



Speed Skating Canada

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ANNUAL REPORT 2021-2022



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After two incredibly difficult years, the 2021-2022 season marked the beginning of a return to normalcy for our sport. Despite lingering COVID-19 pandemic-related challenges, skaters of all ages and skill levels were united once again in rinks across the country.

MESSAGE FROM OUR PRESIDENT AND CEO

Dear Canadian speed skaters and supporters,

After two incredibly difficult years, the 2021-2022 season marked the beginning of a return to normalcy for our sport. Despite lingering COVID-19 pandemic-related challenges, skaters of all ages and skill levels were united once again in rinks across the country. Passionate coaches, volunteers and officials worked tirelessly to recruit new skaters and offer creative programming and competition opportunities, which helped bring our membership numbers back up to pre-pandemic levels.

While thousands returned to the rink in person, millions of Canadians witnessed the thrill of racing on ice while cheering on our national team athletes during the 2022 Olympic Winter Games in Beijing. For three weeks, our sport was in the national spotlight and the 26 speed skaters wearing the Maple Leaf rose to the occasion, winning an impressive nine medals and carrying the country's flag into both the opening and closing ceremonies. These incredible athletes filled us with pride and inspired Canadians young and old with their performances and professionalism on and off the ice.

Away from the rink, we remained focused on bringing our community together through exciting initiatives in the areas of Sport Excellence and Organizational Excellence. We continue to drive towards creating alignment across all levels of the sport, which included the comprehensive review of our Safe Sport and Equity, Diversity, and Inclusion Policies and education resources, the extension, the extension of national branding down to provincial and territorial associations, and the development of a more unified sport pathway.

We will rely on that same collaborative spirit to help us determine how best to ensure that our sport continues to grow and thrive nationwide. We have begun the process of developing our organization's next Strategic Plan, a national agenda informed by the voices of our various stakeholders that will provide us with guiding direction through to 2027. As our sport and the world around us continue to evolve, we need to ensure that our organizational priorities reflect those realities and allow us to adapt to new challenges and opportunities.

These past few years have been challenging, but our speed skating community – PTSOs, clubs, coaches, officials, volunteers, partners and athletes – has remained resilient and persevered. Your commitment to pushing our sport forward cannot be understated. You've helped us get to where we are, and we hope you will remain involved as we aim to accomplish even bigger and better things in the years to come.

Sincerely,

*Blair R. Carbert
President*

*Susan Auch
Chief Executive Officer*





Speed Skating Canada is the national governing body for speed skating in Canada, responsible for the organization, coordination and administration of the sport across the country. Founded in 1887, we're here to rally, inspire and lead the charge for our country's most successful Olympic sport.

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

- Work continues on the Technical Alignment Project, which to-date has delivered updates to the Competition Pathway, an overhaul of the Long Term Athlete Development model and a variety of technical resources.
- Despite the ongoing challenges presented by the COVID-19 pandemic, 11 out of 15 national competitions were hosted successfully as planned. The virtual SSC Challenge was also held again this year, garnering over 900 entries from skaters aged 10+.
- 33 clubs took part in the inaugural National Open House initiative, which was created to assist clubs with the recruitment of new members and engagement of current members, while capitalising on the enthusiasm surrounding the Olympics.
- 1,416 coaches participated in NCCP training and 318 took advantage of professional development opportunities to increase their skillset and maintain their certification.
- A variety of officials development opportunities were provided, including online and in-person training, mentorship opportunities at domestic and international events, and a new bursary program.
- Progress continues in the areas of Safe Sport and Equity, Diversity and Inclusion, including updates to the organization's Safe Sport and EDI policies, the implementation of mandatory Safe Sport training and the

completion of the Canadian Women and Sport's Gender Equity Playbook.

- Key recommendations from the High Performance Culture Review have begun to be implemented under the guidance of a Culture Working Group, including the creation of quarterly Athlete Town Hall meetings, piloting of a revised Bulletin format and National Program onboarding for athletes, and inclusion of social and emotional skill development within the athlete pathway.

INTERNATIONAL PERFORMANCE

- After two pandemic shortened seasons, the Canadian national teams returned to the international stage in full-force and achieved great success

at the Beijing 2022 Olympic Winter Games.

- 10 short track skaters represented Canada at Beijing 2022, where they collected four medals and earned two fourth-place finishes. Medalists included Steven Dubois, Kim Boutin and the men's relay team of Dubois, Charles Hamelin, Pascal Dion, Jordan Pierre-Gilles and Maxime Laoun.
- 16 long track skaters represented Canada at Beijing 2022, collecting five medals and earning seven top-8 finishes. Medalists included Isabelle Weidemann, Ivanie Blondin, Laurent Dubreuil and the women's Team Pursuit squad of Weidemann, Blondin and Valérie Maltais.
- Canada also earned 41 medals on the World Cup circuit (25 in long track, 16 in short track), 10 at the Four Continents Speed Skating Championships and four at the World Junior Short Track Championships.

