

ANNUAL REPORT 2011-2012





TABLE OF CONTENTS

PRESIDENT'S MESSAGE	6
CEO MESSAGE	8
NATIONAL TEAM PROGRAM	10
PARA-SWIMMING PROGRAM	14
NATIONAL DEVELOPMENT TEAM PROGRAM	18
REGISTRATION INFORMATION	27
SWIMMING CANADA OPERATIONS	29
2012-2013 SWIMMING CANADA EVENTS	32
CHIEF FINANCIAL OFFICER – EXECUTIVE REVIEW	33
STATEMENT OF FINANCIAL POSITION	34
STATEMENT OF OPERATIONS	35
OUR PARTNERS	37

OUR VISION

We inspire Canadians through world leading performances to embrace a lifestyle of swimming, sport, fitness and health.

OUR MISSION

We **create and develop** an environment that allows people to achieve sustained success and leadership;

We **ensure** a welcoming and safe environment;

We **promote** our brand so that Canadians view swimming as a premier sport and activity in Canada;

We **drive growth** through innovation, quality programming and partnerships;

We **lead and govern** with organizational excellence and business performance.

All of this is achieved by holding true to our core values



OUR CORE VALUES

Excellence & Professionalism

Everyone delivers peak performance and proactively seizes the opportunities that come from change in the quest for continuous improvement. It is not only up to the national coaching staff or the national centers or the athletes to win medals and go for gold. Everyone shares in this responsibility, including the Board, staff, officials, volunteers, clubs, provinces and territories. We must all strive for excellence with a “no excuses” policy.

Respect

We value respect as integral to our culture. By collaborating, proactively communicating and cooperating with our swimming community and stakeholders, we promote and build on this value for the betterment of our sport, our people and our society.

Integrity

We are committed to honest and accountable delivery of its programs, services and activities.

Commitment

Commitment is emotional, intellectual and requires a steadfast purpose. It is the alignment of our personal goals with those of the organization that will make us successful. We bring energy, passion and a commitment to win so that the organization will be successful; everyone contributes 100%.

Accountability

We are all accountable and directed towards peak performance. We each take responsibility, are open to systemic evaluation and live up to our commitments.

PRESIDENT'S MESSAGE



Dear Friends,

It is my great pleasure, on behalf of your Board of Directors, to welcome delegates and friends of swimming to Swimming Natation Canada's 2012 Annual General Meeting. This is an exciting time as this meeting marks both the end of the last quadrennial but also the beginning of the new quadrennial.

In last year's report I stated that we had full confidence that Swimming Natation Canada was "well placed to shine" at the 2012 Olympic and Paralympic Games in London. Now that the results are in, we can indeed be proud of our shining accomplishments in the water in London. At the Olympics, we placed three different swimmers on the podium - collecting one silver and two bronze medals. On the Paralympic side, we collected 16 medals (4 gold) in the pool, cementing our status as Canada's dominant Paralympic sport. Indeed, we accounted for more than half of Canada's total medals and more than half of the country's gold medals! Special congratulations to our Olympic medalists Ryan Cochrane, Brent Hayden and Richard Weinberger and Paralympic medal winners highlighted by gold medalists: Benoit Huot, Summer Mortimer (2), and Valerie Grand'maison.

The nature of competitive sport prevents one from resting on their laurels. As proud as we might be of this summer's performances, we must look forward and take the necessary steps to improve. Success in 2016 and 2020 will be reliant upon the steps we are taking today. History tells us that our 2016 and 2020 Olympic/Paralympic medalists are already training in our pools — we must be there for them.

Vision 2020 Strategic Plan

In our 2007-2012 Strategic Plan, we put forward a goal of three Olympic medals in London. Mission accomplished! It is safe to say that strategic plan adopted in 2005 helped to guide the performances of 2012. Our task must now shift to our current strategic plan: Vision 2020.

Vision 2020 aims to expand swimming's footprint — internationally and domestically. Swimming Natation Canada aims to be the leading national sport organization. As an organization, we will strive to demand excellence at all levels: in the water, on the pool deck, and in our offices and boardrooms. For swimming to excel, we all need to raise our game and expand our horizons. I encourage every delegate — and every friend of swimming — to assess what can be done to help achieve the mission set forth in Vision 2020. Now is the time to think big and make the changes necessary to grow our sport.

Looking Forward

To achieve our goals, Swimming Natation Canada will need to expand its reach. We are not just about competitive swimming; we are also about health and safety and developing tomorrow's leaders. This requires increased resources. Our organization is committed to growing our budget to meet our goals. We will need to not only demonstrate why our governments ought to support us, but we will also continue to reach out to the private sector to supplement our growth. We have an outstanding story to tell, and an outstanding opportunity to make a positive impact on all Canadians.

As we strive to reach our goals, we must not lose sight of our core values. Sport and fitness are noble endeavours and must be pursued accordingly. We must continue to demand the best from our members – and must lead by example. Organizational excellence requires a commitment to doing the right things for the right reasons. Values cannot be set aside in order to succeed; instead, we will succeed only if we place our values first. This organization will continue to strive for excellence at all levels.

