

CANADA 
ARTISTIC
SWIMMING

ANNUAL 23
REPORT 24



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MESSAGE FROM THE PRESIDENT AND CEO

In 2024, Canada Artistic Swimming marks a significant milestone—100 years of artistic swimming in Canada. This momentous year also celebrates 40 years since artistic swimming was first included in the Olympic Games and coincides with the arrival of the Paris 2024 Games. Our new five-year strategic plan, unveiled this year, aims to position Canada as a top-five ranked nation in the world, defining the core elements of a uniquely Canadian style of winning.

Developed through extensive community engagement and insights from over 1,000 members, the plan sets a clear path for the future. The 2023-2024 fiscal year captures both the legacy of decades of Canadian success and the renewed excitement of competing on the world's biggest stage.

Strategic Plan 2024-2028: Empowering the Canadian Style of Winning

In January 2024, Canada Artistic Swimming (CAS) launched its new five-year strategic plan, outlining the path to achieve a safe, welcoming sport domestically and a top-five international ranking. This ambitious roadmap focuses on a culture of excellence driven by three pillars: "Living Our Gold Medal Profile," "Leading by Example," and "Strengthening Organizational Excellence."

Living Our Gold Medal Profile emphasizes thriving at all levels by nurturing talent and fostering a winning mindset. This pillar focuses on athlete development, performance excellence, and the overall health and wellness of our high-performance athletes, ensuring a balanced approach to sport.

Leading by Example commits CAS to being a role model in the sport world by prioritizing a safe, inclusive, and positive environment. By investing in training and education, we aim to elevate the skills of our coaches, officials, and administrators, setting a global benchmark in sport leadership.

Strengthening Organizational Excellence focuses on world-class business execution, sustainability, and brand strength. We will enhance our operations, attract new participants, and set industry standards in governance, making CAS the organization of choice for athletes, partners, and fans alike.

Building momentum towards Paris 2024

The 2023-2024 fiscal year was marked by a busy and intense competition season as Team Canada prepared for the Paris 2024 Olympics. After a strong showing in the 2023 World Cup series, Team Canada competed at the World Championships in Fukuoka, Japan, in July, followed by the Pan American Games in Santiago, Chile, in November. Despite missing Olympic qualification at Pan Ams with a 5th place finish in the duet and 3rd in the team events, the team remained focused on their goal.

The final opportunity to secure Olympic spots came at the 2024 World Championships in Doha, Qatar, in February. With the inspiring return of Jacqueline Simoneau, Canada qualified in the duet category, finishing 7th in the technical and 5th in the duet free routine. Jacqueline Simoneau shone individually, winning silver in the solo technical and becoming World Champion in the solo free event—the first Canadian to do so in 33 years.

The team delivered strong performances, securing 6th in the technical routine, 7th in the free routine, and 4th in the acrobatic events, earning a coveted team spot for the Paris Games.

At the Paris 2024 Olympics, Team Canada showcased their growth and resilience, finishing 9th in the duet and 6th globally in the team events. Their confident performances reaffirmed Canada's standing on the world stage and set the foundation for future success.

National Competitions

The 2023-2024 fiscal year featured a schedule of domestic competitions, including the National Championships and Masters in Calgary in May 2023, and the Qualifier and CUASL Championships in Winnipeg in March 2024. Unlike previous years, this fiscal year did not see Canada hosting international competitions, as the World Cups previously held in Markham occurred outside of the reporting period, with the event returning to Markham in May 2024.

The absence of international events in the fiscal year significantly impacted revenue, with a notable decline in entry fees and associated sport development costs compared to years when Canada hosted multiple high-profile competitions.

Community Sport Funding to Increase Participation and Inclusivity in Artistic Swimming

In the 2023-2024 fiscal year, Canada Artistic Swimming secured community sport grants to boost participation among traditionally underrepresented groups. Through collaboration with provinces, clubs nationwide delivered free AquaGO! introductory programs, creating accessible opportunities for BIPOC, newcomer, and all-gender communities to experience artistic swimming.

Additionally, Canada Artistic Swimming launched initiatives to foster a more inclusive and welcoming environment within the sport, including e-training modules, monitoring tools, and public sport demonstrations. These targeted efforts are helping to break down barriers, making artistic swimming accessible to all and driving increased interest and participation across Canada.

AS WE LOOK AHEAD...

As we move into the 2024-2025 season, Canada Artistic Swimming will focus on monitoring our progress towards the key milestones and objectives outlined in the new strategic plan, marking the start of the next Olympic quadrennial. Celebrating 100 years of artistic swimming in Canada, we are committed to fostering the continued growth, health, and success of our sport at every level. Together, we will build on our legacy and drive the sport forward into its next century.