- Canada successfully hosted three international events during the 2021-22 season: the ISU World Cup Speed Skating and ISU Four Continents Speed

Skating Championships in Calgary, as well as the ISU World Short Track Championships in Montreal.

OPERATIONAL EFFECTIVENESS

- A modernized website was launched to provide improved access to information, while giving those new to speed skating a centralized location to learn more about the sport and better connect with over 150 local clubs.
- Olympic exposure helped significantly increase social media presence, with more than 600 pieces of content reaching 8 million people and generating 800,000 interactions.

FINANCIAL HEALTH

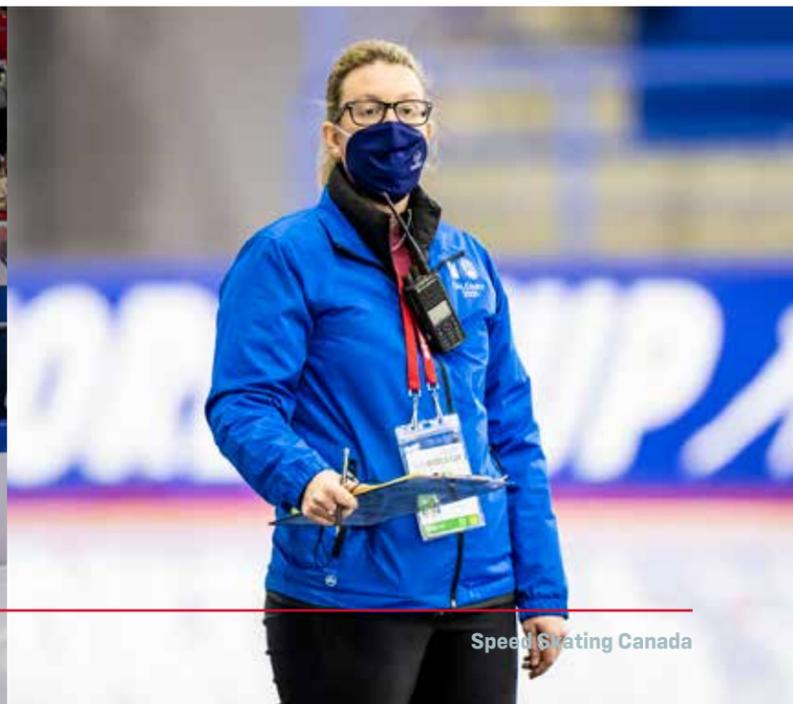
- While the COVID-19 pandemic continued to present challenges, membership numbers increased by 45% from last season's figures, returning close to pre-pandemic levels and indicating a strong return to sport across the country.

SYSTEM ALIGNMENT

- A new format for monthly operational meetings between SSC and PTSOs was established to improve

engagement, collaboration, knowledge sharing and educational opportunities for all stakeholders.

- A revised membership structure was launched for the 2021-22 season to better reflect the needs of the community.
- Twelve PTSOs and their respective clubs are now fully using IceReg, the new membership and events management platform, which has allowed us to capture more accurate membership data.
- Seven PTSOs adopted a new brand and logo – designed based on the updated SSC national brand – during the 2021-22 season, while five others have committed to adopting theirs before the start of next season.



Speed Skating Canada



2021-2022 Annual Report



REBUILDING A STRONG NATIONAL MEMBERSHIP

Welcoming new and returning skaters, coaches, officials, and volunteers from coast-to-coast following two COVID-19 pandemic shortened seasons.

In collaboration with key stakeholders, Speed Skating Canada launched a revised membership structure for the 2021-22 season to better reflect the needs of the community. While the COVID-19 pandemic was still ongoing throughout this year, the membership numbers increased by 45% from last season's figures indicating a strong return to sport.

Twelve PTSOs and their respective clubs are now fully using IceReg, the new membership and events management platform, which has allowed us to capture more accurate membership data. A Sterling Backcheck integration was successfully launched within IceReg and made available to all PTSOs to make the criminal background check process smoother and more efficient.

	Skaters	Coaches	Officials	Volunteers	Total
Alberta	564	46	57	256	923
British Columbia	905	70	62	385	1,422
Manitoba	235	9	2	69	315
New Brunswick	341	1	1	16	359
Newfoundland & Labrador*	-	-	-	-	-
Northwest Territories	141	8	3	4	156
Nova Scotia	474	3	6	35	518
Nunavut	51	4	-	2	57
Ontario	1,176	68	35	254	1,533
Prince Edward Island	83	-	-	-	86
Quebec	4,948	205	38	318	5,509
Saskatchewan	352	1	-	-	353
Yukon	39	1	4	14	58
	9,309	416	208	1,353	11,286

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

Passionate coaches, volunteers and officials worked tirelessly to recruit new skaters and offer creative programming and competition opportunities, which helped bring our membership numbers back up to pre-pandemic levels.



