



20

ANNUAL REPORT

23

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2017-2024 STRATEGIC PLAN

OUR VISION

Every swimmer has the opportunity to reach their full potential.

OUR MISSION

Govern, lead, and support competitive swimming.

OUR 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

As we reflect on the 2022-23 season, we are again reminded of the positive energy and hard work in the Swim Alberta communities that allowed us to once again “punch above our weight.”

The 2022-23 season started smoothly, but that was short-lived as Swimming Canada experienced a cyber-attack that challenged the entire system. With a loss of member data and the need to manually reset the system, the Swim Alberta community responded, as usual, by rising to the occasion with mitigation strategies and their execution to minimize the disruption to our swimmers, coaches, and officials for programming and competitions.

With the Olympic year upon us, there is an excitement in the community for what the next season will bring.

The 2022-2023 season was packed full of provincial, national, and international performance highlights that are evidence of the incredible work done by coaches, officials, volunteers, staff, etc., that support and inspire our swimming community to achieve its full potential.

Sustainable success for Swim Alberta is dependent on the foundation from which it is built. This proof is in the numbers. In the 2022-2023 season, Swim Alberta swimmers set 32% more provincial records than they did the previous season. Of the 149 records set, 14 of these were also National Age Group records. To round out our development, Swim Alberta can celebrate awarding 194 youth recognition shirts!

Nationally, Alberta swimmers were recognized by Swimming Canada as part of the Spring and Summer ID Teams. While internationally, Swim Alberta had 12 individual swimmers qualify for events, including the World Aquatics Championships in Fukuoka, Japan, World Junior Championships in Netanya, Israel, Pan Am Games in Santiago, Chile, and the FINA World Championships 25m in Melbourne, Australia.

Swim Alberta saw exceptional performances from the grassroots to the international stage, with personal best performances and podium performances.

Swim Alberta is excited to launch our new strategic plan “Pathway to 2032.” The strategic plan, coupled with the technical plan will outline our goals for the next 8 years and our new performance dashboard initiatives will ensure that we are aligned for the journey to realize these goals.

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 to Make competitive swimming possible in Alberta.

Yours in Swimming,

Kevin Wigginton
President

Shawn Holman
Executive Director

A Year in Review



The 2022-2023 swimming season was a significant year of advancement for Swim Alberta as the organization continued its commitment to delivering on our Strategic Plan 2017-2024 but also invested in our future with the development of our new Strategic Plan, "Pathway to 2032." Coupled with the new Strategic Plan - Pathway to 2032, the 2022-2023 season was a year of alignment of Swim Alberta's Technical Plan along with the development and rollout of Swim Alberta's new long-term Performance Dashboard framework.

We are excited to share and celebrate the final key achievements under our Strategic Plan 2017-2024 and look forward to our new journey under the Pathway 2032 plan.

The Strategic Plan 2017-2024 consists of the three strategic directions that form the foundation of the plan:

1. Provide programs, 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.





Strategic Direction #1

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

- Development of Performance Monitoring Dashboard. This included the engagement of coach working groups and the rollout of the Edge 10 monitoring tool for athletes and coaches. The success of the program included re-signing an MOU with CSI-Calgary.
- The Mental Health and Wellness Initiative continued this past season with the Mental Performance Series, which offered athletes six one-hour sessions. These sessions were delivered online by two mental performance consultants and attended by 51 swimmers and five coaches.
- Swim Alberta provided \$137,000 in funding to athletes and club programs to support performance and performance development swimming in 2022-2023.
- Training Resource Pools (TRP) with MNP Community & Sport Centre in Calgary and the Kinsmen Sport Centre in Edmonton with a focus on including best-on-best training sessions for swimmers and coaches.
- MNP Sport & Recreation Centre and Kinsmen Sport Centre Technical Resource Pool partnerships continue into the 2023-2024 season.
- Summer Provincials continued to thrive in 2023 with the new date, format, and qualifying based on ranking. The updated format was a result of the work of the Competition Calendar Working Group (CCWG), which continued to refine and align key invitationals and provincial competitions with the national competition calendar.
- Although a non-Canada Games year, the Discover, Emerge, Aspire camps continued as a staple to service the swimming community. Swim Alberta hosted 2 Discover Camps and 1 Emerge Camp. The Aspire Camp sent 20 swimmers and 2 coaches to a Big-4 (BC, AB, ON & QC) Camp, which included attending Mel Zajac International in Vancouver, BC. During the camp, Swim Alberta supported technical development for our swimmers through video analysis from RaceTek.

Strategic Direction #2

Lead and inspire a culture of professionalism:

- Conducted an Organizational Effectiveness Review with a focus on the performance monitoring dashboard, membership services, financial systems, and I Can Swim program.
- Proposal received from Business Sherpa Group for new digital financial systems.
- The Future Coaches Program in 2023 continues with 7 coaches onboarded in the program. This program continues to focus on system development and supports a mindset for the ongoing professional development of coaches, providing a positive working relationship among clubs, informed decision-making to support the development of athletes, and fostering learning and continuous improvement of our coaches.

Strategic Direction #2 continued

Lead and inspire a culture of professionalism:

- Swim University was a success and continues to grow and positively impact a large number of Swim Alberta coaches.
- I Can Swim 2022-2023 Teacher Training included 6 teacher training courses, with 63 coaches successfully completing the teacher training.
- NCCP Courses included 15 Community Coach Training Modules impacting 202 coaches, 9 Swimming 101 Training Modules impacting 116 coaches, 2 Swimming 201 Training Modules impacting 34 coaches and delivery of 1 Swimming 301 impacting 5 coaches.
- Swim Alberta's 2023 Conference welcomed 66 coaches, 37 club executives, and 12 officials. The weekend was filled with impactful topics, starting with Keynote Allison Forsyth, Governance with Adam Klevinas, Culture of Excellence with Alayne Hing, Nutrition and Body Image with Paige Wyatt, and Swim Alberta's staff and coaches delivering topics to "punch above our weight," including the launch of Swim Alberta's Pathway to 2032 Strategic Plan.
- The continuation of the Women in Coaching series was realized with increased participation throughout the season. This initiative was enhanced at the Swim Alberta conference with a Women in Coaching session hosted by Allison Forsyth.
- Swim Alberta Executive Director nominated for a second term with the Alberta Sport Leadership Association Board of Directors.
- 2024-2032 Strategic Planning sessions were held with the Board of Directors and Swim Alberta staff. A Swim Alberta survey was distributed to 672 Swim Alberta members, including coaches, referees, club presidents, Board of Directors, staff, club official administrators, and club registrars, to gather feedback on the organization's current and next strategic plan. 188 survey responses were received. The results were consolidated by the third-party consultant and presented to the staff and Board of Directors.
- Swim Alberta has a new official recognized on the International World Aquatics list.
- The Swim Alberta community came together to not only take on the challenges presented by the Swimming Canada cyber-attack but also successfully implemented mitigating strategies to minimize the effect on swimmers in training and competition.
- Swim Alberta participated on the RTR steering committee to help guide the RFP process and selection to shortlist the providers for the development of the new system.
- Alberta Officials & Competitions Committee (AOCC) developed a framework for a mentorship program as well as resources to support consistent competition experiences for the swimmer.
- In fiscal 2023, the Board of Directors moved to restrict \$250,000 of unrestricted net assets to replenish the sustainability reserve fund to its target level.



Strategic Direction #3

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

- The 2022-2023 I Can Swim program was successful in the launch of the plan, adoption, and training of instructors to support the program. Swim Alberta's commitment was furthered with the hiring of an I Can Swim Coordinator. In addition to the year-round clubs, a pilot adoption of ICS was realized with the ASSA clubs.
- New Hootsuite tool integration to augment our social media plan.
- Integration of Race Pace (non-affiliated club) athletes into an existing club to provide a more inclusive environment for their competitive members and newcomers to Canada.
- Launch of Swim Alberta's Newcomer Grant. 4 recipients were selected to receive grants.
- Swim Alberta delivered 7 spring clinics to ASSA in Stroke and Turn, Recorder-Scorer, starter, clerk of the course and meet manager, which captured over 110 participants. In addition to these webinars, meet entry process, meet manager, as well as coach professional development webinars were held.
- Swim Alberta delivered the following clinics:
 - 2 CFJ/CJE clinics training 16 participants.
 - 2 clerk of the course training clinics, training 12 participants.
 - 11 Intro to Swimming Officiating clinics, training 100 participants.
 - 2 Meet Manager clinics, training 24 participants.
 - 2 Recorder/Scorer clinics training 14 participants.
 - 1 Referee clinic training 6 participants.
 - 3 starter clinics training 26 participants.
 - 10 Judge of stroke & inspector of Turns clinics, training 75 participants.
- The 2023 Alberta Summer Games had 172 Olympic Swimmers and 11 Paralympic and Special Olympics Swimmers. Swimmers were well represented from Zone 1 through to Zone 8.
- Para Participation included 5 provincial qualifier visits, 9 development swimmer visits, and 2 Level 2 Classifications.
- Swim Alberta worked with ASSA to create an inclusive environment for one of our transgender swimmers, who struggled to continue swimming. Through the great work of our community, this swimmer not only enjoyed a full season of swimming but excelled in their performances.
- The Alberta Masters Swimming Committee (AMSC) provided support to the Masters Provincials as well as the shift of provincial records to an online platform, which will serve the masters swimming community for future years.

Swim Alberta's Impact on Competitive Swimming in Alberta



As we reflect on the 2022-2023 season, it is evident that Swim Alberta's Strategic Plan 2017-2024 and three strategic directions have been instrumental in transforming the swimming landscape in Alberta that we benefit from today. With that, it is important to recognize those who contributed to the years of achievements and milestones that Swim Alberta realized both in and out of the pool.



As Swim Alberta looks ahead to the 2023-2024 season, it remains steadfast in its commitment to embrace our Pathway to 2032 plan to *Inspire our swimming community to achieve its potential* and *Make competitive swimming possible*.

