

# SPEED SKATING CANADA



ANNUAL  
REPORT  
2018-2019



OUR SPORT  
OUR HISTORY  
OUR PASSION



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# PRESIDENT AND CEO MESSAGE



Blair Carbert  
President



Susan Auch  
CEO

Dear Colleagues,

This past year has been one of transition toward transformational change at Speed Skating Canada.

We entered the new Olympic quadrennial with ambitious objectives for our organization and our sport as a whole. With the launch of our [2018-2023 Strategic Plan](#) – one guided by the voices of our provincial and territorial members, clubs, athletes and partners – speed skating in Canada now has a clear vision for the future.

Our journey toward this vision is possible thanks to an aligned sense of purpose shared by our stakeholders; together we are working to share our passion for speed skating and to make ours the best sport in Canada. This collaborative spirit and high level of engagement must remain at the forefront of our work as we drive toward the 2022 Olympic Games and beyond.

While we are still in the early stages of our Strategic Plan, our professional and technical staff, along with countless volunteers and partners across the country, have worked tirelessly over the past year to make tremendous progress on some of the plan's key deliverables. Over the following pages, we have highlighted some of our achievements to date within the priority areas of sport development, international performance, operational effectiveness, financial health and system alignment.

In celebrating our accomplishments of this past season, we would like to acknowledge the commitment and tireless work of our PTSOs, clubs, coaches, officials, volunteers and partners.

You are the backbone of our speed skating community and your dedication enables skaters of all ages and skill sets to have a fulfilling and lasting journey within our sport.

A special word of thanks to our athletes – from those lacing up their first pair of skates, to our Olympians and masters competitors. Your passion and performances remind us every day why our mission is important. As you continue to push for personal bests on and off the ice, we will be there to support you.

Looking ahead to 2019-20 and beyond, Speed Skating Canada remains committed to leading our members and partners in the relentless pursuit of sport and organizational excellence. Together, we are building an exciting future for speed skating in Canada.

Sincerely,

A handwritten signature in black ink, appearing to read "Blair Carbert".

Blair Carbert  
President

A handwritten signature in black ink, appearing to read "Susan Auch".

Susan Auch  
Chief Executive Officer





WE ARE SPEED  
SKATING IN  
CANADA!

## OUR ORGANIZATION ABOUT US

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*Speed Skating Canada (SSC) is the governing body for long track and short track speed skating in Canada.*

*Founded in 1887, SSC is comprised of 13 provincial and territorial associations. Together, we aim to challenge and inspire Canada to thrive through the power of speed skating. SSC celebrates the 63 Olympic medals won by Canadian athletes since 1932 and recognizes the coaches, officials, volunteers and other dedicated individuals who helped them on their journey.*

### VISION

We will lead our members and partners in the relentless pursuit of excellence.

### MISSION

To challenge and inspire Canada to thrive through the power of speed skating. We accomplish this by:

- Providing inclusive access and opportunity for skaters, coaches, officials and volunteers to participate and grow within the speed skating community.
- Achieving excellence on the international stage by investing in a world class and sustainable high performance system.
- Building excitement and awareness about the sport while fostering connections and partnerships.

### VALUES

Values drive our behavior, relationships and decision making in everything we do. We will lead with an unwavering...

- **Respect for Others:** We assume the best of others, listen for understanding and value diversity. We are considerate and compassionate. We choose our words carefully in order to build esteem and goodwill.
- **Desire to be Leaders:** We are bold and courageous and make tough decisions. We are collaborative. We challenge the status quo. We stand up for what we believe in and have confidence in our decisions.
- **Commitment to Excellence:** We invest in success and proudly celebrate our achievements. We are passionate, determined and resilient. We overcome adversity together.
- **Sense of Community:** We strive to create a positive and inclusive place of belonging. We accept everyone into our Canadian speed skating family.
- **Integrity:** We are honest and transparent. We disclose where we can and say when we can't. We accept accountability and communicate openly while delivering on our promises.





## TOP MOMENTS 2018-2019

While we are still in the early stages of our 2018-2023 Strategic Plan, we have highlighted some of our achievements to date within the key priority areas of Sport Excellence and Organizational Excellence below.

### SPORT DEVELOPMENT

- We launched a new Sport Development Committee with the goal of creating alignment in how we grow and advance speed skating in Canada.
- A review of sport development documentation and procedures is underway, including coach and official materials, and competition bidding and hosting guidelines.
- In partnership with our Organizing Committees, we hosted three successful events on behalf of the International Skating Union, including the World Junior Short Track Championships which was planned with less than five months' notice.
- A total of 161 young athletes from all thirteen provinces and territories had the memorable opportunity to participate in the 2019 Canada Winter Games in Red Deer, Alberta.

### INTERNATIONAL PERFORMANCE

- The short track national team earned a total of 29 medals in World Championships and World Cup competition, while the long track team national team won 19 medals.
- Revisions were made to the national competition calendar to reflect the reality of top athletes and ensure adequate racing opportunities for developing athletes.
- Work is underway to consolidate athlete information into a database that will enhance monitoring, and establish a template for individual athlete performance plans.



