



### Speed Skating Canada

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**SPEED  
SKATING  
CANADA**

**ANNUAL REPORT  
2020-2021**



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*\*Please note that images contained in the 2020-2021 Annual Report may have been taken during prior seasons before health measures in response to the COVID-19 pandemic were put in place.*





*"Sport will be a powerful vehicle for uniting and re-energizing Canadians as we emerge from the COVID-19 pandemic. To all who are working alongside us to inspire and challenge Canada to thrive – our PTSOs, clubs, coaches, officials, volunteers, partners and athletes – we owe so much. Thank you for your tireless efforts to rise above the challenges of this past year."*



## MESSAGE FROM OUR PRESIDENT AND CEO

The 2020-2021 season presented a unique set of challenges and opportunities. Due to the COVID-19 pandemic, many normal speed skating activities stood at a standstill. The great majority of competitions – at the local, national and international level – were cancelled. Arenas in many areas of the country temporarily closed their doors. Gathering restrictions prevented training groups from uniting in person. The word 'safety' gained an extra level of meaning.

Through it all, our speed skating community came together and demonstrated a formidable strength of spirit. Athletes and coaches leaned into their creativity and found new, remote ways of building skills at home. Our National Program athletes trained in new environments – including Fort St. John, Red Deer, Halifax and on Canada's beautiful lakes – and we seized the connectedness offered by technology to link them with clubs, schools and skaters across Canada. New programs and tools were launched to engage our community, including virtual challenges, online coach and officials education, and Return to Sport Town Halls.

Our response to COVID-19 did not detract from other critical initiatives within our 2018-2023 Strategic Plan. Over the following pages, you will find highlights of our accomplishments in the areas of Sport Excellence and Organizational Excellence. We continue to drive toward these goals, seeking input, collaboration and inspiration from our members and participants.

One collective success of which we are particularly proud is the launch of IceReg, our sport's new membership and events management platform. Together with our club and provincial/territorial partners, we worked to minimize the disruption of this transition and have already begun to see immense value from this tool. Moving forward, it will allow us to better communicate with participants, manage diverse elements of event planning, and track safe sport requirements.

The success of our Canadian athletes on the international stage provided inspiration not only to our speed skating family but to the country at large. Over 2.5 million Canadians tuned in as our teams competed safely from bubble environments in the Netherlands. Despite significantly reduced access to ice and other training limitations, we captured a total of twenty World Cup and World Championship medals across both programs. We offer a heartfelt congratulations to our Team Canada and look forward to cheering alongside you on the road to Beijing 2022.

As we look ahead to those Olympic Games and beyond, we are optimistic about the future of speed skating in Canada. Two ongoing initiatives – a review of the culture within our training environments and an update to our Athlete Development Pathway – will provide critical recommendations and tools to ensure a positive experience for all within our sport. Recruiting more participants into speed skating is also a central goal for the coming year; we are committed to providing leadership in this area through membership growth initiatives such as a National Open House and promotional campaigns.

Sport will be a powerful vehicle for uniting and re-energizing Canadians as we emerge from the COVID-19 pandemic. To all who are working alongside us to inspire and challenge Canada to thrive – our PTSOs, clubs, coaches, officials, volunteers, partners and athletes – we owe so much. Thank you for your tireless efforts to rise above the challenges of this past year. As one speed skating community, we will continue to push faster forward and achieve excellence on and off the ice.

Sincerely,

**Blair R. Carbert**  
President

**Susan Auch**  
Chief Executive Officer



*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 Sport Organizations, alongside the athletes of our National Program. 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.*



# A HISTORIC NATIONAL SPORTS ORGANIZATION

We strive to challenge and inspire Canada to thrive through the power of speed skating. We promise to be leaders in the relentless pursuit of our mission and vision, and to set the example of the values that define us.

## 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.

# PODIUM PERFORMANCES ON AND OFF THE ICE

Highlighting achievements within our 2018-2023 Strategic Plan goals of Sport Excellence and Organizational Excellence.

