

CANADA
ARTISTIC
SWIMMING

ANNUAL REPORT 2021-2022



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MESSAGE FROM THE PRESIDENT AND CEO

Sport in Canada continues to evolve rapidly to keep up with changing social expectations. In support of our goal to lead among National Sport Organizations, Canada Artistic Swimming continues to progress in addressing aspects of culture change in the sport.

Still recovering from the disruptions caused by the pandemic in 2021-2022, CAS turned its collective attention to creating safe and welcoming sport environments at all levels in our sport and to the consolidation and promotion of our entry-level program **AquaGO!** as a means to demonstrate commitment to more inclusivity in recruiting and serving our athlete base.

The work initiated by CAS in 2016 to bring more focus on culture in the sport which was furthered through the 2018 re-brand and other subsequent initiatives, including the organization's new directions in safe sport, was accelerated through several key initiatives under the **"Rise Up"** project banner and are now being completed or nearly completed.

Alias "Make a Report" Online Complaint/Feedback Mechanism

Forming a new partnership with Montreal-based company Alias to streamline and standardize the **"Make a Report"** process across the country – applicable for all clubs and PTSO partners - was formally launched in early 2022.

National Team Culture Audit

A high-performance culture project undertaken in 2021 with the support of our **Own The Podium** partners, starting with the senior national team, to better define the objectives of person-centred and performance-centred excellence within the national team program was repeated in 2022 with the support of external experts.

Results of this work have begun to inform decisions made around all national team programming. Similar feedback mechanisms are now also in use for Junior and Youth athletes.

National Development and Audition Camps

In September and October of 2021, CAS held 4 weekend long fall national training camps focused on youth athlete development and audition for junior national team programming and the senior national team selection process.

These camps also allowed CAS to bring the messaging around welcoming and supportive environments to participants across the country. Satisfaction surveys cited that 98% of athletes felt they were treated with respect at camp and 98% of athletes felt they were provided with a safe space to participate.

Safe and Welcoming Sport Policy Suite

The CAS Safe and Welcoming Sport Policy suite continues to be considered best in class (modified as necessary to meet provincial legislative requirements) and is now required to be used by PTSO Members and their clubs. The policies will be revised one further time to adopt the requirements of the Office of the Integrity Commissioner (OSIC) and the new centralized safe sport reporting mechanism of the Sport Dispute Resolution Centre of Canada, specifically referencing and formally adopting the Universal Code of Conduct for the Prevention of Maltreatment in Sport.

Belonging Metric (INclusion Index) Participant Survey

The INclusion Index, an online assessment tool that gives sport organizations information about participants' experiences within the sport, was launched in early June. This survey tool measures the levels of inclusion, access and belonging that individuals perceive to be associated with the sport.

The tool assesses how accessible and welcoming artistic swimming is in general, as well as specifically with regard to equity-deserving groups. The tool also provides information about common obstacles and barriers to participating in the sport. The analysis of this work gives organizations an understanding of the experience of individuals within the organization and supports them in developing intentional and meaningful approaches and actions to move diversity, inclusion, and belongingness forward within their sport. This edition was sent by CAS to approximately 8 900 registrants.

By the end of July when the survey closed, we had a great response rate. Results are being presented to key staff and board members in mid-September.

e-Learning Module

As part of the **"Rise Up"** initiative to provide easily accessible training/education to all stakeholder groups in our organization, the final pieces of an **e-learning module** are being created.

This module is a shared initiative among aquatic sport NSOs in Canada. After completing this module, learners will:

- be introduced to the concepts behind Inclusion and Diversity and how that can improve participants' overall sport experience.
- demonstrate communication skills that support intercultural communication, including effective listening skills.
- understand what steps need to be taken to foster diversity and inclusion within aquatic sports.

re-Root Coach Education

Coach training sessions provided by **re-Root** have been provided to almost 20 national team and provincial coaches from across the country this season, commencing in September 2021.

This program teaches coaches how to offer a clear and consistent structure to their athletes, while supporting their autonomy and maintaining a warm interpersonal relationship. The program highlights the importance of structure and teaches coaches how to provide it. For example, coaches **learn how to communicate clear and high expectations, give constructive and efficient feedback, support athletes in taking their responsibilities and use problem-solving for recurrent problems**. More importantly, they learn to intervene in an empathic and informational (rather than evaluative) way and to encourage proactivity. **The training program includes 6 modules of 2.5 hours each**. Emphasis is placed on the practice of specific skills to ensure that participants can apply the theoretical concepts into their everyday life at work. The tools presented come from scientific studies that have demonstrated their applicability in the business, sport and home environments. Four sessions remain to be completed this season.

