



Excellence, Integrity, Innovation, Collaboration

Dr. Steve Norris to join Swim Alberta as Performance Technical Director

EDMONTON/CALGARY - Swim Alberta is pleased to announce that Dr. Stephen Norris will assume the position of Performance Technical Director effective October 1, 2018.

Dr. Norris will provide leadership and oversight to all technical programs of Swim Alberta, including the implementation of the Performance Development and Performance Strategy for the organization. Through Dr. Norris' leadership with key staff and the Alberta Technical Program Committee, he will be tasked with supporting clubs to elevate the performances of swimmers in Alberta and create support systems to give them opportunities to remain in the province to train through their performance stage of their swimming career. Steve has been engaged with the organization over the past several months to create a performance strategy and identify key initiatives in support of high performance swimming in Alberta. He is joining Swim Alberta in a permanent capacity on October 1st.

"Swim Alberta set a vision for every swimmer having the opportunity to reach their full potential", says Dean Schultz, President – Swim Alberta. "The board and organization are committed to ensuring resources are in place to support this vision and ensure we create opportunities for our swimmers to remain, and be successful in Alberta, building upon our deep history of swimming accomplishments."

According to Norris, "Swimming in Canada has made some significant performance steps in recent years, particularly on the female side, however, in order to ensure sustained international performance investment must be made at the grass roots and development/age group stages. This will take a unified approach from various agencies and partners and I am excited that Swim Alberta is taking the initiative to spearhead this investment in Alberta."

Norris' career in sport spans over three decades, where he has become recognized as one of the leading sport performance consultants and sport scientists at the national and international level working with a select and key group of organizations engaged in the performance of sport. At the grassroots level, Norris is also recognized as a leading authority on child and youth activity and athletic development, as one of the five founding contributors to the Canadian Sport for Life movement. Dr. Norris was the Chief Sport Officer at WinSport, where he worked with a visionary team that laid the foundation for the WinSport Winter Sport Institute based in Calgary and Canmore. Previously, Stephen was the Director of Sport Physiology and Strategic Planning at the Canadian Sport Centre – Calgary where he was focused on Canada's Winter Olympic teams for three Olympic cycles. Steve has roots in swimming where he has coached and served on the board of directors of Swimming Canada from 2004 – 2007.

"Steve's vast experience and leadership from the grassroots to performance level of sport will bring a valuable asset to the Swim Alberta staff team', states Cheryl Humphrey, Executive Director. "This experience makes Steve the ideal individual to provide oversight to Swim Alberta's performance and performance development programs and provide overall leadership to all technical programs and services of the organization, including a para performance strategy. I look forward to working with Steve, as we continue to challenge what is possible for Alberta Swimming"



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About Swim Alberta:

Swim Alberta is the governing body for competitive swimming in the province of Alberta. Swim Alberta's mandate is to Govern, lead and support competitive swimming in Alberta. Our vision is "Every swimmer has the opportunity to reach their full potential". Swim Alberta has 10,000 swimmer members including competitive, non-competitive, varsity, masters and summer swimming, 650 registered trained/certified member coaches and 5000 official members in the province.

For more information, please contact:

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