

ONTARIO 
ARTISTIC 
SWIMMING

ANNUAL REPORT

2022-2023



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MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

On behalf of the Board of Directors and Staff of Ontario Artistic Swimming (OAS), we are pleased to present our Annual Report for 2022-2023.

Embrace the past, grow through challenges, and look to the future with optimism.

As the 2022-2023 season comes to a close and the realm of sport continues to go through unparalleled transformation, OAS remains steadfast in its commitment to its mission and values while continuing the pursuit of longevity at all levels of our sport.

The close of the 2022-2023 season also marks a significant milestone in that it is the first full uninterrupted season following the challenging period of COVID-19. This report aims to highlight key achievements and sets the stage for a promising future as we look to embark on new perspectives and fresh ideas heading into the 2023-2024 season.

One of our most notable accomplishments this season was the distribution of over \$400,000 in COVID Recovery funding to our member clubs through a well-structured grant application process. This support was instrumental in aiding clubs to recover from the financial hardships inflicted by the pandemic. We witnessed incredible results from these clubs, from enhancing training facilities to expanding grassroots programs, and even launching innovative initiatives to engage with their communities. The resilience and dedication displayed by our member clubs during these challenging times are truly commendable.

We took a significant step forward in streamlining administrative processes and enhancing the experience for our athletes and their families. We launched a modern registration system that eliminates the need for Member Clubs to track and maintain physical waivers. Children's participation in sport waivers have no statute of limitations and must be stored indefinitely. These waivers are now maintained electronically by OAS, ensuring a more efficient, secure, and convenient registration process for everyone involved while also ensuring compliance with the highest regulatory standards. This innovation marks our commitment to simplifying administrative tasks, enabling clubs to focus more on nurturing talent and promoting the sport.

Exiting the shadow of COVID-19, we have had the pleasure of hosting and participating in some fantastic events this season. Our teams and athletes have demonstrated remarkable resilience and adaptability, showcasing their skills and artistry at various levels of competition. Further details about these events will be provided within our report, underscoring the dedication and hard work involved in ensuring the success of these events.

Thanks to the dedication of our coaches, athletes, and support staff, the HP program has continued to see significant growth and improvement. With a continued focus on providing world-class training environment and support system, our athletes continue to achieve outstanding results and push the boundaries of what is possible in artistic swimming.



As we celebrate our accomplishments this season, we must also look forward to the exciting opportunities that lie ahead. The challenges of the past have spurred innovation and resilience within our community, and it is essential that we continue to build on these strengths. In the coming years, we aspire to:

Expand Grassroots Engagement by nurturing the next generation of athletes and fostering a love for artistic swimming at the grassroots level.

Enhance Diversity and Inclusion by ensuring that our sport is accessible and welcoming to athletes of all backgrounds and abilities.

Strengthen Collaborations by fostering partnerships with organizations, sponsors, and other stakeholders who share our passion for the sport.

Invest in Coach Development by providing our coaches with the tools and opportunities they need to excel in their roles.

We as an organization are privileged to have such an exceptional team of employees and passionate volunteers while also benefiting from the strength and dedication of our member clubs, coaches, and officials across the province.

Our sincere thanks go to the Ministry of Tourism, Culture and Sport (MTCS), our funding partners at the Canadian Sport Institute Ontario (CSIO), and the Coaches Association Ontario (CAO). We are also deeply grateful for the unwavering support from our Member Clubs, the broader sport sector, and our entire community.

We are so appreciative of all the hard work, dedication and passion that goes into running a successful season. We look forward to continuing to build on the success of this past season and look forward to another successful season of artistic swimming in 2023-2024.

Respectfully Submitted,



Pat McCann
President



Melissa Wolk
Executive Director

ABOUT US

Ontario Artistic Swimming, the Provincial Sport Organization (PSO), is the sport body that oversees artistic swimming in the province of Ontario.



OUR MISSION

To develop, promote and support the pursuit of excellence in artistic swimming throughout Ontario.



OUR VISION

Using our passion for excellence and focus on continuous learning & improvement to create champions for life and inspire success.



OUR VALUES

Excellence

Empowerment

Health & Wellbeing

Sport for Life

Our Clubs

OAS is proud to support its member clubs in delivering exceptional artistic swimming programming throughout the province.

We currently serve more than 20 clubs province-wide!

Our Programs

OAS supports programs for athletes of any age, including:

AquaGO! & Recreational League
Regional League
Provincial Competitive
National Competitive
Masters (18+)

ORGANIZATIONAL STRUCTURE

BOARD OF DIRECTORS

President/Chair	Pat McCann
Vice President	Chris Foster
Treasurer	Lesley Toussaint
Secretary	Christine Fink
Director at Large	Alanna Harman
Director at Large	Trevor Scheffel
Director at Large	Alla Grigoryan
Executive Director	Melissa Wolk

OAS STAFF

Executive Director	Melissa Wolk
Technical Director	Laura Steacy
Specialist, Sport Development	Mary-Jane Ling
Membership Services & Office Administration	Sue Marnica-Wall
Specialist, Marketing & Events	Lauren Lindner



