



Every swimmer has the *opportunity to reach* their full potential

2020

Annual Report





2020 Annual Report

Mission

Govern, lead, and support competitive swimming.

Vision

Every swimmer has the opportunity to reach their full potential

STRATEGIC DIRECTIONS

Provide programs, services, and support to maximize all aspects of competitive swimming.

Lead and Inspire a culture of professionalism.

Create growth and life-long opportunities through an inclusive membership.

VALUES

Excellence | Integrity | Innovation | Collaboration

PRESIDENT & EXECUTIVE DIRECTOR MESSAGE

The 2019-2020 competitive season was poised to be a solid swim season for a membership that surpassed 11,000 swimmer members in the previous season. It was to be an Olympic Year, and the excitement of those athletes with an Olympic dream and attending Olympic Trials in April was prevalent; Swim Alberta was preparing to share the long term performance development and performance strategy that was committed to at the 2017 Conference at our “fireside chat” with clubs, and work was underway with the Alberta Summer Swimming Association to even further align our working relationship through a renewed operating agreement by supporting ASSA to a transition onto the national registration and meet sanctioning system. Swim Alberta was in a solid and sustainable financial situation to support growth in programs and services while ensuring core programs and services were consistent, stable and improving.

The 2019 annual Swim Alberta Conference in September saw increased attendance and strong support by club coaches and board executives. Jamie Clarke delivered an exceptional keynote address on the opening night followed by a series of targeted sessions to coaches and club boards. Swim Alberta launched its Safe Sport Video and a renewed commitment to ensure the safety of athletes, coaches, officials and administrators was paramount in our programs and services,

The Winter Festivals in both the North and South were held in December and January, drawing young swimmers from across the province to race in the second year of these introductory regional provincial events.

Early February, the four (4) western provinces came together as Alberta played host to the Para Prospects: Western Canadian Camp and worked with the Steadward Bears to host their first competition and introduced a competitive component to the camp program launched a year ago.

Three coach working groups were launched: Performance Swimming Working Group; Performance Development Working Group; and the Competition Calendar Working Group to help guide technical swimming programs and services delivered across Alberta.

Days out from Swim Alberta Spring Provincial Competition (SC) that targets Age Group athletes 12 – 18 years of age and a week out from the Swim Alberta Spring Championships (LC), the difficult decision was made to cancel both events as the global COVID-19 pandemic began to enter into Canada.

The pandemic has hit the country and province hard, including the sporting community and in our case swimming. Alberta shuttered for 3 months and during this period of time, Swim Alberta sent a message of “pause” to clubs across the province who were looking to make quick decisions as it related to programs and staffing that could have lasting effects. Through the support of Swim Alberta, many of Alberta club programs pivoted their business model to delivery of on-line virtual workouts to ensure athletes remained connected to each other socially and physically active. Other clubs made the difficult to decision to close off operations for the remainder of the season. Alberta Clubs showed great strength and resilience during this time regardless of the decisions they had to make.

During the shuttering period, Swim Alberta worked diligently with a number of stakeholders including facilities and municipalities, Life Saving Alberta, Swimming Canada, and the provincial government to support a safe re-opening when permitted to do so.

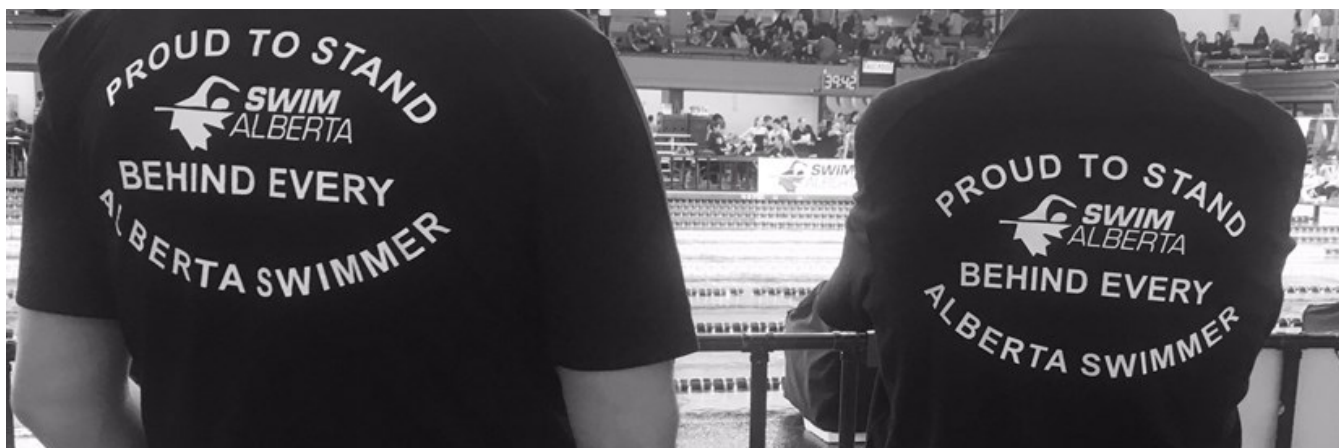
In early June, Swim Alberta published the first of many versions of the Return to Swimming Requirements document to support clubs in a safe transition to resuming training activities both in and out of the water. These requirements fully aligned with guidance from Alberta Health. Through July and August, Swim Alberta supported seven summer swimming clubs, 13 year-round clubs, and two masters clubs to return to swimming.

Although the 2020-2021 season still holds some uncertainty as we chart through unknown waters of a pandemic, Swim Alberta is committed to working with the swimming community to **Build a Stronger Future Together** to what we were pre-pandemic. Utilizing a component of our sustainability fund to support the operations of the upcoming season, Swim Alberta remains positioned to be leaders in all aspects of Return to Swimming and Competition, supporting clubs and the swimming membership through these unprecedented times. Looking beyond this swim season, Swim Alberta is working hard to take advantage of this pause or change to our normal, to re-imagine or 'uplift' swimming in Alberta in alignment with our vision. We will continue to roll out and share some of our foundational programs this season, being the ICanSwim Club Program and the long-term performance and performance strategy.

As always, we thank each of you: club boards and administrators, club coaches, athletes, and officials for your ongoing commitment to the swimming community and to your support of Alberta swimmers. Alberta Swimmers is "why we do what we do".

