



2019 ANNUAL REPORT



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



2019 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 a inclusive membership.

Values

Excellence | Integrity | Innovation | Collaboration

PRESIDENT & EXECUTIVE DIRECTOR MESSAGE

With an Olympic year ahead of us, we look forward to the future with great optimism. Once again we would like to acknowledge and give thanks to our athletes, coaches, clubs, officials, volunteers and other partners who contribute on a daily basis to achieve Swim Alberta's vision: "Every swimmer has the opportunity to reach their full potential." Swim Alberta recognizes that the potential and dreams of every swimmer is different and ranges from fitness/fun with friends, competing for the first time, achieving a provincial team, or standing on the podium at the Olympic games. Collectively, through courage, dedication, and ambition we will put in place opportunities for every swimmer to reach their dream and realize their full potential.

In the spring of 2019, Swim Alberta launched to our membership, partners and stakeholders, a video that tells the story of Swim Alberta's WHY, or #whywedowhatwedo. The video was a rallying cry to our members – swimmers, coaches, and volunteers, to reach further, rise farther, and to always be innovative and leading in our approach. Swim Alberta has always had and will continue to pursue, an Alberta First philosophy in all we do to support our athletes and membership. As we head into the Olympic year, we challenge ourselves, the clubs, athletes, coaches and officials who affiliate with Swim Alberta to embrace and live this philosophy, as together we continue to build champions in and out of the pool.

This past year saw 4 Alberta swimmers make FINA "A" qualifying standards: Emma O'Croinin - EKSC (200, 400 and 1500 Free), Cole Pratt - CASC (200 Back), Tristan Cote - UCSC (400 IM) and Finlay Knox - MAVS (200 IM). Congratulations to each of you. In addition to these great achievements, Alberta had several athletes earn a spot on both senior national and junior national teams. Three (3) Alberta swimmers represented Alberta and Canada on the FINA World Championship Team, including: Tristan Cote (UCSC), Emma O'Croinin (EKSC) and Cole Pratt (CASC). Junior athletes continue to out-punch their weight by registered numbers in Alberta with five (5) athletes earning a spot on the FINA World Junior Championship team: Finlay Knox (MAVS); Emma O'Croinin (EKSC); Cole Pratt (CASC); Sebastian Somerset (CASC) and Avery Wiseman (OSC). Morgan Bird from the Cascade Swim Club was selected to the FINA World PARA Swimming Championships team. Kyla Leibel (RDCSC) and Danica Ludlow (UCSC) travelled to Lima, Peru to attend the Pan American Games as part of Swimming Canada's National team and four (4) University of Calgary/UCSC athletes attended the FISU Games: Marit Anderson, Peter Brothers, Rob Hill and Anders Klein.

Swim Alberta board and staff continue to pursue our mission "govern, lead and support competitive swimming" by:

- Ensuring that policies, rules and regulations are in place to ensure a fair and equitable playing field for our members;
- Being proud of our leadership – demonstrated past, present and how we are leading into the future so our athletes can continue to compete here at home, in Canada and across the world;
- Supporting our membership whether it is financial support for performance athletes, working with club boards through policies, plans and issues or advocating for the swimming community with municipalities, funders, partners etc.

As the momentum builds to Olympic Trials in April 2020, we wish all athletes and the clubs and coaches who support them on a daily basis a successful year ahead. Whether you make the Olympic team or are inspired by those who have, your courage, dedication and ambition inspire us to continue to do what we do.

Sincerely,
Dean Schultz, President
Cheryl Humphrey, Executive Director

A YEAR IN REVIEW

The 2018-2019 competitive season saw the roll out of year 2 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:

- **Competition Changes implemented** for the 2018 – 2019 season which included the launch of the 10U/11U Festival competitions, a return to a single short course and long course heats and finals Provincial Competition, and continual improvement to the Spring and Summer Long Course Championship competitions.
- **Short Term Performance Strategy**, 2018 – 2019 marked year 2 of the three (3) year commitment Swim Alberta made to support the development of our athletes leading into the Olympic trials in 2020. \$100,000 was distributed to five (5) separate clubs supporting 13 identified athletes, who have the potential to make the Olympic Team.
- With a framework in place since June of 2018 for a **long-term performance and performance development strategy**, work began on the specific details of the strategy and will continue into the fall of 2019. This will also involve a consultation process with Alberta Technical Program Committee and key stakeholders with a target to implement the plan in the fall of 2020.
- Provided leadership to launch the first **Para-Prospects West Camp** with the four Western provinces, securing a Canadian Paralympic Committee grant to offset costs of coach development for the camp.
- 33 athletes participated in the **Western Canada Summer Games** earning a total of 103 medals.
- Launch of the **400 Freestyle challenge** to shift training behaviours and enhance swimmers training and development. 291 swimmers from 18 clubs participated.
- Developed and implemented the **Competition Readiness Standards** and **Dive Progression Standards** to support the development of athletes into competition.

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

- In the spring of 2018, Swim Alberta took **the Responsible Coaching Movement pledge**. To date, Respect in Sport ethics training has been provided to 32 individuals encompassing staff, Swim Alberta camp coaches and team managers (WCSG, Discover, Emerge and Aspire), and members of our Alberta Technical Program Committee and Alberta Officials/Competition Committee. Swim Alberta continues to screen all registered coaches in the province through both police record checks and the use of the Swim Alberta screening questionnaire.
- Updating of the **Safe Sporting Environment Guiding Principle** to incorporate the **Open and Observable Environment** policy statement adopted by the organization. Key policies such as the Discipline and Complaints Policy and Appeals Policy were updated to ensure as an organization, Swim Alberta is able to continue to respond with best practices and have a focus that all members having the right to participate in a safe and inclusive training and competition environment that is free of abuse, harassment, or discrimination. Swim Alberta continues to recognize that swimming enriches the lives of everyone involved in the sport and will work to ensure that the training and competitive environment is one where athletes coaches, officials, volunteers and staff know they are safe, and are treated with respect and dignity.
- The third cohort of coaches completed the **Future Coaches Program** in 2019. The programs focus is to develop a system and support a mindset for the ongoing development and professional development of coaches, providing a positive working relationship among clubs informed decision making to support the development of athletes, and foster learning and continuous improvement of our coaches.