## SPORT DEVELOPMENT

- We launched a review of the culture within our High Performance training environment, with a goal of ensuring a positive, healthy and safe experience for all. Data collected from a total of 258 participants is driving the development of recommendations and an action plan.
- Work is underway to update the Athlete Development Pathway framework and technical resources. Looking ahead, we will be creating practical tools to guide the delivery of programs for athlete development, including a review of our current competition structure.
- Over 500 skaters – representing 38 local clubs from 12 provinces and territories – participated in

the virtual short track and long track events of the Canadian Youth Challenge presented by Intact Insurance.

- A new bidding process was developed for national events with an aim of diversifying host communities.
- We hosted five Return to Sport Town Halls to share best practices with our community in the response to COVID-19. A comprehensive Contingency Planning Framework and Competition Guidelines were also developed to manage event planning during the pandemic.
- An online delivery option for the Competition Development coach education course was created, with registrations increasing by 50% over previous years.

- Ten virtual clinics were offered for national-level referees and starters in both short track and long track.

## INTERNATIONAL PERFORMANCE

- Despite having no access to ice in Calgary for the season, the long track team made an impression on the international stage, bringing home 16 medals from three competitions held in the Heerenveen hub.
  - Highlights include Laurent Dubreuil being crowned World Champion in the 500m and the Women’s Team Pursuit (Ivanie Blondin, Isabelle Weidemann and Valérie Maltais) capturing back-to-back gold medals at the World Cups.

→ Olympic medalist Shannon Rempel was hired as an Assistant Coach.

- The short track team performed equally well in its only international competition of the season, capturing four medals at the World Championships in the Netherlands.
  - Highlights include Charles Hamelin skating to a World Champion title in the 1500m and Courtney Sarault earning two podium results on her way to becoming Vice World Champion.
  - Olympic Champion Marc Gagnon was hired as an Assistant Coach, joining Sébastien Cros who was formally named National Team Coach of both the men’s and women’s groups.

of a Marketing Working Group will guide the sport’s promotion efforts in the seasons to come.

- Engagement and health of SSC staff was an area of focus in response to the COVID-19 pandemic. Digital tools have enabled stronger collaboration with staff working from home in various locations across Canada.

## FINANCIAL HEALTH

- Members were recruited for a new Revenue Generation Committee, which will develop and guide a strategy to increase funds raised for the sport from diverse sources.
- Digital activations were developed with our corporate partners to ensure their awareness metrics and other goals were met despite event cancellations.
- SSC’s Unrestricted Net Assets (Reserve Funds) were increased to strengthen the organization’s long-term financial sustainability.

## OPERATIONAL EFFECTIVENESS

- Several initiatives contributed to an increased digital footprint for Speed Skating Canada, including advertising campaigns and content generation partnerships for social media.
- The creation of a Three-Year Marketing Plan and formation

## SYSTEM ALIGNMENT

- Our new membership and events registration platform, IceReg, launched this season to help us better serve our existing speed skating community and drive growth in membership. This system will also facilitate competition sanctioning, officials tracking and safe sport requirement monitoring.
- Our national membership structure was revised to improve clarity and allow for better tracking of participant behaviour.
- We participated as the Member Federation representative on the International Skating Union COVID-19 Working Group, offering a unique opportunity to impact the sport’s global response to the pandemic.



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## A DEDICATED AND PASSIONATE MEMBERSHIP

Skaters, coaches, officials and volunteers from coast-to-coast show their commitment to our sport despite the difficulties of COVID-19.

The challenges presented by the COVID-19 pandemic are evidenced in the 2020-21 membership numbers for our sport. Without access to ice, some skaters simply chose to use this season as an opportunity to focus on other activities. Training and competition cancellations reduced the numbers of volunteers contributing to the success of our sport. We look forward to welcoming all of our participants back to the speed skating community once our full operations return.

