

**ANNUAL
REPORT**
2012-2013

**EMBRACE
PERFORM
INSPIRE**



**SWIMMING
CANADA**

An underwater photograph of a swimmer in a pool. The swimmer is in the foreground, moving towards the left, with their head and arms visible. They are wearing a swim cap with the word "SWIMMER" on it. The water is blue, and there are lane lines visible in the background. The overall scene is dynamic and captures the motion of swimming.

TABLE OF CONTENTS

PRESIDENT'S MESSAGE	6
CEO'S MESSAGE	8
NATIONAL TEAM PROGRAM	9
PARA-SWIMMING PROGRAM	15
NATIONAL DEVELOPMENT TEAM PROGRAM	17
REGISTRATION INFORMATION	24
SWIMMING CANADA OPERATIONS	26
CHIEF FINANCIAL OFFICER – EXECUTIVE REVIEW	29
STATEMENT OF FINANCIAL POSITION	30
STATEMENT OF OPERATIONS	31

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



On behalf of your Board of Directors, it is my great pleasure to welcome you to Swimming Canada's 2013 Annual General Meeting. This year has been a busy one on many fronts, but we are well placed to continue on our path of consistent year over year improvement.

Administration

As many will recall, shortly after the Vision 2020 strategic plan was launched, the Board of Directors announced that the position of National Coach/CEO (held by Pierre Lafontaine since 2005) would be split. The Board felt that the growth of the organization and the ambitious

Vision 2020 goals demanded a separation of the roles. I am happy to report that this year saw this goal come to fruition: in March we welcomed the arrival of John Atkinson as the new National High Performance Director.

Although not part of the initial plan, this year also saw the departure of Pierre Lafontaine. While we are sorry to see Pierre go, we should take pride in continuing to place our alumni in senior positions in Canadian sport. We thank Pierre for his almost eight years of dedicated service leading our organization. Under his leadership, Swimming Canada regained its pride and its determination to be a leader in Canadian sport.

Following Pierre's departure, the Board struck a selection committee composed of three board members and two external appointees with deep knowledge and experience in the Canadian sport sector. With the arrival of John Atkinson, the committee was fully enabled to look outside the swimming community - and indeed the sporting community - in seeking Pierre's replacement. We were very happy to announce in July the appointment of Ahmed El-Awadi. While recently with Water Polo Canada, he is a former swimmer that we are proud to be able to bring back to the fold. I am very confident that Ahmed will provide able leadership to allow this organization to take its next steps on its way to being a truly world-leading organization.

High Performance

Outside of the office, I am also happy to report that our senior swimmers have continued to show promise and improvement. Canada continues to be a rising force in the water! In Barcelona, our swimmers returned with 4 medals. This performance equaled the pool swim medal count in the prior Worlds in Shanghai and added an Open Water medal. This is a positive sign given the retirements of a couple of previous World Championship medalists. Just as importantly, we increased the number of finals swims since London 2012 for our team - with our women leading the way. Making the final is a positive step towards winning that medal. In open water, Canada's men lead the way, ranking third in the world with three scoring swims: a bronze, a fifth place and a ninth place. The full open water team was tied for seventh overall.

On the Para side, we were the proud hosts of the IPC Swimming World Championships in Montreal. This was a fabulous opportunity to showcase the sport and perform at the World level in front of a home crowd. Once again, our para swimmers represented us well, winning sixteen medals. While familiar faces won gold medals (Valerie Grand'maison (3) and Benoit Huot), this competition also saw some rising stars step up to the podium, including multiple medal performances from Aurelie Rivard (5) and Brianna Nelson (4, including a gold). With their country and the world watching, these swimmers continued Canada's tradition of excelling in the para pool.

On the Junior side, we once again sent a full team to the FINA World Junior Swimming Championships in Dubai. While we had fewer medals than in 2011, our athletes must be congratulated on a fourth-place team showing. These athletes are the foundation of our future success in the senior waters and represented the country with pride.

Growing the sport

Outside of the high performance stream, the year saw unsurpassed membership numbers. From young to old, we have more registrants than ever before. Our growing ranks of coaches and officials preside over our newest swimmers and some of our most experienced swimmers. Registration numbers are expected to top 55,000 once all of the numbers are in and includes swimmers of all levels and ages. Growth was not limited to new youth swimmers, but occurred also at the Masters level. Not only is swimming a life-long love - but Canada is a swimming nation!

I am very confident that this year has seen this organization make great strides forward. We are poised to continue our journey towards being a world-leading organization with world-leading performances. Thank you to all members and registrants for a great year. Let's all work together to lead Canada forward - let's prove that we can inspire Canadians to embrace a lifestyle of swimming, sport, fitness and 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'S MESSAGE



I am pleased to write to you as Chief Executive Officer of Swimming Canada. While I am new to the position, I have already seen some tremendous opportunities for us to achieve this organization's vision together.

