



# ANNUAL REPORT

SWIMMING CANADA

10-11

SWIMMING TO WIN; WINNING FOR LIFE



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## OUR VISION

Swimming to win; winning for life!

## OUR MISSION

translating the Vision into a more specific medium term future: Canadian swimming will be aligned, accountable, and performance-oriented.

We will do this by:

- Building collaborations based on a foundation of trust;
- Implementing and coordinating programs that cause the development and growth of a national support system for athletes and coaches;
- Actively listening to the input of the swimming community; and
- Delivering on commitments

The results will be winning international medals, increased participation, investment, effective use of resources, and a solutions-oriented positive culture.



# OUR CORE VALUES

A person wearing a red shirt is shown from the chest down, holding a white certificate or document. The certificate has some text and a logo on it. The background is a blurred red and white.

**EXCELLENCE & PROFESSIONALISM**

Two silver medals are shown hanging from blue ribbons. The medals are circular and have some text and a logo on them. The background is a blurred blue and red.

**ACCOUNTABILITY**

**RESPECT**

**INTEGRITY**

A close-up shot of a hand with a ring on the ring finger. The hand is resting on a dark, textured surface. The background is a blurred blue and red.

**COMMITMENT**



# PRESIDENT'S MESSAGE



Dear Friends,

I would like to take this opportunity, on behalf of your Board of Directors, to welcome delegates and friends of swimming to Swimming Canada's 2011 Annual General Meeting. I am very proud of the past year's accomplishments and can state with full confidence that we are well placed to shine at the 2012 Olympic and Paralympic Games in London.

As an organization, we must measure our success based upon performances in the pool and in our operations – we must excel on the wet side and the dry side. In 2010/11, I am happy to report that we have had a strong year on both sides. We should be rightfully proud of these accomplishments while accepting the challenges of the future.

Just as importantly, this past year has also seen the development of an exciting and ambitious strategic plan that aims to chart our future course and ensure that swimming remains at the forefront of athletic success in Canada. We have the opportunity to spread our message and our sport far and wide – to inspire Canadians to excellence and to health.

## International Performances

Our international performances bode well for a successful completion of the competition quadrennial. Congratulations to our three medalists at the World Championships in Shanghai -- Ryan Cochrane, Brent Hayden and Martha McCabe! As exciting as their performances

were, it was also exciting to watch so many others take steps to place them on the international radar and allows them to dream of London 2012 medals. Similarly, it was gratifying to see the success of our junior program at the World Junior Championships in Lima, Peru. These

athletes have sent a message to the world that Canada will be a force to be reckoned with in the coming years on the senior international circuit. On the Paralympic side, many performances stood out in a non-world championship year. Podium potential performers Summer Mortimer, Benoit



Huot, Valerie Grand'Maison were close to world championship form as they led a 36-member team into the inaugural Pan Pacific Para-swimming Championships hosted by Swimming Canada and the City of Edmonton. This type of initiative helps to keep Canada on the leading

edge of Paralympic sport. The outlook for London is very positive with 35 swimmers already meeting the Paralympic minimum-qualifying standard. We also continue to focus on and develop our younger swimmers and have a squad of 22 Rio 2016 potential swimmers qualified for the 2011 Parapan American Games this fall.

Last November our Big Splash announced to the world that we were ready to stand with the best. It is our opportunity to recognize those whose performances in and around the pool have allowed Canadian swimming to excel. I hope that many of you will participate in this year's Big Splash on November 29 – whether by attending, contributing or watching online. It is a great spectacle that bestows honour where honour is due.

## Operational Performances

Our performances in the pool along with our staff's comprehensive planning are reflected in our increasing financial strength. Over the past three years we have increased our overall operating budget by 70%. This has been achieved by increased membership and increasing contributions from the private sector, sport tourism sector, and the public sector.

The increased funding from the public sector is directly linked to our successes at the international level on both the able-body and Paralympic disciplines and speaks to the determination and talent of our athletes, the expertise of our high

performance coaches, and to the strategic direction of our high performance plan.

All indications are that this trend can be continued; indeed we are confident that the coming year will see us achieve even greater growth.

## Going Forward

I am more convinced than ever that our organization is poised to lead Canada to success – in all endeavours. We must strive to be leaders in Canadian sport, showing the way to international victories and operational excellence. If we are able to achieve our goals, I am confident that Canada will be a proud and healthy nation.

Pierre Lafontaine and his dedicated staff have been critical in supporting the aspirations of our members and guiding the current strategic planning process to new heights. His leadership is to be commended. He and his team have led us to where we are: positioned to lead Canada to excellence.

The new Strategic Plan is a bold vision that we can all embrace. We aim to cement swimming not only as Canada's premiere summer sport, but also as a healthy life-long activity. Please join me, your Board of Directors, and your staff, in making these dreams come true. Canada can truly be a swimming nation!

Yours in swimming,

President  
Swimming Canada

# CEO'S REPORT



Another year has passed us by with another step realized on our ladder towards making all Canadians proud of our athletes' accomplishments and positioning swimming at a leading sport in Canada.

Again and again, I cannot stress enough the great support that we constantly receive from the different levels of Government and public funding partners, including Sport Canada, OTP, COC, CPC, CAC, Provincial and municipal entities. But let's not forget that our sport is only possible by the dedication of TENS OF THOUSANDS of unselfish passionate individuals who give so much time to help our next generation by hosting meets, being volunteers on boards, lobbying the different level of government, conducting clinics and so much more.

Own The Podium starts at Own the Municipality (OTM – New acronym by Pierre). The dream starts at home with the moms and dads, in the school gyms

and local soccer fields and community pools. The sparks and dream of our next generation of Olympians and Paralympians are kindled at home, in our club programs, in our summer clubs and under the expert guidance of the 2000+ inspiring coaches in our 425 clubs across our nation.

"Swimming to win, Winning for life" has been a great vision statement for Swimming Canada for the last 6 years. Our 5 main goals for 2012 that were established in 2005 were to: 1) break every Canadian record; 2) double our operating budget; 3) Improve our level of servicing all of our membership (coaches, swimmers, officials, administrators, masters, etc.); 4) double our swimmer membership; and 5) win 3 medals at the 2012 Olympic

Games. This is going to be the year when we celebrate the last 5 years of an uncompromising commitment by all. The 2012 London Olympic and Paralympic Games will show the world that Canada is back and a force to be reckoned with.

This past year has also been a year of analysis and planning for the future of Canadian swimming. Our Vision 2020 Strategic Plan will be unveiled at our AGM as we optimistically and audaciously plan for the next eight years.

