



ANNUAL REPORT 2014-2015

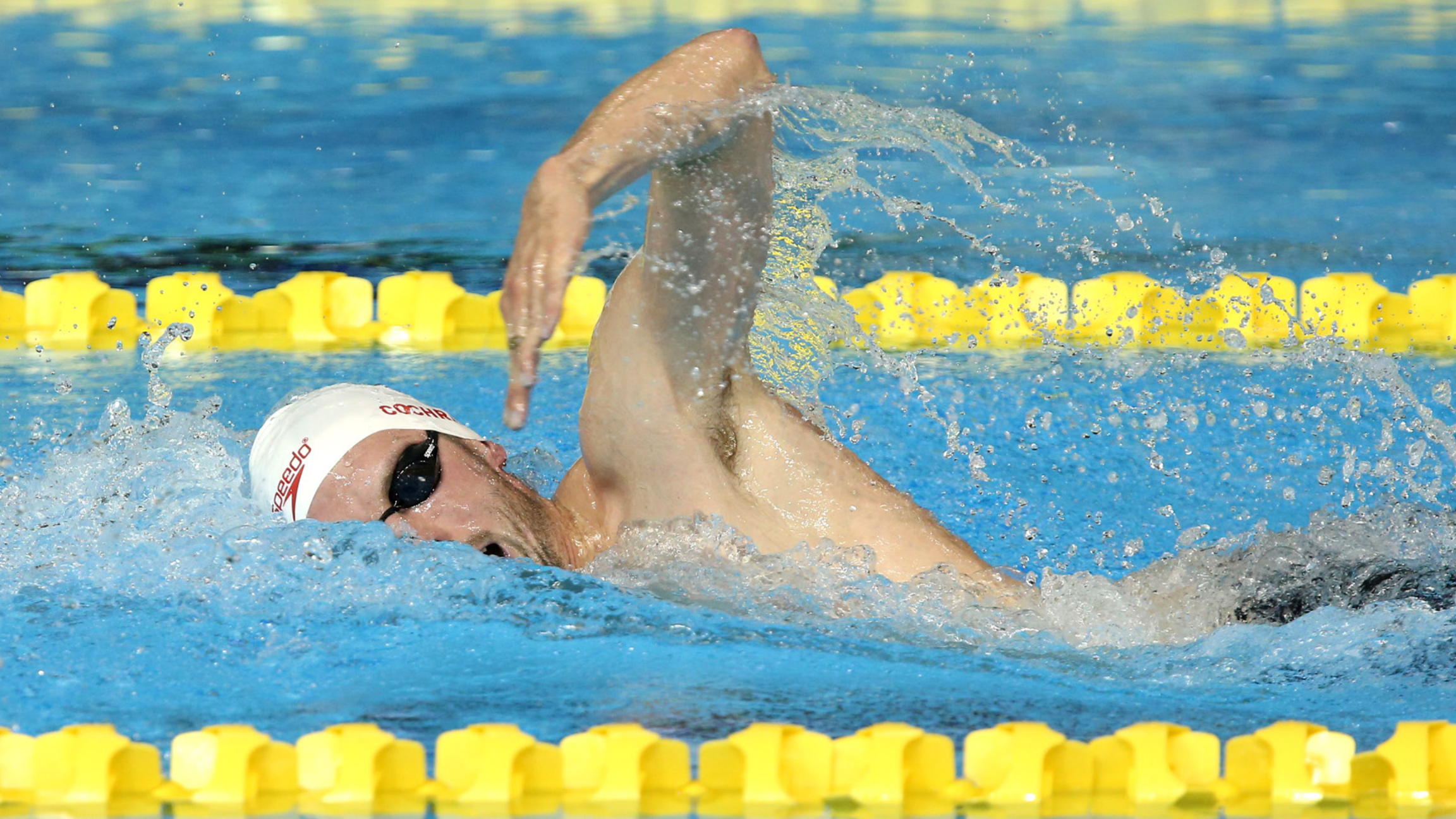




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OUR VISION

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 the Swimming Canada Board of Directors, it is a pleasure to welcome you to Ottawa for our Annual General Meeting. This weekend is an opportunity to review and assess our successes of the past year, but also to look forward to the upcoming year to ask ourselves how we can make swimming more relevant to Canadians.

VISION 2020

This year brings us to Rio 2016 and the mid-point of our 2020 vision. Our Strategic Plan guides the Board and is the overarching blueprint for staff. For this reason, it is important to start any look back with a check on our progress toward our goals. I am pleased to say we remain on track to meet many of the 2020 targets. While not all goals will be met, the organization has made major advances and is being recognized as a leader in the Canadian sport community.

HIGH PERFORMANCE

This was one of the most exciting summers ever for our program. The Toronto Pan Am and Parapan Am Games were unprecedented opportunities for our top athletes to shine – and they did! What an amazing feeling every night as our athletes delivered with hero-building swims. The Pan Am team started the ball rolling with headline performances every night. I would love to give highlights – but really can simply direct people to the results. There were that many highlights. Our Parapan Am team was waiting in the wings after a solid IPC World Championships, and delivered in turn, helping vault Canada to the top of the medal tables. Each night saw Canadians stepping up to the podium again and again. Overall, both teams took advantage of the hometown crowds and made Canadians proud.

Some members of our Pan Am team moved from Toronto to Kazan to compete in the FINA World Championships. These athletes put aside any concern of a letdown from the hometown event. We had our most final performances since 1986, knocked on the door of many medals and stood on the podium four times – including in a relay. Ryan Cochrane led us with two medals, while Emily Overholt delivered another bronze on the last day with a breakthrough Canadian record. Our mixed freestyle relay team also medalled – showing depth and speed. It was great

to see so many new faces stepping forward and making finals at this highest level!

On the junior side – realistically athletes we hope to lead us in Tokyo 2020 – we saw performances that suggest a number of these young athletes could well be in Rio this coming year. At the FINA World Junior Championships in Singapore our athletes reached the podium 12 times – against the best competition in the world for these young ambassadors. We had numerous multiple event medallists – and were 4th in overall medal standings. The future is bright indeed!

ATHLETE DEVELOPMENT

Swimming is a lifelong pursuit – and we must continue to get that message out. Canadians spend our summers at beaches, lakes, rivers – and pools. Canadians need to know how to swim – it is the only sport that can save your life! We need to encourage Canadians to learn to swim – and to provide opportunities for them to continue to swim for fun and fitness for their whole life.

LOOKING FORWARD

Our performances this year show many reasons for optimism – this is a testament to the hard work of our staff and their commitment to our swimmers. Please join me in reaching out to do all we can do to help our athletes, from aspiring, to high performance, to masters. As always, our team cannot do this alone – we rely upon and thank our many partners and stakeholders who share this dream with us. We aim to work with all of our members, registrants, sponsors, and partners to solidify swimming as a core Canadian activity.

Let's continue to inspire Canadians through world leading performances to embrace a life-style of swimming, sport, fitness and health!

Yours in swimming,

A handwritten signature in black ink, which appears to read 'D. de Vlieger'. The signature is fluid and cursive.

David de Vlieger, President
Swimming Canada

CEO'S MESSAGE



Swimming Canada is continuing on the path of executing the Vision 2020 Strategic Plan.

Our athletes have just come off one of the most exciting Pan Am/Parapan Games ever, as well as world championships. We saw tremendous performances from veterans, while new stars also had a chance to light the inner passions of Canadians and inspire a nation.

Last year I reported that many plans are easier to write than they are to execute. This is still true but we have worked hard to ensure that many of the forecasted plans are well underway. This year we gained momentum in the implementation phase of many projects across the strategic plan.

Some of the key highlights for the last fiscal year focused on the following strategic areas:

- Ensuring budgets and resources for all core areas: High Performance, Marketing/Events/Communications, Domestic Operations and National Administration.
- Providing Canadians with inspiring performance and medals. We are working hard to ensure long-term consistency of athletes progressing and performing.
- Continuing to expand staff resources in all areas, with solid pathways for

succession planning. Staff objectives are tied to the strategic plan and we can monitor progress on a regular basis. People are our greatest asset.

- Launching our new brand. We look forward to expanding our program nationally by offering more products, services and public awareness initiatives.
- Solidifying technology platforms. As we enter the enhancement phase, we will be in a position to expand
- Growing, expanding and improving our domestic programming in coaching, officiating and long-term athlete development.

We will continue to grow and adapt to our environment. Professionalism, leadership and organization will continue to drive us as we work hard towards our Vision 2020 goals. We will continue to aim at igniting the passions at all levels.