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

People are the core of Swimming Canada. I would like to take the opportunity to thank everyone who has contributed to our successes - but more importantly, to the growth of swimming in our country. Swimming continues to be the number one sport in Canada, and its success is directly related to the efforts of you and our partners.

This has been a year of changes for the organization, with the John Atkinson joining us as High Performance Director and myself as CEO. We will continue to go grow and change as we build upon the past while reaching for our two strategic focus areas:

- A leader in world class performance and athlete development
- A leader in organizational excellence

We will take an innovative approach, exploring new ideas and expanding on existing ones. We will update and explore technology, education, partnerships, revenue generation, resource deployments and development working towards a renewed operational plan.

The bar has been raised year over year. It will take the entire community to achieve these goals. I am excited for the future and look forward to taking Canadian swimming to the next level together.

A handwritten signature in black ink, which appears to read "Ahmed El-Awadi". The signature is fluid and cursive.

Ahmed El-Awadi, CEO
Swimming Canada

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

NATIONAL TEAM PROGRAM

One of the first things that was established following the appointment of the new National High Performance Director, John Atkinson, to Swimming Canada was a series of overall team principles and goals. These were used in the senior teams in 2013 and will also be used for all future Swimming Canada National teams and are as follows:

1. Aspire to be the most professional Canadian sporting team, across all sports.
2. Aspire to be the most professional swimming team at the Championships/Games.
3. The team will prepare with performance in mind. Support will be provided to allow all team members to feel relaxed, however be extremely focused to their competitive performance.
4. The team and staff will focus on the controllable and not the uncontrollable in order to prepare for their performance.
5. The targets for all selected swimmers is to improve from their trials performance to the Championships/Games, and to improve all pre-competition rankings, maximizing the number of swimmers progressing from heats to semi-finals and to finals (either from heats or semifinals). All the team to focus on winning the close ones with a strong finish on all our races.

6. All swimmers must be ready to perform in the heats and progress; this is critical particularly if a swimmer qualifies from an evening (final) swim at our trials. To be ready and know the timelines of the championship.
7. All staff and swimmers are to respect the job all team members have to do, and to speak to the right person should there be an issue on the team.
8. A willing, positive, 'can do' approach is essential to any successful sporting team.

2013 Team Selections

The Canadian Swimming pool team for World Championships and the Summer Universiade was selected from the Canadian Trials in Victoria in early April. Swimming Canada is comfortable with this time frame and has locked it in for the quad through the 2016 Olympics in Rio de Janeiro. This will enable two more occasions (i.e. 2014 and 2015) to plan in advance and practise the scenario for 2016.

The Open Water team for World Championships and FISU Games was selected following the FINA Open Water Grand Prix in Mexico, which was the following weekend after our pool trials had concluded. This worked very well however in 2014 the dates have moved and in order to continue to allow swimmers to participate in both the pool and open water an alternative trials for 2014 onwards will be sought for open water swimming.

FINA World Swimming Championships

- 4 medals won as follows,
- Pool team - 3 medals won. 1 silver and 2 bronze.
 - Ryan Cochrane continues to perform at the highest level winning silver in the 1500 FS and bronze in the 800 FS. Whilst Hilary Caldwell made massive improvements to win the bronze medal in the 200-m backstroke, this was significant improvement.
- Open Water team - 1 silver medal won.
 - Eric Hedlin swimming in his first world championships took silver in the men's 5-km event, showing great potential for the future.
- All 4 medals coming from athletes training at the Victoria Academy of Swimming National Swim Centre
- 11 pool finalists (10 in Olympic events) this compared to London very well where we had 7 pool finalists in total.
- 5 of the finalists were in new events from London, this is positive considering the retirements that took place following London.
- The team in Barcelona also recorded a further 16 swims in the 9th to 16th position, i.e. either making semifinals and or placing in the top 16 of an event from the heats (ie some events do not have semifinals).
- 6 Canadian Pool Records were established in Barcelona.
- Open Water continues to improve. Canada tied for seventh overall in the FINA World Championships Open Water team point scores. In the men's events, three swimmers had individual top 10 finishes to help Canada place third among men's teams.
- In the men's open water events points, the Canadian men are aged 20, 22 and 23. All have a long future ahead in the sport.
- The pool team featured 17 female and 17 male athletes (34 in total) and was supported by 23 staff members in Barcelona (The High Performance Director, 9 coaches, 2 managers, and 11 IST members of staff).
- The Open Water team had 2 female and 3 male athletes (5 in total) and was supported by 4 staff members (A team manager, 2 coaches and the soft tissue support)



Pool Results (11 Finalists)