	Skaters	Coaches	Officials	Volunteers	Total
Alberta	402	38	18	153	611
British Columbia	595	51	25	215	886
Manitoba	145	9	4	42	200
New Brunswick	276	10	4	13	303
Newfoundland & Labrador*	-	-	-	-	-
Northwest Territories	135	3	-	5	143
Nova Scotia	370	14	7	27	418
Nunavut*	-	-	-	-	-
Ontario	826	55	16	288	1,185
Prince Edward Island	111	-	-	-	111
Quebec	3,118		455		3,573
Saskatchewan	201	28	39	52	320
Yukon	32	1	3	8	44
	<b>6,211</b>	<b>664</b>	<b>116</b>	<b>803</b>	<b>7,794</b>

\*Membership data for Newfoundland & Labrador and Nunavut was not available at the time of publication.

Since April 2020, we have been working hard on the development of IceReg, the new membership and events management platform that will become the backbone of our sport across Canada. As each of our PTSOs and club transition to the new system, this innovative tool will help us better serve our existing speed skating community and drive growth in membership, both critical elements of our organization's Strategic Plan.

# HIGHLIGHTS FROM ACROSS THE COUNTRY

Our Provincial and Territorial Sport Organizations (PTSOs) put in countless hours to help our community return to sport.

## ALBERTA

- Alberta was unable to run competitions, but clubs were still able to offer a varying level of programming throughout the season.
- After an extensive recruitment and interview process, Lorelei St. Rose was hired as Technical Director in April 2021.
- Hosted the province's first virtual Intro to Speed Skating Regulation & Meets course, which helped produce 30 new Level 1 officials.
- Offered an 18-week virtual dryland training program for L2T and T2T skaters. A total of 39 athletes participated, including seven from the Northwest Territories.

## BRITISH COLUMBIA

- Athletes were able to skate and access club programming all season long thanks to the hard work of coaches and volunteers.
- Inaugural year of the "GenBC" program, BC's homegrown performance development program that connects skaters from across the province to the Integrated Service Team.
- Launched the updated BC Speed Skating website, which includes a database of skater times along with a fresh new look.
- Developed community sport programs such as 'Fast, Fun, Friends' and 'The PACK' to serve and improve engagement with introductory and fit for life members.

## MANITOBA

- Provided grants to each High Performance Team member to help set them up with the equipment they needed to effectively train at home and participate in virtual sessions. Also purchased athlete subscriptions to Zwift and the equipment necessary to use it.
- The Susan Auch Oval was open from December to February for training and public skating. While in-person coaching was not allowed, athletes were able to skate in groups and coaches provided feedback during film sessions.
- Collaborated with the Ontario Speed Skating Association on their virtual Coaching Clinics and had several coach candidates complete their Fundamental level certification.

- Brought in just under \$40,000 in sponsorship revenues, which helped provide clubs with funding for sport development projects and open-house initiatives.

## NEW BRUNSWICK

- All clubs were operational this past season, with support from the COVID Return to Play Guidelines put in place early on. All clubs will also be back for the 2021-22 season and are looking forward to some more normalcy.
- Provided virtual and modified in-person programming to Provincial Team athletes.
- Courtney Sarault became only the second New Brunswick native – and only the sixth Canadian from outside Quebec – to reach the overall podium at the World Championships.

## NEWFOUNDLAND & LABRADOR

- Brandon Park was named to Team Canada's training squad and has the potential to represent Canada at the 2022 Special Olympics World Winter Games in Kazan, Russia.

## NORTHWEST TERRITORIES

- Clubs in Fort Simpson, Hay River, Inuvik, and Yellowknife provided continuous programming for their skaters throughout the 2020-21 season.
- Held coaching and skater development camps in Fort Simpson and Hay River. Coaches also participated in online coaching programs offered by the NWT Sport North Federation.
- Hosted the 2021 Virtual NWT Championships, which saw over 125 skaters participate in local races for a chance to win prizes in their age category.
- Wren Acorn was named to the Canadian short track Development Team and began training in Montreal in October, while Joshua Boudreau qualified to represent Canada at the 2022 Special Olympics World Winter Games in Kazan, Russia.