Thank you,

A handwritten signature in blue ink, which appears to read 'Ahmed El-Awadi'.

Ahmed El-Awadi, CEO
Swimming Canada

SENIOR NATIONAL TEAM

One of the key focus points of the High Performance department over the past two years has been improvement i.e. how a swimmer could improve between the Trials and the Championships and Games. In 2015 this focus of improvement was maintained and we began to talk about progression, meaning all our selection policies for all teams were established to see swimmers progress from heat swims into semifinals and/or finals. Based on the results at the Pan Am Games and FINA World Championships this strategy is beginning to work and will be something we will continue to work toward in 2016 and beyond.

At the world championships the depth of Canadian swimming improved considerably from 2012 where we had 7 finals in the Olympic Games. Following the Games with retirements we started the 2013 season with the equivalent of 5 finals. Things needed to change and through the development of the Swimming Canada High Performance Plan the focus and strategies implemented are starting to have an impact. We are still, however, in the early stages and we cannot relax for a second if we wish to move toward becoming a Top 6 swimming nation at the 2020 Olympic Games.

Canada improved from 5 to 11 finals at the 2013 FINA World Championships, with 4 swims positioned from 9th to 12th place. This moved to 16 finals in Kazan this year and a further 9 placings between 9th and 12th. We are not there yet, we have to keep this rate of improvement going and support those athletes and coaches on track to High Performance.

The point scores in Kazan had Canada in 6th place overall (12th in 2013). The point scores are one of the markers of how a World Championships is measured, the others are total medals (=9th) and gold medals. This improvement in the point score was due to the continued progression of swimmers from heats and is encouraging for the future. One of the strategic goals is for Swimming Canada to be a Top 6 nation by 2020 and given this recent improvement it can be said we are moving in the right direction.

In 2016 we will continue to focus on improvement and progression and well as targeting conversion in finals.



WORLD CHAMPIONSHIPS - TEAM STANDINGS

RANK	NAT	MEN	WOMEN	MIXED	TOTAL
1	USA	420	377	68	865
2	AUS	208	355	0	563
3	CHN	180	289	50	519
4	GBR	291	177	36	504
5	RUS	210	110	54	374
6	CAN	74	190	52	316
7	ITA	112	137	50	299
8	JPN	165	133	0	298
9	FRA	172	96	0	268
10	GER	153	67	30	250

KEY AREAS OF FOCUS OVER THE LAST YEAR

PODIUM PATHWAY

Swimming Canada has worked closely with the CACE Sports Analytics group to develop a tool that would build on the reliability of the “On Track” Times tool. “On Track” Times are a series of times used to identify athlete performances based on their age that indicate they have future potential for international podium results. With the delivery of the tool in the fall, Swimming Canada will test the tool internally through the winter. Swimming Canada will integrate the data derived from this tool in the development new selection policies for teams and funding starting in the spring of 2016.

GOLD MEDAL PROFILE

The framework for the Gold Medal Profile (GMP) has been developed. Within this framework, swimmers will be assessed against data from the best in the world in the following areas: Performances Benchmarks, Daily Training Environment, Athlete Development Process, and Performance Lifestyle. The principles of the GMP have been incorporated into the standardized Gap Analysis that has been used to evaluate all targeted swimmers in the fall of 2015.

STAFFING

Thanks in part to the support of Own the Podium, the High Performance department was able to add two key personnel this year. Full-time staff were added in the roles of Manager, Paramedical Services and Coordinator, High Performance Programs. These two new additions add another level of capacity and experience to the High Performance department.

SELECT COACHES

The Select Coaches Group is a targeted strategy aimed at providing a bespoke educational program for a small targeted group of our top up-and-coming coaches. In its inaugural year the 2014-2015 Select Coaches Group was made up of the following coaches: Matt Bell (AJAX), Martin Gingras (PCSC), Ben Keast (WDSC), Patrick Paradis (CHENA) and Mandi Smith (RDCSC). The 2015-2016 Select Coaches Group includes: Jason Allen (GO), Kevin Anderson (MSSAC), Mark Bottrill (HYACK), Don Burton (GMAC), Martin Gingras (PCSC) and Patrick Paradis (CHENA).

HIGH PERFORMANCE COACH PILOT PROJECT

Through the partnership with the Coaching Association of Canada and Own the Podium, Swimming Canada has developed a pilot project that will provide an individualized education and professional development plan to an exclusive group of developing High Performance Coaches in Canada. The following coaches from the Olympic Program were selected through an application and review process: Matt Bell (AJAX), Ryan Mallette (HPC-Victoria), and Tom Rushton (ITP-Montreal).

SELECTION TRIALS

The pool teams for the Pan American Games and the FINA World Championships were selected from the Team Canada Trials held at the new Toronto Pan Am Sports Centre in April. We continued to see great progress in the number of swimmers who achieved the FINA 'A' standard at Trials.

The open water team for the Pan American Games and the FINA World Championships was selected from the Canadian Open Water Trials held as part of the 2015 FINA World Cup Cancun in May.

PAN AMERICAN GAMES - TORONTO, CANADA

Racing on home soil, Team Canada put on quite a show for the raucous Canadian crowds. The team of 40 (36 pool, 4 open water) Canadian swimmers came away with 27 medals (8 gold, 10 silver, 9 bronze), four Canadian records and seven Pan American Games records.

CONTINUAL TEAM IMPROVEMENT WAS ALSO VERY GOOD AND CAN BE SUMMARIZED AS FOLLOWS:

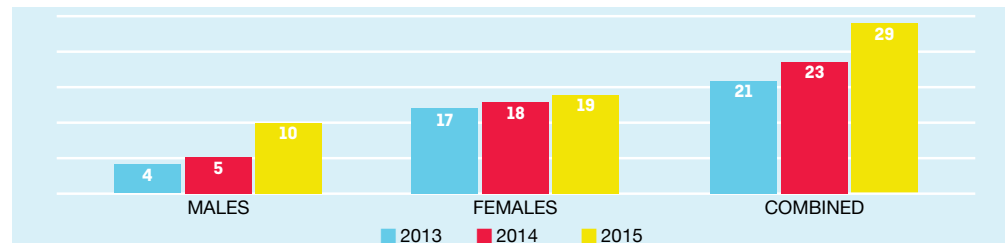
- 36 out of 40 swimmers had a Top 8 individual result (90%)
- 33 out of 40 swimmers won a medal (83%)
- 56% of performances faster than Trials
- 61% of team members improved in at least 1 event

THE HIGH LEVEL OVERVIEW OF THE TEAM'S PERFORMANCE IS AS FOLLOWS:

27 medals (8 gold, 10 silver and 9 bronze)

- Ryan Cochrane continues to lead the team by example, winning gold medals and setting Pan American Games records in both the 400 FS and 1500 FS
- Chantal Van Landeghem won gold in the 100 FS, setting a new Canadian and Pan American Games record.
- Audrey Lacroix matched her 2003 Pan Am Gold medal with a victory in the women's 200 FL.
- Kierra Smith and Martha McCabe finished 1st and 2nd in the women's 200 BR.

NUMBER OF SWIMMERS ACHIEVING FINA "A" AT TRIALS



- Hilary Caldwell and Dominique Bouchard finished 1st and 2nd in the women's 200 BK.
- Emily Overholt won gold in the 400 FS.
- The women's 4x100 F.R. won gold setting a new Canadian and Pan American Games record.
- In all 33 of the 36 pool swimmers returned with a medal (all 18 women from the pool team won a medal)
- The team finished 3rd on the gold medal table and 2nd on total medals.

50 'A' Final swims including 6 relays and 4 timed finals

Open Water had 4 Top-10 finishes and 3 in the Top 8

4 Canadian Records were established in Toronto

- Women's 100m FS – 53.83 Chantal Van Landeghem
- Men's 200m FL – 1:56.90 Zack Chetrat
- Women's 200m IM – 2:11.16 Sydney Pickrem
- Women's 4x100m F.R. – 3:36.80 S. Mainville, M. Williams, K. Savard, C. Van Landeghem

The team featured 20 females and 20 males (40 swimmers in total) and was supported by 20 staff members in Toronto (The High Performance Director, 8 coaches, 2 managers and 9 IST members of staff).

