



# ANNUAL REPORT

2023/2024 Season





## LAND ACKNOWLEDGMENT:

Swim BC acknowledges the traditional, unceded territories of First Nations across British Columbia and the Yukon, and honours the original caretakers and stewards of the lands and waters. Our office is located on the territories of the Ləkʷəŋən (Songhees and Esquimalt) and W̱SÁNEĆ peoples, and we are deeply privileged to work on this land.





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# TO THE SWIM COMMUNITY OF BC

Swim BC is the Provincial Sport Organization and governing body for competitive swimming in British Columbia. Providing member services and sport governance to over 70 clubs and four university teams, competitive swimmers train in each region of the province. Collectively we have over 15,000 individual members (swimmers, coaches, club board members, and officials).

Driven by our vision “a thriving swimming community inspired to achieve our individual and collective best” Swim BC strives to develop, deliver, and promote a variety of services and programs aimed at enhancing all swimmers’ experiences. Our organization exists to ensure that every swimmer has access to coaching, training opportunities, competition, and above all, a safe and fun swimming environment.

Swim BC is both a governing body and a member services organization, and as such, our mandate can be difficult as we navigate the water between the two roles. Our governance role addresses structures, systems, application of rules, sanction authority, and policy development. The member services role is a responsibility of supporting, developing, advocacy, and shaping quality opportunities for our members.

We represent a large and diverse membership engaged in a wide variety of roles and responsibilities. Swim BC seeks to support all members of our community, providing tools, resources, and opportunities to encourage excellence across the developmental continuum. We represent our membership to our stakeholders such as viaSport, the Government of BC, Canadian Sport Institute - Pacific, Sport BC, and Swimming Canada, ensuring accountabilities are accomplished and resources are maximized.

Swim BC develops technical programming to assist in the performance development outcomes of our members and the facilitation of provincial competition.

We support the delivery of our sport through coach and officials’ development, certification, and vetting eligibility.

Working proactively as a sector leader and a viaSport Accredited PSO, we embrace the safe sport movement, addressing all areas of our culture, habits, and mechanisms of our programs to ensure every member’s swimming experience is enjoyable, welcoming, and accessible.

## BOARD OF DIRECTORS

**Jeannie Lo**  
President

**Michael Hoche**  
Chair, Finance Committee

**Brian Horan**  
Chair, Safe Sport Committee,  
Finance Committee

**Sheila Nelson**  
Policy & Governance Committee,  
Human Resources Committee

**Barb Ferreira**  
Chair, Human Resources Committee,  
Policy & Governance Committee

**John Lawrence**  
Chair, Policy & Governance Committee,  
Human Resources Committee

**Kristi McIntosh**  
Chair, Nominations Committee

## SENIOR MANAGEMENT TEAM

**Ken Radford**  
Executive Director

**Carrie Matheson**  
Senior Manager, Technical Operations

**Louise Reid**  
Manager, Member Services

**Melissa Webster**  
Performance Development Manager

**Aynaz Fazeli**  
Administration Coordinator

**Chad Webb**  
NCCP Coordinator

# MESSAGE FROM THE PRESIDENT

Dear Valued Members,

2024 has been an exciting year for the swimming community with amazing performances in the pool by Canadian swimmers at the Paris Olympics. We are thrilled to see BC swimmers perform at Trials and the Games, including setting a WORLD RECORD multiple times along the way! These achievements do not happen overnight and is a testament to the incredibly hard work of the swimmers, coaches and their commitment to the programming.

The work of the Board of Directors is continued development and support of the governance framework to ensure a fair and transparent training and competition environment for our members. We are guided by our policies and the strategic plan and commit to constant review of these guiding principles. Our board committees convene regularly throughout the season to address and report on Human Resources, Policy & Governance, Nominations, Finance and Safe Sport, and at each board meeting, we touch base on the strategic plan. Although our board committees are chaired by a board member, we do invite interested parties to express their interest in serving in a consulting capacity and support important committee work. Please reach out to me or any board member if you are interested in supporting our committees.

Change continues to be the constant and the Swim BC leadership and staff have been sprinting all season to keep us on course. We saw the successful execution of Divisionals and Provincials, as well as the BC Enhanced Program. Athlete development soared to new heights, and we are grateful to Technical Director, Cory Beatt, for building and nurturing these programs. We are saddened to see Cory leave Swim BC but thank him for the huge contribution to age group swimming and wish him every success in his new endeavors.

We have also seen some staffing changes throughout the season and welcome new team members who our members will get to know very well soon as Swimming Canada's REMS (Registration and Event Management System) platform goes live. The Swim BC team is on deck to support the transition from RTR to REMS. The rollout by Swimming Canada (SNC) is a work-in-progress and we appreciate your patience and support as we work with SNC to introduce REMS to our membership.

Amidst a lot of moving parts, executive management and the Board of Directors felt that a review of our Strategic Plan is required. Last year we launched the strategic plan and in our August board meeting, we reviewed the pillars and goals to evaluate what has been achieved and the work still left to do. The plan spans 2023-2028, and we are using the plan as our path, but need to revisit the map often to ensure we are still on course or consider if the destination has changed. Across the identified strategic directions of Partnerships, Inspiring Leaders and Growth of the Sport, we reviewed the priorities and will be reporting on our progress in upcoming months.

I look forward to "seeing" you at our virtual AGM and working with our members to evolve and grow the sport of swimming in our province. We look forward to helping more BC athletes achieve their goals on the local, national and international stage, and congratulate our swimmers and coaches for their monumental successes in 2023!

Yours in swimming,



Jeannie Lo  
President, Swim BC

# MESSAGE FROM THE EXECUTIVE DIRECTOR

Reflecting on the past year, I am proud of Swim BC's position as we close 2023/24 and prepare for the opportunities ahead. In a year marked by both opportunities and challenges, our unwavering focus on supporting clubs and the dedication of our sport's leaders have propelled us forward.

This year, we saw remarkable progress in registration. Despite internal human resource challenges, we achieved significant milestones. From enhancing our technical services to expanding grassroots engagement, we have made a meaningful and lasting impact on the experiences of the members we serve.

One of our proudest accomplishments has been the growth in swimmer membership, particularly through the success of our Swim School and Swim Fit sessional registration categories. These initiatives have introduced thousands of entry-level swimmers to our sport, strengthening our base for the future.

Our commitment to financial transparency and accountability remains paramount. Thanks to the diligent oversight of retiring Finance Chair Michael Hoche, we have refined and aligned our financial strategy, providing the Board, committees, and staff with a clear understanding of our fiscal health at any given time.

This year, we benefited greatly from the CIBC Commercial Banking "Non-Profit Champion" program, which extends premium interest rates on our balances. This initiative generated nearly \$60,000 in interest—the most successful "fundraiser" in Swim BC's history. These funds have been carefully allocated to ensure the sustainability and effectiveness of our programs, while strategically benefiting all membership sectors.

Additionally, we received a one-time unrestricted grant of \$82,000 from the provincial government. With these funds, we supported the BC Summer Provincials in Kamloops with elite-level officiating, facilitated attendance for 25 BC coaches at the CSCA Conference in Calgary, and hosted an Officials Symposium in Richmond that attracted over 50 officials focused on enhancing competition delivery in BC.

We continue to prioritize financial sustainability and implement strategies that will support our long-term goals and keep us responsive to our members' needs. Our annual financial report details how your contributions have been utilized to further our mission.

Our work would not be possible without the strength of our partnerships. This year, we collaborated with organizations such as SportCanadaTV, CSI-Pacific, viaSport, Sport Law, and Heron Resolutions to expand our programs and broaden our reach. Together, we were able to provide:

- Online streaming of all Swim BC provincial-level competitions
- Sport science support for the Enhanced Excellence program
- Safe sport accreditation, reflecting our commitment to athlete well-being
- Risk management and governance resources for our membership
- Professional complaint management and dispute resolution services

We are also deeply appreciative of Team Aquatic Supplies, our longest-serving sponsor and supporter of swimming in BC. With the renewal of our four-year agreement, we are excited to continue growing our relationship with Canada's largest swimming equipment provider and promoting our sport together.

Finally, I must acknowledge our incredible volunteers and supporters. Your commitment has been invaluable, and our success this year would not have been possible without you.

Looking to the future, we are excited by the opportunities ahead. Our focus for the coming year will be on realigning and refining the senior technical role within the organization. This effort will be essential in advancing our mission and deepening our impact on the swimming community.

I invite all of you to continue to be part of this journey—whether through volunteering, advocacy, or financial support, your involvement is crucial to our success.

In closing, I want to extend my heartfelt thanks to our staff, volunteers, and community members. Your passion and dedication fuel our work and inspire us to keep moving forward. Together, we are making a difference, and I look forward to continuing this journey with all of you.

