented at the 2021 USPORTS National Championships in Guelph. UVIC Vikes' Women's Team finished fourth – the highest ever finish for the program – ahead of UBC's Vancouver Thunderbirds in fifth. BC's Sophie De Goede gave a championship performance to inspire Queen's Gael to its first USPORTS Women's Rugby title with a 26-18 win over the Ottawa Gee-Gees in the gold-medal game. De Goede, who was named the 2021 USPORTS Women's Rugby Player of the Year, also received Championship MVP status. The match was refereed by BC's Shanda Assmus.

At the 2021 Canada West Women's Rugby Championships, UBC Thunderbirds came home with plenty of silverware. UBC made it back-to-back conference titles with a 47-13 win over the UVIC Vikes in the championship match. In addition to winning its second conference banner in program history, UBC Thunderbirds fly-half Savannah Bauder was named the 2021 Canada West Player of the Year and UBC's Dean Murten was also named the conference's Coach of the Year for a second straight season.

Vikes captured its fourth-straight Canada West Rugby 7s Series Championship in 2022 as they defeated UBC Thunderbirds 19-10 in the gold medal match at UBC's Thunderbird Stadium. Vikes finished their second straight season with a perfect record, moving to 15-0 for 2022. UBC Thunderbirds settled for silver, while Trinity West Spartans finished sixth overall.



UBC Thunderbirds with the Championship Banner at the 2021 Canadian University Men's Rugby Championships in Guelph, ON

OFFICIALS DEVELOPMENT

It was a busy year for BC's Officials. In a year that BC Rugby and the BC Rugby Referees Society joined forces in a historic partnership, there was strong representation for the 102 registered BC Officials from grassroots to the International stage.

BC Rugby delivered a total of six 'Level 1: Welcome to Officiating' Courses throughout the Province over the year. There were 83 registrants who took the Level 1 course across all regions; 13 people participated in a course hosted at Williams Lake, 7 people in Greater Victoria, 37 people across two courses in the Fraser Valley, 8 people in mid-Island, and 8 people in the Okanagan.

In April 2021, BC Rugby Official Development Manager Chris Assmus ran five free online Virtual Referee Development sessions online to provide Referees across BC with virtual training content across several themes, including mental and interpersonal skills.

On the final day of each of BC Rugby's four 2021 High-Performance Summer Camps, three Referees enjoyed development sessions with BC Rugby Officials Development Manager, Chris Assmus. The Referees, who had all completed a Level 1 course, were put through their paces in a variety of training drills and match situations. Referees had the opportunity to officiate in various positions before putting what they learned to the test in the end-of-camp Tournaments. Each Official was given detailed, constructive feedback throughout the sessions.

BC's Officials took to the world stage throughout the year. Julianne Zussman earned several high-profile appointments, including the rearranged 2020 Tokyo Olympic Games and the return of the HSBC Canada Sevens in Vancouver in September 2021. 14 BC Match Officials, including 11 male and 3 female, kept things running smoothly as Sevens Rugby returned to BC Place following the pandemic. 5 Officials made the trip from Vancouver Island, 4 Officials represented Vancouver Coastal, with 3 from the Fraser Valley region and 2 from the Okanagan across both days. 11 BC Officials returned for the 2022 HSBC Canada Sevens event in Vancouver in April, while 7 officiated in some capacity at the 2022 HSBC Canada Women's Sevens in Langford.

Following the hotly contested 2022 BC Rugby Senior Club Finals in May, where Zussman refereed a historic Women's Premier League final, both Zussman and Assmus were appointed for the 2022 Pacific Four Series and the rescheduled 2021 Rugby World Cup taking place in New Zealand.

COACH DEVELOPMENT

BC Rugby Coaches enjoyed a busy year as Rugby picked up after the pandemic, with 240 Members officially registered as Coaches throughout the 2021/22 Season.

Ahead of the four 2021 High-Performance Summer Camps in July 2021, BC Rugby recruited 23 Coaches to instruct athletes who attended Camps hosted in the Fraser Valley, Interior, Vancouver Coastal and Vancouver Island regions. The camps supported Regional Coaches reconnecting with Rugby players in preparation for the 2022 Provincial Regional Championships, and to help prepare male and female BC players for future representative opportunities in both 7s and 15s formats.