PAN AM GAMES RESULTS TABLE

GOLD		SILVER			BRONZE		
Chantal Van Landeghem	100 FR	Santo Condorelli		100 FR	Zack Chetrat		200 FL
Audrey Lacroix	200 FL	Santo Condorelli Karl Krug Evan Van Moerkerke Yuri Kisil Markus Thormeyer* Stefan Milosevic*		4x100 FR	Jeremy Bagshaw Alec Page Stefan Milosevic Ryan Cochrane Coleman Allen* Yuri Kisil*		4x200 FR
Sandrine Mainville Michelle Williams Katerine Savard Chantal Van Landeghem Alyson Ackman* Dominique Bouchard*	4x100 FR	Emily Overholt		200 FR	Katerine Savard		100 FL
		Martha McCabe		200 BR	Santo Condorelli		100 FL
		Richard Funk		200 BR	Erika Seltenreich-Hodgson* Tabitha Baumann* Brittany MacLean Katerine Savard Emily Overholt Alyson Ackman		4x200 FR
Kierra Smith	200 BR	Dominique Bouchard		200 BK	Rachel Nicol		100 BR
Hilary Caldwell	200 BK	Sydney Pickrem		400 IM	Richard Funk		100 BR
		Luke Reilly		400 IM	Russell Wood James Dergousoff* Richard Funk Coleman Allen* Santo Condorelli Yuri Kisil	BK BR BR FL FL FR	4x100 MR
Emily Overholt	400 FR	Noemie Thomas		100 FL	Sydney Pickrem		200 IM
Ryan Cochrane	400 FR	Dominique Bouchard Tera Van Beilen* Rachel Nicol Noemie Thomas Sandrine Mainville* Chantal Van Landeghem	BK BR BR FL FR	4x100 MR			
Ryan Cochrane	1500 FR						

*Indicating that the swimmer swam heat only

PAN AM GAMES CANADIAN MEDALS BY SPORT

SPORT	GOLD	SILVER	BRONZE	TOTAL
Swimming	8	10	9	27
Athletics	11	7	8	26
Cycling	11	4	5	20
Canoe/Kayak	5	5	4	14
Gymnastics	5	3	6	14
Rowing	8	1	2	11
Diving	2	5	2	9
Waterski & Wakeboard	4	5	0	9
Judo	1	5	2	8
Wrestling	3	3	2	8

FINA WORLD CHAMPIONSHIPS - KAZAN, RUSSIA

The Canadian team continued to progress, winning 4 medals along with 16 final swims at the 2015 FINA World Championships. The 16 finals was Canada's best total at a FINA World Championships (50m) since 1986.

THE HIGH LEVEL OVERVIEW OF THE TEAM'S PERFORMANCE IS AS FOLLOWS:

4 bronze medals won as follows:

- Ryan Cochrane in the 400 FS and 1500 FS. He becomes only the second swimmer all time to win medals in 4 consecutive world championships in the 1500 FS (Grant Hackett, AUS).
- Emily Overholt smashed the Canadian record in the 400 IM in a time of 4:32.52 (previous record was 4:35.84, T. Hunks, 2009)
- First ever 4x100 Mixed Freestyle Relay contested at a world championships.

Other notable result:

- Richard Weinberger qualified for nomination to the 2016 Rio Olympic Games by virtue of his Top 10 finish (8th) in the men's 10-km open water event.

16 pool finals (14 in Olympic events) which was tied for 6th most at the championships (Canada finished 9th in total finals in 2013).

11 Canadian Records were established at the world championships:

- Women's 200m IM – 2:10.94 Sydney Pickrem (Prelim)
- Women's 200m IM – 2:10.08 Sydney Pickrem (Semifinal)
- Men's 50m FL – 23.30 Santo Condorelli
- Women's 50m FS – 24.52 Chantal Van Landeghem (Semifinal)
- Women's 50m FS – 24.39 Chantal Van Landeghem (Final)
- Women's 400m IM – 4:32.52 Emily Overholt
- Women's 4x100 F.R. – 3:36.44 S. Mainville, M. Williams, C. Van Landeghem, K. Savard
- Mixed 4x100 F.R. – 3:27.75 Y. Kisil, K. Krug, S. Mainville, V. Poon
- Mixed 4x100 F.R. – 3:23.59 S. Condorelli, Y. Kisil, C. Van Landeghem, S. Mainville
- Mixed 4x100 M.R. – 3:49.60 R. Wood, R. Nicol, N. Thomas, K. Krug
- Mixed 4x100 M.R. – 3:46.23 R. Wood, R. Funk, K. Savard, S. Mainville

Four relays finished in the top 12 and therefore earned an Olympic qualification spot for Canada (W 4x100 F.R., W 4x200 F.R., W 4x100 M.R., M 4x100 F.R.)

55% of all swims faster than Trials

63% of swimmers improved in at least one event from Trials

The team featured 18 females and 10 males (28 swimmers in total) and was supported by 18 staff members in Kazan (The High Performance Director, 7 coaches, 2 managers and 8 IST)

FINA WORLD CHAMPIONSHIPS RESULTS TABLE

BRONZE	
Ryan Cochrane	400 FS
Ryan Cochrane	1500 FS
Emily Overholt	400 IM
Santo Condoirelli Karl Krug* Yuri Kisil Chantal Van Landeghem Victoria Poon* Sandrine Mainville	Mixed 4x100 FR

4TH	
Santo Condoirelli	100 FS

5TH	
Katerine Savard	100 FL
Sandrine Mainville Michelle Williams Victoria Poon* Chantal Van Landeghem Katerine Savard	4x100 FR
Chantal Van Landeghem	50 FS

6TH		
Sydney Pickrem		200 IM
Dominique Bouchard		200 BK
Dominique Bouchard Rachel Nicol Noemie Thomas* Katerine Savard Sandrine Mainville	BK BR FL FL FS	4x100 MR

7TH		
Hilary Caldwell		200 BK
Russell Wood Rachel Nicol* Richard Funk Katerine Savard Sandrine Mainville Karl Krug*	BK BR BR FL FS FS	Mixed 4x100 MR

8TH		
Kierra Smith		200 BR
Noemie Thomas		100 FL
Santo Condoirelli Yuri Kisil Karl Krug Evan Van Moerkerke		4x100 FR

* Indicating that the swimmer swam heat only

PRIORITIES FOR 2016

With 2016 being an Olympic year much of the focus will be on preparing for Rio 2016 with the goal of improving on our 2015 results.

2016 will also see Canada play host to the FINA World Swimming Championships (25m) in Windsor, Ont. Canada will be represented with a full team at this event.

Pool Trials for both events will be held once again at the Toronto Pan Am Sports Centre from April 5-10, 2016.

The final Open Water Olympic Qualifier will take place in Setubal, Portugal in July. Canada will be represented by 2 female swimmers.

Above and beyond the funding provided by Swimming Canada to our HPC/ITP network, additional funds will be distributed to targeted athletes to assist in their final preparations for Rio.

PARA-SWIMMING NATIONAL TEAM

Change has been one of the key points for the 2014-2015 season. The addition of staff and contractors to the delivery of programs, and refinement of the Para-swimming program has been integral in our shift in operations. The addition of a Senior Manager, High Performance, has resulted in a shift in workloads allowing for an increase in visitations by the National Coach, the National Performance Coach and the National Development Coach to have a direct impact on the Daily Training Environment. Since October of 2014 all carded athletes have had at least one visit from the coaching staff and the medal potential athletes have had three. Visitations have allowed for an increased level of work to be done with the home club coach on the GAP Analysis of the swimmers, and the plans to close the gap for improved performance. Additionally one of the targets was to develop Canada's representation in the sport classes S/SB/SM1-S/SB/SM5. As a result of the focused work in this area Canada saw athletes in these sport classes make significant improvements and medal at the 2015 Parapan American Games.

The medal targets that were set by Swimming Canada for the 2015 IPC Swimming World Championships and the 2015 Parapan American Games were done prior to some key medal performers' retirement or transition out of the Canadian system. The goal of 14 medals at the world championships could have been significantly impacted as 6 of those targeted medals were from two swimmers who are no longer in the system. The final results of the worlds saw a new crop of Canadian swimmers stand up and replace the medal positions. This addition of medals from 4 new athletes helped Canada to achieve 12 medals.

In 2016 the Paralympic stream will continue its focus on impacting the daily training environment and the improvement of training support at the club level. This will be done by strengthening our visitations program, but also by working with our provincial partners and clubs to better understand their needs and how we can better engage those groups with our delivery of High Performance.



