



NAVAL ASSOCIATION OF CANADA ASSOCIATION NAVALE DU CANADA

2026 AGM MEMBERSHIP REPORT

GENERAL

It has been an interesting year on the membership front as we continue to address a number of issues that have prevailed for many years. However, there have been developments over the last couple of years that support progress in the way ahead. And there is much to do. I hope to elaborate on these to some degree in this report. In doing so, I will go over some common ground known by many - but not all, and put a spotlight on membership as seen in a shared online world.

MEMBERSHIP

Starting from 2020, the NAC has utilized an online centralized membership registry accessible to all members individually, but in practice is managed directly by some branches and/or maintained through the support of the NAC Coordinator for others. That is done using an online Membership Management Service called “Wild Apricot” that, although user friendly for the most part, requires attention from administrators to manage it effectively and use its many features to advantage. While approved as the formal NAC membership registry in 2022, it was not fully adopted until 2024. It has, however

- caused the National office and the Branches to work closer together on membership management issues; and
- resulted in a higher level of metrics now available to monitor and manage the NAC membership and observe trends.

Two outcomes are worth noting:

- It would appear that past practices of membership management had allowed a significant number of long outstanding renewals to accumulate. As these memberships should no longer have been valid, this resulted in a member count that was heavily exaggerated in places, and a continuing apparent renewal shortfall that generally worsened with time.
 - This is driven by NAC bylaws and Administration guidelines where membership requires payment of dues for the current and/or future years. If not paid within six months of the renewal date, members in default automatically cease to be NAC members.
 - The problem continued in the online registry as overdue members remained “active”. However, membership administrators have been successfully correcting this for the last two years. The Membership Committee will be considering options where this problem is dealt with administratively through the annual renewal window.
- To better understand and discuss membership issues, membership should be viewed in both a cumulative perspective of the different levels created by the different criteria, and in the Branch perspective that results for how those levels are distributed – as shown in tables 1A & 1B.
 - Again, in the Admin Guidance, Branches complied with NAC membership conditions and approved dues structure and were responsible for the collection and “timely remittance” of National dues from members.

- This coordination is now more involved in an online world where much is integrated, normally happens in an automated fashion linking transactions to membership status or other activity, and can be accommodated in total or in part by administrative manual entries. Not clear in the administrative guidance is the manner in which the “timely remittance” of dues can and should happen. It is currently happening routinely and successfully in a bi-directional process coordinated by the excellent work of the NAC Coordinator.

While the summary below shows a total of 884 were “active” members at the end of 2025, many had not renewed since 2024 or before. The number of valid members (“NET”) was only 746. This number includes some members still outstanding from 2025 and expected to complete their renewal as they remain “valid” until the end of June.

Table 1A – START OF YEAR MEMBERSHIP 2024 – 2026 (By LEVEL)

MEMBERSHIP BREAKDOWN BY NAC LEVEL	START of 2024			START of 2025			START of 2026		
	Total in count	Overdue (2023 or before)	Total NET	Total in count	Overdue (2023 or before)	Total NET	Total in count	Overdue (2024 or before)	Total NET
NAC Regular	478	11	467	575	71	504	589	80	509
NAC Serving CAF	47	2	45	56	7	49	57	17	40
NAC Introductory	29	2	27	69	0	69	45	1	44
Naval Cadet & Maritime Studies	47	0	47	49	0	49	36	1	35
CALGARY Regular	14	0	14	17	0	17	26	10	16
MONTREAL Regular	0	0	0	0	0	0	21	2	19
NFLD + LABRADOR - Regular	0	0	0	38	8	30	35	11	24
NAC Regular - Exception Approved	0	0	0	31	19	12	34	16	18
Lifetime	23	0	23	19	0	19	20	0	20
Honorary	14	0	14	14	0	14	20	0	20
Regular - Spouse	1	0	1	1	0	1	1	0	1
<i>OTHER (Old Levels)</i>	185	61	124	1	1	0			
TOTALS	838	76	762	870	106	764	884	138	746
	<i>Use 2024 #s with caution</i>		762			764			746

Table 1B– NAC MEMBERSHIP 2024 – 2026 (By BRANCH DISTRIBUTION)

MEMBERSHIP BREAKDOWN BY NAC BRANCH	START of 2024			START of 2025			START of 2026		
	Total in count	Overdue (2023 or before)	Total NET	Total in count	Overdue (2023 or before)	Total NET	Total in count	Overdue (2024 or before)	Total NET
Vancouver Island Branch	132	0	132	128	2	126	125	0	125
BC Mainland Branch	73	15	58	70	2	68	75	15	60
Calgary Branch	30	0	30	48	0	48	70	11	59
London Branch	26	3	23	30	2	28	28	13	15
Toronto Branch	60	9	51	62	16	46	66	24	42
Ottawa Branch	327	9	318	316	0	316	312	12	300
Montreal Branch	28	9	19	28	3	25	29	2	27
Nova Scotia Branch	72	0	72	91	50	41	91	30	61
NFLD & Labrador Branch	36	9	27	41	9	32	39	13	26
National	11	0	11	21	4	17	44	17	27
No Affiliation/None	4	4	0	35	18	17	5	1	4
Edmonton	15	10	5						
Winnipeg	24	8	16						
TOTALS	838	76	762	870	106	764	884	138	746
	<i>Use 2024 #s with caution</i>		762			764			746

It is worth looking at our current membership progress through 2026 at tables 2A& 2B. Of interest, the metrics indicate a gradual increase in our membership that started last Fall (now up to 837 at the start of Jun 2026).

