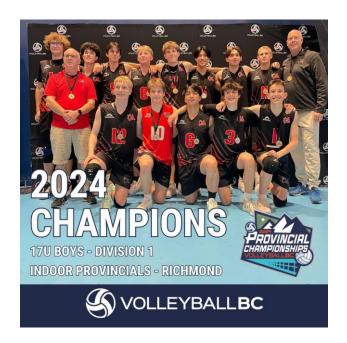
2024 Annual Report



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MESSAGE FROM THE CEO

We acknowledge and provide thanks that we are able to play volleyball on the unceded territories of the First Nations people of BC and that, specifically for the Volleyball BC head office, we work on the traditional and ancestral lands of the Coastal Salish, Tsleil-Waututh, Sto:lo, and Squamish Nation people.



2024 was a year of continued rapid growth for our sport as we reaped the benefits of sustained popularity in indoor, grass, and beach volleyball. The 2024 Paris Olympic and Paralympic Games brought increased attention which further stimulated awareness and interest. What an exciting year to watch our sport!

Following on the heels of the 17% growth we saw in 2023, our club system saw another 19% growth in participation which translated to a massive 39% increase in athletes, teams, and coaches between 2022 and 2024. The backbone of this system are the clubs across the province which grew to over 80 in number. With over 550 teams, our Indoor Provincial Championships were the biggest ever. Sourcing facilities, resources, and people to meet this growing demand was not easy and we faced operational challenges in executing the delivery of the increased number of tournaments. As a result, we initiated a comprehensive review of the club competition structure to support sustained growth in the future. Sport For Life is our partner in this work and we kicked off the process with data collection, member surveys, focus groups, and the creation of a Working Group with community representatives to oversee this important work. This work will conclude in mid-2025 and we are committed to working with the volleyball community to identify solutions to accommodate the future needs of the sport. In the meantime, we have been heavily leaning on our clubs and community partners to help us respond and we would like to take this opportunity to thank our members for their support, patience, and cooperation over the past seasons.

2024 was also the last year in our current Strategic Plan. Inside this Report you will find a summary of the work that we undertook to move forward key areas such as safety in sport, diversity, equity, and inclusion, and creating sustainable pathways. One big highlight was the work that we undertook as a delivery partner in the sitting volleyball component of the 2025 Invictus Games – during 2024 we organized a coaching clinic and referee training and provided "try it" opportunities to start building on the legacy of the Invictus Games and further develop sitting volleyball programs in the province. We are proud of what we have achieved in our Strategic Plan from 2021 to 2024 and are now finalising a new 2025-2028 Strategic Plan developed with input and consultation with our members. We will be introducing this new plan in 2025.

We are excited to see where 2025 takes us and we continue to work hard to build and support our volleyball community. Thank you to our committed Board, staff, partners, and members!

Emma Gibbons Chief Executive Officer

MEMBERSHIP

We experienced an overall increase of around 20%% growth in participation in club volleyball across player, coach, and referee categories. This represents a growth of 39% since 2022 which has created exceptional levels of demand for our tournaments, events, and services.

	Youth Players	Adult Players	Coaches	Officials	Total Membership
2022	5086	3125	870	131	9212
2023	5745	3940	1262	250	11,197
2024	6861	4938	1564	250	13,613

COACH MEMBERSHIP

Regions	2024
Kootenay	16
Thompson-Okanagan	281
Fraser Valley	453
Vancouver-Squamish-Sunshine Coast	580
Vancouver Island-Central Coast	156
Cariboo-Northeast	78



REFEREE MEMBERSHIP



Level of Certification	2024
Level 1	157
Level 2	80
Level 3	41
Level 4	22
Level 5	1

^{**} Numbers include junior referees

ADULT RECREATIONAL PROGRAMS

Demand for our Adult Recreational Programs remains high. Our indoor leagues and clinics took place at Harry Jerome Sport Centre and in Vancouver, etc etc. Our outdoor leagues and clinics took place across Vancouver, Coquitlam, and Burnaby.

