



Naval Association of Canada Association navale du Canada

Membership Committee Report

This past year has been one with severe challenges. In 2024 we lost 2 branches with several others on the brink. This has been due to pressures at many levels. Individual membership has stabilized, and many thanks to Gerry for his work with Wild Apricot (WA). But WA is just a tool for our use, not a solution to our problems.

The President, recognizing a serious perception gap between the branches and national, brought together the branches and national in April to evaluate our strategies. This resulted in an agreement on restructuring the Board which should result in a change in culture to more support the regional areas.

Attached are tables that Gerry prepared from WA. Once the new structure is approved at the AGM, the Committee can go forward. Our biggest challenge is to bring onboard new members from our own family, ex all our ships, stations, and stone frigates. As well, we can address our "cousins" in organisations such as the Coast Guard, auxiliary Coast Guard, Navy League, Cadet Corps, etc. as well as civilian suppliers.

We will need to determine the "how" as early as possible. Communications were identified as a large part of retention, as well as attracting new members. We are blessed, thanks to Rod Hughes and others with 2 great tools - NAC news, and STARSHELL. These should be shot gunned out to the widest possible networks and individuals.

In keeping with the NAC Strategic Vision approved in 2022, members at the 2023 AGM approved a single category of NAC membership to be used by all members, namely "REGULAR Member", for all NAC branches.

Within this Regular membership, there are to be three fee classes:

- Regular members at \$70 per annum (national allocation is \$40)
- Serving members at \$50 per annum (national allocation is \$25)
- Introductory members - \$0 in the first year for new members (national allocation is \$0). An Introductory package is also available to Naval Cadets and Students in advanced maritime studies while they are under training.

The above rates were applied in the 2024 and 2025 financial years and will continue for 2026.

Any exceptions to these harmonized fee categories can be requested by 15 September 2025, and will be considered by the Membership Committee and the NAC National Board.

Branding, retention, individual membership and group membership will be high on the priority for the new year, 2025-2026. We will need all of your help to get us back on a path to continued relevance and growth.

I cannot emphasize enough how the efforts of Tim Addison and his team have led to the branding and retention within NAC. I sincerely hope we can live up to his accomplishments in the new year.

And to all that worked tirelessly on behalf of NAC, BZ.

Bob Boutilier, Chair, Membership Committee

June 16, 2025

NAC Membership Numbers

Attached is an analysis of the NAC membership as captured from the NAC Online Membership Registry on 9 June 2025. The total membership in the registry includes a number that have been “long overdue” for several years – prior to 2024. As they are not likely to return, they will be archived (removed from our membership count). As such, our current membership roster has **820** current members (some with their renewals for 2025 still outstanding). That is a slight increase in our current complement from the start of the year.

The analysis is presented in two parts. The first being an overall summary broken down by the levels (categories) used in the registry to provide the National picture. The second is same membership data broken down by Branch use of the different levels (for comparison). Also provided in a final table is a snapshot of the renewal status by branch.

