

ONTARIO   
ARTISTIC   
SWIMMING

# ANNUAL REPORT

# 2023-2024



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# MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

It is with immense pride and gratitude that we present to you the Annual Report for the 2023-2024 season. On behalf of the Board of Directors and the dedicated team at Ontario Artistic Swimming (OAS), we are thrilled to reflect on a season that has been filled with achievements. Our collective efforts have propelled Ontario Artistic Swimming to new heights, setting the stage for a future filled with promise and potential.

We are proud to share some of the significant milestones we have reached over the past year.

## Enhancing Our Digital Presence

This season, we placed a strong emphasis on increasing our visibility through social media. By partnering with Gerson Photography, we developed a comprehensive social media strategy that included engaging and original content across various platforms such as Instagram, Facebook, and TikTok. Our goal was to attract new followers and engage more members in the sport, and we are pleased to report that these efforts have yielded a notable increase in our online engagement.

## Strategic Partnerships

We have successfully forged several key partnerships that will enhance our programs and events.



## Jolyn Canada

OAS has entered into a three-year partnership with Jolyn Canada, an organization who aligns with our values and our vision for the future. Jolyn will become the official sponsor of Team Ontario, providing our athletes with custom JolynXOAS apparel. This partnership has also led to the rebranding of the Hilton Invitational to the Jolyn Invitational, an exciting new event scheduled to debut in April 2025.

## Gervais Party & Tent Rentals

Another critical partnership was established with Gervais Party & Tent Rentals. This four-year agreement ensures preferred pricing to all OAS Clubs on event staging equipment in addition to guaranteed rentals for multiple OAS events hosted at the Markham Pan Am Centre (MPAC). This partnership is expected to significantly enhance the quality of our events while providing cost-effective solutions.

## Multi-Year Hosting Agreements

OAS secured a four-year multi-event hosting agreement with the Markham Pan Am Centre (MPAC), which includes hosting the Leslie Taylor Meet, Jolyn Invitational and the Ontario Championships through 2028. This long-term commitment will provide us with a stable and prestigious venue for our major events, enhancing our negotiating position for associated services such as hotels and catering, and allowing us to release event schedules well in advance.

## CAS Community Sport for All Grant Funding Initiative

Inclusivity and accessibility have always been at the heart of OAS, and this season, we took significant steps forward. Through the CAS Community Sport for All initiative, we provided funding that enabled our Clubs to run AquaGo sessions, breaking down barriers and welcoming underrepresented groups into our community. The overwhelmingly positive feedback we've received is a testament to the power of sport to bring people together, and we are excited to see these initiatives continue to flourish.

## Club Engagement Initiatives

In our ongoing commitment to increase Club engagement, OAS held three roundtable sessions to discuss potential changes for the 2024-2025 season. These sessions saw participation from all OAS Clubs and were instrumental in gathering feedback that shaped our strategic direction. The insights gained from these discussions were critical in the development of the OAS Strategic Plan for 2024-2028.



## Launch of the OAS 2024-2028 Strategic Plan

This season culminated in the successful creation of the OAS Strategic Plan for 2024-2028. The plan outlines our vision, mission, and strategic priorities, with a focus on performance and athlete development, growing participation, supporting coaches and officials, and fostering an inclusive environment through Diversity, Equity, and Inclusion (DEI) initiatives. The plan was developed with extensive input from stakeholders across the OAS community and will guide our efforts in the years to come.

As we celebrate these achievements, we extend our heartfelt gratitude to our members, partners, and volunteers whose dedication has been instrumental to our success. Together, we have built a strong foundation for the future of artistic swimming in Ontario. As we embark on a new season, we eagerly anticipate the opportunities ahead and are committed to reaching new heights of excellence