Yours in Swimming,

Dean Schultz, President
Cheryl Humphrey, Executive Director



A YEAR IN REVIEW

The 2019-2020 competitive year saw the roll out of year 3 of the 2017-2024 Strategic Plan of Swim Alberta. Three strategic directions form the foundation of the plan:

1. Provide program, services, and support to maximize all aspects of competitive swimming.
2. Lead and inspire a culture of professionalism.
3. Create growth and life-long opportunities through an inclusive membership.

Provide program, services, and support to maximize all aspects of competitive swimming. Key achievements included:

- Advocated and worked closely with key stakeholders on the opening of facilities and Return to Sport. Development and implemented the Return to Swimming Requirements document to support the safe return to training for clubs and swimmers.
- Further development of the Long-Term Performance and Performance Development Strategy, building off the framework that was shared in 2018-2019.
- Short Term Performance Strategy – the final year of this program occurred in the 2019-2020 season with \$85,000 provided to 5 clubs with identified performance athletes.
- Para Prospects: Western Canadian Camp held in Alberta. Swim Alberta supported the volunteers and parents of the Steadward Bears Swim Club in hosting their first sanctioned competition which supported a competitive element to the camp program.
- Launch of the “400 Metre Challenges”.
- Race Performance and Skill Analysis tools was developed and shared with coaches to contribute to the four pillars of success (technical, tactical, psychological, and physical).
- Publication and launch of the Swim Alberta Competition Readiness Standards including swim test and dive progressions.

Lead and Inspire a Culture of Professionalism. Key achievements include:

- Officials Development Day. This provincial day was incorporated into the Swim Alberta Conference and AGM weekend, held in September in Canmore.
- Uplift of the Swim Alberta Conference with targeted sessions to coaches and board executives.
- Launch of the Safe Sport Video demonstrating a renewed commitment to ensuring athletes and all members have an environment that is safe to train and compete.
- Formed three Coach/Technical working groups by establishing terms of reference for each group and recruitment of coaches onto groups with a specific focus on Performance Swimming Working Group, Performance Development Working Group and Competition and Calendar Working Group.

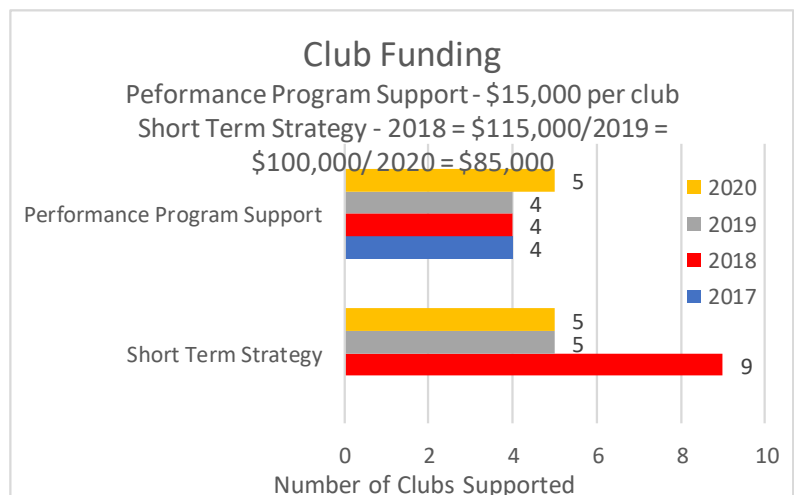
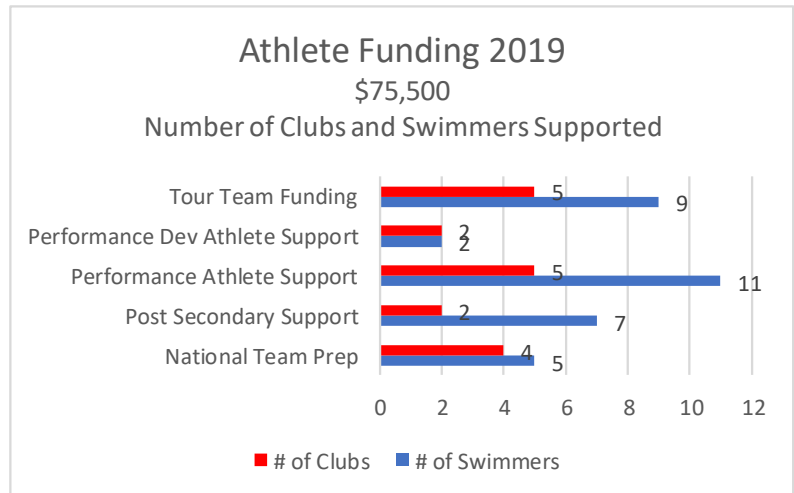
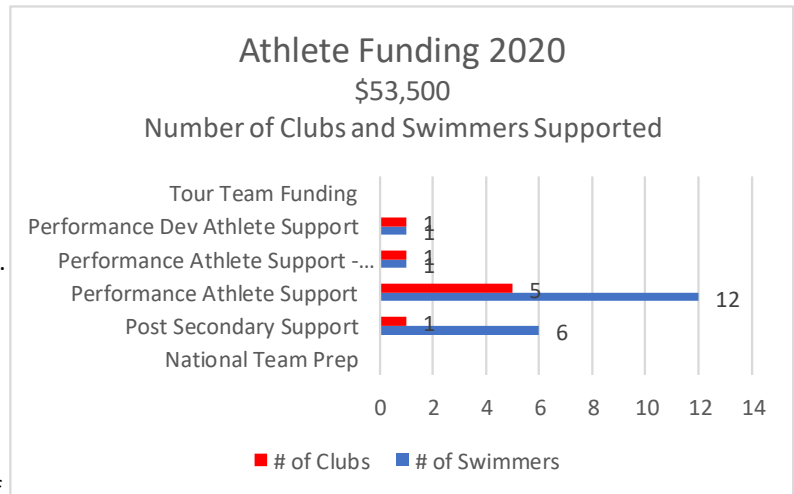
Create Growth and Life-long opportunities through an inclusive membership. Key achievements include:

- Redevelopment of the I Can Swim Program to provide to clubs a learn to swim program that can be easily and cost effectively incorporated into their club programs. The I Can Swim Program teaches the fundamentals of stroke development and ensures I Can Swim teachers are consistently teaching these fundamentals.
- Worked closely with the Alberta Summer Swimming Association (ASSA) to transition onto the national registration and meet sanctioning system. Supported the redevelopment of policies and procedures; as well as the developed and delivered training to ensure a smooth and easy transition.