MEMBER CLUBS



**BRANT ARTISTIC
SWIMMING CLUB**



**CHACO ARTISTIC
SWIMMING CLUB**



**DURHAM ARTISTIC
SWIMMING CLUB**



**GO CAPITAL ARTISTIC
SWIMMING CLUB**



**GRANITE
CLUB**

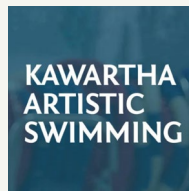
**GRANITE
ARTISTIC SWIMMING**



**HALTON HILLS ARTISTIC
SWIMMING CLUB**



**IGNITE ARTISTIC
SWIMMING CLUB**



**KAWARTHA ARTISTIC
SWIMMING CLUB**



**LONDON ARTISTIC
SWIMMING CLUB**



**MARKHAM ARTISTIC
SWIMMING CLUB**



**MISSISSAUGA ARTISTIC
SWIMMING CLUB**



**NEPEAN ARTISTIC
SWIMMING CLUB**



**OLYMPIUM ARTISTIC
SWIMMING CLUB**



**REMIX ARTISTIC
SWIMMING CLUB**



**ROYAL CITY ARTISTIC
SWIMMING CLUB**



**SUDBURY ARTISTIC
SWIMMING CLUB**



**TILLSONBURG SYNCHERS
ARTISTIC SWIMMING CLUB**



**TORONTO ARTISTIC
SWIMMING CLUB**



**TORONTO TSUNAMIS
MASTERS SYNCHRO CLUB**



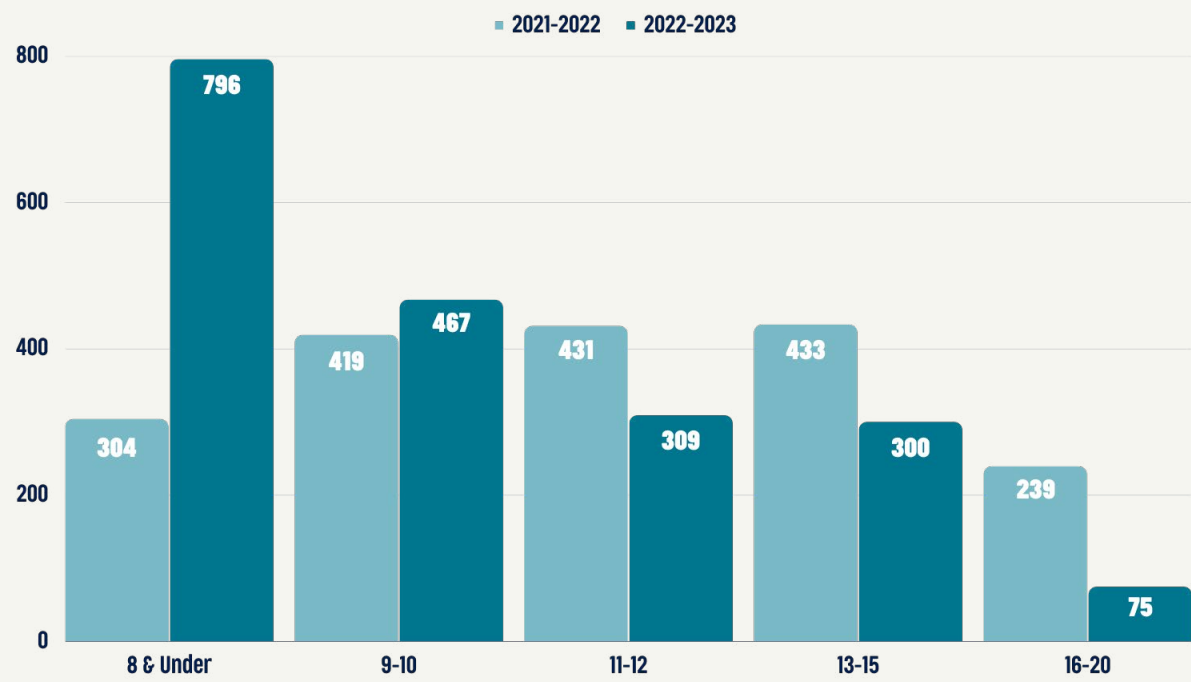
**WATERLOO REGIONAL
ARTISTIC SWIMMING CLUB**



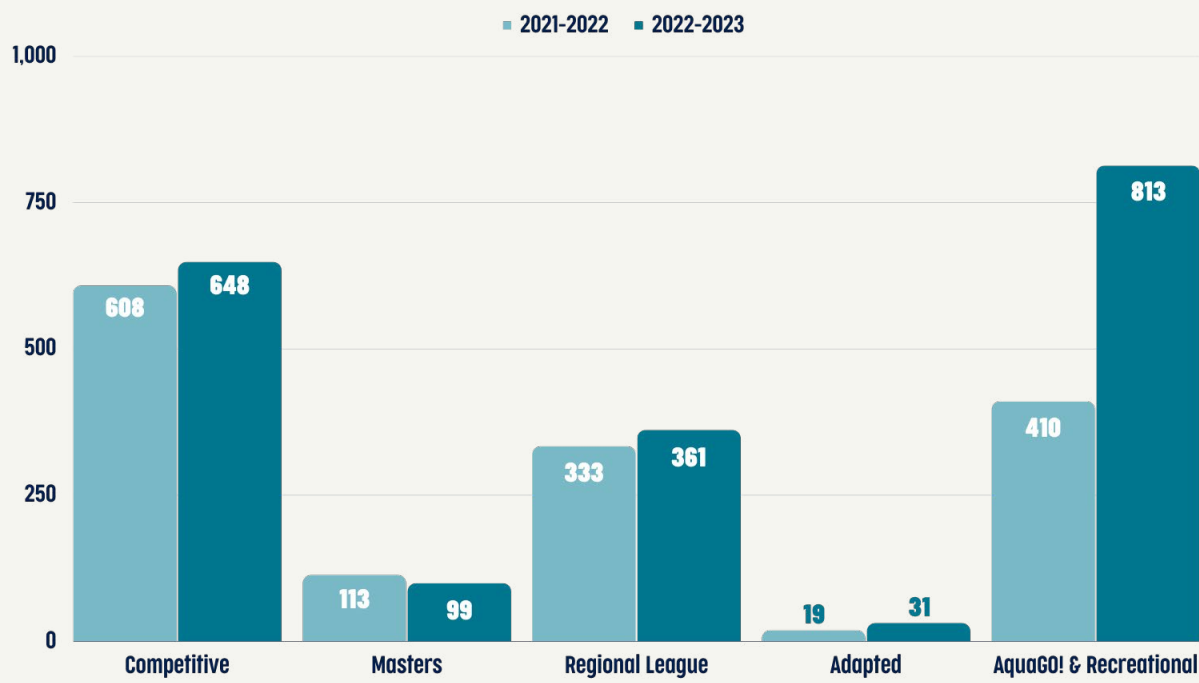
**YORK ARTISTIC
SWIMMING CLUB**

REGISTRATION STATISTICS

ATHLETES BY AGE



ATHLETES BY CATEGORY



MEMBERS BY CATEGORY

CATEGORY	2022-2023	2021-2022
Total Registered Athletes	1,952	1483
Competitive Coaches	190	170
Recreational Coaches	92	45
National Officials	22	13
Provincial Officials	42	34
Associate Members	154	177
Volunteers	719	786