Respectfully,



*Patricia McCann*

**Pat McCann**  
President



*Melissa Wolk*

**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

Luidmyla Verbinska

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

Administrator, Membership & Office Services

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**

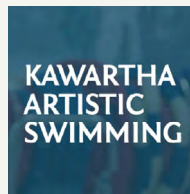
**GRANITE ARTISTIC SWIMMING**



**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**

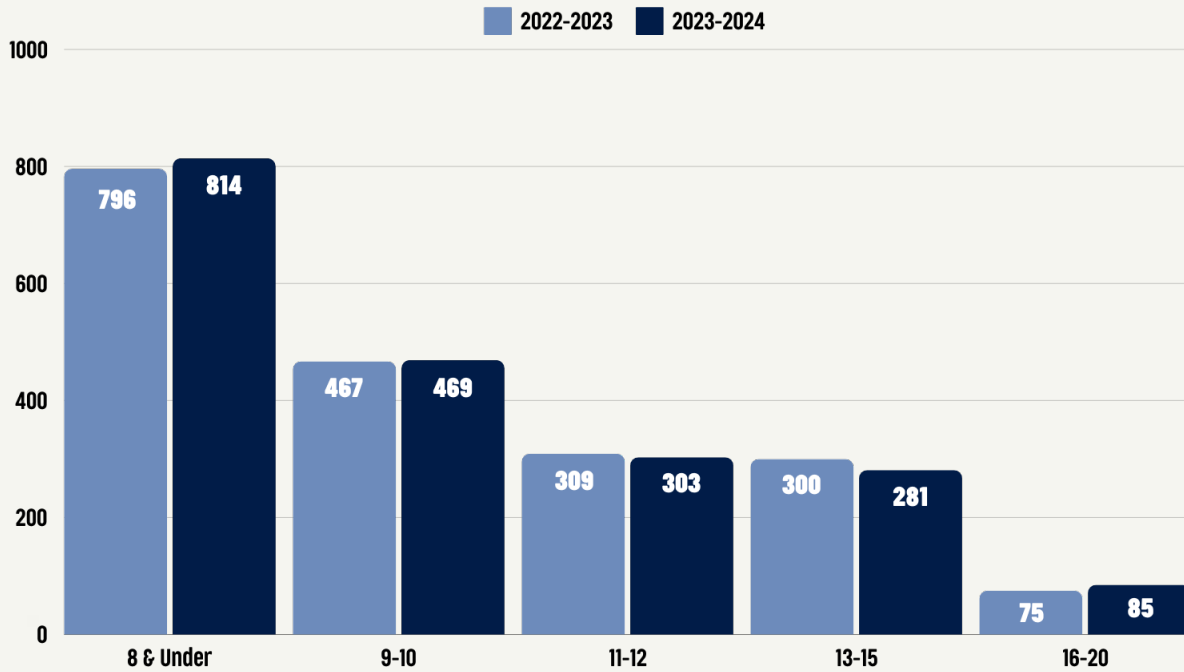


**YORK ARTISTIC SWIMMING CLUB**

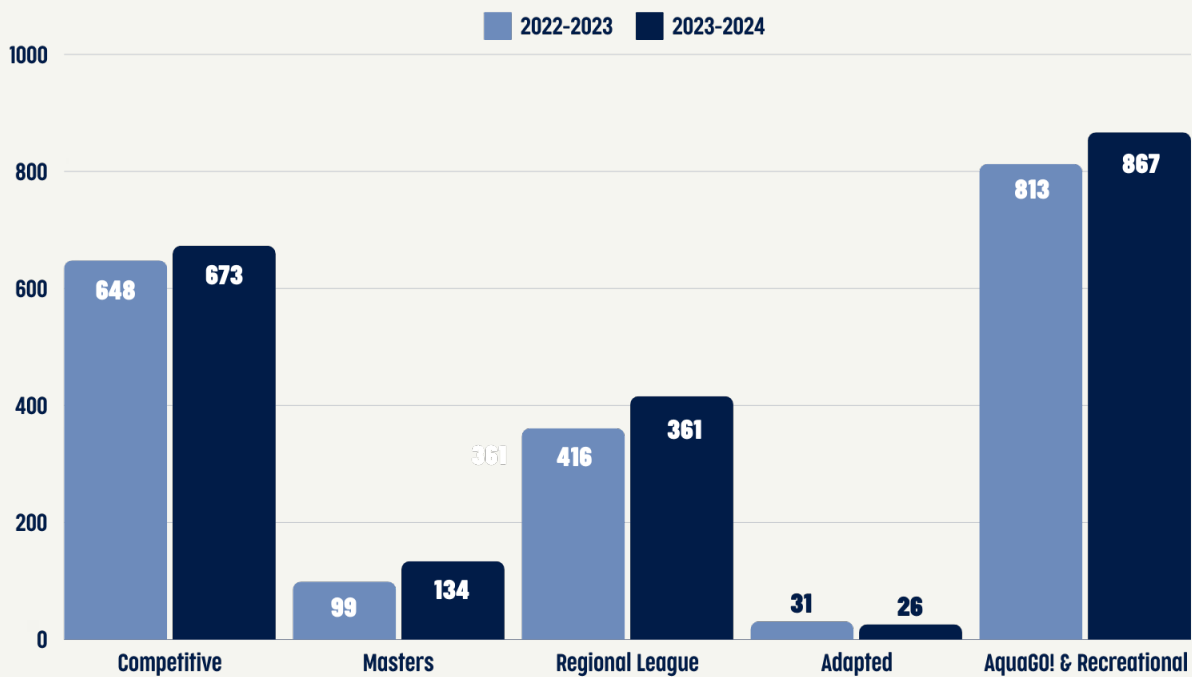


# REGISTRATION STATISTICS

## ATHLETES BY AGE



## ATHLETES BY CATEGORY



## MEMBERS BY CATEGORY

CATEGORY	2023-2024	2022-2023
Total Registered Athletes	2221	1,952
Competitive Coaches	198	190
Recreational Coaches	87	92
National Officials	20	22
Provincial Officials	40	42
Associate Members	131	154
Volunteers	614	719



# FINANCIAL REPORT

Ontario Artistic Swimming is pleased to present the annual financial report for the 2023-2024 season. This year has been one of strategic growth and operational efficiency, enabling OAS to solidify its position as a leader in the artistic swimming community. This report highlights the financial health of the organization, key achievements, and our forward-looking strategies that will ensure continued success.