## NOVA SCOTIA

- Clubs experienced delayed returns to the ice due to public health restrictions, but short track clubs managed to begin a modified season in October and long track programming was also offered at the outdoor oval.
- There were no indoor sanctioned events this season, but several clubs organized in-house mini meets to provide skaters with racing experience. The long track Oval Meltdown was also held in a modified manner.
- Overall membership was up slightly over the past season despite the pandemic, with the Speedy Kids Club reaching a new all-time high in terms of members.
- The National Short Track Team hosted a 3-week training camp in Dartmouth. Although pandemic restrictions limited venue access, some NS skaters had the opportunity to see the team in action.



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# HIGHLIGHTS FROM ACROSS THE COUNTRY

Our Provincial and Territorial Sport Organizations (PTSOs) put in countless hours to help our community return to sport.

## NUNAVUT

- Installed a new crash mat system to promote skater safety. The purchase and shipping costs of the half-mats were funded in part by last season's Intact Insurance Club Excellence Award grand prize of \$10,000.
- Able to offer regular programming to skaters from October 2020 onwards, with only brief stops due to public health restrictions.
- Organized several mini-meets to provide skaters in the Advanced, Developmental and Learn to Speed Skate programs with race experience.
- Welcomed NorthwesTel on board as sponsor of the Learn to Speed Skate Program.

## ONTARIO

- Provided training to club coaches to help them deliver virtual dryland training during the lockdowns and offered weekly dryland sessions for members throughout the season.
- Offered a series of webinars for athletes and coaches, with topics including mental preparation, equipment maintenance, nutrition and social media.
- Reviewed and began developing a 2021-2024 High Performance Plan, while also updating both the Strategic Plan and Competition Structure.
- Offered six online coaching courses which were attended by 34 participants and helped certify 13 new coaches. The

annual Coaches Conference was also hosted virtually.

## PRINCE EDWARD ISLAND

- Official announcement was made regarding the construction of a new Olympic-sized short track ice surface for the upcoming 2023 Canada Winter Games.
- Skaters participated in the '1 Skate Fast Challenge' and other club-based challenges organized throughout the season.
- Without the ability to host competitions, clubs focused on training and helping skaters achieve improved results, which led to four new provincial records.

## QUEBEC

- The ability to practice sport varied greatly across regions, with some clubs receiving as little as 4-5 weeks of on-ice training throughout the season. Several clubs moved their programming and training sessions online as a result.
- Hosted one provincial level competition (Élite #1) in Sherbrooke in September 2020. No regional competitions were allowed.
- Offered virtual NCCP coaching clinics and hosted monthly online meetings with coaches of all levels from across the province.
- Created online modules to help train instructors to deliver 'Les Pingouins' introduction to skating program.

## SASKATCHEWAN

- While unable to host competitions, clubs were still able to practice throughout the season. Several clubs also ran time trials to provide skaters with racing experience.
- Five Saskatchewan-based athletes moved to Calgary to train at the National Training Centre, which is the highest number of athletes in years.
- Used an online video conferencing platform to host virtual athlete training sessions over the summer, as well as coaching clinics and Board/Committee meetings throughout the season.

## YUKON

- Offered regular programming from September 2020 to March 2021 to skaters of all levels, with no interruption of access to ice.
- Hosted a modified Yukon Championships in March 2021, where many participants achieved new personal bests.



# FINDING SUCCESS IN A LONG TRACK BUBBLE

National Team overcomes training challenges to surprise on the international stage.

It was a season full of challenges to overcome for the Canadian long track team, who were without ice at the Olympic Oval in Calgary for over eight months due to a mechanical failure at the facility.