## TOP MOMENTS 2018-2019

### FINANCIAL HEALTH

- A concerted effort has been made to increase communication and improve the level of service provided to our current corporate sponsors.
- A new apparel partner was secured, with the aim of both improving the quality of our performance wear and increasing revenue generation through a merchandising program.
- A management reporting process, along with a budget approval process and timelines, have been implemented in all areas of the organization.

### OPERATIONAL EFFECTIVENESS

- Following an extensive brand audit and strategy development process, we are moving forward with a comprehensive brand redesign that will include a new visual identity.
- A review of our bylaws, policies, committee structure and board operations is currently underway in an effort to enhance governance and member relations.
- Finance and administration processes have been streamlined following the implementation of expense automation tools, a team-based collaboration platform and a human resources management system.

### SYSTEM ALIGNMENT

- Work continues on the implementation of the Membership and Affiliation System (MAS) across our membership, with significant effort dedicated to improvements for the upcoming season.
- A System Alignment Committee was created to help achieve alignment and buy-in related to the Strategic Plan and to foster a culture of collaboration across our community.





# MEMBERSHIP OVERVIEW

## 2018-2019 SEASON

For the 2018-2019 season, Speed Skating Canada had a total membership of 13,137. This included 9,730 skaters; 2,837 coaches, officials and volunteers; as well as 570 participants registered for other programming.

PROVINCE	SKATERS <sup>1</sup>	ASSOCIATES <sup>2</sup>	OTHER <sup>3</sup>	TOTAL
Alberta	681	644	19	<b>1,344</b>
British Columbia	822	556	54	<b>1,432</b>
Manitoba	175	85	0	<b>260</b>
New Brunswick	503	14	0	<b>517</b>
Newfoundland and Labrador	17	45	0	<b>62</b>
Northwest Territories	14	79	0	<b>93</b>
Nova Scotia	392	30	3	<b>425</b>
Nunavut <sup>4</sup>	0	0	0	<b>0</b>
Ontario	1,361	503	68	<b>1,932</b>
Prince Edward Island	111	1	0	<b>112</b>
Quebec	5,323	661	424	<b>6,408</b>
Saskatchewan	289	195	2	<b>486</b>
Yukon	42	24	0	<b>66</b>
	<b>9,730</b>	<b>2,837</b>	<b>570</b>	<b>13,137</b>

1 Skaters includes the Elite, Competitive, Participant and Introductory membership categories

2 An Associate Membership includes registered Coaches, Officials, Volunteers and Parents

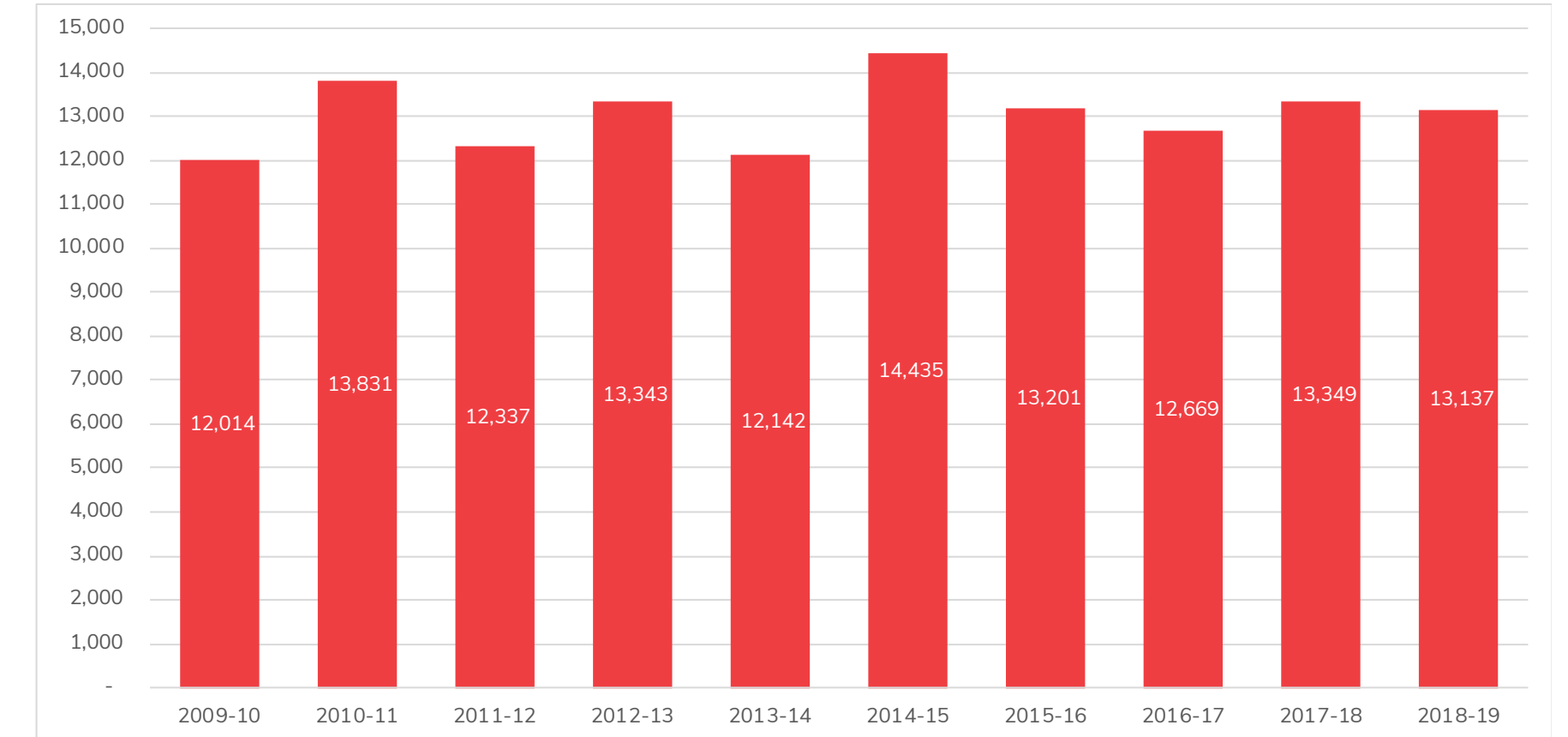
3 Other includes those registered for SSC Special Events and Other Programming