In late 2021 and early 2022, BC Rugby hired BC Bears Coaches for the highly anticipated return of Provincial representative Rugby. 16 Coaches and Assistant Coaches were recruited across 7 BC Bears Age-Grade Teams and three Senior Bears tTams.

Thanks to funding from Rugby Canada and World Rugby, BC Rugby also launched its Youth Coach Funding initiative for BC Rugby Member Clubs in 2022. The initiative provides opportunities for Coach training and ongoing youth programming, supporting the development of new and returning Coaches and Volunteers of U14 and Mini Rugby programming, and ensuring a safe, enjoyable, and fun environment for all young players in BC. Coaches will be trained and supported by BC Rugby Coach Educators to receive an NCCP Level 1 Coaching Certification, as well as continual guidance and support in how to deliver best in class programming to young female participants.



5 High-Performance Summer Camp Coaches in Kelowna, BC

STRATEGIC PRIORITY #3: MANAGE

UPDATES FROM THE BC RUGBY BOARD OF DIRECTORS

The BC Rugby Board was very active this year, meeting more frequently to keep up with the changing regulations of sport during the COVID-19 Pandemic.

New Members were welcomed to the Governance and Finance committees, and a charter was officially approved for the newly constructed Safe Sport Committee. This Committee provides oversight and reports on injury and concussion statistics and helps to develop policies and initiatives that set high standards for safety, integrity, respect and inclusion in Rugby throughout BC.

The BC Rugby Strategic Plan for 2022-2025 was created and circulated in May of 2022, with a new set of key priorities and initiatives for the Organization over the next three years. The new Plan was created through facilitated engagement and consultation with BC Rugby's Board of Directors, Operational Staff, Members and Stakeholders, and the wider Rugby community, with significant analysis of Membership, playing data and trends being taken into consideration. The new Plan aims to elevate the Organization to be the safest, most vibrant, and inclusive Rugby community as our sport recovers from the impact of the COVID pandemic.

BC Rugby introduced a COVID-19 Mandatory Vaccination Policy in October 2021 for all BC Rugby Members aged 12+, in conjunction with Rugby Canada and other Provincial Unions, to ensure the safety of all participants, the Rugby community, and the general public. The BC Rugby Board made this decision to align with direction from the Provincial Health Officer. Due to PHO updates, the Policy was no longer be in effect to participate in Rugby as of April 2022. BC Rugby would like to thank all the Rugby Clubs that worked hard to implement this Policy, as well as all the parents and Players, Coaches and Officials that have helped BC lead the country in vaccination rates.

2021/22 PARTNERSHIPS



A historic multi-year agreement with the BC Rugby Referee Society aims to actively support Rugby Officials in BC and improve the quality and safety of Rugby throughout the Province through the promotion, education, and development of Match Officials. The agreement formalizes minimum standards for Officials, as well as commits BC Rugby to tackle abuse towards Officials and providing financial support for Officials and Rugby outside of the major Rugby hubs.



A new extended, multi-year partnership between BC Rugby and Gilbert was agreed, continuing their long-standing relationship. The extension covers marketing and promotional initiatives, growing and developing the game, official product usage and collaborative communication and outreach to participants and the general public.



X-treme Sports Gear re-signed as the official kit supplier to all BC Rugby Provincial Representative Teams. The partnership coincides with BC Rugby's announcement that, going forward, all Provincial Representative Teams will be recognized as BC Bears. The three-year partnership will see X-treme manufacture and supply the BC Bears playing kits for all Male and Female Senior and Age-Grade Teams.



BC Rugby launched the new official online fan store, powered by the new official merchandising partner, The Rugby Shop. The online shop is the new home of all BC Rugby and BC Bears merchandise and features an exclusive range of Men's, Women's and youth apparel. The collection features a variety of vibrant garments in traditional BC Rugby-inspired colours, including the revitalized BC Navy and Gold.