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

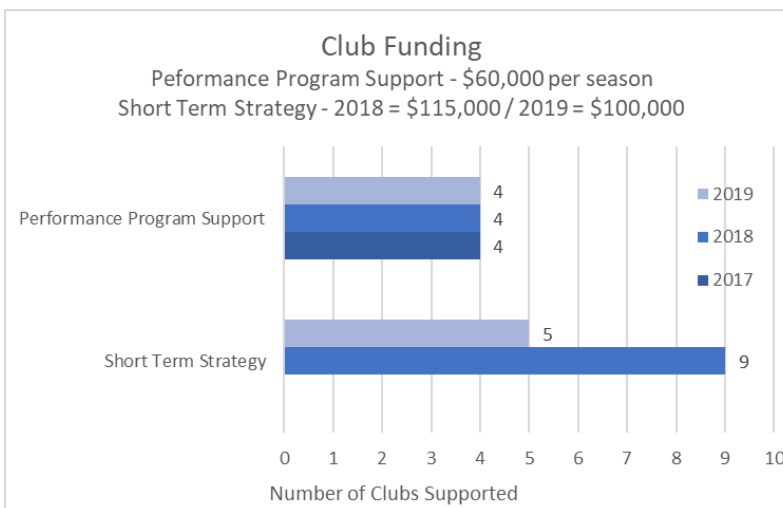
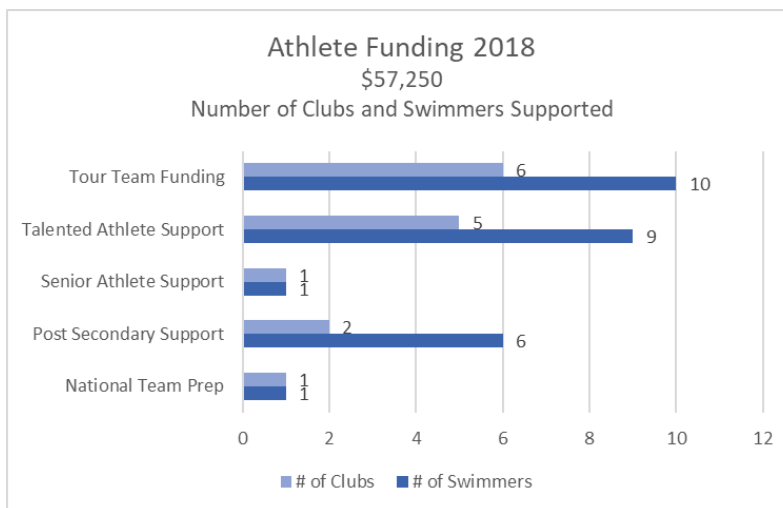
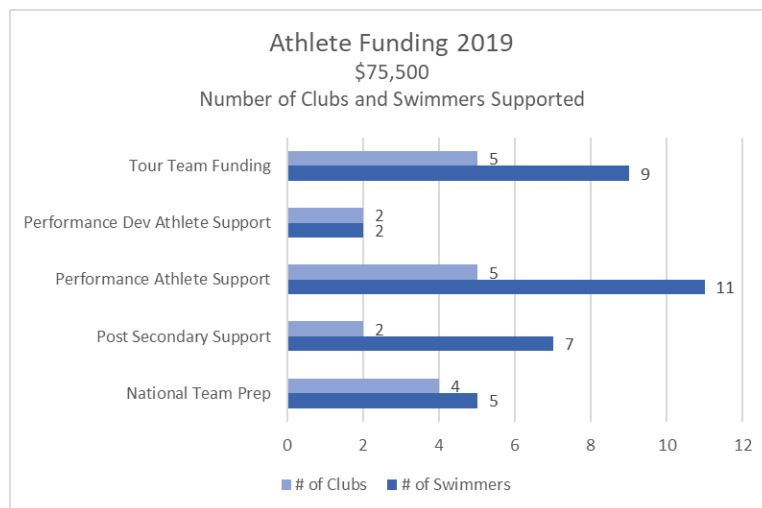
- Launch of the **#whywedowhatwedo** video to create key messaging around a shared vision and rallying cry for Swim Alberta and our membership to push the envelope and excel at all we do. It further demonstrated an Alberta first philosophy around support of athletes, coaches and club programs.
- Swim Alberta and **Alberta Summer Swimming Association** entered into its second five (5) year service agreement which sees Swim Alberta provide key support around the administration and registration functions of the association. The new service agreement has expanded to include coach development opportunities for ASSA coaches as well as book-keeping services.
- Sponsorship support for **Masters Provincials** to encourage increased participation. Masters Provincials saw over 225 athletes compete in Alberta's newest 50 m pool at the Brookfield YMCA in Seton.
- **My First Race Series** was continued for a second year. Swim Alberta recognizes that learn to swim programming is an important step to be not only water safe, but also important to the long-term development of athletes. Pre-competitive (non-competitive) memberships continue to grow with over 2700 pre-competitive members in the 2018-2019 season a growth of over 700 members over two years.
- Updated the **Facility Design Guide** that incorporates facility rules and standards for training and competition and supports municipalities in the design of flat-water pools.



PERFORMANCE & PERFORMANCE DEVELOPMENT - ATHLETES & COACHES

Funding

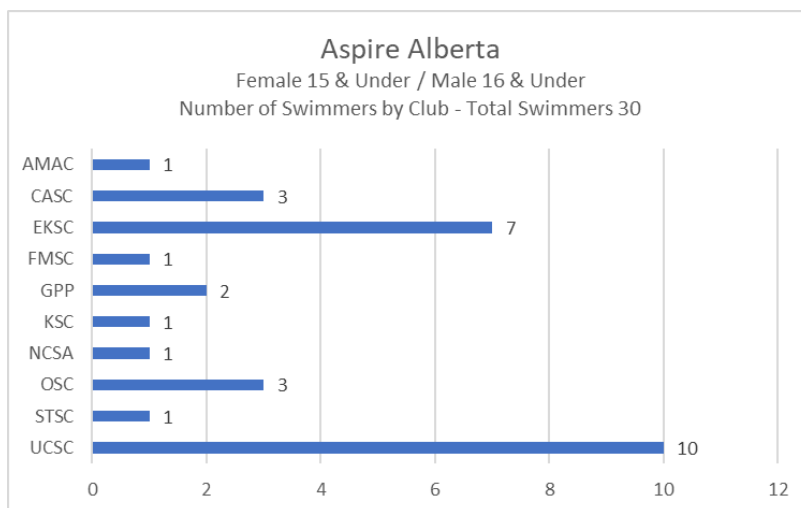
Swim Alberta provided \$235,500 in funding to athletes and club programs to support performance and performance development swimming in 2018-2019. Athletes receive direct support from Swim Alberta to pursue training, national team selection/preparation and post-secondary studies through five funding 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.



Camps & Tours

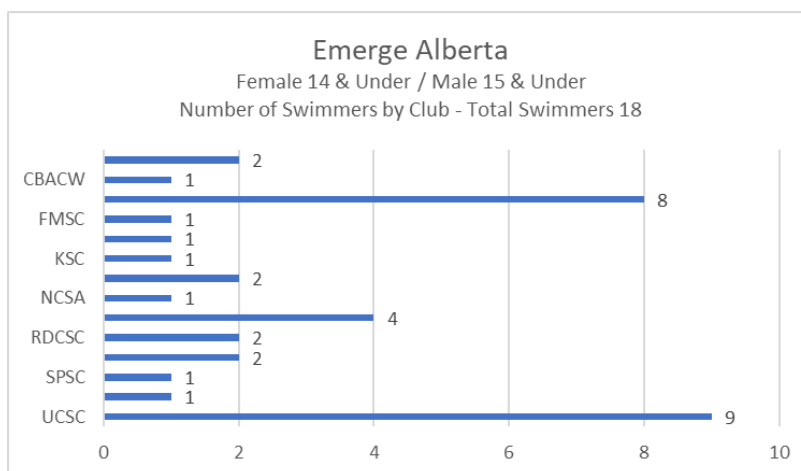
Aspire

To provide opportunities for training, race preparation & analysis, and competition (dependent upon the time of year) so as to expose aspiring swimmers to the level of expectation required to compete internationally. Focus will be on skill race analysis under pressure. The overarching goal is to provide a distinct uplift in experience beyond a normal daily training or typical racing environment.



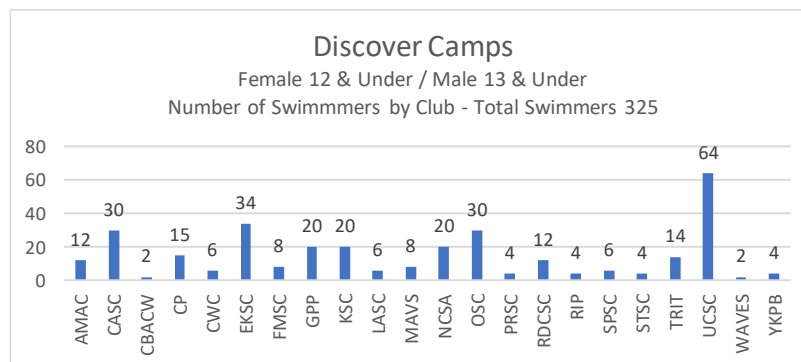
Emerge

To bring the emerging swimmers together to experience a significant increase in expectation concerning training and competition preparation. Additionally, the introduction of specific TEAM ALBERTA protocols and the potential for a dual meet racing opportunity, depending on the time of year, are likely to be included. The overarching goal is to provide a distinct uplift in experience beyond a normal daily training environment.