FINANCIAL REPORT

As we reflect on the past year, it becomes evident that our dedication to fiscal responsibility and strategic investment has enabled us to overcome challenges, seize opportunities, and advance our mission.

COVID-19 Relief Funding

In these unprecedented times, the global COVID-19 pandemic posed significant hurdles for sports organizations everywhere. However, I am pleased to report that Ontario Artistic Swimming successfully navigated these challenges and, with the unwavering support of our provincial government, we were able to secure \$462,000 in COVID-19 relief funding. This funding was earmarked for distribution among our member clubs to aid in their sport development efforts. Through a rigorous and inclusive selection process, we ensured that all 20 member clubs had the opportunity to apply for and receive much-needed relief.

Strategic Investments

In addition to supporting our member clubs, OAS made strategic investments in several key areas. We modernized our operations with the acquisition of a new scoring system, an investment totaling \$25,000, aimed at enhancing the overall experience for our athletes, officials, and fans.

To further bolster our financial sustainability, we made the prudent decision to move to a more compact office space, aligning our resources with our operational needs. This move not only enhances our efficiency but also underscores our commitment to responsible resource management.

Programming & Marketing Initiatives

In recognition of the importance of promoting our sport and engaging our community, we significantly increased our marketing efforts. These investments have borne fruit by raising the profile of our organization and creating opportunities for growth.

OAS also continued its commitment to Safe Sport, partnering with independent third party, Brian Ward, to ensure our sport remains a safe and welcoming environment for all participants. Additionally, we introduced the Support Zone, an initiative dedicated to promptly addressing inquiries and concerns related to sport-related issues.

As a testament to our resilience, we proudly hosted our first in-person conference since the onset of the COVID-19 pandemic. This gathering brought together officials, club presidents, and coaches, providing a platform for collaboration, learning, and growth.

In conclusion, this year has been a remarkable journey for OAS marked by both challenges and triumphs. I want to extend my heartfelt gratitude to our dedicated team, our member clubs, our provincial government, and all stakeholders who have contributed to our successes.

I invite you to explore the detailed financial statements and performance metrics included in this report. Your feedback and insights are invaluable as we continue to steer OAS toward a bright and prosperous future.

Thank you for your unwavering support, and here's to another year of achieving great heights in the world of sports.