Despite those obstacles, our athletes made quite the impression on the international stage, bringing home 16 medals from three competitions hosted in the Heerenveen Hub.

## WORLD CUPS

The team captured a total of 11 medals (2 gold, 5 silver and 4 bronze) on this season's condensed World Cup circuit. A total of 13 skaters entered the "bubble" to compete in a pair of unique events, the team's first since the COVID-19 pandemic brought international competition to a halt in March 2020.

Laurent Dubreuil led the charge with four individual distance

medals, while Ivanie Blondin (2) and Heather McLean (1) also reached the podium. Canada earned four medals in the Team Pursuit, including a pair of golds in the women's competition.

## WORLD CHAMPIONSHIPS

The team won a total of five medals (1 gold, 4 silver) at the World Speed Skating Championships, surpassed only by the Netherlands and the

Russian Skating Union.

Laurent Dubreuil became only the second Canadian male to win World Championship gold in the 500m, joining three-time champion Jeremy Wotherspoon. Dubreuil also captured silver in the 1000m.

Ivanie Blondin earned her fifth career World Championship medal in the women's Mass Start, bringing home silver for the third time since the discipline debuted in 2015.

Canada also stood on the podium for both Team Pursuit races, with the men (Jordan Belchos, Ted-Jan Bloemen, Connor Howe) and women (Ivanie Blondin, Valérie Maltais, Isabelle Weidemann) earning silver medals.

## PROGRAM UPDATES

Olympic medalist Shannon Rempel was hired as Assistant

Coach, National Program in September 2020 and made her coaching debut in Heerenveen.

The program also added Tyler Mulcock to the fold as Coordinator, High Performance, while Cathy Tong was promoted to Interim Director, High Performance for the remainder of the Beijing 2022 Olympic quadrennial.

The National Program adapted very well to the pandemic-related challenges this past season, using alternative training methods to remain in shape and on-track towards Beijing 2022. This included a 2-week training camp in Fort St. John, as well as outdoor skating sessions on the oval in Red Deer and on frozen lakes around Calgary.

## KEY PERFORMERS

### Laurent Dubreuil

- World Champion in 500m

- 3x World Cup medals in 500m (2 silver, 1 bronze)
- World Cup bronze medal in 1000m
- 1st in 500m World Cup rankings

### Ivanie Blondin

- World Championships silver in Mass Start
- 2x World Cup silver medals in Mass Start
- 2nd in Mass Start World Cup rankings

### Team Pursuit (Men's & Women's)

- 2x World Championships silver
- 4x World Cup medals (2 gold, 2 bronze)

### Heather McLean

- World Cup bronze medal in 500m
- First World Cup medal since 2015-2016 season



6

Total number of weeks athletes had access to long track ice at the Olympic Oval in Calgary

16

Number of medals won at this season's World Cups and World Championships

# INCREDIBLE PERFORMANCES IN SHORT TRACK

National Team earns multiple podium performances at sole international competition.

The Canadian short track team overcame a variety of pandemic-related challenges in the 2020-21 season, including going a combined 28 weeks without access to ice.

With Beijing 2022 as their motivating factor, our athletes persevered through it all and delivered positive results at the sole international competition of the shortened season.

## WORLD CHAMPIONSHIPS

Ten Canadian skaters travelled to Dordrecht, the Netherlands, to compete in the World Championships, which was the only event of the international short track season after all six World Cups were cancelled.

Courtney Sarault made history by becoming only the second New Brunswick native – and only the sixth Canadian from outside Quebec – to reach the

overall podium at the World Championships. The 20-year-old earned silver in the 1500m, bronze in the 1000m and finished the competition as vice-champion.

Veteran Charles Hamelin was crowned World Champion in the 1500m. It marked his third title in that distance and the 37th World Championship medal of his illustrious career.

This event celebrated the triumphant return to international

competition of Maxime Laoun, who was sidelined for over a year after suffering a severe injury during a training session in November 2019. It was also the first senior-level event of 17-year-old Florence Brunelle's career, after she burst onto the scene with four international medals at the junior level last season.