Respectfully submitted,



Florence Klein
President



Steve Wallace
CEO

2024-2028 STRATEGIC PLAN

EMPOWERING THE CANADIAN STYLE OF WINNING

DEVELOPING, THRIVING, WINNING: LIVING OUR GOLD MEDAL PROFILE

- Our plan focuses on nurturing a thriving sport at all levels, cultivating a winning team culture, and empowering holistic athlete development.

LEADING BY EXAMPLE

- We are committed to promoting a positive and safe sport experience, championing diversity, equity, and inclusion, and maintaining our global leadership in training and education.

STRENGTHENING ORGANIZATIONAL EXCELLENCE

- Our aim is to elevate our status as the organization of choice, drive brand growth, and sustain industry-leading governance excellence.

WHAT WE DO IS WHO WE ARE

OUR VISION

To be a world-leading nation in Artistic Swimming and to inspire and support all participants to realize their dreams in artistic swimming.

OUR MISSION

To achieve excellence in all aspects of Artistic Swimming in Canada.

CORE VALUES

PEOPLE

We encourage diversity in backgrounds, gender, ethnicity, age, and ability.

EXCELLENCE

We achieve excellence and innovation in everything we do.

TEAMWORK/COLLABORATION

We believe in the power of our team, people, and organizations.

ETHICS/RESPECT/SAFETY

We build trust and expect behaviour of the highest ethical standard, demonstrating accountability, integrity, respect, and safety for all people in the sport.

2023-2024 BY THE NUMBERS

2023-2024 CANADA ARTISTIC SWIMMING REGISTRANTS

Registered Artistic Swimmers	6,426
AquaGO! Participants	1,010
Canadian University Artistic Swimming League	255
Clubs & Schools	126
Officials	292
Coaches	810
Canada Artistic Swimming Members	10,775

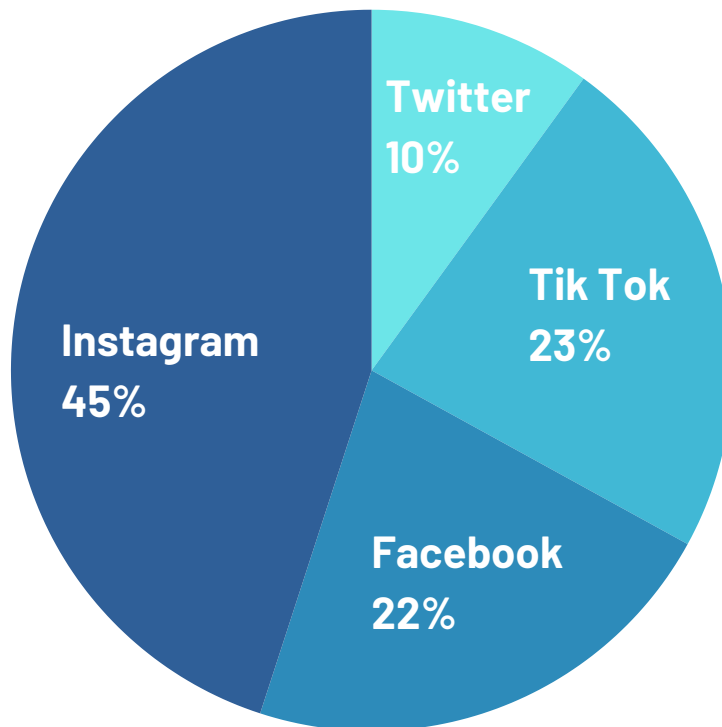


SOCIAL MEDIA

Canada Artistic Swimming continues to create engaging content and reach millions of fans.

SOCIAL MEDIA STATISTICS	2021	2022	2023	2024
Total Fans/Followers	18,034	25,088	34,228	44,098
Total Reach	890,000	5.5 million	6.4 million	7.8 million
Total Engagement	80,200	327,100	406,300	502,220