Position	Swimmer	Event
Silver	Ryan Cochrane	1500 FS
Bronze	Ryan Cochrane	800 FS
Bronze	Hilary Caldwell	200 BK
4th	Ryan Cochrane	400 FS
5th	Victoria Poon Sandrine Mainville Chantal Van Landeghem Samantha Cheverton	Women's 4 x 100 FS Relay
5th	Katerine Savard	100 BF
7th	BK Hilary Caldwell BR Martha McCabe BF Katerine Savard FS Chantal Van Landeghem	Women's 4 x 100 Medley Relay
6th	Samantha Cheverton Barbara Jardin Brittany MacLean Savannah King	Women's 4 x 200 FS Relay
7th	Noemie Thomas	100 BF
7th	Sinead Russell	200 BK
8th	Martha McCabe	200 BK

Open Water Top 10 Placing Results

Position	Swimmer	Event
Silver/52	Eric Hedlin	5 Kilometre
5th/62	Richard Weinberger	10 Kilometre
9th/32	Philippe Guertin	25 Kilometre

FISU Games, Kazan Russia

- A team of 18 female and 17 male pool athletes was selected (35 in total)
- 4 swimmers were selected to compete in the open water events.
- The 39 athletes were supported by a team of 6 coaches, a team leader, a team manger and 6 IST staff members.
- The team won the following 5 medals and had a further 9 fourth places showing they were extremely competitive at the event.



Position	Swimmer	Event
Gold	Katerine Savard	100 BF
Silver	Katerine Savard	50 BF
Bronze	Sandrine Mainville, Caroline Lapierre-Lemire, Paige Schultz, Brittany MacLean	Women's 4 x 100 FS Relay
Bronze	Paige Schultz, Lindsay Delmar, Savannah King, Brittany Maclean	Women's 4 x 200 FS Relay
Bronze	Eric Hedlin	800 FS

2013 European Legs of the FINA World Cup (25m)

The purpose of attending the World Cups following the World Championships was to extend the competitive season, and have swimmers race fast in a 25m pool off the taper for the World Championships in Barcelona, and for some the FISU Games.

The aim was to learn from the experience and continue the focus of improvement from one meet in Eindhoven to the next in Berlin. It also gave us the opportunity to assess how each athlete performed and self managed at the end of a long tour.

All our goals were achieved in our tour and that this was a most worthwhile experience for all who attended.

The tour was as follows,

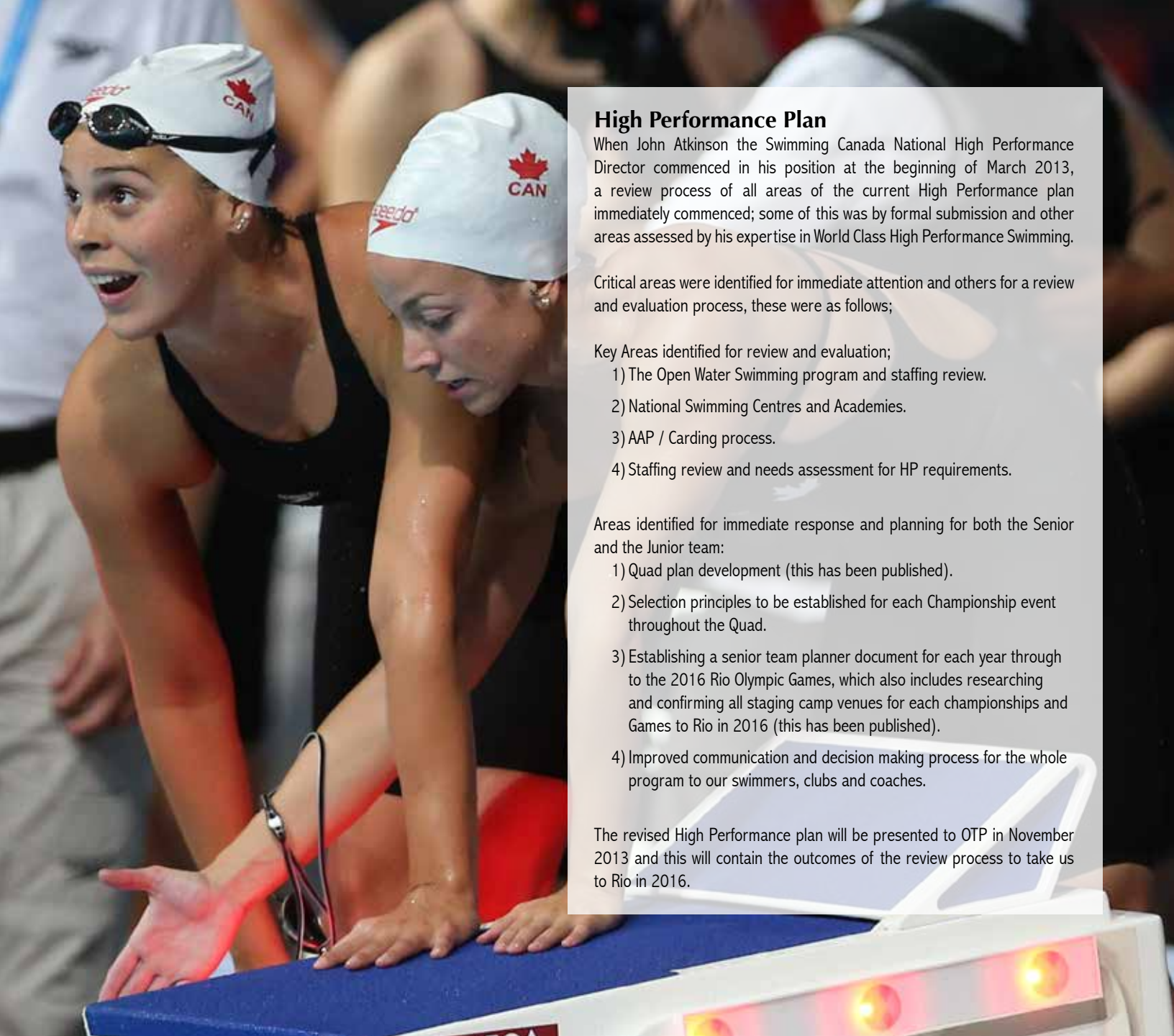
Sunday 4th August	World Championships concluded in Barcelona
Monday 5th August	Travel day to Eindhoven, light swim on arrival



