



**SAIL·VOILE  
CANADA**

**2021-2022  
ANNUAL  
REPORT**

**(May 1, 2021-April 30, 2022)**

Photo: Sailing Energy



# Table of Contents

|                                 |    |
|---------------------------------|----|
| Message from the Chair and CEO  | 3  |
| Who we are and What we do       | 11 |
| Mission Vision, Values          | 12 |
| Staff, Board,                   | 13 |
| Governance & Operations         | 14 |
| Committees & Groups             | 15 |
| Partners and Sponsors           | 16 |
| Our Achievements                | 18 |
| High Performance                | 18 |
| Programs                        | 25 |
| Inclusivity, Diversity & Equity | 30 |
| Communications                  | 31 |
| Business Development            | 33 |
| Financials                      | 37 |
| Current Initiatives             | 44 |
| Rolex Sailor of the Year        | 48 |



**2021-2022  
Annual Report**



**Rapport annuel  
2021-2022**

## Message from the Chair

To our Members & Supporters

It has been great to finally get back to a “more familiar” year of sailing and other life activities in 2022 and I am heartened to see sailors returning to Sail Canada's member clubs across the country contributing to and enjoying our sport.

Whether you have been heading out more regularly for day sails, getting your crew back together for club racing, learning to foil, competing in regional and international regattas, or even watching Canada's SailGP team competing at the amazing SailGP events, I think we are all excited to be part of this “explosion of sailing” in 2022 as we start to understand and feel what will be possible with sailing in the post-COVID world ahead of us!

Thank you to staff & volunteers with Sail Canada and our partner organizations, to our member clubs and to individual Canadian sailors, for understanding the importance of bringing sailing back into our lives and “reawakening” participation in Canadian sailing over the past year.

As most of you will already be aware, the Sail Canada AGM and Leader Summit will be in Halifax on October 20-21 this year and it will be held as a “hybrid” in-person and virtual event to allow the widest possible participation from our member clubs and the sailors who are their members. I encourage interested sailors to make the time and attend at least the AGM portion of the event starting at 18:00 Atlantic time (17:00 Eastern time) on Friday October 21st either as voting representatives or just to observe.

I would also like to take this opportunity to remind you all of two other upcoming Sail Canada events happening prior to the AGM and Leader Summit:



## Message from the Chair

- Sat. October 15th, the Canadian Sailing Hall of Fame will be holding the 2022 CSHoF Induction Ceremony at the Kingston Yacht Club recognizing a number of Canadian sailors with extensive lifetime accomplishments including Olympic Sailing medalists, renowned offshore sailors and successful Canadian yacht designers.
- Wed. October 19th, this year's "Canada's Celebration of Sailing", event where Canada's Rolex Sailor of the Year will be awarded, is being held in Halifax at the Royal Nova Scotia Yacht Squadron and we look forward to a great turnout to celebrate this year's best Canadian sailors!

In looking back through 2022, I thought I would share that Canada's World Sailing delegation (a team of ~15 sailors from across Canada) has dedicated themselves to another outstanding year working collaboratively with experts from around the world to advance the effectiveness, operations and governance of World Sailing.

Continuing on from last year, successful fundraising continues to be a key financial objective for Sail Canada in support of our recently launched Sail Canada National Sail Training Centres Atlantic, Central and Pacific. Please, if you are interested in knowing more about fundraising to support sailing in Canada at a national level, do not hesitate to contact Don or myself to discuss how we might best work together on this important initiative.

Looking forward and as I am sure Don will mention in his operations report, one of our key initiatives for our future is the meaningful implementation of "Safe Sport"...





## Message from the Chair

...practices throughout sailing in Canada. One doesn't have to look too far afield to see examples of other sports that are experiencing difficulties in providing safe environments for participants, and we all need to be on-board with putting in place the key processes that will ensure sailing in Canada remains a safe, as well as inclusive, diverse and equitable, sport to participate in...

Lastly, and similarly to my previous messages, please remember that "we are all Sail Canada" and, with that in mind, I would like to offer my thanks and congratulations to everyone involved with sailing in Canada for all of your collective efforts, support, and contributions that help to positively grow our sport across the country!

Thank you and best wishes for this coming year of sailing in Canada!



Hugh McGugan  
Sail Canada Chair



## Message from the CEO

Dear members,

I hope you will enjoy reading this Annual Report which outlines the major initiatives Sail Canada undertook on behalf of its members during the 2021-22 fiscal year (May 1, 2021 to April 30, 2022).