AUDIENCE BREAKDOWN





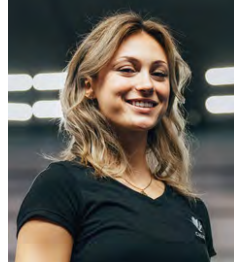
2024 SR NATIONAL TEAM



JEANNE BOILARD



SYDNEY CARROLL



LÉONIE CORBEIL



SCARLETT FINN



MYA FORTIN



GEORGIA HOCK



LAURIANNE IMBEAU



AUDREY LAMOTHE



EMMA MCILWAIN



JONNIE NEWMAN



XIMENA ORTIZ



RAPHAËLLE PLANTE



KENZIE PRIDDELL



KIARA QUIET



ALICIA REHEL



CLAIRE SCHEFFEL



JACQUELINE SIMONEAU



KIANA SWEET



FLORENCE TREMBLAY



OLENA VERBINSKA

2024 SR TEAM COACHES

KERRI MORGAN
CHIEF SPORT OFFICER

ANNA VOLOSHYNA
HEAD COACH

KASIA KULESZA
NEXT GEN HEAD COACH

YELYZAVETA (LYZA) YAKHNO
ASSISTANT COACH

CLAIRE CALSINA
TEAM MANAGER

2024 SENIOR NATIONAL TEAM PROGRAM

COMPETITIONS

- | | | |
|---------------------------------------|-------------|-------------------|
| • Pan American Games | Nov 2023 | Santiago, Chile |
| • World Aquatics World Championships | Feb 2024 | Doha, Qatar |
| • World Aquatics World Cup | May 2024 | Paris, France |
| • World Aquatics World Cup | June 2024 | Markham, Canada |
| • World Aquatics World Cup Superfinal | July 2024 | Budapest, Hungary |
| • Olympic Games | August 2024 | Paris, France |

2024 JUNIOR NATIONAL TEAM PROGRAM

- Selection in Phases throughout 2024 Season
- Training Camps in Summer 2024
- World Aquatics Artistic Swimming Junior Championships in Lima Peru, Aug/Sept 2024



JUNIOR NATIONAL TEAM

BERGERON, CATHERINE

Quebec Excellence Synchro

BERNIER, LILY

Montreal Synchro

BOILARD, JEANNE

National Training Centre / Quebec Excellence Synchro

ESCOBAR, ANDREA

Montreal Synchro

FORTIN, MYA

National Training Centre / Montreal Synchro

HOCK, GEORGIA

National Training Centre / Calgary Killarney

LAMOTHE, AUDREY

National Training Centre / Montreal Synchro

MCILWAIN, EMMA

National Training Centre / Calgary Killarney

ORTIZ, XIMENA

National Training Centre / Montreal Synchro

PELLETIER, CORALIE

Montreal Synchro

RADOM, SIMONE

Calgary Aquabelles

VERBINSKA, OLENA

National Training Centre / REMIX Artistic Swimming

CHERNOFF, AURORA (ALTERNATE)

Calgary Killarney Artistic Swimming

JEAN, ROSALIE (ALTERNATE)

Quebec Excellence Synchro

DORÉ, KARINE – HEAD COACH

Montreal Synchro

HOU, YINGLI – ASSISTANT COACH

Waterloo Region Artistic Swimming

KULESZA, KASIA – NEXT GEN COACH

National Training Centre

BLANCHET, MARIE-RENÉE – TEAM MANAGER

Quebec Excellence Synchro



ADMINISTRATION

BOARD OF DIRECTORS			
President	FLORENCE KLEIN	Director At Large	JASON HERBERT
Vice-President	LINDSAY DUNCAN	Director At Large	GREG MCILWAIN
Athlete Representative	MARIE-LOU MORIN	Director At Large	JESSICA RUTLEDGE
Director At Large	SARA HART	Director At Large	DAWN WILSON
Athlete Council Chair	CATHERINE BARRETT		

CANADA ARTISTIC SWIMMING STAFF	
STEVE WALLACE CHIEF EXECUTIVE OFFICER	CLAIRE CALSINA TEAM & EVENTS MANAGER
STÉPHANE CÔTÉ CHIEF OFFICER - BUSINESS DEVELOPMENT	MEGAN PEREIRA EXECUTIVE COORDINATOR
KERRI MORGAN CHIEF SPORT OFFICER	JUNE STERLING FINANCE & ADMINISTRATION MANAGER
KARA HEALD SENIOR MANAGER SPORT DEVELOPMENT	KASIA KULESZA NEXT GEN TEAM COACH
ANNA VOLOSHYNA HEAD COACH	YELYZAVETA (LYZA) YAKHNO SENIOR NATIONAL TEAM ASSISTANT COACH

EVENTS HIGHLIGHTS

Team Canada stood on the podium on many occasions throughout the season demonstrating the strength, resilience and power of the Canadian athletes and coaches. Podium finishes include:

- **Jacqueline Simoneau:** World Champion and Silver medal in solo free & technical at World Championships Doha, QT, Solo gold medal at Markham World Cup
- **Audrey Lamothe and Jacqueline Simoneau:** Overall 1st place leader in duet at World Cup Super Final, 2nd place overall in duet at Markham World Cup, 3rd place overall in duet at France World Cup
- **Team Canada:** 1st place overall team at France World Cup, 1st place overall team at Markham World Cup, 1st place overall team at World Cup Super Final