PERFORMANCE & PERFORMANCE DEVELOPMENT - ATHLETES & COACHES

Funding

Swim Alberta provided \$213,500 in funding to athletes and club programs to support performance and performance development swimming in 2019-2020. Athletes receive direct support from Swim Alberta to pursue training, national team selection/preparation and post-secondary studies through five funding programs. In addition, Swim Alberta provides direct support to clubs that meet the criteria through both the Performance Development Program Support and Short-Term Performance Strategy funding programs. This is the last year of the Short-Term Performance Strategy funding, as Swim Alberta shifts to the development and implementation of a Long-Term Performance Strategy for the province.

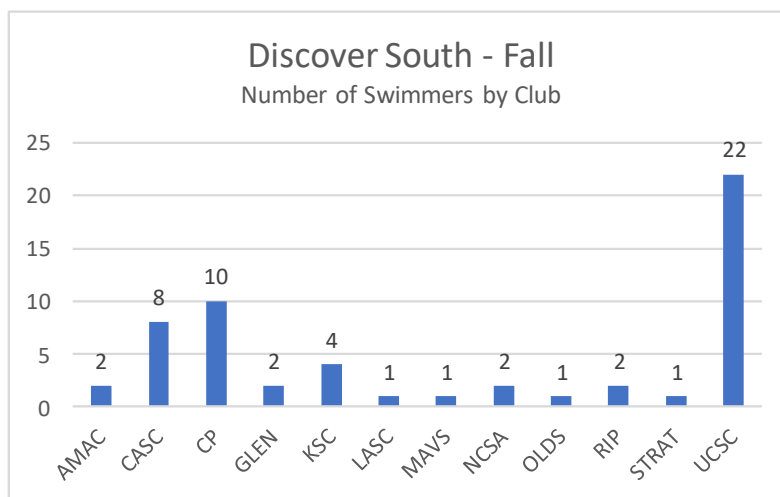
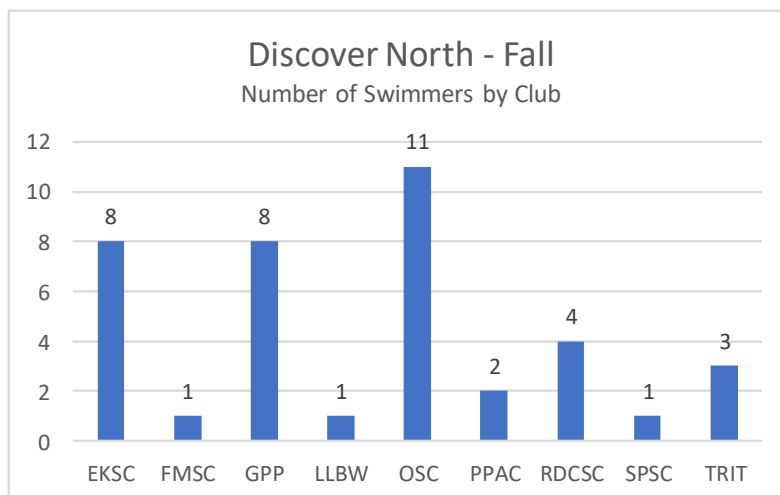


Athlete Programs

Discover Camps

This is a single day competitive training session which may include classroom learning for both athletes and coaches. Goal outcomes are to create a fun and competitive environment and to demonstrate a high-end expectation of aerobic training in the general preparation phase of physical development and seasonal preparation. The overarching goal is to provide a distinct uplift in experience beyond a normal daily training environment.

This year, Swim Alberta successfully ran the fall session of the Discover Camps in both the Northern and Southern parts of the province. The spring session was unable to run due to the COVID-19 Pandemic.

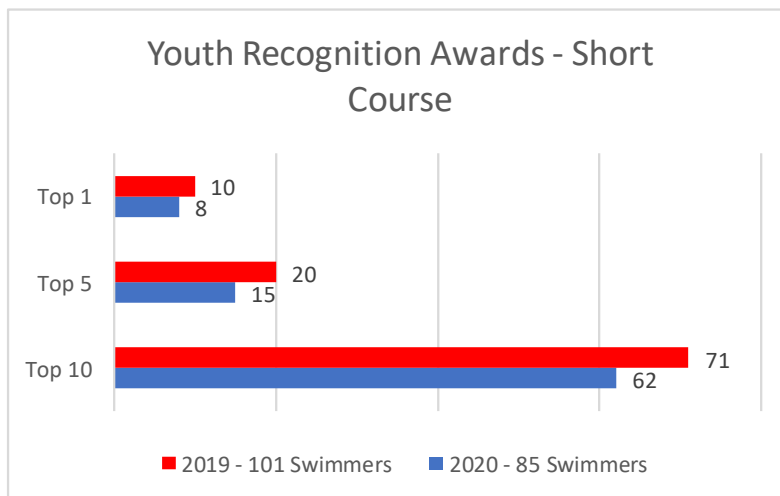


Aspire and EmERGE Camps

The Aspire and EmERGE programs that target youth swimmers 16 years and under, were unable to run this year due to the COVID-19 Pandemic.

Youth Recognition

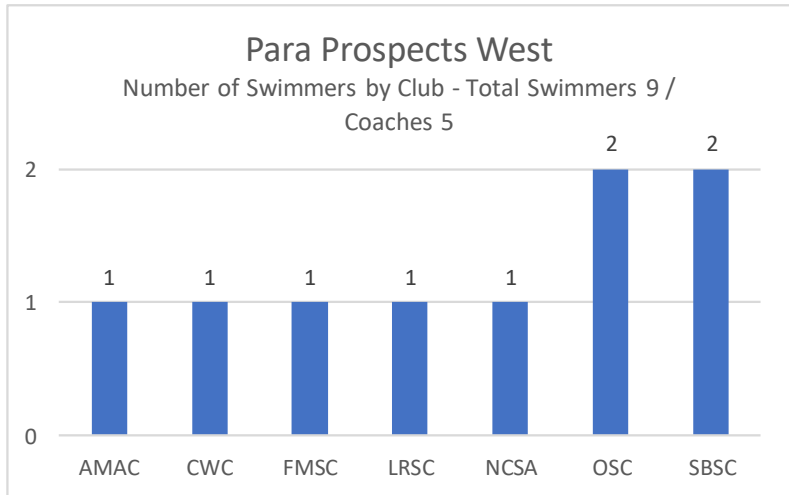
The youth recognition program is an awards program sponsored by Esquire Wholesalers. Swimmers who achieve a qualifying standard based on a provincial or national ranking will receive a T-shirt that identifies they have achieved that standard. 85 swimmers achieved youth recognition standards during the shortened 2019-2020 season, with short course standards only being recognized.