We must strive to be leaders in Canadian sport, cementing swimming as a healthy life-long activity and as Canada's premiere summer sport. Please join with Swimming Natation Canada to realize Vision 2020. Let's continue to work hard to inspire Canadians to excellence and to health.

Yours in swimming,

A handwritten signature in black ink, appearing to read 'D. de Vlieger', written in a cursive style.

David de Vlieger, President
Swimming Canada

CEO MESSAGE



The past Olympic/Paralympic cycle (2008-2012) has just finished and we are already looking at RIO 2016 as our next goal! 200 weeks to go!

But before we can look forward, we need to celebrate the great achievements of our athletes, especially this past year.

The London Olympics and Paralympics were magical and our athletes made us very proud. London's motto was: "Inspire a generation" and with 3 Olympic medals and 16 Paralympic Medals, we believe that our athletes helped inspire the next generation of Canadians. Congratulations to our 33 Olympians, 24 Paralympians and their coaches! Their performances were accomplished under the toughest swimming conditions ever and within the deepest field of performances ever seen.

The Paralympics are becoming one of most sought after opportunities for putting a country on the world map of sport and swimming is one of the two most viewed Para sports. The whole swimming world is improving at a rapid rate and so must we. We need to look for opportunities to allow our best athletes to go head to head with the best in the world as often as possible. We must keep aiming at world best at all levels in both athletic performance and organizational excellence. We are committed to organizational excellence at all levels of our organization. While this past season has seen the departure of some talented staff members, we must be proud of having given them the skills to assist other sports going forward. It is a credit to our organization that other organizations have recognized our staff as leaders. Departures also create opportunities and I am confident that we will not only replace those who have left, but will create a team capable of meeting our Vision 2020 goals.

Swimming Canada's 2005-2012 Strategic Plan called for seven specific organization goals. I would like to revisit some of them with the Vision 2020 Strategic Plan in mind.

- **3 Olympic Medals and 4 Paralympic Gold medals at the Paralympics;** Congratulations to the coaches across the country who help create the daily training environment to allow world performances to happen and to all the volunteers who helped over the last 4 years running meets, running clubs... these medals belong to you too.
- **World Ranking** has always been one of the best tools for measuring international performance improvement. We must strive yearly to populate the top 50 spots in the world rankings. This past year, we had 5 performances in the top 5 world rankings and 50 performances in the top 50 world rankings.

- **Doubling our membership.** 40,702 is a new membership milestone for this year. We started at 26,537 in 2005. Fantastic progression in our participation numbers. To grow to our full potential, we still need to analyze our club business model and we need to influence communities to build aquatic infrastructure. Coaching development is also in the forefront of delivering a great swimming experience to all swimmers joining our clubs.
- **Break every national and provincial record in the book.** Over 90% of all senior national records and over 55% of all age-group national records have been broken since 2005. This is a great progression but it must be an ongoing goal that we all keep striving for, nationally and provincially. I believe that every club in Canada should aim to have their club records part of this recognition plan.
- **Servicing all of our membership.** Our coaching education is becoming the “Cadillac” (best practice) of coaching model around the world. We still need to use all of the available technology possible to deliver the programs to all corners of the country. We will get there.
Our national Officials education program is being developed so that all officials will be delivered congruent certification materials from sea to sea. Our Club Excellence program is in a developing stage for a pilot project in January. Our relationship with Masters Swimming Canada has never been better and we are looking forward to working together toward “Swimming to win – WINNING FOR LIFE”.
- **Double our operating budget:** Since 2005 our operating budget has more than doubled. It has allowed us to service our program to new levels and to permit consistent world class performances. It has also allowed us to build our National Development program, rebuild our coaching education, build SNC’s capacity and support our national teams to Olympic and Paralympic podiums.

On this note it is now time to look into the future where our ultimate goal/vision states we will “inspire Canadians through world leading performances to embrace a lifestyle of swimming, sport, fitness and health.” We must, more than ever work cohesively to streamline our plans from regional performances and services through to the international podiums. The next 4 years will define our organization through our strategic plan’s bold and audacious expected milestones. We will need everyone to pull in the same direction, to challenge each other all under our strong core values.

The power of our Olympic and Paralympic performances is to move the country to become consistently among the top 8 in the World and to inspire the next generation.



Pierre Lafontaine, CEO
Swimming Canada



NATIONAL TEAM PROGRAM

The 2012 London Olympics represented a culmination of a tactical High Performance strategy delivered over the quadrennial in an applied fashion. Utilizing the premier competitions of 2009, 10, and 11 to build on learnings, successes, failures and the dedication of many, the Olympic successes in 2012 were a strategic success. Early in the quadrennial, Own The Podium required Swimming Canada to make a consolidated commitment to the number of medals we would deliver. After considerable review and determination, Swimming Canada “committed” to three medals. In the end 2 of the 3 medals came from predicted performances, one came as a surprise. The 3rd predicted medal in the pool came very close to fruition. Arguably, these medals are the measure of a tremendous amount of successes. From the elite and world-class delivery by the coaches of the medal winners; dedicated and focused support personnel and world class Sport Science and Sport Medicine delivery. Focused training opportunities, team building exercises, technical interventions and above all, talented and determined athletes were the hallmarks of this quad.