New FINA Scoring System

Perhaps the most significant impact on the culture of the sport will be realized when the **new FINA scoring system** is released. The impetus and much of the development work for this major undertaking came from Canada and has been championed at the FINA Technical Committee level by Lisa Schott, TAS Committee Chair. The system will be adopted at the **FINA Technical Congress on October 3**. Implementation will follow worldwide. Patterned after other Olympic sport disciplines, figure skating in particular, the new system quantifies difficulty according to defined mathematical values assigned to each element performed and will remove a large portion of the subjectivity of the current judging methodology.

Training has begun and a full implementation plan in Canada will be released as soon as possible following the FINA Congress.

Some Other Notable Accomplishments in 2021-2022:

- CAS partnered with USA Artistic Swimming to execute the largest virtual FINA World Series event – with sixteen nations and 80 entries taking part from their home pools around the world.
- Team Canada captured the overall senior FINA World Series Champions title in both the team and solo competition components of the FINA AS World Series this year for the second time since 2019.
- Adoption of a national online injury tracker launched in September 2021 to enable athletes across the country to report their injuries confidentially – allowing important safety mechanisms and training programs to be developed over time with the aggregate data collected.
- Developed and delivered a Marketing Tool kit for the AquaGO! program to allow clubs and provinces to take advantage of standardized, consistently branded marketing tools to advertise their AquaGO! programs.



WHAT WE DO IS WHO WE ARE

Canada Artistic Swimming continues to work with the 2016-2024 Strategic plan, including furthering several strategic paths not contemplated in 2016 when the plan was developed. CAS will embark on a new strategic planning process in 2023 but the Board determined it was important to update the current plan to reflect its focus on diversity and inclusion, and to specifically state our safe and welcoming sport objectives.

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. (revised)

OUR MISSION

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

CORE VALUES

- **People** - Make artistic swimming diverse and inclusive for all. (revised)
- **Excellence** - Motivated by excellence and innovation in everything we do.
- **Teamwork/Collaboration** - Believing in the power of our team, people and organizations.
- **Ethics/Respect/Safety** - Expecting behaviour of the highest ethical standard, demonstrating accountability, integrity, respect and safety for all people in the sport. (revised)

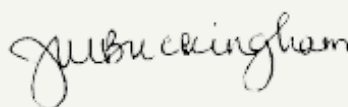
AS WE LOOK AHEAD...

As we look ahead to the 2022-2023 season, the world of sport in Canada will continue to change to reflect the priorities of Canadians from coast to coast. At the same time, our organization continues to demonstrate that it has the resilience to face challenges, to learn and grow and to keep moving forward. We have strong and motivated leaders at all levels, people who are not afraid to identify and address our gaps giving us great confidence that as a sport we will continue to live by our values and our commitment to lead by example in the sport system.

Respectfully submitted,



Florence Klein
President



Jackie Buckingham
CEO

2021-2022 BY THE NUMBERS

2021-2022 CANADA ARTISTIC SWIMMING REGISTRANTS

Registered Artistic Swimmers 10 426

BC Artistic Swimming	1 036
Manitoba Artistic Swimming	442
NL Artistic Swimming	152
Alberta Artistic Swimming	908
Saskatchewan Artistic Swimming	962
NB Artistic Swimming	233
Nova Scotia Artistic Swimming	396
Ontario Artistic Swimming	3 368
Synchro PEI	50
Natation Artistique Québec	2 526
Canadian University Artistic Swimming League	338
Canadian Artistic Swimming	15

Clubs & Schools 131

Officials 289

Coaches 771



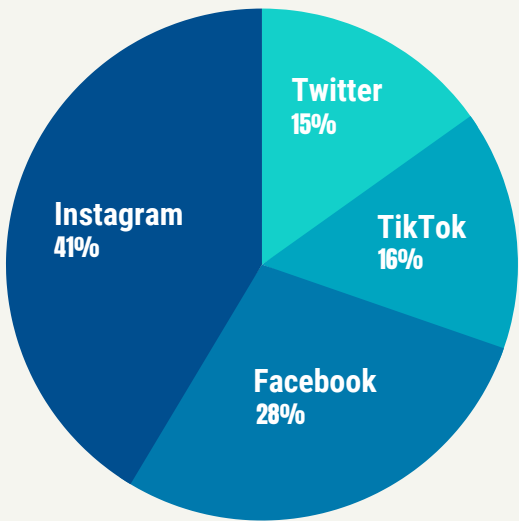
SOCIAL MEDIA

In 2021, we started to work with sports marketing agency "Balboa Sport" to help promote the athletes and the sport of Artistic Swimming to a broader audience across the country primarily by using and growing the presence of Canada Artistic Swimming on social media.