Para Prospects West

Swim Alberta, Swim BC, Swim Saskatchewan, and Swim Manitoba partnered to provide an educational and training development opportunity to para-swimmers and coaches from across the four Western Canadian provinces. Aims include providing swimmers with education, training (may include a competition) in & out of the pool, stroke analysis and coach education.

This year saw Swim Alberta host this program in partnership with the Steadward Bears Swim Club, whose volunteer parents successfully hosted the first competition held within this program.

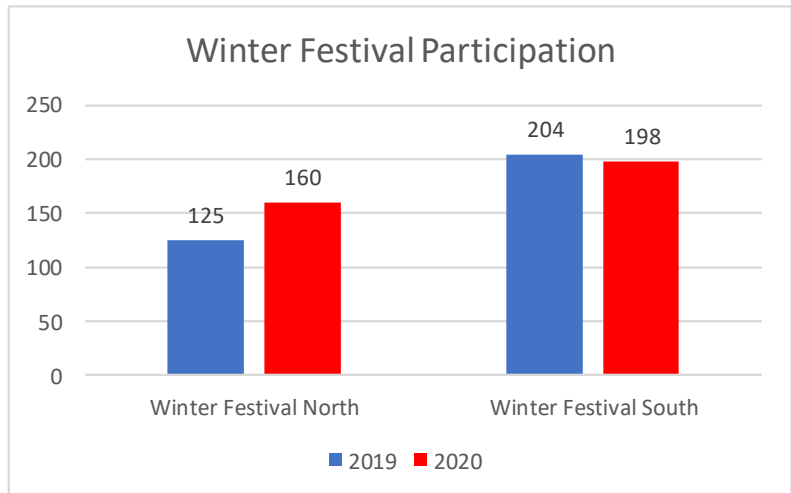


Provincial Competitions

Winter Festivals in both the North and South were successfully held, the second year of this competition for the beginning age group athlete, in the 2019-2020 season.

Swim Alberta Provincial Competitions received the full impact of the shuttering required as a result of the COVID-19 Pandemic.

Spring Provincials was cancelled just days prior to a provincial-wide lock down in March. The remaining provincial competitions for the season were subsequently cancelled.



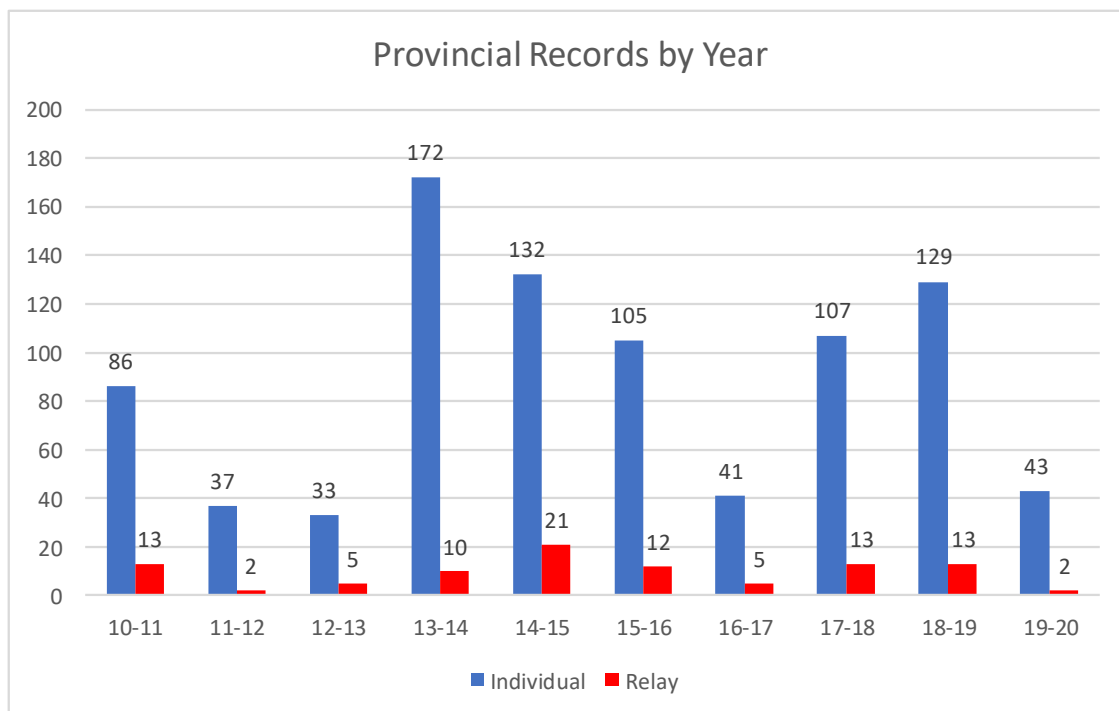
Sanctions

	Total	Short Course	Long Course
Club Invitationals	66	59	7
Class II Time Trials	5	4	1
Class I Time Trials	2	2	
Varsity Meets	3	3	
Masters Meets	2	2	
Provincial Competitions	2	2	
National			
Total Competitions Sanctioned = 80 (2019/20)			
Total Competitions Sanctioned = 126 (2018/19)			

Provincial Records

Athlete	Club	Short Course	Long Course	National Age Group Records	National Records
Addison Butler	CASC	2			
Cole Pratt	CASC	7	0	3	
Emma O’Croinin	EKSC	4			
Catherine Minic	GPP	3			
Avery Wiseman	OSC	1	1		
Hayden Visscher	OSC	1	1		
Minh Nguyen	OSC	1			
Kamryn Cannings	UCSC	3			
Maxine Clark	UCSC	10	9		
Relay	UCSC	1			
Relay	UofC		1		