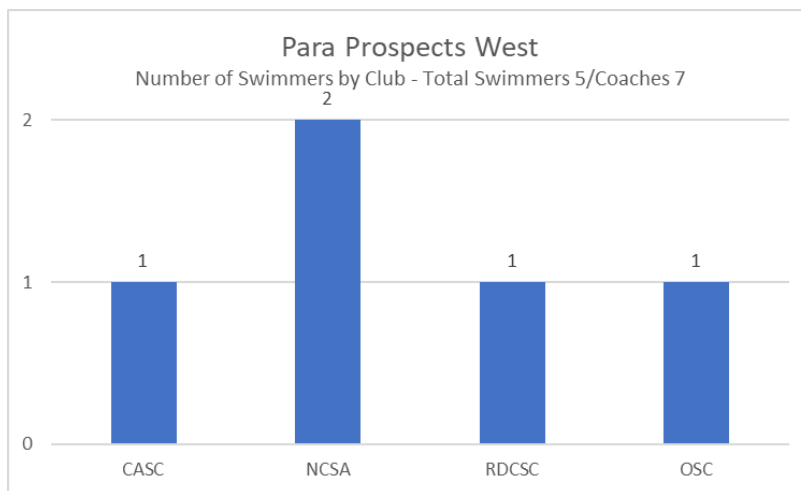
Discover

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.



Para Prospects West

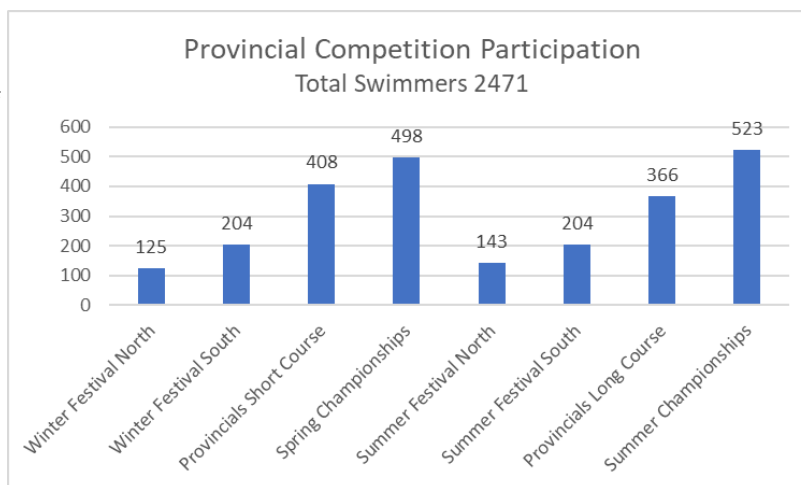
Swim Alberta, Swim BC, Swim Saskatchewan, and Swim Manitoba partnered to provide an educational and training development opportunity to para-swimmers and coaches from across the four Western Canadian provinces. Aims include providing swimmers with education, training (may include a competition) in &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



Provincial Competitions

Swim Alberta implemented changes based on a review undertaken during the 2017-2018 season. The primary change was the addition of the Festivals, which is a provincial exposure competition, and the return of a single short course and long course heats and finals provincial competition as a potential qualifying meet for the Alberta Championships.

This past season saw strong participation at all levels of provincial competitions.

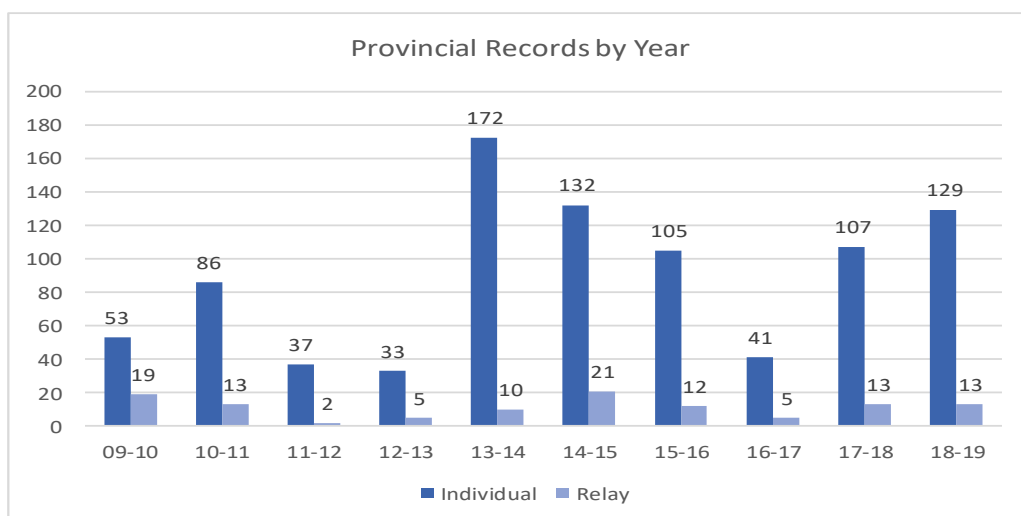


Sanctions

	Total	Short Course	Long Course	Short/Long Course
Club Invitationals	95	72	21	2
Class II Time Trials	10	10		
Class I Time Trials	1	1		
Varsity Meets	5	4		1
Masters Meets	5	5		
Provincial Competitions	8	5	3	
National	2		2	
Total Competitions Sanctioned = 126				

Provincial Records

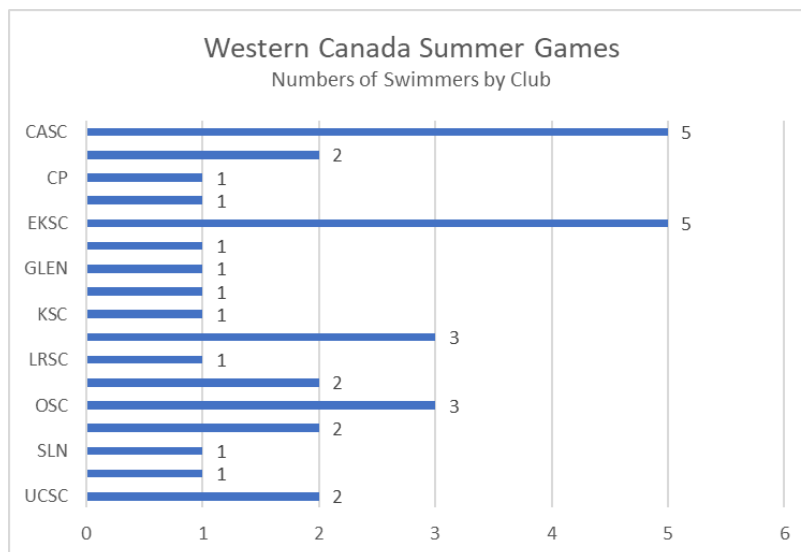
Athlete	Club	Short Course	Long Course
Addison Butler	CASC	2	
Joe Molnar	CASC	4	4
Cole Pratt	CASC	13	23
Sebastian Somerset	CASC	1	
Ella Varga	CASC	1	1
Emma O’Croinin	EKSC	3	15
Teagan Vander Leek	EKSC		1
Catherine Minic	GPP	3	1
Finlay Knox	MAVS	7	2
Hayden Visscher	OSC	2	2
Avery Wiseman	OSC	1	6
Kyla Leibel	RDCSC		5
Sophia Dille	TRIT		1
Kamryn Cannings	UCSC		2
Maxine Clark	UCSC	8	20
Sienna Rodgers	UCSC	1	
Relay	CP	3	
Relay	UofC	1	
Relay	CASC		2
Relay	EKSC		4
Relay	UCSC		3