- It is premature to determine whether this is a long- or short-term trend, but worth monitoring closely and working on;
- Not surprisingly, that is seen primarily in the strong increase in the number of new Introductory members. However, the metrics since the Introductory program was broadened showed that many chose to remain as members of the Association following their complimentary year.

Table 2A –MEMBERSHIP TREND - 2026 (By LEVEL)

MEMBERSHIP LEVEL (all members)	Jan-26			Feb-26			Mar-26			Apr-26			May-26			Jun-26		
	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET
NAC Regular	589	80	509	557	79	478	550	65	485	547	56	491	555	50	505	557	48	509
NAC Serving CAF	57	17	40	61	16	45	62	13	49	63	13	50	62	12	50	61	11	50
NAC Introductory	45	1	44	65	0	65	77	0	77	85	0	85	86	0	86	91	0	91
Naval Cadet & Maritime Stu	36	1	35	37	1	36	37	1	36	37	1	36	38	1	37	38	1	37
CALGARY Regular	26	10	16	45	10	35	45	10	35	45	10	35	45	7	38	46	7	39
MONTREAL Regular	21	2	19	23	2	21	23	2	21	23	2	21	24	2	22	25	2	23
NEWFOUNDLAND + LAB	35	11	24	35	9	26	34	8	26	34	8	26	33	6	27	31	3	28
NAC Regular - Exception A	34	16	18	39	16	23	38	15	23	38	15	23	38	15	23	38	15	23
Lifetime	20	0	20	20	0	20	20	0	20	20	0	20	19	0	19	19	0	19
Honorary	20	0	20	20	0	20	20	0	20	19	0	19	17	0	17	17	0	17
Regular - Spouse	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1	1	0	1
TOTALS	884	138	746	903	133	770	907	114	793	912	105	807	918	93	825	924	87	837

Table 2B– MEMBERSHIP TREND – 2026 (By BRANCH DISTRIBUTION)

RENEWAL BREAKDOWN BY BRANCH	Jan-26			Feb-26			Mar-26			Apr-26			May-26			Jun-26		
	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET	Total (WA summary)	Overdue	NET
Vancouver Island Branch	125	0	125	125	0	125	127	0	127	125	0	125	124	0	124	128	0	128
BC Mainland Branch	75	15	60	75	15	60	75	15	60	75	15	60	79	8	71	79	8	71
Calgary Branch	70	11	59	70	11	59	70	11	59	70	11	59	70	8	62	71	8	63
London Branch	28	13	15	29	12	17	29	10	19	29	10	19	28	9	19	27	8	19
Toronto Branch	66	24	42	67	24	43	67	23	44	68	19	49	68	19	49	70	18	52
Ottawa Branch	312	12	300	313	12	301	310	0	310	311	0	311	310	0	310	310	0	310
Montreal Branch	29	2	27	39	2	37	39	2	37	41	2	39	43	2	41	45	2	43
Maritime Branch	91	30	61	95	28	67	102	26	76	105	21	84	108	20	88	108	19	89
NFLD & Labrador Branch	39	13	26	39	11	28	38	10	28	40	10	30	39	8	31	37	5	32
National	44	17	27	46	17	29	46	16	30	44	16	28	43	16	27	43	16	27
No Affiliation/None	5	1	4	5	1	4	4	1	3	4	1	3	6	3	3	6	3	3
TOTALS	884	138	746	903	133	770	907	114	793	912	105	807	918	93	825	924	87	837

MEMBERSHIP COMMITTEE

A new Membership Committee was formed at the beginning of 2026. A well-balanced mix of the Membership Directors from large and small Branches across the country, collectively they manage 75% of the NAC membership to provide an overall Branch perspective on membership issues to the National Board. They are

Rod Hughes (Vice) Vancouver Island Branch
Dorn Smith Calgary Branch
Gerry Powell (Chair) Ottawa Branch
Roland Young Montreal Branch
Jim Muzzerall Maritime Branch
Nora Kennedy (National Coordinator) ex-officio

Discussions and work to date have confirmed a need for a broader understanding of our online membership structure and procedures by many. The communication of the new online world to date have been inadequate and the membership website could be improved. Work ahead includes:

- In conjunction with other OPIs on the Board, developing a stronger awareness among our members of membership issues (impacting recruitment, retention, etc) , and potential with the membership website;

- A review of the TORs and membership input to the Administrative Guidance Manual; and
- Continued discussions on the determination of dues.

ISSUES

A main issue discussed over the year was consideration of an amendment in the current dues structure to support an increase to the National allocation – which had not changed since at least 2012 despite increases to administrative costs over that time.

While perhaps long overdue, there was some frustration on the need in the absence of a clear understanding of the objectives of membership dues as part of the current business plan or budget – complicated by concerns of the impact of an increase in dues on recruitment and retention. The impact on Branches was also reviewed. Revenues from allocation to all Branches would be reduced (for some eliminated) if only the National allocation portion was shifted. The recommendation for Board consideration was for an increase to total dues for all member categories, not just from the existing Branch allocation within them. In the end, these concerns and others led to a Board decision to NOT bring a recommendation to the AGM for an increase total dues at this time. The need for an increase in the membership revenues to National remains. However, a more comprehensive communication plan to members on overall NAC membership issues is needed prior to bringing a recommendation to them at the next AGM.

As such, total dues to NAC members for the 2027 membership year will remain unchanged at:

NAC Regular a total of \$70 (\$40 allocated to National, \$30 allocated to Branches)
NAC Serving CAF a total of \$50 (\$25 allocated to National, \$25 allocated to Branches)
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.

Lastly, requests for exceptions for 2027 NAC dues are to be submitted to the National Board for approval by 12 Sept 2026, prior to the 2027 renewal campaign getting underway.

Respectfully

Gerry Powell
Membership Chair