One of the most pertinent organizational quotes that I would like to share with all Swimming Canada members is: "what got us here, won't get us there". The sport world and the swimming world are not slowing down and I know that many swimming countries are forging quickly ahead and investing increasing amounts of







# GO CANADA GO!

finances and capacity. We need to be more prepared, more focused, more engaged than ever if we are to consistently be among the top 8 nations in the world.

The performances of this past year certainly demonstrate a well structured and coordinated program across the whole spectrum: from the club, regional and provincial levels to the World Junior Championships to the World Championship and Pan Pacific Para-swimming Championships. We are about creating history for the next generation. I know that this year is going to be our year!

One of Swimming Canada's unwritten goals is to be recognized as a country that is at the forefront of innovations in our sport. Starting many years ago, Canada has regularly innovated and modernized the world of swimming. In the 70's, Canada was known as a leading authority in coaching education. In the 80's, Canada was one

of the original founders of the Pan-Pacific Swimming Championships. In the 90's, we implemented the no false start rule and is now applied across the world of swimming (Athletics adopted it a few years ago). In recent years, we have been a driving force in the formation of the Multisport Club Excellence, the Nation's Cup, the NACC (North American Challenge Cup) and this past year, our Para-Swimming program and Canada was founder and host of the inaugural Pan Pacific Para-Swimming Championships in Edmonton. In 2012, Canada will be the host of the 1st World Junior Open Water Championships in Welland. Innovation, originality, world class hospitality must be part of who we are and what we do. We need to offer in Canada the "Best in class" at all levels for all of our members and for the all Canadians. Through exemplary competition hosting, let's keep bringing the world back in Canada.

The 2011-2012 swimming year signifies the closing of one cycle (and strategic plan) with great success while preparing the future with an exciting vision to change the world.

GO CANADA GO!

Pierre Lafontaine  
CEO, National Coach  
Swimming Canada

# 2012 OUTCOMES

OUTCOME	2010-2011 Desired Outcomes	2010-2011 Realized Outcomes
2011 World Championships	5 medals 20 finals swims, 6 of which are relay finals	4 medals 14 final swims, 4 of which are relay finals
2011 Pan Pacific Para-swimming Championships	Top 4 nations in total medal count	4th overall at the Pan Pacific Para-swimming Championships.
Rankings	9 swims in top 5 WR 15 swims in the top 10 WR 70 swims in the top 50 WR 190 swims in the top 150 WR	5 swims in top 5 WR 14 swims in the top 10 WR (9 swims 6th- 10th) 74 swims in the top 50 WR (60 swims 11th – 50th) 251 swims in the top 150 WR (177 swims 51st – 150th )
Para Rankings	30 Para Swims in the top 10 World IPC Rankings	63 Para Swims in the top 10 World IPC Rankings (adjusted to 3/country/class)
Registration	42,000 total swimmers (excludes Masters)	38,683 total swimmers 15.2% increase from 2009-10
Para Registrations	350 Para swimmers	~ 303 registered Para swimmers ~ 50 identified registered but not identified as a Swimmer with a Disability ~ 50 others that we've classified but not Swimming Canada registered
Records	85% of all National Records (Senior +AG) set 2005 -2010	72.8% of all National Records (Senior + AG) set 2005-2011
Operating Budget	\$7,300,000 Operating Budget	\$7,666,979 Operating Budget 6.8% increase from 2009-10

A photograph of a swimming poolside scene. In the foreground, a swimmer in a black wetsuit and goggles is being assisted by a coach in a red t-shirt. The swimmer's arms are raised, and the coach is holding them. Other swimmers in white caps and blue/red gear are visible in the background. The text 'NATIONAL TEAM PROGRAM' is overlaid in large white letters on the lower part of the image.

# NATIONAL TEAM PROGRAM

There's been much to celebrate and many successes attained through the 2010-2011 competition season. Swimming Canada has arguably progressed towards our ultimate target of 3 medals in London and have several swimmers sitting in a position statisticians would reference as 'highly probable' for success. To do this, we've delivered our Performance based services through a progressively improving network of five centers and academies where focus, innovation and dedicated Integrated Support Teams (IST) have provided a competitive edge for our performing athletes. We've streamlined the carding system and delivered the Sport Canada Athlete Assistance Program to the athletes who, based on performance, are most deserving. We've brought the carded coaches together to provide them insight into the high performance development game, and to encourage their participation in providing Swimming Canada staff feedback and clarity around program content. With these initiatives and focus, the following describes the 'net results' of much of the work being done in our national team environment. The strength of the national program can be credited to many factors including the great work that our coaches are doing. One other significant reason Canada is improving at

a significant race is the support of the development programs by the Provincial Sections and our investment in the National Development Teams Program, which provides continual upwards pressure on our Senior National Team. In moving forward, we must also improve our CIS program so to keep our best at home and continue investing in a specialized program for our 19-23 years old not yet on the National team.

## Commonwealth Games

A mid-October priority competition that challenged athletes and coaches to “extend” the 2010 summer season into October. Coming off a very successful Pan Pacific Championships a tremendous amount of innovation and deliberation was brought to the fore to ‘hold’ athlete’s performances from August through to the Games.

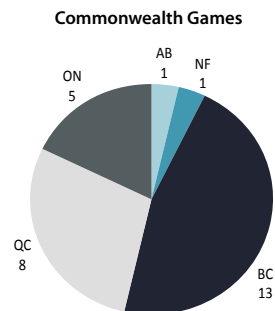
- Travelling to India for the first time also generated new challenges and logistic issues never before encountered by Swimming Canada.
- Every effort was made and plans developed to keep coaches and athletes healthy; from personal hygiene through to staging plans designed to limit our time on the ground in Delhi.
- Team Canada comprised of 15 female and 12 male swimmers supported by 8 coaches, 2 managers and 11 IST members.



*Commonwealth Games silver medalist Audrey Lacroix*

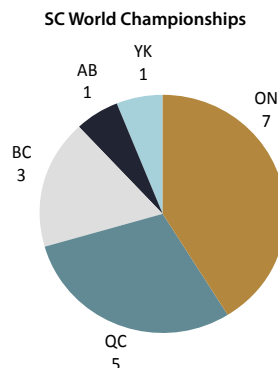
## Commonwealth Games by the numbers:

- 5 gold medals – Hayden and Cochrane 2 each; Huot in Para 100 free
- 1 silver – from Audrey Lacroix
- 4 bronze – Wilkinson with 2, Hirniak 1 and the Women’s 4 x 100 Medley Relay
- 4th – overall in total medals and 4th as well in Gold medal count
- 1 Canadian Record (Hirniak, 200 fly) and 1 Games Record (Brent Hayden, 100 free)