With thanks,



Ken Radford  
Executive Director

# BOARD COMMITTEES

## Policy and Governance Committee

Chair: John Lawrence

Members: Barb Ferreira, Sheila Nelson

## Finance Committee

Chair: Michael Hoche

Members: Jeannie Lo, Brian Horan

## Human Resources Committee

Chair: Barb Ferreira

Members: John Lawrence, Sheila Nelson

## Nomination Committee

Chair: Kristi McIntosh

Members: Jeannie Lo, Brian Horan, Linda Metcalfe

## Safe Sport Committee

Chair: Brian Horan

Members: Jen Londergren, Jy Lawrence, Mike Parr

Staff: Ken Radford, Louise Reid

# OPERATIONAL COMMITTEES

## Officials Committee

Chair: Carrie Matheson

Members: Sheila Nelson, Glenn Greig, Edmund Cheung, Jon Govier, Derek Wheeler, Ian Johnstone, Aysha Haines, Kerim Ozcan, Marilyn King

## Awards Committee

Chair: Ken Radford

Staff: Melissa Webster

Members: Jy Lawrence (PSW), Sarah Rudolph (RIDGE), Chris Hindmarch-Watson

## Coaching Development Committee

Chair: Cory Beatt

Staff: Chad Webb

Members: Rod Barratt (UVPCS), Zachary Haw (CCDSC), Lucien Zucchi (ISC)

## Competitions Committee

Chair: Cory Beatt

Staff: Melissa Webster

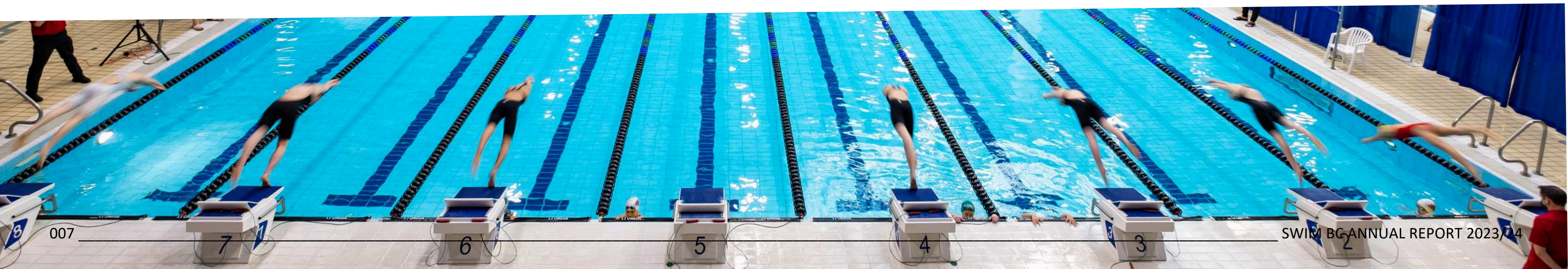
Members: Ryan Skomorowski (OS), Cole Bergen (ISC), Jy Lawrence (PSW)

## Performance Development Committee

Chair: Cory Beatt

Staff: Melissa Webster

Members: Marc Tremblay (KAJ), Vincent Chung (CHENA), Peter Vizsolyi (UVic)



# FINANCE COMMITTEE REPORT

COMMITTEE CHAIRPERSON: Michael Hoche

COMMITTEE MEMBERS: Jeannie Lo, Brian Horan

## SUMMARY OF ACTIVITIES:

The Committee met on a regular basis to review the monthly financials of Swim BC and report to the Board of Directors at their regular meetings.

Over my six-year tenure as Finance Committee Chair, we have re-established fiscal discipline and prudence. In fiscal 2018 we suffered a deficit of nearly \$130K and as a result bank indebtedness of almost \$100K. The next 5 years have resulted in consistent surpluses of greater than \$100K and substantial cash balances which allowed us to recognize significant interest income. These surpluses are the material result of consistent double-digit growth in swimmer and coach registrations as well as competition surcharges and interest revenue.

Over the past five years we have consistently increased expenditures for administration, member services, and technical programming by more than 20% but still achieving surpluses greater than \$100K. As noted last fiscal year staff and the Board of Directors have approved a special fund for enhanced preparation for the 2028 Los Angeles Olympics to the tune of a minimum of \$300K, spending so far in fiscal 2024 of \$21K. Spending is expected increase as we approach 2028.

## ACTION ITEMS:

Staff and the Board of Directors continue to seek other effective spending initiatives to improve and raise BC's swimming excellence and ongoing success. Such special projects will align with our 2023-2028 Strategic Plan.

## SUMMARY STATEMENT:

I would like to thank staff, the Board of Directors and the membership of Swim BC for their trust and support in transitioning Swim BC's fiscal household into such a strong and fiscally solid organization that can face future growth and end excellence for our sport.

REPORT SUBMITTED BY: Michael Hoche

# NOMINATIONS COMMITTEE REPORT

COMMITTEE CHAIRPERSON: Kristi McIntosh

COMMITTEE MEMBERS: Jeannie Lo, Brian Horan

## SUMMARY OF ACTIVITIES:

1. The committee met several times during the reporting period. Specifically, the following elements received attention from the Committee.
2. Discussion continued regarding how many Directors should occupy the Board (i.e. Is there a need to expand the board?).
3. Discussion occurred around implementing a communications committee when reviewing how board directors with the relevant skill set could add value to the organization. The communications committee could be comprised of a board director and external volunteers, working to support the staff. Due to human resource constraints, we decided to table this initiative for the time being.
4. Discussion took place regarding the challenges we were finding to recruit interested individuals in director positions.
5. Discussions continued regarding how best to recruit for the vacant Board of Director positions. Utilization of LinkedIn was suggested.

## ACTION ITEMS:

Discussions took place regarding the ongoing difficult task of recruiting interested parties for the vacant positions.

- Try to achieve regional representation
- Consider targeting those with a specific skill set
- Individuals with experience in/passion for youth/competitive sport
- Reach out to multiple associations (e.g. viaSport) and community paid advertising
- Utilizing LinkedIn to advertise the vacant positions
- Review and circulate director nomination form, Terms of Reference and role description.

**RECOMMENDATION:** Stay at 7 Directors and grow committees by using non-board members (may introduce them to Board of Directors initiatives and the possibility of serving as a director in the future).

RECOMMENDATION: Utilize LinkedIn to advertise the vacant positions.

REPORT SUBMITTED BY: Kristi McIntosh



# HUMAN RESOURCES COMMITTEE REPORT

COMMITTEE CHAIRPERSON: Barb Ferreira  
COMMITTEE MEMBERS: Sheila Nelson, John Lawrence

## SUMMARY OF ACTIVITIES:

The 2023-24 season proved to be a busy HR one for the group, in our support of the executive director and related staff. The office experienced turnover during the season; however, most positions have now been filled and the HR committee has been supporting the Executive Director as needed.

**ACTION ITEMS:** The HR committee met formally every 3-4 months but also many ad hoc meetings for time-sensitive issues relevant to the operations of Swim BC and its members. In August 2024, a legal review confirmed that Swim BC's HR policies and procedures are compliant with the requirements of BC's Employment Standards Act.

## RECOMMENDATIONS:

The HR committee will continue to readily support the Executive Director with further recruitment strategies for the remaining vacancies.

We are committed to reviewing all relevant HR policies on a scheduled basis or to prioritize those which are deemed urgent. There is an established review and approval process in place, however, the committee welcomes any feedback from the members.

**REPORT SUBMITTED BY:** Barb Ferreira

# SAFE SPORT COMMITTEE REPORT

COMMITTEE CHAIRPERSON: Brian Horan (Swim BC Board member)  
COMMITTEE MEMBERS: Mike Parr (Official delegate), Jy Lawrence (Head Coach delegate), Jen Londergan (Club President delegate), Ken Radford (Executive Director, Swim BC), Louise Reid (Member Services Manager, Swim BC).

## SUMMARY OF ACTIVITIES:

The Safe Sport Committee is a standing committee of the Swim BC Board, approved by the Board in January 2023. The committee continues its attention on the growing importance of the evolving need to focus on culture change in our sporting environment, and as a response to our insurance providers requirements.

The Committee met once during the reporting period which was limited due to Swim BC staffing challenges. The committee identified a broad scope of operational objectives to strive for and has raised several actions that are either in progress or will be focused on in the 2024/2025 season.

## ACTION ITEMS:

Some of the actions being worked on by the committee include:

- Updated language in the meet package to address the need for designated toilets for coaches/officials, no photos behind blocks, no deck changing, etc.
- Safe Sport reporting procedure on Swim BC website is updated to make it easier to find and report a Safe Sport incident. Additional work is being undertaken regarding reporting and governance supported by policy updates.
- Swim BC is also in the process of identifying and receiving a proposal for third party complaint management and dispute resolution services (case manager for Process #2 major infractions).
- Safe Sport training and development opportunities are also being explored to ensure we continue to remain up to date and relevant with content on Safe Sport.