2024 CALENDAR

WORLD AQUATICS WORLD CHAMPIONSHIPS	Feb. 2024	Doha, QAT
CANADIAN QUALIFIER	March 12-16	Winnipeg, MB
CUASL NATIONAL CHAMPIONSHIPS	March 15-17	Winnipeg, MB
CANADIAN CHAMPIONSHIPS	May 6-11	Montreal, QC
CANADIAN MASTERS CHAMPIONSHIPS	May 10-12	Montreal, QC
WORLD AQUATICS ARTISTIC SWIMMING WORLD CUP	May 31 - June 2	Markham, ON
SUMMER OLYMPIC GAMES	Aug. 5-10	Paris, FRA
PANAM AQUATICS AGE GROUP CHAMPIONSHIPS	Aug. 20-23	Lima, PERU
WORLD AQUATICS WORLD YOUTH CHAMPIONSHIPS	Aug. 28-Sept. 1	Lima, PERU
CANADA ARTISTIC SWIMMING ANNUAL MEETING	Sept. 21	Montreal, QC

UPCOMING SEASON SCHEDULE

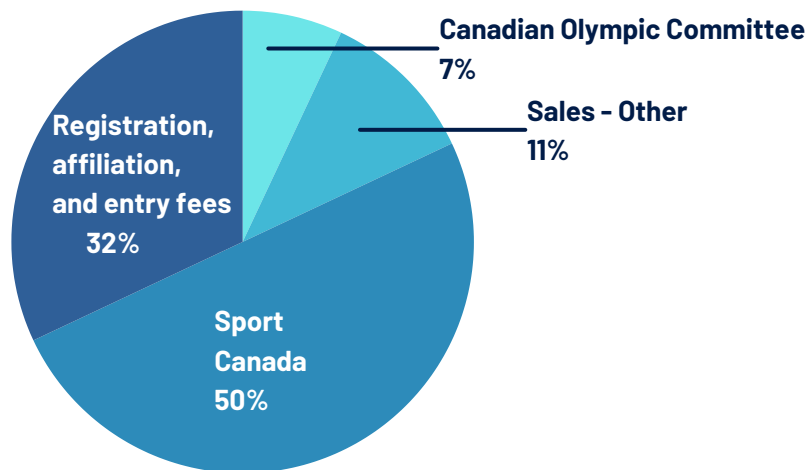
2025 CALENDAR

CANADIAN QUALIFIER	March 17-22	Victoria, BC
CUASL NATIONAL CHAMPIONSHIPS	March 21-23	Victoria, BC
WORLD AQUATICS WORLD CUP	May 2024	TBD
CANADIAN CHAMPIONSHIPS	May 6-10	Markham, ON
CANADIAN MASTERS CHAMPIONSHIPS	May 9-11	Markham, ON
CANADA GAMES	Aug. 8-25	St. John's, NL
PANAM AQUATICS AGE GROUP CHAMPIONSHIPS	TBC	TBC
WORLD AQUATICS WORLD YOUTH CHAMPIONSHIPS	TBC	TBC
CANADA ARTISTIC SWIMMING ANNUAL MEETING	September 13	TBC

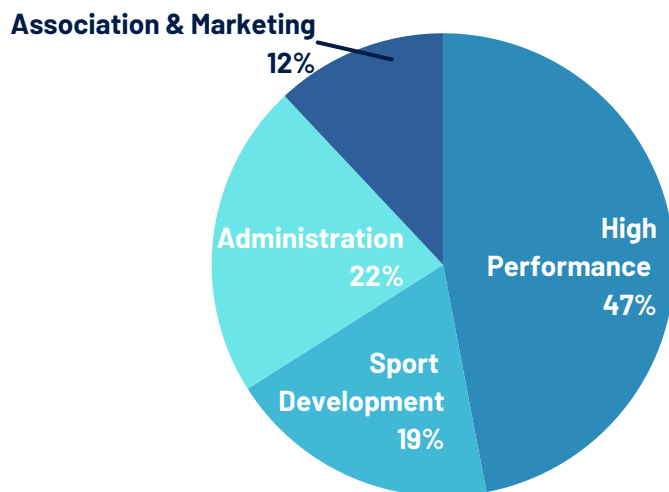


FINANCIALS

Revenue by Source | 2023-2024



Breakdown of expenses | 2023-2024



ACKNOWLEDGEMENT

Canada Artistic Swimming is proud to recognize our partners who support us throughout the year. We are continually looking to grow our partnerships through sponsorships of our domestic events as well as the many programs Canada Artistic Swimming supports and is developing.

MAJOR PARTNER

Canada 

PROGRAM PARTNERS



THANK YOU

FOR YOUR CONTINUED SUPPORT

CANADA
ARTISTIC
SWIMMING