Tuesday 6th August
Wednesday 7th August
Thursday 8th August
Friday 9th August
Saturday 10th August
Sunday 11th August
Monday 12th August

Preparation day in Eindhoven
Day 1 Eindhoven World Cup
Day 2 Eindhoven World Cup
Travel day to Berlin, light swim on arrival
Day 1 Berlin World Cup
Day 2 Berlin World Cup
Depart Berlin

- The 18 Swimmers performed very well winning a total of 12 medals and setting 7 Canadian records.
- 67% of the swims in Berlin were faster than the initial entry times and in Eindhoven this figure was 60% of all swims.



High Performance Plan

When John Atkinson the Swimming Canada National High Performance Director commenced in his position at the beginning of March 2013, a review process of all areas of the current High Performance plan immediately commenced; some of this was by formal submission and other areas assessed by his expertise in World Class High Performance Swimming.

Critical areas were identified for immediate attention and others for a review and evaluation process, these were as follows;

Key Areas identified for review and evaluation;

- 1) The Open Water Swimming program and staffing review.
- 2) National Swimming Centres and Academies.
- 3) AAP / Carding process.
- 4) Staffing review and needs assessment for HP requirements.

Areas identified for immediate response and planning for both the Senior and the Junior team:

- 1) Quad plan development (this has been published).
- 2) Selection principles to be established for each Championship event throughout the Quad.
- 3) Establishing a senior team planner document for each year through to the 2016 Rio Olympic Games, which also includes researching and confirming all staging camp venues for each championships and Games to Rio in 2016 (this has been published).
- 4) Improved communication and decision making process for the whole program to our swimmers, clubs and coaches.

The revised High Performance plan will be presented to OTP in November 2013 and this will contain the outcomes of the review process to take us to Rio in 2016.





PARA-SWIMMING PROGRAM

2013 IPC Swimming World Championships – Montreal

- Our High Performance outcomes were:
 - o Target 11 medals | Actual 16 medals
 - o Target 35 final swims | Actual 57 final swims
 - o Target Top 10 in overall medal standing | Actual 11th overall
 - o 13th in gold medal total
 - o Target Best Time Percentage off entry time 70% | Actual 44.5%
- 26 Swimmers qualified for the 2013 IPC Swimming World Championships and 24 competed.
 - o 478 swimmers attended the competition compared to 608; 22% lower registration from London Paralympics
- The team was composed of 15 swimmers with functional disabilities; five swimmers who were visually impaired and four swimmers with an intellectual disability

- The team was supported by six coaches, two managers, six IST and four athlete support personnel over the course of the final preparation for Montreal, QC.
- Swimmers attained five Americas Regional Records (Zack McAlister 4; Jean-Michel Lavalliere 1) and 24 Canadian Records (8 Men's and 16 Women's)

General Updates

- Rio Podium project started in 2012-2013 season with a targeted group of approximately 12 swimmers who will attend three consecutive weeks training camp three or four times over the course of the fiscal year with the objective being podium performance at Rio 2016.
 - o May 2013 Camp was held in Flagstaff, AZ with all invited swimmers having strong performances at the 2013 IPC swimming World Championships in Montreal, QC.
 - o Next scheduled camps are October 9 to 30, 2013 in Flagstaff, AZ and late February 2014 in Fort Lauderdale, FL.