HIGHLIGHTS FROM ACROSS THE COUNTRY

Our Provincial and Territorial Sport Organizations worked tirelessly to provide a safe return to sport for their members.

ALBERTA

- Organized five AB HUB by Design minicamps for skaters and worked with mental performance consultants at every camp
- Two Alberta coaches were selected to participate in the Canada Winter Games Women in Coaching and Aboriginal Women in Coaching mentorship programs
- Worked with a local club to deliver the 'Game On' virtual program for 30 girls, which was funded by a grant from Canadian Women & Sport
- Launched the Summit Performance Camp in collaboration with the Ontario Speed Skating Association

BRITISH COLUMBIA

- Saw a strong return to competition at both the local and provincial levels and welcomed many first-time families to the sport
- Hosted an online watch party and skating event for skaters who qualified for the BC Winter Games but could not compete due to the event's postponement
- Launched Fast Fun Friends, a new learn to speed skate program that allowed skaters to have fun, learn new skills and make new friends
- The community came together to build a long track course on Inks Lake in Kamloops, hosting several try-it events and fun races to promote speed skating in the region

- Inaugurated a new program for recreational and competitive skaters called the PACK, to increase opportunities for older skaters to develop their skills and have fun while racing

MANITOBA

- Boosted membership and brought exposure to the sport by hosting Open House events, Learn to Skate programs and public skating sessions at the Susan Auch Oval
- Received approval for the Susan Auch Oval Endowment Fund, allowing us to accept donations and provide donors with charitable tax receipts
- Hosted all provincial competitions as well as the Canadian Youth Short Track Championships West in Selkirk

- Purchased 30 pairs of recreational long track skates for EDI initiatives and school programs at the Susan Auch Oval

NEW BRUNSWICK

- Followed COVID-19 protocols to ensure skaters were able to get on the ice throughout most of the season as safely as possible
- Hosted four small mini-meet style competitions and one SSC sanctioned competition and sent athletes to both long track and short track competitions in PEI and Quebec
- Offered professional development opportunities to coaches via online meetings throughout the season

NEWFOUNDLAND & LABRADOR

- Launched the 2021-22 season in November and offered a variety of programming, from

learn to skate to competitive speed skating

- Organized a "Bring a friend or 2" Christmas Party event to encourage members to bring their family and friends to try the sport and boost membership

NORTHWEST TERRITORIES

- Received an exemption from public health authorities that allowed speed skating to continue in the NWT for the 2021-22 season
- Held skater development camps in Yellowknife and Fort Simpson and online coaching programs offered by the NWT Sport North Federation and Speed Skating Canada
- The 2022 NWT Championships were hosted in Yellowknife with 60 skaters from Fort Simpson, Inuvik, Whitehorse, and Yellowknife

NOVA SCOTIA

- Dartmouth Crossing Speed Skating Club and the Speedy Kids Oval Program received Intact Insurance Club Excellence Award grants at the beginning of the 2021-22 season
- The COVID-19 pandemic caused interruptions to the season and several sanctioned events were cancelled, including the CYLTC scheduled for February 2022 in Halifax
- Clubs remained creative and dedicated, organizing practices and in-house mini meets to keep skaters engaged and active throughout changing return-to-sport restrictions



HIGHLIGHTS FROM ACROSS THE COUNTRY

Our Provincial and Territorial Sport Organizations worked tirelessly to provide a safe return to sport for their members.

NUNAVUT

- Organized a near complete season of programming and mini-meets despite several disruptions due to the COVID-19 pandemic, including hosting the NSSA Territorials in April 2022
- Kyle St. Laurent was recognized as Coach of the Year by both the City of Iqaluit and the Recreation and Parks Association of Nunavut

for the top long track and short track skaters and coaches in the province

- Invested in eLearning resources for staff, directors, officials and clubs to better understand and prioritize equity, diversity, and inclusion in our programs
- Held the annual Women and Girls Virtual Speed Skating Camp with participants from BC, Alberta, Manitoba, Ontario and Nova Scotia

successfully, with over one hundred participants from New Brunswick, Nova Scotia, Newfoundland and Labrador and PEI

- Continued to prepare to host the 2023 Canada Winter Games, with volunteer recruitment underway and a brand-new arena to be operational for the upcoming season

ONTARIO

- Hosted several selection events, meets and year-end celebrations despite COVID-19 restrictions, with many clubs also able to host interclub events
- Initiated the 2022-23 Ontario Development Hubs Program

PRINCE EDWARD ISLAND

- Offered regular programs throughout the 2021-22 season, with one short pause between mid-December and late January due to COVID-19 pandemic restrictions
- Hosted the 29th Atlantic Cup