The 2021-2022 year was marked by the slow “return to normal” following the COVID-19 pandemic. Although we are not completely back to normal, we made great strides this past year. Thanks to all the staff and volunteers across the country, whose persistence, tireless efforts, and patience allowed the sport of sailing to hold regattas for all levels of sailors, conduct sailing courses and coaches’ and officials’ workshops while respecting and adhering to the challenging public health measures.

One illustration of this “back to normal” was the Canadian Team Competing at the Tokyo 2020 Olympic Games, held in July and August 2021 following a one-year postponement. Sail Canada was represented by nine sailors who proudly represented the country, including Sarah Douglas in Laser Radial (ILCA 6) and Tom Ramshaw in Finn who both qualified for the Medal Races and respectively took the 6th and 10th positions overall. Congratulations to all the athletes, coaches, and support staff, not only for their performances, but also for all the effort, including dealing with the mental strain of having the games postponed by a year.

We learned a lot over the course of the pandemic on how to deal with change on the fly, how to hold meetings by Zoom or other electronic means, and how to learn virtually. All these learnings will not go away as they will continue to be ...





## Message from the CEO

part of our lives as we move forward. Sail Canada will be a better organization as a result.

Sail Canada officials have quickly discovered that online offerings in Club, Regional, and National training casts the net of education much farther than possible with face-to-face courses. Online seminars have reached officials seeking training to run quality racing at clubs that are not in major city centers - cottage clubs, clubs with limited accessibility, or clubs that see little to no activity in the off months. The success of these online courses which were put together by our dedicated officials has proven that the development of online training is a must for Sail Canada. Further developments in online learning will be developed for Coaching and Cruising Courses.

There were several other major initiatives undertaken this year that you can read about in this report. For example, the ongoing creation and development of three National Sail Training Centers: Atlantic (Nova Scotia), Central (Toronto and Kingston), Pacific (Vancouver and Victoria). This initiative will provide World Class Coaching, World Class Training Environments and Performance Science for all identified Sailors coming through the performance system. Sail Canada has a clear vision and strategy to support our performance athletes' efforts to reach the podium. Our athletes need our support as they campaign to represent Sail Canada in various international competitions including but not limited to Olympic Games and World Championships. Through the support of the 94 Forward Foundation (<https://www.94forward.ca/>), our High-Performance Programs have been given a boost this past year as the organization will invest over \$800,000 over a two-year period to help Sail Canada improve its high-performance programming at the National Sail Training Centers. ...



## Message from the CEO

94 Forward is also assisting Sail Canada in our fundraising efforts by providing support to hire fundraising professionals. Our goal is to raise \$500,000 per National Sail Training Centres (1.5 million) per year to support coaches, coach development, training camps and athletes identified with potential for 2028 and 2032. 94 Forward has invested the first 10% of that goal and our efforts are to raise the additional 90%. I am hoping as a community you will help us with this fundraising effort.

The performances of the Sail Canada Team in the past year, including at the Tokyo 2020 Olympic Games, were the results of all the new and ongoing efforts Sail Canada is undertaking in high performance programming with training camps, talent identification, coach development and the alignment of performance pathways at all levels which help to increase the preparation of the athletes to reach our goal of top 10 finishes at major events.

Another major initiative undertaken this past year is the revision of the Long term development in sailing framework. This tool, once revised, will be a guide for instructors, coaches and officials and provide guidance for parents and sailors who want to know how to sail competitively or who just want to take up sailing for fun. The pathway to Learn to Sail, Learn to Race or Learn to Cruise will be outlined clearly under the branding of CANSail, CANSail Racing, CANSail Cruising.

In 2021-22, Sail Canada held the first Celebration of Sailing which took place September 2021 at Royal Canadian Yacht Club. This event not only celebrates sailing but awards the Rolex Sailor of the Year Award that is sponsored by Rolex Canada and Sarah Douglas won this prestigious award in 2021. The second event will be held October 19th, 2022 at Royal Nova Scotia Yacht Squadron, with plans to go West for the third annual iteration in 2023.





## Message from the CEO

To create an ever welcoming and safe environment for everyone in sailing, Sail Canada put together an Inclusion, Diversity and Equity Committee that has developed an all-encompassing Action Plan for Sailing. Your engagement and feedback in this Action Plan will be appreciated. Sail Canada is also working with the Provincial Sail Associations to harmonize Safe Sport Policies to prevent and deal effectively with any maltreatment in the sport of Sailing.