Sincerely,

Lesley Toussaint

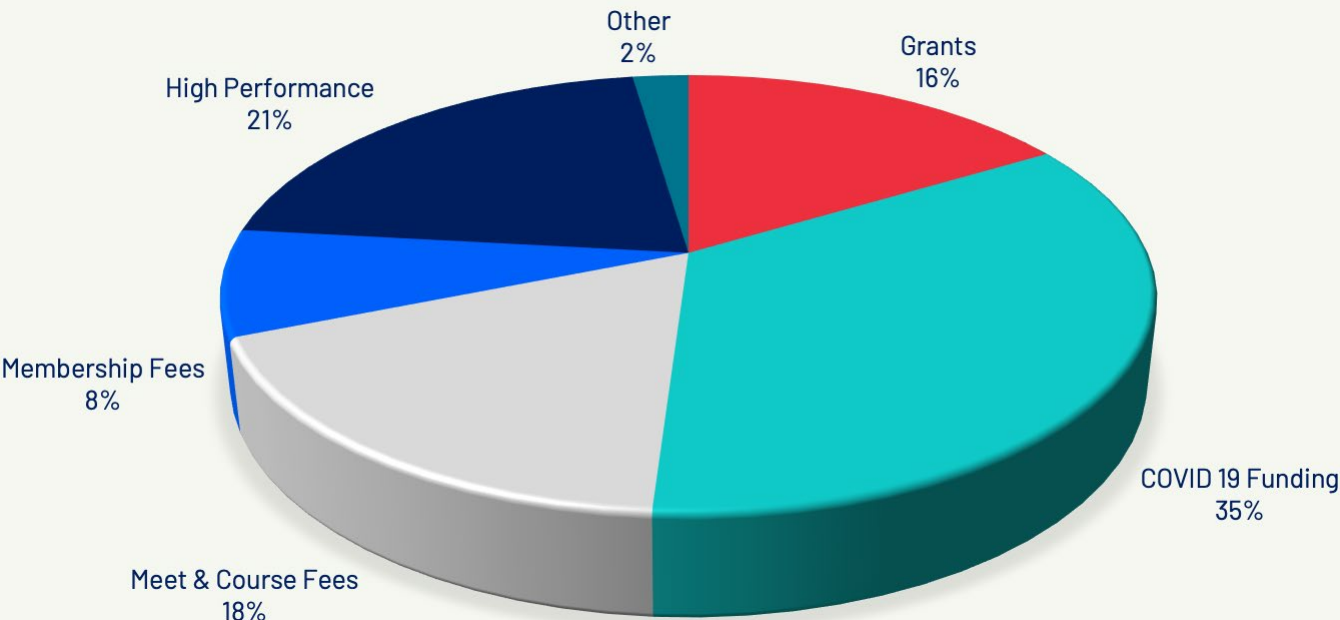
Treasurer

Ontario Artistic Swimming

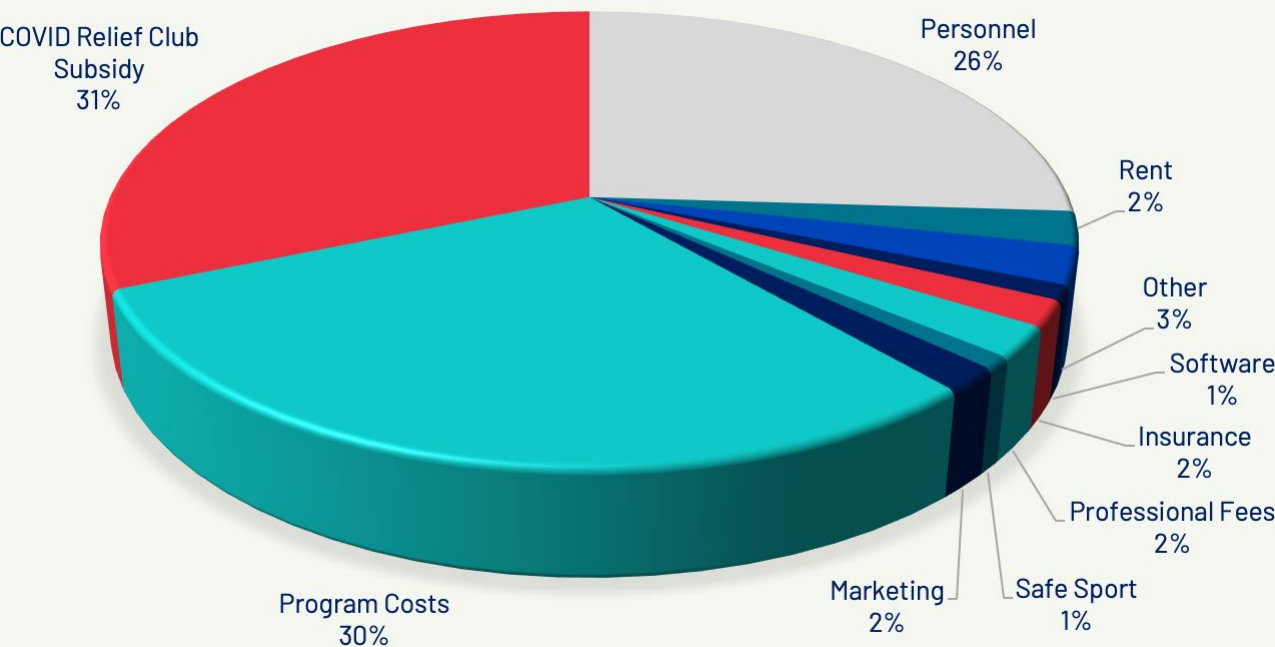


FINANCIAL STATISTICS

REVENUE BREAKDOWN



EXPENSE BREAKDOWN



HUMAN RESOURCES REPORT

The Mandate of the Human Resource Committee is to assist the Board in fulfilling its obligations relating to human resource matters through the review and recommendation of sound compensation, making recommendations regarding HR policies and practices that reflect legislative requirements and best practices and helping to maintain a healthy workplace culture within the Ontario Artistic Swimming organization.

This season marked the first full season since the onset of the COVID-19 pandemic. This season was, however, far from normal with the implementation of the new World Aquatics rules resulting in an overhaul of the scoring system, impacting all aspects of our sport.

As the rule transition required much time and effort, no changes to the committee structure were made in this fiscal year. All committees remain active, with new additions of the Ontario Adapted Artistic Swimming Committee, and the Ontario Competitions, Rules and Technical Committee. The committees are as follows:

Standing Committees

- Finance and Audit Committee
- Governance/Policy Committee
- Human Resources Committee
- Nominations Committee

Operational Committees

- Marketing and Communications Committee
- Ontario Adapted Artistic Swimming Committee
- Ontario Officials Committee
- Ontario Competitions, Rules & Technical Committee
- Provincial Jury of Appeal
- OHPSI Management Team

HUMAN RESOURCES REPORT

These committees are volunteer based and encompass over 40 individuals to make them succeed. Each one is essential to continue to strengthen OAS and the programs offered. A big thank you to all of these volunteers!

Collaboration of the OAS staff was key to making these new World Aquatics rules work and to act as pioneers within the Country. Staff put in countless hours focused on making the transition a success and worked very closely with CAS to ensure Ontario remained informed and well equipped to handle all the changes. As chair of the Ontario Officials Committee and member of the Competition and Rules Committee, Erika Lindner was integral in helping to ensure this transition was as smooth as could be and that the member clubs remained informed and aware of all the changes. Thank you, Erika and OAS Staff!

In April 2023 Mary Dwyer announced her retirement to the OAS Board of Directors. Her tenure was completed after SYNC in July. Mary was a dedicated leader over her twelve years with OAS and saw the organization through many challenges and triumphs. We wish Mary the very best in her new chapter.

With Mary's retirement the board was faced with the challenge of filling the Executive Director's role. Recruitment efforts were extensive, and we are very pleased that as of August 2023 Melissa Wolk has accepted the role of Executive Director of OAS. We look forward to getting to know her better and have her lead the organization through the next phase.

Respectfully Submitted,

Christine Fink

Chair, Human Resources Committee
Ontario Artistic Swimming

RISK MANAGEMENT REPORT

Dear Members and Stakeholders,

I am pleased to present the annual report from the Risk Management and Governance Committee for Ontario Artistic Swimming (OAS) for the fiscal year 2023. Our committee has worked diligently to ensure that the organization continues to operate effectively while minimizing risks and adhering to best governance practices. In this report, I will provide an overview of our key activities, achievements, and recommendations.