## PROGRAM UPDATES

Sébastien Cros was formally named National Team Coach in January 2021 and is now leading both the men's and women's national teams.

Five-time Olympic medalist Marc Gagnon was hired as Assistant Coach, National Program in January 2021 and made his coaching debut in Dordrecht.

Jon Cavar was seconded from his role as Coach, Development Team to become the lead staff member for the Athlete Development

Pathway review. NextGen Coach Jeffrey Scholten took over his responsibilities in the interim.

The program also welcomed Marc Schryburt as Interim Director, High Performance for the remainder of the Beijing 2022 Olympic quadrennial.

The National Program adapted its training environment throughout the pandemic to remain prepared for eventual competition. The National and Development groups were combined to increase the variety of skater profiles on the ice and internal races were held to replicate a competition environment. A 3-week training camp in Halifax helped re-create an on-the-road experience for athletes and staff.

## KEY PERFORMERS

### Courtney Sarault

- 2nd in Overall World

Championship rankings

- World Championship silver in 1500m
- World Championship bronze in 1000m

### Charles Hamelin

- World Champion in 1500m
- 6th in Overall World Championship rankings

### Maxime Laoun

- 11th in Overall World Championship rankings
- Top-10 result in 1500m (6th)

### Florence Brunelle

- 14th in Overall World Championship rankings
- Top-10 results in 500m (9th) and 1500m (10th)



4

Number of medals won at this season's World Championships

28

Number of weeks without access to ice at the National Training Centre in Montreal



# COMPETITIONS IN CANADA GET A NEW LOOK

Youth skaters remain engaged throughout the COVID-19 pandemic thanks to virtual competition opportunities.

## INTERNATIONAL EVENTS

On the international side, Canada was slated to host two ISU World Cups in short track (Montreal, Laval), along with an ISU World Cup and ISU Four Continents Championships in long track (Calgary). Unfortunately, those four events – along with nearly every other international competition – were cancelled due to the COVID-19 pandemic.

## NATIONAL EVENTS

A Competition Contingency Planning Framework was developed by Speed Skating Canada sport development, high performance and event staff to outline the various factors that were to be considered when making decisions regarding the 2020-21 domestic competition calendar. Unfortunately, due to ongoing public health and travel restrictions, we were unable to host any domestic competitions during the 2020-2021 season.

## VIRTUAL YOUTH CHALLENGE

Over 500 speed skaters from ages 10 to 15 – representing 38 local clubs from 12 provinces and territories – participated in this winter's Canadian Youth Challenge, presented by Intact Insurance. This set of virtual events in both long track and short track was developed to engage the speed skating community throughout the COVID-19 pandemic.

Participants submitted a total of 1,245 entries for individual distances, along with 154 entries into team events such as the Team Pursuit, Team Sprint and 2-Person Relay.

- **LT Individual Events:** 100m, 300m, 500m
- **LT Team Events:** Team Sprint, Team Pursuit
- **ST Individual Events:** 1 lap flyer, 2 lap pursuit, 400m, 500m
- **ST Team Events:** 2-Person Relay, Team Sprint

A total of 18 skaters were selected as prize winners in their respective age/gender categories, while three clubs also won prizes because they had the highest rate of participation across their memberships.

## DOMESTIC BIDDING

A new domestic event bidding process was developed to help Speed Skating Canada in selecting hosts for national competitions. By outlining the technical and logistical components that are taken into consideration when selecting event locations, this process helps prospective hosts better understand where to focus their efforts when submitting bids. By adding ease and clarity to the process, the objective is to diversify the venues and hosts of future national competitions.

## COMPETITION GUIDELINES

Speed Skating Canada developed a comprehensive Competition Guidelines document for hosting COVID-19 restricted competitions. This important resource was made available to PTSOs and clubs to assist in their Return to Sport efforts.