Performance & Performance Development



RENEE KARDASH
photography



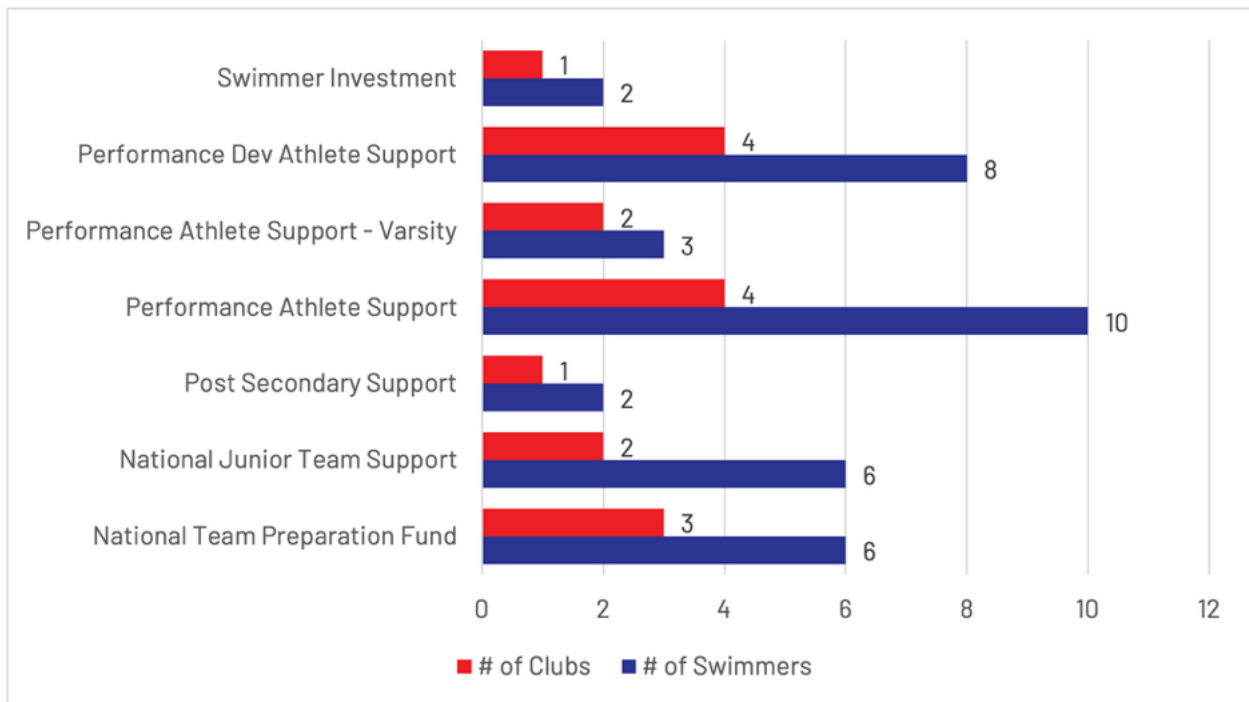
A look at our
Performance &
Performance
Development
programs,
funding, and
achievements.

Athletes & Coaches Funding

Swim Alberta provided \$137,000 in funding to athletes and club programs to support performance and performance development swimming in 2022-2023. Athletes receive direct funding support from Swim Alberta to support training, preparation, and post-secondary studies through six funding programs. In addition, Swim Alberta provides direct support to clubs that meet the criteria through the Performance Development Program Support Program. Additional support is available as part of Swim Alberta’s Long Term Technical Plan through Swimmer Investment (training, racing and special projects) as well as Coach Investment to attend international opportunities.

2023 Athlete Funding

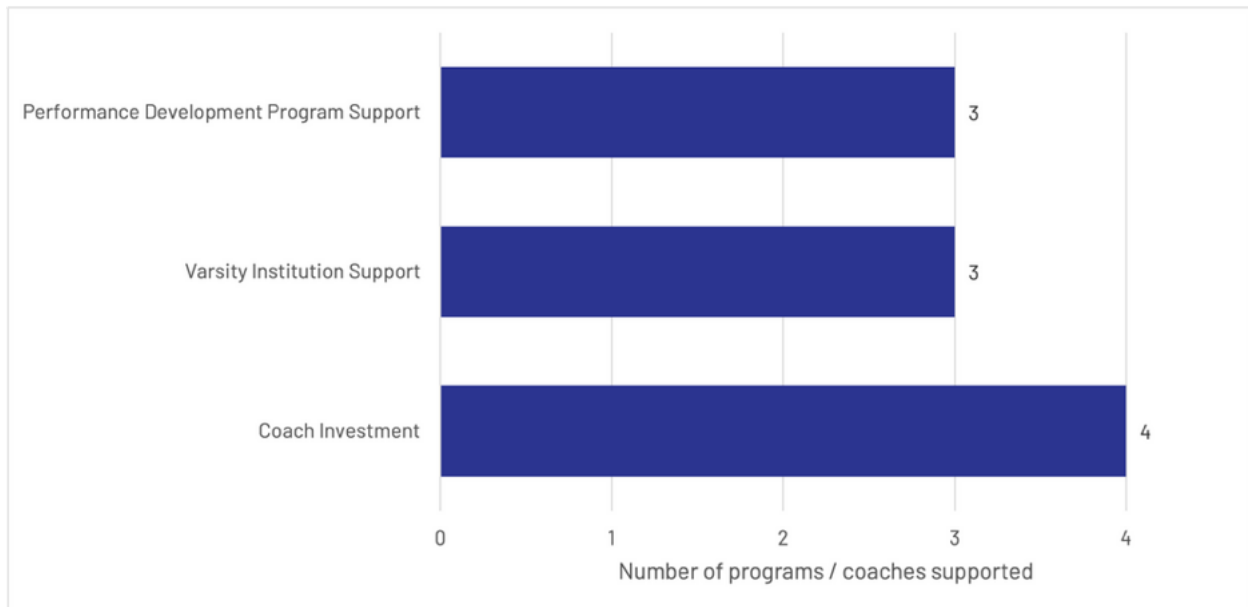
\$70,500



Athletes & Coaches Funding

2023 Program & Coach Support

\$66,500



The breakdown

Performance Development
Program Support

\$15,000

per club

Varsity Institution
Support

\$10,000

Coach
Investment

\$45,000

Athlete Programs Camps

Discover Camps ran in Calgary and Edmonton in Oct 2022 with 72 swimmers and 12 coaches and then again in April with 82 swimmers and 10 coaches.

Emerge Camp hosted 33 swimmers and 10 coaches in Calgary in April, and this included the 8 Future Coaches.

Aspire Camp sent 20 swimmers and 2 coaches to a Big-4 (BC, AB, ON & QC) Camp, which included attending Mel Zajac International in Vancouver, BC in June.



In comparison to 2021-2022

Discover
 ↑ **123%**
 Swimmers

Emerge
 ↓ **8.3%**
 Swimmers

Aspire
 ↓ **23.1%**
 Swimmers

↑ **15.8%**
 Coaches

0.0%
 Coaches

↓ **50%**
 Coaches

Mental Performance & Mental Health & Wellness

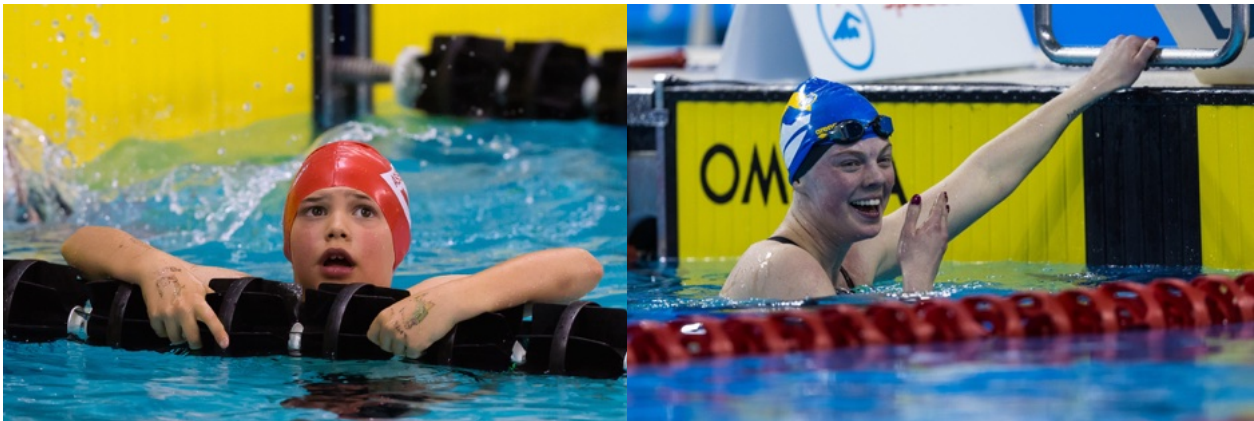
This past season, Swim Alberta continued with the Mental Performance Series, which offered athletes six one-hour sessions. These sessions were delivered online by two mental performance consultants and were attended by 51 swimmers and five coaches.

The Mental Health & Wellness Swim Alberta Newsletter continued to deliver content shared from Believe Perform and other sources to help our swim community with information and resources.