4 Membership data for Nunavut was not available at the time of publication

# MEMBERSHIP OVERVIEW

## 10-YEAR TREND

The graph below outlines Speed Skating Canada's overall membership numbers over the past 10 seasons, from 2009-10 to 2018-19.







## PTSO HIGHLIGHTS

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### ALBERTA

- Captured 14 medals at the Canada Winter Games, including the first individual short track medals for Alberta in 12 years and four medals each for Brooklyn McDougall and Kaleb Muller.
- Developed Special Olympics programming at the Edmonton and Calgary Grizzlies clubs and provided support for the Alberta Special Olympics speed skating event.
- Hosted (and named Branch Champion!) the Canada West Short Track Championships in Grande Prairie and the Canada Winter Games in Red Deer. In total, 3,712 registrants participated in 42 sanctioned competitions across the province.
- Secured an officials development grant to host a Level 2 Clinic and support the travel of northern officials to Calgary and Red Deer for mentorship opportunities.

### BRITISH COLUMBIA

- Successfully lobbied the provincial government to include both short track and long track at the upcoming BC Winter Games and developed a Young Officials Program to provide experience to junior officials during this multi-sport event.
- Created an online “Summer Academy” course in partnership with Nagano Skate to provide sport-specific, off-season physical training tools to all BC skaters.
- Hosted a long track National Team training camp and Canada Cup 1 in Fort St. John.
- Developed reference videos for the Cutting Edge pin program and launched a certificate program – the PACE Awards for Personal Achievement – for young skaters.



## PTSO HIGHLIGHTS

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### MANITOBA

- Captured seven gold medals in long track – all won by Tyson Langelaar and Alexa Scott – at the Canada Winter Games and took home the Most Improved Province award at both the Canadian Age Class Championships and the Canada West Short Track Championships.
- Developed a multi-sport program with Triathlon Manitoba, Cycling Manitoba and Cross-Country Ski Manitoba, giving 21 athletes the chance to cross-train together in four sports.
- Put a school program in place across the City of Winnipeg to introduce a new generation of kids to speed skating.
- Upgraded equipment to a Finishlynx timing system with photo-finish for both short track and long track, which helped with hosting the Canadian Age Class Championships in Winnipeg.

### NEW BRUNSWICK

- Celebrated exceptional performances by New Brunswick athletes Courtney Sarault, Rikki Doak, Danielle Dumouchel, Brendan Corey and the Canada Winter Games men’s short track relay team.
- Introduced a new Provincial Team program to provide a link in the skater development pathway between club athletes and the province’s High Performance program.
- Hosted the successful Canada East Short Track Championships in Campbellton, along with five provincial-level competitions.
- Put on a Try-It event at the Fredericton Club and a Fundamental competition at the Saint John Club to help introduce new skaters to the sport.







## PTSO HIGHLIGHTS

### NEWFOUNDLAND & LABRADOR

- Sent two short track skaters to the Canada Winter Games.
- Offered inline skating during the summer months to continue skater development in the off-season.

### NORTHWEST TERRITORIES

- Continued to grow the provincial High Performance program, with athletes from both Yellowknife and Inuvik participating in national and regional competitions.
- Wren Acorn improved her junior ranking from 23rd to ninth over the course of the season and Sage Acorn placed first at the Canada West Short Track Championships in her age category.
- Celebrated as Joshua Boudreau captured four silver medals at the 2019 Special Olympics Alberta Winter Games.
- Hosted Level 1 Coaching and Officials clinics alongside the 2019 Territorial Championships, which saw over 100 skaters participate.