## Financial Overview

In The fiscal year ending March 31, 2024, has been marked by prudent financial management, resulting in a stable financial position for OAS. We focused on optimizing our operations, reducing overhead costs, and securing long-term partnerships that align with our mission. Here are the key financial highlights:

### Revenue & Funding

Total revenue for the year amounted to \$1,346,492 which includes significant contributions from grants (\$221,451), membership fees (\$114,896), meet entry and course fees (\$430,902), and high-performance programs(\$511,243).

The CAS Community Sport for All Grant Funding supported our AquaGO! 2 sessions, aimed at increasing sport participation among underrepresented groups. Seven OAS clubs successfully ran these sessions within the 2023-2024 season.

### Cost Management

A significant milestone was the relocation of the OAS office, which resulted in substantial cost savings. By subletting the previous office space and moving to Dymon Storage in Etobicoke, we are now saving approximately \$2,243.54 per month.

This decision not only reduces our monthly expenses but also provides us with enhanced facilities and services at a fraction of the cost.

### Expenditures

Our operating expenses for the year totaled \$1,277,348, reflecting our investment in key areas including programming costs and Personnel. Despite these necessary expenditures, we maintained tight control over costs to ensure financial stability.

### Surplus/Deficit

For the 2023-2024 season, OAS experienced a net surplus of \$69,144 primarily due to increases in meet entry fees and overhead cost savings. Our unrestricted net assets remain steady at \$130,000 ensuring a solid foundation for future growth.

In addition to our financial stability, OAS has accomplished several key milestones that will have a lasting impact on our community:

## Multi-Year Event Host Deal with MPAC

OAS entered into a four-year hosting agreement with MPAC, securing dates for the Leslie Taylor, Hilton/Jolyn Invitational and the Ontario Championships. This partnership not only guarantees high-quality facilities for our events but also strengthens our negotiating position with service providers, leading to better terms and conditions for our members.

## Community Engagements

The AquaGO! 2 sessions, funded by the CAS Community Sport for All Grant, have been instrumental in breaking down barriers and increasing participation among Black, Indigenous, 2SLGBTQI+, and newcomer populations. The feedback from these sessions has been overwhelmingly positive, reflecting our commitment to inclusivity and diversity in artistic swimming.

## Office Relocation

The successful relocation to Dymon Storage has provided OAS with modern amenities and enhanced operational capabilities. The new space offers flexibility and cost savings, allowing us to reinvest in our core programs and services.

## OAS Club Roundtable Sessions

We held two successful roundtable sessions with all OAS clubs, fostering open dialogue and collaboration. The feedback from these sessions helped guide and shape our strategies for the 2024-2025 season.

As we move forward, OAS remains committed to fostering a vibrant, inclusive, and sustainable artistic swimming community in Ontario. Our financial health provides a strong foundation for future growth, and our strategic partnerships and programs will continue to drive our mission forward.

In closing, we would like to extend our sincere thanks to all our members, partners, and volunteers for their unwavering support and dedication. Together, we have built a resilient community that will remain strong going into the 2024-2025 season.