Attendance

↑ **54.5%**

From 2021-2022



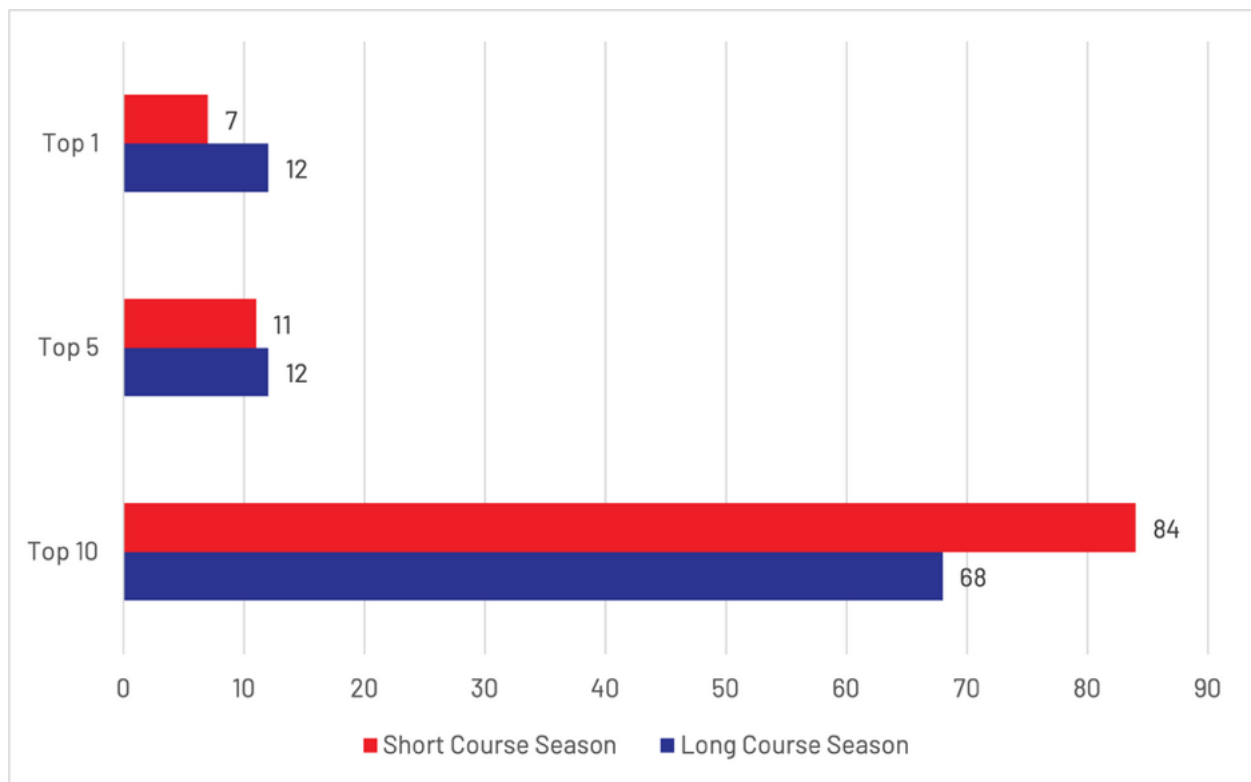
Athlete Programs

Youth Recognition

194

Total Awards

Youth Recognition Awards



Provincial Competition Sanctions

Total Sanctions

156

2022-2023

153

2021-2022

↑ **1.96%**

From 2021-2022

	Short Course	Long Course	Cancelled
L1: TF Single Session	30	4	2
L2: TF Multi Session	28	7	1
L3: Heats & Finals	15	7	1
L4: Provincial Series	2	3	
L5: Provincial Competition	1	2	
Masters	4		
Summer	50		4
Time Trial	3		

Celebrating Breakthroughs, Setting Records

2022-2023

149

Total Records

↑ **24%**

From 2021-2022

Let's break it down

58

Short Course

91

Long Course

14

National Age
Group Records

3

National
Records

In comparison to 2021-2022

↑ **14%**

Short Course

↑ **32%**

Long Course

↑ **71%**

National Age
Group Records

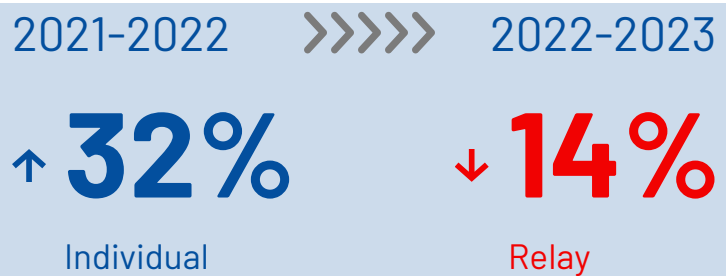
↓ **25%**

National Records

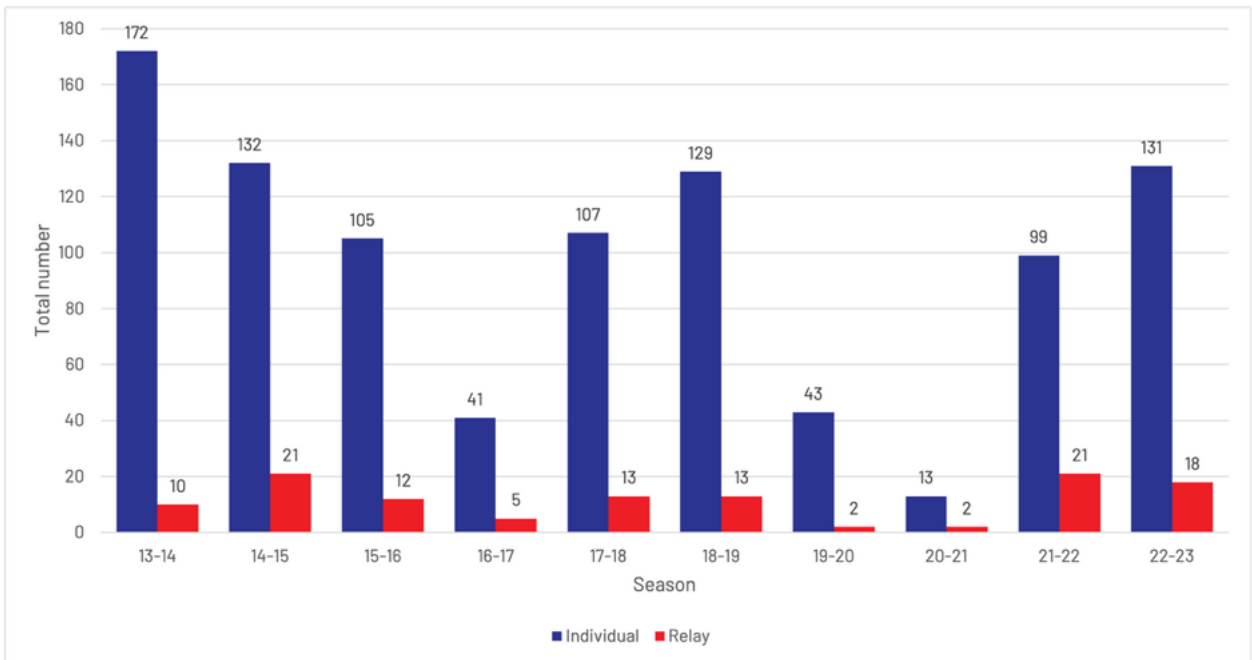
Full listings of records are available: <https://www.swimrankings.net>

Athlete	Club	Short Course	Long Course	National Age Group Records	National Records
Ingrid Wilm	CASC	2	2		
Parker Deshayes	CASC	1	3		
Yuri Kisil	CASC	1			
Abigail Clark	CP		1		
Emma Finlin	EKSC	2	6		
Cade Talbot	GPP		1		
Jordan Greber	GPP		1		
Oliver Dawson	GPP	2	8		
Alan Piatek	KSC	4			
Matea Gigovic	KSC	1	3		
Taylor Ginther	LASC		3		
Wells Ginzer	MAVS	1			
Avery Wiseman	OSC		1		
Hayden Visscher	OSC	1			
Aiden Norman	UCSC	7			
Alexis Yuan	UCSC	1	3		
Hayleigh Haines	UCSC		1		
Kamryn Cannings	UCSC	13	9	2	
Laon Kim	UCSC		6		
Lorne Wigginton	UCSC		14	5	
Maxine Clark	UCSC	4			
Nicholas Duncan	UCSC	1	2		
Paul Dardis	UCSC	5	9		
Rachel Nicol	UCSC		1		
Rebecca Smith	UCSC	3			1
Sienna Rodgers	UCSC	1	4		
Relays	UCSC	4	13	7	
Stephen Calkins	UofC	1			
Apollo Hess	UofL	2			2
Relay	UofL	1			

Annual Provincial Records



Provincial Records by Year



National & International Performance Highlights

Swimming Canada Spring & Summer ID Teams

- Aiden Gyorfi
- Aiden Norman
- Alan Piatek
- Elleigh Wise
- Hillary Guo
- Jackie Dong
- Joe Dong
- Kayla Mazurekewich
- Kingston Hitchcock
- Levi Hildebrand
- Matea Gigovic
- Maxine Clark
- Nicholas Duncan
- Oliver Dawson
- Parker Deshayes
- Paul Dardis
- Ranumi Eashwarage
- Sienna Rodgers
- Tanner Cole
- Tyrone Chen





National & International Performance Highlights

World Aquatics Championships

Fukuoka, Japan

- Emma Finlin
- Ingrid Wilm
- Lorne Wigginton

World Junior Championships

Netanya, Israel

- Aiden Norman
- Kamryn Cannings
- Oliver Dawson
- Jordan Greber
- Lorne Wigginton
- Paul Dardis

Pan Am Games

Santiago, Chile

- Ella Varga
- Rachel Nicol
- Stephen Calkins
- Emma Finlin
- Rebecca Smith

FINA World Championships 25m

Melbourne, Australia

- Ingrid Wilm
- Rebecca Smith
- Rachel Nicol
- Yuri Kisil

National & International Performance Highlights

Podium Performances

2023 Worlds Long Course



Ingrid Wilm

4x100 Medley

2023 World Junior Championships



Jordan Greber

4x100 Medley



Aiden Norman

4x100 Free
4x100 Mixed Free



Lorne Wigginton

200 IM
400 IM



Paul Dardis

4x100 Free
4x100 Mixed Free

2023 Worlds Short Course



Rebecca Smith

200 Free
4x200 Free



Ingrid Wilm

100 Back
4x100 Medley
4x50 Mixed Medley



Rachel Nicol

4x100 Medley



Rebecca Smith

4x100 Free
4x100 Medley
4x50 Mixed Medley

National Meets Participation



	13-14	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23
National Competitions - Spring (March-May)										
Clubs	11*	11*	11*	10*	10	11*	0**	6*	13*	17*
Athletes	74*	70*	88*	58*	38	58*	0**	27*	92*	84*
National Competitions - Summer (June-August)										
Clubs	7	9	11	9	11*	7	0**	0**	14	16
Athletes	64	61	67	46	58*	51	0**	0**	101	99