The Sail Canada Inclusion Diversity and Equity (IDE) committee, now in its second year of inception, has formed, under the guidance of Inclusion Inc., an IDE Action Plan that informs all levels and areas of Sail Canada in making improvements related to our strategic goal of “Building a Culture of Excellence”. The action plan is framed around 4 pillars; Accountability, Education, Supportive Networks, and Programming. Each pillar focuses on different aspects of Sail Canada and strives to achieve a different outcome and set of goals. Certain action items are cultural changes - for example developing programming at the grassroots level that provides equal opportunities for all participants and require input and agreement from all levels of governance: National, Provincial, Club and Community Organizations. The volunteers of the IDE committee have devoted hours to developing this plan. We, at Sail Canada, are proud of their commitment and plan to put this work into play to create meaningful change for all those involved in our sport.

Major initiatives like these need resources and Sail Canada is pleased, thanks and welcomes aboard new partners 94 Forward, Devoti Sailing, YETI, and Allen Brothers Hardware. I would also like to extend a big thank you to all our existing funding Partners, as well as to the Government of Canada (Sport Canada), 94 Forward, the Canadian Olympic Committee, Canadian Olympic Foundation...





## Message from the CEO

...Coaching Association of Canada, and our sponsors Rolex, Helly Hansen, Gallagher and BMO.

Sail Canada also launched interactive programs for our fans to join our collected efforts to succeed as the Aeroplan Points Donation Program, WestJet Biz, Sail Canada BMO Mastercard and the You Buy or Sell, They Sail realty program, as well as the "Reach for Excellence", the overarching mantra for our High Performance and performance development initiatives, the road to Paris 2024 and Los Angeles 2028 Olympic Games, activities with our National Sail Training Centres, and the pursuit of supporters, donors and partners joining us in that pursuit.

To our clubs, their committees, and management, we are very grateful for your commitment to sailing in Canada and for ensuring a warm welcome for all new members and sailors. Thank you for your ongoing commitment to sailing in Canada.

I also wish to express my gratitude to the national office staff who have persevered and worked tirelessly throughout the year and continue to astonish me with their dedication and work ethic.

To the Sail Canada Board and Sail Canada volunteers thank you for your dedication and commitment to the sport.

I hope you enjoy the Annual Report.



Don Adams  
Chief Executive Officer





## Who We Are & What We Do

Established in 1931, Sail Canada is the national governing body for the sport of sailing. We are committed to excellence in performance, developing our leaders and training our sailors. The pursuit of Olympic success fuels our focus not only on our Team athletes but also on Canada's next generation of performance



sailors, and all the partners, clubs and coaches who support them.

A culture of excellence is strewn throughout all that we do. Sail Canada believes that everyone should experience what sailing has to offer and everyone can sail. With the valued support from our partners, the Provincial Sailing Associations and our member clubs and schools, sailing is promoted in all its forms. From dinghies to keelboats, cruising to navigation, windsurfing to power boating and parasailing, we set standards and deliver programs for Canadians of all ages and abilities. Facilitating programs from home pond to Podium – we set sail to win and sail for life.





# 2021-2022 Annual Report



# Rapport annuel 2021-2022

## Our Vision

Canada is a leading international sailing nation, proud of its world class athletes, lifelong participants and inclusive culture



© Sander van der Borch / Lloyd Images / Oman Sail

## Our Mission

LEAD, ENABLE, DRIVE

Working with our partner organizations, we LEAD as a national sport organization, ENABLE enhanced participation and DRIVE sport development and performance for all

## Our Values

- Collaboration and Innovation
- Transparency, Accountability, Integrity
- Diversity, Equity, and Inclusion
- Culture of Excellence
- Safety for All
- Environmental Sustainability





## Our Team

### Board of Directors

Chair

Directors at Large

Athlete Directors

### Staff

Don Adams

Mike Milner

Ken Dool

Gen Manning

Sarah Case

Kim Garrett

Kyle Martin

Erik van der Pol

Patrick Godbout

Clive Brown

Lisa Ross

Jamie Gordon

Owen Bird

Samara Crothers

Katie Sweeting

Hugh McGugan

Kate MacLennan (Secretary), Kelly Lyon,  
John O'Dwyer (Treasurer), Zac Baum,  
Barbara Pike, Valerie Lavigne

