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MESSAGE FROM THE PRESIDENT AND CEO

Sport in Canada continues to evolve as national sport organizations build sport participation and memberships while returning to hosting live events after the impact of the pandemic. Canada Artistic Swimming has focused on creating safe, inclusive and positive sport environments at all levels in our sport.

CAS maintains its great reputation as a leading national sport organization within the international artistic swimming community and also continues to receive top acknowledgement on governance and processes in Canadian sport.

World Aquatics

The world of Artistic Swimming is undergoing a thrilling transformation. With the rebranding of FINA to World Aquatics, we find ourselves at the forefront of change. Canada's role in developing and rolling out the new competition scoring system underscores a commitment to innovation. A special nod to Lisa Schott, TAS Committee Chair, for her leadership at the World Aquatics Technical Committee level and champion of the new scoring system.

This groundbreaking scoring system introduces a new level of objectivity by quantifying difficulty through precise mathematical values. By doing so, we're reducing the subjectivity often associated with judging. Canada is proudly leading the way in understanding and implementing this system across international, national, provincial, and club levels.

Safe Sport

As one of the leading signatories of Abuse-Free Sport program from the Office of Sport Integrity Commission (OSIC), CAS developed a comprehensive suite of safe and welcoming sport policies and updated other athlete environment related policies. The implementation of comprehensive safe sport policies and our embrace of the Universal Code of Conduct for the Prevention of Maltreatment in Sport (UCCMS) demonstrate our dedication to fostering a secure and welcoming environment.

Under the 'Rise Up' initiative, we're championing inclusivity and diversity through an e-learning module tailored for coaches and officials. This platform features athletes' stories and experiences, enriching our collective understanding and strengthening our sport's fabric.

Event Hosting

At CAS, we have a proven track record of hosting world-class events. The FINA World Junior Championships held at Université Laval's PEPS pool was a testament to our capabilities. This event brought together participants from 27 federations, showcasing solos, duets, mixed duets, and even introducing a groundbreaking men's solo event.

In March 2023, we raised the bar again by hosting the inaugural World Aquatics World Cup at the Markham Pan Am Centre. This event marked the debut of the new scoring system on the global stage. We were privileged to host elite athletes/teams from 23 nations, along with officials, coaches, team managers, and dedicated volunteers. Canada claimed two bronze medals in the Women's solo events and one silver medal in mixed duet.

Artistic Swimming Community Research

As part of the strategic planning process, CAS launched a large and comprehensive research project with the Canadian artistic swimming community. The main topics to be explored were inclusion/belonging, culture and strategic priorities. CAS incorporated assessment tools from INclusion Index, which measures the levels of inclusion, access and belonging that individuals perceive to be associated with the sport. The survey also used questions from the Culture Assessment and Audit Tool (CAAT) piloted by CAS the previous year. Results of this research from over 750 members of the artistic swimming community provides a basis of understanding of belonging and culture while also prioritizes strategic objectives as stated by the community.

AS WE LOOK AHEAD...

As we look ahead to the 2023-2024 season, the world of sport in Canada will continue to change to reflect the priorities of Canadians from coast to coast. CAS continues to demonstrate that it has the resilience to face challenges, to learn and grow and to keep moving forward together. 2024 will mark a century of artistic swimming in Canada. We look forward to celebrating this milestone with continued growth of the sport and a new 2024-2028 strategic plan.

Respectfully submitted,



Florence Klein
President



Steve Wallace
CEO

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

Make artistic swimming diverse and inclusive for all.

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.

STRATEGIC PLANNING PROCESS

In total, more than 1,000 members of the artistic swimming community will be engaged in the development of the Canada Artistic Swimming Strategic Plan. CAS has partnered with Bedford Hill Consulting to develop the 2024-2028 strategic plan. The process entailed a full research consultation with over 750 respondents from the artistic swimming community. CAS held workshops and meetings with 75 participants to formulate and prioritize strategic planning priorities.

The following is a succinct plan-on-a-page format that encapsulates the essence of our forthcoming strategic blueprint.