*Canadian Swimming Trials

**Cancelled due to COVID-19 Pandemic



In comparison to 2021-2022

Spring National Competitions

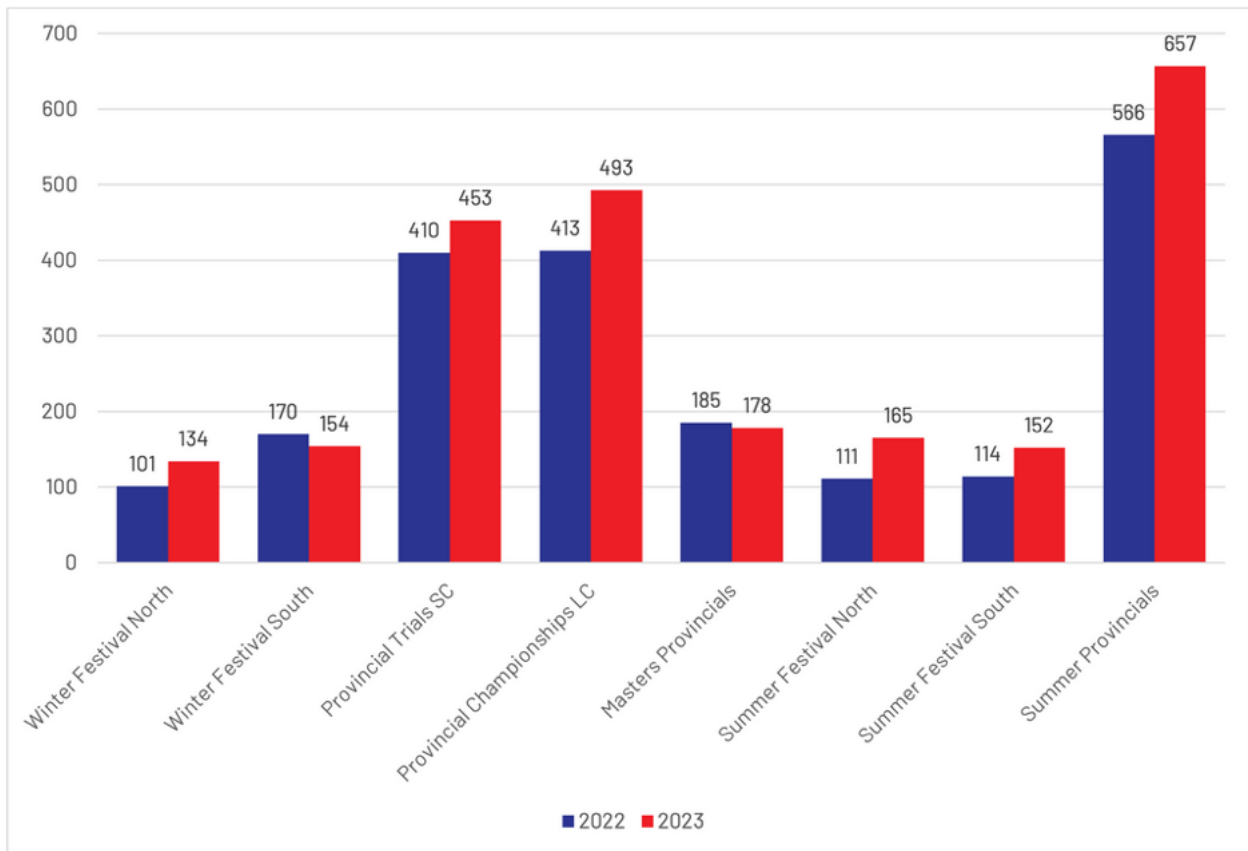
↑ **31%** ↓ **8.7%**
Clubs Athletes

Summer National Competitions

↑ **14%** ↓ **2.0%**
Clubs Athletes

Provincial Competition Participation

Provincial Competition Participation Numbers



Total number of swimmers

2022 = 2,070

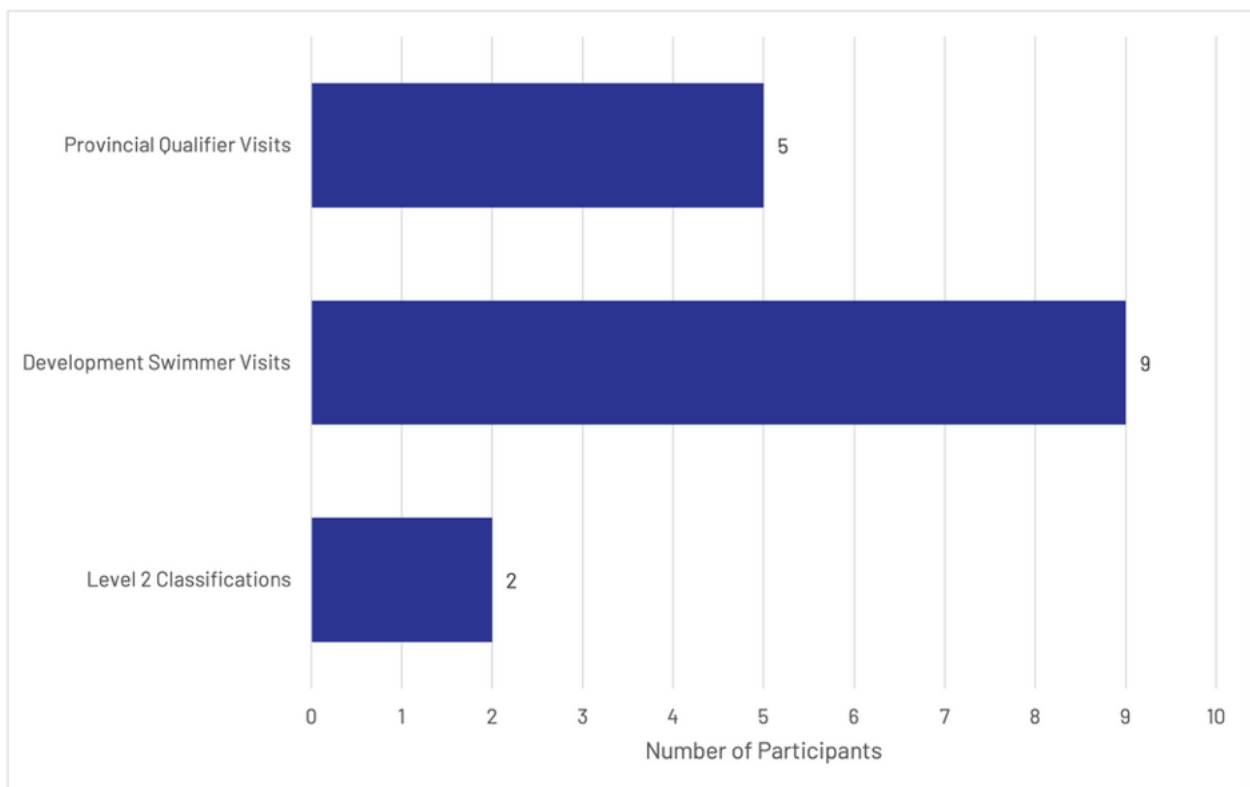
2023 = 2,386

↑ **15.3%**

Para Participation

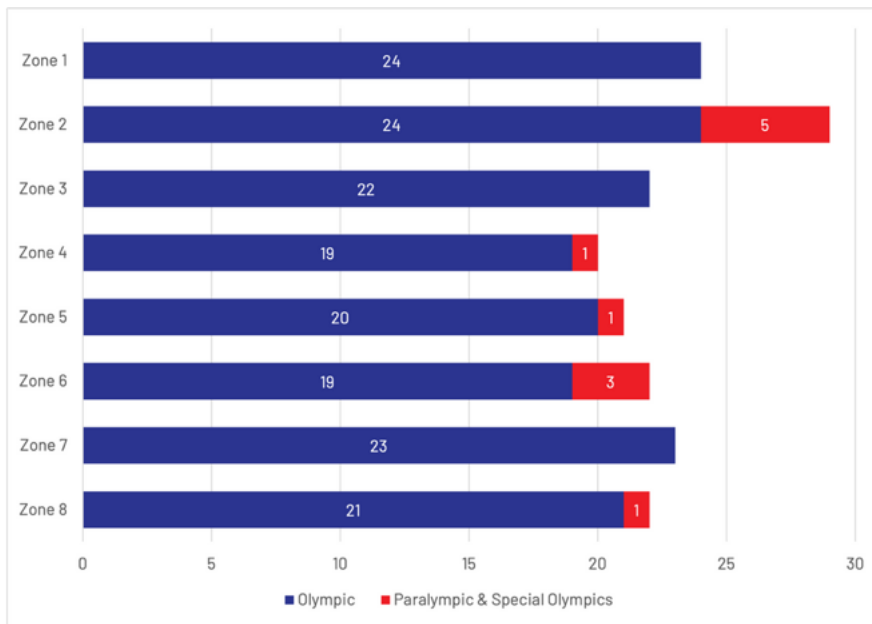


Para Swimming Participation Numbers



Alberta Summer Games Participation

2023 Alberta Summer Games Participation



Total
183

Participants

Olympic Swimmers
172 swimmers

Paralympic & Special
Olympics Swimmers
11 swimmers



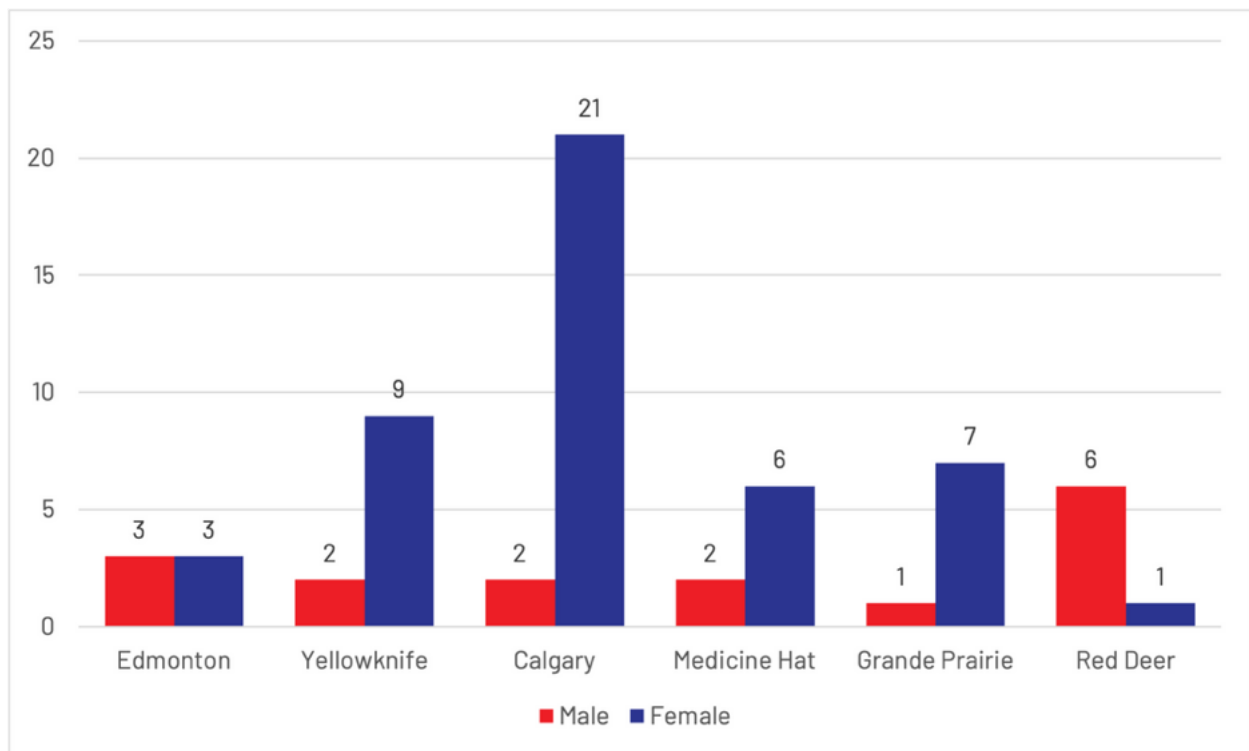
I CAN SWIM Program Update



Swim Alberta continued to deliver I Can Swim and hired a new I Can Swim Coordinator to help grow the program and support clubs actively using the content.