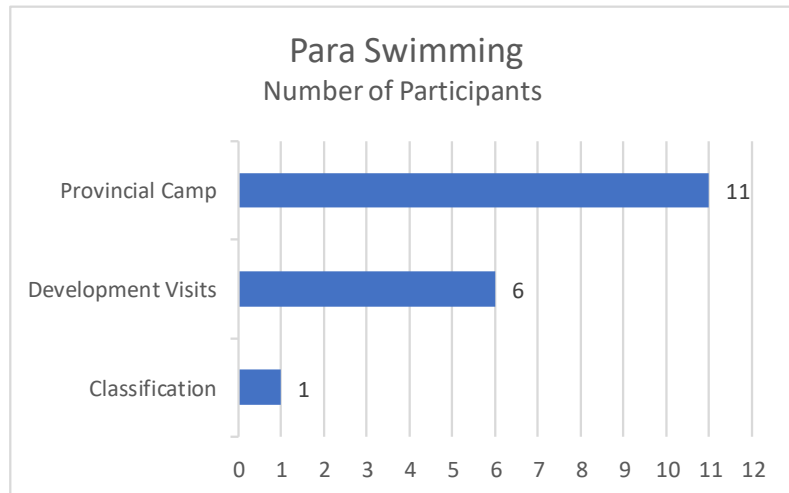
Full listing of records is available: <https://www.swimrankings.net/>



FUNDAMENTALS AND SWIM FOR LIFE

Para Swimming

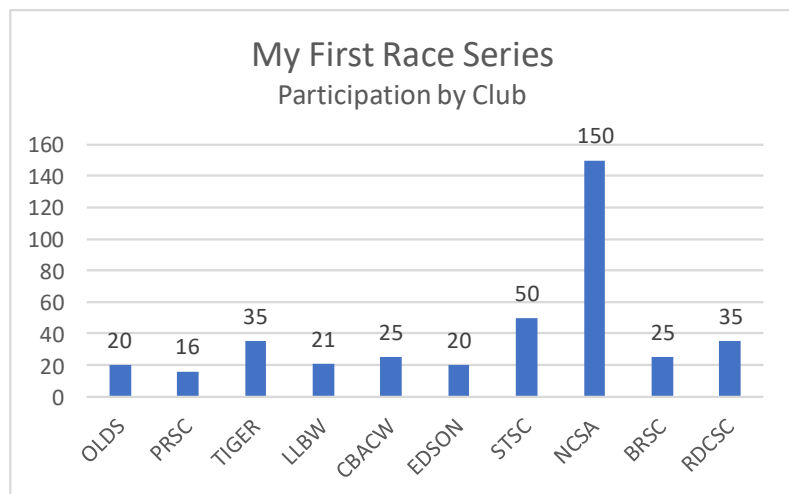
Swim Alberta hosted the annual para development day for both athletes and coaches in November of 2019. This grassroots development opportunity provides training sessions for new and current para swimmers as well professional development for coaches.



My First Race Series

Swim Alberta recognizes that learn to swim programming is an important step to be water safe. This introductory program consists of a series of eight swim challenges for pre-competitive swimmers during their club training.

Swimmers are recognized with a completion sticker for their “My First Races” fishbowl.



Masters Participation

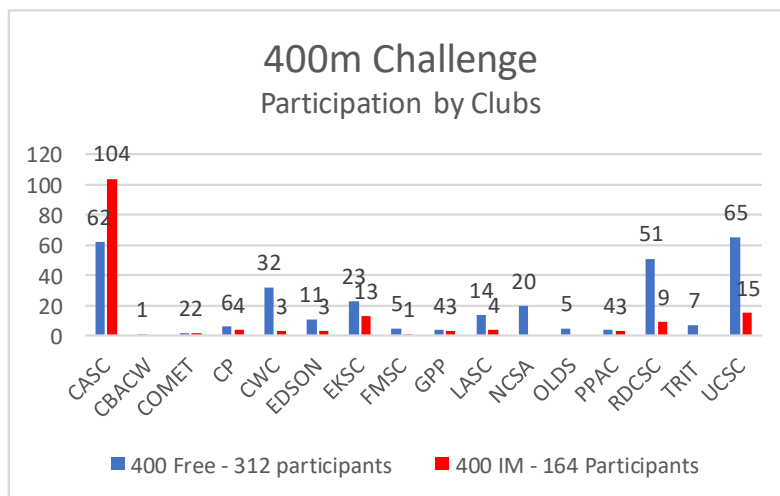
2019-2020 saw the transition of all masters programming come under the umbrella of Swimming Canada. This was a shift away from a national masters special interest organization who had delivered programs and hosted a national event. This shift saw Swimming Canada launch a number of challenge swims for masters.

Swim Alberta worked closely with Swimming Canada in this transition and supported the participation in these national challenges from previously held provincial challenges. Unfortunately, Masters Provincials was cancelled as a result of the COVID-19 Pandemic in 2020.

400 Metre Challenge

Swim Alberta offered a virtual racing challenge, targeting the 400m freestyle and 400m Individual Medley, in order to enhance swimmers training and development. Swimmers raced provincially based on their best 400m free/IM practice performance. Although the challenge was postponed in March of 2020 as a result of the COVID-19 pandemic, the program will be re-launched in the 2020-2021, with performances achieved in 2019-2020 carrying forward to the 2020-2021 year.

During the past season, 476 swimmers from 16 clubs participated.