INDOOR PROGRAMS

Program	Participants	Locations
Winter HJSC leagues	124 teams	HJSC
Winter Richmond League	24 teams	AR MacNeill, Hugh Boyd
Winter Vancouver Leagues	21 teams	Killarney, Gladstone
Spring HJSC Leagues	95 teams	HJSC
Spring Richmond League	22 teams	AR MacNeill, Hugh Boyd
Spring Vancouver League	18 teams	Killarney, Gladstone
Fall HJSC leagues	114 teams	HJSC
Fall Richmond League	12 teams	AR MacNeill
Fall Vancouver League	21 teams	Killarney, Gladstone
HJSC Adult Skills Clinic Beginner/Intermediate (Winter, Spring, Fall)	133 participants	HJSC
Adult Skills Clinics Partnerships Beginner/Intermediate (Winter, Spring, Summer, Fall)	299 participants	Richmond Olympic Oval, Jericho, West Point Grey, Coal Harbour





OUTDOOR PROGRAMS

Program	Participants	Locations
Grass leagues	56 teams	Central Park & David Lam Park
Beach leagues	455 teams	Spanish Banks & Coquitlam Town Centre
King or Queen of the Beach League	279 participants	Spanish Banks & Kits Beach
Beach Skills Clinic	67 participants	Spanish Banks
Beach Skills Clinic	15 participants	Coquitlam Town Centre Beach Courts



YOUTH BEACH VOLLEYBALL

We had a full season of youth beach volleyball in 2024 with 14 tournaments across the province, culminating in 2024 Beach Provincials in July at Spanish Banks in Vancouver. We also hosted Beach Nationals in partnership with Volleyball Canada at the end of August.

Event	Teams	Athletes
Lower Mainland High School Beach Open	130	260
Lower Mainland Sand Series 1 & 2	418	836
Island High School Beach Open	76	150
Island Sand Series #1	62	124
Island Sand Series #2	50	100
Island Sand Series #3	61	122
Island Sand Series #4	37	74
North High School Beach Open	5	10
Okanagan High School Beach Open	21	42
Okanagan Sand Series #1	74	148
Okanagan Sand Series #2	26	52
Okanagan Sand Series #3	80	160
Beach Provincials	277	554





THE BEACH TOUR AND VAN OPEN

Presented by Natura Solutions, the 2024 Beach Tour saw 21 events with 1170 participants in Vancouver, Penticton, Parksville, and Kamloops. The Kamloops Open was expanded to a two-day event and is now an established fixture on the tour.

We saw 126 teams participating in the Van Open – our high profile celebration of community, beach culture, with exceptional level of beach volleyball. We are grateful for the support of our sponsors and partners that allowed us to showcase our sport and deliver an exceptional event. These included our Presenting Sponsor, Natura Solutions, Province of British Columbia, Sport Hosting Vancouver, Stanley Park Brewing Company, Canuckstuff, Modu-Loc, Amber Pacific, Skyball, MVMT Lab, Victory Creative Group, Jarritos, and Edna's Non-Alcoholic Beverages.

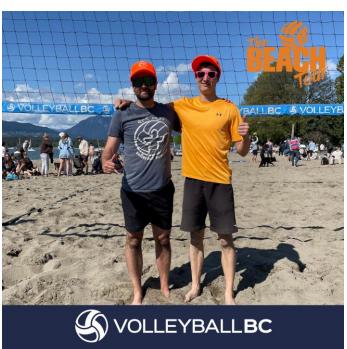








Event	Number of teams	Winners
Kits Classic	2 Star – 32 Women & 30 Men 1 Star – 10 Women & 22 Men	Women – Nelson/Nguyen Men – Caverly/Ricketts
Penticton Open	2 Star – 24 Women & 22 Men	Women – McKay/Coulter Men – Stockton/Johnson
Jim Clive Cup	2 Star – 32 Women & 32 Men 1 Star – 21 Men & 15 Women	Women- Nelson/Nguyen Men – Burlacu/Caverly
Parksville Open	2 Star – 30 Women & 35 Men 1-Star - 5 Men	Women – Kovacs/McKay Men – Deshane/Johnson
Kamloops Open	2 Star – 19 Women & 21 Men	Women – Chow/Eren Men – Mickelberry/Kosmerly
Van Open	3 Star – 60 Women & 66 Men	Women – Rice/Bauer Men- Hartmann/Diaz
Beach Provincials	2 Star – 33 Women & 32 Men 1 Star - 20 Women & 24 Men	Women – Dunn/Birker Men – Caverly/Yamaguchi





GROWING THE GAME

One of the goals in our Strategic Plan is to expand our reach, putting programs and resources in place to create inclusive and welcoming opportunities for everyone to access volleyball. 2024 marked the second year of delivering initiatives identified in our Strategy for Diversity, Equity, and Inclusion and Commitment Statement for Diversity, Equity, Inclusion and Accessibility to articulate our intention to moving forward in this area.