There were 6 teacher training courses offered, and 63 coaches successfully completed the teacher training.

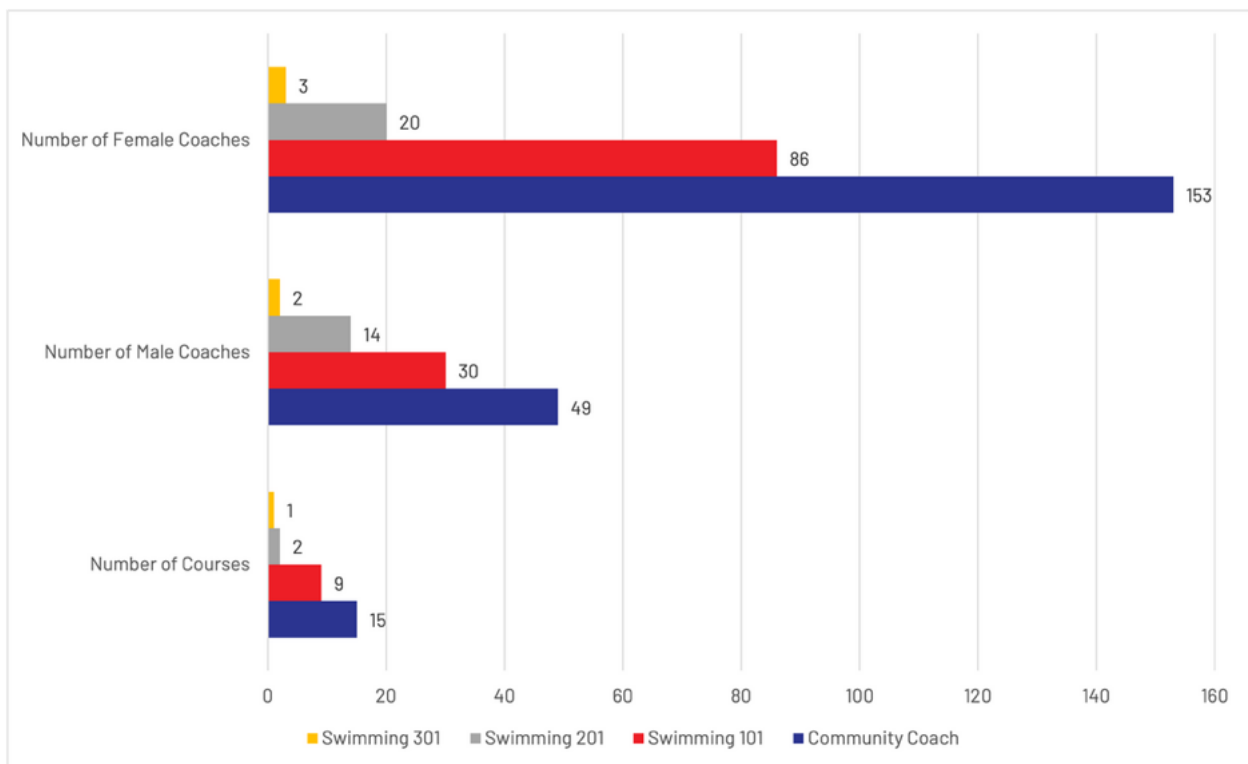
2022-2023 I Can Swim Teacher Training Coach Demographics



Coach Development NCCP Courses



2022-2023 NCCP Courses



Community Coach

15

Training Modules

202

Coaches

Swimming 101

9

Training Modules

116

Coaches

Swimming 201

2

Training Modules

34

Coaches

Swimming 301

1

Training Modules

5

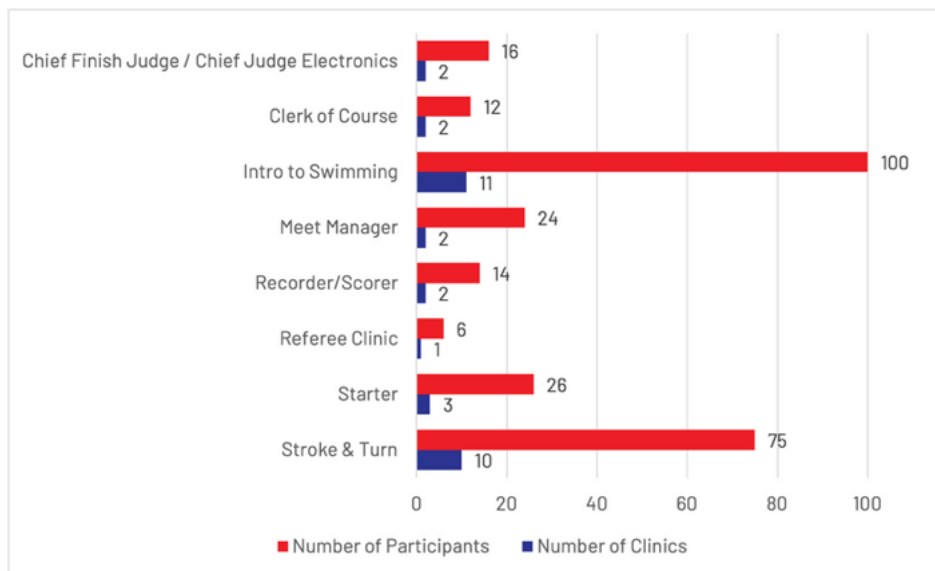
Coaches

Officials Development

During the 2022-2023 season, there were a total of 33 in-person clinics, training 273 participants, noting there may be numbers missing due to the loss and rebuild of the RTR.

One of the changes implemented during the 2022-2023 season was the move to track all clinics using Swimming Canada’s Learning Management System (LMS), which provides an easier method for club volunteers to update their officials’ records. In September of 2023, Swimming Canada added clinics to their e-learning platform, which may result in a reduction of in-person clinics.

2022-2023 Officials Clinics & Participants



Total

33

Clinics

273

Participants

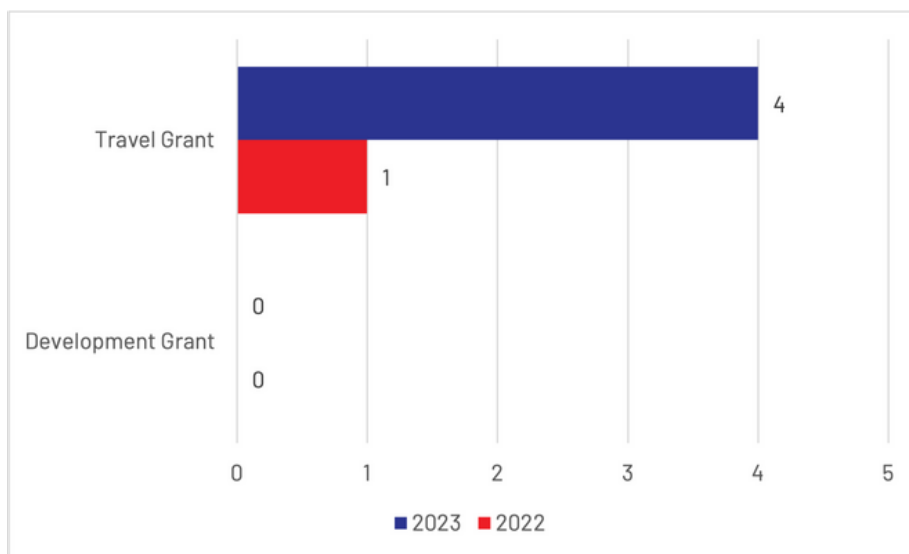
Officials Funding

During the last season, Swim Alberta supported four officials with a total of \$2,645.97 to assist with their costs of travelling to national competitions.

New in 2024, there will be provincial travel support available for officials, including referees and starters, who are assigned by Swim Alberta.



Number of Officials Funded



Total

\$2,646

2023

\$500

2022

Membership

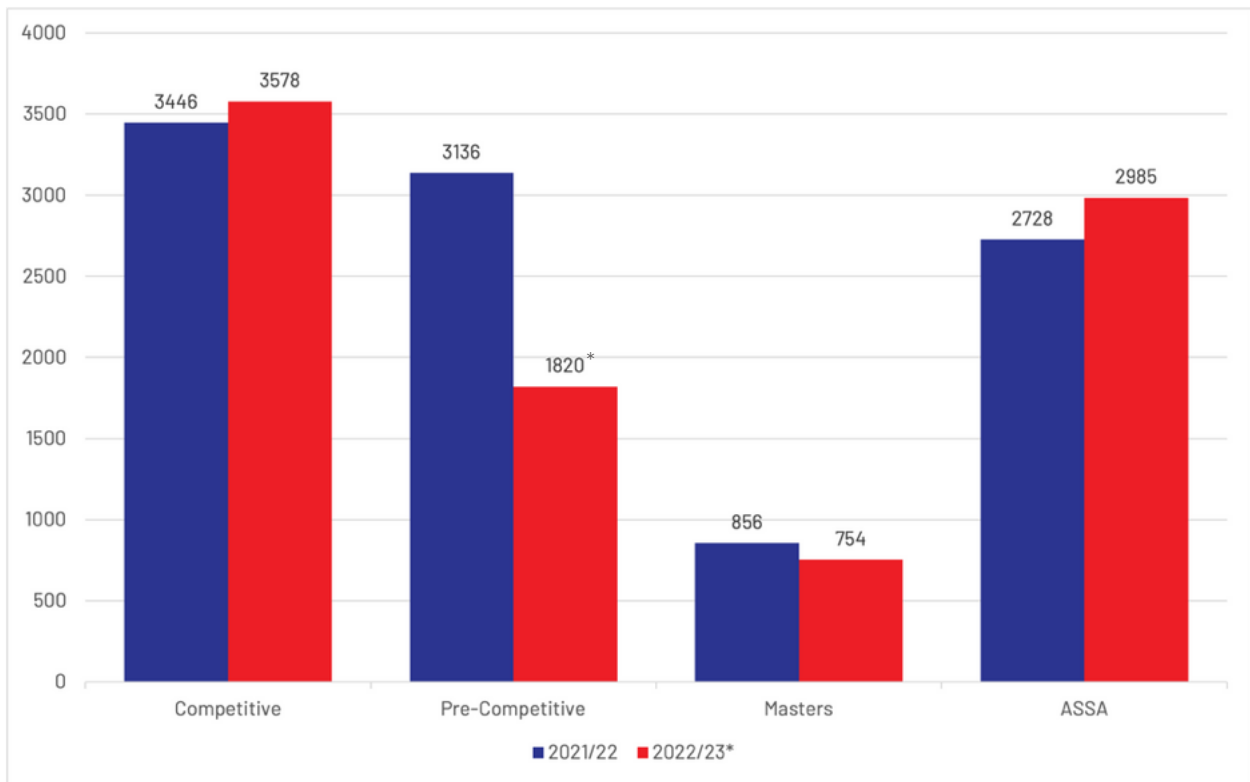


An overview of
our membership.
*2022-2023
impacted by
Swimming
Canada's cyber
attack