A handful of significant successes were evident through the Olympic quadrennial peaking this past year, and are worth mentioning here.

- The evolution and ‘maturation’ of the 5 national training centres has provided a direct application of elite services for willing athletes. Providing the coaches of the centres with the opportunity to focus, to specialize and consolidate their expertise has been a profound success and one we will continue to shape and build.
- The delivery of biomechanics, both from the application of stroke, starting and turning technique as well as sophisticated race analysis and race strategy matured considerably over the quad under the keen eye of Dr. Allan Wrigley.
- The maturation and sophistication of our overall delivery of Sport Science and Sport Medicine has been profound.

XXX Olympic Games

- 3 – medals won, 1 silver and 2 bronze by 3 different swimmers: silver for Ryan Cochrane, bronze for Brent Hayden and Richard Weinberger. Swimming Canada's projection for Own The Podium was 3 medals however the Open Water medal was a surprise. We had projected a medal in the women's 200 breaststroke – Martha McCabe finished 5th in a time that would have won bronze in Shanghai World Championships.
- First ever Open Water qualifiers, Weinberger, Zsofi Balazs.
- 7 – pool swims in the top 8 including two relays. Three individual 9th place finishes (Ryan Cochrane 400 free; Julia Wilkinson 100 free; Tera van Bielen 100 breast) means Canada was within 9/100th of a second from progressing 10 swims to the top, this would have exceeded the previous years World Championships result by 3 positions. Arguably this result represents a positive progression in world class performance at the highest performance point.
- 16 – pool swims in the 9th to 16th positions supporting team development and progression. This is an increase over 11 swims in the 9th to 16th spots from the 2011 World Championship (note also there are less events contested at the Olympics).
- Relay events proved to be much faster in London compared to Shanghai – over the 6 relays, the 8th place times were a combined 8.13 seconds faster in London, an average of 1.61% enhancement per relay across all relays. Canada's depth and individual progression could not sustain this improvement rate resulting in only two relays (M 4 x 100 MR; W 4 x 200 FR) advancing
- 19 total pool swimmers impacting top 16 swims (28 swimmers accomplished this in Shanghai)
- The team (pool and open water) was comprised of 19 female and 14 male swimmers. Provincial sections supporting Olympic swimmer development were represented as follows: BC – 15 swimmers (45.5%); Ontario – 8 swimmers (24.2%); Quebec – 5 swimmers (15.2%); Alberta – 2 swimmers (6.1%); Nova Scotia – 1 swimmer (3.0%). 2 swimmers trained full time in the US (6.1%).
- The team 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.

US Open

- Swimming Canada maintained the secondary summer selection strategy for Senior Development in 2012.
- A team of 6 male and 6 female swimmers were selected at Summer Nationals.


- Tour objectives - performance 1st routines (pre-competition, competition, post competition) and the principles of activation; warm-up / warm-down strategies and protocols; recovery and regeneration
- Head Coach Dean Boles (Swim Ontario) was appointed as Team Leader and Head Coach by Swimming Canada, Dean did an outstanding job and facilitated the Swimming Canada strategy to extremely good results.
- Selected Coaches Nicholas Perron (Univeristé de Laval) and Liam Donnelly (Simon Fraser University) supported Dean. Team Manager Jennifer Button provided excellent support services. Two Massage Therapists accompanied the team, Ron Castro (Ontario) and Stephanie Coughlan (Alberta) provided directed assistance in therapy and assistance in supporting the tour objectives.
- Team performances
 - 20 Individual swims were at Personal Best or at the entry time (49%)
 - 19 Individual swims were within 1 percent of a PB or entry time (46%)
 - 2 Individual swims were beyond the 1 percent target (5%)
 - 3 Individual TOP 3 medal placings
 - 3 Relay TOP 3 medal placings



Integrated Support Team (IST)

- As mentioned throughout this report, 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





PARA-SWIMMING PROGRAM

2012 LONDON PARALYMPIC GAMES

Our HP outcomes were:

- Target: 40 Para-swimmers meeting the London Minimum Qualifying Standard (MQS) inside the qualifying period | Actual 40
- Target: 15 medals | Actual 16 medals
- Target: 40 final swims | Actual 52 final swims
- Target: Top 10 in overall medal standing | Actual 7th overall

Bonus Outcome: 10th overall in Gold Medal Count

- Target : Best Time Percentage off Entry Time 70% | Actual 67%

32 Swimmers qualified for the 2012 London Paralympic Games and 24 competed after the IPC Swimming Slot Allocation Process was completed.

- Inside the IPC Swimming Paralympic Games Slot Allocation Process there were 939 Para-swimmers worldwide who qualified for 600 slots. There were 339 more swimmers who met the MQS than there were slots. An oversubscription of ~56%.



The Team was composed of 15 swimmers with Functional Disabilities; 6 swimmers who were blind or visually impaired and 3 swimmers with an intellectual disability

The Team was supported by 7 coaches, 2 managers, 6 IST AND 5 Athlete Support Personnel over the course of the final preparation for London and during the Games 6 coaches, 1 manager, 3 IST AND 3 Athlete Support Personnel.