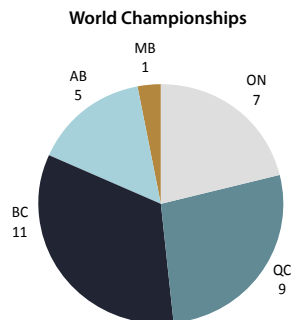
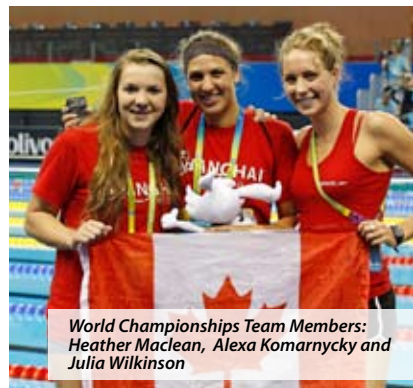
## FINA World Short Course Championships

- Held December 15 – 19 in Dubai, this competition marked the first time the competition has been held at this time – FINA's new “permanent” placement (alternating years in the 2nd week of December).
- Swimming Canada's approach to the competition was strictly to provide a racing opportunity for those who felt it would augment their preparation for 2011 World Championships; as well as giving sprint specialists and short course specialists an opportunity to compete a World class competition.
- A team comprised of 16 swimmers attended the meet – preparation and staging was limited; the key message was in-season performance preparation and speed work. 4 coaches, 1 manager and 5 IST personnel supported the Team.
- This competition provided our athletes a stage where they could compare themselves with the best in the world. And one that allowed our swimmers to focus on different skills compared to the LC international competition.
- 3 Canadian records were broken and 2 more Canadian Age Group records were established.



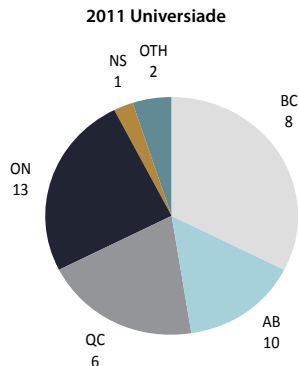
## FINA World Aquatic Championships

- By the numbers the Shanghai World Aquatic Championships was a positive progression and is showing well as an indication of our opportunities for London.
- 4 medals won, 3 silver and a bronze by 3 different swimmers: 2 silver by Cochrane, 1 silver by Hayden and 1 bronze medal by McCabe
- 4 more swims ranked in the top 8 giving Canada 7 swimmers impacting the top 8 across 10 events.
- 10 swimmers across 11 events swam to scoring swims in the 9th to 16th positions supporting team development and progression.
- 11 swimmers supporting relays resulting in all relays save the women's 4x100 MR (DQ) swimming to an Olympic qualifying (top 12) result.
- 28 total swimmers impacting top 16 swims!
- The team, comprised of 19 female and 14 male swimmers, was supported by 9 coaches, 3 managers and 14 IST members.
- Canada demonstrated that we are one of the fastest “up and coming” countries. We must continue to maintain our rate of improvement if we wish to be among the top 8 swimming nations consistently.



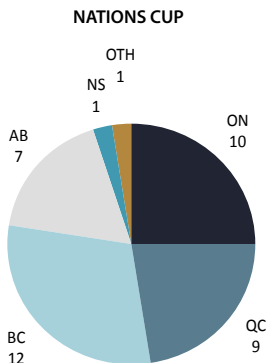
## 2011 Universiade

- A strong Senior development opportunity for 40 swimmers from CIS schools, NCAA programs, graduating high school seniors and colleges.
- Universiade has become a strong international competition and valuable multi-sport village type experience for the Senior Development program.
- By the numbers a strong showing for the women's team providing upward pressure on the Senior team.
- 3 medals, all silver, won by 2 swimmers: 2 silver by Tera van Beilen and 1 silver by Hilary Caldwell.
- 8 more swims ranked top 8 from a total of 6 different swimmers.
- 18 more swimmers across 21 events swimming in the top 16.
- 5 more swimmers supporting relays, all scoring top 8.
- 31 total swimmers contributing to top 16 swims.
- The Team, comprised of 20 female and 20 male swimmers were supported by 5 coaches, 2 managers and 2 IST.



## Nations Cup

- A 'made in Canada' solution to addressing programming needs for the Senior Development track or swimmers older than 18 years of age but not yet ready for the Senior National team program.
- Hosted by the Pointe Claire Aquatic Club and Swimming Canada.
- National teams from Denmark, France and Brazil attended.
- All National team squads also competed at the Summer Nationals enhancing the level of competition and benefitting the domestic program significantly.
- Team Canada comprised of 20 female and 20 male swimmers supported by five coaches and three managers.
- Canada, supported by 22 wins over 34 events in the two day competition cruised to another convincing win.
- Excellent development opportunity for prospective Senior national team members including coaches and managers as well as the swimmers.



## Integrated Support Team (IST)

- Swimming Canada's international and developmental efforts are strongly supported by a world class group of IST professionals in the disciplines of physiology, biomechanics; sport medicine; massage therapy; physiotherapy; chiropractic; sport psychology and mental training; nutrition; and race analysis.
- Canadian Sport Centre's Pacific, Calgary, Toronto and Montreal contribute and support our athletes across a range of developmental stages.
- Own The Podium funding and a strong vision from CSC Pacific have provided the full-time services of Dr. Allan Wrigley servicing elite Canadian swimmers in the area of biomechanics. Dr. Wrigley's work has significantly impacted our start and turn efficiencies as well as the application of race analysis data.
- Identified discipline leads in the areas of sport medicine, physiology, biomechanics, strength and conditioning; stimulated the establishment of standards of practice across the disciplines.
- Innovation and development projects identified in each discipline area – strong evolution of new practices and procedures stimulating performance progression.
- Enhanced deployment of IST services to National Team Development Program in a step-wise construct. Supporting a progressive development of "skill" acquisition for developing swimmers in their ability to effectively utilize IST services.



## Selection

- The process of selecting National Teams can arguably be considered the riskiest venture Swimming Canada undertakes; while every effort is taken to create purely objective selection criteria there are competitions that are limited by team size and other issues, which then mandate more sophisticated criteria.
- The selection process is a continuum that starts with Swimming Canada staff and advisory councils and finishes in the able hands of the Swimming Canada Selection Committee, chaired by former national team alumnus, Chris Bowie of Edmonton.
- Swimmer selection and coach selection criteria were written, approved and applied for World Aquatic Championships; Pan American Games; 2011 Universiade; Nations Cup; World Junior Championships; North American Challenge Cup; Junior World Open Water Preparation Tour; other developmental tour and camp initiatives.
- Looking to 2012, Olympic Swimmer criteria now published in advance of the 2012 season.





# NATIONAL DEVELOPMENT TEAMS PROGRAM

The National Development Team Program's goal of providing Canada's identified swimmers and their coaches, the development opportunities to establish the will, attitude, and skills required to race to the podium at the Senior International level was clearly addressed and successfully met!