Respectfully Submitted on behalf of

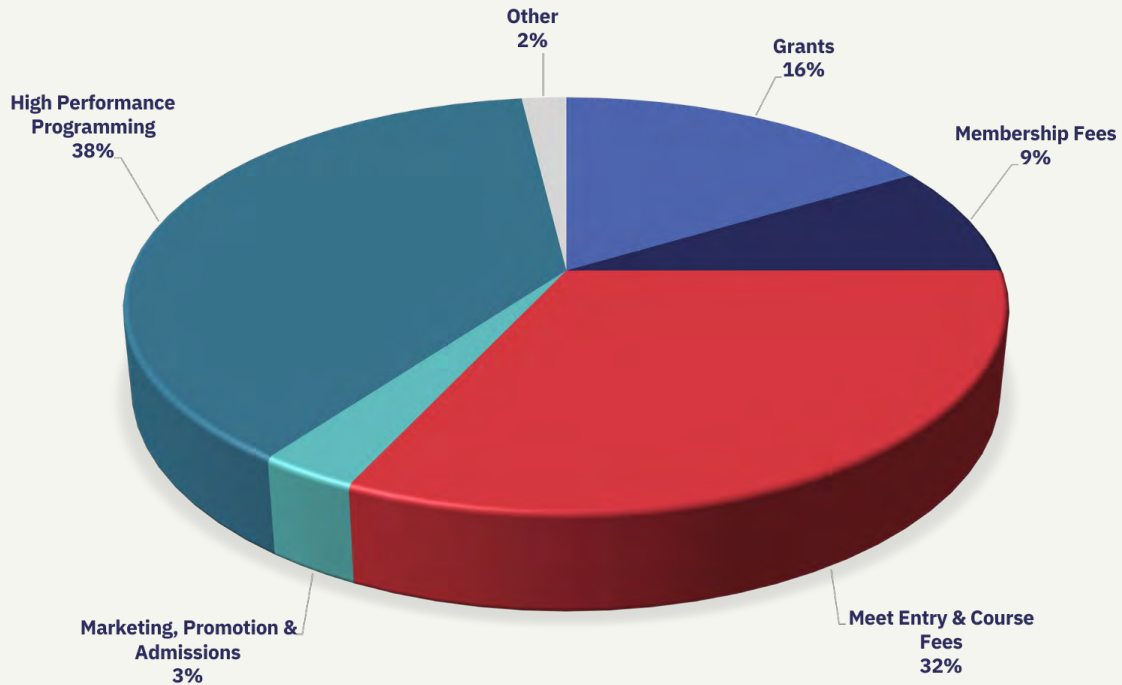
### **Liudmyla Verbinska**

Treasurer

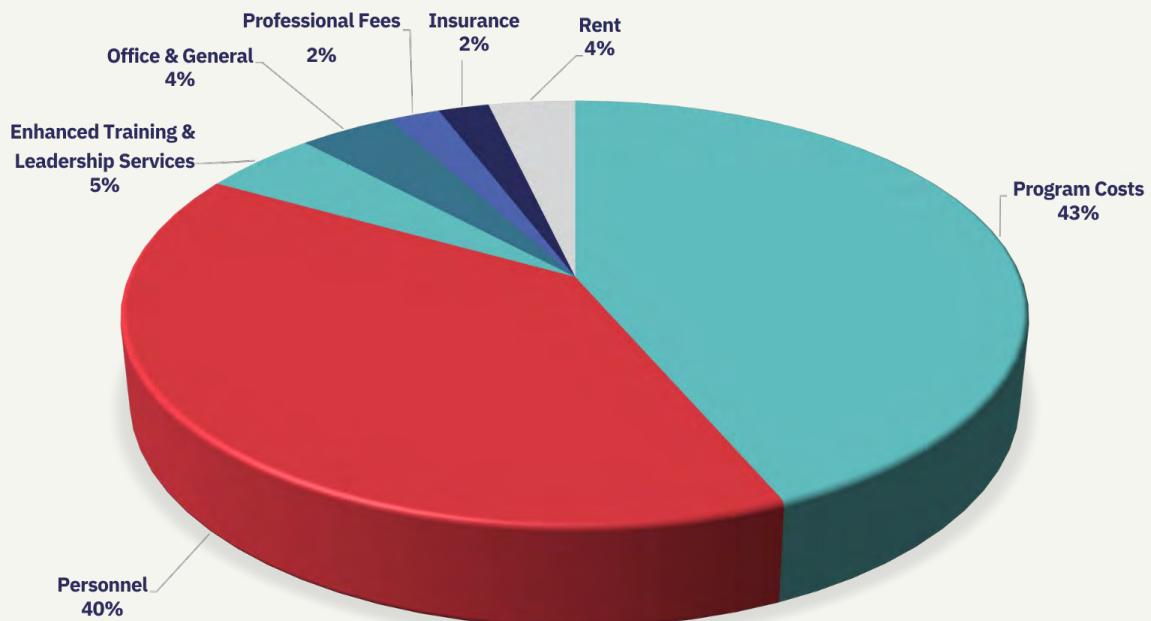
Ontario Artistic Swimming

# 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 (OAS) organization.

This year marked the first full season under the leadership of our new Executive Director, Melissa Wolk. Melissa has brought a sense of stability and strong direction to our organization. Her dedication to learning our sport and her fresh perspective have been instrumental in guiding us forward. She continues to focus on strengthening our initiatives, working to position Ontario as the most diverse and resilient province.

Our full-time staffing complement remained consistent throughout the 2023-2024 season with Laura Steacy as the Technical Director, Lauren Lindner as the Events & Marketing Specialist and Officials Liaison, and Sue Marnica-Wall as the Administrator – Membership and Office Services.

We also maintained our collaboration with Mary-Jane Ling, who continued in her role as a full-time contractor as the Sport Development Specialist. We were pleased to welcome Yingli Hou as the Head High Performance Provincial Coach in September 2024. Yingli's mission is to lead the implementation of our high-performance athlete programming within the HP Academy and Team Ontario programs, while also shaping the strategic direction of athlete development across the province. Yingli, in partnership with Courtney Durand, who joined us in February 2024 as the 2025 Canada Games Team Manager and Assistant Coach, will work together to prepare Team Ontario for the 2025 Canada Summer Games in Newfoundland.

We were also fortunate to be able to use the Canada Artistic Swimming Community Sport for All grant to welcome Katie Allaire as the Adapted Artistic Swimming Programs Project Manager. Katie's impact has already been felt, particularly with the success of the Adapted Team Ontario over the summer.