Participation at National Meets

	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19	19-20
Spring - Clubs	12*	16*	11*	11*	11*	11*	10*	10	11*	0**
Spring - Athletes	87*	140*	74*	74*	70*	88*	58*	38	58*	0**
Summer - Clubs	11	9	11	7	9	11	9	11*	7	0**
Summer	101	78	62	64	61	67	46	58*	51	0**

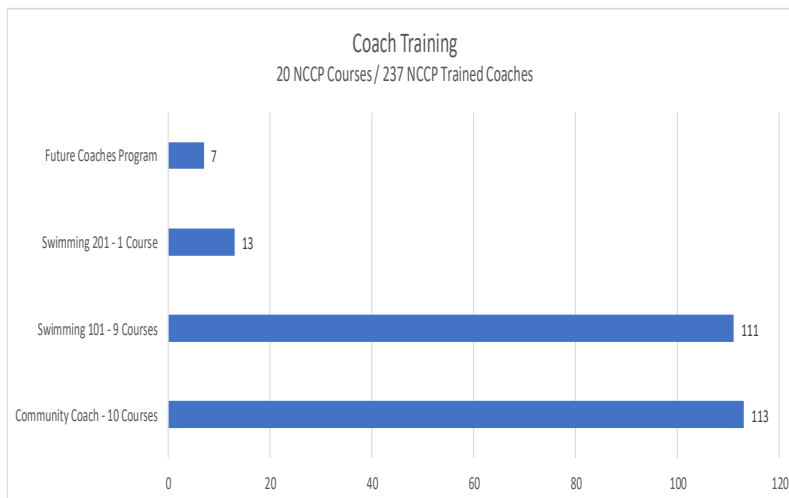
*Canadian Swimming Trials

**Cancelled due to COVID-19 Pandemic

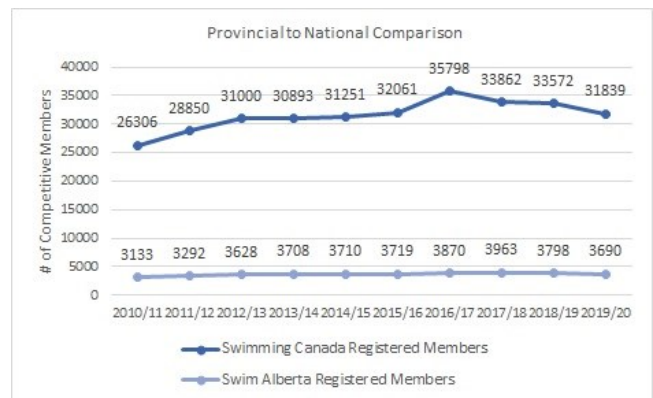
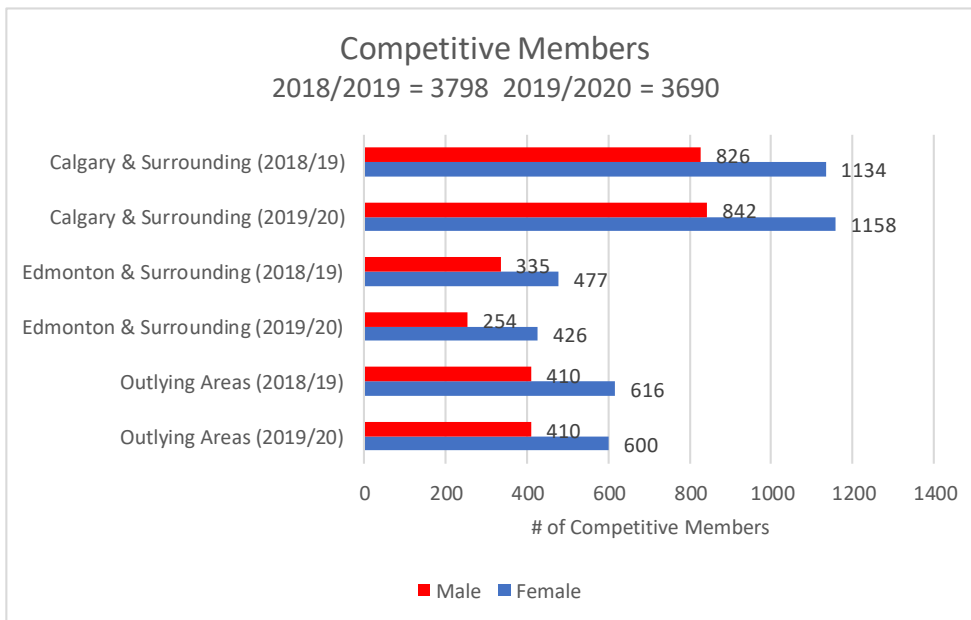
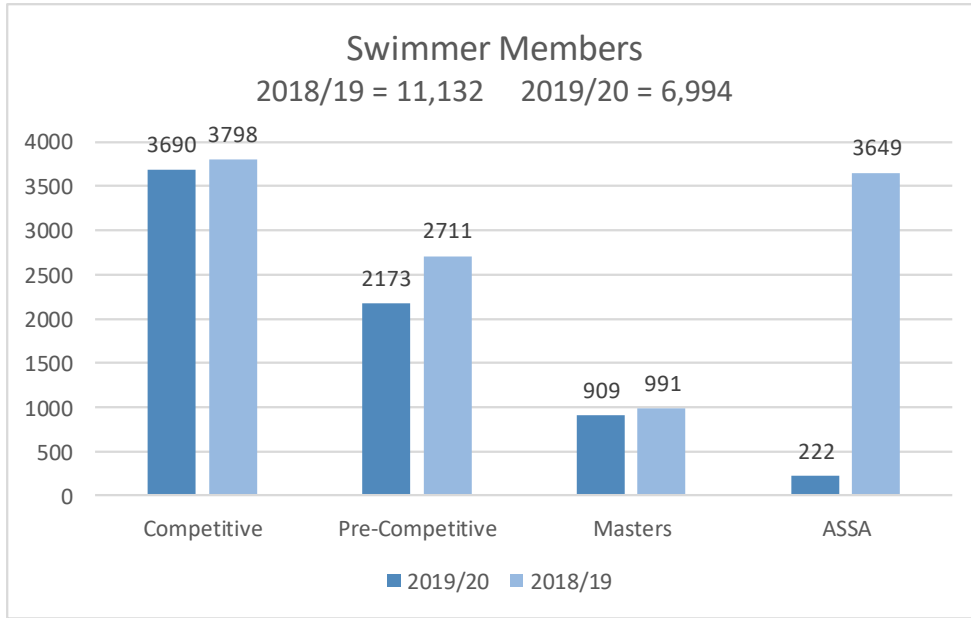
Coach Development

In addition to certification courses provided through the NCCP curriculum, Swim Alberta supports the development of registered coaches through identified initiatives. In April/May, Alberta hosted and piloted the first of many NCCP coach courses that would pivot to online delivery.