### NOVA SCOTIA

- Achieved significant personal bests by athletes at the Canada Winter Games, including a sixth-place finish in the men's team pursuit. Six skaters also took part in the Canada East Short Track Championships, a first for the province in at least two years.
- Organized a province-wide series of Open House events (including ones specific to Special Olympics and Newcomers), with all clubs participating and approximately 60 new members gained as a result.



## PTSO HIGHLIGHTS

- Introduced a learn to speed skate program for adults, run by the Nova Scotia Masters Club at the Emera Oval, and a development-level competition at the Dartmouth Crossing Club – its first-ever sanctioned meet.

### NUNAVUT

- Six Nunavut athletes set personal bests and provincial records at the Canada Winter Games.
- Offered a unique two-day skating clinic with Michael Gilday to all skaters at the beginning of the season, in addition to welcoming the Iqaluit-born Olympian for an annual local Gala.
- Hosted official and coaching clinics to build up the local club and volunteer capacity for years to come.
- Received the 2018 Team of the Year award from the Recreation and Parks Association of Nunavut.

### ONTARIO

- Celebrated as Claudia Heeney was crowned Canadian Junior Short Track Champion and earned a 1000m bronze medal at the World Junior Championships. Ontario athletes also collected five medals at the Canadian Age Class Championships and seven at the Canada East Short Track Championships.
- Held a training camp with Nagano Skate for 120 participants aged 8-20, which concluded with a competition where skaters could put their learning into practice and receive feedback directly from their coaches.
- Hosted the annual OSSA Coaching Conference where topics of discussion included women in sport, concussions, rule changes and mental preparation.







## PTSO HIGHLIGHTS

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### PRINCE EDWARD ISLAND

- Celebrated strong results from provincial skaters at the Canada Winter Games, Canadian Junior Selections and Canada East Short Track Championships.
- Hosted two Try-It sessions in partnership with the Winter Love Fest and one three-week Try-It program aimed at girls aged 9 and up who currently participate in other ice sports.
- Secured a coach dedicated to PEI's two Special Olympics athletes.
- Welcomed 135 skaters from a dozen clubs during the Atlantic Cup in Charlottetown.

### QUEBEC

- Captured 21 short track and 13 long track medals at the Canada Winter Games, the highest of any province. Quebec athletes also brought home 85 individual medals (out of 96) at the Canada East Short Track Championships, earning eight overall champion titles.
- Continued planning and development work on the new Oval in Quebec City. Construction began in September 2018 with opening targeted for fall or winter 2020.
- Developed a Skating School program that will be launched in fall 2019.
- Provided training clinics to 123 coaches (including 59 female coaches), with five technical and theory clinics offered to officials.
- Organized the ISU World Junior Short Track Championships in Montreal and hosted over 70 competitions at the regional and national level across the province.



## PTSO HIGHLIGHTS

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### SASKATCHEWAN

- Celebrated excellent T2T results at the Canada West Short Track Championships and Canadian Age Class Championships, including two first-place overall finishes and four athletes placing second in their age categories.
- Continued to see strong numbers in the Learn to Skate program at smaller clubs.
- Observed the impact of local champions within the speed skating community as the Battlefords Club shut down after only one season without these resources.
- Offered several officials clinics and sent four different coaches to national competitions as part of the Coaching Mentor program.

### YUKON

- Supported two athletes as they represented the Yukon in short track at the Canada Winter Games – brothers Micah and Caius Taggart-Cox of Marsh Lake.
- Introduced 200 Grade 6 students from across Yukon to the basics of speed skating during the annual Polar Games in Whitehorse.
- Hosted the Yukon Provincial Championships – a one-club competition!





THE SENIOR SHORT TRACK  
NATIONAL TEAM EARNED 29  
INTERNATIONAL MEDALS THIS PAST  
SEASON!

5

WORLD CHAMPIONSHIPS

25

WORLD CUPS



## HIGH PERFORMANCE SHORT TRACK

### SENIOR NATIONAL TEAM

- Kim Boutin and Samuel Girard continued their dominance with impressive World Championships results. Boutin finished third overall (1 silver, 2 bronze), while Girard was one spot behind in fourth (1 silver).
- Alyson Charles, Steven Dubois and Courtney Sarault each had breakout seasons on the international stage winning the first World Cup medals of their respective careers.
- The team was also competitive in the inaugural season of the mixed gender relay, medalling twice and showing promise for the distance's debut at the Beijing 2022 Olympics.

### JUNIOR NATIONAL TEAM

- The junior national team had the unique opportunity of competing at the World Junior Championships on home ice in Montreal, bring home two medals and five top-10 results.
- Courtney Sarault capped off her impressive junior career with her fifth international medal, while newcomer Claudia Heeney won her very first.
- The majority of the team (7 of 8 skaters) are eligible to compete again at the junior level next year, which bodes well for program continuity.