DEVELOPING, THRIVING, WINNING: LIVING OUR GOLD MEDAL PROFILE

Thriving Sport
at All Levels /
Development

Team Culture:
Encompass a
Winning
Mentality

Life Skills,
Health &
Wellness at the
HP Level

LEADING BY EXAMPLE

Positive and
Safe Sport
Experience

Role Model for
Diversity,
Equity &
Inclusion

World Leader in
Training &
Education
Opportunities

STRENGTHENING ORGANIZATIONAL EXCELLENCE

Exemplary
Organization
of Choice

Growing
Brand & Sport
Awareness

Industry
Leading
Governance
Excellence

2022-2023 BY THE NUMBERS

2022-2023 CANADA ARTISTIC SWIMMING REGISTRANTS

Registered Artistic Swimmers	6,517
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AquaGO! Participants	815
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Canadian University Artistic Swimming League	282
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Clubs & Schools	128
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Officials	290
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Coaches	801
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Canada Artistic Swimming Members	10,828
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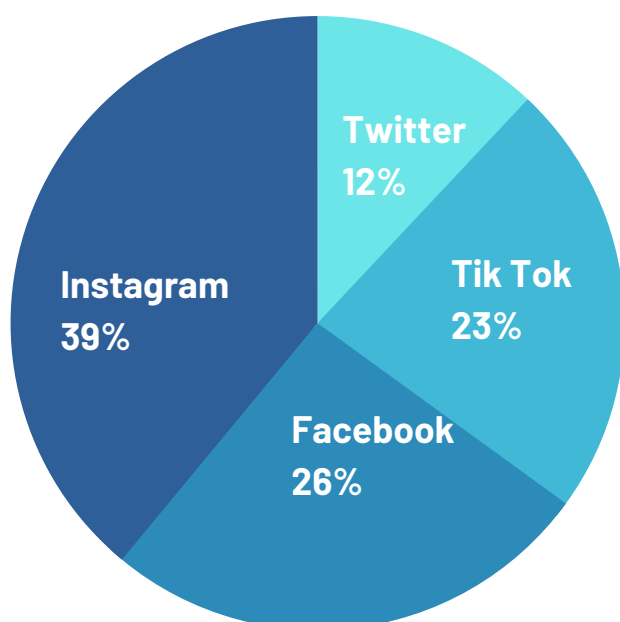


SOCIAL MEDIA

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

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

AUDIENCE BREAKDOWN



Canada Artistic Swimming started the TikTok channel in May 2022 and has since gained 8,000 fans and achieved 8 million views!

FINA World Juniors Quebec 2022 related posts achieved 1.4 million reach and 89,110 engagements with 80,000 video streams of the competitions worldwide!

World Aquatics World Cup Markham 2023 posts reached ¼ million people with 16,743 engagement, 81,648 promotional video views and over 100,000 streams on FINA, CAS and CBC Sports online!



NAL
FIN

Canada

2023 SR NATIONAL TEAM



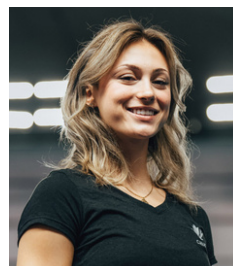
JEANNE BOILARD



ROSALIE BOISSONEAULT



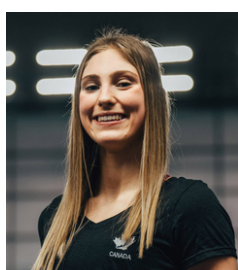
SYDNEY CARROLL



LÉONIE CORBEIL



SCARLETT FINN



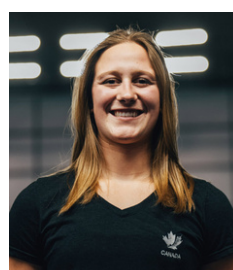
MYA FORTIN



LAURIANNE IMBEAU



AUDREY LAMOTHE



JONNIE NEWMAN



RAPHAËLLE PLANTE



KENZIE PRIDDELL



KIARA QUIETI



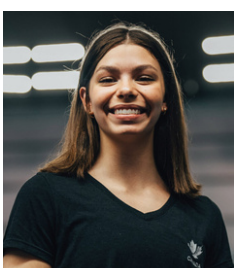
ALICIA REHEL



CLAIRE SCHEFFEL



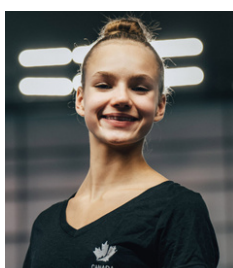
KIANA SWEET



FLORENCE TREMBLAY



MAUDE TURCOTTE



OLENA VERBINSKA

2023 SR TEAM COACHES

KERRI MORGAN
CHIEF SPORT OFFICER

KASIA KULESZA
NEXT GEN COACH

YELYZAVETA (LYZA) YAKHNO
ASSISTANT COACH

KIM VINCK
TEAM MANAGER

2023 SENIOR NATIONAL TEAM PROGRAM

COMPETITIONS

- | | | |
|---------------------------------------|--------------|---------------------|
| • World Aquatics World Cup | March 2023 | Markham, ON |
| • World Aquatics World Cup | May 2023 | Montpellier, France |
| • World Aquatics World Cup Superfinal | June 2023 | Oviedo, Spain |
| • World Aquatics World Championships | July 2023 | Fukuoka, Japan |
| • Pan American Games | Oct/Nov 2023 | Santiago, Chile |