INITIATIVES TO SUPPORT RUGBY IN BC

After much anticipation due to the cancellation of the 2020 and Spring 2021 events, HSBC Canada Sevens Vancouver returned to the calendar in September 2021. BC Rugby was once again awarded the Gaming License to manage and deliver the HSBC Canada Sevens 50/50 Draw, presented by The Butchart Gardens. Over \$45,000 was raised during the two-day event, with half the proceeds supporting BC Rugby and beneficiary Thunder Rugby, to grow, develop and promote Rugby in BC – especially among Indigenous youth.

Building off this momentum, BC Rugby was awarded the Gaming License to manage and deliver the HSBC Canada Sevens 50/50 Draw at both the Vancouver and Langford events in April and May 2022 respectively. The Vancouver event, presented by Grosvenor, was a huge success and raised over \$100,000 with half the proceeds going towards making Rugby more accessible throughout BC, providing support to families of seriously ill or injured children, and funding the construction of a much-needed safe housing for women and children in Burnaby thanks to beneficiary partnerships between BC Rugby, Ronald McDonald House BC & Yukon and YWCA Metro Vancouver. The Langford 50/50 Draw was again presented by The Butchart Gardens, and over \$12,000 was raised to support Thunder Rugby.

During the 2022 HSBC Canada Sevens Vancouver and Langford events, BC Rugby joined forces with Rugby Canada to deliver Rookie Rugby Activations on-field at BC Place and Starlight Stadium. Junior and Mini Rugby stars from Bayside Sharks, Capilano RFC, Langley RFC, Meraloma Rugby, Campbell River AA, Comox Valley Rapids, Cowichan RFC and Westshore RFC played alongside some of Canada's Men's and Women's Sevens Players in a series of flag matches and mini games.

Two BC Rugby Clubs were successful in their applications to receive support through the HSBC Bank Community Rugby Fund in its inaugural year of operation. Comox Valley Rapids and Axemen Rugby Club are among the eight successful applicants and will utilize funding to deliver Indigenous programming in BC. The Fund, presented in partnership by Rugby Canada and HSBC Bank Canada, allows all registered Rugby Clubs, as well as schools and community Organizations in Canada, to apply for funding aimed at benefitting the sustainability and growth of Rugby across the Nation.

Thanks to the Canada Summer Jobs Grant Program, BC Rugby and BC Grassroots Rugby Foundation were granted funding to create 85 paid Rugby roles throughout British Columbia in Summer 2021. With this funding, BC Rugby was able to hire 23 experienced Age-Grade Coaches to deliver the High-Performance Summer Camps in Surrey, Kelowna, Vancouver and Brentwood throughout July.

Mini Rugby Players from Langley RFC, Bayside Sharks, Capilano RFC, and Meraloma RFC take the field in the 2022 HSBC Canada Sevens Rookie Rugby Activation at BC Place on April 17



BC RUGBY'S REVITALIZED WEBSITE AND BRAND

Coinciding with the Spring 2021 BC Rugby rebrand that introduced fresh logos and colours, BC Rugby introduced a new, fully functional website in May 2021. The new website was optimized for both desktop and mobile to improve user experience across all platforms. Right from the homepage, BC Rugby's Provincial unity and pride is showcased as users scroll past the striking new banner that features BC talent; Williams Lake Rustler/Canada Women's 7s Player Kayla Moleschi, UBC Thunderbirds/Canada Men's National Team Player Izzak Kelly, and Burnaby Lake Rugby Club's Mini Player Isaias Parto.

The exciting revamp will aid BC Rugby's purpose of growing, developing and managing the sport of Rugby in BC.



BC Rugby's new Website Homepage banner featuring (from left to right) Kayla Moleschi, Izzak Kelly and Isaias Parto

SOCIAL MEDIA METRICS



@BCRugbyUnion
6,709 Followers



@BCRugbyUnion
6,140 Followers



@BCRugbyUnion
5,613 Followers



BC Rugby
267 Connections

Along with the fresh look of the BC Rugby website and brand, BC Rugby's social media platform's profiles also got a revamp as our new colours, logos, and banner took center stage. Since the 2020/21 Season, each of our social media platforms have seen an increase in followers, with Instagram increasing 13%, Facebook increasing 7% and Twitter increasing 2%. Post reach across Instagram and Facebook skyrocketed, with the number of unique account views across our posts reaching over 43,000 accounts on Instagram and over 104,000 accounts on Facebook.