2019 Western Canada Summer Games

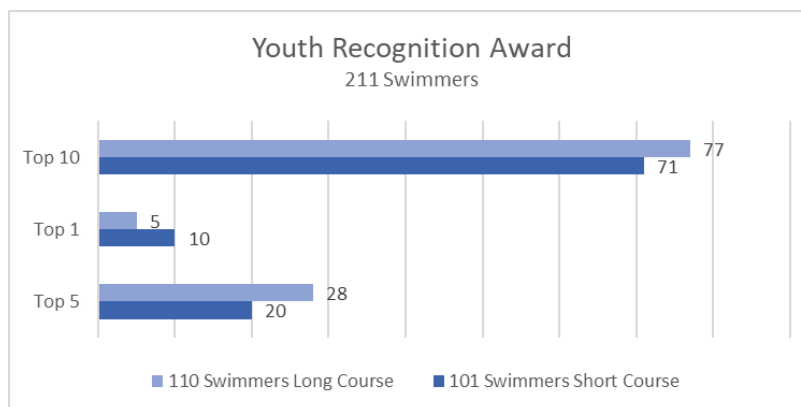
The Western Canada Summer Games were held in Swift Current, Saskatchewan. Swim Alberta was represented by 33 swimmers and seven staff who attend as part of Team Alberta. The Western Canada Summer Games is a developmental competition that introduces athletes to the opportunities of a multi-sport games setting, in preparation for National/International Games.

Team Alberta swimmers competed in 213 swims, earning 103 medals, with 38 best times which is a 17.8% rate of improvement.



Youth Recognition

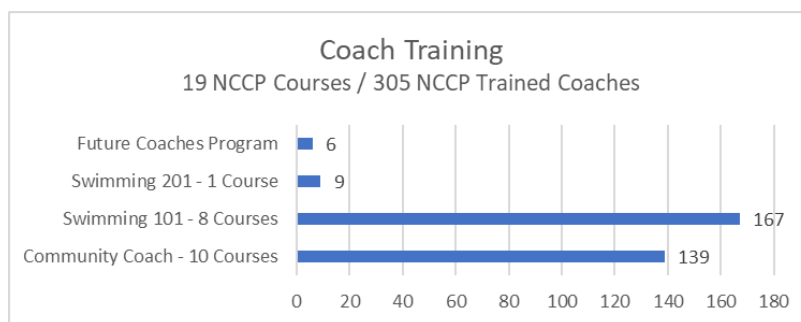
The youth recognition program is an awards program sponsored by Esquire Wholesalers. Swimmers who achieve a qualifying standard based on a provincial or national ranking will receive a T-shirt that identifies they have achieved that standard. 211 swimmers achieved youth recognition standards during the 2018-2019 season



Coach Development

In addition to certification courses provided through the NCCP curriculum, Swim Alberta supports the development of registered coaches through identified initiatives.

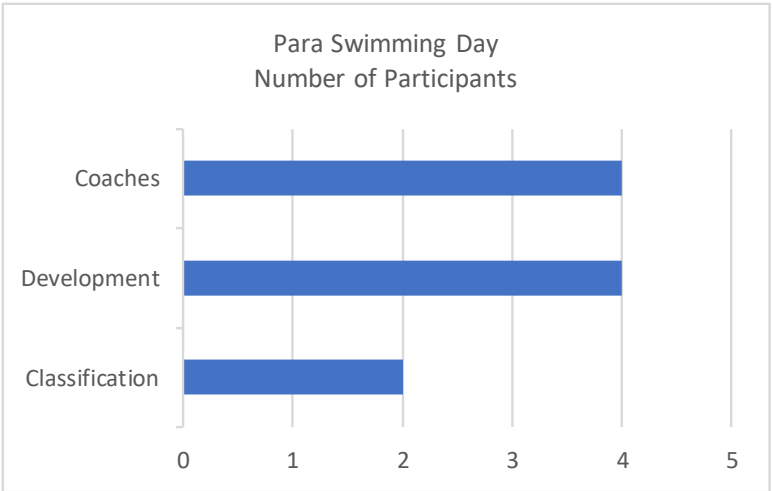
In 2019-2020, Swim Alberta provided \$7,500 in Professional Development funding initiatives for coaches.



FUNDAMENTALS AND SWIM FOR LIFE

Para Swimming

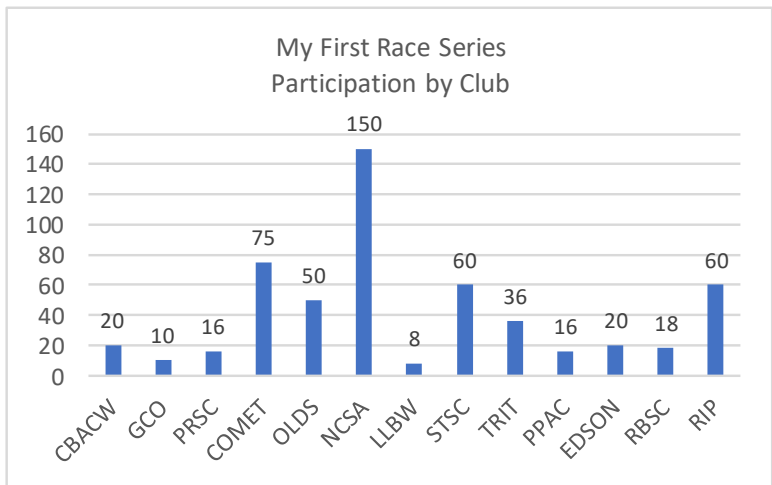
Swim Alberta selected five swimmers and three coaches to attend the inaugural Para Prospects West in Richmond, BC. The event saw swimmers and coaches from each of the four western provinces. Swim Alberta also hosted the annual para development day for both athletes and coaches. This grassroots development opportunity provides training sessions for new and current para swimmers as well professional development for coaches.



My First Race Series

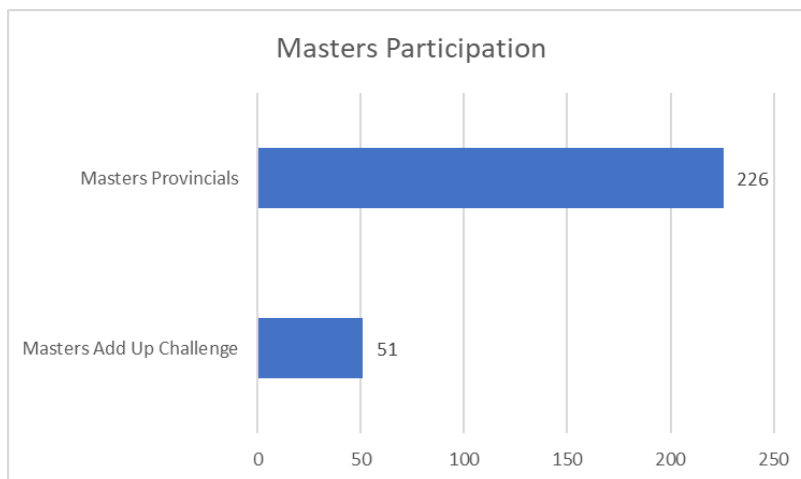
Swim Alberta recognizes that learn to swim programming is an important step to be water safe. This introductory program consists of a series of eight swim challenges for pre-competitive swimmers during their club training.