Committee Composition & Responsibilities

The Risk Management and Governance Committee consisted of four members during the fiscal year 2023. Our primary responsibilities included:

- Evaluating the organization's risk management framework.
- Reviewing and recommending improvements to governance policies and practices.
- Monitoring compliance with legal and regulatory requirements.
- Providing oversight of financial controls and transparency.

Risk Management

Our committee dedicated considerable effort to assess and mitigate risks facing Ontario Artistic Swimming. Key activities in this area included:

- Conducting a comprehensive risk assessment, identifying potential threats to the organization, and establishing risk mitigation strategies.
- Regularly reviewing and updating our risk management policies and procedures to reflect changes in the operating environment.
- Monitoring the implementation of risk mitigation measures and reporting on the status to the Board of Directors.

Governance

Ensuring strong governance practices is essential for the long-term success of OAS. During the past year, our committee was actively engaged in:

- Reviewing the organization's governance policies and recommending updates to align with best practices.
- Conducting an evaluation of the Board of Directors' performance and making recommendations for improvements.

- Providing guidance on ethical and compliance matters to the Board and senior management.

Compliance & Accountability

We maintained a sharp focus on compliance and accountability, recognizing their importance for the organization's reputation and sustainability. Our activities included:

- Regularly assessing OAS's compliance with applicable laws, regulations, and internal policies.
- Collaborating with external auditors to ensure accurate and transparent financial reporting.
- Enhancing transparency and accountability in reporting to stakeholders, including the membership.

Recommendations for the Future

As we move forward, the Risk Management and Governance Committee recommends the following actions:

- Continue to strengthen risk management practices, with a particular emphasis on emerging risks, cybersecurity, and crisis preparedness.
- Review and refine governance policies and procedures to ensure they remain aligned with evolving best practices.
- Foster a culture of accountability, transparency, and ethical conduct throughout the organization.
- Provide ongoing education and training to the Board, management, and staff on risk management and governance matters.

In conclusion, I want to express my gratitude to the members of the Risk Management and Governance Committee for their dedication and hard work during the past fiscal year. We remain committed to upholding the highest standards of governance and risk management at Ontario Artistic Swimming.

If you have any questions or require further information, please do not hesitate to contact me.

Sincerely,

Trevor Scheffel

Interim Chair, Risk Management and Governance Committee
Ontario Artistic Swimming

HIGH PERFORMANCE REPORT

The 2022-2023 season featured several high performance highlights.

Provincial Teams

Summer of 2022 marked the return of the Provincial Team program following COVID. Three teams were selected (11-12, 13-15 and Junior) and trained at Toronto Pan Am Sports Centre before traveling to Edmonton for the 2022 SYNC Invitational in July. This was also the first year that CAS designated the SYNC Invitational event as the selection event for the Youth National Team. Team Ontario dominated at SYNC, winning gold in every event except Junior Free Duet, where Ontario athletes brought home the silver medal.

By virtue of the 13-15 team's win at SYNC 2022, the team was selected to represent Canada at the 2022 FINA Youth World Championships August 10-14 in Charlotte, North Carolina. Team Ontario did Canada proud with strong performances and 4th place finishes in team and solo. The highlight of that event was the bronze medal in duet won by Olena Verbinska and Abby Wang.



Athlete Programs

2021-2022 saw the return to in person sport development seasons. The objective of the programs was to provide identified athletes and their coaches with enhanced training and programming that will help them to develop the necessary foundation and skills to be successful in one day representing Ontario Artistic Swimming and Canada Artistic Swimming on the international stage.

FutureGEN!, L2T & T2T participated in virtual and in person sessions that included Drama, Stroke and Skill Development, Flexibility and included a session that allowed the athletes to interactive with CAS and OAS officials.

In February 2022, OAS held a one day technical workshop for the L2T and T2T athletes with special guest experts Kasia Kulesza CAS NextGen Head Coach and Yingli Hou CAS Junior National Team Assistant Coach.



Coach Programs

The Coach UP! program offered expert-led coach development workshops & webinars Integrated with high performance programming. Sessions included how to write a YTP, Flexibility, Drama and Posture and Alignment and an age-appropriate training exercise module used to improve physical performance. As well coaches had on deck access to the November CAS HP Camp including an interactive session in November with Kasia Kulesza CAS NextGen Head Coach.



HP Academy

In October, the OHPSI-partnered OAS HP Academy Program resumed with a kick-off weekend in Toronto. This program provides in-pool and dryland activities to support the development of identified athletes on the high performance pathway, through a combination of centralized and regional sessions. The kick-off weekend featured technical sessions with the new 2022-23 OAS HP Provincial Coaches: Lola Shnayder Mazour, Julia Thornton and Brooke Whitney. In addition, athletes worked with CSIO experts in the areas of physical testing, strength and conditioning, and mental performance skills. Guest expert Jose Guerra, a National level diving coach, assessed all of the Academy athletes for acro flyer potential and provided guidance to the HP Provincial Coaches on training flyers.

CAS Development Camps

In Fall of 2022, CAS held their Development Camps across the country for the second year in a row. In November, Ontario hosted a joint CAS Development Camp and Technical Conference. The Development Camp was open to our HP Academy athletes, and the Technical Conference welcomed coaches and officials from across the province. Led by Kara Heald, the conference focused on educating coaches and officials on the new World Aquatics scoring and judging system, through a combination of classroom and on-deck sessions.

In the pool, Academy athletes engaged in technical skill sessions with Next Gen Head Coach Kasia Kulesza, Junior National Team Assistant Coach Yingli Hou, and Canadian Olympians Rosalie Boissonneault and Camille Fiola-Dion. Athletes also performed some of the new quad's figures and elements for the judges attending the conference and received scores for their height out of the water.

Regional Technical Sessions

In December, athletes participated in regional technical sessions led by the three HP Provincial Coaches. Judges from each region provided feedback to athletes on figures and technical elements, while the Expert Coaches led athletes through drills targeting important skills. The HP Academy Program finished with an in-person pool session following the Leslie Taylor Ontario Cup, which featured Canadian Olympian Andree-Anne Cote sharing the story of her Olympic journey, and a dryland session with CSIO experts following the National Qualifier.