### OTHER HIGHLIGHTS

- Welcomed Éric Bédard to the fold as the new men's national team coach. The program also shifted the responsibilities of returning coaches Sebastien Cros (women's development team) and Jeffrey Scholten (NextGen).
- Addition of international competition opportunities with financial support for NextGen athletes (12 athletes targeted), as well support for those selected to compete at U.S. trials (12 athletes targeted).
- Revisions were made to the national competition calendar to reflect the reality of top athletes and ensure adequate racing opportunities for developing athletes.
- Work is underway to consolidate athlete information into a performance database that will enhance monitoring, and to establish a template for individual athlete performance plans.
- Published selection policies and procedures for the first-ever Canadian Youth Olympic Games (YOG) team in short track, which is slated to compete at Lausanne 2020.



THE SENIOR LONG TRACK NATIONAL TEAM EARNED 19 INTERNATIONAL MEDALS THIS PAST SEASON!

7  
WORLD CHAMPIONSHIPS

12  
WORLD CUPS



## HIGH PERFORMANCE LONG TRACK

### SENIOR NATIONAL TEAM

- Ivanie Blondin and Isabelle Weidemann were the two most decorated skaters this season, each capturing two World Championship medals and five World Cup medals.
- Ted-Jan Bloemen overcame a slow start to the season to finish with two World Cup medals, along with one from the World Allround Championships.
- Valérie Maltais had a successful transition to long track, achieving several personal bests and qualifying for the World Single Distance Championships in her first season.
- Graeme Fish achieved nine personal best times and earned a top-10 and top-15 finish at the first World Single Distance Championships of his career.

### JUNIOR NATIONAL TEAM

- All six athletes found the podium at the Neo-Senior World Cup in Poland, earning 7 gold, 5 silver and 5 bronze medals. Abigail McCluskey and Béatrice Lamarche led the way with five medals each, while Tyson Langelaar won four.
- A trio of athletes in Alexa Scott (5), Gabrielle Jelonek (10) and Connor Howe (10) cracked the top-10 at the World Junior Championships in Italy.

### OTHER HIGHLIGHTS

- Onboarded several new high performance team members, with approximately half of the individuals being either new to the program, or in a new role, this season.
- There was evidence of strong team dynamics and increased trust in the program, with everyone involved moving towards a collaborative and 'one team' environment.
- The program overcame the departure of the High Performance Director and the ensuing resource strain thanks to hard work from other staff members, including Shawn Holman, Cathy Tong and Scott Maw (IST Lead), along with coaches Mark Wild and Todd McClements.





## INTERNATIONAL EVENTS SHORT TRACK

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### 2018 ISU WORLD CUP SHORT TRACK (CALGARY)

From November 9-11, the Calgary Olympic Oval welcomed the world's best short track skaters for the first World Cup of the 2018-2019 season.

- 175 Skaters from 28 Countries
- 4,000 Spectators
- It marked the fifth time in the past 20 years that Speed Skating Canada has hosted a short track World Cup in Calgary (2016, 2012, 2001, 2000).
- All five skaters on the Canadian ladies' team made their World Cup debut on home ice in Calgary, bringing home three individual and one relay medal.

### 2019 ISU WORLD JUNIOR SHORT TRACK CHAMPIONSHIPS (MONTREAL)

From January 25-27, the Maurice Richard Arena in Montreal, training centre for Canada's national team, hosted the best up-and-coming short track skaters in the world.

- 172 Skaters from 36 Countries
- 600 Spectators
- Canada was awarded the event after South Korea pulled out from hosting. With less than 6 months to plan, SSC, FPVQ and the organizing committee delivered a successful event.
- In the final Junior Championships of her career, Courtney Sarault brought home a bronze medal in the 1500m. Teammate Claudia Heeney also captured bronze for Canada in her first international competition.



## INTERNATIONAL EVENTS LONG TRACK

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### 2019 ISU WORLD ALLROUND SPEED SKATING CHAMPIONSHIPS (CALGARY)

From March 2-3, long track speed skating fans in Calgary were treated to some incredible performances, and new world records, courtesy of the best all-around skaters in the world.

- 48 Skaters from 27 Countries
- 3,300 Spectators
- It marked the sixth time that this highly popular event has been hosted at the Calgary Olympic Oval (1990, 1992, 2006, 2011, 2015).
- Ted-Jan Bloemen earned the highest allround finish among the Canadian team, placing fifth. Isabelle Weidemann captured one silver and one bronze medal en route to a sixth-overall finish. Antoine Gélinas-Beaulieu placed first in the 500m and Ivanie Blondin took home bronze in the 1500m.







## NATIONAL EVENTS SHORT TRACK

### NATIONAL CHAMPIONS

The following individuals were crowned national champions for the 2018-2019 season by earning the most points at their respective events.

- On the senior side, Samuel Girard (QC) and Jamie Macdonald (BC).
- On the junior side, Nicolas Perreault (QC) and Claudia Heeney (ON).

### COMPETITIONS

The 2018-2019 season saw eight national level competitions hosted in six different communities across three provinces.