KEY AREAS OF FOCUS OVER THE LAST YEAR

PARA-SWIMMING INTENSIVE TRAINING PROGRAM QUEBEC

Swimming Canada has worked closely with our partners at Own the Podium, the Canadian Paralympic Committee, Institut National du Sport du Quebec, Université de Montréal and Fédération de natation du Québec for the creation and opening of our first Para-swimming centre in Canada. Mike Thompson is now in place as the Head Coach and will be supporting the development of not only our NextGen athletes, who are Target 2020 podium performers, but also the support of our Rio podium athletes in Eastern Canada.

GAP ANALYSIS, STATISTICAL TRACKING AND TECHNOLOGY

The Para-swimming program has continued to refine the use of the GAP analysis tool that provides feedback and improvement areas for each of the tracked athletes. This tool has become the cornerstone of the visitations and is used to build the development plans for the athlete and home club coach as we try to close the gap on world performance. Improved tracking and analytics are also now being done by the Coordinator, High Performance Data Management. The visitation programs have also been enhanced by technology support for underwater video and Suunto watches that allow for feedback on training programs and stroke analysis. Thank you to our partners at Own the Podium, the Canadian Paralympic Committee and Institut National du Sport du Quebec.

STAFFING

Thanks in part to the support of Own the Podium and the Canadian Paralympic Committee, the Para-swimming High Performance department was able to add two key personnel this year. Full time staff has

been added in the roles of Senior Manager, High Performance Para-programs and Head Coach, Para-swimming Intensive Training Program Quebec. These two new additions bring another level of capacity and experience to the High Performance department.

CLASS DEVELOPMENT CAMP

Under the supervision of National Development Coach Janet Dunn and supported by the National Head Coach Craig McCord, a targeted development opportunity was created to assemble the top swimmers in sport classes S5 and under who had not been on the national team or carded. The camp, which required the participation of both the athlete and the coach, allowed the group to work on and develop the skills for these athletes to work towards the national team. From this camp significant improvements were made with Tammy Cunningham and Jonathan Dieleman, both of whom went on to medal at the Parapan Am Games. Cunningham went from not being ranked at the IPC level to now being ranked 4th in the world in the 200 free, 5th in the 100 free and 6th in the 50 free. Dieleman moved from unranked to a 7th place world ranking in the 50 breaststroke.

HIGH PERFORMANCE COACH PILOT PROJECT

Through the partnership with the Coaching Association of Canada and Own the Podium, Swimming Canada has developed a pilot project that will provide an individualized education and professional development plan to an exclusive group of developing High Performance coaches in Canada. Mike Thompson, Head Coach of the PSITPQ in Montreal, was selected through the screening process.

PARAPAN AMERICAN GAMES - TORONTO, CANADA

A home games is always an incredible opportunity to gain visibility in your country, but also to create a greater sense of pressure knowing that sport is being covered more closely than at any other time. The Canadian swimmers rose to the occasion and earned 91 medals out of the total Canadian tally of 161. With a total team size of 40, the group brought home 24 gold, 39 silver and 28 bronze, 1 world record, 5 Americas records, 24 Games records and 17 Canadian records.

MEDAL STANDINGS

RANK	COUNTRY	GOLD	SILVER	BRONZE	TOTAL
1	 Brazil	38	29	37	104
2	 Canada	24	39	28	91
3	 Mexico	19	20	18	57
4	 Colombia	13	6	6	25
5	 Argentina	9	7	9	25
6	 United States	7	11	14	32
7	 Cuba	3	3	0	6
8	 Venezuela	3	2	2	7
9	 Puerto Rico	0	0	1	1

THE HIGH LEVEL OVERVIEW OF THE TEAM'S PERFORMANCE IS AS FOLLOWS:

91 Medals (24 gold, 39 silver and 28 bronze) won as follows:

- Aurelie Rivard earned a record 7 medals of which 6 were gold and set 1 world record, 2 Americas Records and 6 Games Records.
- Tess Routliffe earned 4 gold medals
- Nicolas Turbide earned 3 gold medals
- The silver medal on the men's 34-pt 4x100 free relay broke the previous record set by the gold medal winning Canadian team from the 2000 Paralympics. The women's 4x100 F.R. won gold setting a new Canadian and Parapan American Games record.
- In all 34 of the 40 swimmers returned with a medal
- The team finished 2nd on the gold medal table and 2nd on total medals.

1 world record

- Women's 100m Freestyle S10 – 59.17 Aurelie Rivard

5 Americas records

- 400 free S10 Women Aurelie Rivard 4:33.40
- 100 Back S13 Men Nicolas Turbide 1 :01.64
- 50 Free S8 Men Zack McAllister 27.69
- 50 butterfly S4 Tammy Cunningham 57.84

24 Games records

17 Canadian records

The team featured 16 females and 24 males (40 swimmers in total) and was supported by 20 staff members in Toronto (The Senior Manager, High Performance Para-swimming Programs, 7 coaches, 2 managers, 9 IST and 2 other support staff).

PARAPAN AM GAMES - RESULTS TABLE

GOLD			
Nicolas-Guy Turbide	200 IM	Katarina Roxon	100 BR
Zack McAllister	50 FR	Justine Morrier	100 BR
James Leroux	100 BR	Aurelie Rivard	200 IM
Nicolas-Guy Turbide	100 BK	Tess Routliffe	100 BR
Morgan Bird	400 FR	Tess Routliffe	100 FR
Morgan Bird	50 FR	Devin Gotell	400 FR
Gordon Michie	100 BK	Sarah Mehain	50 FL
Aurelie Rivard	100 FL	Aurelie Rivard	100 BK
Aurelie Rivard	50 FR	Aurelie Rivard	100 FR
Tess Routliffe	50 FR	Nicolas-Guy Turbide	100 FL
Benoit Huot	400 FR	Tess Routliffe	100 BK
Aurelie Rivard	400 FR	Justine Morrier	200 IM

SILVER			
Kirstie Kasko	200 FR	Katarina Roxon	200 IM
Camille Berube	100 BK	Benoit Huot	200 IM
Maxime Rousselle	200 FR	Jean-Michel Lavalliere	100 FR
Devin Gotell	200 IM	Nicolas-Guy Turbide	400 FR
Zack McAllister	400 FR	Morgan Bird	100 FR
Isaac Bouckley	100 BR	Nathan Stein	4x100 FR 34pt
Devin Gotell	100 BK	Zack McAllister	
Aurelie Rivard	100 BR	Zach Zona	
Katarina Roxon	400 FR	Jean-Michel Lavalliere	
Nathan Stein	100 FL	Benoit Huot	100 BK
Jean-Michel Lavalliere	50 FR	Jean-Michel Lavalliere	50 FL
Tyler Mrak	100 BR	Zack McAllister	100 FR
Adam Rahier	100 BK	Nicolas-Guy Turbide	100 FR
Kirstie Kasko	100 BK	Benoit Huot	4x100 MR 34pt
Sarah Mehain	50 FR	James Leroux	
Katarina Roxon	50 FR	Jean-Michel Lavalliere	
Samantha Ryan	100 FL	Zack McAllister	
Jonathan Dieleman	50 BR	Adam Purdy	100 BK
Alexander Elliot	400 FR	Sarah Mehain	100 BK
Jean-Michel Lavalliere	200 IM	Gordon Michie	200 IM
Tess Routliffe	200 IM	Kirstie Kasko	200 IM
Sarah Mehain	100 FR	Tammy Cunningham	200 FR

BRONZE			
Tammy Cunningham	100 FR	Isaac Bouckley	400 FR
Gordon Michie	200 FR	Zach Zona	200 IM
Chris Sergeant-Tsonos	50 FR	Camille Berube	200 IM
Zach Zona	400 FR	Camille Berube	100 BR
Alexander Elliot	100 BR	Kirstie Kasko	100 BR
Tyler Mrak	100 BK	Alexander Elliot	200 IM
Sabrina Duchesne	400 FR	Gordon Michie	100 BR
Sarah Girard	100 BR	Tyler Mrak	400 FR
Adam Purdy	4x50 FR 20pts	Katarina Roxon	100 BK
Daniel Murphy		Nathan Clement	50 FL
Valerie Drapeau		Alexander Elliot	100 BK
Tammy Cunningham		Adam Purdy	50 FL
Alexander Elliot	100 FL	Nathan Stein	100 FR
Justine Morrier	100 BK	Katarina Roxon	100 FR
Nathan Stein	50 FR	Adam Rahier	200 IM
Zach Zona	100 FL		

IPC SWIMMING WORLD CHAMPIONSHIPS - GLASGOW, SCOTLAND

The Canadian team battled tough in a championships that saw significant movement from several countries including Russia and China. The Russians earned 13 more gold medals than two years earlier in Montreal. The Canadian medal targets were set at 14 back in 2013. At the event Canada earned 12 medals total with 2 gold, this despite the retirement of one athlete and the departure from the program of another. Combined they had been targeted for 6 medals.