QUEBEC

- Launched a promotional campaign to raise awareness of speed skating and the Pingouins skating program, which helped boost membership across the province to 85% of pre-pandemic numbers
- New Étincelle program in partnership with Nagano Skate allowed 1,000 youth to try

speed skating at their local clubs as well as meet with Olympians

- Hosted six national competitions, 27 provincial competitions and dozens of regional competitions, as well as the ISU World Short Track Championships in Montreal
- Seven provincial and two national competitions were held in the brand-new Centre de glaces Intact Assurance in Quebec City

Officials Development Bursary to support referees and starters

- Short track meets were hosted by clubs in Regina, Saskatoon, Moose Jaw and Melville, while long track meets scheduled for January were cancelled due to COVID-19 restrictions
- Received fantastic support from volunteers who contributed countless hours of work to host competitions and other membership development events

- Skaters are planning a return to the Arctic Winter Games during the upcoming 2022-23 season

SASKATCHEWAN

- Clubs delivered successful membership development initiatives such as Learn to Skate, Try Speed Skating, Bring a Friend to Practice and Female Leadership Programs to attract new members
- Funded three coaches as a part of the Coach Mentorship Program and awarded the

YUKON

- The 2021-22 season ran close to normal, with only a few early meets getting cancelled due to COVID-19 pandemic restrictions
- Hosted the Yukon Championships at the end of the season with minimal pandemic restrictions and full participation from skaters and officials



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SUCCESSFUL OLYMPIC SEASON IN LONG TRACK

National Team leaves Beijing 2022 with five medals, the most in over a decade.

Despite the ongoing challenges presented by the COVID-19 pandemic, the Canadian long track team had a successful Olympic season.

The team attended the full slate of international competitions – including World Cup 4 hosted on home ice in Calgary – and produced top results to earn near the maximum number of quota spots for the Beijing 2022 Olympic Winter Games.

OLYMPICS

Sixteen athletes were selected to represent Canada at Beijing 2022 and they were accompanied by five coaches and eight support staff. Prior to departure for Beijing, an “Olympic Bubble” was created to help minimize the risks of COVID-19 infection.

It was a successful Olympic campaign for the team, who collected five medals for Canada (1 gold, 3 silver, 1 bronze), the

most since Vancouver 2010. Athletes also recorded seven top-8 finishes.

Isabelle Weidemann was a star of the Games, winning three medals and earning the honour of getting selected as Canada’s flag bearer for the closing ceremonies. Weidemann won bronze in the 3,000m, silver in the 5,000m and gold in the Team Pursuit, alongside teammates Ivanie Blondin and Valérie Maltais. Blondin also brought home silver

in the Mass Start, while Laurent Dubreuil won silver in the 1,000m.

WORLD CUPS

The team captured 23 medals (6 gold, 10 silver, 7 bronze) on the World Cup circuit this season, as well as 2 medals (1 silver, 1 bronze) at the World Cup Final in Heerenveen. A total of 26 athletes competed internationally at four World Cups, including one that was hosted on home ice at the Calgary Olympic Oval in December 2021.

Laurent Dubreuil was dominant again this season, finishing on the World Cup podium eight consecutive times and placing first overall in the 500m World Cup Rankings. Connor Howe won his first individual World Cup medal – silver in the 1500m in Calgary – and finished second in the overall ranking.

Canada’s Women’s Team Pursuit squad placed first in the end-of-season rankings, while the Men’s Team Pursuit was third overall.

NATIONAL RECORDS

A pair of new national records were set at the ISU World Cup in Calgary. Isabelle Weidemann, Ivanie Blondin and Valérie Maltais established a new Women’s Team Pursuit record with a time of 2:52.067, while Laurent Dubreuil set a new national mark of 00:33.77 in the 500m, breaking a 14-year-old record held by Jeremy Wotherspoon since 2007.

At the junior level, Laura Hall posted a time of 7:11.57 at Canada Cup 4 to set a new junior national record in the 5,000m.

PROGRAM UPDATES

National Team Coach Mark Wild will transition into the new role of Manager, NextGen Development (Long Track) for the 2022-2023 season, an administrative position focused on enhancing the development pathway.

The COVID-19 pandemic continued to pose challenges for the National Program; however, athletes and staff managed to adapt training and operations to the ever-changing situation. To ensure the health and safety of everyone, weekly rapid antigen tests were administered throughout the season to mitigate COVID-19 risks.



16

Number of long track skaters selected to represent Canada at Beijing 2022

30

Number of medals won by Canada at this season’s international competitions



FAIRYTALE ENDING TO THE SHORT TRACK SEASON

National Team reaches Olympic podium four times and finishes season in front of sold-out crowds on home ice.

After two pandemic shortened seasons, the Canadian short track team returned to the international stage in full-force.