2023 JUNIOR NATIONAL TEAM PROGRAM

- Selection in Phases throughout 2022-2023 Season
- Training Camps in Summer 2023
- Competed at Pan Am Aquatics Championships in Fort Lauderdale, USA



JUNIOR NATIONAL TEAM ATHLETES

BOILARD, JEANNE

National Training Centre / Quebec Excellence Synchron

CORBEIL, LÉONIE

National Training Centre / Montreal Synchron

FORTIN, MYA

National Training Centre / Montreal Synchron

GU, KAREN

Remix Artistic Swimming

HOCK, GEORGIA

Calgary Killarney Artistic Swimming

JEAN, ROSALIE

Quebec Excellence Synchron

LEFEBVRE, CASSANDRA

Montreal Synchron

MCILWAIN, EMMA

Calgary Killarney Artistic Swimming

RADOM, SIMONE

Calgary Aquabelles

CHERNOFF, AURORA

Calgary Killarney Artistic Swimming

CRITS, NADIA

Waterloo Region Artistic Swimming

GODDARD, EVELYN

Remix Artistic Swimming

HÉBERT, FANNIE

Quebec Excellence Synchron

IRVINE, LAUREN

Waterloo Region Artistic Swimming

LAMOTHE, AUDREY

National Training Centre / Montreal Synchron

LOUCKS, LARISSA

Waterloo Region Artistic Swimming

PELLETIER, CORALIE

Montreal Synchron

YOU, ALYSSA

Remix Artistic Swimming

JUNIOR NATIONAL TEAM COACHES

COACHES

Karine Doré

Yingli Hou

Kasia Kulesza

TEAM MANAGER

Geraldine Narvaez

APPRENTICE COACHES

Stephanie Breitigam

Olympium Artistic Swimming, ON

Holly Hjartarson

Aquatica Artistic Swimming, MB

Elena Podolsky

Waterloo Region Artistic Swimming, ON

Theodosa den Brok

Saskatoon Aqualenes, SK

Jackee King

Granite Artistic Swimming, ON

Hannah Proud

BC

Kaelyn Drumm

Regina Synchron

Julie MacFarlane

Artistic Swimming Fredericton, NB

Kaila Risling

Red Deer Silhouettes, AB

Salma El Baba

Montreal Synchron, QC

Ally Merrill

Atlantis Artistic Swimming, NS

Anastasia Sizenova

Kelowna Dolphins, BC

2023 YOUTH NATIONAL TEAM

Team Quebec was chosen to represent Canada from results at SYNC meet in Markham, ON and competed at the World Aquatics Youth Championships in Greece.

YOUTH NATIONAL TEAM ATHLETES

KELLY-ANNE ALIE

Montreal Synchro

NINA BERNIER

Montreal Synchro

ANDRÉA ESCOBAR

Montreal Synchro

NOÉMIE JOBIN

Quebec Excellence Synchro

EMILY MCMAHON

Montreal Synchro

CHRISTOPHER NIEHAUS

Olympium Artistic Swimming

REAGAN SIMPSON

Olympium Artistic Swimming

LILY BERNIER

Montreal Synchro

CHARLIE BREAUT

Montreal Synchro

KAYLYNNE GREENSMITH

Olympium Artistic Swimming

LORI LABELLE

Montreal Synchro

ELIE MICHAUD

Quebec Excellence Synchro

JESSIE QUEENTON

CAEM

COACHES

Stephanie Breitigam
Samantha Da Costa

Nathalie Lagrange
Lola Shnayder Mazour



ADMINISTRATION

BOARD OF DIRECTORS			
President	FLORENCE KLEIN	Director At Large	JASON HERBERT
Vice-President	LINDSAY DUNCAN	Director At Large	JESSICA RUTLEDGE
Athletes Council Chair	CATHERINE BARRETT	Director At Large	ELISE TRUSCOTT
Director At Large	SARA HART	Director At Large	DAWN WILSON

CANADA ARTISTIC SWIMMING STAFF	
STEVE WALLACE CHIEF EXECUTIVE OFFICER	CLAIRE CALSINA EVENT & ADMINISTRATION 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
KIM VINCK SENIOR NATIONAL TEAM MANAGER	YELYZAVETA (LIZA) 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:

- **Audrey Lamothe:** Double bronze medals at World Cup Markham, two bronze medals at World Cup Super Final and 4th place in solo free at World Championships
- **Isabelle Blanchet** and **Robert Prévost:** silver in mixed free duet at World Cup Markham
- **Team Canada:** bronze medal in the free team event, silver in the acrobatic team event at the World Cup Super Final
- Pan Am Aquatics Championships medals:
 -  Jr Solo Free - Audrey Lamothe
 -  Jr Duet Technical - Emma McIlwain // Georgia Hock
 -  Jr Duet Technical - Jeanne Boilard // Léonie Corbeil
 -  Sr Duet Technical- Fannie Hébert // Rosalie Jean
 -  Jr Solo Tech - Audrey Lamothe
 -  Jr Team Tech
 -  Sr Team Tech