Rob Hemming, Mariah Millen

CEO

High Performance Director

National Performance Coach

Director Of Operations

Business Development Manager

High Performance & Programs Manager

National Training Centre Coach - West

National Training Centre Coach - West /

Analyst & Manager of Development

Communications Manager

Accounting Administrator

Development Team Coach

Training Projects Manager

Information Technology Coordinator

Programs Manager - *Maternity Leave*

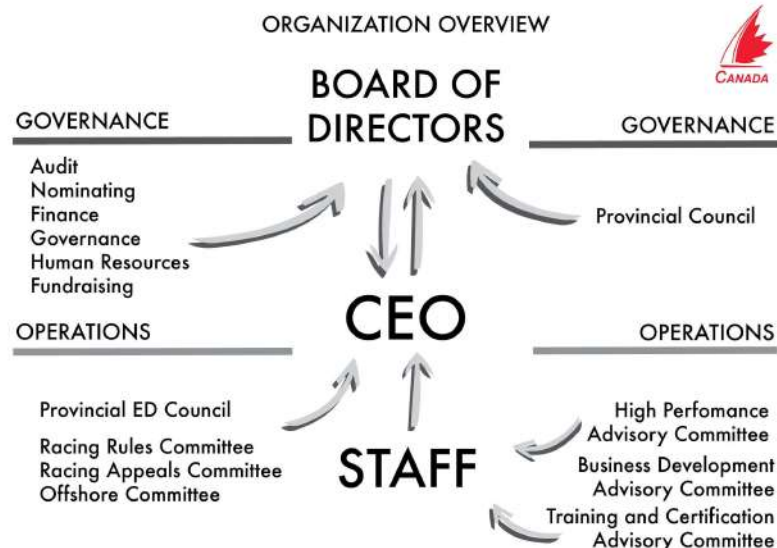
HP Manager/Programs - *Maternity Leave*





# Governance & Operations

The organization is governed by a nine-member Board of Directors. The Chair and six Directors-at-Large are elected by the membership, consisting of Provincial Sailing Associations (PSA), class associations and sailing clubs across Canada. Two Athlete Directors are elected by carded athletes. Sail Canada by-laws mandate diversity, requiring board members and athlete directors of different genders.



Sail Canada has a clear organizational structure with specific roles and responsibilities of staff and volunteers creating a clear distinction between governance by the Board of Directors and operations delivered by the CEO and staff, supported by advisory committees. The Board of Directors governs the organization and provides strategic direction, financial oversight and the policy framework and then delegates the responsibility for operation to the CEO who works with the staff and content experts to accomplish the Strategic Objectives of the organization.



## Sail Canada Groups & Committees

The Sail Canada Board of Directors may constitute Program and Ad Hoc Committees as it deems necessary in carrying out the affairs of the Association and define their terms of reference in a Policy on Organizational Structure.

The Provincial Council is a standing advisory committee of the Board of Directors. The Provincial Council will consist of presidents of each provincial/territorial sailing association or their nominees, and will be responsible for alerting and advising the Board on national issues or concerns that could affect the long-term success of Sail Canada/Voile Canada as the national authority for sport of sailing in all its forms in Canada, including yachting.

Sail Canada is always looking for members to serve on our committees. To volunteer or enquire about opportunities email [sailcanada@sailing.ca](mailto:sailcanada@sailing.ca)

Visit [sailing.ca](http://sailing.ca) for committee and group members as well as information about the provincial council and current board committees.





# Our National & International Partners

As a not-for-profit National Sport Organization, Sail Canada appreciates the support and collaboration of public funding partners and other organizations sharing our visions for excellence, safety, activity and sustainability.



Sail Canada represents 10 provincial sailing associations, 255 yacht clubs, 97 sailing schools, 38 class associations, 34 camps and an estimated 8 million Canadian boaters. The Association represents over 1,200 sailing instructors and coaches from coast-to-coast who interact with more than 35,000 students annually.



**2021-2022  
Annual Report**



**Rapport annuel  
2021-2022**

# Our Valued Sponsors & Partners

Our sponsors help to bring excellence to the next generation of sailors. Direct support for Sail Canada's High-Performance Program creates role models and medal winners that make Canada proud.





# Our Achievements

## HIGH PERFORMANCE



# 2

Top Ten Finishes at the  
Tokyo 2020 Olympic  
Games



> Sarah Douglas  
6th place

Tom Ramshaw <  
10th place



18





# Our Achievements

## HIGH PERFORMANCE



Tokyo Olympics: results compared to the Rio Olympics

|                                 | Tokyo 2020 | Rio 2016 |
|---------------------------------|------------|----------|
| Finn<br>(Tom Ramshaw )          | 10         | 21       |
| ILCA 6<br>(Sarah Douglas)       | 6          | 16       |
| 470 Men<br>(O.Bone/J.Saunders)  | 17         | 22       |
| 49er<br>(W.Jones/ E.Depaul)     | 19         | NA       |
| 49erFX<br>(A.tenHove/ M.Millen) | 17         | 16       |
| RS:X Women<br>(Nikola Girke)    | 19         | NA       |