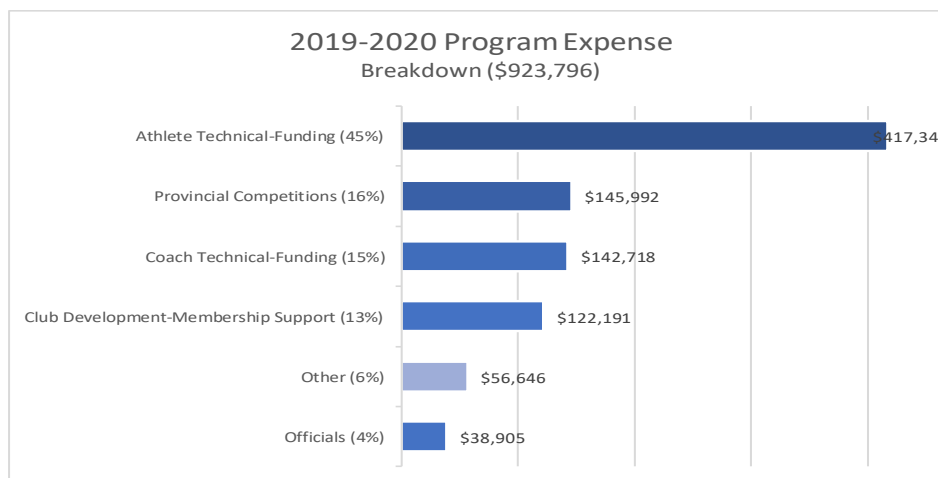
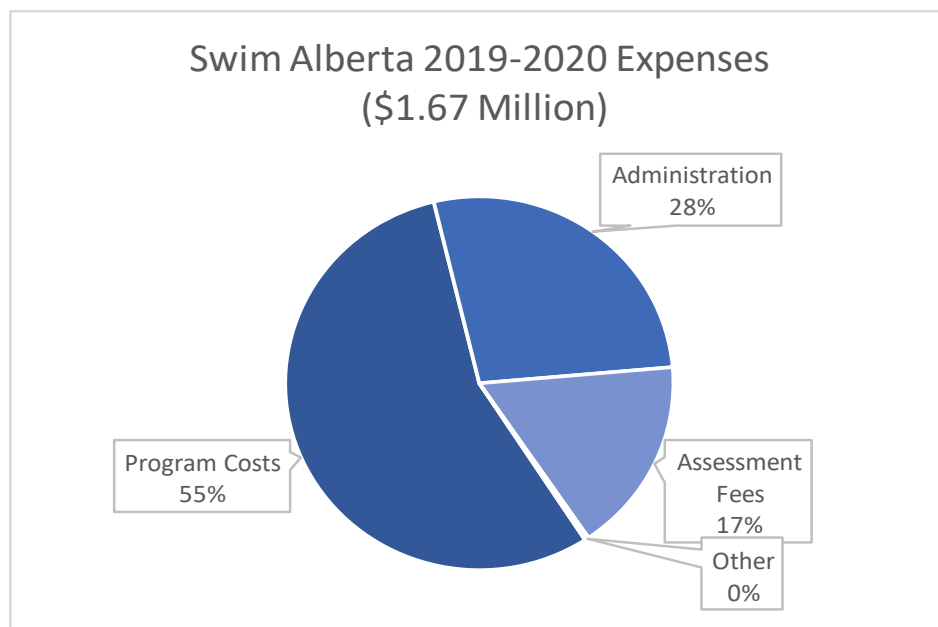
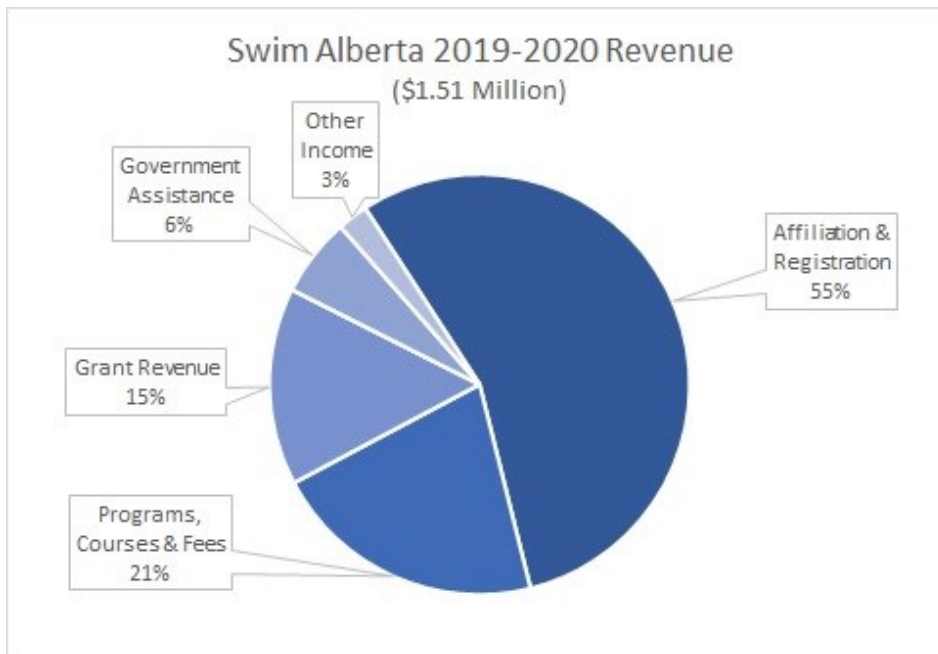
In 2019-2020, Swim Alberta provided \$7,800 in Professional Development funding initiatives for coaches.










MEMBERSHIP









FINANCIALS
2019-2020
Revenue &
Expenses



Swim Alberta's revenue and expenses were materially impacted by COVID-19 for 2019-2020

		Impact
2018-2019 Revenue		\$1,909,734
Affiliation & Registration		(\$210,914) No Summer Swimming registration fees were collected as the entire season was canceled due to COVID
Programs, Courses & Fees		(\$173,224) Cancellation of provincial competitions and various courses due to COVID
Grant Revenue		(\$70,002) Reduction in the GOA Grants (including operating) and other grant programs
Other Income		(\$36,043) Donation and interest income were lower
Government Assistance		\$91,631 Canadian Emergency Wage Subsidy program
2019-2020 Revenue		\$1,511,182

		Impact
2018-2019 Expenses		\$2,017,826
Program Costs		(\$192,472) Reduced facility costs for provincial competitions, camps and courses
Administration		(\$25,210) Freeze on spending for non-essential administrative items, including travel/ meetings
Assessment Fees		(\$111,993) Fees collected and remitted to ASSA and SC for cancellation of Summer Season.
Other		(\$20,311) Contribution to Swim Clubs for flow through donations and Swim A Thon participation rates lower
2019-2020 Expenses		\$1,667,840

COMMITTEES

Swim Alberta is supported by a number of committees, working groups and a Special Interest Group (Alberta Summer Swimming Association) who provide guidance and advice on core programs and services.