Swimmers attained 4 World Records (Benoit Huot (1), Valerie Grand'Maison (1) and Summer Mortimer (2)); 4 Paralympic Records (Benoit Huot (1), Valerie Grand'Maison (1) and Summer Mortimer (2) and 22 Canadian Records (5 Men and 17 Women))

Officials and Classification – 3 Swimming Canada Officials participated in the 2012 Games

- Michelle Killins – International Classifier
- Lockie Lister – International Technical Official
- Glennis Mossey – International Technical Official

2011 PARA PAN AMERICAN GAMES

Swimming Canada sent a 22 member contingent to the 2011 Para pan American Games in Guadalajara Mexico as part of the Canadian Paralympic Committee Parapan Team.

As a Paralympic Region, the Americas is still a developing zone and as such the meet parameters changed (Timed Finals, one session per day) and this resulted in a change in plans prior to arrival in Mexico

Objectives

- Development of 2015, 2016 potential athletes
- Continue the S14 Classification Process
- Attain London 2012 MQS times
- Gather information on athletes with disabilities in an altitude training scenario
- Swim as fast as possible in an unrested preparation, following an altitude intervention

Outcomes

- 17 medals were attained
 - 3 Gold 6 Silver and 8 Bronze
- Best Time percentages were as follows:

- Straight up Personal Best (PB) 67%
 - Adjusted to reflect the unrested preparation at 99.5% of PB was 75%
 - Adjusted to reflect the unrested preparation at 98% of PB was 85%
- Overall the meet was a huge success and it provided additional information on how athletes respond to an altitude preparation; It provided a group of Rio 2016 potential athletes with an opportunity to gain experience in multi-sport games situation and four of the swimmers reached the London MQS and two of them competed in London.

GENERAL UPDATES

Sport Science and IST continues to be a strong point in the Para-swimming Program with a number of projects:

- Starting Block Project - improved our swimmers performance by providing feedback to the swimmers on optimal kick plate position, foot positioning and developing pushing power to get off the blocks as quickly as possible.
- Altitude Training Interventions –Flagstaff AZ. over the course of season there were three training interventions that were keys to strong performances in Mexico and London.
 - November – the Pan Am Games Team trained at 7000ft that allowed the swimmers to have a better level of performance when they arrived in Mexico at 5000 ft.
 - April and July – Paralympic Games Team members participated in two training camps in Flagstaff that allowed for specific preparations for the performance in London.
- Specific IST Practitioner Intervention – over the course of the quadrennial, key IST practitioners (applied physiologist, sport psychology, nutritionist and massage therapy and wellness) were used to develop the team and the addition of the Para-sport Strength and Conditioning expert assisted in the development of athletes over the course of the season and during the final preparation into London.

Can-Am Para-swimming Series has been renewed with the US Paralympics for the next quadrennial. First date for the new quadrennial is April 4-6, 2013 in Minneapolis MN.

Development programs at all levels continue to be implemented and grow the sport of Para-swimming across the country

- Para-swimming Outreach Camp Program continued to be the cornerstone of the development, with 9 members of the 2012 London Paralympic Team being graduates of the program.
- Provincial Sections continue to work in development areas in coordination with Swimming Canada Para-swimming Staff (Janet Dunn and Claude Picard) with camps in BC, Alberta, Manitoba, Ontario, Quebec and the Maritimes
- 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 Para-swimming Staff currently working with Coach Education Group in the development of the Para-swimming Coach Education Module.
- Swimming Canada working with Red Cross to develop instructor trainer platform for assisting instructors to better handle persons with disabilities entering swimming lessons



Record Setters

- World
 - LC Men 2 - Benoît Huot
 - LC Women 4 - Summer Mortimer
(3) Valerie Grand'Maison (1)
- Americas
 - LC Women 7 LC Men 4
- Canadian
 - LC Women 64 LC Men 36
 - SC Women 14 SC Men 9



NATIONAL DEVELOPMENT TEAM 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 is our guiding theme in defining our program initiatives.

This 2011 – 2012 Olympic season was dedicated first of all to supporting our identified junior swimmers and coaches in their preparation into the Olympic Trials. One way we did this was by identifying a standing team of 9 Junior "A" and 19 Junior athletes for the Olympic year only, who received funding support for a high level training camp and/or competitive opportunity. This resulted in positive upwards pressure from the junior aged swimmers at the Trials in all events and saw newcomer to the Senior International level, Alec Page from Island Swimming, graduate to the Olympic Team.

Following the Olympic Trials we sent our highest ranked junior aged swimmers who did not make the 2012 Olympic Team to the Mare Nostrum Tour in early June. These swimmers are our best ID talent moving forward into the next quadrennial and have already gained early experience at the Senior International level.

Our second priority was to offer selected tour teams to our identified Youth, Prospects and Age Group talent and initiate them to the expectations of representing Canada on a NDTP team over the next quadrennial. We did this by adding a Fall Youth Camp in Edmonton and two new race and train tours to Florida in January and April. We also sent our standard Prospects Team to the Mel Zajac Canada Cup.