- Canadian Senior Short Track Championships – Montreal, QC
- Canada Cup ST – Laval, QC
- Canadian Junior Short Track Championships – Calgary, AB
- Canadian Open National Qualifier – Montreal, QC
- Canadian Senior Selections – Calgary, AB
- Canadian Junior Selections – Sherbrooke, QC
- Canada West Short Track Championships - Grande Prairie, AB
- Canada East Short Track Championships - Campbellton, NB



## NATIONAL EVENTS LONG TRACK

### NATIONAL CHAMPIONS

The following individuals were crowned national champions for the 2018-2019 season by placing first in a single distance (senior) or earning the most combined points (junior).

- On the senior side, Laurent Dubreuil (500m, 1000m), Ted-Jan Bloemen (5000m), Jordan Belchos (10,000m), David La Rue (1500m), Olivier Jean (Mass Start), Isabelle Weidemann (3000m, 5000m, Mass Start), Ivanie Blondin (1000m, 1500m), Marsha Hudey (500m).
- On the junior side, Connor Howe (AB) and Alexa Scott (MB).

### COMPETITIONS

The 2018-2019 season saw eight national level competitions hosted in three different communities across three provinces.

- Canadian Single Distance Championships – Calgary, AB
- Canada Cup LT 1 – Fort St. John, BC
- Canadian Junior Long Track Championships – Calgary, AB
- Canada Cup LT 2 – Calgary, AB
- Canada Cup LT 3 – Calgary, AB
- Canadian Age Class Long Track Championships – Winnipeg, MB
- Canada Cup LT 4 – Calgary, AB





SPEED SKATING CANADA IS COMMITTED TO DEVELOPING TECHNICAL RESOURCES AND PROVIDING EDUCATIONAL PROGRAMS AND TRAINING OPPORTUNITIES TO OUR MEMBERS!

2,837

COACHES, OFFICIALS AND VOLUNTEERS



## SPORT DEVELOPMENT OVERVIEW

### COMPETITIONS

- Prepared the Technical Package for the 2019 Canada Winter Games, along with the Competition Bulletins for Canadian Age Class LT, CanEast ST and CanWest ST.
- A comprehensive review of bidding guidelines and hosting documents is underway.

### COACHING

- Recorded a total of 212 coach training and evaluation events.
- Competition Development training officially completed by 2018 cohort.
- Undertook a handful of Maintenance of Certification initiatives, including confirming the list of non-NCCP modules; offering Coaching PD Points for national competitions (CACLT, CanEast, CanWest); and presenting the Canada Cup 3 technical model.
- Hosted a three-day coaching seminar for a dozen participants in conjunction with the 2019 World Junior Short Track Championships in Montreal.

### OFFICIATING

- Assigned officials to 15 national competitions and assigned Canadian development officials to ISU events in Canada.
- Hosted a Level 3 clinic in Calgary to help develop domestic officials.
- Initiated a review of official's assessment and evaluation materials and updated manuals for Starters, Announcers, Heat Box Stewards and Clerks of the Course.
- Provided international development opportunities for Canadian officials through attendance at three ISU clinics.







## MARKETING BRAND PROJECT

*In February 2019, Speed Skating Canada launched a transformational brand project that will help shape the future of our sport in Canada.*

### PROJECT OVERVIEW

- As part of the Canadian Olympic Committee's NSF Enhancement Grant, SSC secured funding to complete a brand audit in the 2018-19 fiscal year. A more defined brand story will re-energize our stakeholders and ignite a passion for our sport.
- We partnered with agency Will Creative, who were selected among a dozen proposals and impressed us with their NSO rebrand experience, to lead us through the project.

### BRAND AUDIT

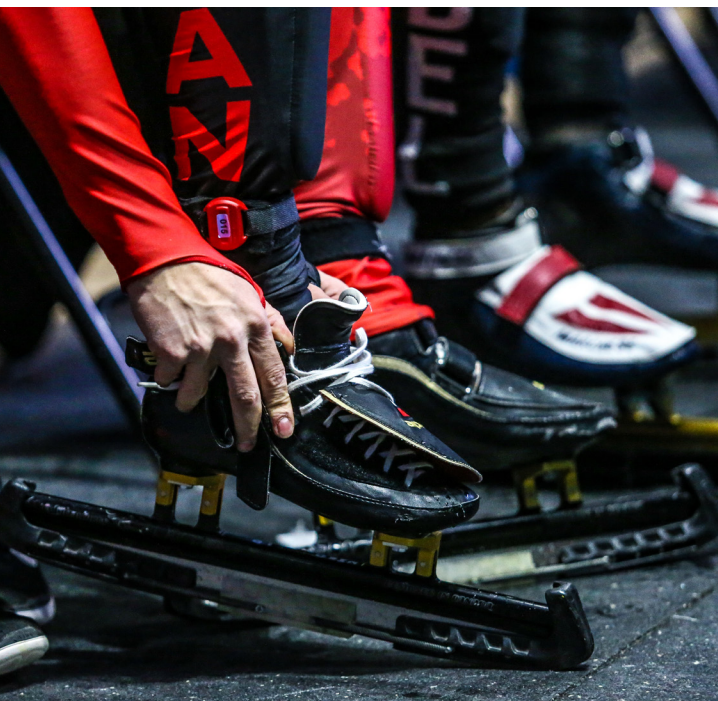
- As part of the brand audit, over 2,750 stakeholders – including athletes, coaches, officials, the general public and more – participated in an online survey or one-on-one interviews to tell us about their perceptions of speed skating, SSC and our current brand.