- Can-Am Para-swimming series has been renewed with the US Paralympics for the next quadrennial. World Championship Trials in Minneapolis went well and looking forward to a great meet to be hosted in Edmonton, in December 2013.
- Development programs at all levels continue to be implemented and grow the sport of Para-swimming across the country
 - o Para-swimming Outreach Camp Program continued to be the cornerstone of the high performance development with a new 10 day camp format producing strong results at the World Trials in April 2013. A new group of swimmers who have been identified off this summer's performances will participate in two 10 day camps; first in November 2013 and the second coinciding with the February 2014 Rio Podium camp.
 - o Provincial sections continue to work in development areas in coordination with Swimming Canada Para-swimming Staff (Janet Dunn and Claude Picard) with camps in British Columbia, Alberta, Manitoba, Ontario, Quebec and the Maritimes
 - o The new hire of national Para-swimming Performance Coach Vince Mikuska will further strengthen Canada's chances of reaching the podium at Paralympic Games and World Championships.
- Record Setters
 - o Americas: LC Men 4
 - o Canadian

LC Women 40	LC Men 32
SC Women 14	SC Men 9
- Swimming Canada continues to work with CPC to develop programming both nationally and internationally to make sure that Swimming Canada and the Canadian Paralympic Committee are seen as a leaders and trailblazers in the areas of disability sport development and disability swimming development.
- Swimming Canada Para-swimming staff are currently working with coach education group in the development of the Para-swimming coach education module.
- Swimming Canada is working with Red Cross to develop an instructor trainer platform to help instructors to better handle persons with disabilities entering swimming lessons



NATIONAL DEVELOPMENT TEAM PROGRAM

The National Development Team Program's goal is to provide 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. This goal is our guiding theme in defining our program initiatives.

1. Our 2012 – 2013 season priorities were: International Tours

2013 Australian Junior Tour: December 27, 2012-January 18, 2013 | Sydney, AUS

- The team featured 14 swimmers, supported by 3 coaches, and a manager
- NSW State Age Championships Medal Count: 15 Gold, 14 Silver, 1 Bronze

2013 Australian Youth Olympic Festival: January 10-23, 2013 | Sydney, AUS

- The team featured 10 swimmers, supported by 4 coaches and a team manager
- AYOF Medal Count: 2 Gold, 3 Silver, 2 Bronze

2013 Mare Nostrum Junior Tour: June 7-19, 2013 | Barcelona, ESP & Canet, FRA

- The team featured 3 swimmers, supported by 2 coaches and a team manager
- Top junior aged athletes not on the Worlds Team, in the top 150 for women and top 200 for men on the world rankings.
- Medal Count: Bronze in the 200 IM for Evan White (Canet)

4th FINA World Junior Championships: August 10-September 1, 2013 | Dubai, UAE

- The team featured 28 swimmers, supported by 6 coaches, an apprentice coach, 2 team managers, 2 massage therapists, a physiologist, and a video technician/race analyst
- Team presentations by the Montreal Canadiens' Sport Psychologist, David Scott, and a Doping Education presentation by the CCES
- Staging at the CAR High Performance Institute in Sant Cugat, Spain.
- Medal count: 2 Bronze (Sydney Pickrem 200 IM, Emily Overholt 400 IM)
- National Age Group Records, 15-17 Years: Evan White – 200 IM (2:00.31), Luke Reilly – 400 IM (4:18.36), Emily Overholt – 400 IM (4:42.03), Yuri Kisil – 50 FR (22.81)
- Team Point Scores: 4th overall, 4th for women's team, and 7th for men's team
- 18 finalists and 24 semifinalists

2. National Junior Coach club visitations

The National Junior Coach's seasonal club visitations were determined by following up with athletes and coaches from the Junior Pan Pacific Championships in August 2012 and meeting any newly identified "2012 LC and 2013 SC ID Team" swimmers and their coaches.

• November

Victoria & Vancouver

Vancouver National Swim Centre, Victoria Academy of Swimming, Richmond Rapids, Winskill Dolphins, West Vancouver Otters, Hyack Swim Club, Simon Fraser Aquatics, UBC Dolphins



• December

Greater Toronto Area

Etobicoke Swim Club, Toronto Swim Club

• February

Alberta

Edmonton Keyano Swim Club, Olympian Swim Club, Red Deer Catalina Swim Club, University of Calgary Swim Club, Nose Creek Swim Association, Cascade Swim Club

• March

National centres and high performance clubs with John Atkinson
Montreal, Toronto, Victoria, Vancouver, Calgary

- **April**

Montreal and surrounding areas
Pointe-Claire Swim Club, Mégophais de Trois-Rivières, C.N
Sherbrooke, C.N. Élite Longueuil, Club Aquatique Montreal

- **May**

Ontario outside of GTA
Newmarket Stingrays, Uxbridge Swim Club, Cobra Swim Club,
Guelph Marlin Aquatic Club

National Junior Coach Meet Visitations

- **Canada Cups**

Toronto, Montreal and Vancouver
Provincials and Invitationals

- **Youth Cup, BC Senior Championships, Eastern and Western Championships**, Alberta Age Group Provincial Championships, London Hollandia Meet, Etobicoke AGI

- **National Competition**

Spring Trials, Summer Nationals, Age Group Championships,
Canada Games

3. 2012 LC and 2013 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.