2023 CALENDAR

WORLD AQUATICS ARTISTIC SWIMMING WORLD CUP	March 16-18	Markham, ON
CANADIAN QUALIFIER	March 21-25	Markham, ON
CUASL NATIONAL CHAMPIONSHIPS	March 24-26	Markham, ON
CANADIAN CHAMPIONSHIPS	May 7-12	Calgary, AB
CANADIAN MASTERS CHAMPIONSHIPS	May 12-14	Calgary, AB
WORLD AQUATICS WORLD CHAMPIONSHIPS	July 15-22	Fukuoka, JAP
PANAM AQUATICS AGE GROUP CHAMPIONSHIPS	Aug. 10-12	Fort Lauderdale, USA
WORLD AQUATICS WORLD YOUTH CHAMPIONSHIPS	Aug. 30-Sept. 2	Athens, GRE
CANADA ARTISTIC SWIMMING ANNUAL MEETING	Sept. 16	Virtual
PAN AMERICAN GAMES	Oct. 20-Nov. 5	Santiago, CHI

UPCOMING SEASON SCHEDULE

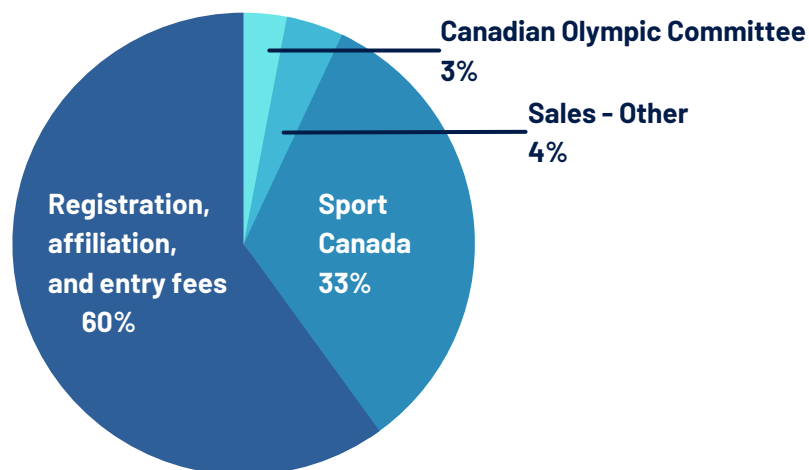
2024 CALENDAR

WORLD AQUATICS WORLD CHAMPIONSHIPS	Feb. 2-18, 2024	Doha, QAT
CANADIAN QUALIFIER	March 12-16	TBC
CUASL NATIONAL CHAMPIONSHIPS	March 15-17	TBC
CANADIAN CHAMPIONSHIPS	May 5-11	TBC
CANADIAN MASTERS CHAMPIONSHIPS	May 10-12	TBC
WORLD AQUATICS WORLD CUP	TBC	TBC - Canada
OLYMPIC GAMES	July 20-Aug. 11	Paris, FRA
PANAM AQUATICS AGE GROUP CHAMPIONSHIPS	TBC	TBC
WORLD AQUATICS WORLD JUNIOR CHAMPIONSHIPS	TBC	TBC
CANADA ARTISTIC SWIMMING ANNUAL MEETING	September 14	TBC

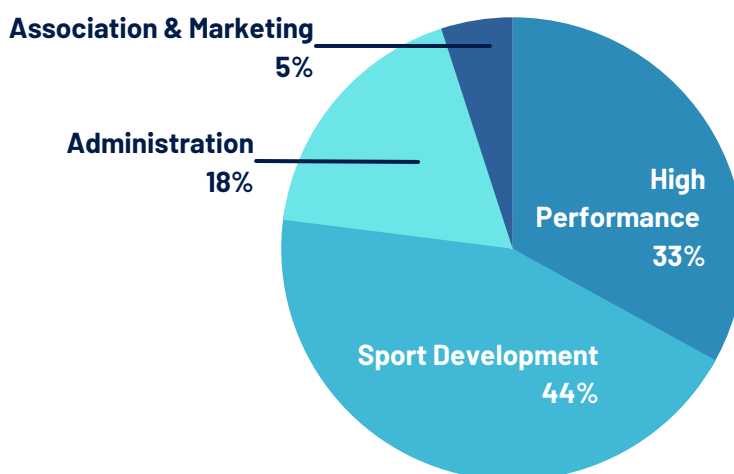


FINANCIALS

Revenue by Source | 2022-2023



Breakdown of expenses | 2022-2023



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