THE HIGH-LEVEL OVERVIEW OF THE TEAM'S PERFORMANCE IS AS FOLLOWS:

2 Gold medals won as follows:

- Aurelie Rivard S10 50 Freestyle
- Aurelie Rivard S10 400 Freestyle

5 Silver medals won as follows:

- Aurelie Rivard SM10 200 IM
- Aurelie Rivard S10 100 Freestyle
- Benoit Huot SM10 200 IM
- Benoit Huot S10 400 Freestyle
- Tess Routliffe SM7 200 IM

5 Bronze medals won as follows:

- Nathan Stein S10 50 Freestyle
- Katarina Roxon SB8 100 Breaststroke
- Benoit Huot S10 100 Backstroke
- Sarah Mehain S7 50 Butterfly
- Nathan Stein S10 100 Freestyle

Other notable result:

- Canada earned 3 slot allocations for Rio based on the gold and silver medals. CPC has accepted the slots on behalf of Swimming Canada.
- 7 additional 4th-place finishes
- 24 Canadian records were established at the IPC Swimming World Championships.

NAME	CLASS	CLUB	EVENT	TIME	SESSION
Gordon Michie	S14	STJJ	100 BR	1:12.95	PRELIM
Aurelie Rivard	S10	CNHR	50 FR	28.03	PRELIM
Tess Routliffe	S7	DORADO	100 FR	1:14.50	FINAL
Aurelie Rivard	S10	CNHR	50 FR	27.87	FINAL
Tess Routliffe	SB7	DORADO	100 BR	1:38.05	PRELIM
Katarina Roxon	SB8	AASC	100 BR	1:21.97	FINAL
Adam Purdy	S6	LAC	50 FL	37.23	PRELIM
Nicolas-Guy Turbide	S13	CNQ	100 BK	1:02.31	FIANL
Zack McAllister	S8	LASC	100 FR	1:01.26	PRELIM
Jean-Michel Lavalliere	SM7	CNSJ	200 IM	2:48.19	PRELIM
Women 4x100 FR	34pt	CAN	4x100 FR	3:35.05	FINAL
Samantha Ryan	S10	GOLD	100 FL	1:11.40	PRELIM
Gordon Michie	SM14	STJJ	200 IM	2:19.46	PRELIM
Samantha Ryan	S10	GOLD	100 FL	1:11.24	FINAL
Gordon Michie	SM14	STJJ	200 IM	2:18.51	FINAL
Men 4x100 FR	34pt	CAN	4x100 FR	4:09.87	FINAL
Aurelie Rivard	S10	CNHR	100 FR	1:00.34	PRELIM
Men 4x100 MR	34pt	CAN	4x100 MR	4:33.31	PRELIM
Aurelie Rivard	S10	CNHR	100 FR	1:00.25	FINAL
Men 4x100 MR	34pt	CAN	4x100 MR	4:29.04	FINAL
Aurelie Rivard	S10	CNHR	400 FR	4:34.06	FINAL
Zack McAllister	S8	LASC	50 FR	28.26	FINAL
Gordon Michie	S14	STJJ	100 BK	1:05.08	PRELIM
Gordon Michie	S14	STJJ	100 BK	1:04.66	FINAL

IPC SWIMMING WORLD CHAMPIONSHIPS RESULTS TABLE

GOLD	
Aurelie Rivard	(S10) 50 FR
Aurelie Rivard	(S10) 100 FR

SILVER	
Benoit Huot	(SM10) 200 IM
Aurelie Rivard	(SM10) 200 IM
Tess Routliffe	(SM7) 200 IM
Aurelie Rivard	(S10) 100 FR
Benoit Huot	(S10) 400 FR

BRONZE	
Nathan Stein	(S10) 50 FR
Katarina Roxon	(SB8) 100 BR
Benoit Huot	(S10) 100 BK
Sarah Mehain	(S7) 50 BU
Nathan Stein	(S10) 100 FR

- 60% of swims were faster than Trials for men
- 83% of swims were faster than Trials for women
- 41 individual swims for women with 30 advancing to finals; 51 individual swims for men with 21 advancing to finals

PRIORITIES FOR 2016

The focus of the 2015-2016 season will be the preparation for and the performances at the Rio Paralympic Games.

Increase the number of club visitations.

Completion of the Gold Medal Profile and Podium Pathway documents.

The Trials for the 2016 Paralympic Games in Rio will be hosted with the Olympic Trials at the Toronto Pan Am Sports Centre April 5-10, 2016.

Swimming Canada will continue to work with our High Performance Centre partners to expand from or 1 ITP.

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.

OUR 2014-2015 SEASON PRIORITIES WERE:

1. International competitions and tours:

2015 Australia Age Championships Tour | April 9-23, 2015 | Sydney, AUS

- Tour goal: to expose our youngest identified talent to a national team experience, challenging acclimatization and high level racing
- The team comprised 10 swimmers, supported by 3 coaches, and a manager
- Medal count: 11 gold, 6 silver, 9 bronze

2015 Female Relay Tour (Pro Swim Series – Charlotte, NC) | May 10-18, 2015 | Charlotte, USA

- Tour goal: to assemble our top 8 female 100m & 200m freestylers for training, team building and racing
- The team comprised 8 swimmers, supported by 2 coaches, and a manager
- Swimmers were selected from the Female Relay Takeoff Camp
- Medal count: 2 gold, 4 bronze

2015 Male Relay Tour (Pro Swim Series – Charlotte, NC) | May 13-18, 2015 | Charlotte, USA

- Tour goal: to continue the momentum from our 2014 Relay Takeoff Camp initiative and assemble for team building and racing
- The team comprised 8 swimmers, supported by 2 coaches and a team manager
- Medal count: 1 gold

2015 Mare Nostrum Tour | June 2-15, 2015 | Canet, FRA, Barcelona, ESP, Monaco

- Tour goal: to expose our highest level NDTP targeted athletes to international LC racing in season

- The team comprised 4 swimmers, supported by 2 coaches, and a team manager
- Apprentice Coach opportunity: Rob Pettifer – Richmond Rapids
- Medal Count: 2 bronze

2015 FINA World Junior Championships Tour | August 13-September 1 | Singapore, SIN

- The team comprised 19 swimmers, supported by 1 team leader, 5 coaches, 2 team managers, 1 biomechanist, 1 race analyst, 2 massage therapists and an apprentice coach
- Staging was held in Singapore at the Singapore Sports School
- Medal count: 3 gold, 6 silver, 3 bronze
- Tour highlights:
 - Canada won a total of 12 medals, a significant improvement over the two medals won in 2013
 - 3 gold: Taylor Ruck 100 FR, 200 FR and the Mixed 4x100 F.R.
 - 4th on championship trophy points score
 - 4th on total medals table
 - 5th on gold medal table
 - 1 world junior record (Mixed 4x100 F.R.)
 - 4 championship records
 - 4 Canadian age records
 - 15 of 19 swimmers progressed from heats (i.e. had a top 8 finish in either individual events or relays)

2. Domestic Programs:

2014 Race Simulation Camp | October 19-25, 2014 | Toronto, ON

- Camp goal: to offer an in-season training camp focussing on racing, while maintaining a seasonal training load



- Team comprised 19 swimmers, supported by 6 coaches, and a team manager
- 1-week training experience in Toronto
- 9 of the attending swimmers made the 2015 FINA World Junior Championships team

2015 January Talent ID Tour | January 7-18, 2015 | Victoria, BC; Vancouver, BC; Toronto, ON; Austin, USA

- Camp goal: to have the swimmers experience the resources and training opportunities in our High Performance Centres, and to race in a senior LC international level competition without resting in season
- The team comprised 7 swimmers, and was supported by 2 coaches, 1 team manager and an apprentice coach
- 1 A final, 3 B finals

Female Relay Takeoff Camp | April 5-6, 2015 | Toronto, ON

- Camp goal: To identify and develop a group of female 100 and 200 freestylers capable of winning a medal in Rio 2016, and Tokyo 2020
- 35 swimmers were invited to attend this camp; 33 swimmers and 15 coaches attended the 2-day camp
- Target group: Female swimmer; 50-100-200 freestyle
- Result: A group of 8 swimmers were identified to attend a relay-based training and racing tour to the Pro Swim Series – Charlotte in May 2015

Open Water Development Camp | July 14-19, 2015 | Kelowna, BC

- Camp goal: to provide important information and experience in open water training and racing to swimmers with potential to represent Canada internationally in future competition
- 7 swimmers, supported by 1 team leader, 3 coaches and 1 team manager

NATIONAL DEVELOPMENT TEAM PROGRAM

- Target group: swimmers born between 1996-1999
- 3-day training camp followed by an open water racing opportunity

3. 2014 LC and 2015 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 Development Coach Ken McKinnon. These swimmers make up the base of the list used to determine championship meet and club visitations by our National Development Coach.