## RECOMMENDATIONS:

Swim BC staff are working to frame a strategic direction for the committee, summarizing progress to date, and consolidating a best practice review of USA Swimming's safe sport actions which will be reviewed further in the fall by Swim BC with proposals coming back to the committee to review.

**REPORT SUBMITTED BY:** Brian Horan (Chair, Safe Sport Committee)

# POLICY AND GOVERNANCE COMMITTEE REPORT

COMMITTEE CHAIRPERSON: John Lawrence

COMMITTEE MEMBERS: Barb Ferreira, Sheila Nelson

The 2023-2024 season continued to build on the policy review and structure provided to Swim BC by an external contractor in the 2021-2022 season. As each policy is reviewed and approved, all are made available to the member clubs as an opportunity for club adoption and to reduce policy development burden at the club level.

**ACTION ITEMS:** The policy committee met every 1-2 months to review the documents relevant to the operations of Swim BC and its members. Policies approved this year include:

- High Performance Center Policy
- Sponsorship Policy
- Conflict of Interest Policy
- Risk Management Policy
- Swimming Canada OCRC Representative Policy
- Delegations Policy
- Event Photography and Video Policy
- Equity and Access policy
- Social Media Policy
- Alternative Dispute Resolution Policy
- Athlete Protection Policy
- Athlete Selection and Coach Appointment Policy
- Code of Conduct and Ethics
- Concussions Policy
- Conflict of Interest Policy
- Discipline and Complaints Policy
- Event Discipline Policy
- Reciprocation Policy
- SBC Travel Policy



Many of the policies noted above were review and approval of existing policies with minor or no amendments. The committee also recommended and received board approval for updated Terms of Reference to acknowledge the expansion of the committee mandate to include governance matters.

**RECOMMENDATIONS:** The policy committee is committed to reviewing all policies on a scheduled basis, or to prioritize those that are deemed urgent. There is an established review and approval process in place and, as always, the committee welcomes any feedback from the members. It is recommended for the coming season that the committee prioritize a review of the Swim BC Board Policy, along with any other policies due for review.

**ACTION ITEMS:** None

**RECOMMENDATIONS:** All recommendations were forwarded to the Board for their consideration and/or approval and noted in the minutes of the board meetings.

**REPORT SUBMITTED BY:** John Lawrence, Chair



## SAFE SPORT

Swim BC’s commitment to safe sport, in coordination with partner organizations, is to strive to ensure that everyone can participate in swimming and reach their full potential. Swim BC is committed to supporting members by creating environments that are accessible, inclusive, that respect their participants personal goals and are free from all forms of maltreatment

### 2023-24 - Steps taken:

1. New requirements integrated into required sanctioned meet information:
  - Swimmer-only and Adult only washroom requirements
  - Application of photography policy in sensitive areas of the pool
  - Prohibition of deck changes
2. Appointment of Independent Third-Party Complaint Management
  - Contractor retained to receive complaints where Swim BC may be in a conflict of interest, or not have the resources to manage a member complaint.
3. True Sport Values
  - In partnership with True Sport, developed “deck signage” to promote values-based sport.
  - Profiled True Sport Values on “provincial champs bag tags”

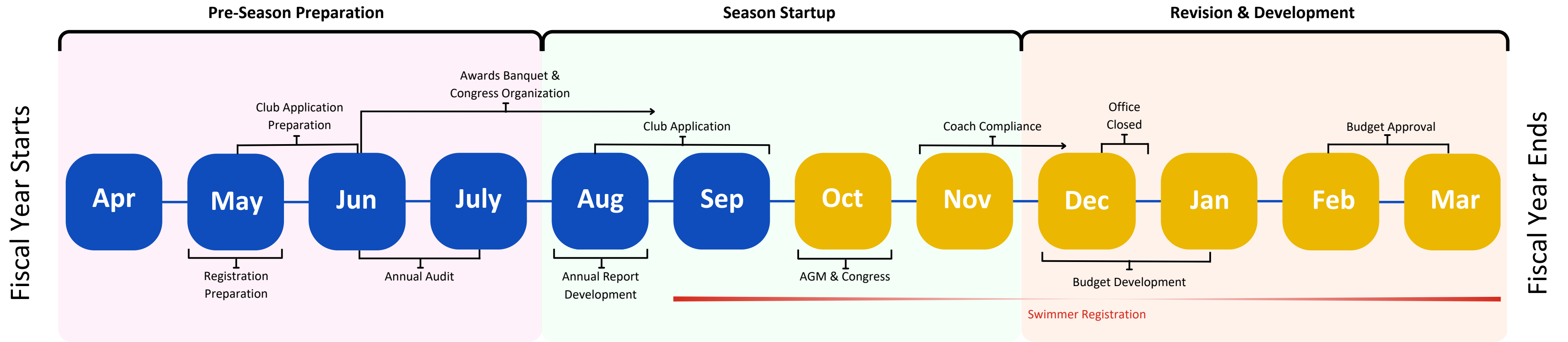
## COMPLAINT MANAGEMENT

Given the increasing importance of sport safety in organizations, we understand that managing sport safety policies effectively involves addressing complaints promptly. We have discovered from training with the BC Office of the Ombudsman that embracing a culture where complaints are welcome is a necessary goal. Being able to receive, listen to, and address complaints promptly ensures compliance with our policies and lets our members know they have a platform to express themselves. Ignoring complaints leads to stifling issues and creating a repressive atmosphere, which is something we all aim to avoid.

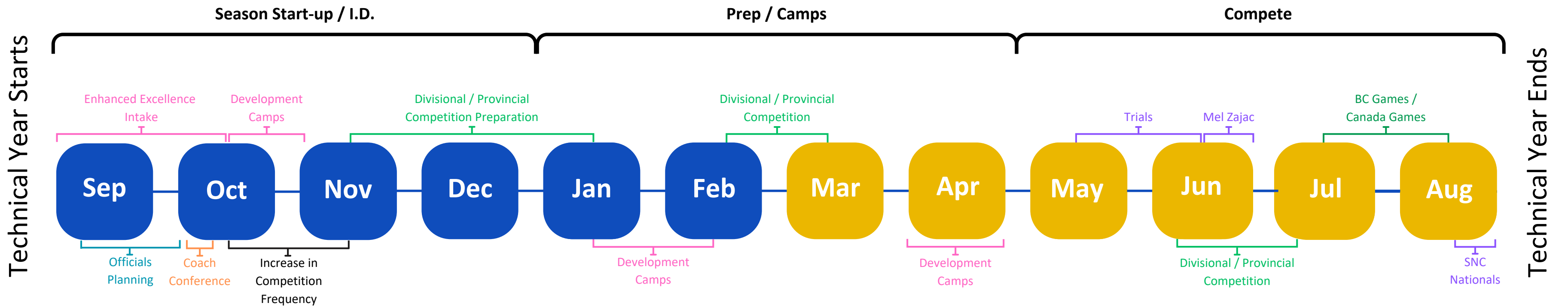
### In the 2023/2024 season Swim BC received:



## FISCAL YEAR GRAPHIC

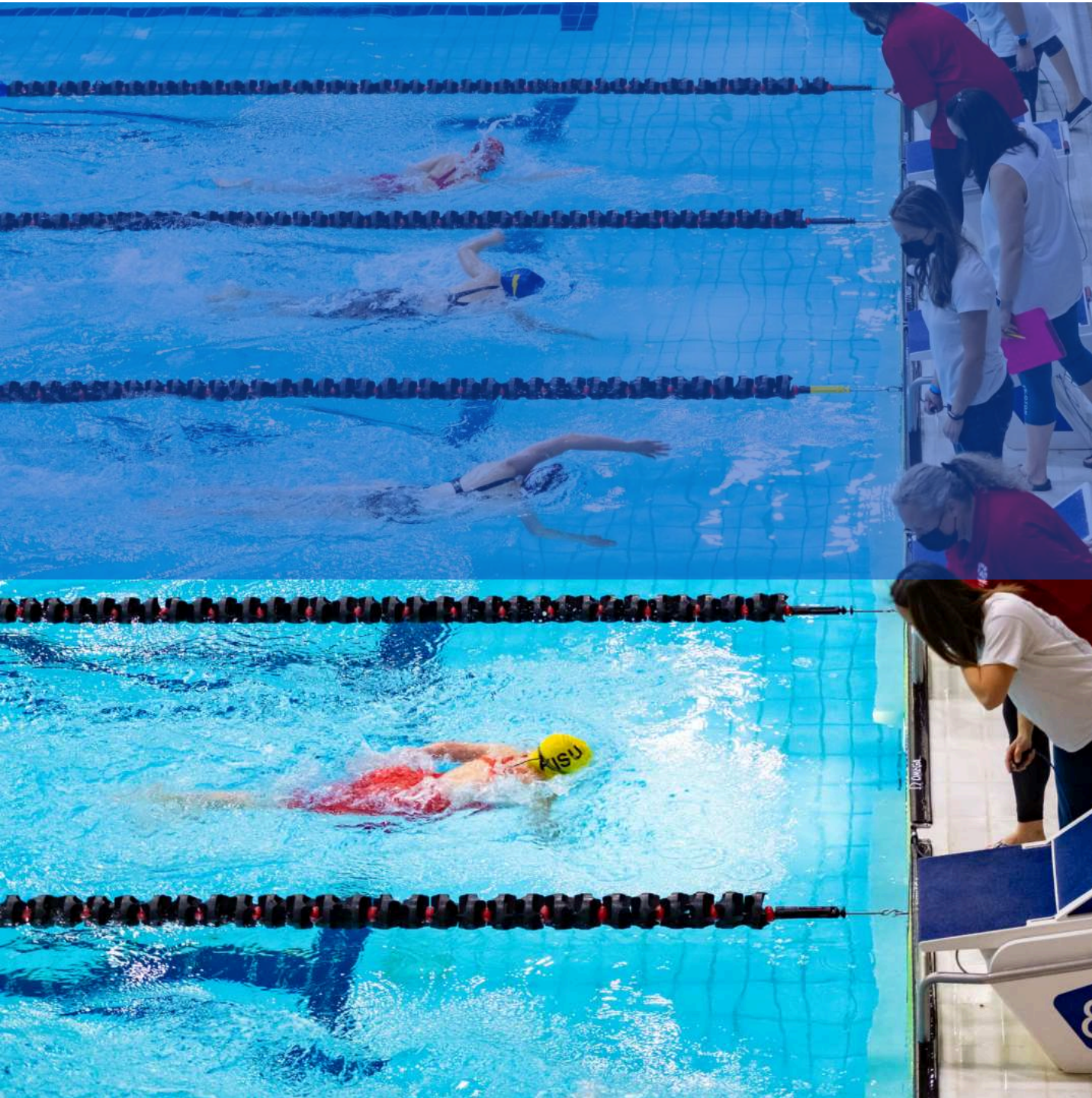


## TECHNICAL YEAR GRAPHIC



# STRATEGIC PLAN 2023-2028

To help our current and future leadership map out and prioritize the most important strategies to allow the organization to review and fulfill its mission. Our process was designed to create opportunities to engage key stakeholders with a view of increasing capacity and interest in helping implement the plan.



Swim BC has identified three key strategic directions that are ingrained in the organization providing a framework to support our membership.

### PARTNERS + COLLABORATION

#### PRIORITIES

1. Communications strategy
2. Membership connections
3. Connect, engage, and collaborate with other swimming organizations.
4. Enhance partnerships and relationships with internal stakeholders.
5. Develop effective competition structures.
6. Healthy and engaged committee structures.
7. Enhance relationships with swimming alumni.

### INSPIRING LEADERS

#### PRIORITIES

1. Develop and implement online learning hub.
2. Recruitment & retention of coaches, officials, athletes.
3. Education & development of officials.
4. Club Excellence program development & improvement.
5. Ongoing development of coaches.
6. Enhance club board leadership and governance.

### GROWTH OF SPORT

#### PRIORITIES

1. Introduce new groups to the sport of swimming.
2. Facility access and development
3. Club facilities advocacy toolkit.
4. Equity, Diversity, and Inclusion strategy.
5. Support a safe and welcoming environment for all members.

# MISSION

Supporting competitive swimming through leadership, connection, and governance.

# VISION

A thriving swimming community inspired to achieve our individual and collective best.



## VALUES



### COMMUNITY

collaboration within the swimming community, where we, as a collective group of individuals and organizations, come together to create meaningful connections and experiences. We strive to foster an environment of fair play, professionalism, and fun in all aspects of our sport.



### STEWARDSHIP

Swim BC recognizes that it is entrusted with the responsibility of managing and caring for the sport of competitive swimming. It understands that success can only be achieved by modeling exemplary behaviors, providing quality programs and services, and ensuring the effective sustainability of both the sport and the organization.



### INTEGRITY

Through strong moral principles, Swim BC is committed to accountability, balanced decision-making, ethics, transparency, and collaborative work with the community to build and enhance trust.



### INNOVATION

Swim BC acknowledges that to create a thriving swimming community, we must embrace forward thinking, be progressive, maintain an openness to continuous learning, and approach our endeavours with boldness and courage.

# STRATEGY: PARTNERSHIPS AND COLLABORATIONS

We know we are successful when we see an increase in trust and relationships.



## STRATEGIC PLAN PROGRESS / ACTIVITY AGAINST PRIORITIES:

- 1. Develop and implement a communications strategy that encompasses all internal and identified external partners.**
  - Staff training conducted on values-based communications
  - Membership Newsletter, Coaches Bulletin, Officials Bulletin well established and growing
  - Social Media plan in place identifying SMART objectives and KPI's
- 2. Create opportunities to connect in new ways with the membership and facilitate the opportunities for membership to connect with each other.**
- 3. Create opportunities to connect, engage, and collaborate with other swimming organizations.**
  - Active participation with Swimming Canada ED Council, Tech leaders' meetings, and Registration Working Group.
  - Technical collaboration with Swim AB, Swim SK, and Swim MB.
- 4. Build strategies to enhance partnerships and relationships with internal partners such as clubs, coaching community, officials, and other volunteers.**
- 5. Development of an effective competition structure in collaboration with the swimming community**
  - "White Paper" on competition developed
- 6. Support a healthy and engaged committee structure that creates a sense of belonging, inclusion and provides an opportunity to effectively collaborate with the swimming community.**
  - Operational Committees continue to evolve and develop scope of work, roles and responsibilities, advisory roles being developed.
  - All Operational Committees active
- 7. Provide opportunities to enhance relationships with alumni.**

# STRATEGY: INSPIRING LEADERS

We know we are successful when the swimming community has access to tools and resources that inspire leadership, and when they have incorporated these into their delivery of programs and services.



## STRATEGIC PLAN PROGRESS / ACTIVITY AGAINST PRIORITIES:

### 1. Support, develop, and implement the online learning hub.

- Expert content in biomechanics, nutrition, and seven skills modules in development
- Content developed in 4 disciplines

### 2. Support the recruitment and retention of coaches, officials, and athletes

- Professional development and individual club consultation undertaken to address coach retention
- Officials enhanced funding and club bursary program initiated to enhance officials' recruitment and address retention
- Swimmer registration programs initiated to enhance recruitment

### 3. Support the education and development of officials

- Mentoring program for senior officials' development initiated.

### 4. Implement and look to continually improve the Swim BC Club Excellence program and provide tools and resources to support healthy and robust clubs.

- Growth in club resources to support Club Application process (template policies, club support and guidance)
- Revision of Club Report process ongoing

### 5. Support the education, training, and ongoing development of coaches including identifying key areas to enhance effective coaching.

- Conducted PAC-12 coach development initiative; growth of NCCP CSC and Fundamentals course availability
- Successful Coaching Conference conducted (fall 2023) with delivery of pro-d in technical and administrative areas.
- Opportunities for personal and selected coaches' attendance at Swim BC camps and competitions – applied professional development

### 6. Provide opportunities to enhance club board leadership and promote good governance within Swim BC clubs.

- Independent club support, consultation and mentoring
- Pro-d sessions at BC Swimming Congress (fall 2023)



# STRATEGY: GROWTH OF SPORT

We consider ourselves successful when we observe an increase in diversity within the sport, higher swimmer registrations, and stronger relationships with facility providers that have a meaningful impact.



## STRATEGIC PLAN PROGRESS / ACTIVITY AGAINST PRIORITIES:

**1. Identify and launch a pilot project to introduce new groups to the sport of competitive swimming.**

**2. Identify and develop a plan to collaborate with identified municipalities / facility providers regarding facility access and development**

- Initiation of plan begun, development work with viaSport Facilities working group, commercial providers (Myrtha) and Swimming Canada.

**3. Develop and implement an advocacy toolkit that clubs can utilize to engage and partner with local municipalities and facility providers.**

- Established dialogue with Swimming Canada to begin a national resource for toolkit development; they will undertake fall 2024; our work will be an extension of Swimming Canada's resource development.
- Swim BC ED working with viaSport and BCRPA via committee work to establish government briefing for facility development.