Following successful performances on the World Cup circuit and at the Beijing 2022 Olympic Winter Games, the team concluded the extended season at the ISU World Short Track Championships on home ice in Montreal.

OLYMPICS

After securing the maximum number of quota positions through their performances on the World Cup circuit, 10 skaters were nominated to represent Canada at Beijing 2022. They were accompanied by two coaches and six support staff.

The team collected a total of four medals for Canada (1 gold, 1 silver, 2 bronze) and also earned two fourth-place finishes.

The men's relay team of Charles Hamelin, Steven Dubois, Pascal Dion, Jordan Pierre-Gilles and Maxime Laoun won a historic gold medal for Canada. The performance earned Hamelin – who carried Canada's flag into the opening ceremonies – the sixth Olympic medal of his career, tying him with Cindy Klassen as Canada's most decorated winter Olympian. In addition to the men's relay gold, Dubois brought home two medals in individual

distances, capturing silver in the 1,500m and bronze in the 500m. Kim Boutin also won her fourth career Olympic medal with bronze in the 500m.

WORLD CUPS

Twelve athletes represented Canada on this season's World Cup circuit, capturing a total of 16 medals (3 gold, 10 silver, 3 bronze).

The men's relay team was particularly dominant, winning two gold and one silver medal to finish atop the overall rankings. Pascal Dion enjoyed his most successful season to date, dominating in the 1,000m to finish first in the overall in the distance. And after stepping away from the sport last season to focus on her mental health, Kim Boutin found her way back to the podium to win a pair of 500m medals and finish the season second overall.

WORLD CHAMPIONSHIPS

The World Championships were hosted on home ice at the Maurice Richard Arena, continuing the tradition of hosting this competition in Montreal to conclude an Olympic season. It marked the first major international sporting event to take place in Montreal since the start of the COVID-19 pandemic.

Kim Boutin and Pascal Dion were both crowned Vice-World Champions, while the women's and men's relay teams also reached the podium, earning silver and bronze, respectively.

It was a tremendous conclusion to the season and an emotional send-off for the legendary Charles Hamelin, who retired from skating following a special ceremony held at the conclusion of the event.

For the first time in two years, the ISU World Junior Short Track Championships took place in Gdansk, Poland. Canadians brought home four medals (3 gold, 1 silver), with Florence Brunelle, Ann-Sophie Bachand and the Women's Relay team all reaching the podium.

PROGRAM UPDATES

After occupying the role in an interim capacity since January 2021, Marc Schryburt will remain with the organization as Director, High Performance and lead the short track program into the new quadrennial.

The focus for the program this past season was to continue building a safe training environment where all staff and athletes feel comfortable. Several initiatives were taken throughout the season to optimize trainings, including tactical training and a injury risk model.



10

Number of short track skaters selected to represent Canada at Beijing 2022

33

Number of medals won by Canada at this season's international competitions



EXCITING RETURN OF ON-ICE COMPETITIONS

International and domestic competitions were successfully held despite ongoing COVID-19 challenges.

INTERNATIONAL EVENTS

Canada successfully hosted three international events during the 2021-22 season, the ISU World Cup Speed Skating and ISU Four Continents Speed Skating Championships in Calgary, as well as the ISU World Short Track Championships in Montreal.

The two long track events in Calgary were hosted back-to-back in December 2021 inside a “bubble” environment to help mitigate pandemic-related risks. Despite many logistical challenges, the events were a huge success, with zero COVID-19 cases detected in the “bubble”.

The World Championships in Montreal were postponed from March to April to provide organizers with sufficient time to plan and deliver a safe and successful event. As COVID-19 restrictions began to ease, skaters were able to race in front of sold-out crowds for the first time in over two years.

NATIONAL EVENTS

Despite the ongoing challenges presented by the COVID-19 pandemic, 11 out of 15 national competitions were hosted successfully as planned. Three of the remaining four were cancelled, while one was postponed. The decision to cancel or postpone these four events was guided by the Competition Contingency

Planning Framework.

VIRTUAL EVENTS

SSC Challenge

The SSC Challenge was held during the month of February as a way to continue engaging the speed skating community throughout the COVID-19 pandemic. Over 900 entries were submitted from skaters aged 10 to 17+, who represented 36 local clubs from 10 provinces and territories. The event was set in a virtual environment that allowed skaters to compete, in both short track and long track disciplines, against competitors across the country. A total of 27 individual prizes and 3 club prizes (based on the highest participation rates across their membership) were awarded.

OFF-ICE EVENTS

National Open House

The National Open House was created to assist clubs with the recruitment of new members and engagement of current members, while capitalising on the enthusiasm surrounding the Olympics. Clubs across Canada were invited to host National Open House events within their communities. A total of 33 clubs representing eight provinces and territories took part in this national event. While some events took place in person,

others were hosted virtually to respect the local COVID-19 guidelines. The aim is to continue the National Open House as a recruitment initiative at the start of every season.