Sincerely,

Laura Steacy

Technical Director

Ontario Artistic Swimming

NOMINATIONS REPORT

This year the initial call for nominations was sent out June 23rd, with additional reminders sent out through the month of August. The call for nominations closed August 29th and were reviewed by the Nominations Committee before producing the final report. The Nominations process adhered to OAS by-laws, section 4.02 Election of Directors.

Following the deadline, we had received nominee packages from three excellent and dedicated candidates. The Nominations Committee thoroughly reviewed each candidate and determined that each candidate had a unique set of skills that would enhance the Board and assist OAS in achieving its vision. Additionally, two candidates are existing board members who add significantly to the functioning of and provide continuity to the OAS Board of Directors.

There is an open position on the Board of Directors that specifically calls for an individual with a robust finance background. Nominations Committee, one application has been received for this essential role. The vacancy represents a critical need, as the board seeks to ensure sound financial governance and strategic oversight for the organization's future endeavors.

On behalf of the Nominations Committee and OAS members, I thank all Candidates for putting your name forward and your willingness to serve the Ontario Artistic Swimming community. If you have any questions about the nominating process please contact: Alla Grigoryan, Nominations Committee Chair at nominations@ontarioartisticswimming.ca.

Respectfully Submitted,

Alla Grigoryan

Chair, Nominations Committee
Ontario Artistic Swimming

NOMINATIONS

Chris Foster

Chris Foster possesses a rich blend of leadership, strategic insight, and a deep commitment to Artistic Swimming, making him an ideal candidate for the Board of Directors position. His proven track record in team building and management is evident from his 15+ years of experience in crafting B2B enterprise solutions, where he's overseen diverse product development phases from conceptualization to go-to-market strategies. This background offers a business acumen and strategic perspective essential for a BoD role.

Furthermore, his client-facing roles have honed his stakeholder management skills, which are critical for understanding and acting on feedback, building essential relationships, and fostering collaboration - key competencies for any board member. Notably, his past interactions with boards and private equity firms have provided him with valuable insights into governance and decision-making at the top echelons of an organization.

However, what significantly stands out is Chris's genuine dedication to the world of Artistic Swimming. His volunteer leadership roles, particularly as Vice-President of Ontario Artistic Swimming and President of multiple Artistic Swim Clubs, underscore his personal commitment to the sport. These roles have not only provided him with firsthand experience of the challenges and nuances specific to Artistic Swimming but also proven his capability to lead in tough times, such as navigating clubs through the COVID pandemic.

In essence, Chris Foster's combination of professional expertise, strategic mindset, and passion for Artistic Swimming make him a prime candidate for the Board of Directors position at Ontario Artistic Swimming.

The OAS Nominations Committee endorses Chris' candidacy for the Board of Directors and encourages all members to support him through their vote. To learn more about Chris, please see his resume.





Trevor Scheffel

Trevor Scheffel boasts a well-rounded profile that merges his experience as a former high-performance athlete with significant managerial and technical expertise. His dedication to volunteerism, especially in athlete and youth development, resonates deeply with the vision of Ontario Artistic Swimming. This commitment is not just theoretical; his extensive involvement with aquatic-focused boards, such as the OAHOF Ontario Aquatic Hall of Fame and Brant Synchro Club, signifies hands-on experience and a deep understanding of the needs and challenges within the aquatic sports community.

Trevor's tenure at Blue Giant and Arbon Equipment has equipped him with critical managerial skills, focusing on account management, customer support, and financial oversight – all essential for a BoD role. Moreover, his education from renowned institutions like McMaster University and leadership training from Dale Carnegie strengthens his foundation in strategic oversight and effective leadership.

In essence, Trevor's blend of sport-centric volunteerism, professional experience, and educational credentials makes him a strong contender for a position on the Ontario Artistic Swimming Board of Directors.

The OAS Nominations Committee endorses Trevor's candidacy for the Board of Directors and encourages all members to support him through their vote. To learn more about Trevor, please see his resume.

Liudmyla Verbinska

Liudmyla Verbinska presents an impressive portfolio that melds extensive global payroll proficiency with personal involvement in the artistic swimming community. With over 15 years in the realm of domestic and global payroll management, she has showcased a commendable ability to lead large-scale teams, ensuring compliance across multiple jurisdictions. Her leadership roles at multinational firms like B2Gold Corp. and Big4 companies are testament to her prowess in the intricate facets of payroll, tax compliance, and international assignment management.

Yet, it's not just her corporate accolades that stand out. As a mother to an athlete and an active member of the artistic swimming community, Liudmyla has firsthand experience of the challenges and nuances of the sport. Her board membership at Remix Artistic Swimming Club and her volunteer work with York Artistic Swimming Club provide her with a direct line to the ground realities of artistic swimming in Ontario. This dual lens – of both a professional with finance expertise and an involved community member – positions her as a bridge between strategic oversight and grassroots understanding.

Liudmyla's ongoing commitment to education, evident through her Technovate MBA and multiple payroll certifications, ensures she's abreast of the latest in financial best practices. Furthermore, her aspiration to fuse her accounting prowess to aid OAS in achieving its financial objectives aligns perfectly with the board's needs. In essence, Liudmyla's unique blend of technical acumen, personal involvement in the artistic swimming community, and a demonstrated commitment to volunteerism makes her an invaluable asset for the Ontario Artistic Swimming Board of Directors.

The OAS Nominations Committee endorses Liudmyla's candidacy for the Board of Directors and encourages all members to support her through this vote. To learn more about Mila please see her resume.



ADAPTED COMMITTEE REPORT

The Ontario Adapted Artistic Swimming Committee was launched in the Fall of 2022. This groundbreaking committee was formed to address the needs of our fast-growing Adapted artistic swimming category (formerly known as Athletes with a Disability). Members represent various stakeholders within the Adapted category: athletes, coaches, officials and parents.