**4. Develop, adopt, and implement an Equity, Diversity, and Inclusion strategy.**

- Initial review and needs assessment being developed

**5. Continuously enhance processes and policies that create and support a safe and welcoming environment for all members of the swimming community.**

- Several existing policies reviewed and renewed for publication; clarification of Finance Policy content addressed; gaps in three policies identified, revisions coming.
- Applied safe sport processes begun, competition requirements developed for launch in 24/25

# OFFICIALS' DEVELOPMENT

## NATIONAL COMPETITION TRAVEL PROGRAM

**\$16K** IN FINANCIAL SUPPORT PROVIDED TO BC OFFICIALS ATTENDING NATIONAL LEVEL COMPETITIONS

## PROVINCIAL CHAMPIONSHIPS SENIOR OFFICIALS SUPPORT

**\$25K** IN FINANCIAL SUPPORT PROVIDED TO BC OFFICIALS ATTENDING 2024 PROVINCIAL CHAMPIONSHIPS

## OFFICIALS PROFESSIONAL DEVELOPMENT

**53 PARTICIPANTS**

ATTENDED THE 3rd ANNUAL SENIOR OFFICIALS SYMPOSIUM HELD VIRTUALLY IN OCTOBER 2023

**15 CLUB REPRESENTATIVES**

ATTENDED THE KELOWNA AQUAJETS COA'S "BEST PRACTICES" PRESENTATION

**8 RTR & LMS PRESENTATIONS**

FOR CLUB OFFICIALS ADMINISTRATORS AND MEET MANAGERS: TECHNICAL SUPPORT WITH THE RTR AND LMS PLATFORMS

**31 OFFICIALS**

COMPETED THE REFEREE CLINIC



**125** Level I & II CLINICS

WERE RUN THROUGHOUT THE SEASON

*95 MORE CLINICS THAN IN THE 2022-2023 SEASON*

**1470** DEVELOPING OFFICIALS PARTICIPATED IN THE CLINICS

## NEWLY CERTIFIED OFFICIALS

	22-23	23-24
Level I	<b>82</b>	<b>611</b>
Level II	<b>32</b>	<b>41</b>
Level III	<b>12</b>	<b>19</b>
Level IV	<b>4</b>	<b>13</b>
Level V	<b>2</b>	<b>9</b>

## Learning Management System eModules

**390 Officials**

completed Intro to Swim Officiating

**115 Officials**

completed Chief Timekeeper

**303 Officials**

completed Safety Marshal

**97 Officials**

completed Administration Desk

**73 Officials**

completed Para Swimming



**575 MORE MODULES WERE COMPLETED THAN IN THE 2022-2023 SEASON.**



# COACH DEVELOPMENT

**24 NCCP COURSES**

WERE HELD THROUGHOUT THE SEASON



**260 DEVELOPING COACHES** PARTICIPATED IN THE COURSES

**20 PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

**21 MENTORSHIPS OFFERED VIA WOMEN IN COACHING AND COACH MENTORSHIP INITIATIVES**



**37% HEAD COACHES WERE FEMALE**



**47% ASSISTANT COACHES WERE FEMALE**



**51% DEVELOPMENT COACHES WERE FEMALE**



**61 BC COACHES** became **FUNDAMENTALS COACH CERTIFIED** and



**12 BC COACHES** became **AGE GROUP COACH CERTIFIED** and

**2 BC COACHES** became **SENIOR COACH CERTIFIED**

**604 BC COACHES REGISTERED**

**17% increase** in Coach Registration



Of the 604 registered coaches, 25 (4%) were suspended by Swim BC for not meeting registration requirements.