Virtual Power Hour

For the second year in a row, a virtual Power Hour workshop targeted at girls between the ages of 12 and 16 was hosted in collaboration with Fast and Female. The English and French workshops featured a physical activity component, followed by a Q&A session with current National Team athletes where the focus was on encouraging girls to participate in sport.



5,832

Number of tickets sold for the ISU World Short Track Championships in Montreal

33

Number of clubs that took part in the inaugural National Open House initiative

12

Number of domestic events hosted during the 2021-2022 season, including 7 in short track and 5 in long track



SAFE AND INCLUSIVE ENVIRONMENT FOR ALL PARTICIPANTS

Efforts continue to support positive development across all areas of our sport and organization.

ATHLETES

- Progress was made on the review of the Long-Term Athlete Development framework in collaboration with the Technical Alignment Project and supported through competition recommendations.
- Continued relationship with RBC Training Ground, which is currently funding seven high performance athletes looking to transition to speed skating.
- Integration of Athlete-to-Coach transition guides into the Introduction to Competition and Competition Development clinics.
- Efforts were made to re-engage our alumni on working groups and as coaches.

COACHES

- Several clinics and certifications for coaches became fully available online, including Introduction to Competition and Competition Development.
- Delivered 91 training modules to 1,416 participants across Canada through the National Coaching Certification Program.
- Delivered 86 professional development opportunities to 318 coaches through the Certification Modules program, which includes the newly launched "Tapering and Peaking" module.

OFFICIALS

- Provided a variety of officials development opportunities, including online and in-person training, mentorship opportunities at domestic and international events, and a new bursary program.
- 18 Canadian officials received an ISU assignment at the Beijing 2022 Winter Olympic Games, ISU World Cups and ISU World Championships. Additionally, 27 Canadian officials were recognized by the ISU, while three were nominated for ISU upgrades.
- Various officials' resources were updated and made available on Speed Skating Canada's new website.

COMPETITIONS

- The Return to Sport - Working Group continued operate throughout the 2021-22 season, providing meaningful support as sport and competitions transition to a new normal.
- The Event Sanction application process was successfully implemented through IceReg, with over 50 sanctions granted during the 2021-22 season.
- Work was started on updating competition procedures and regulations in the Red Book, and separating out governance-related content.
- Hired an external consultant to help guide the delivery of the competition management software project.
- Planning for the 2023 Canada Winter Games is well underway, with 90 applications received for Major Technical Officials positions.

SAFE SPORT

- Alexandra Proulx was hired as the organization's Coordinator,

Safe Sport and Education to increase capacity in the areas of Safe Sport and EDI.

- Updated the organization's Safe Sport Policy Manual, which includes policies and information on athlete protection, abuse, screening, injury reporting and concussions.
- Implemented mandatory Safe Sport training for officials, coaches, volunteers and national program athletes.
- Reviewed and updated injury and concussion reporting procedures, including the creation of a dedicated email for reporting and related inquiries.