4. National Development Coach Visitation Program:

Championship meet visitations included: 2014 World SC Championships, 2015 Eastern & Western Canadian Opens, 2015 Team Canada Trials and 2015 Canadian Swimming Championships.

ID swimmer meetings: The targeted swimmer meetings initiative has been modified to focus on a smaller short list of athletes we feel have podium potential for the Tokyo 2020 Olympic Games. We have created an ‘A’ and a ‘Hopefuls’ list and are monitoring, evaluating, and providing resources to their coaches, communication with the swimmer, parents and coaches continually.

Select Coaches Group Workshop | December 15-17, 2014 | Victoria, BC

- 5 coaches were named to the first Select Coaches Group initiative after applications and interviews
- The 3-day workshop took place in Victoria and included round-table debriefs and GAP Analysis exercises on each coach’s best athlete’s best event
- The workshop also included session presentations by High Performance Centre Head Coach Randy Bennett; Swimming Canada IST Director Allan Wrigley; HPC Strength and Conditioning Coach Eugene Liang; and international medallist Ryan Cochrane
- This program will continue and expand in the 2015-2016 season





DOMESTIC OPERATIONS

CORE STRATEGIC INITIATIVES

1. Athlete pathways and strategies

Athlete development strategy/Long Term Athlete Development (LTAD)

- Domestic competition management
- National records and rankings oversight

2. Coaching development

- National Coaching Certification Program
- Professional development strategies

3. Masters Swimming pathways and strategies

4. Service to clubs / provincial sections

5. Entry recruitment and talent ID strategies

6. Officials development

2014-15 REVIEW

1. Athlete Development Pathways and Strategies

- Steering committee formed in consultation with Canadian Sport For Life (CS4L)
- Initial work assessing the current competitor and competition landscape; identifying key sport specific content sources for the Athlete Development Matrix project
- 'Steering Committee' Members: Istvan Balyi (CS4L consultant), Dr. Colin Higgs (CS4L consultant – ADM and Para sport expertise), Lance Cansdale (Head Coach Dalhousie / LTAD expert), Vince Mikuska (Swimming Canada Para-Swimming Performance Coach – former Swim BC Prov. Coach and club coach expertise), Michelle Killins (Swimming Canada Sr. Manager, Domestic Operations – Para-Swimming trained classifier), Ken Radford (Swimming Canada Director, Domestic Operations)

DOMESTIC OPERATIONS

- Domestic Competition Management
 - Competition inherently is the focus of developmental strategies. Assessing and operating Swimming Canada competition at the highest level of technical delivery is paramount to eliciting high-end results.
 - Key amendments to competition to continue to focus swimmer and coach performance were undertaken in the following areas:
 - Qualifying Standards for all meets underwent comprehensive biannual review
 - New standards were developed for Canadian Swimming Championships (CSC) to recognize shift in the purpose of 'Summer Nationals' – participant targets were met
 - New LCM standards were devised for East / West – participant targets were met
 - Comprehensive revision of female 15 – 18 standards for Canadian Age Group Championships were conducted; all other standards revised – participant targets were met
 - Trials standards were revised – participant targets were met
 - Speedo Eastern / Western Championships were re-purposed to reflect core focus on long-course swimming post Christmas break. The meets, previously SCM, were swum LCM and renamed to reflect the new strategic purpose: Speedo Eastern / Western Canadian Open
 - Bonus swims were reduced from 2 to a single bonus swim across all Swimming Canada meets (Para-swimming meets excluded) – intent is to remove 'early specialization' pitfalls for swimmers and entrench more achievement accountability into the national progression.



DOMESTIC COMPETITION STATISTICS

CANADIAN SWIMMING TRIALS | PROVINCIAL MEDALS TABLE

PROV	GOLD	SILVER	BRONZE	TOTAL
BC	11	14	7	32
AB	9	7	6	22
ON	6	8	11	25
UN-C	6	1	1	8
QC	1	3	7	11
MB	1	1	1	3

2015 CAN AM PARA-SWIMMING CHAMPIONSHIPS | TORONTO

PROV	# OF SWIMMERS ENTERED	GOLD
QC	20	18
BC	11	10
AB	9	7
ON	26	6
NL	2	2
MB	3	1
NS	2	1
SK	2	0
NB	1	0
PE	1	0
Total Meet Entries	209	
Total # of Countries	9	

CANADIAN SWIMMING CHAMPIONSHIPS | PROVINCIAL SCORING STATISTICS

PROV	TOTAL PTS	TOTAL CLUBS IN PROV	# OF CLUBS AT CSC	% OF T CLUBS AT CSC	# OF SCORING CLUBS	AVG PTS / SCORING CLUB	% OF TOTAL CLUBS SCORING
ON	2679.5	128	53	41.4%	27	99.3	21.1%
BC	1907	57	27	47.4%	16	119.2	28.1%
AB	1608	57	13	22.8%	9	178.7	15.8%
QC	1520	105	39	37.1%	17	89.4	16.2%
NS	264.5	15	5	33.3%	2	132.3	13.3%
MB	209	17	3	17.6%	2	104.5	11.8%
SK	54	13	4	30.8%	2	27	15.4%
NB	16	14	2	14.3%	1	16	7.1%
NL	4	11	2	18.2%	1	4	9.1%
PE	0	2	1	50%	0	0	0%

CANADIAN AGE GROUP CHAMPIONSHIPS STATISTICS | PROVINCIAL SCORING STATISTICS

PROV	TOTAL PTS	TOTAL CLUBS IN PROV	# OF CLUBS AT CAGC	% OF T CLUBS AT CAGC	# OF SCORING CLUBS	AVG PTS / SCORING CLUB	% OF TOTAL CLUBS SCORING
ON	10666	128	59	46.1%	48	222.3	37.5%
BC	6746	57	35	61.4%	26	259.5	45.6%
AB	5459.5	57	19	33.3%	16	341.2	28.1%
QC	4520	105	38	36.2%	24	188.3	22.9%
NS	630.5	15	3	20.0%	3	210.2	20%
SK	438	13	6	46.2%	2	219	15.4%
NB	444	14	3	21.4%	3	148	21.4%
MB	35	17	2	11.8%	1	35	5.9%
NL	14	11	5	45.5%	2	5.5	18.2%
PE	0	2	0	0%	0	0	0%

DOMESTIC OPERATIONS

2. Coaching Development

- NCCP now fully operational under Senior Manager, Domestic Operations, Michelle Killins' management
- NCCP operations and content review – contracted Istvan Balyi to review all content of Competition Introduction (101); Competition Introduction Advanced (201); Competition Development (301)
- Community Sport course developed; piloted – Learning Facilitators trained, course launched Sept 2015
 - Course Development Team: Chad Webb, Swim BC; Kevin Dennis, Swim Alberta; Jackie Cool, Alberta; Marta Belsh, New Brunswick (all CAC Coach Developers)
- Entered into formal relationship with Lifesaving Society of Canada to formally recognize “Lifesaving Swim Instructor” certification in NCCP “Instruction stream” – we now have Red Cross, I Can Swim and Lifesaving Instructor certification recognized in the NCCP Instruction stream.
- NCCP contexts restructured
 - Swimming 101 moved from Community Sport stream to Competition stream, becomes “Competition Introduction”
 - Swimming 201 moves from “Competition Introduction” to “Competition Introduction – Advanced”
- NCCP Competition Development (301)
 - Two courses (301 & 302) revised into a single course (301) – Note: this was able to be accomplished with the CAC formally launching the “Advanced Coaching Diploma (ACD)” – much of our 302 course content is now covered in the 2 year Canadian Sport Centre ACD program.
 - 301 Course revised / content ‘re-set’
 - New content piloted Aug 31 – Sept 3 in Victoria; 18 candidates from across Canada attending
 - 5 ‘CAC Coach Developers’ attended – development of ‘Evaluator’ capacity; ‘Learning Facilitator’ capacity for Canada