Finally our third priority was fast LC swimming from our end of the season tour teams in August. We extended our undefeated streak at the 2012 NACC to six years and the Junior Pan Pac Team beat all expectations by surpassing their team goals and winning 11 medals; 8 individual and 3 relay. Most importantly they won 4 GOLD medals, setting two meet records and one 15-17 Girls Canadian Record in the process.

Not only was the NDTP successful this season but we have established high expectations with our next generation of talent and their coaches for the next four years into Rio.

The 5 main components of the NDTP which are designed to support our goal statement are:

1. INTERNATIONAL COMPETITIONS AND TOURS:

2012 US Youth Tour:

January 11-21, 2012 | Clearwater, FL

- The team comprised of 18 swimmers, supported by 5 coaches, a physiologist and manager
- Second place over all for the CAT Al Soltis Memorial Meet high points score
- 41 medals: 16 Gold, 11 Silver, 14 Bronze

2012 14&U USA LC Tour:

April 7-16, 2012 | Clearwater, FL

- The team comprised of 11 swimmers, supported by 3 coaches and a team manager
- Nike Showcase Classic Medal Count: 19 Gold, 20 Silver, 10 Bronze

2012 Mare Nostrum Junior Tour:

May 29-June 10, 2012 | Barcelona & Canet

- The team comprised of 7 swimmers, supported by 2 coaches and a team manager
- Top junior aged athletes not on the Olympic team
- 6 medals: 1 Gold, 1 Silver, 4 Bronze

2012 North American Challenge Cup:

July 30-August 5, 2012 | Edmonton, AB

- The team was comprised of 61 swimmers, supported by 8 coaches, 1 apprentice coach, and 4 team managers
- 7 swimmers de-selected to swim up to the Junior Pan Pacific Championships
- Undefeated champions for the 6th consecutive year
- 155 medals: 70 Gold, 54 Silver, 31 Bronze
- New 13-14 Girls Canadian Record (Emily Overholt, 400 IM – 4:50.64)

2012 World Junior Open Water Championships:

August 12-19, 2012 | Welland, ON

- The team was comprised of 8 swimmers, supported by 3 coaches and a team manager
- Two top 10 finishes for the Youth and Junior Team races
- 12th spot for Boys Youth 5k race: Oliver Straszynski
- 13th spot for Girls Youth 5k race: Justine Rheaume
- 14th spot for Girls Junior 7.5k race: Jade Dusablon

2012 Junior Pan Pacific Championships:

Aug 6-27, 2012 | Vancouver, BC/Pearl City, HI

- The team comprised of 30 pool and 2 open water swimmers, supported by 6 coaches, an apprentice coach, 2 team managers, 2 massage therapists, a physiologist, a part time bio-mechanist, and a video technician/race analyst
- Team presentations by Callum Ng and Leslie Cliff
- Best ever Junior Pan Pac results (4 Gold, 4 Silver, 3 Bronze in the pool and 1 Silver from the 10 K Open Water event)
- 2 meet records broken (Kierra Smith – 200 BR, Noemie Thomas – 100 FL)
- New 15-17 Girls Canadian Record (Mariya Chekanovych, 200 BR – 2:25.96)

2. 2011 LC AND 2012 SC “ID” TEAMS:

The fastest swimmers in every Olympic event within 4 age groups for each gender were identified and named to the NDTP “ID” Teams. Swimmers were sent a Team Canada t-shirt, cap, and certificate along with a letter of congratulations from National Junior Coach, Ken McKinnon. These swimmers make up the base of the list used to determine Championship Meet and Club visitations by our National Junior Coach.

3. PROSPECTS AT CANADA CUPS

2012 Prospects Team @ Canada Cup:

May 22-28, 2012 | Vancouver, BC

- The team comprised of 16 swimmers, 3 coaches and a team manager
- Test camp component on May 23rd
- Guest speaker: Randy Bennett, 2012 Olympic Team Head Coach
- Sport Psychology workshop with Alex Hodgins
- Highest ever medal count for a Prospects Team (1 Silver, 4 Bronze)
- New 13-14 Girls BC provincial record (Emily Overholt, 400 IM – 4:55.02)

4. FALL STROKE CAMPS AND TEST CAMPS

2011 Fall Stroke Camps:

5 Stroke Camps were held last fall for our top junior aged swimmers and selected coaches:

- Fly Camp: Quebec, QC | Oct 17-22, 2011 | Mentor Coach: Marc-André Pelletier, CSQ
- Breast Camp #1: Vancouver, BC | Oct 31- Nov 5, 2011 | Mentor Coach: Jozsef Nagy, VAND
- Sprint Free: Vancouver, BC | Oct 31- Nov 5, 2011 | Mentor Coach: Tom Johnson, VAND
- Distance Free: Victoria, BC | Oct 31- Nov 5, 2011 | Mentor Coach: Randy Bennett, VAS
- Breast Camp #2: Vancouver, BC | Nov 7-12, 2011 | Mentor Coach: Jozsef Nagy, VAND

2011 Fall Youth Camp:

October 20-23, 2011 | Edmonton, AB

- The team comprised of 24 swimmers, supported by 5 coaches and a team manager
- This camp was designed to set up the January US Youth Tour
- Under water stroke analysis
- Start & Turn Analysis
- Strength and Conditioning Dry land Sessions
- Presentations on Sport Nutrition and Sport Psyche

2011-2012 Test Camps:

The test camps consist of one full day of physiological testing and under-water video stroke analysis with our top international coaches who also provide a Race Tek debriefing, as well as start and turn analysis with Dr. Allan Wrigley.