The structure of our standing and operational committees remained unchanged throughout this year. All committees continue to operate actively, 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

These committees are volunteer-based and comprise over 40 dedicated individuals who play a crucial role in their success. Each committee is vital to strengthening OAS and enhancing the experience for our member clubs.

Thank you to all staff, officials and volunteers for another successful year!

Respectfully Submitted,

**Christine Fink**

Chair, Human Resources Committee  
Ontario Artistic Swimming

# RISK MANAGEMENT REPORT

Dear Members,

OAS has always been proactive in its governance practices and this year, we have taken significant strides in ensuring that our organization remains at the forefront of compliance and best practices in the sports sector.

## Governance Audit

This year, OAS underwent a comprehensive audit facilitated by Canadian Artistic Swimming (CAS). The audit focused on four key areas of our operations, with the primary objective of assessing our compliance with the Canadian Sport Governance Code. The areas reviewed included:

- Governance and Policies (Manual of Operations - MOP)
- Board of Directors (BOD)
- Financial Matters
- Various Sections (Incorporation, Insurance, Naming Conventions, Programs, Websites/Transparency)

It is noteworthy that while Provincial/Territorial Sport Organizations (PTSOs) are not currently mandated to comply with the Canadian Sport Governance Code, we anticipate future requirements and are committed to being proactive in our compliance efforts.

Based on this effort, the following key findings have been identified.

## Governance & Policies (MOP)

The audit of our Manual of Operations (MOP) revealed that our governance framework is robust and aligns with the best practices outlined in the Canadian Sport Governance Code. We have comprehensive policies in place that guide the operations and decision-making processes of OAS, ensuring transparency, accountability, and integrity.

## Board of Directors (BOD)

Our Board of Directors has demonstrated exemplary governance practices. The audit highlighted our adherence to the principles of effective board governance, including diverse representation, strategic oversight, and clear delineation of roles and responsibilities. The Board's commitment to continuous improvement and training was also noted as a strength.



## Financial Matters

The financial audit confirmed that OAS maintains high standards of financial management and reporting. Our financial practices are consistent with the requirements of the Canadian Sport Governance Code, ensuring the responsible stewardship of resources and financial transparency. We have established robust internal controls and regularly review our financial policies to align with evolving standards.

## Various Sections

- **Incorporation:** OAS is properly incorporated and complies with all legal requirements.
- **Insurance:** We have adequate insurance coverage that safeguards our organization, members, and activities.
- **Naming Conventions:** Our naming conventions are consistent and align with our branding and organizational identity.
- **Programs:** Our programs are well-structured, inclusive, and promote the development of artistic swimming in Ontario.
- **Websites/Transparency:** We maintain a transparent and informative online presence, providing easy access to essential information for our stakeholders.

The audit facilitated by CAS has been instrumental in affirming our commitment to governance excellence. I am proud to report that OAS is fully compliant with the requirements set forth in the Canadian Sport Governance Code. This achievement is a testament to the hard work and dedication of our Board, staff, and volunteers.





## Safe Sport & SupportZone

The launch of SupportZone highlights OAS's commitment to being at the forefront of creating positive change within the sporting community. This innovative program was designed to tackle the diverse challenges our members face, ensuring that everyone—from athletes to coaches and parents—has access to a neutral, confidential space. Here, members can voice concerns, seek guidance, and navigate complex interpersonal issues with the support of professional leadership coaches.

The program has already demonstrated its effectiveness through a series of confidential consultations that have helped individuals resolve conflicts, explore their feelings, and plan constructive next steps. These interactions, documented in monthly reports, underline the importance of having such a resource available to our community.

## Conclusion

Moving forward, we will continue to uphold these high standards and remain vigilant in our efforts to enhance our governance practices and provide a safe and inclusive environment to our members. Our proactive approach ensures that we are well-prepared for any future compliance requirements and positions us as a leader in the artistic swimming community.

Respectfully,

### **Trevor Scheffel**

Chair, Risk Management and Governance Committee  
Ontario Artistic Swimming

# HIGH PERFORMANCE REPORT

The OAS team is very proud to highlight the many achievements of Ontario athletes and coaches in the 2023-24 season.

## Provincial Programming

The 2023 Provincial Team program included 4 teams that represented Ontario extremely well: the Youth Performance Team, the Youth Development Team, the 12U Performance Team and the 12U Development Team.

These teams competed against other provinces at the 2023 SYNC Competition, hosted by OAS at the Markham Pan Am Center in July 2023. This was the first SYNC operated under the new World Aquatics scoring system. Team Ontario had some outstanding results, and earned the opportunity to represent Canada in female solo, male solo and mixed duet at the 2023 Youth World Championships, and in youth team, 12U team, 12U duet and 12U solo at the 2023 Pan Am Artistic Swimming Championships. These competitions were held in Athens, Greece and Fort Lauderdale, Florida respectively.