19





## Our Achievements

Canadian Sailing Team  
athletes, around the World,  
Raced and Trained in  
2021-2022

### HIGH PERFORMANCE



320  
8  
16

training days in over...

countries, competing in...

regattas

6 classes (49er, 49er FX, ILCA 6, ILCA 7,  
Kiteboarding Men, Kiteboarding Women)



20



# Our Achievements

## HIGH PERFORMANCE



IAP 2022  
Identified Athlete Program  
Programme des athlètes identifiés



# 342

Youth sailors

# 36

Identified athletes

# 28

Development squad athletes

# 28

Canadian Sailing Team members

In 2020-2021, Sail Canada held:

# 8

Regional Talent ID Camps

# 4

pre-World Championships training camps for identified athletes

# 1

National Youth Seminar

# 4

identified athletes supported for World Championships



21





## Our Achievements

The High Performance team had an active year focused on the following planned initiatives:

### HIGH PERFORMANCE



**A)** Implement the team minimum mandatory camp program. This new initiative brings the entire team and selected identified athletes together for team camps before major World Cup events. This year included Miami and the Princess Sofia Regatta (Spain and Germany).

**C)** Sail Canada hosted eight talent ID camps and 50 athletes were selected to the Canadian Sailing Youth Championships squad trials camp. Unfortunately due to COVID-19, the camp was canceled in 2022 but has been rescheduled for 2023.

**B)** Use of Performance Science : we are now tracking, monitoring compliance to the sport science program to assess athletes' gaps,

**D)** Athletes from six classes attended 18 training camps and 12 World Championships.



## Our Achievements

### HIGH PERFORMANCE



**E)** National Sail Training Centres: with partners and board support the Sail Canada National Sail Training Centres continue to develop. Two new coaches were hired, the National Training Center Sport Science program had a complete restructure

to allow for coaches and athletes to prioritize services and maintain consistent and ongoing services from the sport science team including mental performance, strength and conditioning, nutrition, data analytics, and physio.





# 2021-2022 Canadian Sailing Team

## Canadian Sailing Team and Nominated Olympic Team

Oliver Bone – 470M

Evan DePaul - 49er

Sarah Douglas - Laser Radial

Nikola Girke - RS:X W

William Jones - 49er

Mariah Millen - 49erFX

Tom Ramshaw - Finn

Jacob Saunders – 470M

Ali ten Hove - 49erFX

## Canadian Sailing Team - Para Sailing

Jackie Gay - 2.4mR

Scott Lutes - RS Venture Connect

John McRoberts - RS Venture Connect

Bruce Millar - 2.4mR

## Canadian Sailing Development Squad

Ryan Anderson – Laser

Will Bonin – 49er

Samuel Bonin – 49er

Liam Bruce – Laser

Delani Hulme-Lawrence – 2.4mR

Maura Dewey – Laser Radial

Peter Eager – 2.4mR

Clara Gravely – Laser Radial

Fillah Karim - Laser

Antonia Lewin-LaFrance – 49erFX

Georgia Lewin-LaFrance – 49erFX

Matti Muru - Laser

Luke Ruitenbergh - Laser

Coralie Vittecoq – Laser Radial

Andrew Wood – 49er

Ryan Wood – 49er



# Our Achievements

## PROGRAMS



Sail Canada programs reach a broad spectrum of participants, from kids learning to sail to lifelong sailors and officials:

- Registered Coaches & Instructors
- Race Officials, Judges & Umpires
- Participants in Sail Canada Training
- CANSail Participants
- Cruising, Keelboat, Power & Navigation Participants





## Our Achievements

### CANSail

The CANSail Subcommittee met in person in March 2022 to finalize the CANSail Review. Hundreds of Volunteer hours have gone into the review and rewriting of the CANSail program, after feedback from stakeholders indicated that updates were needed.

The review exposed several holes in the program that needed to be improved, and so the scope of this project has crept into a full top to bottom rewrite. Student Curriculum, Instructor Training and resources for both students and instructors have been assessed and improved. Crowd sourcing of instructor lesson plans is an example of innovative work by the CANSail subcommittee.

The subcommittee is now focusing on the final CANSail Instructor Packs and resources, making adjustments to align with the new student levels. Instructor Packs will have a more functional rubric/ checklist feature with sample lesson plans to ensure consistent quality programming nationally.

Once the work of the subcommittee is complete, a final review will be contracted to ensure consistency and a complete product is delivered.