**2022-2023 season:** 9% of coaches were suspended

## HISTORICAL COACH REGISTRATION



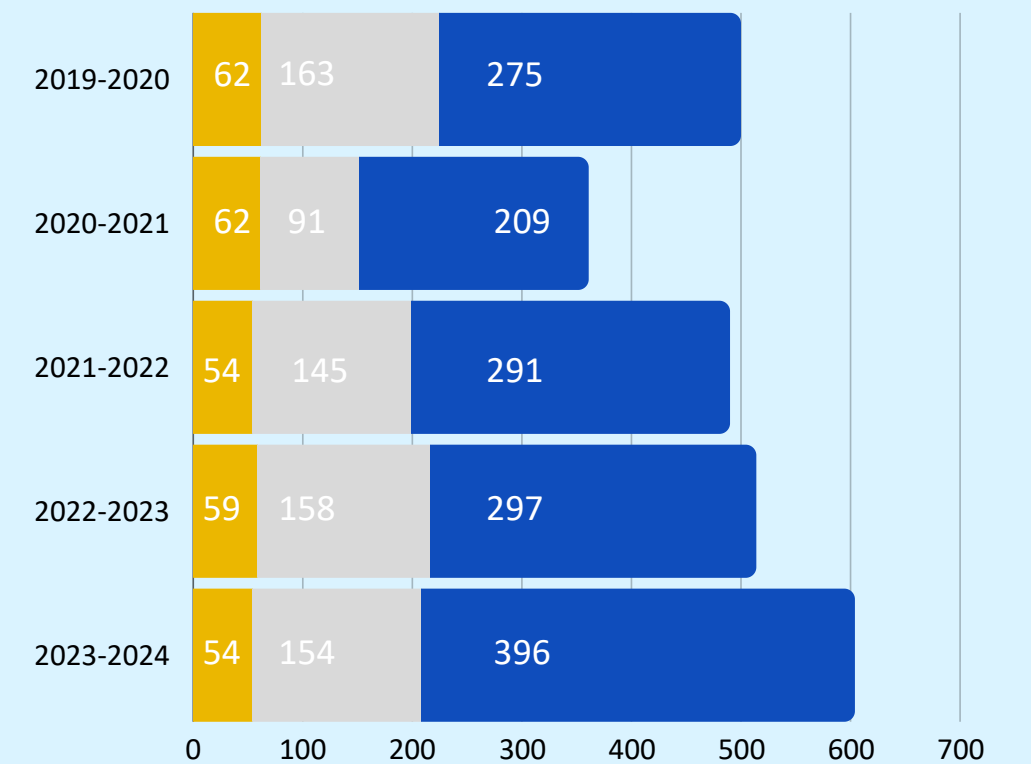
Head Coaches



Assistant Coaches



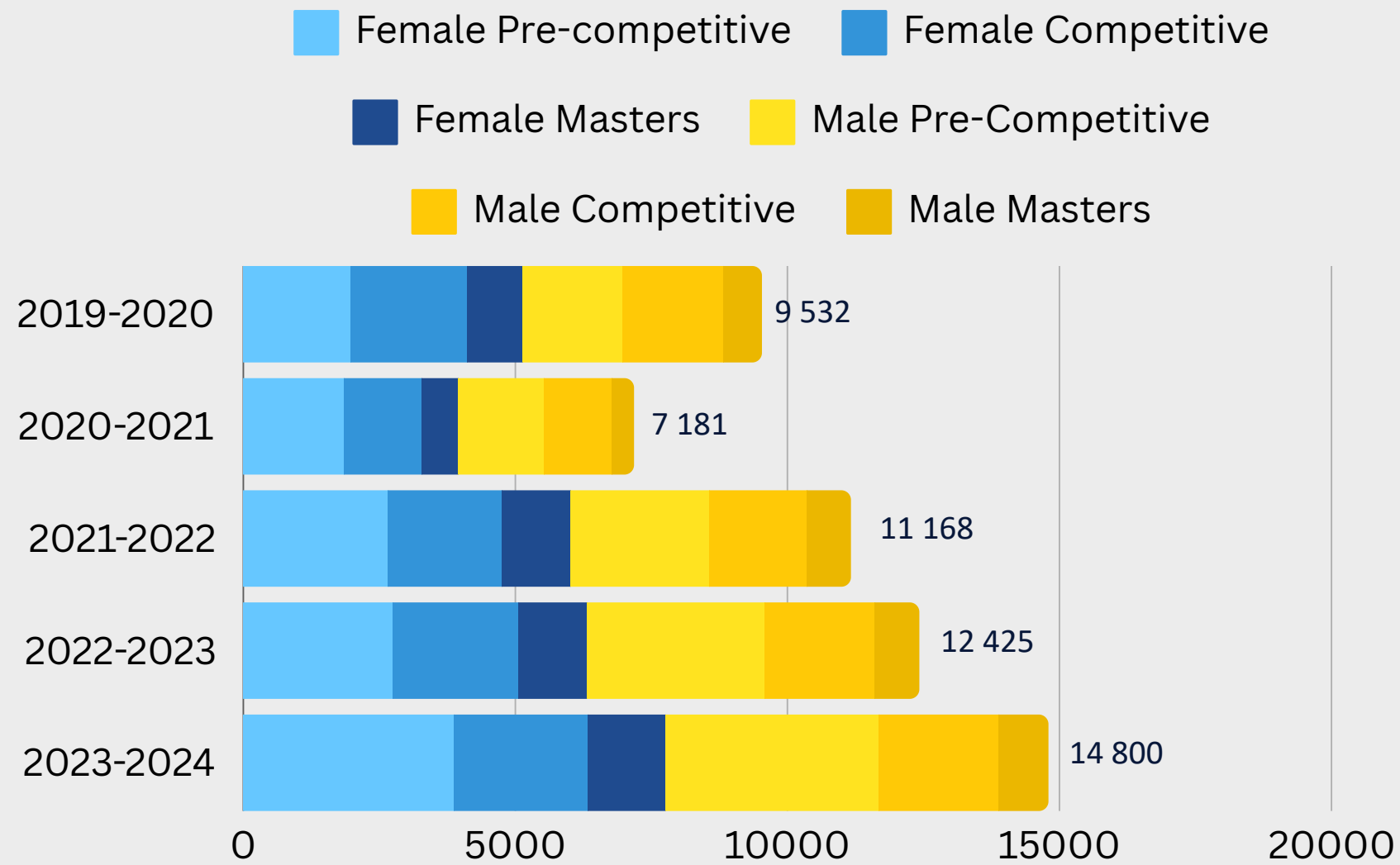
Development Coaches



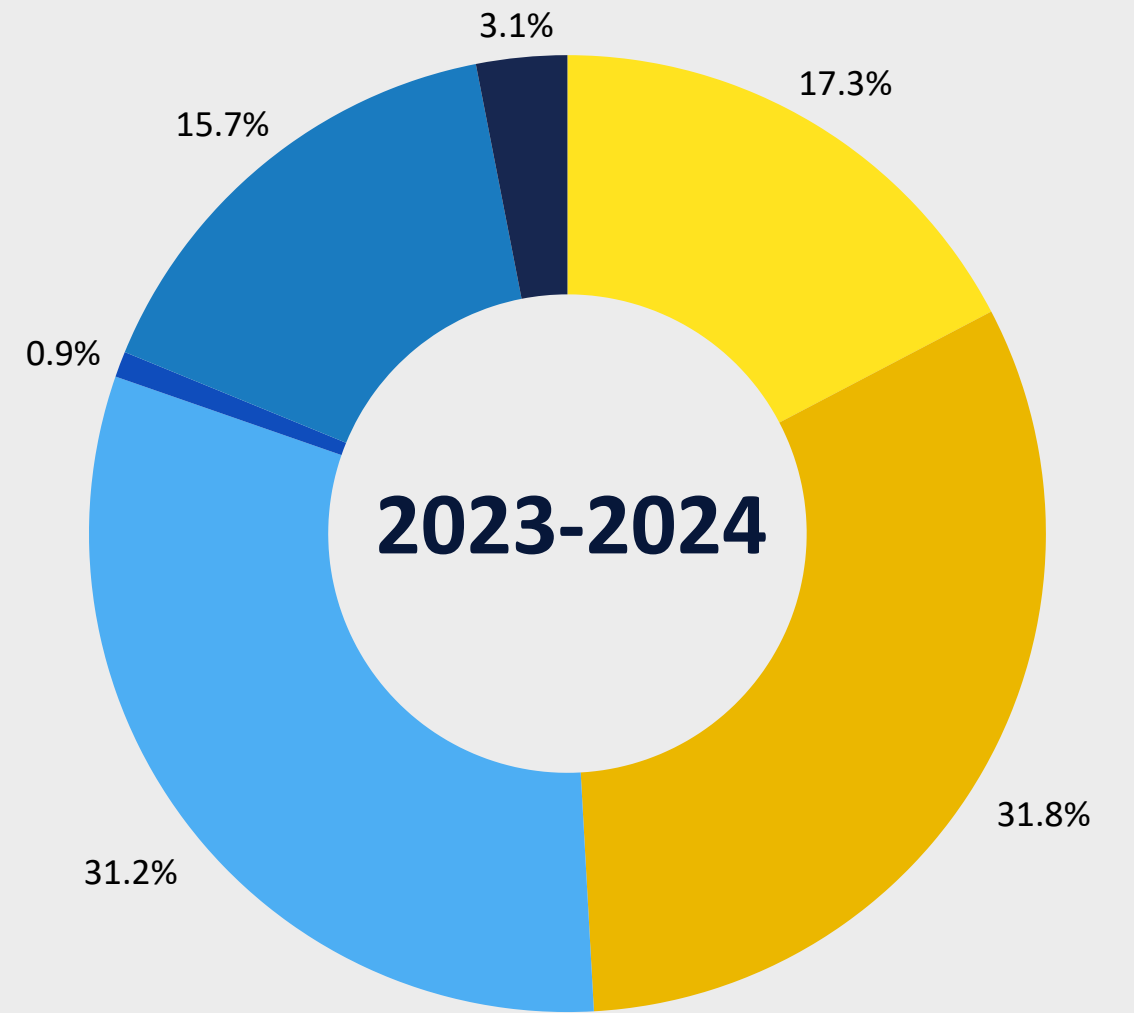
**47% growth in coaches being certified**

# SWIMMER REGISTRATION

## 5 Year Registration Comparison



- 2022-23 Registration numbers were greatly influenced by an outage of the registration system caused by a cyber-attack on Swimming Canada.
- 2020-21 Registration numbers were greatly influenced by the Covid 19 pandemic.



Category	2023-2024
Swim School	2586
Pre-competitive	4748
Competitive	4659
Varsity	130
Masters	2350
Summer	458

# PERFORMANCE PROGRAMMING

## Swim BC Athlete Programs:

Swim BC facilitated training and competitive opportunities through the 2023-2024 season through the following initiatives

## Swim BC Coach Programs:

During the 2023-2024 season, comprehensive coaching programs were offered to support the continued development of our dedicated coaches.

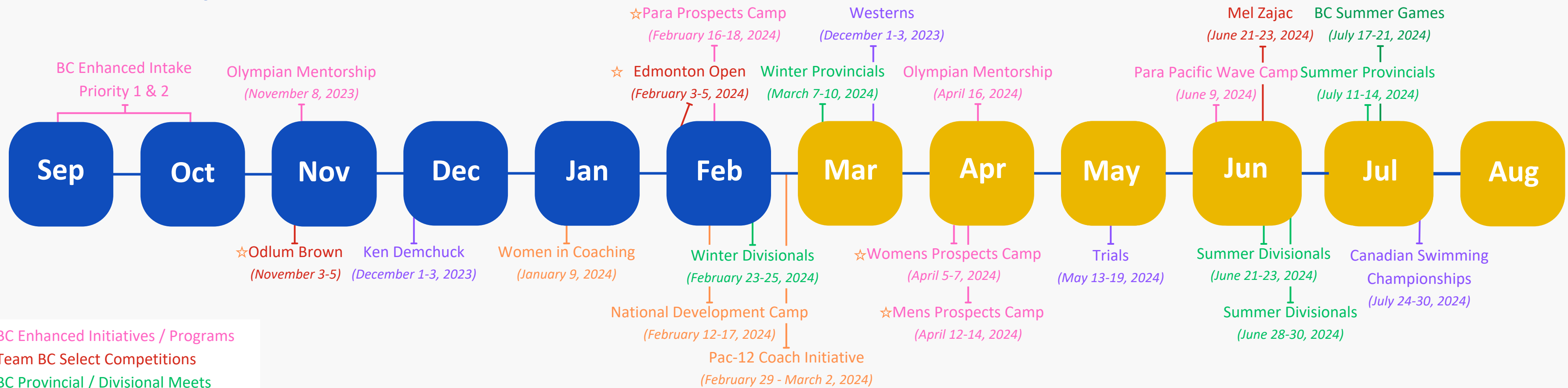
9

Competitive and training programs / initiatives

6

Coaching programs / initiatives

## BC ENHANCED / TECHNICAL YEAR



BC Enhanced Initiatives / Programs  
 Team BC Select Competitions  
 BC Provincial / Divisional Meets  
 Swimming Canada  
 Coach Initiatives (☆)

# PERFORMANCE PROGRAMMING

## ENHANCED EXCELLENCE

OLYMPIC PROGRAM			
	2021-2022	2022-2023	2023-2024
Pacific Wave		59	30
Prospects		60	70
Advance		19	24
Perform		2	1
Elite		6	0
<b>Total</b>		146	125

Coaches		38	42
Clubs		28	23

PARALYMPIC PROGRAM			
	2021-2022	2022-2023	2023-2024
Pacific Wave		5	5
Prospects		3	5
Advance		4	3
Perform		1	4
Elite		1	0
<b>Total</b>		14	17

Coaches		38	42
Clubs		28	23

The BC Enhanced Program, a collaboration between Swim BC, the Canadian Sport Institute Pacific, and viaSport, is designed to support the development of swimmers in Olympic Swimming, Para-Swimming, and Open Water Swimming. With tiered levels of programming, these initiatives offer tailored support to athletes and coaches at various stages of their development. The programs focus on helping swimmers reach National Teams and excel along the podium pathway, providing the necessary resources to achieve their full potential and secure podium finishes for Canada.