Alberta Technical Performance Committee (ATPC)

The ATPC provides advice to Swim Alberta on technical matters in swimming. This year, three working groups were developed to further support technical programs and services across Alberta. These included:

Performance Development Working Group was established to advise Swim Alberta on age group technical programs and coach development ensuring alignment with the Swim Alberta strategic plan. Key achievements included: pre-varsity engagement strategies for retention; COVID-19 engagement strategies to ensure swimming remains on track and establishing value added programming; technical execution strategies (energy systems, VO2Max, etc.); retention strategies for 2020-2021 season.

Working group members: Jordan Harper (AMAC), Marc Tremblay (CASC), Alex Wallingford (EKSC); ATPC Reps: Dave MacDonald (UCSC) and Lucien Zucchi (RDCSC); Staff Liaisons: Jackie Cool and Stephen Norris

Competition Calendar Working Group was established to advise and work with Swim Alberta to establish a stable and coherent competition calendar that addresses the competition needs of grassroots through to performance development swimming with appropriate alignment to the Swimming Canada competition calendar. Key achievements included: reviewed provincial competition dates; competition types and needs of each level of swimmer; outlined key considerations for each level of competition – including dates, facilities, age/level/ability of swimmer and travel; reviewed competition information for alignment with Swimming Canada’s Athlete Development Matrix; and developed a draft calendar that shows target windows for each type of competition including fixed dates for provincial competitions.

Working group members: Roger Hanna (CP/ASSA), David Loyola (NCSA), Ryan McDonald (PPAC), Chris Nelson (EKSC), Jasen Pratt (CASC), Carl Simonson (UCSC), Randi Willisko (GLEN), ATPC Reps: Brad Mori (KSC) and Alex Dawson (GPP); Staff Liaisons: Kevin Dennis and Stephen Norris.

Performance Swimming Working Group was established to advise Swim Alberta on performance swimming technical programs and coach development ensuring alignment with the Swim Alberta strategic plan. Although not as formally structured as the two working groups, this working group meets both individually and as a group with Swim Alberta’s Technical Director to discuss, collaborate and receive support on technical issues related to performance swimming.

Working group members: Paul Birmingham (EKSC/UOFA), Mike Blondal (UCSC/UOFC), Dave Johnson (CASC), Peter Schori (LASC/UOFL); Staff Liaison – Stephen Norris.



Alberta Officials and Competition Committee (AOCC)

The AOCC is an active advisor to Swim Alberta in matters related to Officials, Officials Education and Development and Competition procedures. During the 2019-2020 year, the committee successfully hosted a Referee Professional Development Day in conjunction with the Swim Alberta Conference and AGM in September and began the process of re-imagining officiating within a pandemic and post-pandemic setting.

After several decades of service to the committee, Swim Alberta would like to thank Lockie Lister for his commitment, dedication and time to the work of Swim Alberta and the committee. Lockie was instrumental in developing and maintaining the initial provincial official's registration database and in maintaining and updating officiating clinics for several years prior to Swimming Canada finally taking on that role. Swim Alberta would also like to thank Patti Clarkson for her 9 years of service on the committee. Patti's skills in mentoring and identifying the potential officials has supported many individuals along the official's pathway.

Current Committee members include: Jennifer Flowers (Chair), Doug Bird, Rob Farmer, Mike Bester, Dave Schenk, and Trevor Nicholson. Staff Liaisons: Kevin Dennis and Megan Narsing

Alberta Masters Swimming Committee (AMSC)

The Alberta Masters Swimming Committee represents the needs of Masters Swimmers in Alberta and acts in an advisory capacity to Swim Alberta on items of importance to masters swimming. This past season the committee focused on providing feedback and guidance as it related to the transition of masters under the Swimming Canada umbrella.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the committee this past year: Carli Tyson, Dave Amundrud, Jessika Craig, and Scott Summers. Staff Liaison – Kevin Dennis.

Alberta Summer Swimming Association (ASSA)

The 2020 Summer Season held much promise as the Alberta Summer Swimming Association (ASSA) and Swim Alberta worked closely from September 2019 – May 2020 with the transition to the national registration system, updating and revising the Rules and Regulations Manual to align with appropriate athlete development models, full re-alignment and review of several policies and a number of training sessions to support the summer swimming community with a smooth transition onto the national registration and meet sanctioning system. Unfortunately, in late April, similar to many other sport organizations and businesses, the ASSA made the hard decision to cancel the 2020 summer season. With the announcement of easing restrictions in late June, seven (7) summer swimming clubs were able to return to training for the 2020 season. No competitions were held, including the Regional Championships and Provincial Championships typically held by ASSA.

In a typical year, The Alberta Summer Swimming Association (ASSA) works in close partnership with Swim Alberta to provide summer swimming opportunities to over 3400 swimmers through 55 summer club programs in the province. Through a collaborative service and affiliation agreement, the two organizations work together to ensure the needs of summer swimmers, coaches and officials are met and a successful swimming experience is provided to all. The executive of ASSA includes: Andre Harpe (President), Lynnette Thoresen (Vice-President), Richard Harris (Secretary) and Morgan Dozeman (Treasurer).

SWIM ALBERTA BOARD

Dean Schultz - President

Kevin Wigginton - Treasurer

Kelly Jubenvill - Vice President

Baerach Anderson - Vice President

Scott Flowers - Director

Dave McCann - Director

Thomas Holloway - Director

Steve Sproule - Director

Lynnette Thoresen - Alberta Summer Swimming Association Representative



SWIM ALBERTA STAFF

Cheryl Humphrey, Executive Director

Val Carr, Manager Membership Services

Jackie Cool, Sport Development Director

Kevin Dennis, Technical Coordinator

Megan Narsing, Program & Engagement Coordinator

Steve Norris, Performance Technical Director

Ana Robitu, Accountant

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