Swimmers

Overall Membership

Swimmer Members



Total number of swimmer members

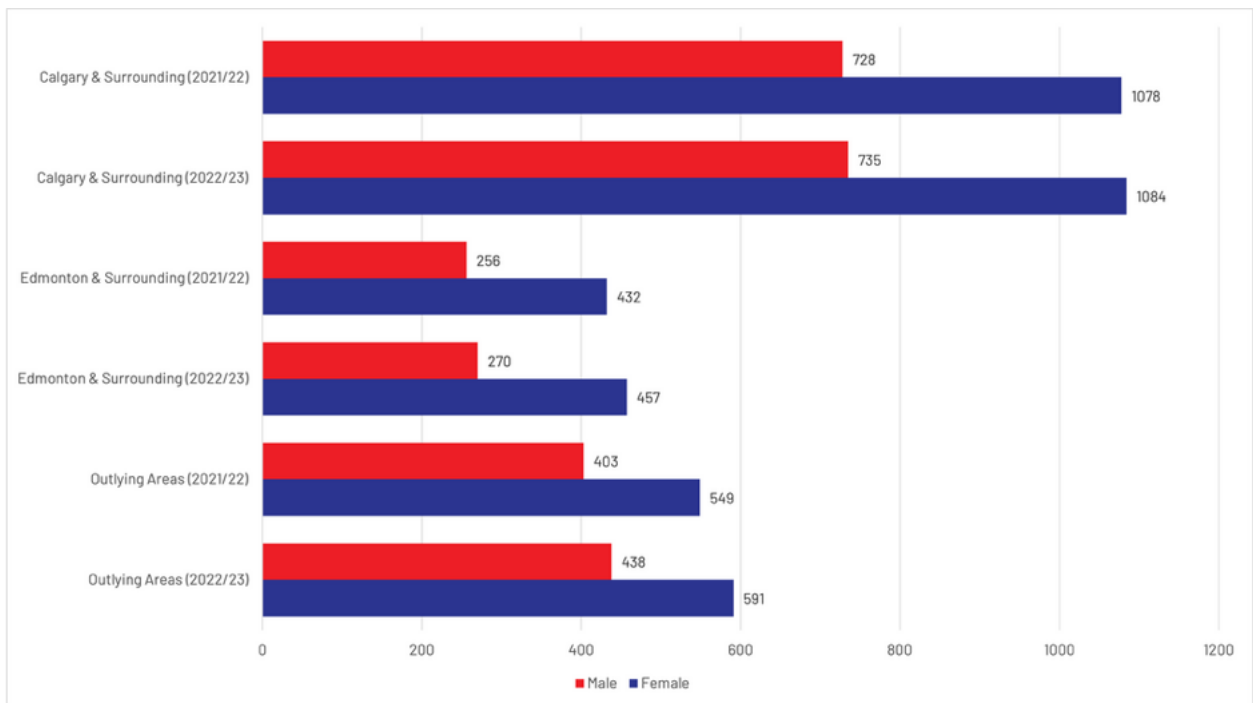
2021-2022 = 10,166
2022-2023* = 9,137

↓ **10.1%**

52 Club breakdown
 Year-round
55 ASSA
12 Masters

Competitive Swimmers Demographics

Competitive Members



Total number of competitive swimmers

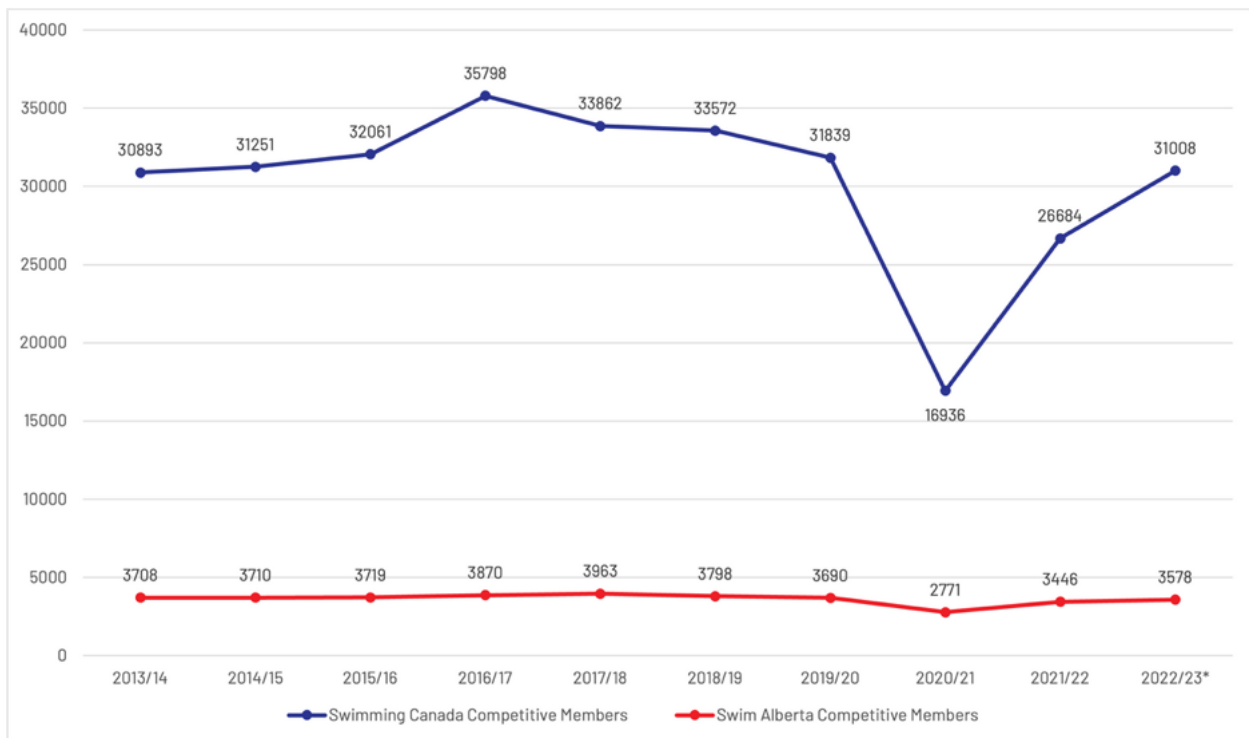
2021-2022 = 3,446

2022-2023 = 3,575

↑ 4.00%

Competitive Swimmers A National Comparison

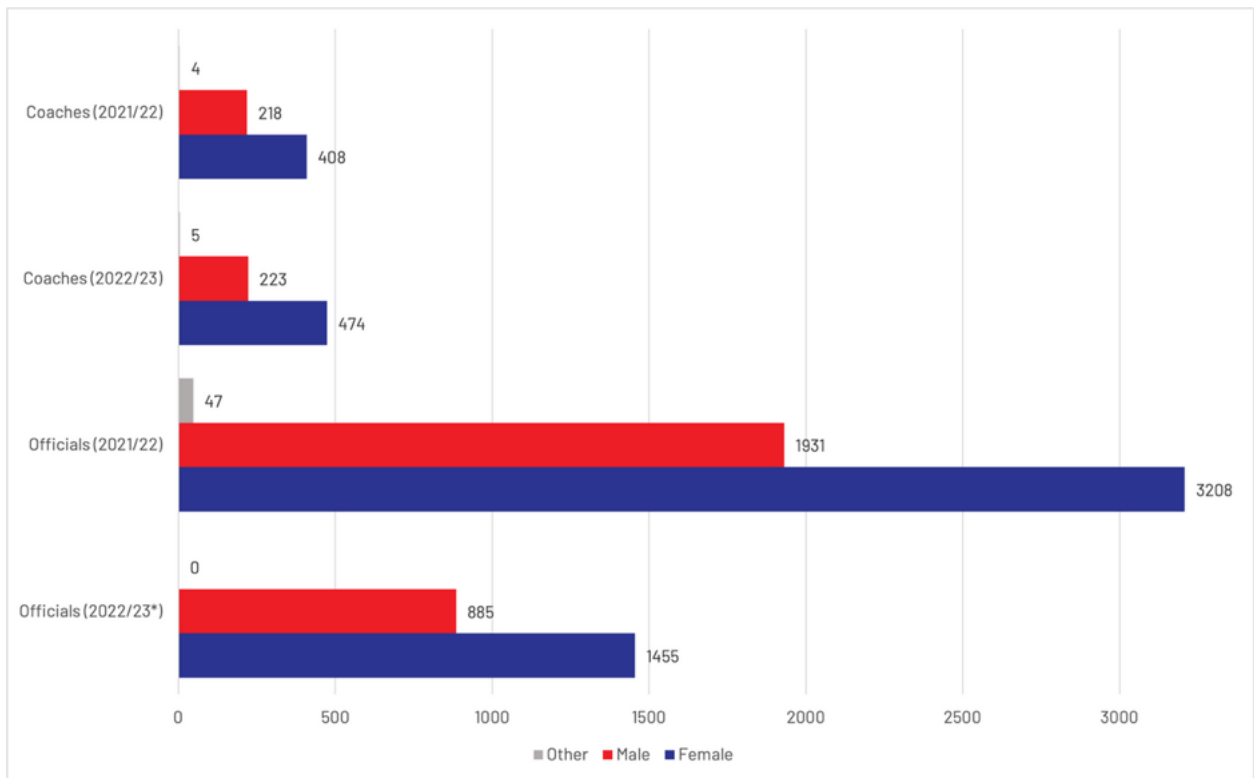
Provincial to National Comparison of Competitive Members