SITTING VOLLEYBALL & INVICTUS GAMES

In 2024, Volleyball BC continued our connections with Invictus Games 2025, the organisation charged with organising the Invictus Games which will be hosted in Vancouver and Whistler in February 2025. Sitting volleyball is one of the sports that will be part of the Games so this presents a unique opportunity to celebrate and develop this format. Through 2024 we organized a coaching clinic with the Head Coach of the Women's Sitting Volleyball Team and a training session with our referees who will be officiating at the Invictus Games. We also delivered a number of "try it" opportunities, including at the One Year Countdown to the Invictus Games and at the introduction of the Invictus Games schools program with Prince Harry in November 20254.

Our facility, Harry Jerome Sport Centre, is the proud training home for Danielle Ellis and Felicia Voss-Shafiq, two players from the National Women's Sitting Volleyball Team. In August we hosted a send-off celebration with dignitaries, the community, and opportunities to try sitting volleyball before they left for the Paralympic Games in Paris where they won a bronze medal.

INDIGENOUS VOLLEYBALL

Volleyball BC serves on the Indigenous Sport, Physical Activity & Recreation Council's (ISPARC) Provincial Volleyball Committee to help promote, develop and coach volleyball within the province's communities. The CEO and Technical Director were appointed to ISPARC's Volleyball Committee which oversees the selection and development of the provincial indigenous athletes. In addition, our Regional Managers attend ISPARC regional meetings and support the organisation of volleyball programs and activities where possible.

NEWCOMER PROGRAMMING

Volleyball BC successfully completed 5 newcomer programs in Vancouver, Richmond and Penticton in 2024. All of these programs were continued partnerships from previous years. The total number of participants across all programs was approximately 155 from a variety of backgrounds.

- 1. Partnership with South Vancouver Neighborhood House (SVNH) We were very happy to continue our partnership with SVNH for a fourth year. We collaborated to provide weekly transport to Spanish Banks, providing beach volleyball instruction for approximately 7 weeks. We also continued our collaboration into Fall 2024 when we provided some indoor volleyball sessions.
- 2. **Partnership with South Okanagan Immigrant & Community Services (SOICS)** We offered indoor volleyball programming through an 8-week newcomer volleyball program in the first half of 2024.
- 3. **Partnership with Surrey Welcome Centre** (SWC) Following a successful first year in 2023, we ran an additional 2 programs in partnership with the Surrey Welcome Centre. Each program provided indoor volleyball instruction at a local secondary school in Surrey. Participants were provided with t-shirts and food as well as the volleyball experience.



TEAM BC

Each year, Volleyball BC runs a variety of high-performance programs for the best players in the province. The purpose of the Team BC High Performance Programs is to identify, select and train a group of young athletes (14U-20U) who have the potential to play in post-secondary and/or for the national programs. The programs are designed to build a broader and stronger pipeline of talented athletes and coaches for future Canadian Olympic Teams.

TEAM BC IGNITE 12-14U PROGRAM

The Team BC Ignite Program is a multi-day camp ranging from 3-5 days. The program is a fun, high energy experience through small sided game play where athletes can develop skills, confidence and IGNITE a life long journey and passion for volleyball. It is open to all athletes; no try outs or identification is required for participation.

Region	Participants
Island	16
Lower Mainland	15
Fraser Valley	N/A
Okanagan	19
North	28
Kootenay	42
TOTAL	120



TEAM BC 15U PROGRAM – BC SUMMER GAMES

The Team BC Zone Program is the first Team BC experience where athletes are selected to participate in a program. Athletes build off the IGNITE experience and continue to GROW their skills for continued growth and prepare for future participation with Team BC High Performance Programs. In 2023, athletes who participated with the Team BC Zone program represented their home zone in the BC Summer Games held in Maple Ridge, BC.