### PROGRAMS



## Our Achievements

### PROGRAMS



### **Cruising, Keel, Power & Navigation**

A framework for Cruising Power and Navigation Instructors was finalized providing the provinces the flexibility to define a process providing coaching and skill development opportunities adapted to local delivery capabilities. All Instructors will need to participate in sessions providing coaching on instructional techniques and skills, and updating industry and Sail

Canada specific program knowledge. Effort supporting implementation of the framework continues and distance learning and evaluation tools have been provided to support this process.

Development and update of evaluation and training support materials continues to be a focus along with translation of these materials to provide a consistent product available in both French and English. Sessions were offered nationally to generate interest in becoming a Cruising Instructor and to communicate to stakeholders.

Work supporting e-learning as an adjunct to practical skill development for student and instructor level training continues. A review of the entry level instructor training was completed focusing on the balance between in person and distance learning.





# Our Achievements

## Officials

### Judges

The Judges Sub-Committee had a productive year, continuing to offer certification courses and continuing education seminars online. Over the past year, Judges have hosted courses ranging from Club Judge Seminars to Seminars around Understanding the Rules in Action. In total, over 10 courses were offered at the national level to Judges online. As the instructors have become more comfortable with online presentations, the course offerings have been improved and expanded. There has been an encouraging level of interest and registrations have been high thanks to the online access. more judges have become certified in regions where that was not previously possible.

### Race Management

The Race Management Sub-Committee offered a variety of certification courses (ARO, CRO and Mark Layer) across the country, both face to face and online. The online courses improve access for officials in regions that have had limited access to courses. We have initiated a review of certification levels and the courses to support them. In particular we are developing new courses for Regional and National Race Officer levels.

## PROGRAMS



# Our Achievements

## PROGRAMS



### Championships

2021 was the comeback summer! The return of most Sail Canada Championships was possible after all events were cancelled in 2020 due to COVID-19. Event hosts were required to monitor and implement public health guidelines by their region. This was challenging as the requirements were rapidly changing. Thank you to all of the athletes, coaches and volunteers for embracing these challenges that allowed for a safe and successful return to racing!

The team at St Margaret's Bay Sailing Club hosted over 190 participants at the Sail Canada Sail East Championship as part of the Bay Wind Regatta.

The Sail Canada Youth and Senior National Championships took place in Kingston during CORK International and CORK Olympic Classes Regatta respectively. These championships were hosted during four separate event periods to meet the capacity restrictions that were in place. Over 500 athletes and coaches participated.

Thank you to all of the volunteers for providing excellent training and racing opportunities for all of the developing athletes from across Canada.

### International Sailing Events Hosted in Canada

Sail Canada supported the 2021 Cork International & OCR in Sport Canada's Hosting program.





## Our Achievements

### Inclusivity, Diversity & Equity

In its 2021-2024 Strategic Plan, Sail Canada identified “Diversity, Equity and Inclusion” as one of the six fundamental values of the organization, and “improving accessibility to all Canadians, and attracting new participants” as one of the seven strategic actions of Sail Canada in the upcoming years.

Linked with the launch of the 2021-2024 Strategic Plan, Sail Canada put together an Inclusion, Diversity and Equity (IDE) Committee, a panel of coaches, athletes and community members across Canada dedicated to improving the accessibility of sailing for all Canadians.

To guide Sail Canada through developing our IDE policies, a partnership with Inclusion INC has been formed. Currently, the national IDE committee is working on reviewing the final items that build our action plan with inclusion INC. Once feedback on the action plan has been collected from stakeholders, the action plan will be presented at our annual general meeting, and put in motion in 2023.

### PROGRAMS



# Our Achievements

## COMMUNICATIONS



Among key initiatives, Sail Canada published a variety of news and profiles in the past year to support the promotion of the sport through traditional media, including: “On Deck” interviews profiling a sailor across the country once a week, a weekly newsletter (register now at [www.sailing.ca/member-news](http://www.sailing.ca/member-news)), a joint newsletter with Canadian Yachting named Sailing in Canada (register now at [www.sailingincanada.ca/archives](http://www.sailingincanada.ca/archives)), more than 70 press releases, presentation of different conferences (including with some women

sailors, on how to get your boat ready for summer and regarding insurance), the launch of Whitecap, the Canadian sailing podcast, in collaboration with David Cripton hosting one guest per month, the launch of a Tik Tok channel (642 followers in seven months) and the hiring of photographers for each of the five Canadian Championships.