Ontario's athletes shone once again at the Pan Am Championships, bringing home a gold medal in youth duet, silver medals in 12U solo, 12U duet, youth mixed duet and youth team, and bronze medals in 12U solo, 12U team, youth male solo and 12U team. At Youth Worlds, Team Ontario athletes finished 5th in male solo, 6th in mixed duet, and 10th in female solo. In addition to a very successful Provincial Team program, six Ontario athletes and one coach also qualified to represent Canada on the 2023 Junior National Team. Congratulations to Nadia Crits, Evelyn Goddard, Karen Gu, Lauren Irvine, Larissa Loucks, Alyssa You and coach Yingli Hou!

## OHPSI Funding

The 2023-24 season also marked the first fiscal year following OAS' successful application to the Tier 2 level of OHPSI funding. With the increase in funding, we were able to implement the following:

- The addition of Yingli Hou to our staff in the role of High Performance Provincial Coach. In this role Yingli designed and implemented the 23-24 HP Academy Program to support identified athletes and their coaches within their daily training environments and in centralized camps. Yingli also developed the strategy for the 2025 Canada Games Team selection and preparation as well as identifying areas of priority for the technical development of our Ontario athletes. She will be leading our 2025 Canada Games team alongside Team Manager and Assistant Coach Courtney Durand.

- Reduction of the program fee for the HP Academy Program by 25%. OAS is committed to continuing to address barriers to participation in our programming without compromising program quality. Athletes in the 2023-24 HP Academy continued to have access to top experts and CSIO practitioners for a lower fee.
- Increased outreach of support into the daily training environments of HP Academy program athletes. In addition to regional CSIO support, Yingli performed club visits to work with HP Academy athletes and their coaches in a tailored approach to promote athlete success. Athletes and coaches were also able to maintain communication with Yingli and receive regular feedback outside of Academy pool sessions.

## HP Academy Program

Fifty-five Youth and Junior athletes selected from across the province participated in the 2023-24 HP Academy. In addition to the outreach activities outlined above, athletes took part in 2 centralized camps and 1 regional camp. The kick-off October camp was held at Toronto Pan Am Sports Center over 2 days.

Athletes worked with Team Ontario coaches and other expert consultants on technical drills, testing, acro, artistic impression, flexibility, nutrition and mental performance. In November, athletes once again gathered for a weekend camp at TPASC where they worked with Ontario coaches, Canada Artistic Swimming staff and National Team athletes. Stations focused on technical skill development, with some work on core strength, drama and water flexibility.

In December, athletes attended a small camp in their region where they worked with Yingli Hou and Ontario judges and were evaluated on figures, technical required elements and free hybrid execution. Their coaches also received feedback on maximizing hybrid difficulty in advance of the 2024 competition season.

Respectfully Submitted,

**Laura Steacy**

Technical Director

Ontario Artistic Swimming

# NOMINATIONS REPORT

The Nominations Committee works for the benefit of the membership and its key responsibilities are recruiting Candidates and thoroughly reviewing Candidates to make recommendations to the membership. The Nominations process adhered to OAS by-laws, section 4.02 Election of Directors. I would like to recognize and thank the members of the Nominating Committee for their tremendous dedication in recruiting and reviewing our Candidates. The OAS Nominations Committee is comprised of:

- Alanna Harman, Chair and Ontario Artistic Swimming Director-at-Large Chair
- Shari Armstrong, President REMIX
- Erika Lindner, OAS Rules/Technical Committee, OAS Officials Chair, CAS Rules/Technical Committee, Pan Am Aquatics Representative

This year the Nominations Committee embarked on recruiting candidates to fill two (2) Board positions. The Nominations Committee reviewed the self-assessment questionnaire completed by current board members, we also considered their remaining length of service to identify skills needed immediately and in the future considering for succession planning.

The Nominations Committee circulated an initial call for nominations on June 26, with additional reminders sent throughout the month of August. The call for nominations closed August 26. Following the deadline, we had received nominee packages from two excellent and dedicated candidates. The Nomination Committee thoroughly reviewed each candidate and determined that each candidate has a unique set of skills that would enhance the Board and assist OAS in achieving its vision. Further, one of the candidates is an existing Board member who actively supports OAS functions and can provide continuity to the OAS Board of Directors. We are confident that our two Candidates will make a meaningful contribution to the advancement of OAS.

On behalf of the Nominations Committee, I thank all Candidates for putting your name forward and your willingness to serve the Ontario Artistic Swimming community. OAS is a volunteer run organization and the Nominations Committee is confident that our current board and any newly elected members will continue to advance OAS in fulfilling its mission and vision. If you have any questions about the nominating process please contact Alanna Harman, Nominations Committee Chair.