### BRAND STRATEGY

- A dozen stakeholders then took part in a workshop to help define our brand strategy – a set of internal guidelines that outline our brand promise, purpose, spirit and attributes.

### BRAND IDENTITY

- The brand strategy was used to help guide the creation of a redesigned brand identity, including a new logo, colour palette, typography, tagline and brand anthem.
- The new brand will be unveiled to our internal stakeholders at the SSC AGM and Congress in June 2019. A public launch will follow in the fall of 2019, with full roll-out taking approximately one year.



## MARKETING TELEVISION AND STREAMING

*For the 2018-2019 season, every international short track and long track event was available to watch in Canada on television or online, which included almost 40 hours of broadcast and hundreds of hours of live web streaming.*

### CBC SPORTS

- CBC Sports televised five international events as part of their Road to the Olympic Games program, including the World Cup ST (248,800 viewers), World Championships ST (126,300), World Single Distance Championships (150,200), World Sprint Championships (95,300) and World Allround Championships (219,900).
- CBC Sports also webcasted all of this season's senior international events, resulting in 4,741 viewers for short track and 6,080 viewers for long track.

### RADIO-CANADA

- Radio-Canada Sports also webcast all of this season's senior international events in French, resulting in approximately 5,000 viewers.

### TVA SPORTS

- TVA Sports televised a 90-minute recap show of the 2019 World Junior Short Track Championships on 10 different occasions in February, resulting in 22,340 viewers from five broadcasts on TVAS and 12,922 viewers from five broadcasts on TVAS 2.

### RDS

- RDS televised a 90-minute recap show of the 2018 World Cup Short Track from Calgary on 11 different occasions during the holiday season, resulting in 38,000 viewers from one broadcast on RDS and 101,000 viewers from 10 broadcasts on RDS 2.





SPEED SKATING CANADA'S WEBSITE REMAINS THE GO-TO SOURCE FOR NEWS AND INFORMATION!

118,589

USERS

772,372

PAGEVIEWS



## COMMUNICATIONS WEBSITE

The Speed Skating Canada website remains the go-to source for news and information on the sport of speed skating and the Canadian national teams.

### VISITORS

From June 1, 2018 to May 31, 2019, Speed Skating Canada's website ([speedskating.ca](http://speedskating.ca)) welcomed over 100,000 unique users who viewed over 750,000 webpages.

- While the total number of users and pageviews decreased in this post-Olympic year, we had an increase in the number of sessions per user (+32%) and a decrease in the number of people who viewed only a single page (-9%).
- English language users accounted for 65% of website visitors, while French language visitors made up 25%.
- A little over half of users visited our website on their cell phone or tablet (55%), while the rest used their desktop or laptop computer (45%). This marked an increase of 5% in mobile users from last year.

### NEWS STORIES

From June 1, 2018 to May 31, 2019, Speed Skating Canada published a total of 105 news articles, covering a wide variety of topics, on our website.

- The breakdown of the articles is as follows: 50 Long Track National Teams, 36 Short Track National Teams, 12 Administrative and 7 National Competitions.
- Articles were also distributed as press releases to members of the media and shared with the speed skating community via our social media channels.





SPEED SKATING CANADA'S SOCIAL CHANNELS CONTINUE TO GROW!

6,693

FACEBOOK

4,190

INSTAGRAM

3,775

TWITTER



## COMMUNICATIONS SOCIAL MEDIA

The number of followers on each of Speed Skating Canada's social media channels continued to grow in this post-Olympic year, giving us direct access to 15,000 people, an increase of 2,200 from last year.

### FACEBOOK

Speed Skating Canada's Facebook page ([Speed Skating Canada](#)) continues to be the most used social media channel, with over 2,500 more followers than the others.

- The number of followers increased by 12% (from 5,979 to 6,693).
- The page generated 2,025,790 total impressions.
- The posts reached 888,376 people and garnered 105,291 interactions (likes, reactions, comments, shares, clicks, etc.).