By design, the 2011 – 2012 season was extremely busy and challenging to all involved including, the selected swimmers and their families, club coaches, Academy/Centre coaches, selected team coaches, IST personnel and Swimming Canada staff. Supporting the goal statement, three members of the World Junior Championship Team (Chantal Vanlandeghem, Chad Bobrosky and Brittany MacLean) competed in China at the 14th FINA World Championships, before joining the World Junior Team in Montreal. They all flew directly from China to Montreal and were training within 1 day, in preparation for the World Junior Championships in Lima. There were also 4 NTDP members (Sinead Russell, Katerine Savard, Savannah King and Tianna Rissling) on the Senior Team who are 18 years of age or under. All of which bodes well for continued success at the senior international level for Canada in the years ahead!



## The 5 main components of NDTP designed to support our Goal statement are:

### 1. International Competitions and Tours:

#### 4th FINA World Junior Championships

Aug 16-21, 2011 | Lima, Peru

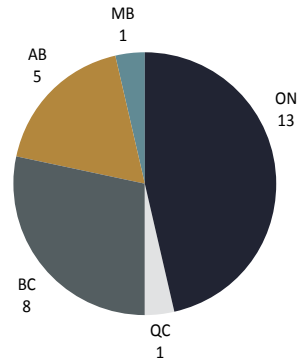
- Best ever performance at the World Juniors:
- 2nd overall in Point standings
- 14 medals won:
  - 4 gold (2 - B MaLean, 1 - C Brobrosky and male 4x200 F.R.)
  - 4 silver (1 - C Bobrosky, female 4x100 F.R., male 4x100 F.R. and female 4x200 F.R.)
  - 6 bronze (4- C Vanlandeghem, 1- E Selten-Reich Hodgeson and 1- M Darragh)
- The Team, comprised of 28 swimmers, was supported by 6 coaches, 2 managers and 5 IST
- Aug 1-12 – Staging – Montreal/Pointe Claire

#### 5th North American Challenge Cup:

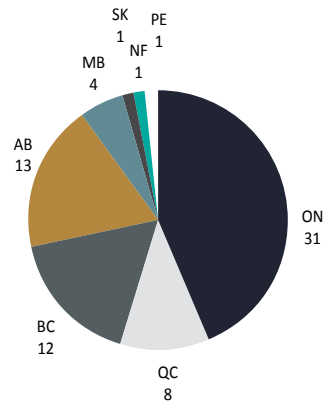
Aug 4-6, 2011 | Puerto Vallarta, Mexico

- Undefeated Champions for the 5th consecutive year
- The Team, comprised of 70 Swimmers, was supported by 11 coaches, 6 managers and 1 doctor
- 148 medals – 71 gold, 52 silver, 24 Bronze

World Jr Junior Championships



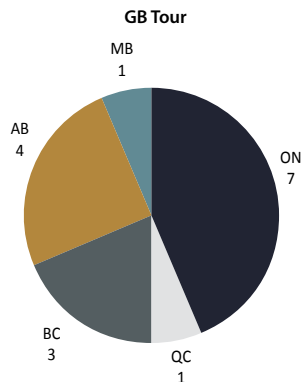
NACC



## 2011 Youth/Junior GB Tour:

Dec 27- Jan 17, 2011 | London – Sunderland - Leeds, England

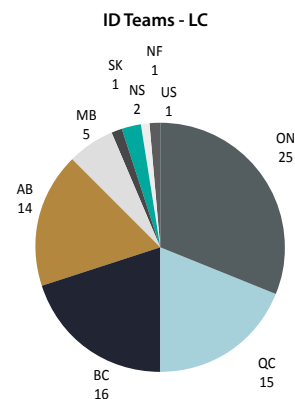
- 33 water sessions including 7 competitive sessions plus dry land twice a day
- Won the England Talent/Northern Region/Canada Tri Meet
- Sunderland Tri Meet – 19 Gold, 10 Silver, 7 Bronze
- Sheffield Burns Meet – 16 Gold, 8 Silver, 7 Bronze
- The Team comprised 16 swimmers, 5 coaches, 1 manager, 1 physiologist



## Junior Open Water:

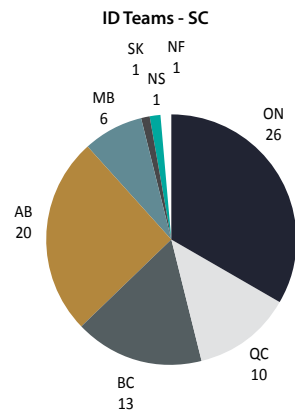
Aug 1-14, 2011 | Quebec Eastern Townships

- Aug 1-8, 2011 Sherbrooke /Lac Memphramagog
- Aug 5, 2011 Lac Memphramagog – 5 & 10K event
  - Women's 2nd – Joanie Guillemette-Simard
- Aug 8-14, 2011 Lac Megantic
  - Women's 1st - Joanie Guillemette-Simard | Women's 2nd – Jade Dusablon
  - Men's 2nd - Simon Tobin (not a Junior) | Men's 3rd - Zack Parkes
- Aug 13, 2011 World Cup Open Water – 5 & 10K event (Lac Megantic)
- The Team comprised 12 swimmers, 2 coaches, 1 manager



## 2. 2010 LC and 2011 SC "ID" Teams

The fastest swimmers in every Olympic event were identified and named to the NDTP "ID" Teams. Swimmers were sent a Canadian Team T-Shirt and Cap, with a letter of congratulations from National Junior Coach, Ken McKinnon. These swimmers make up the base of the ID list used to determine Championship Meet and Club visitation calendar by our National Junior Coach.



### **3. Prospects at Canada Cup**

**May 24-29, 2011, Vancouver, Bc**

- 16 swimmers, 5 coaches, 1 manager
- Test Camp component on May 25, 2011
- Guest speakers – Kristen Barnes, Randy Bennett, Pierre Lafontaine
- Best ever Prospects Team results at the competition to date:
- 54 individual Final swims = 13 A Finals, 18 B Finals, 23 C Finals
  - 1 silver, 3 bronze medals