Respectfully Submitted,

**Alanna Harmon**

Chair, Nominations Committee  
Ontario Artistic Swimming



## NOMINATIONS

### Pat McCann

Pat (Patricia) McCann has been actively involved in the artistic swimming community for over 30 years in various capacities including officiating at national and international events, Canada Artistic Swimming board, various committees, and most recently for the past three years Pat has been elected to serve as the President of the Ontario Artistic Swimming Board of Directors. Pat's depth of knowledge and practical skills allow her to merge her nuanced technical knowledge with real world problem solving. Pat's passion for the sport is best demonstrated by her longstanding commitment and desire to see the sport grow and prosper.

In addition to Ms. McCann's significant contributions to the artistic swimming world; Ms. McCann has previously worked as a nurse and was a successful entrepreneur; owning and operating a business that included twenty (20) employees. Ms. McCann was involved in the day-to-day operations of her business and in particular the human resources and finances. Pat's continued commitment to the sport combined with her international artistic swimming prowess and her expertise in human resources make her an asset to the OAS Board of Directors, and the Nominations Committee recommends Pat McCann for election to the OAS Board of Directors.





## Charlotte Miller

Charlotte Miller has been involved in the sport of artistic swimming for over 20 years in various roles. Charlotte has volunteered on the OAS Marketing Committee, assisted in building the Swim Synchro! Program, and has helped to develop Masters programs at Ignite Artistic Swimming Club, Olympium Artistic Swimming Club, and McMaster University, and today Charlotte is still involved as a Masters athlete and is a two-time World Aquatics Masters World Champion.

Charlotte's professional expertise includes more than 10 years in strategic marketing and communications at McMaster University where she has led results driven multidisciplinary teams. Charlotte's success is contributed to her strong ability to build relationships, think creatively, effective communication, strategy building, and entrepreneurial drive.

As a Board Member Charlotte hopes to give back and advance the artistic swimming community that has positively shaped her life. Charlotte hopes to enhance the visibility of Artistic Swimming inspiring new participants and continued growth for future generations. The Nominations Committee endorses Charlotte's candidacy for the Board of Directors.

While there are only two (2) candidates and two (2) Board positions to be filled winners must still be declared by Ordinary Resolution (4.02(h)(i)). In conclusion, the Nominations Committee recommends Pat (Patricia) McCann and Charlotte Miller based on their skill sets and the identified skill gaps in the OAS Board moving forward.

# ADAPTED COMMITTEE REPORT

The Ontario Adapted Artistic Swimming Committee continued to meet regularly over the 2023-2024 season to provide ongoing support and direction for the Adapted artistic swimming category. The OAdASC plays a vital leadership role in Ontario and across the country to advocate for equity and inclusion for participants of all abilities in our sport. The OAdASC made significant contributions at both the provincial and national level this season. Two main areas of impact were:

## New World Aquatics Scoring System Implementation

Much work was done to support and navigate the implementation of the new World Aquatics scoring system to the Adapted and Mixed Ability categories. The OAdASC provided strategic direction for the implementation of the new system as well as developed several new resources:

- Adapted Routine Elements Table
- The Adapted Difficulty Table
- Adapted Technical Required Elements
- Mixed Ability Routine Elements Table

These resources were adopted by Canada Artistic Swimming for use in the Adapted category at National competitions. The OAdASC embraced the challenge of implementing the new system for the Adapted category and ensured that our athletes were provided with meaningful competition opportunities that rewarded their achievements.

## Strategic Priority Identification

The OAdASC worked to identify strategic priorities to address key issues affecting Adapted programming at the club and Provincial level. The OAdASC recognized three areas that would benefit from more support and input from members of the Adapted artistic swimming community outside of the committee. A call for applications was made to join the following task forces:

- Athlete Recruitment and Club Marketing Support
- Adapted Athlete Classification
- Club Program Support and Coach Education



These task forces will be working over the upcoming season to address gaps in these identified areas and develop resources and infrastructure in support of clubs, coaches and athletes.

These achievements would not be possible without the hard work and dedication of the following OAdASC members:

- Katie Allaire
- Jeanine Enns
- Sarah Kamal
- Grace Lockhart
- Mikhail Zaitsev

Respectfully Submitted,

**Laura Steacy**

Technical Director

Ontario Artistic Swimming



# MARKETING & COMMUNICATIONS REPORT

For the 2023-2024 season, OAS put a strategic focus on elevating our organization's visibility while increasing its engagement with members, partners, and the broader community.

## New Marketing & Branding Initiatives

This year marked the launch of several new marketing and branding initiatives aimed at expanding our reach and reinforcing the identity of artistic swimming in Ontario. With the hiring of Evelyn Young to oversee these initiatives, we have focused on rebranding efforts that showcase the uniqueness of artistic swimming and position OAS as a leader in the sport. Our key objective was to increase membership engagement, broaden our audience, and reinforce our brand's identity.

## Social Media Expansion

One of our most successful strategies was the expansion of our social media presence. Partnering with Gerson Photography, we implemented a robust social media strategy that included engaging and original content across Instagram, Facebook, and TikTok. This initiative resulted in a significant increase in followers and engagement, helping us attract new members and retain current ones. The consistent posting schedule and strategic content creation allowed us to stay connected with our audience and promote our activities and events effectively.