Coaches & Officials

Demographics

Coach and Official Members



Coaches

2021-2022 = 630
2022-2023 = 702

↑ **11.4%**

Officials

2021-2022 = 5,186
2022-2023* = 2,340

↓ **54.9%**

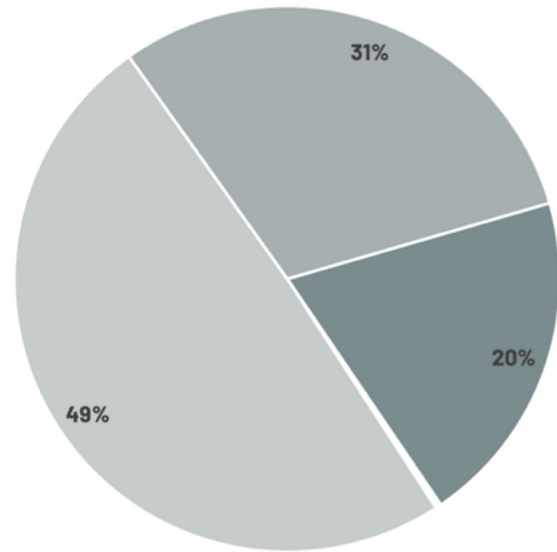
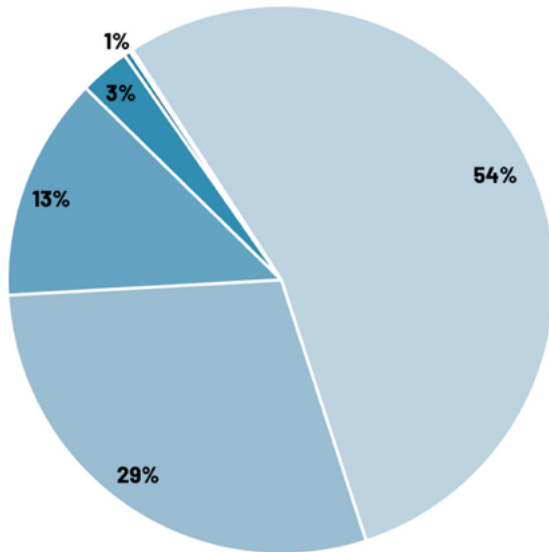
Financial Wellness, Sustainable Prosperity



Our financial performance and key financial metrics that demonstrate our strong fiscal health.

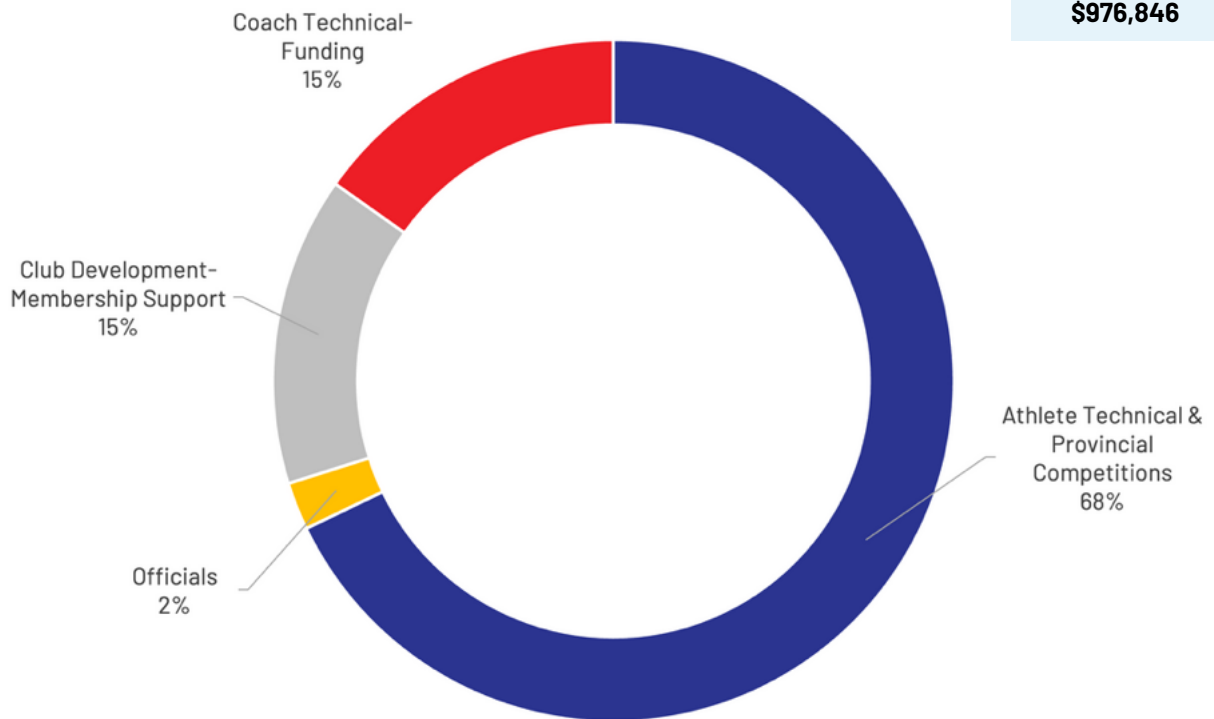
2022-2023 Financial Overview

	Revenue		Expenses
Affiliation & Registration	\$1,089,406	Program Costs	\$976,846
Program, Courses & Fees	\$585,849	Administration	\$601,597
Grant Revenue	\$265,953	Assessment Fees	\$395,671
Interest Income	\$59,552	Contributions to swim clubs	\$3,443
Donations	\$7,500	Amortization of capital assets	\$3,218
Swim-a-thon	\$3,443		
	\$2,011,703		\$1,980,775



2022-2023 Detailed Program Expenses

	Expense
Athlete Technical & Provincial Competitions	\$663,009
Officials	\$22,098
Club Development-Membership Support	\$143,303
Coach Technical-Funding	\$148,436
	\$976,846



Securing Our Future, Providing Stability

By Board of Directors resolution carried in November 2016, the Association created a sustainability reserve fund and an operating reserve fund.

General Operating Reserve Fund

The Association maintains an Operating Reserve Fund for the general purpose of assisting the Association to develop operating budgets that provide for planned growth and financial change in the Association's funding that may result in deficits to the Association. The operating reserve fund will be maintained at an amount no greater than \$300,000. Swim Alberta General Operating Reserve Fund Policy can be found on the Swim Alberta website.

Sustainability Reserve Fund

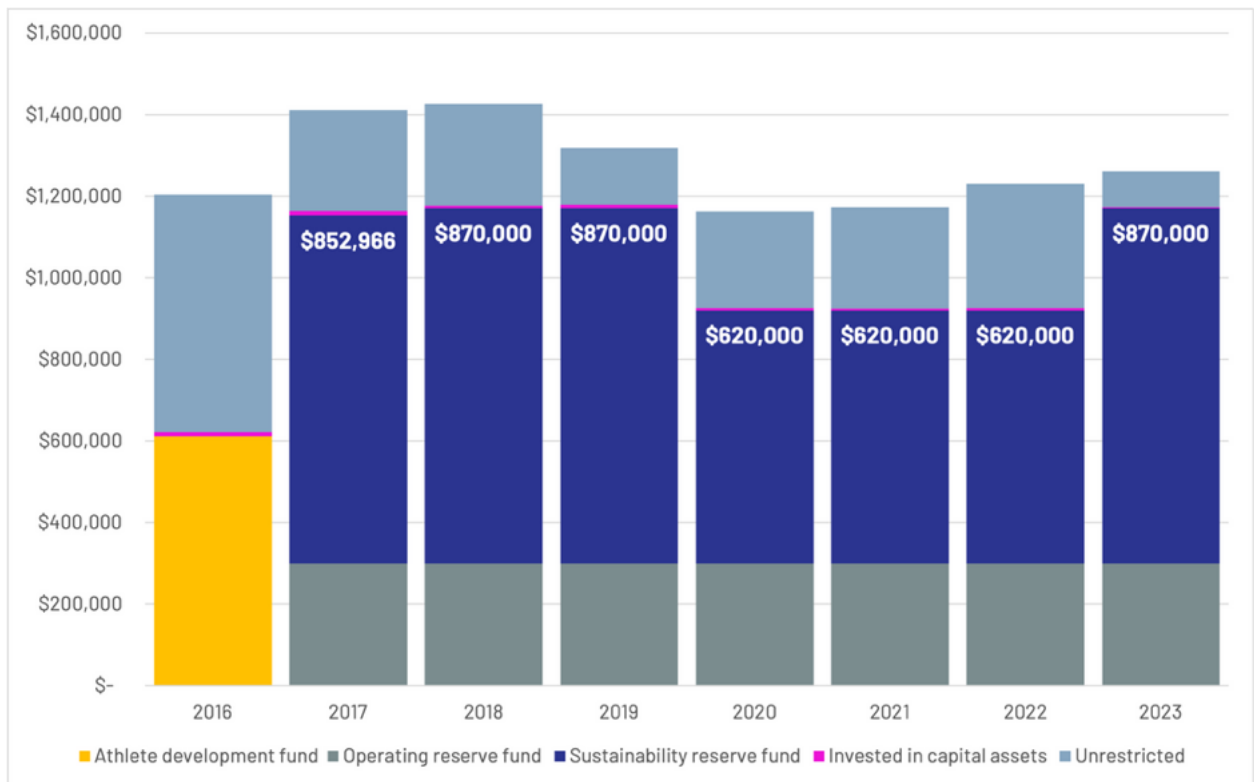
The purpose of the sustainability reserve fund is to ensure the long-term financial stability of the Association, to ensure the Association can respond to changes in its economic environment and to continually carry out its mandate.

The Association will maintain the fund at a level relative to four (4) years of annual program operating core-funding, which has been targeted at \$870,000.