### **4. 2010 Fall Stroke Camps and Test Camps**

- 7 Stroke Camps were held last fall for our Top Junior swimmers.
  - IM Camp – Calgary, Oct 24-30 (4 swimmers)
  - Fly Camp – Montreal, Oct 30-Nov 6 (4 swimmers + 3 extra)
  - Male Breast Camp – Vancouver, Nov 7-13 (2 swimmers)
  - Sprint Free Camp – Vancouver, Nov 7-13 (4 swimmers)
  - Distance Free Camp – Victoria, Nov 7-13 (5 swimmers + 1 extra)
  - Female Breast Camp – Vancouver, Nov 14-20 (2 swimmers)
  - Back Camp – Calgary, Nov 14-20 (4 swimmers)
- 2010 Test Camps
  - The Test Camps consist of 1 full day of Physiological Testing, Under-water Video Stroke Analysis with our Top International Coaches, Start & Turn Analysis with Allan Wrigley, Race Tek Debriefing reviews with our Top Internationals Coaches.
- NDTP Test Camp: Toronto: Nov 29, 2010 | 28 athletes, 7 coaches, 9 IST
- Jr. West Test Camp –Vancouver: May 30, 2011 | 29 swimmers, 6 coaches, 5 IST
- Jr. East Test Camp – Pointe Claire: July 4, 2011 | 24 swimmers, 17 coaches, 4 IST

### **5. Visitation Program**

- Championship Meets Visitations
  - Canada Cup Toronto-Vancouver-Montreal, Paul Bergen International, Speedo Eastern and Western Championships, Ontario-Quebec-BC-Alberta and Man/Sask provincial Championships, East VS. West Dual Meet, World Trials, Summer Nationals and Canadian AG Championships.
- Clubs and Camps Visitation:
  - 15 different clubs and NDTP camps visitations over the course of the 2010-2011 swimming season.

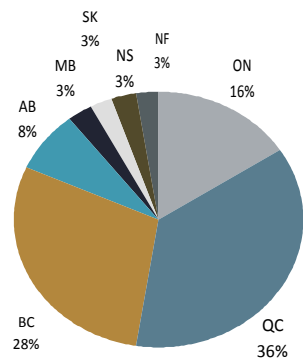


# PARA-SWIMMING PROGRAM

## 2011 Pan Pacific Para-swimming Championships

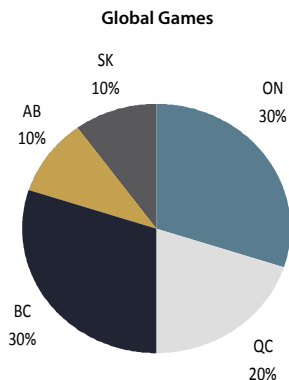
- Our HP outcomes were met:
  - Target: 40 medals | Actual 57 medals
  - Target: 70+ final swims | Actual 165 final swims
  - Target: Top 4 in overall medal standing | Actual 4th overall
- 38 Swimmers qualified for the 2011 Pan Pacific Para-swimming Championships and 36 competed including the 7 S14 (Intellectual Disability) swimmers. Swimmers attain a 69.4% best time percentage as a team compared to 66.7% in Beijing.
- Swimming Canada's seven S14 swimmers all reached the finals and the group now has 5 of the 7 meeting London 2012 qualifying standards and we look forward to further development and success in the classification in the future.
- The Team was supported by 8 coaches, 2 managers, 5 IST AND 4 athlete support personnel.

Pan Pacific Para-swimming Championships



## 2011 3rd INAS Global Games

- Swimming Canada represented Canada at the 3rd INAS Global Games in Genoa Italy from Sept 24 - October 4th, 2011. The 10 swimmers and 6 support staff attended the competition in preparation for the London Paralympic Games.
- Canada won 6 medals totaling 1 Gold, 3 Silver and 2 Bronze. The competition was a preview for potential London finalists Adam Rahier (100 Backstroke) and Mike Heath (100 Breaststroke). Team Canada also showed its strength in the Sport Class with 2 very strong performances in the 4 x 200 Free Relay and the 4 x 100 Medley Relay.

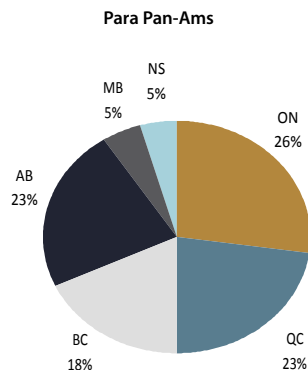


## 2012 Parapan American Games

- Swimming Canada will be sending a 22 member contingent to the 2011 Parapan American Games in Guadalajara Mexico this November.

## 2012 Paralympic Games

- Canada currently has 35 swimmers who have met the London 2012 Minimum Qualifying standard (MQS) with 8 months remaining in the qualifying period and is striving for 40 swimmers under the standard.
- At the time of this report, 720+ swimmers have qualified for the 2012 London Games and this will impact the total team size and we are currently looking at the factor of 83% of countries qualifiers attending the meet. Projected team size for Canada based on current qualifiers is ~29.



Amber Thomas with Kevin Kavins, Sport Anchor, Global TV, Edmonton

## General Updates

- Swimming Canada with the assistance of CAAIDS continues to work aggressively in the area of S14 Classification with 12 swimmers currently in the INAS Classification Database and will be looking to have all swimmers at a “C” confirmed status on the IPC Classification Database.
- Development programs at all levels continue to implemented and grow the sport of Para-swimming across the country
  - 16 swimmers+ coaches at 3 Para-swimming Outreach Camps
  - Defi-Sportif Para-swimming Weekend Camp and Swim Meet continues to be a great success
  - See Yourself Swim Days occurred at about 6 locations throughout the country over the course of the last year.

## Record Setters

World	National	
Summer Mortimer set 4 LC world Records	LC Women 26 LC Men 14	SC Women 28 SC Men 14

- Annual Para-swimming carded coaches meeting has become the conduit for educating and informing coaches about the objectives, goals, direction and methods of attaining optimal performance in the realm of Para-swimming. There were two events held this year, the first in January 2011 and the second in September 2011. The most recent was to supply coaches with information and resources that will allow an impact going into the Paralympic Trials in March and Games in London.
- NSO-PSO partnerships in the Para-swimming realm continue to grow and seeing all provinces beginning to develop Para-swimming first contact, identification and grassroots programming under the guidance of Janet Dunn and Claude Picard.
- Swimming Canada has been actively involved with the development of partnerships with CAAIDS and Special Olympic Canada as it relates to the continued development of S14 swimmers in all three organizations.
- Domestically, the Canadian Paralympic committee and Swimming Canada hosted the Para-swimming Summit where the future of development of Para-swimming was discussed with Provincial Swimming Partners, Learn to Swim Providers and both Provincial and National Disability Sport Partners.
- International Officials training and certification continues with 21 Canadian currently listed as trainees or certified IPC Officials.