Because of our daily updates on our social media, our different platforms continued to grow (as of April 30, 2022):  
Instagram: 10,646 followers (+5,9% from May 2021)  
Facebook: 5,982 (+10,2%)  
Twitter: 4,508 (+4,6%)  
LinkedIn: 570 (+26,9%)  
TikTok: launched in September 2021 - 642 followers





## Our Achievements

Sail Canada also presented the second edition of #GoSailing Week, which was held June 20-26 across the country.. Six clubs organized events, but we promoted an initiative with Ukrainian refugees in collaboration with Broad Reach Canada. Also, we got 139 registrations of sailors who registered their sailing time during that week, reaching the Canadian goal of 648 hours.

During the year, Sail Canada finalized the Communication Strategy aligned with the 2021-2024 Strategic Plan. In collaboration with PSA and members of the Communication/ Promotion Advisory Group, we presented the Communication Strategy part based on the following pillars: Drive and lead, Enable enhanced participation, See more sailing, Sailing in 2020's, and Reinforce the Canadian sailing community network.

Communications also updated the Sail Canada website with the redesign of a Sail Canada website main page as well as creating a new section main page for Officials on our website..

And finally, the promotion of the Canadian team at the Tokyo 2020 Olympic Games was a huge part of the Communication work and more details can be found in last year's annual report.

### COMMUNICATIONS



## Our Achievements

### PARTNERSHIPS



### Business Development

Rolex Canada continues as our Official Timepiece Sponsor. The current agreement runs through 2023. They proudly title Canada's Sailor of the Year award.

Gallagher Skippers' Plan, our Official Insurance Partner, is offering continued support for the 2021 and 2022 (virtual) Leader Summit & AGM, Sail Canada's Athletes/Team of the Year awards, and providing Member benefits on specialized insurance plans and Sail Canada's Group Home & Auto program.

Official Apparel Partner - Helly Hansen - continues as Outfitter to our High Performance Program Groups. Adding to that support in 2021/22, they held prize sponsor role for Sail Canada Championships, sponsored Canada's 2022 e-Sailing Championships, and our Identified Athlete Program (IAP).

In 2021 we were excited to partner with YETI as they provided \$10K value-in-kind our Tokyo 2020 Olympic Team, the CST, CSDS and our Youth World Sailing Teams.

Also adding to our high performance supporters is Allen Brothers - now the Hardware Supporter to the Canadian Sailing Team.

And most recently, we are pleased to partner with Devoti Sailing with a program to support our National Sail Training Centre activities.





# Our Achievements

## Business Development

### New & Continuing

#### **Aeroplan Points Donation - 250,000 Goal**

In early 2022 we established portal in the Aeroplan member donation program allowing a sailing supporters to donate their Aeroplan points to our sport. Donated points can directly support air travel, car rental and accommodation stays for Athletes, Coaches, Master Learning Facilitators & Instructor Evaluators. Now we can all join our sailors' journey to Paris 2024!

#### **BMO Sail Canada Mastercard - up to 5% CashBack**

A win-win! You win with Sail Canada's Mastercard with CashBack or AirMiles & our Team programs gain support from every use of the card! Order your card • Use your card!

#### **WestJet Biz**

Launched just prior to the pandemic and recently re-activated - Sail Canada's WestJet Biz portal for all our groups to start to use to book whenever flight is needed for travel to events, as well as anytime for personal travel! A Win-Win - the more bookings in our portal, the sooner our savings tier is reached, then everyone saves on next bookings. The more it's used the better it gets to save \$\$ on our travel expenses.

## SUPPORT PROGRAMS



# Our Achievements

## PROGRAMS & EVENTS



### **Business Development**

#### **"You Buy or Sell, they Sail!" - support through real estate**

With the support of Athlete Influencer - lead by CST Alumni & Olympian Chris Cook - 2021/2 saw the launch of "You Buy or Sell, they Sail!" - the realty fundraising initiative geared to support our National Sail Training Centres.

### **Canada's Celebration of Sailing**

A pinnacle event of the season for Sailing in Canada where our nation's high-performance sailors of past, present, and future reunite



and welcome guests to celebrate outstanding performances and experiences, and meet and greet with members of today's National Sailing Team and Development Squad. The inaugural event took place September 2nd, 2021 at RCYC in Toronto ON with a grand welcome home and congratulations to our Tokyo 2020 Sailing Team.





# Our Achievements

## Business Development

### New & Continuing

#### New Merchandise

We had great response to the new Sail Canada branded items added to our shop this past year!

And - we are pleased to bring back **WETNOTES** - the Canadian Sailor's favourite waterproof notebook!

#### For kids!

- The Puffy sticker sheet included with the renowned Opti Sailing with Puffy & Friends is now available in Sail Canada's online shop
- Junior Rashguards

#### E-Books

The pandemic brought increased demand for books & program resources in hard copy as well as electronic formats.