# 526

Number of skaters who participated in the virtual Canadian Youth Challenge, presented by Intact Insurance

# 15

Number of domestic events – 9 in short track and 6 in long track – cancelled due to the COVID-19 pandemic

# 4

Number of international events to be hosted in Canada that were cancelled due to the COVID-19 pandemic



# GROWING AND DEVELOPING OUR SPORT

Overcoming pandemic-related challenges to continue supporting the development of athletes, coaches, and officials.

## ATHLETES

- Continued relationship with RBC Training Ground, which is currently providing funding to three high performance athletes looking to transition to speed skating.
- Work is underway to update the Athlete Development Pathway framework and technical resources. Looking ahead, we will be creating practical tools to guide the delivery of programs for athlete development, including a review of our current competition structure.

## COACHES

- Developed online clinics for Introduction to Competition and Competition Development levels and trained Learning Facilitators in the delivery of those clinics.
- Provided coach professional development opportunities through the virtual Youth Challenge (88 coaches received PD points) and Return to Sport Town Hall sessions.
- Updated various coach training materials and resources.

## OFFICIALS

- Provided referees and starters in both long track and short track with 10 online clinics. International level officials also participated in professional development opportunities presented by the ISU.
- Updated Safe Sport requirements for officials, which now include Respect in Sport and NCCP Making Head Way in Speed Skating.
- Developed a comprehensive set of Officials Guidelines for COVID-19 restricted competitions.
- Developed an online official's portal in the IceReg platform.

## COMPETITIONS

- Activated a Return to Sport Working Group, which helped develop comprehensive Competition Guidelines for hosting COVID-19 restricted competitions.
- Completed the approval process for the 2023 Canada Winter Games technical package.
- Gathered information for a USport application to create a national post-secondary championship (submission

deadlines were postponed due to the pandemic).

- Developed a digital sanction application process through the IceReg platform.
- Conducted a feasibility study on the development of competition management software.



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# A GROWING AND ENGAGED COMMUNITY

A boost in television viewership and increased engagement on our website and social channels.

## SOCIAL MEDIA

From April 2020 to March 2021, Speed Skating Canada's social media channels grew by 1,723 followers, led by a near 20% increase on Instagram and the introduction of TikTok. We posted over 800 times, reaching close to 2,500,000 people and generating nearly 150,000 interactions (likes, comments, shares, link clicks).

We focused on developing video content this past season which helped generate over 200,000 video views. We also used Instagram Stories, Takeovers and Live interviews to provide our followers with behind-the-scenes content, including in the immediate aftermath of international competitions.

## WEBSITE

From April 2020 to March 2021, Speed Skating Canada's website ([speedskating.ca](https://speedskating.ca)) welcomed 70,227 unique users who collectively generated 258,249 page views.

The development of a new and improved website is underway and will be launched before the start of next season.

## MERCHANDISE

Despite the inability to sell on-site at national and international events, Speed Skating Canada's merchandising program still generated 109 online orders this past season, totaling 182 items sold.

## TELEVISION

For the 2020-2021 season, all international short track and long track events were available to watch on television or online via CBC Sports platforms. This accounted for 10 hours of network broadcast, watched by 2,580,000 Canadians, along with nearly 20,000 viewers watching digital streams.



	Followers	Posts	Reach	Engagement	Video Views
Facebook	7,375	257	612,846	64,682	48,445
Instagram	6,251	199	652,128	68,408	123,155
Twitter	4,425	362	1,074,600	8,202	7,930
YouTube	850	9	96,969	11,372	11,372
TikTok	86	10	-	998	23,598
	<b>18,987</b>	<b>837</b>	<b>2,436,543</b>	<b>142,531</b>	<b>214,500</b>

2.6m

Number of viewers who watched speed skating on CBC Sports platforms

70k

Number of unique users that visited speedskating.ca for news and information

18k

Number of current social media followers across all platforms, an increase of 9.98% from last season





# PROUD PARTNERS HELPING US REACH THE PODIUM

Our dedicated corporate sponsors and partners play a vital role in supporting athletes of all ages and skill levels.