# PERFORMANCE PROGRAMMING

## LA 28 ACTIVITY

Total Spending to Date: \$25,819.84

The Swim BC LA28 Training Camp & Competition Support Program offers financial support to selected swimmers and their coaches, enabling access to high-quality training camps and competitive events. Designed to promote elite-level readiness, this program helps swimmer-coach tandems from home clubs participate in developmentally appropriate opportunities.

**8 Clubs**      **26 Swimmers**  
**9 Coaches**      **9 Competitions**



## WINTER DIVISIONALS - NORTH & INTERIOR

	2021-2022	2022-2023	2023-2024	Average
Host	KISU	KCS	KISU	
Number of Clubs	16	↓ 10	↑ 15	13.67
Number of Swimmers	240	↓ 173	↑ 276	229.67
Avg Swims / Swimmer	5.81	↑ 6.73	↓ 6.54	6.36

## SUMMER DIVISIONALS - NORTH & INTERIOR

	2021-2022	2022-2023	2023-2024	Average
Host	KAJ	KAJ	VKSC	
Number of Clubs	14	↑ 15	↑ 16	15
Number of Swimmers	235	↑ 293	↑ 267	265
Avg Swims / Swimmer	6.45	↑ 6.81	↓ 6.64	6.64

## WINTER DIVISIONALS - ISLAND & COASTAL VANCOUVER

	2021-2022	2022-2023	2023-2024	Average
Host	CDSC	CDSC	CDSC	
Number of Clubs	14	↑ 16	— 16	15.33
Number of Swimmers	277	↑ 281	↑ 344	300.67
Avg Swims / Swimmer	4.36	↑ 5.08	↑ 6.31	5.25

## SUMMER DIVISIONALS - ISLAND & COASTAL VANCOUVER

	2021-2022	2022-2023	2023-2024	Average
Host	SPART	RAPID	RAPID	
Number of Clubs	14	— 14	↓ 13	13.67
Number of Swimmers	346	↓ 328	↓ 317	330.33
Avg Swims / Swimmer	5.06	↑ 6.15	↑ 6.11	5.77

## WINTER DIVISIONALS - VANCOUVER & FRASER

	2021-2022	2022-2023	2023-2024	Average
Host	NRST	SKSC	SKSC	
Number of Clubs	15	↓ 13	↓ 12	13.33
Number of Swimmers	201	↑ 344	↑ 370	305
Avg Swims / Swimmer	5.07	↑ 5.09	↑ 5.92	5.36

## SUMMER DIVISIONALS - VANCOUVER & FRASER

	2021-2022	2022-2023	2023-2024	Average
Host	RAPID	LOSC	SPART	
Number of Clubs	16	↓ 12	— 12	13.33
Number of Swimmers	343	↓ 340	↓ 330	337.67
Avg Swims / Swimmer	6.06	↑ 6.31	↓ 6.18	6.18



# SWIM BC COMPETITONS

## PROVINCIAL CHAMPIONSHIPS

# COMBINED WINTER & SUMMER POINT SCORES

## 2023-2024 SEASON

### WINTER

	2021-2022	2022-2023	2023-2024	Average
Host	UVPCS	ISC	UVPCS	
Number of Clubs	44	↓ 42	↑ 38	41.33
Number of Swimmers	703	↓ 576	↑ 619	632.67
Total Swims	4136	↓ 2901	↑ 3182	3406.33
Avg Swims / Swimmer	5.88	↓ 5.03	↑ 5.14	5.35

### SUMMER

	2021-2022	2022-2023	2023-2024	Average
Host	VPSC	VPSC	KCS	
Number of Clubs	37	↑ 41	↓ 32	36.67
Number of Swimmers	567	↑ 600	↓ 442	536.33
Total Swims	2942	↑ 2949	↓ 2083	2658
Avg Swims / Swimmer	5.19	↓ 4.92	↓ 4.71	4.94

2021-2022		2022-2023		2023-2024		2021-2022		2022-2023		2023-2024	
Rank	Club	Points	Rank	Club	Points	Rank	Club	Points	Rank	Club	Points
1.	SKSC	4319.50	1.	LOSC	7732	1.	OS	7354.50	20.	DELTA	571
2.	SFA	3589.50	2.	CDSC	3861.50	2.	KAJ	5567	21.	WGB	479
3.	ISC	3575.50	3.	HYACK	3680.50	3.	PSW	3481	22.	WLBF	479
4.	CDSC	3065	4.	KAJ	3540	4.	SKSC	2845.50	23.	WSC	447
5.	HYACK	3042.50	5.	ISC	3406.50	5.	HYACK	2303	24.	HANEY	421.50
6.	KAJ	2867	6.	UVPCS	3057.50	6.	UVPSC	2262	25.	VKSC	378
7.	LOSC	2789	7.	KISU	2598	7.	RAPID	2123.50	26.	PRSC	371.50
8.	VPSC	2768	8.	RAPID	2348.50	8.	KISU	1961	27.	CHIN	339
9.	PSW	2496.50	9.	VPSC	2230.50	9.	VPSC	1708	28.	COMOX	302
10.	RAPID	1989	10.	PSW	2118	10.	CDSC	1461	29.	PGB	266
<hr/>											
11.	UVPCS	1926.50	11.	SKSC	2088	11.	ISC	1244	30.	LCSC	162
12.	SPART	1515.50	12.	HST	1350	12.	SPART	1207	31.	TRUW	144.50
13.	KISU	1467	13.	SPART	1285	13.	WVOSC	1046	32.	GATOR	124
14.	WDSC	1250	14.	WDSC	1131	14.	WSC	848	33.	DST	101
15.	WVOSC	1233	15.	WVOSC	981	15.	KCS	823.50	34.	CRKW	60
16.	KCS	958	16.	WSC	839	16.	DELTA	632.50	35.	CONNU	53
17.	CHENA	895	17.	KCS	521	17.	WDSC	619	36.	SOSC	48
18.	NRST	772.50	18.	UVIC	429	18.	SQUP	502.50	37.	RAC	43
19.	HST	619	19.	NRST	353	19.	VKSC	468	38.	SQUP	33
									39.	KMSC	27
										SFA	29



# NATIONAL COMPETITONS

# NATIONAL TEAM SELECTION

## OLYMPIC & PARALYMPIC TRIALS

May 13-19, 2024

<b>143</b>	Total Number of BC Swimmers
<b>27</b>	Total Number of BC Clubs
<b>5.3</b>	Average Number of Swims Per Club
<b>2.8</b>	Average Number of Swims Per Swimmer

## CANADIAN SWIMMING CHAMPIONSHIPS

JULY 24-30, 2024

<b>161</b>	Total Number of BC Swimmers
<b>25</b>	Total Number of BC Clubs
<b>6.4</b>	Average Number of Swims Per Club
<b>4.1</b>	Average Number of Swims Per Swimmer

## OLYMPICS

July 26 - August 11, 2024

Swimmer	Club	Coach
Jeremy Bagshaw	ISC	John Szaranek
Emma O’Cronin	HPCVN	Scott Talbot

Staff	Club	Position
Scott Talbott	HPCVN	Coach
Jan Hanan	--	Team Manager
Tom Vandebogaerde	HPCVN	Performance Scientist

## PARALYMPICS

August 28 - September 8, 2024

Swimmer	Club	Coach
Sebastian Massabie	PSW	Jy Lawrence
Fernando Lu	OS	Ryan Skomorowski