EQUITY, DIVERSITY, INCLUSION

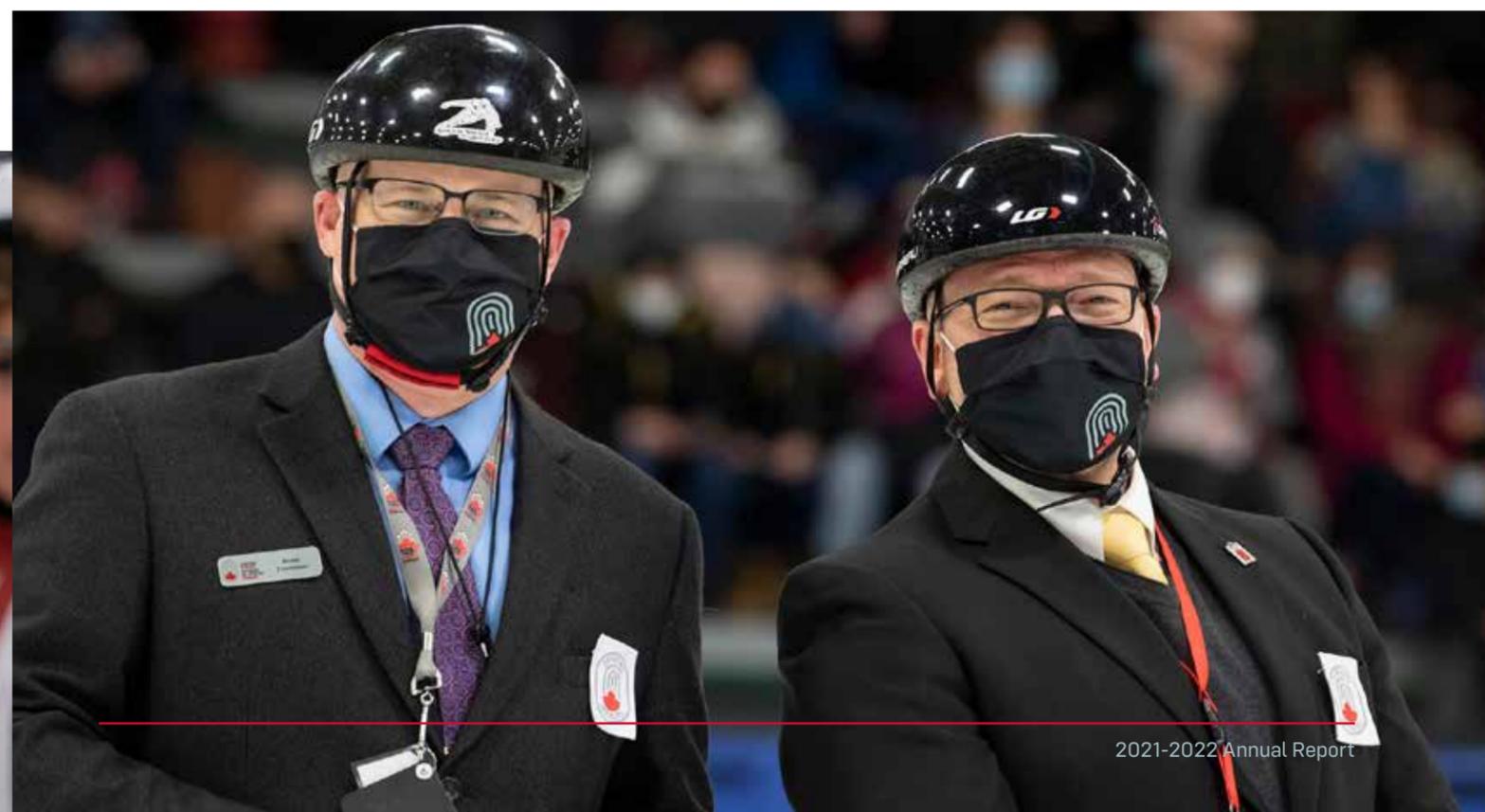
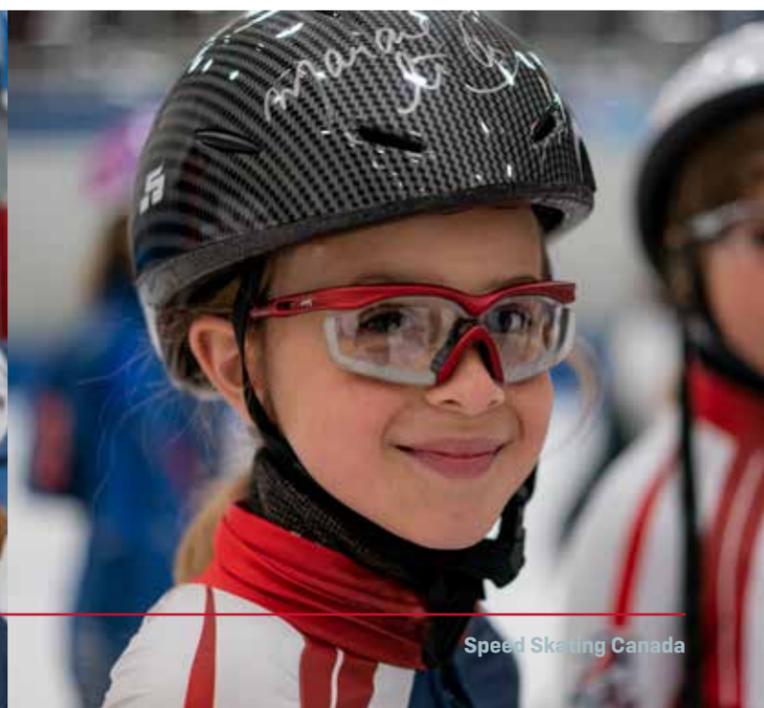
- Developed the Skate Like a Girl female leadership project, which features personal development programming for participants, training for female coaches, and a university-led study to assess the impact of the project. The project was suspended in January 2022 due to the ongoing COVID-19 pandemic but will re-launch in September 2022 with the five

original clubs taking part.

- Completed Canadian Women and Sport's Gender Equity Playbook and received summary findings and recommendations for six assessment areas.
- Revised and approved a new policy on Equity, Diversity and Inclusion.

ADVISORY COUNCIL

- The Sport Development Advisory Council has been a valued asset to the Sport Development department for feedback and advice on national initiatives from a grassroots perspective. The group is made up of individuals from across the speed skating community and sport system to ensure a balanced representation in terms of geography, gender, and expertise.



A GROWING AND ENGAGED COMMUNITY

New website and improved social media content help speed skating capitalize on Olympic exposure.