The OAdASC met monthly during the 2022-23 season. Notable contributions for 2022-23 are:

- Change of the name of the category from AWD to Adapted artistic swimming.
- Update of the Adapted figure groups so that the skills build consecutively from level to level. This update improves both the athlete experience as they progress more logically through the levels and the competition flow and judge experience at figure competitions.
- Through a partnership with Natation Artistique Quebec, led the National alignment of Adapted figures.
- Creation of a new position for hosted Ontario events: the Accessibility Coordinator. This volunteer position acts as a liaison between the organizing committee and the Adapted artistic swimming community to ensure that Ontario events are accessible for all.
- Submission of recommendations to CAS for rules and qualifying procedures for Adapted athletes at National events

The OAdASC would like to thank the artistic swimming community for their passion and dedication to the growth and evolution of the Adapted category, as we strive to continually improve our sport and ensure it is welcoming and inclusive for all.

Sincerely,

Laura Steacy

Technical Director

Ontario Artistic Swimming



MARKETING & COMMUNICATIONS REPORT

Throughout 2022-2023, the Marketing and Communications Committee set out to continue to address the concerns of OAS' membership and empower clubs across Ontario. The Committee's actions and projects continued to be guided by the following goals:

- Increase membership and grassroots populations across the province
- Position OAS as a thought leader and facilitator of professional development (coach, athlete, officials, clubs)
- Align communications and marketing activities with Board and OAS strategic objectives
- Position OAS as a trusted partner, resource, and information provider to membership and the Government of Ontario/funding Ministries

The Committee has undertaken initiatives that contribute to closing identified gaps and enhancing existing strengths, and it goes without saying that none of the Committee's achievements would have been possible without the hard work and expertise of its members:

Brianna MacLellan, Chair
Lauren Lindner
Alanna Harman

Alla Grigoryan
Mary Dwyer



COMMITTEE HIGHLIGHTS & KEY INITIATIVES

Try Art Swim Campaign Redesign and Promotional Content Development

In early 2023, OAS engaged Chinook (full service web/marketing agency), to redevelop what is now our annual “Try Art Swim” digital acquisition campaign. The campaign, scheduled to launch across OAS social media channels in Fall 2023, will support and empower clubs by providing a campaign cross-promotion kit and materials that will be available on OAS’ website for individual club-use and marketing support.

In addition to redesigning the “Try Art Swim” campaign, the Committee also worked with videographers and photographers throughout 2022-2023 to diversify existing content libraries and develop promotional content to be utilized in the 2023-2024 season and beyond.