Region	Participants	Winners
Region 1	13 boys & 14 girls	BOYS
Region 2	14 boys & 14 girls	GOLD - Fraser River
Region 3	14 boys & 14 girls	SILVER - Vancouver Coastal BRONZE - Fraser Valley
Region 4	14 boys & 14 girls	GIRLS
Region 5	14 boys & 14 girls	GOLD – Fraser River
Region 6	14 boys & 14 girls	SILVER – Thompson-Okanagan
Region 8	13 boys & 14 girls	BRONZE – Kootenays

TEAM BC RED & BLUE PROGRAM – 16-17U

The Team BC Red & Blue program's goal is an athlete's first opportunity to be identified to train, grow, and compete In a High-Performance Environment. Athletes identified have future potential to develop and compete to represent BC at national and post-secondary levels.

The 2024 Team BC Red & Blue program identified BC's top athletes to train in a camp-based program for 12 days in Kamloops led by a full coaching staff and integrated support team. The teams competed at the Canada Cup in July 2024.

Coaches for Female Team: Tova Rae, Mark Lafleur, Jayme Lepp Coaches for Male Team: Jack Peckam, Nick Johnson, Max Paddock

Results: Team BC Red – GOLD and Team BC Blue – GOLD

TEAM BC SELECT PROGRAM – 18U

The Team BC Select is the pinnacle program for athletes in the Team BC Development Pathway. Athletes are identified that have future potential to excel and compete for Canada at international levels in the future. The 2024 Team BC Select program identified BC's top athletes to train in a camp-based program for 20 days in Kamloops led by a full coaching staff and integrated support team. The teams competed at the Canada Cup in July 2024.

Coaches for Female Team: Jodi Zbyszewski, Erick Chou, Courtney Hillier **Coaches for Male Team:** Darrin Moreira, Matt Lofgren, Dario Pereira

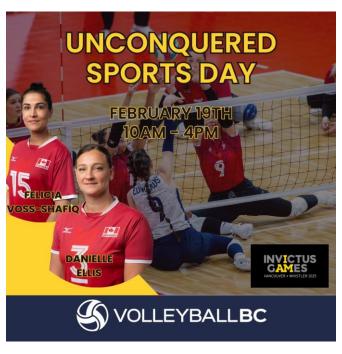
Results: Team BC Women – 5th and Team BC Men – 4th





BC ATHLETES ON THE NATIONAL & INTERNATIONAL STAGE

Senior Team Athletes – Men's Indoor	Senior Team Athletes – Women's Indoor
Jesse Elser, Eric Loeppky, Lucas van Berkel, Jordan	Kiera Van Ryk, Brie King , Emily Maglio, Hilary
Schnitzer, Brodie Hofer, Derek Epp, Jackson Howe,	Howe, Sydney Grills
Mathias Elser	
Junior Team Athletes – Men's Indoor	Junior Team Athletes – Women's Indoor
Piers De Greeff, Cody Hudson, Reeve Gingera, Cory	Isabella Kuna, Kylie Taylor,
Schoenherr, Isaac Navarro, Simon Tate	
NextGen Men's National Team - Indoor	NextGen Women's National Team - Indoor
Jesse Elser, Mason Greves, Matthew Neaves, James	Avery Heppell, Gabrielle Attieh, Lauren Attieh,
Vincett	Thana Fayad, Lucy Borowski, Emoni Bush
Men's National Excellence Program	Women's National Excellence Program
Simone Tate, Isaac Navaro	N/A
NextGen Men's National Team – Beach	NextGen Women's National Team – Beach
Alex Russell	Darby Dunn, Alison McKay
Senior Team Athletes – Men's Sitting	Senior Team Athletes – Women's Sitting
Jason Beaman	Danielle Ellis, Felica Voss-Shafiq, Jennifer
	McCreesh





RAY LEPP SCHOLARSHIP AWARD

Volleyball BC has been given the honour of presenting the Ray Lepp Scholarship to two student athletes annually who have the potential to join the National team.

Congratulations to our 2024 recipients of the annual Ray Lepp Scholarship, Akash Grewal and Sebastien Manuel. The \$2,000 scholarships are awarded each year to a post-secondary male and female athlete who meet the scholarship criteria and show promise of competing for Canada at the national team level.

MACYN UNGER



A product of the Prince George Youth Volleyball Club (PGYVC), Macyn has shown exceptional talent and dedication throughout her career. During her time at Duchess Park Secondary School, Macyn played a pivotal role in leading her team to compete at the provincial level consistently. Her skills and commitment earned her a spot on Team BC for four consecutive years, culminating in a bronze medal at the 2022 Canada Summer Games in Niagara Falls.

