



## **B.C. Government Retired Employees' Association**

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### **2<sup>nd</sup> Vice President – Communications report for the April 23, 2026 AGM**

Over this reporting period, my focus has been on supporting the executive team, strengthening member engagement, and assisting with the coordination of programs and initiatives that benefit our organization.

**Affinity Partners:** At the AGM you will have the opportunity to hear from some of our partners such as Hearing Life and Belairdirect, however I would like to also mention our others. We have agreements with SpecSavers, Manulife, Accent Inns, Trip Merchant, Park 'n Ride, and Endless Savings. Our team is actively working to expand this list to provide members with an even broader range of discounts and benefits. To stay informed about partner updates, please ensure you select “Partner EBlasts” in your communication distribution list preferences.

**Social Media:** The past six months have been particularly busy in this area. This initiative was developed to address the limited ability to connect with retirees who are not yet members—especially those approaching retirement—and to increase awareness and engagement among our current membership.

Key benefits of this initiative include:

- Establishing an online presence for individuals researching retirement options
- Using targeted outreach to reach potential members across BC
- Promoting activities and encouraging participation among current members
- Increasing visibility in online searches related to seniors' issues in BC
- Supporting collaboration with other organizations on shared initiatives

Research shows 60-75% of BC Seniors use social media daily, with Facebook the dominant platform. Seniors are now more likely to check Facebook than read a traditional printed newspaper.

We have launched outward-facing Facebook and Instagram accounts, with blogs and updates being shared weekly. This has resulted in our website presence improving significantly.

**Advertising Pamphlets:** A dedicated team is currently developing new advertising pamphlets for use at events and seniors' expos. These materials are being carefully designed to ensure longevity and relevance over several years. We anticipate they will be ready later this year and will notify branch chairs once they are available for distribution.

**Communications:** As we prepare the July edition, we are actively seeking member contributions. We would love to feature more branch activities, special celebrations, unique hobbies, and member-submitted photography for our July or December issues. If you have content to share or questions, please reach out to a team member or email us at [thepen@bcgre.ca](mailto:thepen@bcgre.ca).

**The PEN December Contest:** And last but not least, in the last edition of *The PEN*, members were invited to submit captions for a featured photograph. We received 11 wonderfully creative entries. The Communications team selected the top five, and the Table Officers voted for the winning caption, which will be revealed at the AGM.

As always we value your contributions and feedback — please continue to share your ideas and input with us!

Tammy Welch  
2<sup>nd</sup> Vice President – Communications, BCGREA