Summer Mortimer - multiple para-swimming world record holder

## Current international assignments:

- Lockie Lister Level 2– 2011 Parapan Am Games and Trainer and Assessor for Can Am Championships – Gatineau and Los Angeles
- Jocelyn Mclean Level 2- Co-Trainer Can Am Los Angeles
- Joe Kozel Level1- 2011 European Championships
- Annette Gillis Level 1 – 2011 Parapan Americain Games
- Sheila Guenther Level 1 – 2011 Parapan Americain Games
- Chris Margetts Level 1 – 2011 Parapan Americain Games
- Glennis Mossey Level 1 – 2011

## Parapan American Games

- Michelle Killins has been appointed a Level 2 International Technical Classifier and was Head of Classification for European Championships and Pan Pacific Para-swimming Championships and Can Am Minneapolis MN.
- Swimming Canada continues to work with CPC to develop programming both nationally and internationally to make sure that Swimming Canada and the CPC are seen as a leader and trailblazer in the areas of disability sport development and disability swimming development.
- Swimming Canada working with Canadian Red Cross to develop instructor trainer platform for assisting instructors to better handle persons with disabilities entering swimming lessons.
- Swimming Canada working with Special Olympics Canada to establish partnership that will ensure that Canada has the best possible swimmers representing Canada in the S14 class at the international level. This goal will be accomplished by having more swimmers with an intellectual disability integrating into Swimming Canada club programs.



*Multiple gold paralympic medallist, benoit Huot.*

# SWIMMING CANADA OPERATIONS

## YEARLY HIGHLIGHTS

Swimming Canada's operational initiatives are aimed at supporting the 5 strategic imperatives of our strategic plan: Elite, Sport Systems, People Development, Partnership and Business management.

The continued design of the Swimming Canada **Club Excellence and Recognition Program** has seen both exciting and promising linkages to the multisport model and a refreshing new streamlined direction.

The marketing, delivery and audit mechanism of the multisport **Club Excellence Program** has brought on a new contractor in the Canadian Centre for Ethics in Sport, along with the added credibility and standards and support of the Canadian Sport 4 Life Group, Coaches Association of Canada, and Imagine Canada.

As a founding member of the multisport **Club Excellence Program**, Swimming Canada provides the leadership and direction into the ongoing development and delivery of the program, including: initiating the workshops, introducing the club audit instrument, and populating and releasing the online "Club Toolbox".

Presentations of **Club Excellence workshops** have been held in Nova Scotia, Alberta, Ontario, PEI, and British Columbia.

A long-term time line has been developed to map out the input and direction of the **Long Term Athlete Development Strategy**. The process has also brought us the guidance of two expert CS4L advisors, Istvan Balyi and Steve Norris.

**Our online technical functionalities** continue to be enhanced and have been very well received from our membership – in particular our meet results, rankings and technical reporting functionalities.





*Pierre Lafontaine, CEO of Swimming Canada, (c) with the Honourable David Sevigny - High Commissioner of Canada to Singapore (r), and his wife Mary Broderick*

The **Competition Introduction Coach, I Can Swim Instructor Equivalence for Swimming Teacher, and the Competition Development Coach** levels are currently awaiting CAC final approval.

Under the expertise and guidance of our NCCP contractor, Andrew Moss, extensive development, progress and approvals in all areas concerning the **Coaching Certification and Education Program** have been realized. Improved online resources, clarification of the certification pathways, enhanced LF capacity and monthly NCCP information sessions with the Executive Directors Council have all been well received.

The **Swim Teacher and the FUNDamentals** levels of the National Coaching Certification Program are complete and approved by the Coaches Association of Canada and being delivered throughout the country.

Efforts aimed towards advanced certification and **professional development** in the areas such as dryland training, Masters swimming coaching, Para-swimming coaching are all ongoing.

Through the diligent efforts of our Registration/ Online Systems Committees, National Registrar, and Moss-Melien Inc., the **registration system** has realized significant improvements over the past year that has culminated into a robust system with enhanced functionality and improved stability.

Development of **social media** policies and procedures. Implementation of corporate and national team social media practices have enhanced the quality and frequency of communications to members and public. Increased our top athletes' public profile.

The development of the Swimming Canada **National Officials Online Certification Program** is in the developmental stages as the Officials Education Committee continues to update and develop nationally standardized content, as well as, continuing to pursue an online delivery mechanism.

A review of the **Canadian Intercollegiate Sport competition pathway** and **FISU Games** initiatives was undertaken to be more complementary to Swimming Canada's existing Senior development strategy.

Enhancement of **Digital media strategies**, including launch of swimcanweb.tv portal and improvements on domestic events web streaming. Significantly augmented the reliability and quality of live digital streams as well as offering a digital on demand feature, with numbers surpassing the live feeds.



*Commonwealth Games double Bronze medallist, Julia Wilkinson*



*World Championships Head Coach Randy Bennett with the Honorable John Baird, MP, Minister of Foreign Affairs*

Hosting of first **media summit** in Toronto with members of the national team.

Implementation of **News Broadcast strategy** for domestic and international competitions, providing HD flash interviews and b-roll to newsrooms across the country.

The **Family & Friends** Program was well received during the Pan Pacific Para-swimming championships in Edmonton, Alberta. Logistic and ticketing support was provided for all Family and friends attending the World Aquatic Championships in Shanghai, China. Preparations for the London Olympics & Paralympics are well underway.

Conducted **Media relations seminars** with Junior and Senior level athletes and coaches.

**Public & Media Relations** initiatives for launch of CANSwim and Big Splash Gala

**Broadcast partnership** with CBC and SRC for coverage of the World Trials in Victoria and FINA World Championships in Shanghai.

Launch of **websites** for CANSwim and Big Splash.

Our **Sport Tourism RFP** was completed and designated events were awarded to cities through 2016. This created new revenue streams and put our Swimming Canada designated events planning further ahead than ever before.

Swimming Canada was able to successfully leverage our **municipal, provincial and federal** partners to maximize funding for international and domestic events to showcase the sport of swimming across the country and to international audiences.

The inaugural **2010 Big Splash presented by CN** was run successfully to rave reviews by all that attended. Over 200 VIP guests joined hundreds of local swimmers to celebrate great performances in Canadian swimming. The Big Splash is also a major event to raise funds and awareness for the CANSwim movement.



*Much Music's Trevor Boris, Host of the 2010 edition of The Big Splash presented by CN.*

Important long-term contracts continue with **Speedo, Myrtha Pools, Team Aquatic Supplies, OMEGA, K-Swiss, IHG Hotels and National/Enterprise.**

Innovative **Public Relations** strategies for key international events that resulted in extensive cross-Canada media coverage.

Comprehensive stakeholder involvement and **communications strategies for the vision 2020** strategic planning process.

Swimming Canada's area of **Event Management** enjoyed a successful and packed calendar for the 2010-2011 swimming season, with 18 hosted or designated events including 6 international events. Hosts across the country rose to the occasion to help deliver quality events that set the stage for world-class performances.

A new multi-year **partnership** was executed with Lasik MD.