In fiscal year 2020, the Association drew upon \$250,000 of the sustainability reserve fund as a result of the deficiency of revenues over expenses, as well as to cover other short-term anticipated shortfalls due to the impacts of the COVID-19 pandemic. In fiscal 2023, the Board of Directors moved to restrict \$250,000 of unrestricted net assets to replenish the sustainability reserve fund to its target level. Swim Alberta General Operating Reserve Fund Policy can be found on the Swim Alberta website. The following illustration shows the establishment of the reserve funds, the draw in 2020 and the restored fund in 2023.

Sustainability Reserve Restored

2023 Net Assets



Empowering Partners, Working together



An overview of the work done together with the help of our committees, working groups & partners.





Performance Development Work Group (PDWG)

Performance Development Working Group continued to meet throughout the season to uplift Swim Alberta programs fitting back into the technical program. The main themes centred around Swim Alberta selection process and criteria for offered camps, swim university offerings for coach education as well as continuing with the Mental Performance Series.

Working group members

Jordan Harper (AMAC), Alex Wallingford (EKSC), Dave Macdonald (UCSC) and new additions Emma Hesterman (MAVS), Haylie Burton (UCSC) and Ryan MacDonald (PPSC)

Staff Liaisons

Jackie Cool and Stephen Norris

Performance Swimming Work Group (PSWG)

The PSWG, as a collective, utilized online meeting tools and continued to focus on the specific programs of the member coaches. This was particularly so for the first two macrocycles of the season, with a more individualistic approach for the third and final macro of the year. It is the firm direction of the Swim Alberta staff to increase their direct 'face time' with all coach members of the PSWG, even as more programs become represented, both at the workgroup and individual coach levels.

As with the previous season, swimmers from these programs were heavily involved in international assignments for the National Team program at various levels of training and competitions. This necessitated specific meetings with individual coaches, and this is to continue in the coming seasons. However, the intent of the Swim Alberta staff is to create a stronger collective approach so as to share ideas and resources due to an increasingly complex and longer third macro training / competition schedule.

Additionally, the Swim Alberta staff, together with the PSWG coach members, will forge a clearer and more formal meeting calendar that will be aligned with the Yearly Training Plans (YTPs) of the various programs, other Swim Alberta work groups and linked committees, and the Swim Alberta Technical Plan.

Working group members

David Johnson (CASC), Paul Birmingham (EKSC), Alex Dawson (GPP), Peter Schori (LASC), Lesley Serediak (OSC), Michael Blondal (UCSC), Carl Simonson (UCSC)

Staff Liaisons

Jackie Cool and Stephen Norris

Competition Calendar Working Group (CCWG)

During the 2022-2023 swimming season, the CCWG provided their input and expertise with provincial competitions and the Alberta Summer Games. Swimming Canada has revised the national competition format starting in 2025, so the group will be engaged to review the current provincial competition format as well as re-aligning to the national calendar.

Swim Alberta would like to thank Roger Hanna and Randi Willisko for their contributions to the CCWG over the last few seasons.

Working group members

Alex Dawson (GPP), Brad Mori (KSC), Jasen Pratt (CASC), Chris Nelson (EKSC), Ryan Macdonald (PPAC), Randi Willisko (GLEN), David Loyola (NCSA), and Roger Hanna (CP/ASSA)

Staff Liaisons

Kevin Dennis and Stephen Norris



Alberta Officials & Competitions 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 2022-2023 season, the committee focused on developing the framework for a mentorship program as well as resources to ensure a consistent competition experience for the swimmer.

Committee members

Jennifer Flowers (Chair), Doug Bird, Mike Bester, Dave Schenk, Trevor Nicholson, and Stephanie Ketchin.

Staff Liaisons

Kevin Dennis and Madeeha Rahman

Alberta Masters Swimming Committee (AMSC)

The AMSC represents the needs of Masters Swimmers in Alberta and acts in an advisory capacity to Swim Alberta on items of importance to masters swimming. During the 2022-2023 swimming season the masters committee provided support to Masters Provincials as well as the shift of the provincial records to an online platform.

Committee members

Scott Summers, Jessika Craig, and Barry Lewis

Staff Liaisons

Kevin Dennis and Madeeha Rahman

Alberta Technical Program Committee (ATPC)

Since the emergence from the pandemic, discussions regarding the reengagement of the ATPC have been expressed by some members. Swim Alberta conducted a review of the working groups/committee and presented the findings to those at the coaching awards meeting held September 7, 2023. Following the meeting, the findings along with meeting notes were then distributed via email to the coaches awards meeting invite list.

Through this review, it was found that the Terms of Reference (TOR) duties in the ATPC were being accomplished in the current working groups PSWG, PDWG, and CCWG. Thus, a clear redundancy of duties between the TOR of the ATPC and the Working Groups (Working Group & Committee TOR Duties). In an effort to achieve efficiencies for Alberta's coaches and the work they do, a reflection of the needs to support Swim Alberta and its members was identified.

Although the current ATPC members currently participate/contribute to the working groups, Swim Alberta has a passionate group of leaders that can contribute valuable mentorship, engagement and communication to strengthen the Swim Alberta coaching community.

With a forward-looking lens, we have an exciting opportunity to engage our Swim Alberta coaching leadership community to achieve our goals along our Pathway to 2032. We are excited to embark on this journey with our Swim Alberta coaching leadership community.



Working Group & Committees

Terms of Reference (TOR) Duties

Provide input, recommendations, and feedback on:

ATPC TOR Duties

- Tours, camps, CAN Games
- Coach development
- Coaching & athletes
- Provincial designated meets

PSWG TOR Duties

- Funding for coaching & athletes
- Performance swimming stream
- Investment programs for performance swimming
- Investment programs for performance coaching
- Special projects related to performance swimming
- Performance Monitoring Dashboard

PDWG TOR Duties

- Tours, camps, CAN Games
- Coach development
- Age group swimming stream, swimming, and coaching
- Special projects related to age group swimming
- Swim Alberta Conference - suggest topics for future conferences
- Performance Monitoring Dashboard
- Grassroots

CCWG TOR Duties

- Provincial designated meets
- Develop a provincial competition calendar based on age & performance level
- Develop future plans for provincial competition calendar based on age & performance level
- Consider the themes of the Swimming Canada Athlete Development Matrix
- Sub-working groups based on region and/or development stage may be established as needed.

*Refer to the Strategic Plan connecting with the Technical Plan

*Red text refers to redundancy with the ATPC

Alberta Summer Swimming Association

The 2023 summer swimming season included a full competition schedule in all regions of the ASSA, including 1000 swimmers attending the ASSA Provincials to finish the season. Participation numbers and the number of competitions offered in each region showed growth from the prior season, however, a focus on membership growth remains a focus to reach full pre-pandemic membership numbers.

The ASSA Allstars program was a great success during the 2022-2023 season, with the largest team in recent years that participated at the Swim Alberta Summer Provincials. The number of experienced officials (including referees) remains an opportunity for growth in future seasons. Swim Alberta and the ASSA worked in collaboration to ensure that all swimmers had an opportunity to compete.

Total Swimmers

2,963

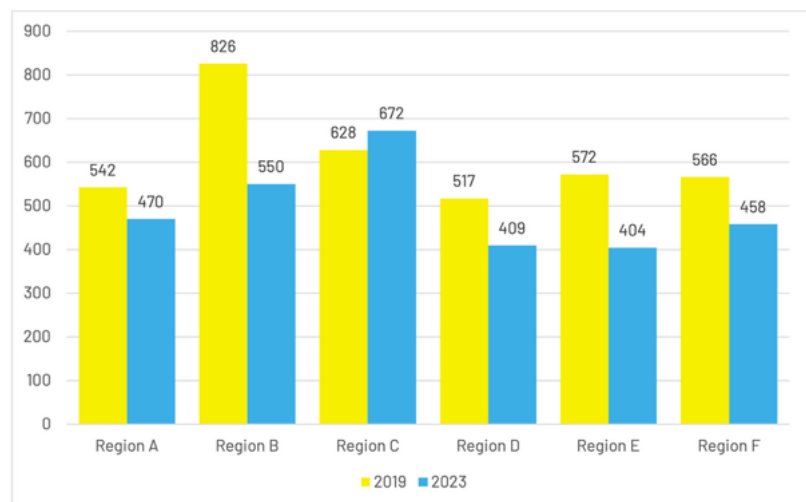
2023

3,651

2019

↓ 18.8%

ASSA Swimmers by Region



Alberta Summer Swimming Association

The ASSA works in close partnership with Swim Alberta to provide summer swimming opportunities with over 50 clubs that provide programming to approximately 3,000 swimmers. 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.

ASSA Executive

Lynnette Thoresen (President), Morgan Dozeman (Vice President), Richard Harris (Secretary) and Marni Woykin (Treasurer)

Staff Liaisons

Val Carr and Kevin Dennis





Our strategic plan as we look towards an exciting future.

Envisioning Tomorrow, Embracing Opportunities

Pathway to 2032



VISION

Inspire our swimming community to achieve its potential.

MISSION

Make competitive swimming possible.

WE VALUE...

Safe, diverse, and inclusive environments

Engagement & collaboration based on trust, respect, & fairness

The process of improvement

Being bold and courageous

Achieving best performances

Swim Alberta Board & Staff

Swim Alberta Board of Directors

Kevin Wigginton - President
Scott Flowers - Vice President
Thomas Holloway - Treasurer
Kelly Jubenvill - Director
Dave McCann - Director
Lynnette Thoresen - Director
Amanda Frayn - Director
Madysen Kjoness - Director
Keltie Duggan - Director

Swim Alberta Staff



Our dedicated team of staff and board who have contributed their expertise, passion, and collaboration to drive our success.

Shawn Holman - Executive Director
Ana Robitu - Accountant
Jackie Cool - Sport Development Director
Kevin Dennis - Sport Development Director
Madeeha Rahman - Sport Development Coordinator
Michelle Dawson - I Can Swim Coordinator
Steve Norris - Performance Technical Director
Val Carr - Member Services Manager

Gratitude, Collaboration, and Continued Success

We would like to express our sincere appreciation to all stakeholders, including members, sponsors, partners, employees, and board members, for their unwavering support and dedication.



Congratulations

2023 Award Winners

Outlying Community Coach

Alex Dawson

Provincial Age Group Coach Award

Alex Dawson

National Age Group Coach Award

Carl Simonson

Desperado Award

Alex Dawson

Larry Nielson Memorial Award for
Outstanding Contribution to
Coaching

Dave Macdonald

Official of the Year

Iris Jackson

Administrator of the Year

Joe Eccleston

Swim Alberta's Hall of Fame (Builder)

Dean Schultz



SPONSORS & PARTNERS



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