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



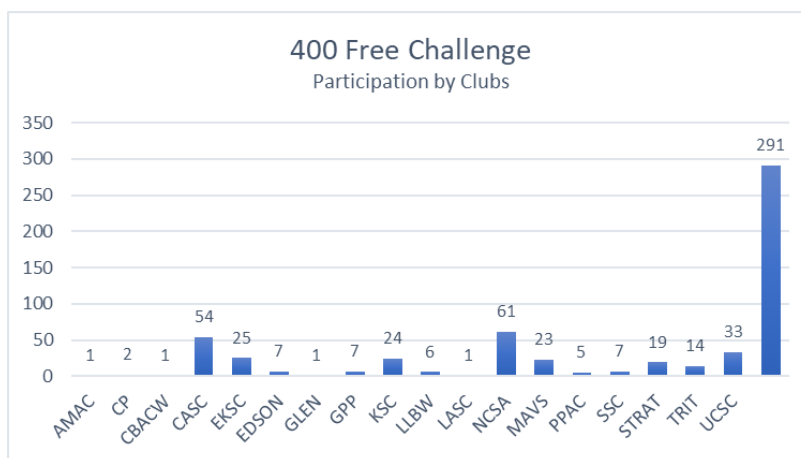
Masters Participation

Over 1,000 master's swimmers register and partake in Masters programming each season which includes the Masters Circuit, Master's Provincials and the Masters Add-up Challenge. During the past season 51 swimmers participated in the Add-up Challenge and 226 swimmers attended Masters Provincials.



400 Freestyle Challenge

Swim Alberta offered a virtual racing challenge, targeting the 400m freestyle in order to enhance swimmers training and development. Swimmers raced provincially based on their best 400m practice performance. During the past season, 291 swimmers from 18 clubs participated.



PERFORMANCE ON THE NATIONAL STAGE

Swim Alberta celebrates and congratulates the success of our Alberta athletes during the 2018-2019 season. Participation on National and Junior National teams continues to grow as a result of the work of our athletes and their coaches. The following is a list of athletes that were selected onto National and Junior National Teams this past year.

FINA World Championships

Tristan Cote – UCSC – Coach: Mike Blondal
 Emma O’Croinin – EKSC – Coach: Paul Birmingham
 Cole Pratt – CASC – Coach: Dave Johnson

FINA World PARA Swimming Championships

Morgan Bird – CASC – Coach: Wendy Johnson

FINA World Junior Championships

Finlay Knox – FSSC – Coach: Todd Melton
 Emma O’Croinin – EKSC – Coach: Paul Birmingham
 Cole Pratt – CASC – Coach: Dave Johnson
 Sebastian Somerset – CASC – Coach: Dave Johnson
 Avery Wiseman – OSC – Coach: Lesley Serediak

Pan American Games

Kyla Leibel - RDCSC - Coach: Lucien Zucchi
 Danica Ludlow – UCSC – Coach: Mike Blondal

FISU Games

Marit Anderson – UofC – Coach: Mike Blondal
 Peter Brothers – UofC – Coach: Mike Blondal
 Rob Hill – UofC – Coach: Mike Blondal
 Anders Klein – UofC – Coach: Mike Blondal

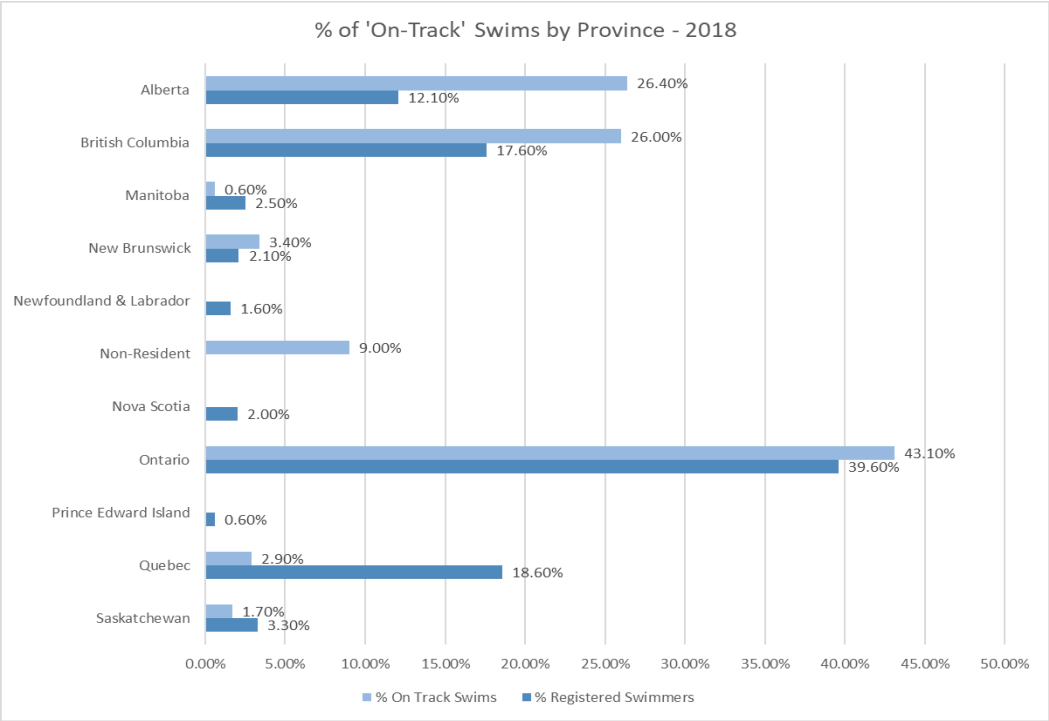
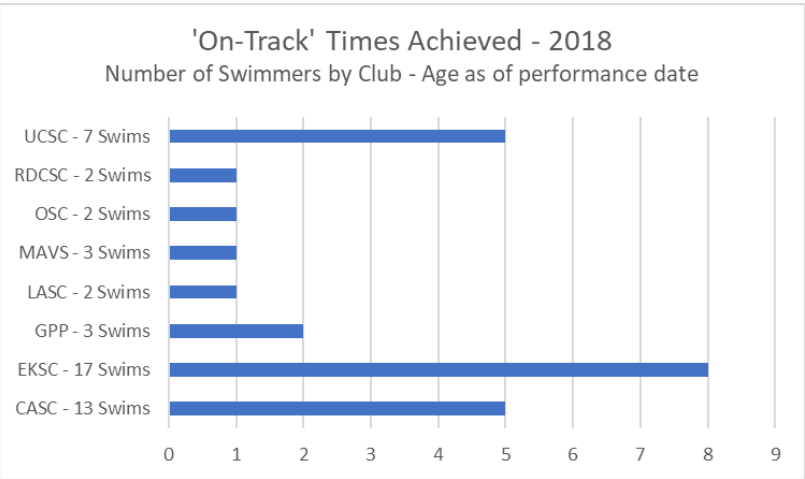
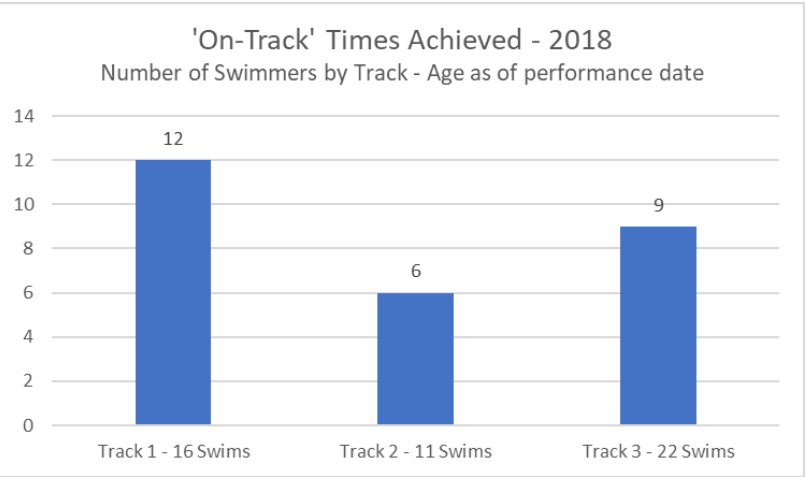
Participation at National Meets