This year due to scheduling conflicts we were only able to hold the Jr. West Test Camp in Vancouver on May 28th with 16 swimmers, 13 coaches and 3 IST.

5. VISITATION PROGRAM:

Championship Meet Visitations included: Canada Cup series (Toronto, Vancouver, Montreal), Paul Bergen International, Missouri Grand Prix, Speedo Eastern and Western Championships, Olympic Trials, Summer Nationals, Age Group Championships

Club and Camp Visitations: 5 Fall Stroke Camps, Pointe-Claire Swim Club, Club de Natation CSQ, Megophias de Trois Rivières, Manta Swim Club, Manitoba Marlins, University of Manitoba Swimming, Saskatoon Goldfins, Regina Optimist Dolphins, Vancouver Dolphins, Victoria Academy of Swimming, the National Training Centre – Montreal, Club de Natation Gatineau, Club de Natation Saint-Jérôme, and Etobicoke Swim Club



OLYMPIC GAMES LONDON HIGHLIGHTS

**3 MEDALS
WON**





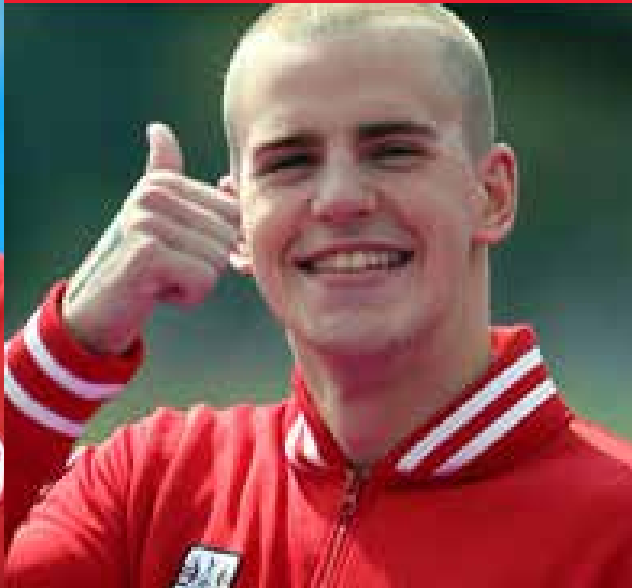
SILVER: RYAN COCHRANE,
men's 1500m Freestyle

BRONZE: BRENT HAYDEN,
men's 100m Freestyle

BRONZE: RICHARD WEINBERGER,
men's 10km Open Water

Brent Hayden is the first Canadian Olympic medalist in the men's 100m free. Ever.

Richard Weinberger is the first Canadian Olympic medalist in Open Water Swimming.



PARALYMPIC GAMES HIGHLIGHTS

**16 MEDALS
WON**





Gold (4): Benoit Huot, Montréal, men's S10 200 individual medley (world record); Summer Mortimer, Ancaster, Ont., women's S10 50 freestyle (world record) and 100 backstroke (world record); Valérie Grand'Maison, Montreal, women's S13 200 IM (world record).

Silver (9) Summer Mortimer, Ancaster, Ont., women's S10 200 individual medley; Brianna Nelson, Victoria, women's S7 50 butterfly and 200 IM; Nathan Stein, Maple Ridge, B.C., men's S10 50 freestyle; Valérie Grand'Maison, Montréal, women's S13 50 freestyle and 100 freestyle; Benoit Huot, Montréal, men's S10 400 freestyle; Aurélie Rivard, St-Jean-sur-Richelieu, Que., women's S10 400 freestyle; Amber Thomas, Drayton Valley, Alta., women's S11 400 freestyle.

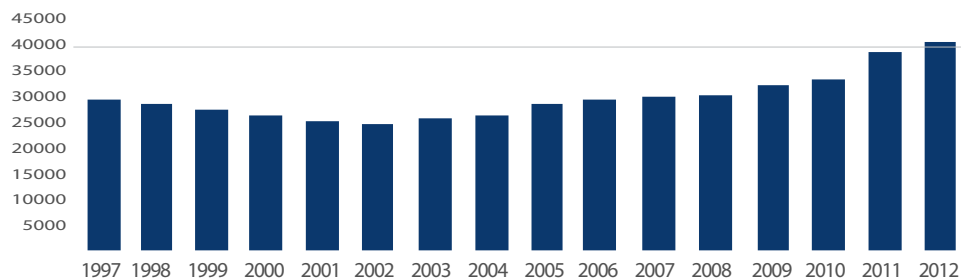
Bronze (3): Benoit Huot, Montréal, men's S10 100 backstroke; Summer Mortimer, Ancaster, Ont., women's S10 100 freestyle; Amber Thomas, Drayton Valley, Alta., women's S11 200 IM.