COURSE DELIVERY STATISTICS

PROV	COMMUNITY SPORT	COMPETITION INTRODUCTION (101)	COMPETITION INTRODUCTION ADVANCED (201)	COMPETITION DEVELOPMENT (301/302)
AB	76	121 (155)	13 (9)	
BC		117 (89)	0 (13)	
MB		21 (34)	0 (0)	
NB	15	15 (30)	0 (5)	
NL		7 (12)	0 (0)	
NS		11 (9)	4 (0)	
ON		212 (167)	42 (9)	
PE		7 (0)	0 (0)	
QC		88 (70)	19 (19)	5 (19)
SK		36 (29)	0 (0)	
NATIONAL				17 (7)
TOTALS	91	635 (595)	78 (55)	22 (26)

(2013-14 totals in parentheses) TOTAL NCCP PARTICIPANTS (ALL COURSES, ALL PROVINCES) = 826

3. Masters Swimming pathways and strategies

- Swimming Canada staff have met with Masters Swimming Canada leadership on several occasions – dialogue on governance, roles/responsibilities ongoing

DOMESTIC OPERATIONS

4. Service to clubs / provincial sections

- Swimming Canada has determined it will withdraw from the Club Excellence ‘collective’ after the 2015/16 fiscal year. After assessment and review, it was determined there were higher priorities and more directed efficiencies for club development to pursue. Organizational capacity to effectively deliver Club Excellence as it had evolved was also a key determinant.
- Service to Clubs and provincial sections continues to be ‘on demand’ and in consultation with inquiries as they come forward. Swimming Canada staff consult with PS staff in an effort to re-establish and support the PS’s role in club development

5. Entry recruitment and talent ID strategies

- Partnership with Red Cross and Lifesaving Society engages instructors in the NCCP continuum; allows clubs to employ pool staff as coaches and build bridges between ‘learn to swim’ talent and clubs
- National talent identification programs to be considered; elite development pathways emerging under HP department.

6. Officials development

- Officials, Rules and Competitions Committee: Bill Hogan (NL) – Chair; David Davidson (NS), Annette Gillis (AB), Louise Leblanc (QC) – expert appointees; Jim Fleury (MB), Rob Fillion (ON), Sheila Nelson (BC) – provincial appointees; Nicole Normandin – Open Water representative; Jocelyne McLean – Para-swimming representative
- Meets on a regular basis. Successfully establishing itself in a key officials governance and development role.
- Two positions added – Para-swimming representative and Open Water representative
- Led a successful inaugural Officials Symposium in Sept. 2014 – intended as an annual event to provide the national committee with support, direction and communication to the Provincial Officials Directors

OFFICIALS NUMBERS BY PROVINCE

PROV	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	TOTAL
BC	307	167	38	28	44	584
AB	5429	493	22	39	42	6025
SK	1447	143	9	3	19	1621
MB	733	36	4	5	7	790
ON	7536	789	252	84	141	8802
QC	5703	619	310	45	84	6761
NB	400	39	12	13	8	472
NS	400	60	36	14	18	528
PE	33	56	6	0	3	98
NL	222	39	9	5	7	282

FINA AND IPC SWIMMING LISTS

Senior Canadian Officials are nominated to FINA by the OCRC. FINA list officials serve for four years and are then nominated to officiate at international competitions. Senior Canadian Para-swimming officials can become certified IPC Swimming Technical Officials if they complete training and evaluation conducted by certified IPC officials. Once certified, their certification is valid for four years. For a complete list of current FINA and IPC Swimming officials, please consult <https://www.swimming.ca/content/uploads/2015/06/2014-2015-international-officials-lists-and-appointments.pdf>

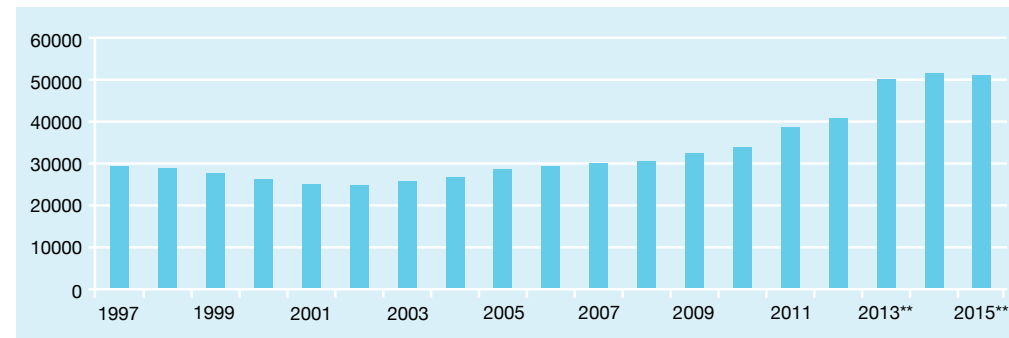
CANADIAN RECORDS

There were 65 national records broken in the 2014-15 season (29 male, 36 female), and 62 national Para-swimming records broken (39 male, 23 female). For complete lists, please consult <https://www.swimming.ca/content/uploads/2015/05/2014-2015-canadian-records.pdf>

MEMBERSHIP INFORMATION

REGISTERED AGE GROUP SWIMMERS 1997-2015

	BC	AB	SK	MB	ON	QC	NB	NS	NL	PE	UNCAN*	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
2014**	8102	8537	1752	1371	17727	9263	1046	1898	1433	339	7	51475	2.7
2015**	8143	8282	1771	1382	17538	9139	1078	1796	1367	345	12	50853	-1.2



MEMBERSHIP INFORMATION

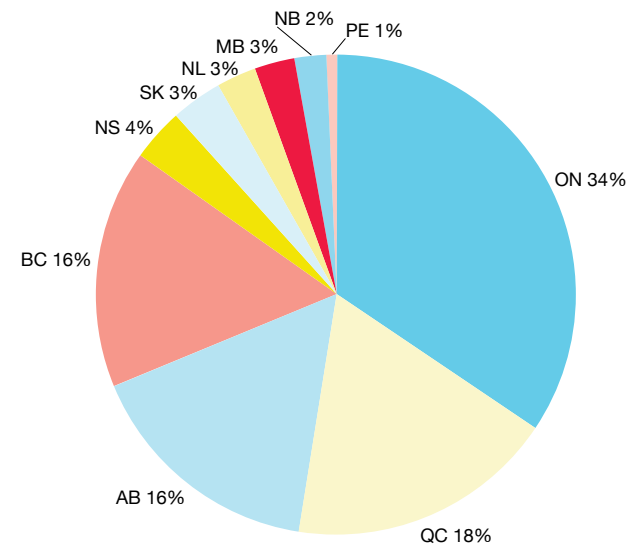
REGISTERED AGE GROUP SWIMMERS, AUGUST 31, 2015

REGISTRATIONS						PROGRAMS			
2014-15	SWIMMERS*	COMPETITIVE	UNIVERSITY & COLLEGE	NON-COMP	SUMMER	AGE GROUP CLUB	UNIVERSITY TEAMS	COLLEGE TEAMS	MASTERS CLUB
ON	17538	11835	447	5371		128	12		
QC	9139	7777	174 / 457	731		105	5	22	105
AB	8282	3709	94	1197	3302	57	3		38
BC	8143	3693	100	4387		57	3		
NS	1796	973	60	83	693	15	2		12
SK	1771	601	14	545	626	13	1		8
NL	1367	456	17	322	579	11	1		
MB	1382	1189	24	n/a	172	17	1		
NB	1078	1024	57	n/a		14	2		15
PE	345	222	11	112		2	1		2
UNCAN	12	12				1			
TOTAL	50853	31491	1455	12748	5372	420	31	22	180

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	1732	1025	283	284	3671	2608	144	329	111	70	10257
2014	1644	923	259	294	3452	3031	163	384	109	74	10333
2015~		901	220			2749	130	354	116		4470

REGISTERED AGE GROUP SWIMMERS



*Competitive Open-Varsity category registrations are reflected in University registrations. ~TBC by MSC

MARKETING | EVENTS | COMMUNICATIONS

A NEW SWIMMING CANADA BRAND

A major focus for 2014-15 was the development and design of [a new Swimming Canada brand](#). Designed by the firm Hulse-Durrell, the new brand is clean, elegant and instantly recognizable. The new brand has been embraced by our members, partners and stakeholders and is visible in all aspects of the organization.