	09-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	17-18	18-19
Spring - Clubs	10*	12*	16*	11*	11*	11*	11*	10*	10	11*
Spring - Athletes	44*	87*	140*	74*	74*	70*	88*	58*	38	58*
Summer – Clubs	12	11	9	11	7	9	11	9	11*	7
Summer - Athletes	118	101	78	62	64	61	67	46	58*	51

*Canadian Swimming Trials

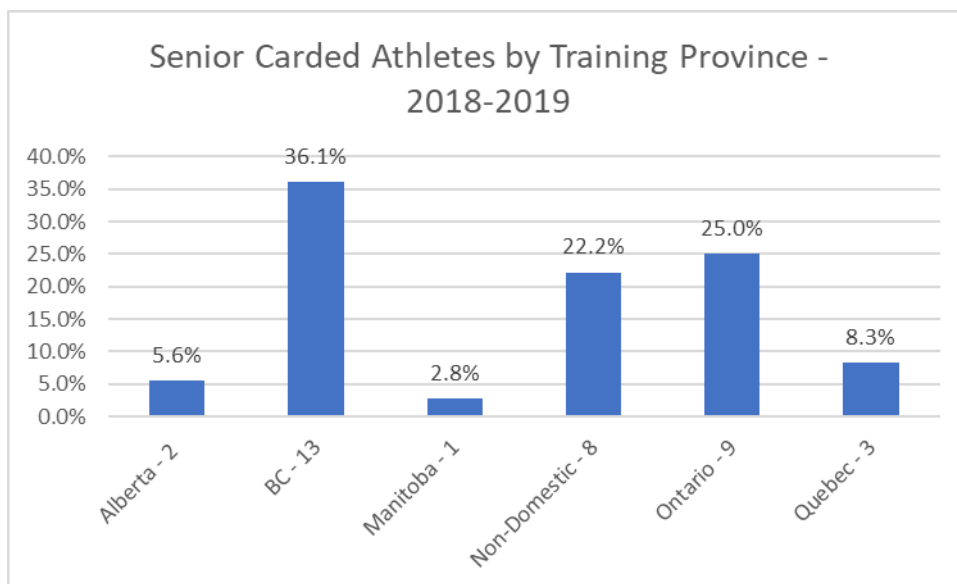
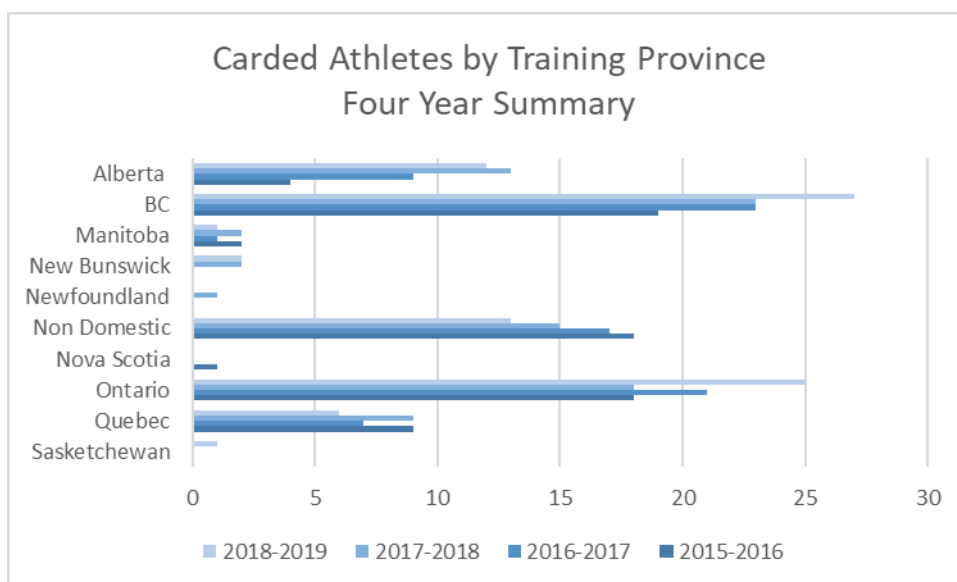
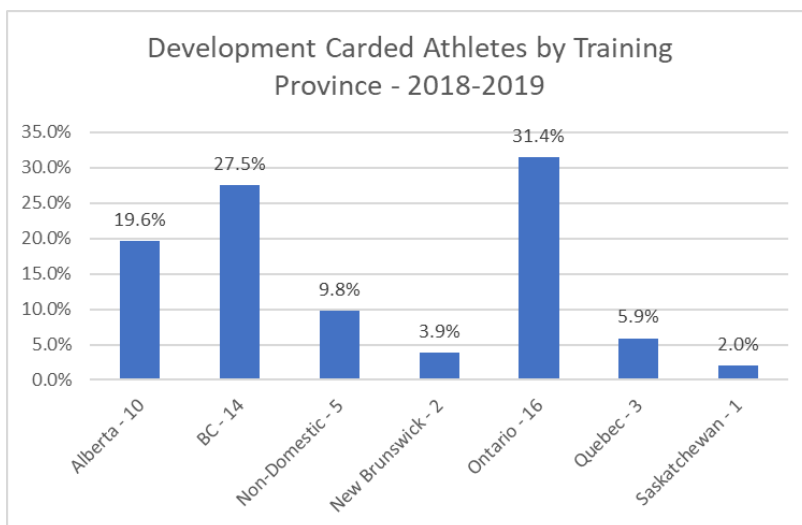
On-Track Times

Swimming Canada’s ‘On-Track Times’ were developed in order to identify swimmers who will potentially achieve a world class level of swimming. The ‘On-Track Times’ were developed by Swimming Canada in partnership with an analytics group of Canadian Tire and Own the Podium.

