

## **2022 NAC AGM Membership report**

Continued declining membership over the past decade has been a concern to the national board. Diminishing number of retired officers and the effort to broaden a more diverse membership resulted in our rebranding as the Naval Association of Canada (2014-5) that embraces participation from all ranks as well as like-minded individuals interested in Canada's maritime affairs.

However, the broadening of the membership produced dismal results in spite of opening entry to NAC such as first year free membership to RMC cadets, other ranks and any interested individuals. (See table 1 of membership numbers from 2010-2020.)

It was recognized that even with a healthy injection of a relatively large number (say 100-200) of new and paying members, the fee structure would not be adequate to support the NAC's operation and our flagship Maritime Affairs program. As well, in the past three years we saw the closure of three smaller branches and the Newfoundland branch opted to morph into a social affiliate rather than a branch last year.

In order to sustain NAC's long-term operation, the association engaged a Communications (AMP) firm to solicit sponsorship in 2021. We met with minor success but it was short of our fundraising target. Our current plan is to integrate all the branches into the "Wild Apricot" (WA) system working with our board member, Gerry Powell, who is overseeing the WA system. The WA system can manage our membership activities such as collection of fees, enrolment to events and broadcast news/updates to ease branch workload. This process is ongoing and we expect more branches to sign onto this system.

Keeping step with the board approved NAC Naval Affairs strategy our membership approach includes:

- Standardize a national membership fee structure
- Develop corporate and individual associate membership criteria
- Develop a Value Proposition to support individual and corporate membership
- Develop new and simplified national membership categories
- Once a national fee structure for all categories is in place, phase into national membership for all members
- Develop a membership onboarding package

These are some of the initiatives currently being worked on by the NAC Membership team and with new members joining the board in the coming AGM we hope recruit some of them to this team to generate fresh ideas to continue with the foregoing schemes.

Respectfully submitted

King Wan  
Membership Chair

Table 1

<b>Branch</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>	<b>2010</b>
NAC-O	313	323	379	379	438	403	355	350	314	282
NAC-VI	140	149	150	153	229	205	217	216	217	218
NABC	85	82	85	85	103	95	95	92	91	86
NSNAC - 80 (now at 72)	72	81	102	102	127	135	142	153	168	178
NAC-TO	61	61	62	71	170	147	147	154	168	166
NLNAC-41	41	41	45	45	45	43	47	46	38	42
NAC London	32	32	20	28	24	19	19	21	16	17
NAC Calgary	31	40	38	39	59	70	70	71	84	84
NOAC Winnipeg	30	31	36	44	57	51	52	53	55	54
NAC Edmonton	21	24	23	26	31	30	30	30	33	29
NAC Montreal (2021 project up to 16)	8	20	20	20	26	15	15	20	18	26
National - 8 (2020, +2: the Zuliani's)	8	3	2	0	0	0	0	0	0	0
Windsor					25	18	19	19	18	32
NAC T-Bay (disbanded in 2020)	0	12	12	12	22	21	21	20	22	25
NAC QC (disbanded in May 2018)	0	0	18	18	28	25	30	26	31	41
	842	899	992	1022	1384	1277	1259	1271	1273	1280
RMC Cadets **	85	83	50	49						
Estimate total	927	982	1042	1071	1384	1277	1259	1271	1273	1280
Decrease from prior year	-55	-60	-29	-313	107	18	-12	-2	-7	0
<b>Change from 2010 to 2020 = -353 or -27.5%</b>										

2016 Data not available

Latest data available is 2020

\* Numbers maybe +/- 5% due to timing of reports received at year-end.