Currently in her third year at Simon Fraser University (SFU), Macyn plays as a libero for the Women's Volleyball Team. In just two seasons, she has amassed an impressive 806 digs, averaging 4.5 digs per set, showcasing her defensive prowess and reliability on the court. Macyn has also attended the past two NextGen tryouts in Richmond and was the youngest libero identified for the camp.

In 2021 and 2022, Walker Sodaro led the Kelowna Secondary Owls to back-to-back Provincial titles, earning MVP honors both years. At 17, Walker was the starting setter for the Jr Heat Volleyball Club's 18U team, leading them to a national silver medal and earning a spot on the all-star team. Walker continued his success with Volleyball BC's Provincial Team, captaining Team BC to a bronze medal at the Canada Cup, where he was again recognized as an all-star.

Walker also excelled in beach volleyball, winning the 2023 18U Beach Provincial Championships and finishing as a finalist in the University Beach Championships.

After high school, Walker was named an alternate for Canada's 21U team and now plays as the setter for the Thompson Rivers University Wolfpack

WALKER SODARO

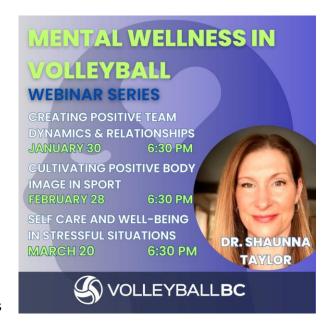


STRATEGIC PLAN 2021-2024

In February 2021, we launched our new Strategic Plan 2021-2024. With the vision of "igniting passion for volleyball", our strategic plan outlines ambitious goals around safety, player pathways, diversity and inclusion, and membership engagement. The Plan was the result of extensive consultation with players, coaches, referees, and clubs about volleyball in BC. Below are our accomplishments in 2024, which represents the final year of this Strategic Plan. In 2024 we initiated the process to develop a new 2025-2028 Strategic Plan and look forward to sharing that with our members when it is complete.

GOAL 1 – TO FOSTER A SAFE ENVIRONMENT

- ✓ Coach Guide to Safe Sport launched
- ✓ Youth Handbook to Safe Sport created
- ✓ Creation of series of <u>physical injury handouts and</u> <u>supporting resources</u> in partnership with Kids Physio Group
- Mental Wellness Webinar Series held with Dr. Shaunna Taylor on performance anxiety, body image and self-care.
- Tracked incidences of physical injuries at Provincial and National Championships to better understand risks.
- ✓ All VBC staff and Board completed Commit 2 Kids training and the CAC Safe Sport module. Safety screening and education tracked in HR system for VBC contractors and staff.
- ✓ Promotion and use of the Abuse Free Sport Program as an independent third party to handle all complaints and issues relating to abuse and maltreatment. In winter 2024 we began a transition from Abuse Free Sport to ITP Sport and Recreation for provision of the same service.
- ✓ Creation of a new Safety Hub on our new VBC website



GOAL 2 - TO STRENGTHEN PATHWAYS

- ✓ Delivered 19 Development Coach workshops for 266 participants and 9 Advanced Development Coach workshops for 72 participants
- ✓ Successfully trained 320 Level 1 candidates and certified 57 individuals from this process. We also trained 13 and certified 7 Level 2 individuals, certified 7 Level 3 referees, and trained 2 and certified 2 Level 4 candidates.
- ✓ 12 dedicated coach newsletters distributed to over 1500 registered coaches. Infographic developed for the coach education pathway to improve clarity and understanding of the requirements for club coaches.

- ✓ Implementation of Year 2 of the High Performance Plan focused on the restructure of the 16U and 18U programs and new selection processes, including the delivery of super-regional camps in BC.
- ✓ Establishment of the HP Advisory Group for Beach Volleyball.
- ✓ Initiated process to develop a High Performance Plan for Beach Volleyball. This will conclude in 2025.

GOAL 3 – TO EXPAND OUR REACH

- ✓ Delivered a <u>female mentorship program</u> for coaches and referees. This is the second year of delivery and feedback was overwhelming positive.
- ✓ Reviewed and revised the majority of the Terms of References for VBC Board and Committees to integrate a recruitment and selection process that encourages diversity of representation.
- Creation of translated and Plain English versions of <u>key policies</u> to improve accessibility and understanding by members
- ✓ Launch of a <u>barrier monitoring system</u> to allow individuals to report barriers to participation and accessing volleyball.