Staff	Club	Position
Jy Lawrence	PSW	Coach

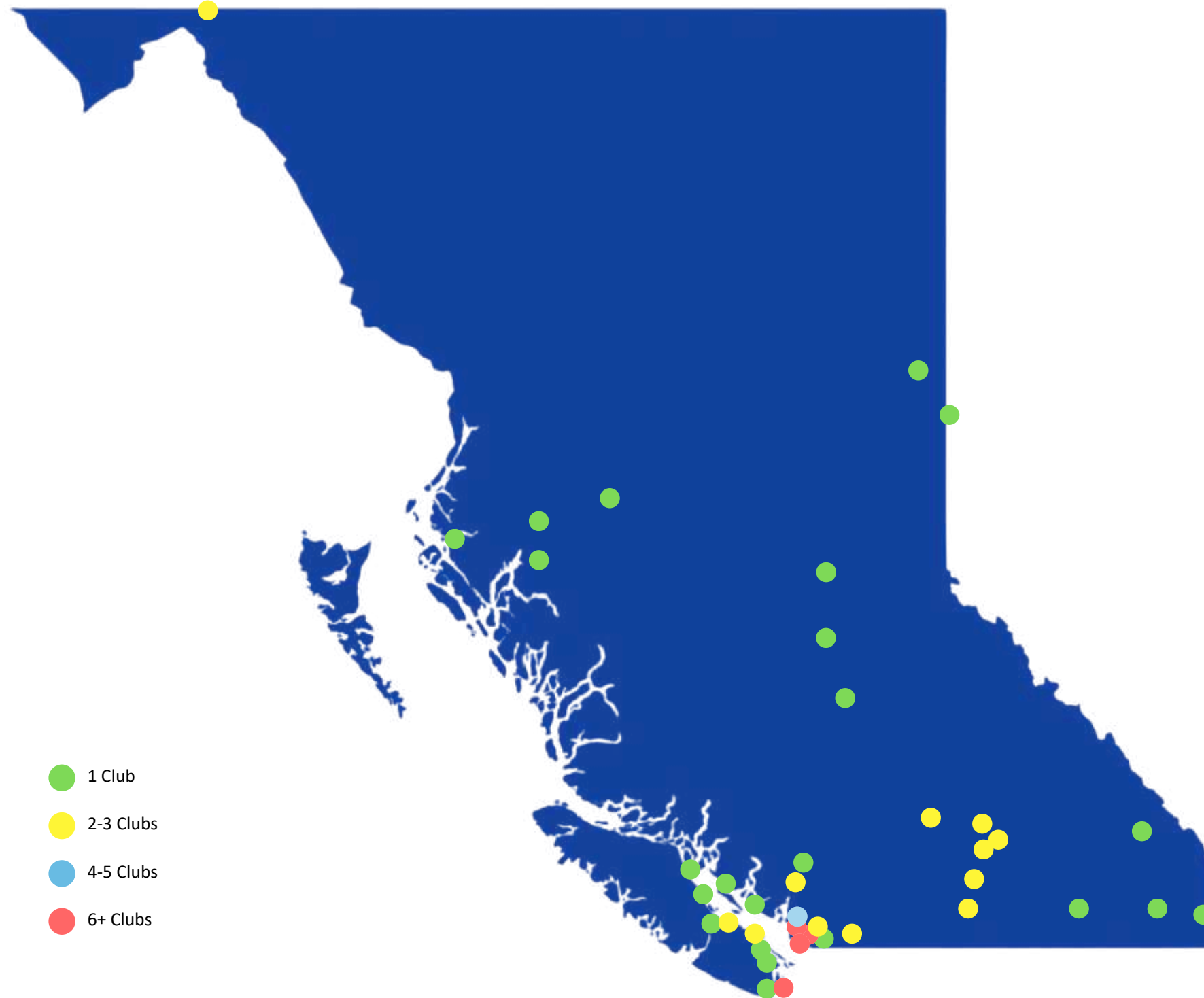
## JUNIOR PAN PACIFIC CHAMPIONSHIPS

August 21 - 24, 2024

Swimmer	Club	Coach
Tuja Dreyer	ISC	Lucien Zucchi
Aiden Kirk	KAJ	Marc Tremblay
Leilani Fack	OS	Brian Metcalfe
Julia Strojnowska	CDSC	Kelly Taitinger
Shima Taghavi	HYACK	Frici Laszlo
Staff	Club	Position
Marc Tremblay	HPCVN	Coach

# REGIONAL BREAKDOWN

(Includes the Master Clubs)



**16** CLUBS IN THE INTERIOR REGION

**6** CLUBS IN THE FRASER VALLEY REGION

**7** CLUBS IN THE FRASER RIVER REGION

**26** CLUBS IN THE VANCOUVER COASTAL REGION

**10** CLUBS IN THE NORTHERN REGION

**18** CLUBS IN THE VANCOUVER ISLAND REGION

**2** CLUBS IN THE YUKON

# SWIM BC CLUBS

(Does not include the Master Clubs)

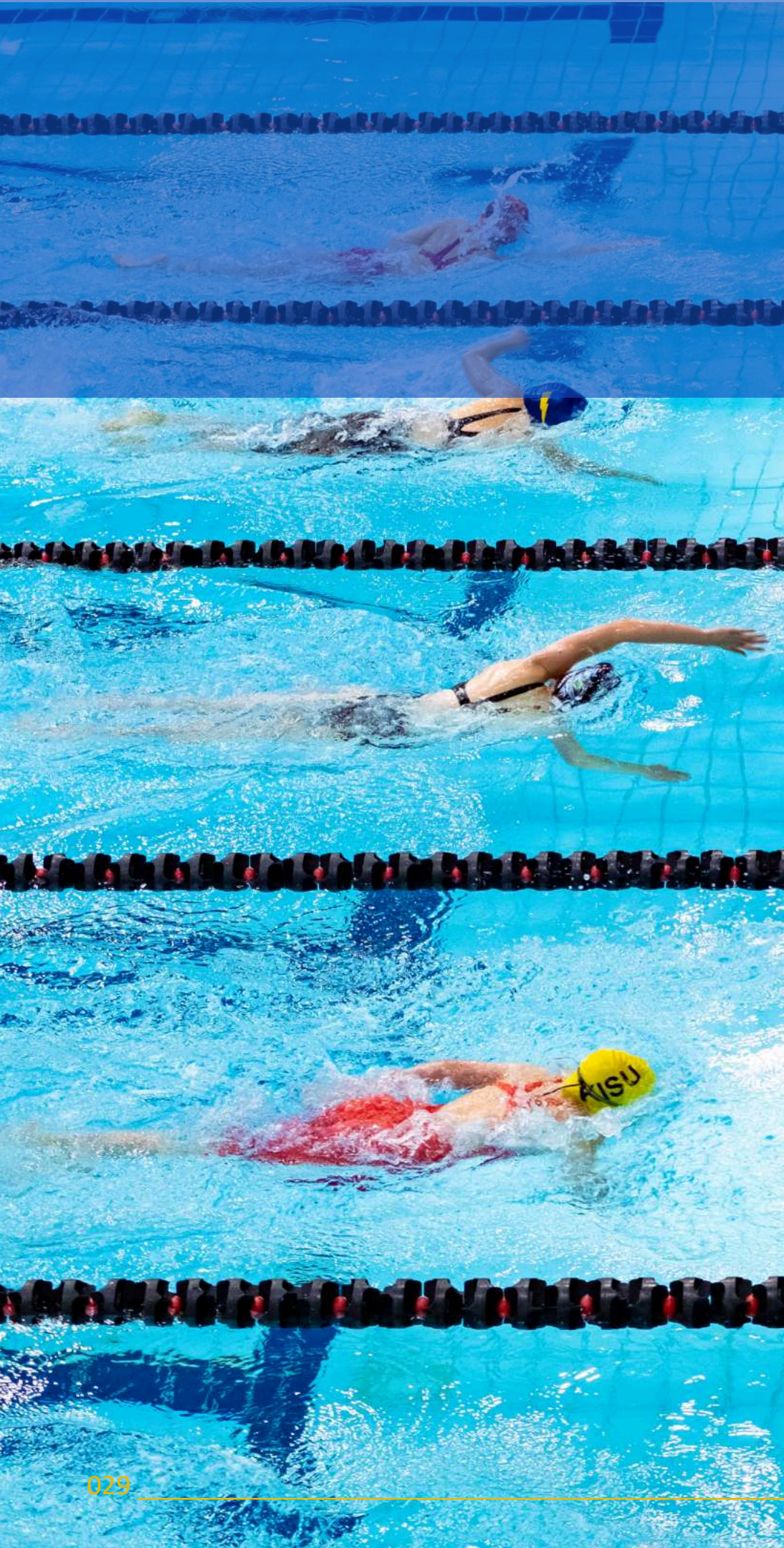


# FINANCIALS (3 YEAR COMPARISON)

Revenue	2023-2024	2022-2023	2021-2022
NCCP	68,000.00	46,075.00	52,125.00
Investment Income	59,526.00	29,353.00	2,584.00
Registration Fees	748,289.00	627,145.00	466,469.00
Fundraising Fees	24,756.00	19,161.00	6,849.00
Competition Fees	135,320.00	123,064.00	61,024.00
Grants	385,206.00	481,824.00	504,863.00
	<b>1,421,097.00</b>	<b>1,326,622.00</b>	<b>1,096,414.00</b>

Expenses	2023-2024	2022-2023	2021-2022
Administration	154,504.00	200,751.00	142,324.00
BC Swimming Congress	104,960.00	61,595.00	20,699.00
Officials Development	32,904.00	24,117.00	11,362.00
Coaching Development	31,025.00	29,793.00	29,614.00
Insurance	56,209.00	36,342.00	26,090.00
Human Resources	559,524.00	541,872.00	477,992.00
Technical Programs	273,755.00	210,893.00	144,537.00
Provincial Championships	84,720.00	88,638.00	59,453.00
	<b>1,297,601.00</b>	<b>1,194,001.00</b>	<b>885,457.00</b>





# SWIM BC PARTNERS



**TEAM AQUATIC  
SUPPLIES LTD**



**viaSPORT**  
ACCREDITED 2023



**SPORT  
BC**





**4420 Chatterton Way #305,**

**Victoria, BC V8X 5J2**

**Swimbc.ca**

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