REGISTRATION INFORMATION

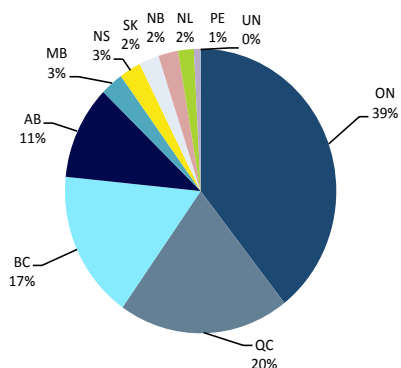
REGISTERED AGE GROUP SWIMMERS 1997-2012

	BC	AB	SK	MB	ON	QC	NB	NS	NL	PE	UN-CA	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
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
2010	6557	3798	656	1111	11209	7439	867	938	793	209		33577	3.7
2011	6535	4189	813	1198	14915	8090	969	999	736	237		38681	15.2
2012	6847	4347	971	1109	16028	8300	961	1053	760	313	13	40702	5.2
	C.B.	AB	SK	MB	ON	QC	N.B.	N.E.	T.N.	I.P.E.	UN-CA	TOTAL	% change



REGISTERED AGE GROUP SWIMMERS AUGUST 31, 2012

40702 Registered swimmers



2011-2012	TOTAL	Competitive	Non-Comp
ON	16028	10230	5798
QC	8300	7597	703
BC	6847	3393	3454
AB	4347	3387	960
MB	1109	1109	0
NS	1053	904	149
SK	971	553	418
NB	961	961	0
NL	760	496	264
PE	313	222	91
UN	13	13	0
	40702	28836	11837

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	1694	1060	330	308	3556	2317	162	279	120	57	9883
2012*		1140	276			2453	143		114	0	4126

*TBC by MSC



SWIMMING CANADA OPERATIONS



REVENUE GENERATION

- Swimming Canada had our best year ever for self-generated revenues!
- New partnerships were struck with RBC and Air Canada.
- Important long-term contracts continue with Speedo, Myrtha Pools, Team Aquatic Supplies, CN, OMEGA, K-Swiss, Lasik MD, IHG Hotels and National/Enterprise and Esquire Wholesales LTD.
- Sport Tourism continues to open up new revenue streams and services.





OLYMPIC TRIALS/ EVENTS

- The first ever “Olympic & Paralympic Swimming Trials” were held in Montreal in partnership with the COC and CPC.
- Six nights of live television with broadcast partner Sportsnet netted over 550,000 total viewers. Another 100,000 watched the taped coverage on SRC.
- The webcast of the competition drew another 150,000 viewers with over 350,000 post-event downloads.
- An innovative news highlight program brought unprecedented coverage of the trials to smaller markets across the country.

CANSWIM

- The Canadian Medical Association and Canadian Tire Jumpstart charities joined the CANSwim movement as partners.
- Canadian Tire promoted CANSwim and it's partners in every store across Canada this summer.
- Canada's Swim Team plans progress as we look to integrate with Red Cross and Lifesaving Lessons in 2013.



GENERAL AWARENESS

- The attention received by swimming in this Olympic and Paralympic year was unprecedented for the sport and our athletes.
- Media relations continue to be a strength of the organization as our events receive coverage across Canada.



BIG SPLASH

- The 2011 Big Splash presented by CN and Vezina, was nearly a sellout featuring Suzie McNeil, Danny Fernandes and emcee James Duthie.
- Over \$10,000 was injected back into the local Toronto swimming community.
- Our “Canada’s Swim Team” promotion to become the world’s largest swim team was launched at the Big Splash.



2012-2013 SWIMMING CANADA EVENTS



University Challenge Cup

November 22, 2012
University of Toronto
Toronto, ON



Canada Cup - Toronto

November 23-24, 2012 (2 days)
Etobicoke Olympium
Toronto, ON



The Big Splash Presented by

CN & Vezina
November 26, 2012
John Bassett Theatre – Metro Toronto
Convention Centre
Toronto, ON



2013 Speedo Western Canadian Championships

February 14–17, 2013 (3 ½ days)
Shaw Centre
Saskatoon, SK



2013 Speedo Eastern Canadian Championships

February 14–17, 2013 (3 ½ days)
Claude Robillard
Montreal, QC

2013 World Championships Trials

April 3–6, 2013
Saanich Commonwealth Place Pool
Victoria, BC



Canada Cup – Vancouver /

Mel Zajac Jr International
May 24-26 2013 (3 days)
UBC Aquatic Centre
Vancouver, BC



Canada Cup - Montreal

June 28-30, 2013 (3 days)
Olympic Park Pool
Montreal, QC



Summer Nationals

July 17-21 2013 (5 days)
Pointe Claire Aquatic Centre
Pointe Claire, QC



2013 Speedo Para-Swimming

CAN AM
Dec: Dates TBD
Location: TBD



Canadian Age Group Championships

July 24-29, 2013 (Pool events – 4 days) Open water 1 day
Parc Jean Drapeau
Montreal, QC

2013 IPC World Swimming Championships

August: Dates TBD
Location to be confirmed

Canada Games*

August: 4-9
University of Sherbrooke
Sherbrooke, QC

*External (Non Swimming Canada Event)

CHIEF FINANCIAL OFFICER - EXECUTIVE REVIEW

In 2011-2012 Swimming Canada was able to increase total revenues by 9.4% over the 2010-2011 fiscal year. This revenue increase can be attributed to an increase in membership and the associated fees, government funding and sponsorship revenue.