4. Initiating the Provincial Coaches Committee

The committee is made up of provincially based technical employees. Our mandate is:

Through increased communication, we will promote awareness of content, budgets and the overall direction of provincial programming, and attempt to identify key areas of responsibility with the goal of better aligning provincial programming with the National Development Teams Program.

Results:

- A Provincial Quad plan was developed
- An East/West Youth Dual meet was established for August 2014 in Winnipeg, following Age Group Nationals






FINA WORLD CHAMPIONSHIPS, - BARCELONA



4 MEDALS WON



RYAN COCHRANE: silver, men's 1500-m freestyle; bronze, men's 800-m freestyle

ERIC HEDLIN: silver, men's 5-km open water

HILARY CALDWELL: bronze, women's 200-m backstroke

Ryan Cochrane is the first Canadian to win six career medals at FINA World Championships. He's also just the second man in world championships history (Grant Hackett, AUS) to win three straight medals in both distances.



IPC SWIMMING WORLD CHAMPIONSHIPS - MONTRÉAL



**16 MEDALS
WON**





GOLD (5): Valerie Grand'Maison, women's S13 100-m and 50-m freestyle, 100-m butterfly; Brianna Nelson, women's S7 50-m butterfly; Benoit Huot, men's S10 200-m individual medley;

SILVER (6): Aurelie Rivard, women's S10 200-m individual medley and 400-m freestyle; Valerie Grand'Maison, women's S13 200-m individual medley; Brianna Nelson, women's S7 200-m individual medley; Morgan Bird, women's S8 50-m freestyle; Women's 4x100-m freestyle relay (Rivard/ Bird/Katarina Roxon/Nelson)

BRONZE (5): Aurelie Rivard, women's S10 50-m and 100-m freestyle; Sarah Mehain, S7 50-m backstroke; Brianna Nelson, women's S7 50-m freestyle; Donovan Tildesley, men's S11 100-m backstroke

Parc Jean-Drapeau Aquatic Centre was the first North American venue to host IPC World Championships.

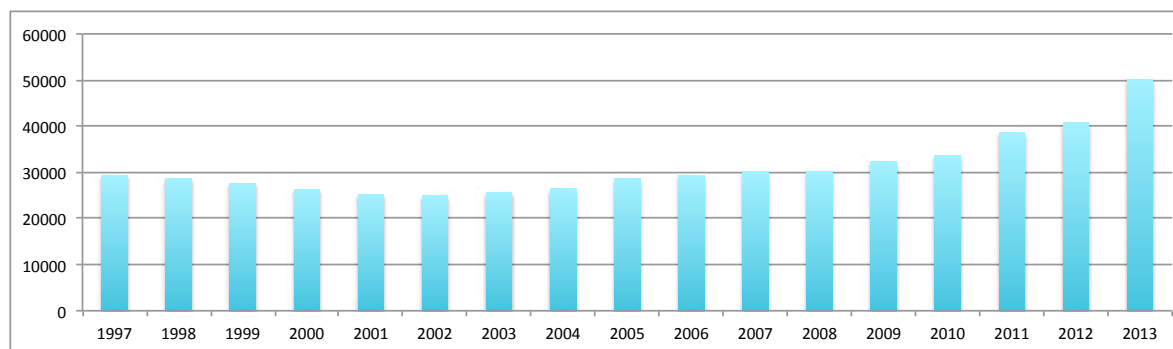


REGISTRATION INFORMATION

REGISTERED AGE GROUP SWIMMERS 1997-2013

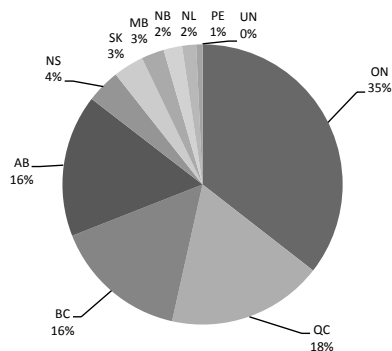
	BC	AB	SK	MB	ON	QC	NB	NS	NL	PE	UN-CA	TOTAL	% change
1997	4425	3110	1236	1063	11756	5715	628	871	505	90		29399	
1998	4571	2900	1131	958	11756	5362	620	810	464	115		28687	-2.4
1999	4823	2847	601	864	10729	5611	634	810	515	127		27561	-3.9
2000	4917	2780	464	742	9716	5425	656	951	501	127		26279	-4.7
2001	4781	2748	532	698	9142	5070	647	835	568	140		25161	-4.3
2002	4572	2754	566	692	8637	5582	670	862	489	140		24964	-1.0
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	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
2013	7788	8227	1765	1320	17802	9008	1072	1958	810	357	6	50113	23.1*
	C.B.	AB	SK	MB	ON	QC	N.B.	N.E.	T.N.	I.P.E.	UN-CA	TOTAL	% change