68% ↑

increase of unique account
views on Facebook posts
compared to 2020/21 metrics

170% ↑

increase of unique account
views on Instagram posts
compared to 2020/21 metrics

Utilizing Instagram's Stories and Highlight features, the Rugby community was able to get a behind-the-scenes look at our High-Performance Summer Camps, Tournaments and events as the Marketing Team shared nail-biting match clips, passionate Coach and athlete stories, clips of proud Teams hoisting trophies at the Senior Club Finals, adrenaline-pumping drills at practices, and many more special Rugby moments throughout the year. The BC Rugby Senior Club Finals hosted by Bayside Sharks brought action back to BC Rugby's YouTube Channel as thousands of fans watched match livestreams throughout the day. BC Rugby also launched a new LinkedIn page to promote Staff hiring and engage with industry partners.

2021/2022 RESULTS



2021 SARATOGA CUP

- 1ST PLACE** Rocky Mountain Rogues
- 2ND PLACE** Williams Lake Rustlers
- 3RD PLACE** Terrace Northmen
- 4TH PLACE** Vernon Jackals



2021 AGE-GRADE MAINLAND CLUB FINALS

- U13 BOYS** Capilano Gold
- U15 BOYS** UBCOB Ravens
- U17 BOYS** Langley RFC
- U19 BOYS** UBCOB Ravens
- U14 GIRLS** Langley RFC/Burnaby Lake RFC /Bayside Sharks
- U16 GIRLS** Abbotsford RFC/Bayside Sharks
- U19 GIRLS** Abbotsford RFC



2021 AGE-GRADE ISLAND CLUB FINALS

- U13 BOYS** Cowichan RFC
- U15 BOYS** Castaway Wanderers
- U17 BOYS** James Bay AA
- U19 BOYS** James Bay AA
- U14 GIRLS** James Bay AA
- U16 GIRLS** Castaway Wanderers
- U19 GIRLS** Castaway Wanderers



2022 SENIOR CLUB FINALS

- WOMEN'S PREM** Vancouver Thunderbirds
- WOMEN'S D1** Burnaby Lake RFC
- WOMEN'S D2** Vancouver Rowing Club
- MEN'S PREM** UBC Thunderbirds
- MEN'S D1** UBCOB Ravens
- MEN'S D2** Axemen RFC
- MEN'S D3** Kats RFC

LEADERSHIP AWARDS

2021 WORLD RUGBY WOMEN'S EXECUTIVE LEADERSHIP SCHOLARSHIP

ANNABEL KEHOE, BC RUGBY CHIEF EXECUTIVE OFFICER

Annabel Kehoe was one of twelve recipients of the 2021 World Rugby Women's Executive Leadership Scholarship Programme, which identifies Women in Rugby who are involved at a Governance or Senior Management level and demonstrate their leadership with impactful contributions to the Sport. Annabel received a £10,000 grant to support her professional development due to her immense contributions to Rugby in both BC and Canada through seven years as the CEO of BC Rugby.



Congratulations Annabel!

2021 NATIONAL COACHING LIFETIME ACHIEVEMENT HONOUR

DOUG TATE, UVIC HEAD COACH/BC RUGBY COACH EDUCATION MANAGER

Doug Tate was the recipient of the Coaching Association of Canada's 2021 Lifetime Achievement Award that recognized his lifelong commitment to Coaching, Coach development, and significant contributions to the sport community after 27 years as Head Coach of the University of Victoria Men's Rugby Program. During his tenure, he won successive Canadian University titles in 1997 and 1998 and led the UVIC Vikes to the BC Rugby Premier Division Championship in 2003 and 2010.



Congratulations Doug!