Speed Skating Canada's corporate sponsors and suppliers play a vital role in supporting athletes of all ages and skill levels. Thanks to the help of these caring companies, we can deliver quality programs to introduce speed skating to all Canadians, train top-notch coaches and officials, and provide support to our high performances athletes as they strive to reach the Olympic podium.

Meanwhile, our generous funding and sport partners are integral in helping our organization achieve its strategic and performance objectives. The funding, leadership and technical support offered by these partners allow our skaters to work alongside world-class coaches and staff, in the very best training facilities, and achieve success on the Olympic stage.

## SPONSORS



## FUNDING PARTNERS



## SPORT PARTNERS



## SUPPLIERS





# DOZENS OF PEOPLE WORKING BEHIND-THE-SCENES

Two new staff members and two new coaches join the SSC team.

## BOARD OF DIRECTORS

Blair R. Carbert	President	Dave McQuaid	Director
André Beaulieu	Treasurer	Denis Leclerc	Director
Mathieu Bernier	Athlete Director	Geri McCuish	Director
Danielle Daigle	Director	Lyn Radford	Director

## NATIONAL OFFICE

- Susan Auch  
*Chief Executive Officer*
- Shawn Holman  
*Chief Sport Officer*
- Nicole Espenant  
*Director, Marketing and Engagement*
- Terry Lockhart  
*Director, Finance and Corporate Services*
- David Morrison  
*Manager, Sport Development*
- Alain Brouillette  
*Senior Coordinator, Marketing and Communications*
- Alicia Krywiak  
*Senior Coordinator, Membership and Alignment*
- Katherine Strong  
*Senior Coordinator, Leadership and Operations*
- Jessica Price  
*Coordinator, Sport Development*
- Jill Lynch  
*Coordinator, Events*

## SHORT TRACK (MONTREAL)

- Jennifer Cottin  
*Director, High Performance (On Leave)*
- Marc Schryburt  
*Director, High Performance (Interim)*
- Shana Jean  
*Coordinator, High Performance*
- Sébastien Cros  
*Coach, National Team*
- Jon Cavar  
*Coach, Development Team*
- Jeffrey Scholten  
*Coach, NextGen*
- Marc Gagnon  
*Assistant Coach, National Program*
- Laurent Daignault  
*Equipment Technician*

## LONG TRACK (CALGARY & QUEBEC CITY)

- Cathy Tong  
*Director, High Performance (Interim)*
- Tyler Mulcock  
*Coordinator, High Performance*
- Bart Schouten  
*Coach, National Teams*
- Gregor Jelonek  
*Coach, National Teams*
- Mark Wild  
*Coach, National Teams*
- Remmelt Eldering  
*Coach, National Teams*
- Todd McClements  
*Coach, National Teams*
- Shannon Rempel  
*Assistant Coach, National Program*
- Reece Derraugh  
*Equipment Technician*

# FINANCIAL OVERVIEW FROM 2020-2021 FISCAL YEAR

	REVENUE \$4,949,977	EXPENSES \$4,221,203	
Excellence Funding <sup>1</sup>	39.3%	60.9%	High Performance Programs
Sport Canada (Sport Support Program)	28.9%		
Sport Canada (COVID-19 Emergency Funding)	14.8%	23.7%	Administration, Governance and Operations
Sponsorship	4.7%	9.3%	Marketing and Engagement
Investment Income	3.4%		
Membership and Affiliation	2.7%	4.1%	Domestic Programs and Sport Development
International Skating Union	2.4%	1.1%	Special Projects
International Hosting	2.2%	1.0%	International Hosting
Other	1.7%		

1. Excellence Funding includes funds from Sport Canada, the Canadian Olympic Committee and the Canadian Olympic Foundation, as recommended by Own the Podium.