* Total includes 4853 summer club registrations captured for AB, SK, NS



REGISTERED AGE GROUP SWIMMERS AUGUST 31, 2013

50113 Registered swimmers



2012-2013	TOTAL	Competitive	Non-Comp
ON	17802	11569	6233
QC	9008	8366	642
BC	7788	3574	4214
AB	8227	3696	4531
NS	1958	947	1011
SK	1765	623	1142
MB	1320	1317	3
NB	1072	1072	0
NL	810	510	300
PE	357	262	95
UN	6	6	0
	50113	31942	18171

Registered Masters Swimmers

MASTERS	BC	AB	SK	MB	ON	QC	NB	NS	NL	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	1752	1140	276	328	3415	2453	143	255	114	70	9946
2013*		1025	283			2608	144	329	111		4500
MÂÎTRES	C.B.	AB	SK	MB	ON	QC	N.B	N.E.	T.N.	I.P.E.	

*TBC by MSC



SWIMMING CANADA OPERATIONS



REVENUE GENERATION

- For the third year in a row Swimming Canada set a record for self-generated revenues and budget offsetting VIK sponsorships.
- A new partnership was announced with the Chicken Farmers of Canada.
- Partnership renewals were signed with OMEGA and Team Aquatic Supplies.
- Membership Fees took an expected post-Olympic bump.
- Sport Tourism continues to offer increasing new revenues for Swimming Canada.





Canada's Swim Team is for anyone who can swim or is willing to learn!

For more information, please visit our website at www.getswimming.ca or call 1-800-363-3636. The goal is to have a membership program that is inclusive and fun for all ages and abilities. Joining Canada's Swim Team is free, and it will increase your swimming skills and your fitness level. Join Now!

The "You Win, You Choose" Contest Winner Announced!

The "You Win, You Choose" contest winner was announced. Winner: Jennifer L. Smith, 18, from Toronto, who donated a donation of \$1000 to the program. Thank you to all who participated in this contest. Winner announcement on the website.

Partnership with Team Canada Foundation is continuing with the program. Partnership with the Canadian Olympic Committee is also ongoing.



KITCHEN

Swimming is one of the best overall exercises for cardiovascular health, flexibility and endurance, but exercising is only part of living a healthy life.

Swimming is a well-rounded exercise that works all the major muscle groups, including your heart and lungs. It's a low-impact exercise that can be done by anyone, regardless of age or ability. The health benefits of swimming are many, including improved cardiovascular health, increased flexibility, and improved endurance. Swimming is also a great way to stay in shape and keep your heart healthy. Join the Canada's Swim Team today and start swimming today!

Thank you to all who participated in the contest.

There are many benefits to swimming, including improved cardiovascular health, increased flexibility, and improved endurance. Swimming is also a great way to stay in shape and keep your heart healthy. Join the Canada's Swim Team today and start swimming today!

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TEAM FUN

HEY KIDST! Check out the Fun Fun!

Check out the Fun Fun!

A special message from Rick Wilson



CANADA'S SWIM TEAM

- Getswimming.ca was launched as the online home of Canada's Swim Team, the official promotional vehicle of our grassroots movement.
- This database will also be used as our alumni database.
- Chicken Farmers of Canada sponsoring and providing content for the "Team Kitchen" section.
- Negotiations underway with other National partners to own other properties.

MEMBERSHIP FEES

- Swimming Canada implemented a 3-year membership fee plan to help us and our Provincial Sections plan and budget.
- Detailed analysis of our registration database is being done to assist our clubs in recruitment and retention.



COMMUNICATIONS/ MEDIA

- Sportsnet covered each day of the 2013 World Championships and IPC Swimming World Championships with highlight shows. A historic first.
- Swimming Canada Facebook now has more than 12,000 likes.
- Swimming Canada Twitter has over 7,000 followers.
- Planning for a revitalized swimming.ca began as a key element in improving our communication to internal audiences.



SWIM-A-THON

- A successful beta-test of our online Swim-a-thon system was executed by Swim Ontario resulting in a \$200,000 increase in revenues.
- Swimming Canada announced that we would be running the online system exclusively across Canada starting with the 2013-14 season.
- An exciting new National promotion



CHIEF FINANCIAL OFFICER - EXECUTIVE REVIEW

In 2012-2013 Swimming Canada was able to increase total revenues by 8.0% over the 2011-2012 fiscal year. This revenue increase can be attributed to an increase in membership and the associated fees, government funding and events revenue.

The loss from events held by Swimming Canada was \$ 135,897 in 2012-2013, which was mostly due to the cost of hosting the Olympic Trials.

Administrative expenses increased by 11.9 % in 2012-2013 over the previous fiscal year and Technical and Education expenses decreased by 4.6% in 2012-2013 over the previous year. The current year surplus for 2012-2013 was \$ 12,569 and Management is working to create an adequate surplus that will sustain the organization in the event of funding disruptions. Swimming Canada is actively seeking other sources of revenue through sponsorship and fundraising to support operations.