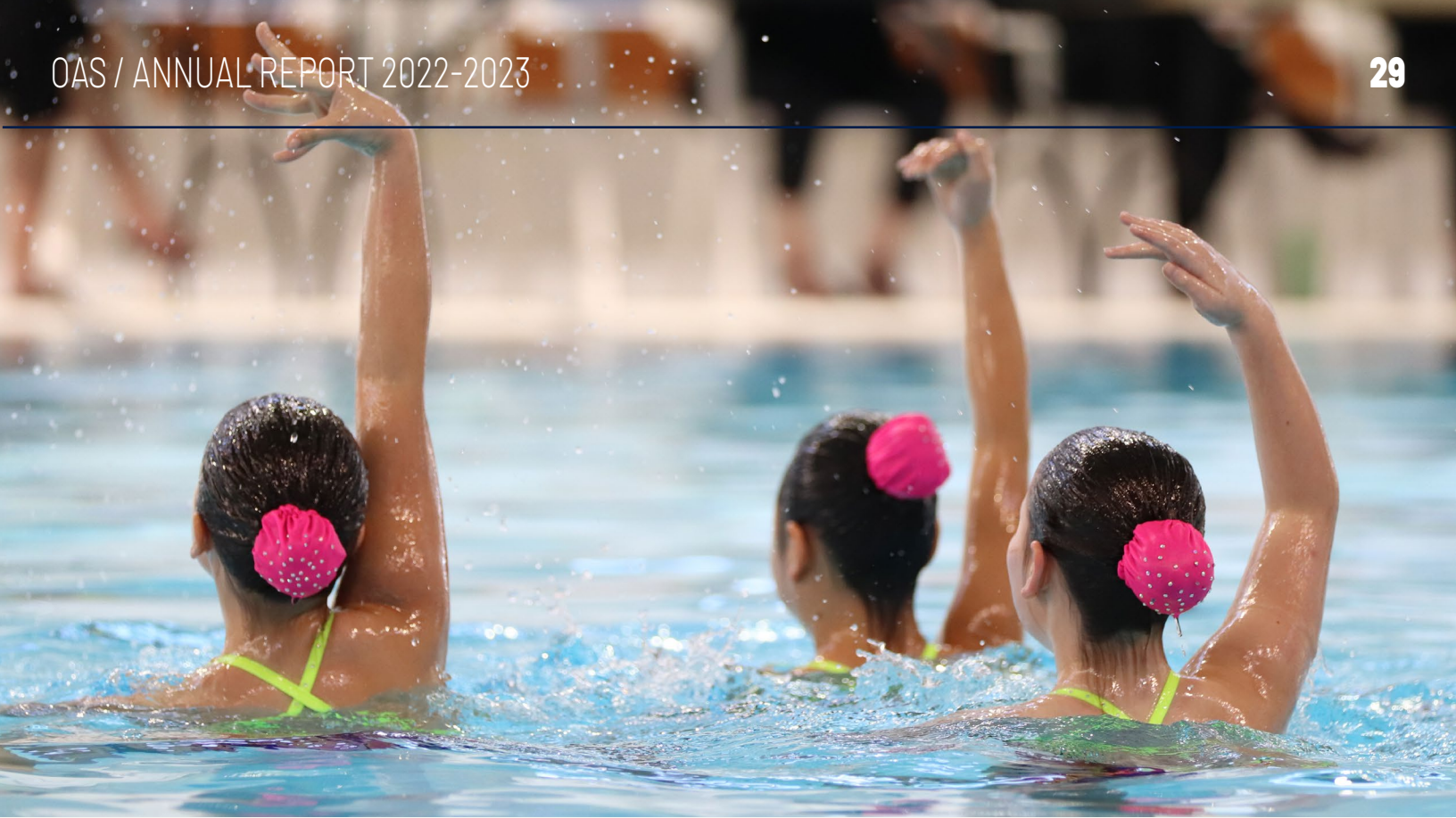
Event Management and Support

Throughout the year, OAS staff and committee members led or supported communications activities for more than 15 events including OAS and CAS skills assessment events, competitions with live-streaming, Annual Meeting and Journey to Excellence Conference, webinars and workshops, bi-weekly online and phone club update calls, and others.

The Committee and staff also supported the administration, coordination, promotion, and execution of a number of competitions in addition to its recurring competitive season, including Ontario Winter Games and SYNC 2023.

In advance of the transition to a new scoring system provincially, OAS provided multiple learning and feedback opportunities to coaches through workshops, demonstrations, documents/packages, and other. These opportunities worked to prepare Ontario clubs for the 2023-2024 season, and support National level athletes throughout the 2022-2023 season.

In addition to OAS-led events, the team engaged with our provincial, national and international partners in hosting the 2023 National Qualifier and supported the 2023 Artistic Swimming World Cup in Markham, Ontario. During these events, staff and committee members worked to create opportunities for provincial athlete and club involvement including volunteering roles, medal presentations, and event promotion.



Social Media and Digital Engagement

The Committee and OAS staff developed and executed micro social media campaigns and initiatives in support of key provincial, national, and sport-related days of recognition, as well as membership and sport profiling initiatives including National Coaches Week, National Volunteer Week, CAS and OAS competitions and camps, World Aquatics competitions, High Performance programming, and OAS Provincial Team programming.

The team worked strategically to highlight and engage with club social media content to increase overall exposure and collaboration between PSO and member clubs.

Issues Management

The team continued to maintain OAS' website, making significant updates to OAS' Policies and Safe Sport webpages, member portal, and resources. We organized and/or facilitated webinars and workshops to improve education and awareness of safe sport practices, and supported OAS issues management activities as needed.

Respectfully Submitted,

Brianna MacLellan

Chair, Marketing & Communications Committee
Ontario Artistic Swimming

COMPETITIONS, RULES & TECHNICAL COMMITTEE

The OCRTC was newly formed for 2022-2023 to replace and update the Rules Committee. This committee met regularly throughout the season and is composed of both coaches and officials in an effort to provide balanced perspectives to lead Ontario's technical recommendations.

The biggest challenge faced by the OCRTC in 2022-23 was the fusion of the old and new rules and judging systems at Ontario events. This required a great deal of flexibility and innovative thinking in order to make athlete-centred decisions that aligned with National rules and kept competitions flowing smoothly.

Another major initiative for the committee in 2022-23 was to begin the long overdue process of updating the OAS Rulebook. An Ontario Addendum to the CAS Rulebook was created to streamline the document and reduce confusion. This Addendum outlines any deviations from the CAS Rules that are implemented in Ontario.

The OCRTC received numerous rule change requests for next season which are under review. Thank you to the committee members for volunteering their time and energy, and to the broader OAS community for your passion and ideas to improve our competitions structure to better serve our athletes.

Respectfully Submitted,

Laura Steacy

Technical Director

Ontario Artistic Swimming



ONTARIO OFFICIALS COMMITTEE REPORT

The Ontario Officials Committee has had a productive and busy year, including a full slate of provincial Competitive and Regional League events, as well as additional hosted competitions including Ontario Winter Games, the CAS National Qualifier, and SYNC.

In addition to the 12 OAS-hosted events, Ontario played a significant role in making history as it supported the Artistic Swimming World Cup in Markham. This international competition, hosted by Canada Artistic Swimming, was the first to implement the new Artistic Swimming scoring system. Many of our provincial officials, committee members, and OAS staff were integral to the success of this competition by supporting a number of volunteer roles.

2022-2023 Competitive Season

Within Ontario, our Officials participated in Virtual Dryland Testing, in-person competitive meets, and selection for our HP programming which resulted in Ontario Athletes travelling to the PanAm Age Group Championships in Fort Lauderdale, Florida, and the Youth Worlds Championships in Athens, Greece.



The demand on Officials remains high with Ontario being one of the largest Artistic Swimming communities in Canada. The dedication of the Officials within Ontario to continually provide consistent judging at every meet is commendable.

New Scoring System Preparation

In preparation of the new scoring system being fully implemented in Ontario next season, provincial officials were some of the first in Canada to attend meets using the scoring system including at our National events and at SYNC 2023.

In order to be able to deliver the new scoring system at our competitions next season, the OOC worked together with OAS staff to facilitate training for new Difficulty Technical Controllers and Synchronization Technical Controllers. Throughout the season, Technical Controllers and practice TC's were able to practice live at four separate events in collaboration with OAS staff and coaches who had submitted unofficial coach cards for each event.

We were extremely pleased to see almost 30 candidates take the Technical Controller course and practice throughout the season. Ontario was also able to certify many Practice Judges and provide ongoing mentoring at competitions and practice opportunities to educate new Level 1 judges in our sport.

As a committee, the OOC would like to thank all the many coaches, officials and volunteers who have contributed much over the course of this past season. We remain committed to providing our athletes with many opportunities to compete as well as being a resource for our coaches within Ontario.

Many thanks to each and every Official who has contributed in the past year. Your volunteerism is very much appreciated.

Respectfully,

Erika Lindner
Chair
Ontario Officials Committee