When comparing the last 12 months to the previous comparable period, we can clearly see sustained growth when it comes to the number of fans/followers, total reach and engagement across four active platforms.

SOCIAL MEDIA STATISTICS	2020-21	2021-22	INCREASE %
Total Fans/Followers	17 959	27 266	+ 50%
Total Reach	889 571	5 528 605	+ 520%
Total Engagement	80 160	326 875	+ 300%

Audience breakdown:



The biggest growth in followers came from Instagram (11 000) and TikTok which grew to over 4000 followers in only a few months. Here's a few more highlight of CAS's social media presence:

- Over 3 Million video views on TikTok in the first 3 months of the account being created.
- A total of 486 publications were posted on the four channels in the last 12 months (+120%).
- Average engagement per publications went from 250 to over 800 in Q2 of 2022.



2022 SR NATIONAL TEAM



ROSALIE BOISSONEAULT



SYDNEY CARROLL



SCARLETT FINN



LAURIANNE IMBEAU



AUDREY LAMOTHE



RAPHAELLE PLANTE



KENZIE PRIDDELL



KIARA QUIETI



ALICIA REHEL



CLAIRE SCHEFFEL



KIANA SWEET



MAUDE TURCOTTE



GABOR SZAUDER
HEAD COACH



KASIA KULESZA
ASSISTANT COACH



KARINE DORÉ
ASSISTANT COACH

2022 SENIOR NATIONAL TEAM PROGRAM

COMPETITIONS

- **Canada and U.S. FINA World Series Virtual Event** – Canada also had a Senior B Team compete in this event. Coached by club coaches Stephanie Breitigam and Marie- Renee Blanchet.
- **France FINA World Series Event** - Paris, FR
- **Australia FINA World Series Event** - Virtual (filmed while in Budapest)
- **Budapest Open** - Budapest, HUN
- **World Championships** - Budapest, HUN

ENHANCED ATHLETE ONBOARDING PROGRAM

Canada Artistic Swimming introduced a new onboarding program for the Senior National Team focussed on athlete health and well-being – and making the transition to Montreal as comfortable as possible.

The onboarding program was managed by Ryan Gushulak, Senior Manager Sport Safety and Athlete Services and included the following components:

- **GamePlan 101 Session**
- **Budgeting 101 with GamePlan**
- **Mental Health in Sport E-Learning Course**
- **Mental Health Screening Program for Early Intervention**
- **Athlete Onboarding Handbook**
- **Athlete Cookbook**

CAS looks forward to continuing to enhance this new approach to national programming in 2022!

2022 JUNIOR NATIONAL TEAM PROGRAM

- **Selection in Phases throughout 2021-2022 Season**
- **Training Camp June 26 – August 15 , 2022**
- **Competed at Fina World Junior Championships, hosted in Quebec City, QC**

JUNIOR NATIONAL TEAM ATHLETES	
Audrey Lamothe Canadian Senior National Team	Florence Tremblay Quebec Excellence Synchro
Georgia Hock Calgary Killarney Synchro Club	Coralie Pelletier Montreal Synchro
Jonnie Newman Calgary Killarney Synchro Club	Raphaelle Gauthier Montreal Synchro
Alyssa You Remix Artistic Swimming Club	Leonie Corbeil Montreal Synchro
Lauren Bell Calgary Aquabelles	Lauren Irvine Waterloo Regional Artistic Swimming Club
Francesca Seed Olympium Artistic Swimming	Mya Fortin Montreal Synchro

JUNIOR NATIONAL TEAM COACHES

HEAD COACH

Karine Doré

ASSISTANT COACH

Yingli Hou

APPRENTICE COACHES

Andre-Anne Cote
Shaelynn Thiessen
Andreanne Cormier
Melina Curtis

Stephanie Breitigam
Michelle Van Hyfte
Julie MacFarlane
Elena Podolsky

Genevieve Beauregard
Anastasia Sizenova
Katherine Michaud
Audrey Joly

Claudia Holzner
Holly Hjartarson

2022 YOUTH NATIONAL TEAM

Team Ontario was chosen to represent Canada from results at SYNC meet in **Edmonton, Alberta** and competed at the **World Youth Championships** in Charlotte, USA.