### INSTAGRAM

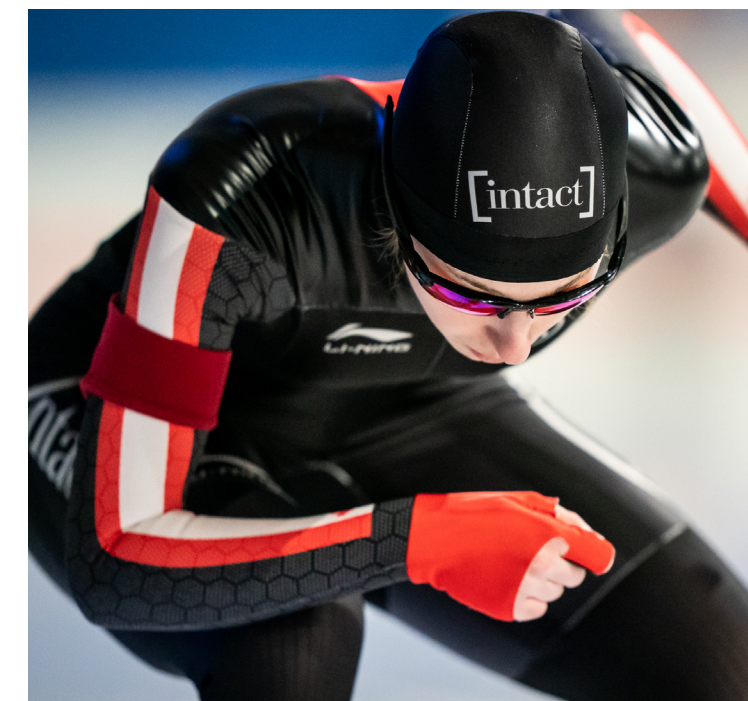
Speed Skating Canada's Instagram account ([@SSC\\_PVC](#)) is the fastest growing social media channel, with the number of followers nearly doubling since last year.

- The number of followers increased by 49% (from 2,814 to 4,190).

### TWITTER

Speed Skating Canada's Twitter account ([@SSC\\_PVC](#)) experienced modest growth since last year and continues to be an important channel to deliver immediate updates.

- The number of followers increased by 5% (from 3,593 to 3,775).
- The posts generated 881,400 total impressions and garnered 9,434 interactions (retweets, likes, replies, clicks, etc.).





SPEED SKATING CANADA'S  
REVENUES GREW BY 9.0% YEAR  
OVER YEAR TO A TOTAL OF...

**\$6.92**  
**MILLION**

## FINANCIALS OVERVIEW

### REVENUES

<b>35.4%</b>	Excellence Funding <sup>1</sup>
<b>30.9%</b>	International Hosting
<b>20.5%</b>	Sport Canada (Sport Support Program)
<b>5.1%</b>	Sponsorship
<b>4.4%</b>	Membership and Affiliation
<b>1.5%</b>	International Skating Union
<b>1.1%</b>	Canadian Olympic Committee
<b>1.0%</b>	Other

### EXPENSES

<b>49.9%</b>	High Performance Programs
<b>22.3%</b>	International Hosting
<b>21.0%</b>	Governance and Operations
<b>3.2%</b>	Domestic Programs and Sport Development
<b>2.1%</b>	Alignment Projects
<b>1.4%</b>	Marketing, Communications, Partnerships

<sup>1</sup> Includes funds from Sport Canada, Canadian Olympic Committee and Canadian Olympic Foundation as recommended by Own the Podium



## PARTNERS OVERVIEW

Speed Skating Canada is proud to be affiliated with the following partners and corporate sponsors, whose contributions to our organization help ensure growth at the grassroots level and unmatched success on the international stage.

### SPONSORS



### FUNDING PARTNERS



### SPORT PARTNERS



## OUR TEAM BOARD OF DIRECTORS AND STAFF

### BOARD OF DIRECTORS

- Blair R. Carbert (President, April 2019-Present)
- Trevor Corey (President, September 2018-March 2019)
- Cathy Priestner Allinger (President, June 2017-August 2018)
- André Beaulieu (Treasurer)
- Stefan Waples (Athlete Director)
- Denis Leclerc (Director)
- Geri McCuish (Director)
- Dave McQuaid (Director)

### NATIONAL OFFICE (OTTAWA)

- Susan Auch (Chief Executive Officer)
- Cynthia Dunford (Chief Operations Officer)
- Shawn Holman (Chief Sport Officer)
- David Morrison (Manager, Sport Development)
- Nicole Espenant (Mgr, Marketing, Communications & Partnerships)
- Trina Watters (Manager, Accounting)
- Alain Brouillette (Sr Coordinator, Marketing and Communications)
- Katherine Strong (Coordinator, Leadership and Operations)

- Alicia Krywiak (Coordinator, Membership and Administration)

### LONG TRACK (CALGARY AND QUEBEC CITY)

- Cathy Tong (Coordinator, High Performance)
- Bart Schouten, ChPC (Coach, National Teams)
- Gregor Jelonek (Coach, National Teams)
- Mark Wild (Coach, National Teams)
- Rimmelt Eldering (Coach, National Teams)
- Reece Derraugh (Equipment Technician)

### SHORT TRACK (MONTREAL)

- Jennifer Cottin (High Performance Director, Short Track)
- Véronique Mc Crae (Coordinator, High Performance)
- Éric Bédard (Coach, Men's National Team)
- Jon Cavar, ChPC (Coach, Men's Development Team)
- Frédéric Blackburn, ChPC (Coach, Women's National Team)
- Sébastien Cros (Coach, Women's Development Team)
- Jeffrey Scholten, ChPC (Coach, NextGen)
- Laurent Daignault (Equipment Technician)





**Speed Skating Canada**

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