Mr. Richard Pound was named the Honorary Chairman of the **CANSwim** movement. The CANSwim movement continues to be a catalyst for meaningful partnerships. In addition to the Canadian Red Cross, we now also count the Lifesaving Society as an official CANSwim partner which three to four others to be announced in 2011-12.



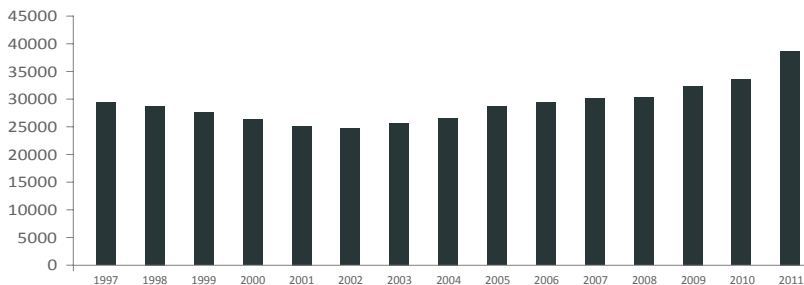
# SWIMMING CANADA DESIGNATED EVENTS

	<b>University Challenge Cup (Toronto, ON)</b>	<ul style="list-style-type: none"> <li>• Host: University of Toronto</li> <li>• 140 swimmers from 10 Canadian universities</li> </ul>
	<b>Canada Cup (Toronto, ON)</b>	<ul style="list-style-type: none"> <li>• Host: Etobicoke Swimming</li> <li>• Mike West inducted into Swimming Canada's Circle of Excellence</li> </ul>
	<b>2011 Speedo Eastern Canadian Championships (London, ON)</b>	<ul style="list-style-type: none"> <li>• Host: London Aquatic Club</li> </ul>
	<b>2011 Speedo Western Canadian Championships (Kamloops, BC)</b>	<ul style="list-style-type: none"> <li>• Host: Kamloops Classic Swimming</li> </ul>
	<b>World Trials (Victoria, BC)</b>	<ul style="list-style-type: none"> <li>• Ralph Hutton and Howard Firby inducted into Swimming Canada's Circle of Excellence</li> <li>• Host: ISA</li> <li>• 6 Canadian Records at World Trials</li> </ul>
	<b>East vs. West Dual Meet (Victoria, BC)</b>	<ul style="list-style-type: none"> <li>• Host: Island Swimming</li> </ul>
	<b>5km "Open Water" National Pool Championships (Victoria, BC)</b>	<ul style="list-style-type: none"> <li>• Host: Island Swimming</li> </ul>
	<b>Canada Cup / Mel Zajac Jr International (Vancouver, BC)</b>	<ul style="list-style-type: none"> <li>• Host: UBC Dolphins</li> </ul>
	<b>Canada Cup (Montréal, QC)</b>	<ul style="list-style-type: none"> <li>• Host: Club de Natation des Piscines du Parc Olympique</li> <li>• Sport Canada funding for the Para-Swimming World Challenge</li> <li>• Michael Phelps draws large crowds during Canada Cup</li> </ul>
	<b>2011 Speedo CAN AM Para-Swimming Championships (Gatineau, QC)</b>	<ul style="list-style-type: none"> <li>• Host: Club de Natation Phénix de Gatineau</li> <li>• 119 swimmers from 4 countries</li> <li>• 4 World Records</li> <li>• Sport Canada and Province of Quebec funding</li> </ul>
	<b>Summer Nationals Nations Cup (Pointe-Claire, QC)</b>	<ul style="list-style-type: none"> <li>• Host : Pointe-Claire Swim Club</li> <li>• Inauguration of the George Gate Aquatic Centre</li> <li>• Sport Canada funding for the Nations Cup and Province of Quebec funding for Summer Nationals and Nations Cup</li> <li>• Swimmers from Brazil, France, Denmark and Canada compete for the Nations Cup with Canada taking home the trophy</li> <li>• Federal Minister of State for Sport Bal Gosal attends the Nations Cup and Senator Larry Smith</li> </ul>
	<b>2011 Canadian Age Group Championships (Montreal, QC)</b>	<ul style="list-style-type: none"> <li>• Host: Les Amis de la Natation</li> <li>• Record number of swimmers: 1665 from 187 clubs</li> </ul>
	<b>10km FINA Open Water World Cup (Lac Megantic, QC)</b>	<ul style="list-style-type: none"> <li>• Host: La Traversée internationale du lac Mégantic</li> <li>• Sport Canada funding</li> </ul>
	<b>Pan Pacific Para-Swimming Championships (Edmonton, AB)</b>	<ul style="list-style-type: none"> <li>• Host: Edmonton Keyano Swim Club</li> <li>• 194 swimmers from 14 countries</li> <li>• 10 World Records and 87 Regional Records</li> <li>• Sport Canada and the City of Edmonton funding</li> </ul>

# MEMBERSHIP INFORMATION

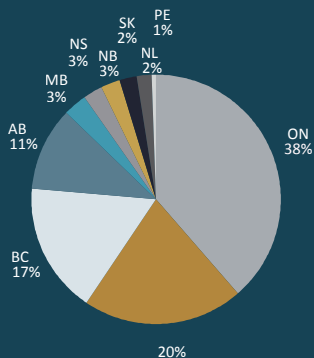
## REGISTERED AGE GROUP SWIMMERS 1997-2011

	BC	AB	SK	MB	ON	QC	NB	NS	NL	PE	TOTAL	% change
1997	4425	3110	1236	1063	11756	5715	628	871	505	90	29399	
1998	4571	2900	1131	958	11756	5362	620	810	464	115	28687	-2.4
1999	4823	2847	601	864	10729	5611	634	810	515	127	27561	-3.9
2000	4917	2780	464	742	9716	5425	656	951	501	127	26279	-4.7
2001	4781	2748	532	698	9142	5070	647	835	568	140	25161	-4.3
2002	4572	2754	566	692	8637	5582	670	603	489	140	24705	-1.8
2003	4794	2854	620	787	9119	5404	629	876	497	135	25715	4.1
2004	4663	2977	559	788	9470	5781	622	912	659	106	26537	3.2
2005	5049	3246	532	950	10291	6230	660	885	668	148	28659	8.0
2006	5343	3372	616	1050	10026	6630	673	818	662	169	29359	2.4
2007	5908	3597	590	1067	9887	6651	634	934	635	187	30090	2.5
2008	6108	3354	610	983	10180	6691	612	904	625	185	30252	0.5
2009	6200	3680	619	1221	10768	7217	764	918	745	248	32380	7.0
2010	6557	3798	656	1111	11209	7439	867	938	793	209	33577	3.7
2011	6535	4189	815	1198	14915	8090	969	999	736	237	38683	15.2



## REGISTERED AGE GROUP SWIMMERS AUGUST 31, 2011

38,683 Registered swimmers  
(not including Masters)