WEBSITE

A new and improved website was launched in January 2022, just ahead of the Beijing 2022 Winter Olympic Games. The new website features over 60 athlete and coach profiles, 80 pages of content, 150 documents and resources, 500 photos, 30,000 words of newly written content and an interactive club finder tool. The new online home for speed skating welcomed 60,608 unique users and generated 258,611 page views since its launch.

SOCIAL MEDIA

Our social media channels saw a significant increase in followers and engagement. The total follower count across all five channels increased by over 50%

from the 2020-2021 figures. More than 600 pieces of content were posted, reaching over 8 million people and generating close to 800,000 interactions.

TELEVISION

All international short track and long track events of the 2021-22 season were available to watch on television or online via CBC and Radio-Canada. Beijing 2022 coverage reached well over 8 million Canadians, while over 2 million tuned in to see Charles Hamelin's final races during the ISU World Short Track Championships in Montreal.

MERCHANDISE

A new merchandise program launched in partnership with

RegattaSport helped increase the number of items available from 7 to 34. A special collection was also developed for the ISU World Short Track Championships in Montreal. Since being launched in February 2022, 177 items were purchased online and shipped across Canada and around the world, while an additional 309 items were sold on-site during the World Championships.

PHOTOGRAPHY

PhotoShelter, a new digital asset management platform, was launched in August 2021 and has gone on to make over 10,000 photos available to media outlets and members of the speed skating community.



	Followers	Posts	Reach	Engagement
Facebook	8,808	149	552,342	59,821
Instagram	12,400	127	1,585,426	101,474
Twitter	5,034	256	762,000	9,301
YouTube	1,590	22	539,434	67,762
TikTok	14,900	47	4,657,907	536,817
	41,932	601	8,097,109	775,175

8m

Number of Canadians who watched speed skating during Beijing 2022 on CBC platforms

60k

Number of unique users who visited the new and improved speedsksating.ca since its launch in January

41k

Number of social media followers across all platforms, an increase of 50% from last season





UNITED UNDER A COMMON BRAND IDENTITY

Provincial and territorial speed skating associations begin to roll out new logos and branding.

Canada's speed skating community is getting a bold new look.

As their refreshed brand identities roll out from coast to coast, the country's PTSOs aim to create a sense of togetherness and ensure that speed skating is presented consistently and professionally to audiences at all levels.

Over the past year, Speed Skating Canada has spearheaded a project to develop new logos and branding materials for its thirteen PTSOs, in alignment with the updated national brand that was launched in November 2019.

The initiative supports the goal of Organizational Excellence outlined in Speed Skating Canada's 2018-2023 Strategic Plan, helping speed skating organizations nationwide collaborate to build the sport's profile and inspire the community.

In addition to the united visual identity, PTSOs will transition to a common naming convention ("Speed Skating [Province/Territory]"), creating even further alignment across the system.

Each of the PTSO brands includes a unique icon and colour palette which reflect the individual identity of the province or territory.

The suite of logos was developed by Vancouver-based design agency Will Creative Inc., who leveraged their previous work on the Speed Skating Canada identity to develop one of the few aligned brands for amateur sport across the country.

Seven PTSOs have already launched their new brands during the 2021-2022 season, while five others have committed to adopting theirs before the start of next season.





PROUD PARTNERS HELPING US REACH THE PODIUM

The generous contributions from our sponsors and partners plays a key role in supporting speed skaters of all ages and abilities.

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

Three new staff members join SSC to increase capacity in areas of safe sport, marketing and finance.

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Jeffrey Scholten
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Yannick Desmeules
Assistant Coach, National Program

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Remmelt Eldering
Coach, National Teams

Todd McClements
Coach, National Teams

Shannon Rempel
Assistant Coach, National Program

Reece Derraugh
Equipment Technician



FINANCIAL OVERVIEW FROM 2021-2022 FISCAL YEAR

	REVENUE \$7,554,542	EXPENSES \$7,093,550	
Excellence and NextGen Funding	45.6%	57.5%	High Performance Programs
Sport Canada (Sport Support Program)	22.7%		
International Hosting	16.1%	13.9%	International Hosting
Sport Canada (COVID-19 Recovery Funding)	5.5%	12.7%	Administration, Governance and Operations
Sponsorship	4.7%	8.4%	Domestic Programs and Sport Development
Membership and Affiliation	2.1%		
Investment Income	1.6%	6.2%	Marketing and Engagement
ISU Grants	1.0%		
Other	0.7%	1.2%	Special Projects

1. All figures are unaudited, as Speed Skating Canada's external audit firm had not completed its audit at the time of publication.
 2. Excellence Funding includes funds from Sport Canada, the Canadian Olympic Committee, and the Canadian Olympic Foundation, as recommended by Own the Podium. For fiscal 2021/2022, 23% of Excellence funding came from deferred revenues brought forward from the prior year.