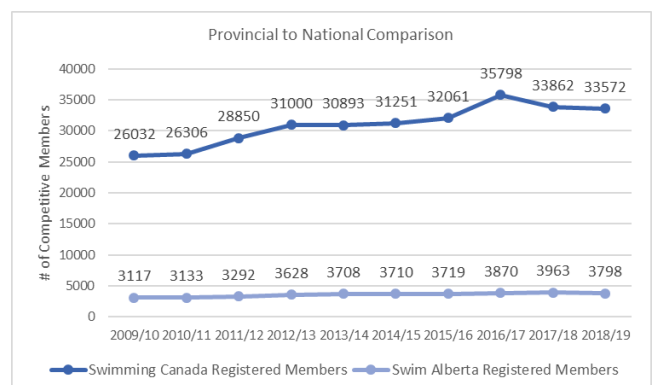
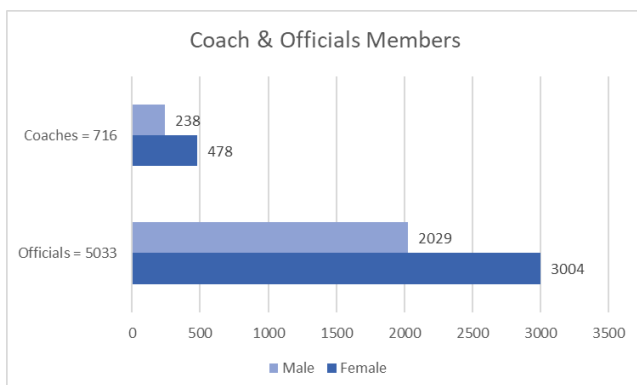
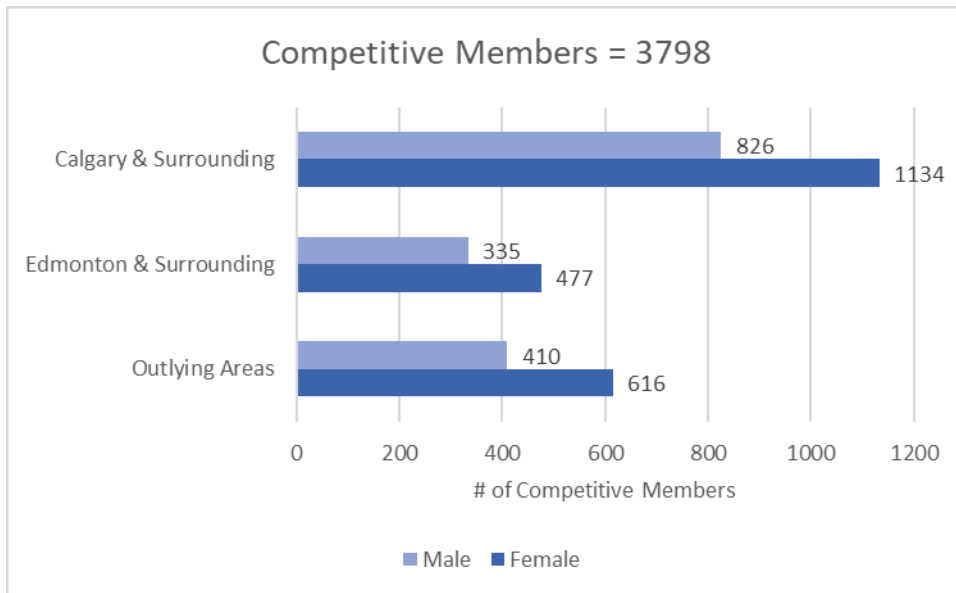
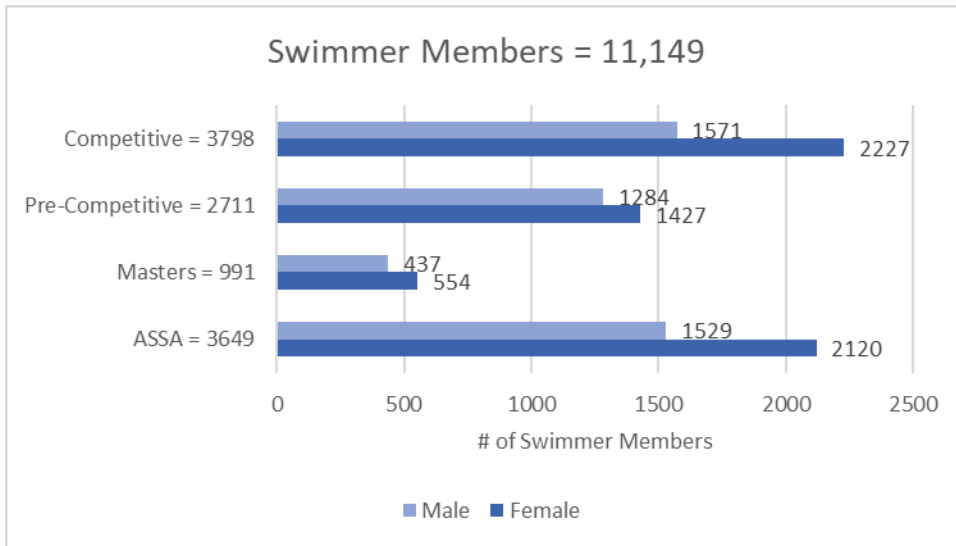


Carding

Carding refers to Sport Canada's Athlete Assistance Program. Swimming Canada sets the criteria for carding and includes both senior and development level swimmers. Senior cards are set using international performance criteria while development criteria are based on Swimming Canada's 'On-Track' time standards.

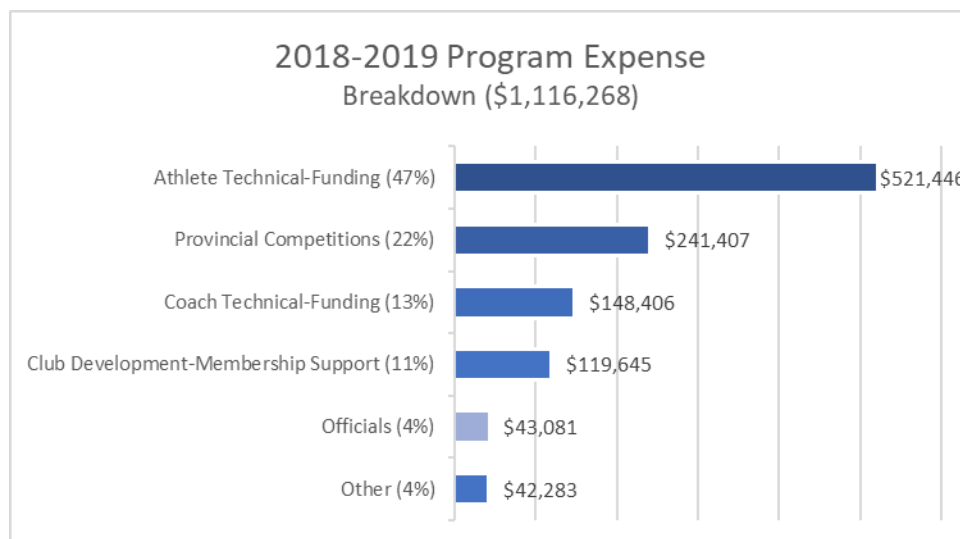
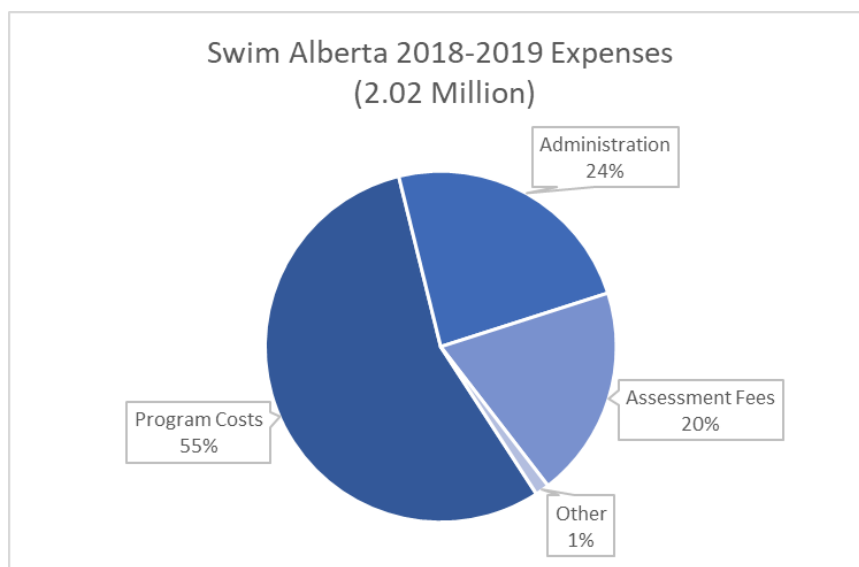
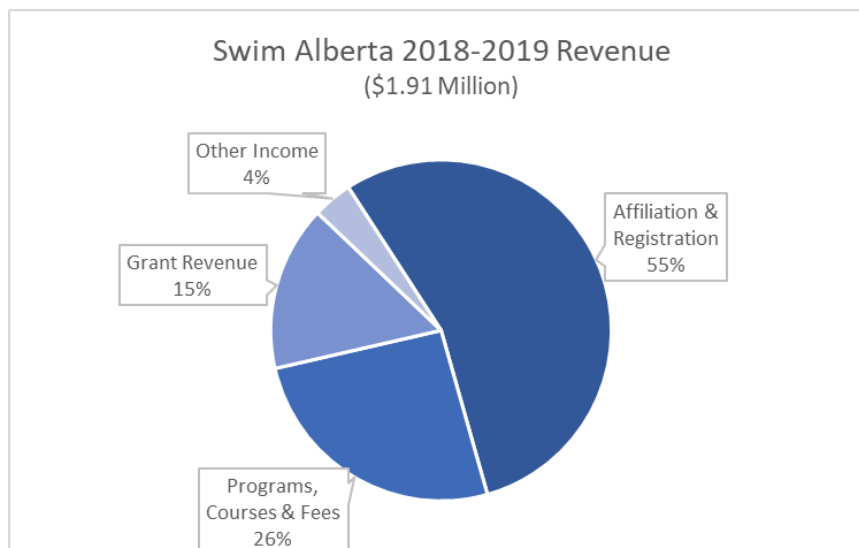