2010-2011	TOTAL	Competitive	Non-Comp
ON	14915	9862	5053
QC	8090	7472	618
BC	6535	3408	3127
AB	4189	3245	944
MB	1198	643	555
NS	999	845	154
NB	969	969	0
SK	815	528	287
NL	736	479	257
PE	237	163	74
	38683	27614	11069



## REGISTERED MASTERS SWIMMERS

MASTERS	BC	AB	SK	MB	ON	QC	NB	NS	NF	PE	Total
2008	1594	963	276	314	3028	2490	114	394	38	36	9247
2009	1823	925	247	324	3458	2358	73	328	80	49	9665
2010	1866	1049	276	350	3605	2267	133	318	115	67	10046
2011*		1060	333			2316	163		120		3992

\*TBC by MSC

# CHIEF FINANCIAL OFFICER EXECUTIVE REVIEW

In 2010-2011 Swimming Canada was able to increase total revenues by 5.3% over the 2009-2010 fiscal year. This revenue increase is primarily attributed to an increase in government funding. A restatement of membership fee revenue was necessary in 2010-2011 to recognize membership fees earned from Sept 2010 to the fiscal year end (March 31, 2011). This restatement has resulted in a substantial increase in the surplus of Swimming Canada.

The profit from events held by Swimming Canada was \$ 63,756 in 2010-2011 and was mostly attributable to the Age Group Championships. Swimming Canada is also actively seeking other sources of revenue through sponsorship and fundraising to support operations.

Administrative expenses increased by 3.1% in 2010-2011 over the previous fiscal year and Technical and Education expenses increased by 10.8% in 2010-2011 over the previous year.





# STATEMENT OF FINANCIAL POSITION

March 31, 2011, with comparative figures for 2010

	2011	2010 Restated
<b>Assets</b>		
Cash	\$ 334,227	\$ 660,153
Amounts receivable	1,123,752	944,438
Prepaid expenses and travel advances	55,501	125,192
Inventory	18,841	22,053
	<b>1,532,321</b>	<b>1,751,836</b>
<b>Trust fund assets</b>		
Swimmer Reserve Fund (note 3(a))	880	498
Victor Davis Memorial Fund (note 3(b))	120,770	127,459
Dr. Jenó Tihanyi Memorial Fund (note 3(c))	12,409	15,409
	<b>134,059</b>	<b>143,366</b>
	<b>\$ 1,666,380</b>	<b>\$ 1,895,202</b>
<b>Liabilities and Net Assets</b>		
Accounts payable and accrued liabilities	\$ 130,274	\$ 196,122
Deferred revenue	20,000	-
	<b>150,274</b>	<b>196,122</b>
<b>Trust fund liabilities</b>		
Swimmer Reserve Fund (note 3(a))	880	498
Victor Davis Memorial Fund (note 3(b))	120,770	127,459
Dr. Jenó Tihanyi Memorial Fund (note 3(c))	12,409	15,409
	<b>134,059</b>	<b>143,366</b>
<b>Net assets</b>		
Unrestricted	1,382,047	1,555,714
Commitments and guarantees (note 5)		
	<b>\$ 1,666,380</b>	<b>\$ 1,895,202</b>



Director



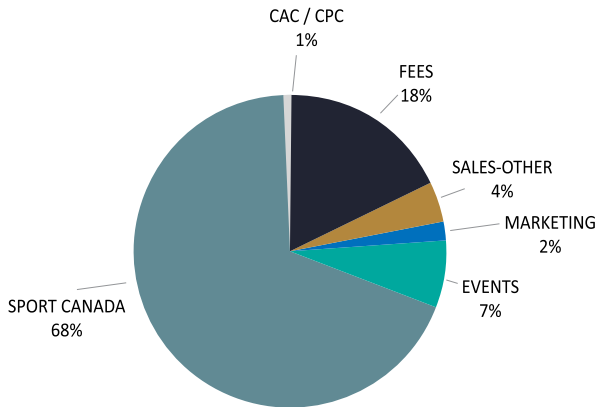
Dorothy Miller  
Director

# STATEMENT OF OPERATIONS

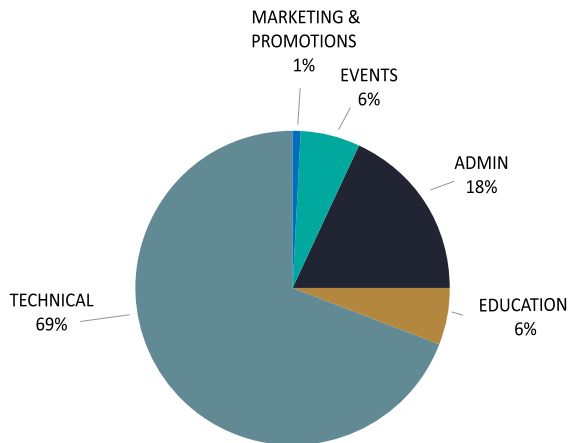
Year ended March 31, 2011, with comparative figures for 2010

	Restricted	Unrestricted	2011	2010
<b>Revenue :</b>			<b>Total</b>	<b>Total Restated</b>
Sport Canada	\$ 4,697,825	\$ 572,000	\$ 5,269,825	\$ 5,015,500
National Sport Centres	125,000	-	125,000	104,167
Coaching Association	40,138	-	40,138	70,490
Canadian Olympic Committee	10,000	-	10,000	58,000
Membership Fees	-	1,389,626	1,389,626	1,376,435
Sponsorships	-	170,546	170,546	152,500
Sale of products	-	23,895	23,895	41,387
Interest and other	-	136,453	136,453	98,508
Events	-	512,719	512,719	377,675
	4,872,963	2,805,239	7,678,202	7,294,662
<b>Expenses / Dépenses :</b>				
Administration :				
National Office	-	406,438	406,438	362,605
Payroll & benefits	180,000	162,967	342,967	366,191
Planning & management	19,038	133,235	152,273	127,405
Promotions & communications	-	386,909	386,909	372,372
Association	-	98,376	98,376	116,914
Technical	4,549,033	893,183	5,442,216	4,731,221
Education	124,892	350,293	475,185	611,510
Marketing	-	87,319	87,319	34,795
Events	-	448,963	448,963	307,846
Cost of products sold	-	11,223	11,223	27,726
	4,872,963	2,978,906	7,851,869	7,058,585
Excess (deficiency) of revenue over expenses	\$ -	\$ (173,667)	\$ (173,667)	\$ 236,077

## Swimming Canada Revenue by Source 2010-2011



## Swimming Canada Breakdown of Expenses 2010-2011



# THANK YOU TO OUR PARTNERS

Official Partner



Official Suppliers



Official Supporters











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