YOUTH NATIONAL TEAM ATHLETES	
Nadia Crits Waterloo Region Artistic Swimming	Adi Shnayder Waterloo Region Artistic Swimming
Sophia He-Sun Remix Artistic Swimming	Olena Verbinska Remix Artistic Swimming
Sophie Lu Remix Artistic Swimming	Abby Wang Remix Artistic Swimming
Madison Murphy GO Capital Artistic Swimming	Jessie Yu Remix Artistic Swimming
Madeline O'Meara Granite Artistic Swimming	Madeline Delazzari Olympium Artistic Swimming
Indya Pentilchuk Waterloo Region Artistic Swimming	Christopher Niehaus Olympium Artistic Swimming



ADMINISTRATION

BOARD OF DIRECTORS

President	Florence Klein	Director At Large	Elise Truscott
Vice-President	Lindsay Duncan	Director At Large	Sara Hart
Athletes Council Chair	Olivia Zawadiuk	Director At Large	Dawn Wilson
Director At Large	Jason Herbert	Director At Large	Jessica Rutledge

CANADA ARTISTIC SWIMMING STAFF

Jackie Buckingham CHIEF EXECUTIVE OFFICER	Jennifer Langlois IST PROGRAM LEAD
Stéphane Côté CHIEF OFFICER – BUSINESS DEVELOPMENT	Cheryl Mcevoy FINANCE & ADMINISTRATION MANAGER
Ryan Gushulak SR MANAGER SPORT SAFETY & ATHLETE SERVICES	Gabor Szauder SENIOR NATIONAL TEAM HEAD COACH
Kara Heald SENIOR MANAGER SPORT DEVELOPMENT	Kasia Kulesza SENIOR NATIONAL TEAM ASSISTANT COACH
Kerri Morgan CHIEF SPORT OFFICER	Karine Doré SENIOR NATIONAL TEAM ASSISTANT COACH



EVENTS HIGHLIGHTS

The end of the 2021-2022 season saw Canadians competing in the USA (Charlotte, NC) at the FINA World Youth Championships where a talented young team from Ontario Artistic Swimming capped a great week of competition with a bronze medal in the duet free.

This was followed by the National Junior squad competing at home at the 2022 FINA World Junior Artistic Swimming Championships performing consistently within the top 7 nations. The Championships was a best-in-class accomplishment and has cemented Canada as a key international event host in the sport of Artistic Swimming.

The World Juniors was a thrilling end to a year filled with innovation and creativity among CAS partners and Members.

Highlights included a return to in-person domestic competitions featuring a hybrid National Qualifier event incorporating live and virtual performances and a full in-person Canadian Championships which saw a record number of participants. Provinces provided registrants with a wide variety of competitive opportunities and programs leading to end-of-season events.

2022 CALENDAR		
FINA ARTISTIC SWIMMING WORLD SERIES (CAN & USA)	March 19-21	Virtual
CANADIAN QUALIFIER	March 28 - April 2	Saskatoon, SK
CANADIAN CHAMPIONSHIPS	May 9-14	Quebec City, QC
CANADIAN MASTERS CHAMPIONSHIPS	May 13-15	Quebec City, QC
FINA WORLD CHAMPIONSHIPS	June	Budapest, HUN
FINA WORLD YOUTH CHAMPIONSHIPS	August 9-13	Charlotte, USA
FINA WORLD JUNIOR CHAMPIONSHIPS	August 23-27	Quebec City, QC
CANADA ARTISTIC SWIMMING ANNUAL MEETING	September	Virtual
FINA TECHNICAL CONGRESS	October 3	Virtual

UPCOMING SEASON SCHEDULE

2023 CALENDAR

CANADIAN QUALIFIER	March 20-25	TBC - East
CUASL NATIONAL CHAMPIONSHIPS	March 24-26	TBC
CANADIAN CHAMPIONSHIPS	May	TBC - West
CANADIAN MASTERS CHAMPIONSHIPS	May	TBC
CANADA OPEN FINA ARTISTIC SWIMMING WORLD SERIES	TBC	TBC
FINA WORLD CHAMPIONSHIPS	July 14-23	Fukuoka, JPN
PAN AM AQUATICS (UANA) AGE GROUP CHAMPIONSHIPS	TBC	TBC
CANADA ARTISTIC SWIMMING ANNUAL MEETING	September	TBC
PAN AMERICAN GAMES	October 20 - Nov. 5	Santiago, CHI



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



Program partners



THANK YOU

FOR YOUR CONTINUED SUPPORT

**CANADA
ARTISTIC
SWIMMING**