In addition to the rebranding, we also undertook the [development of all new websites](#) at [swimming.ca](#), [natation.ca](#), [getswimming.ca](#) and [allonsnager.ca](#). With the help of our partners at Locomotive in Montreal, a two-year planning process became a reality. The result is more intuitive, user-friendly sites that look amazing on any device. We look forward to adding more exciting features and member services to the sites in the months ahead.

REVENUE GENERATION

- For the fifth year in a row Swimming Canada set a record for self-generated revenues and budget offsetting VIK sponsorships.
- Sponsorship revenues are up 450% in 5 years to \$684,000.
- A new multi-year partnership with the Dairy Farmers of Canada was signed.
- Our partnership with Chicken Farmers of Canada was renewed.
- Membership fees entered their second year of a 3-year rolling plan bringing budget stability to Swimming Canada and the Provincial Sections.
- Plans are underway to further diversify our revenue streams. This will continue to provide the organization with sustainable income

CANADA'S SWIM TEAM

- The Canada's Swim Team campaign continues to grow exponentially each year.
- 325,000 membership cards were distributed to Red Cross, Lifesaving Society, YMCA, ICANSwim and Swimming Canada lesson providers. (Up from 150,000.)
- YMCA Canada joined our coalition in 2015 adding another major national partner.





MARKETING | EVENTS | COMMUNICATIONS

- Corporate interest in Canada's Swim Team continues to grow and act as a catalyst to our revenue growth.

COMMUNICATIONS | MEDIA

- Sportsnet aired all 8 days of coverage of the FINA World Championships.
- CBC was heavily engaged in the coverage of our teams at both Pan Ams and Parapan Ams.
- Professional photo shoots were held with both national teams to increase the quality of our materials and better promote our athletes.
- Swimming Canada Facebook now has more than 46,000 likes.
- Swimming Canada Twitter has more than 9,900 followers.
- Swimming Canada launched Instagram and already has more than 3,400 followers.

SWIM-A-THON

- Swim-a-thon was run nationally for the second year.
- Further changes were made to our charitable receipt rules to ensure our compliance with CRA regulations.
- 2016 Swim-a-thon rules were distributed earlier than ever to ensure clubs can plan their fee structures accordingly.
- Additional Swimming Canada resources will be instituted in 2016 to encourage increased participation and awareness.

EVENTS

- Our Eastern and Western meets were changed from championship meets to in-season long course preparatory meets with plans to continue this format.
- Our Trials meet continues to evolve into the premier showcase for our sport domestically.
- Our events from fall 2016 to summer 2018 will be going to bid this fall.

CHIEF FINANCIAL OFFICER EXECUTIVE REVIEW

In 2014-2015 Swimming Canada was able to increase total revenues (excluding event revenue) by 12.4 per cent over the 2013-2014 fiscal year. This revenue increase can be attributed to an increase in revenues from Sport Canada, Membership and Sponsorship Revenue.

The loss from events held by Swimming Canada was \$96,571 in 2014-2015, which mostly can be attributed to a \$50,000.00 write-off of the remaining uncollectable grant for hosting the Olympic Trials.

Administrative expenses increased by 28 per cent in 2014-2015 over the previous fiscal year and Technical and Education expenses increased by 4.4 per cent in 2014-2015 over the previous year.

The current year surplus for 2014-2015 is \$296,325.00, which includes a one time payment from the Aquatic Foundation of Canada of \$235,000.00.

Swimming Canada continues to actively seek other sources of revenue through sponsorship and fundraising to enhance operations and support new initiatives.



STATEMENT OF FINANCIAL POSITION

March 31, 2015, with comparative figures for 2014

	2015	2014
ASSETS		
Cash	\$ 1,198,416	\$ 134,926
Amounts receivable	1,581,226	1,455,988
Prepaid expenses and travel advances	289,087	416,524
Inventory	12,486	11,586
	3,081,215	2,019,024
TRUST FUND ASSETS		
Swimmer Reserve Fund	12,676	4,880
Victor Davis Memorial Fund	102,275	108,305
Dr. Jeno Tihanyi Memorial Fund	699	3,699
	115,650	116,884
	\$ 3,196,865	\$ 2,135,908
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	\$ 320,827	\$ 273,346
Deferred revenue	798,914	80,529
	1,119,741	353,875
TRUST FUND LIABILITIES		
Swimmer Reserve Fund	12,676	4,880
Victor Davis Memorial Fund	102,275	108,305
Dr. Jeno Tihanyi Memorial Fund	699	3,699
	115,650	116,884
NET ASSETS		
Internally restricted	235,000	-
Unrestricted	1,726,474	1,665,149
	1,961,474	1,665,149
	\$ 3,196,865	\$ 2,135,908

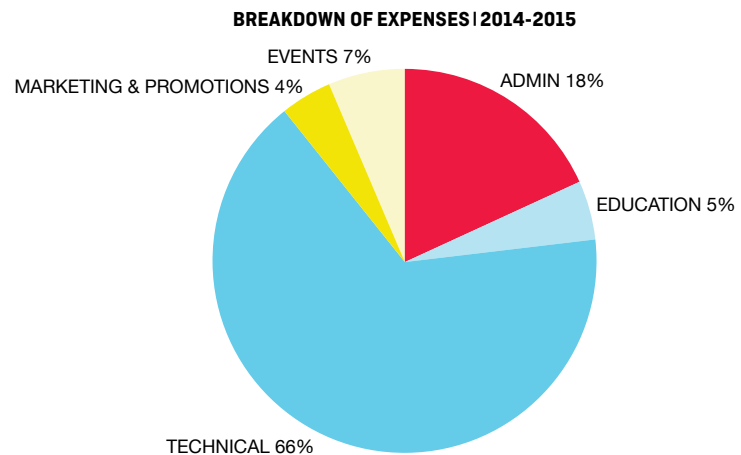
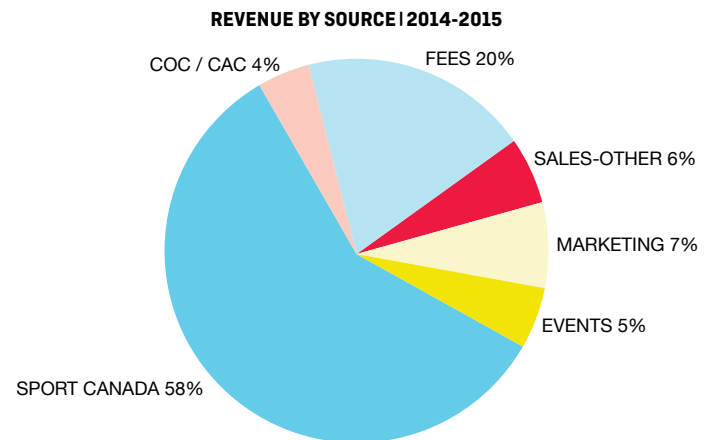
 Director

 Director

STATEMENT OF OPERATIONS

Year ended March 31, 2015, with comparative figures for 2014

	RESTRICTED	UNRESTRICTED	2015 TOTAL	2014 TOTAL
REVENUE				
Sport Canada	\$ 5,620,000	\$ -	\$ 5,620,000	\$ 5,068,000
Canadian Olympic Committee	379,000	-	379,000	480,000
National Sport Centres	175,000	-	175,000	95,000
Coaching Association	12,611	-	12,611	36,000
Membership Fees	-	1,903,287	1,903,287	1,815,716
Sponsorships	-	684,355	684,355	474,790
Events	-	507,901	507,901	339,471
Interest and other	-	324,973	324,973	112,154
Canadian Swim Coaches & Teachers Association	-	25,000	25,000	50,000
Sale of products	-	29,318	29,318	11,689
	6,186,611	3,474,834	9,661,445	8,482,820
EXPENSES				
Administration :				
National Office	380,000	9,923	389,923	422,631
Payroll & benefits	180,000	353,170	533,170	341,554
Planning & management	15,000	138,276	153,276	101,847
Promotions & communications	200,000	274,361	474,361	352,079
Association	-	149,090	149,090	109,935
Technical	5,242,000	946,033	6,188,033	5,915,244
Education	169,611	295,565	465,176	454,426
Events	-	604,472	604,472	345,543
Marketing	-	393,797	393,797	135,984
Cost of products sold	-	13,822	13,822	10,003
	6,186,611	3,178,509	9,365,120	8,189,246
Excess of revenue over expenses	\$ -	\$ 296,325	\$ 296,325	\$ 293,574



THANK YOU TO OUR PARTNERS



RBC Insurance





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