The profit from events held by Swimming Canada was \$ 3,636 in 2011-2012, which was significantly less than in 2010-2011, mostly due to the cost of hosting the Big Splash. Swimming Canada is also actively seeking other sources of revenue through sponsorship and fundraising to support operations.

Administrative expenses increased by 8.4% in 2011-2012 over the previous fiscal year and Technical and Education expenses increased by 4.7% in 2011-2012 over the previous year.



STATEMENT OF FINANCIAL POSITION

March 31, 2012, with comparative figures for 2011

	2012	2011
Assets		
Cash	\$ -	\$ 334,227
Amounts receivable	1,166,083	1,123,752
Prepaid expenses and travel advances	647,683	55,501
Inventory	19,657	18,841
	1,833,423	1,532,321
Trust fund assets		
Swimmer Reserve Fund	4,880	880
Victor Davis Memorial Fund	114,897	120,770
Dr. Jeno Tihanyi Memorial Fund	12,699	12,409
	132,476	134,059
	\$ 1,965,899	\$ 1,666,380
Liabilities and Net Assets		
Bank indebtedness	\$ 3,044	\$ -
Accounts payable and accrued liabilities	210,763	130,274
Deferred revenue	260,610	20,000
	474,417	150,274
Trust fund liabilities		
Swimmer Reserve Fund	4,880	880
Victor Davis Memorial Fund	114,897	120,770
Dr. Jeno Tihanyi Memorial Fund	12,699	12,409
	132,476	134,059
Net assets		
Unrestricted	1,359,006	1,382,047
Commitments and guarantees (note 6)		
	\$ 1,965,899	\$ 1,666,380


Director

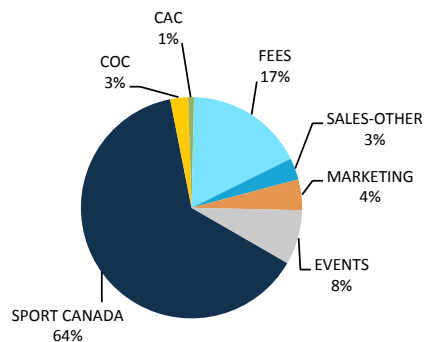

Director

STATEMENT OF OPERATIONS

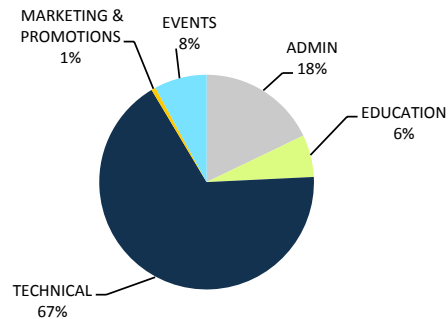
Year ended March 31, 2012, with comparative figures for 2011

	Restricted	Unrestricted	2012 Total	2011 Total
Revenue				
Sport Canada	\$ 4,797,225	\$ 540,000	\$ 5,337,225	\$ 5,269,825
National Sport Centres	125,000	-	125,000	125,000
Coaching Association	71,291	-	71,291	40,138
Canadian Olympic Committee	220,160	-	220,160	10,000
Membership Fees	-	1,455,178	1,455,178	1,389,626
Sponsorships	-	376,494	376,494	170,546
Sale of products	-	16,842	16,842	23,895
Interest and other	-	130,466	130,466	136,453
Events	-	669,965	669,965	512,719
	5,213,676	3,188,945	8,402,621	7,678,202
Expenses				
Administration :				
National Office	-	392,805	392,805	406,438
Payroll & benefits	180,000	178,300	358,300	342,967
Planning & management	40,000	191,430	231,430	152,273
Promotions & communications	-	365,542	365,542	386,909
Association	-	156,297	156,297	98,376
Technical	4,817,885	839,748	5,657,633	5,442,216
Education	175,791	360,241	536,032	475,185
Marketing	-	54,836	54,836	87,319
Events	-	666,329	666,329	448,963
Cost of products sold	-	6,458	6,458	11,223
	5,213,676	3,211,986	8,425,662	7,851,869
Deficiency of revenue over expenses	\$ -	\$ (23,041)	\$ (23,041)	\$ (173,667)

**SWIMMING CANADA
Revenue by Source
2011-2012**



**SWIMMING CANADA
Breakdown of Expenses
2011-2012**



Thank you to our partners

Official Partner



Official Suppliers



Official Supporters





SWIMMING CANADA NATIONAL OFFICE

2445 St-Laurent Boulevard

Suite B140

Ottawa ON K1G 6C3

Phone: (613) 260-1348

Fax: (613) 260-0804

email: natloffice@swimming.ca

See our website: www.swimming.ca



[FACEBOOK.SWIMMING.CA](https://www.facebook.com/swimming.ca)



[TWITTER.SWIMMING.CA](https://twitter.com/swimming.ca)



[YOUTUBE.SWIMMING.CA](https://www.youtube.com/swimming.ca)

Ce document est aussi disponible en français
Printed in Canada