MEMBERSHIP

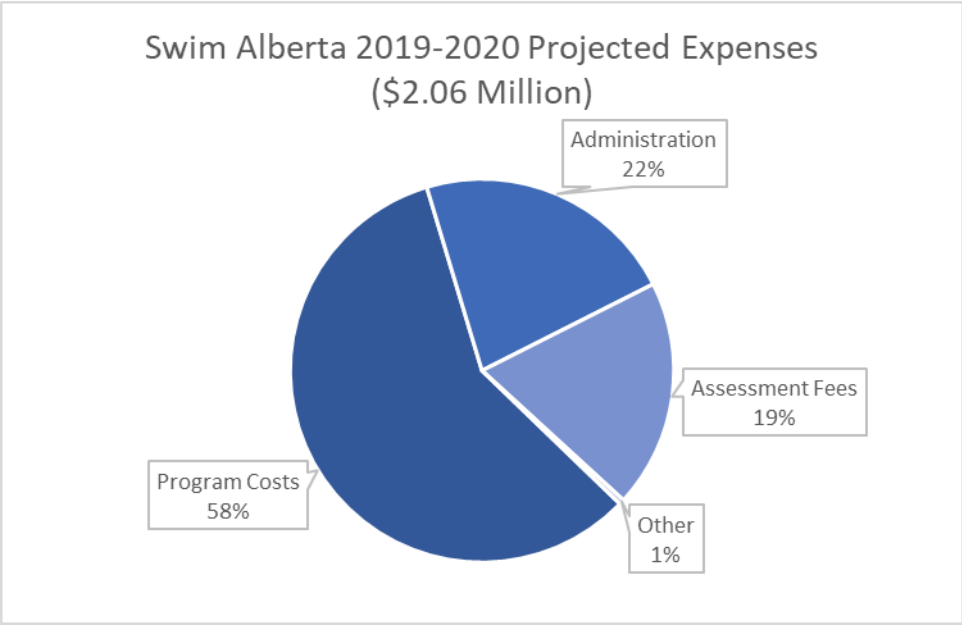
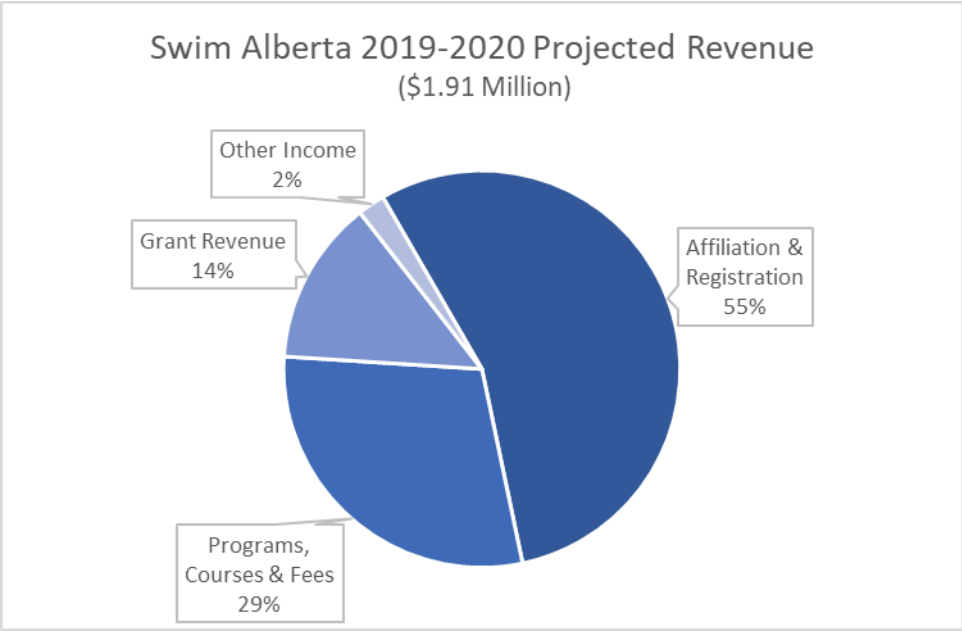


FINANCIALS

2018-2019



2019-2020 Projected Budget - Revenues & Expenses



COMMITTEES

Alberta Technical Performance Committee (ATPC)

The Alberta Technical Performance Committee (ATPC) has a mandate to advise Swim Alberta on technical matters in swimming and providing input, advice, and expertise on Athlete Technical programs, Coach Development programs, Funding programs for coaches and athletes, and provincial competitions.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the ATPC during the past year:

Mike Blondal	Dave Johnson	Chris Nelson	Peter Schori	David Macdonald
Brad Mori	Scott Wilson	Alex Dawson	Paul Birmingham	

Alberta Officials and Competition Committee (AOCC)

The Alberta Officials and Competition Committee (AOCC) is an active advisor to Swim Alberta in matters related to Officials, Officials Education and Development, and Competition procedures. During the 2018-2019 year, the committee focused its work on planning and implementing provincial clinic days, identification and training of new referees, and the oversight and placement of advisory referees and senior officials at provincial competitions.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the AOCC during the past year:

Jennifer Flowers - Chair	Patti Clarkson	Rob Farmer
Doug Bird	Lockie Lister	

Alberta Masters Swimming Committee

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.

Swim Alberta would like to acknowledge the following individuals who have contributed their time to the Masters committee over the past year:

Carli Tyson	Dave Amundrud	Grant Andruchow	Jessika Craig
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Alberta Summer Swimming Association

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. 2019 saw the renewal of the service agreement for an additional five (5) year period with services extended to ASSA that include book-keeping services and coach development opportunities. 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

Jason Freund - Director

Dave McCann - Director

Lloyd Schoepp - Director

Steve Sproule - Director

Lynnette Thoresen - Alberta Summer Swimming Association Representative



SWIM ALBERTA STAFF

Cheryl Humphrey, Executive Director

Tina Marie Baldwin, Technical Program Support Coordinator

Val Carr, Member Services Manager

Jackie Cool, Sport Development Director

Kevin Dennis, Technical Coordinator

Megan Narsing, Program & Engagement Coordinator

Steve Norris, Performance Technical Director

Ana Robitu, Accountant

Swim Alberta Sponsors



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