STATEMENT OF FINANCIAL POSITION

March 31, 2013, with comparative figures for 2012

	2013	2012
Assets		
Amounts receivable	\$ 1,425,480	\$ 1,166,083
Prepaid expenses and travel advances	339,793	647,683
Inventory	14,555	19,657
	1,779,828	1,833,423
Trust fund assets		
Swimmer Reserve Fund	4,880	4,880
Victor Davis Memorial Fund	110,248	114,897
Dr. Jeno Tihanyi Memorial Fund	6,699	12,699
	121,827	132,476
	\$ 1,901,655	\$ 1,965,899
Liabilities and Net Assets		
Bank indebtedness	\$ 27,035	\$ 3,044
Accounts payable and accrued liabilities	221,841	210,763
Deferred revenue	159,377	260,610
	408,253	474,417
Trust fund liabilities		
Swimmer Reserve Fund	4,880	4,880
Victor Davis Memorial Fund	110,248	114,897
Dr. Jeno Tihanyi Memorial Fund	6,699	12,699
	121,827	132,476
Net assets		
Unrestricted	1,371,575	1,359,006
	\$ 1,901,655	\$ 1,965,899

On Behalf of the board:


Director

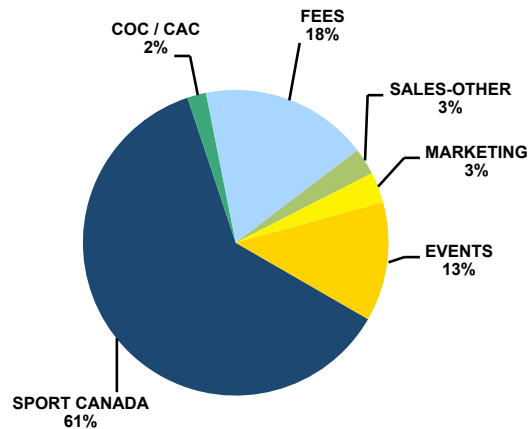

Director

STATEMENT OF OPERATIONS

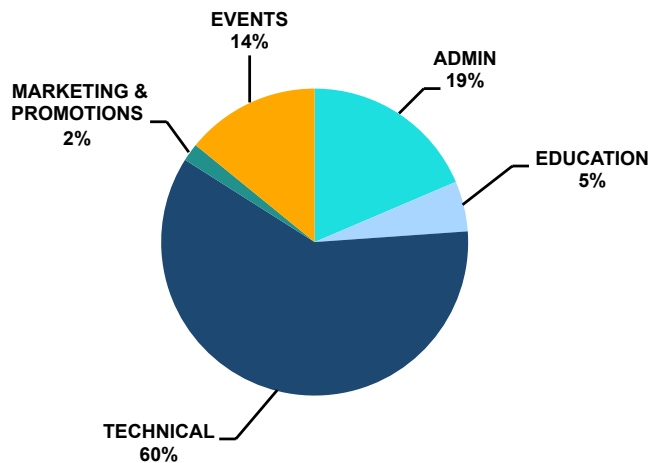
Year ended March 31, 2013, with comparative figures for 2012

	Restricted	Unrestricted	2013 Total	2012 Total
Revenue				
Sport Canada	\$ 5,060,645	\$ 520,000	\$ 5,580,645	\$ 5,337,225
National Sport Centres	75,000	-	75,000	125,000
Coaching Association	48,092	-	48,092	71,291
Canadian Olympic Committee	132,000	-	132,000	220,160
Membership Fees	-	1,613,043	1,613,043	1,455,178
Sponsorships	-	295,038	295,038	376,494
Sale of products	-	18,630	18,630	16,842
Interest and other	-	166,587	166,587	130,466
Events	-	1,142,440	1,142,440	669,965
	5,315,737	3,755,738	9,071,475	8,402,621
Expenses				
Administration :				
National Office	-	414,166	414,166	392,805
Payroll & benefits	270,000	173,813	443,813	358,300
Planning & management	-	151,627	151,627	231,430
Promotions & communications	-	483,458	483,458	365,542
Association	-	189,739	189,739	156,297
Technical	4,900,145	542,198	5,442,343	5,657,633
Education	145,592	334,150	479,742	536,032
Marketing	-	170,579	170,579	54,836
Events	-	1,278,337	1,278,337	666,329
Cost of products sold	-	5,102	5,102	6,458
	5,315,737	3,743,169	9,058,906	8,425,662
Excess of revenue over expenses	\$ -	\$ 12,569	\$ 12,569	\$ (23,041)

SWIMMING CANADA **Revenue by Source** **2012-2013**



SWIMMING CANADA **Breakdown of Expenses** **2012-2013**



Thank you to our partners





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



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