OUR PARTNERS AND SPONSORS

GOVERNMENT SUPPORT



PARTNERS AND SPONSORS



2021/2022 FINANCIALS

*Excerpts from the 2021/22 BC Rugby Audited Financial Statements

BRITISH COLUMBIA RUGBY UNION Statement of Financial Position 31 March 2022

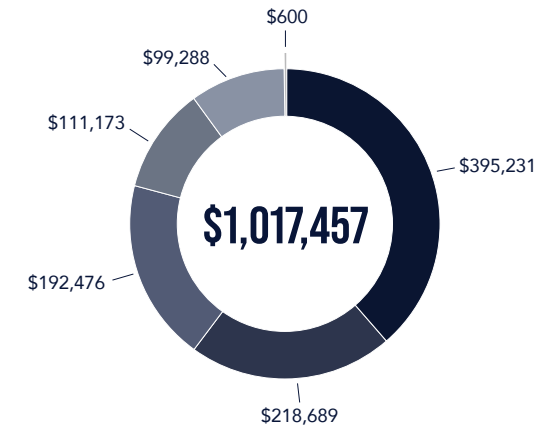
	Operating Fund		Tour Legacy Fund		Total	
	2022	2021	2022	2021	2022	2021
	\$	\$	\$	\$	\$	\$
Assets						
Current						
Cash	672,447	518,986	-	-	672,447	518,986
Accounts receivable	270,007	81,228	-	-	270,007	81,228
Prepaid expenses	54,365	48,984	-	-	54,365	48,984
	996,819	649,198	-	-	996,819	649,198
Due (to) from other fund	(88,236)	(88,236)	88,236	88,236	-	-
	908,583	560,962	88,236	88,236	996,819	649,198
Liabilities						
Current						
Accounts payable and accrued liabilities	121,163	52,420	-	-	121,163	52,420
Deferred revenue (Note 3)	382,985	148,713	-	-	382,985	148,713
Refundable deposits	5,000	5,600	-	-	5,000	5,600
	509,148	206,733	-	-	509,148	206,733
Canada Emergency Business Account (Note 8(c))	40,000	30,000	-	-	40,000	30,000
	549,148	236,733	-	-	549,148	236,733
Commitments (Note 6)						
Fund Balances						
Internally restricted	-	-	88,236	88,236	88,236	88,236
Unrestricted	359,435	324,229	-	-	359,435	324,229
	359,435	324,229	88,236	88,236	447,671	412,465
	908,583	560,962	88,236	88,236	996,819	649,198

Statement of Operations and Changes in Fund Balances For the Year Ended 31 March 2022

	Revenues		Expenses		Excess of revenue over expenses for the year	
	2022	2021	2022	2021	2022	2021
	\$	\$	\$	\$	\$	\$
Operating Fund						
Government grants	395,231	351,900	-	-	395,231	351,900
Dues - Schedule 1	111,173	47,670	-	-	111,173	47,670
Commercial activities - Schedule 3	99,288	75,000	57,380	21,247	41,908	53,753
Debt forgiveness (Note 9)	-	-	10,651	47,896	(10,651)	(47,896)
Administration - Schedule 2	600	3,235	101,924	88,289	(101,324)	(85,054)
Rugby central - Schedule 4	192,476	-	301,654	82,952	(109,178)	(82,952)
Human resources	-	-	510,642	435,395	(510,642)	(435,395)
COVID-19 government subsidies - Schedule 5 (Note 8)	218,689	245,255	-	-	218,689	245,255
	1,017,457	723,060	982,251	675,779	35,206	47,281
Fund balance - beginning of year					324,229	276,948
Fund balance - end of year					359,435	324,229

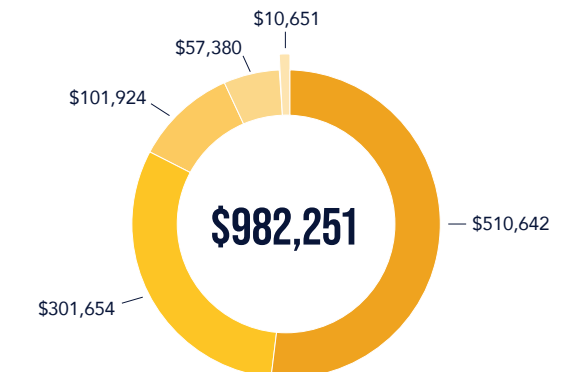
2021/22 REVENUES

- Government Grants
- Government Subsidies
- Rugby Central
- Dues
- Commercial Activities
- Administration



2021/22 EXPENSES

- Human Resources
- Rugby Central
- Administration
- Commercial Activities
- Debt Forgiveness





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