## The Jolyn Canada Partnership: A Strategic Move

A highlight of our branding efforts this year is the prestigious partnership with Jolyn Canada. This three-year agreement is set to transform how we engage with our members and promote artistic swimming across Ontario.

The Jolyn Canada partnership offers substantial benefits for OAS and its members. This collaboration enhances our brand visibility at key events like the Ontario Championships and the newly rebranded Jolyn Invitational, scheduled for April 2025. Jolyn's involvement extends beyond mere sponsorship; it encompasses co-branded merchandise, exclusive discounts for OAS members, and community engagement initiatives that align with our values of promoting a healthy, active lifestyle.

One of the key elements of this partnership is the introduction of customized Team

Ontario apparel and co-branded merchandise available at discounted rates for our members. The co-branded merchandise will not only generate revenue but also reinforce the sense of exclusivity and pride among our athletes and supporters.

## **Commitment to Expanding Artistic Swimming's Reach**

OAS remains dedicated to expanding the reach of artistic swimming across the province. Our efforts to appeal to a broader membership base include targeted and engaged content that resonates with both new and existing members. This year, we launched campaigns aimed at increasing awareness of the sport, with a particular focus on engaging underrepresented groups through initiatives like the AquaGO! 2 sessions, funded by the CAS Community Sport for All Grant.

## **Innovative Content Strategies**

Our content strategies have been meticulously aligned with our brand identity and the needs of our audience. By leveraging new social media channels and staying up-to-date with trends, we have created a dynamic online presence that effectively communicates the intricacies and appeal of artistic swimming.

## **Conclusion**

The past year has been a transformative one for OAS, marked by strategic partnerships, innovative marketing, and a renewed commitment to our sport. As we move forward, we will continue to build on these successes, ensuring that OAS remains at the forefront of artistic swimming in Ontario. We thank all our stakeholders for their continued support and look forward to another year of growth and achievement.

Respectfully Submitted,

### **Melissa Wolk**

Executive Director

Ontario Artistic Swimming

# COMPETITIONS, RULES & TECHNICAL COMMITTEE

The Ontario Competitions, Rules and Technical Committee provides technical recommendations and direction for rules and competition structure at the provincial level. The committee faced a significant challenge for the 2023-24 season: adapting the new World Aquatics scoring system to the developmental competitive levels.

The committee rose to the challenge and embraced creative solutions that balanced alignment with World Aquatics and Canada Artistic Swimming with the promotion of success and achievement for our younger and less experienced athletes. Following the OCRTC's guidance, all competitive stream age group events in Ontario were held under the new scoring system for the first time ever.

Under the new AQUA system, athletes received objectively calculated degrees of difficulty of their routines, as well as separate execution scores for each element of their routines. Artistic scores were composed of separate scores for different components of artistic impression. The goal of the new system is to reward athletes for the content of their routines, as well as provide more focused scoring for each component. As this system evolves, the OCRTC will continue to evaluate the implementation at provincial events.



The OCRTC strives to ensure that Ontario events are athlete-centered. In that vein, and to provide more opportunities for the recognition of athletes' success, Ontario competitions in 2024 had separate awards for the Provincial and National competitive streams. Furthermore, routines were streamed from the beginning of the season, ensuring that routines had an appropriate level of competition to test and develop athlete skills. Our flagship event, Ontario Open Championships, celebrated the achievements of our Provincial stream athletes.

The OCRTC would like to thank all stakeholders for their contribution to the success of the Ontario events under the new system, as well as the input received via rule change requests. The committee is excited to continue updating and improving the provincial implementation of the AQUA rules, providing athlete-centered competition opportunities for all ages, as well as pursuing creative solutions to manage the burgeoning number of entries in our competitive events.

Thank you to the following OCRTC members for the ongoing dedication of their time and energy to ensure Ontario remains a leader in competition experience:

- Erika Lindner
- Karen Seymour
- Dani Smith
- Elly van Fleet
- Lauren Lindner (staff designate)

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 the Ontario Winter Games competition this year which was located in Thunder Bay.

In addition to the 12 OAS-hosted events, Ontario once again supported the Artistic Swimming World Cup in Markham. This International competition, hosted by Canada Artistic Swimming, was a huge success with many of our provincial officials, committee members, and OAS staff playing an integral part to the success of this competition by supporting it in a number of volunteer roles.

## 2023-2024 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 Lima, Peru.

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.





This past season saw many officials certified as Level 1 and Level 2 Judges as well as increased Technical Controllers complete their training increasing our numbers of Difficulty Technical Controllers and Synchronization Technical Controllers.

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.

We continue to encourage more members in the community to take one of our upcoming Judges Courses to join in this volunteer role. Level 1 judging courses will be offered this fall and we look forward to welcoming more interested volunteers to this rewarding role.

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

Respectfully Submitted,

**Erika Lindner**

Chair, Ontario Officials Committee  
Ontario Artistic Swimming



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