Membership overall

<i>Overall</i>							<i>By Membership Year (if paying dues)</i>										
MEMBERSHIP LEVEL		Breakdown by level - all members					Dues			Long Overdue - should be archived			Outstanding	Current		ROW TOTAL	LESS Long Overdue
		Total (summary)	"Lapsed"	NET	NET (less Long Overdue)	Pending (action req'd)	Owed	Paid	% paid	< 2022	2022	2023	2024	2025	2026		
NAC Regular		572	0	572	536	1	189	381	66.8%	1	4	31	153	369	12	570	534
NAC Serving CAF		58	0	58	57	0	23	35	60.3%	0	0	1	22	34	1	58	57
NAC Introductory		55	0	55	55	1	8	45		0	0	0	8	44	1	53	53
Naval Cadet & Maritime Studies		49	0	49	49	0	2	n/a					2	n/a	n/a	2	2
CALGARY Regular	Exception	18	0	18	18	0	6	12	66.7%	0	0	0	6	12	0	18	18
MONTREAL Regular	Exception	24	0	24	23	0	5	19	79.2%	0	0	1	4	19	0	24	23
NEWFOUNDLAND + LABR	Exception	35	0	35	30	0	11	24	68.6%	0	3	2	6	24	0	35	30
NAC Regular - Exception Appr	expired?	27	0	27	13	2	17	10	37.0%	5	6	3	3	10	0	27	13
Lifetime	Legacy	19	0	19	19	0	n/a	n/a		n/a	n/a	n/a	n/a	n/a	n/a	0	
Honorary	Legacy	19	0	19	19	0	n/a	n/a		n/a	n/a	n/a	n/a	n/a	n/a	0	
Regular - Spouse	Legacy	1	0	1	1	0	0	1	100.0%	0	0	0	0	1	0	1	1
Basic Member	Legacy	1	0	1	0	0	1	0	0.0%	0	0	1	0	0	0	1	0
													* will vary with intro due dates				
TOTALS		878	0	878	820	4	262	527	66.79%	6	13	39	204	513	14	789	731
													58	731			
													7%	93%			
													28%		72%		

Membership by Branch

NAC BRANCH	Membership Breakdown by NAC Branch										Spouse	Basic Member	ROW TOTAL	LESS "LAPSED"	LESS Long Overdue
	Regular	CAF	Introductory	NCdt & Maritime Studies	Lifetime	Honorary	NAC Reg Exception	CALGARY Exception	NFLD & LBRDR Exception	MONTREAL Exception					
Vancouver Island Branch	106	6	5	3	2	1	0	0	0	0	0	0	123	123	123
BC Mainland Branch	67	2	1	0	3	1	0	0	0	0	0	0	74	74	73
Calgary Branch	7	2	18	1	6	0	0	18	0	0	0	0	52	52	52
London Branch	14	13	0	0	1	0	0	0	0	0	0	0	28	28	28
Toronto Branch	53	7	1	0	0	2	0	0	0	0	0	0	63	63	54
Ottawa Branch	228	23	19	43	6	13	0	0	0	0	1	0	333	333	333
Montreal Branch	0	1	2	1	1	0	0	0	0	24	0	0	29	29	28
Nova Scotia Branch	79	3	1	0	0	0	0	0	0	0	0	0	83	83	58
NFLD & Labrador Branch	2	1	0	0	0	0	0	0	35	0	0	0	38	38	32
National	4	0	7	1	0	2	13	0	0	0	0	1	28	28	23
No Affiliaion/None	12	0	1	0	0	0	14	0	0	0	0	0	27	27	16
Column TOTALS	572	58	55	49	19	19	27	18	35	24	1	1	878	878	820

Renewal state by Branch

- Members paying dues (total of all years) as seen in the online registry on 9 June 2025.

RENEWAL BREAKDOWN BY BRANCH	Branch Membership Year						ROW TOTAL (all years)	dues owed (all years)	Renewal completed	% paid
	< 2022	2022	2023	2024	2025	2026				
Vancouver Island Branch	0	0	0	0	110	7	117	0	117	100.0%
BC Mainland Branch	0	0	1	14	55	0	70	15	55	79.7%
Calgary Branch	0	0	0	12	34	0	46	12	34	73.9%
London Branch	0	0	0	17	10	0	27	17	10	37.0%
Toronto Branch	1	2	6	15	35	2	61	24	37	71.2%
Ottawa Branch	0	0	0	92	173	5	270	92	178	65.9%
Montreal Branch	0	0	1	4	22	0	27	5	22	84.6%
Nova Scotia Branch	0	1	24	28	30	0	83	53	30	51.7%
NFLD & Labrador Branch	0	3	3	7	25	0	38	13	25	78.1%
National	3	0	2	4	14	0	23	9	14	77.8%
No Affiliaion/None	2	7	2	11	5	0	27	22	2	12.5%
				* wil vary with intro due dates			* wil vary with intro due dates			
TOTALS	6	13	39	204	513	14	789	262	524	