GOAL 4 – TO SUPPORT OUR COMMUNITY

- ✓ Conducted the fourth Annual Member Survey in June, receiving over 400 responses from players, parents, coaches, referees, and club directors. Analysis of the survey responses took place with results informing the VBC staff planning session in September. Plans have been developed to address the priority issues identified in the survey results in 2024.
- ✓ Standardised surveys developed and delivered across programs, events, and activities. Results collated and tracked to provide customer service into delivery of services.
- ✓ Launch of new website in Fall 2024 as a hub for our members
- ✓ Development of annual communications calendar to promote, inform, and celebrate the volleyball community.
- ✓ Staff and contractor training undertaken in customer service, time management, and other key service delivery areas.

GOAL 5 – TO CREATE AN ENGAGED AND INCLUSIVE ENVIRONMENT

- Review of key business operations to identify areas of efficiency and support for staff. Recommendations implemented on improvements to financial processes and systems. Audit of record and information management was initiated.
- ✓ Appointment of new business service providers including HR consultants, workplace safety, financial services, and auditors.
- ✓ Additional staff resources added to support HR and communications work. Significant organisational focus and resources focused on screening and safe sport training of staff and contractors
- ✓ Creation of a Social Committee and employee recognition initiatives.
- ✓ Training and professional development provided in time management, leadership, safe sport, and first aid

CLUB COMPETITION REVIEW



After two years of sustained rapid growth, we recognize that our club competition system is at a critical juncture of growth and development.

Following the 2024 season we conducted a comprehensive internal review of the competition structure and experience. This resulted in the creation and appointment of 6 new positions in Fall 2024 to better support the servicing of our members within club operations.

In addition we initiated a Request for Proposals for a consultant to undertake a full review of our youth club competition structure. Sport For Life were the successful appointees in Summer 2024 and work was initiated on the review. The review process will conclude in May 2025 with recommendations that will enhance or adjust our competition structure, allowing us to support future growth, ensure consistent participant experiences, and promote high quality volleyball development.

We are excited to see the outcome of this work to set our sport up for future growth!





SPONSORS AND PARTNERS

Natura Solutions Amber Pacific
Mikasa Canada Kids Physio Group

GLC Solutions Nutrl

Canuck Volleyball Phoenix Tents
Belair Direct Sunbelt Rentals
Victory Creative Group Peeled Beverages

Skyball Edna's non-alcoholic cocktails

Wake Water Woods Spirits

Lift Clinic Blonyx

MVMT Lab Kamloops Beach Volleyball Association

Stanley Park Brewing Fresty

Goodco. Bars BU sunscreen Arc Printing Solutions Z95.3 FM

Province of British Columbia

viaSport BC

Hosting Partners: City of Vancouver, City of Abbotsford,

City of Burnaby, City of

Richmond

BOARD OF DIRECTORS

President: Doramy Ehling **Vice-President:** Keeva Kehler

Treasurer/Secretary: Nicole Clendinning
Athletes Representative: Chloe Stone

Members at Large: Jake Cabott

Member at Large: Andrew Clauson Member at Large: Norm Hanson Member at Large: Ryan Gandy

Member at Large: Rosie Schlagintweit

STAFF

Chief Executive Officer: Emma Gibbons **Head of Programs and Pathways:** Adrian

Goodmurphy

Head of Operations: Nicole Robb / Jonathan

Wornell

Technical Director: Alex Pappas / Kelvin Ma **Manager of Strategic Initiatives and Events:**

Lesley Rowe

Events and Partnerships Manager: Kristyna

Loudova

Facilities Manager: Peter Couch
Finance Administrator: Ingrid Young
HR Coordinator: Peter Quetulio

Adult Programs Manager: Mackenzie Coyle

Regional Manager, Okanagan: Fraser McIntosh / Lori

Moger

Regional Manager, Fraser Valley: Ben Robinson

Regional Manager, Vancouver Island: David Caughran Regional Manager, Kootenays and North: Jackie Desilets

Regional Manager, North: Noelle Young
Coach Development Manager: Ryan Adams
Referee Development Manager: Glenn Wheatley
Recreational Program Coordinator: Visar Alimehaj

Adult Program Coordinator: Leire Coloma Regional Coordinator, LM/FV: Faith Sahota Regional Coordinator, OK: Mel Varga

Regional Coordinator, OK: Mei Varga

Communications Coordinator: Brett Honeysett