- While our eBooks are available in Apple & Google Books, in 2021/2 we set up our own online shop to sell eBooks!
- New! Basic Cruising Skills, 2021 ed. eBook is now available in [sailing.ca/shop](http://sailing.ca/shop)
- Meanwhile, favourites Join the Race Committee (EN & FR), and Basic & Advanced Sailing Skills continue to be available on Apple Store, Google Play

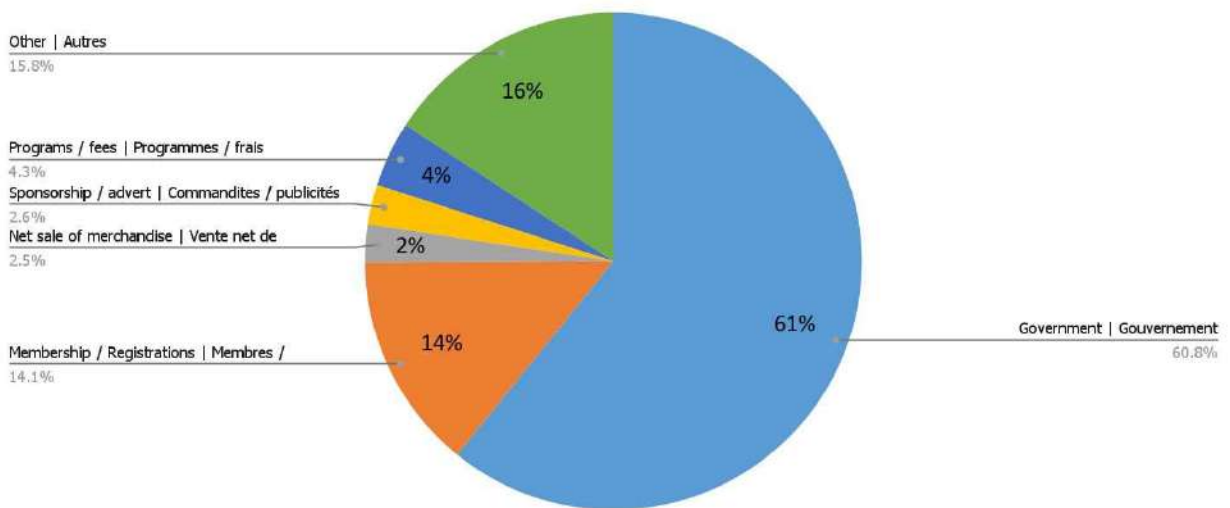
## MERCHANDISE



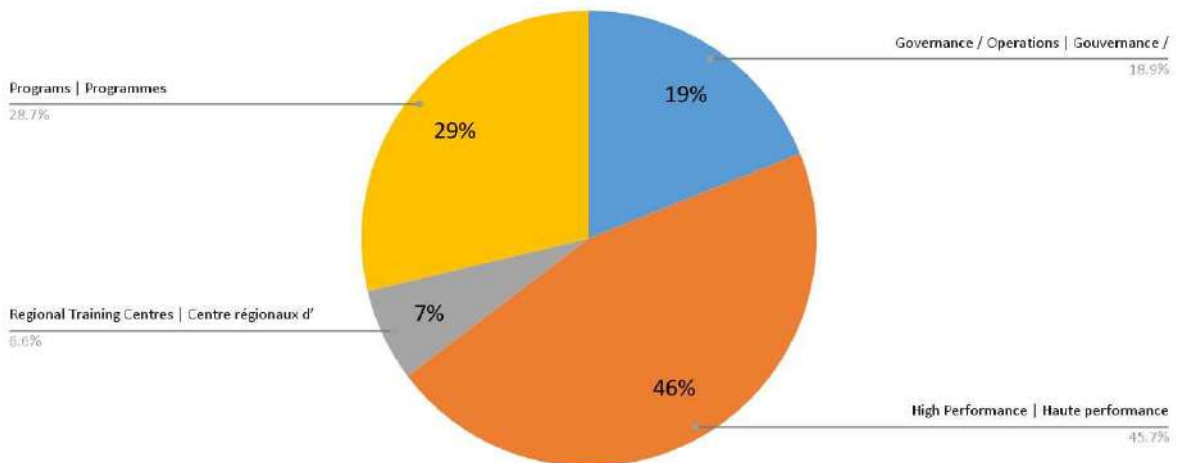
# Financial Overview

## 2021-2022 Revenues & Expenses

Revenues | Revenus



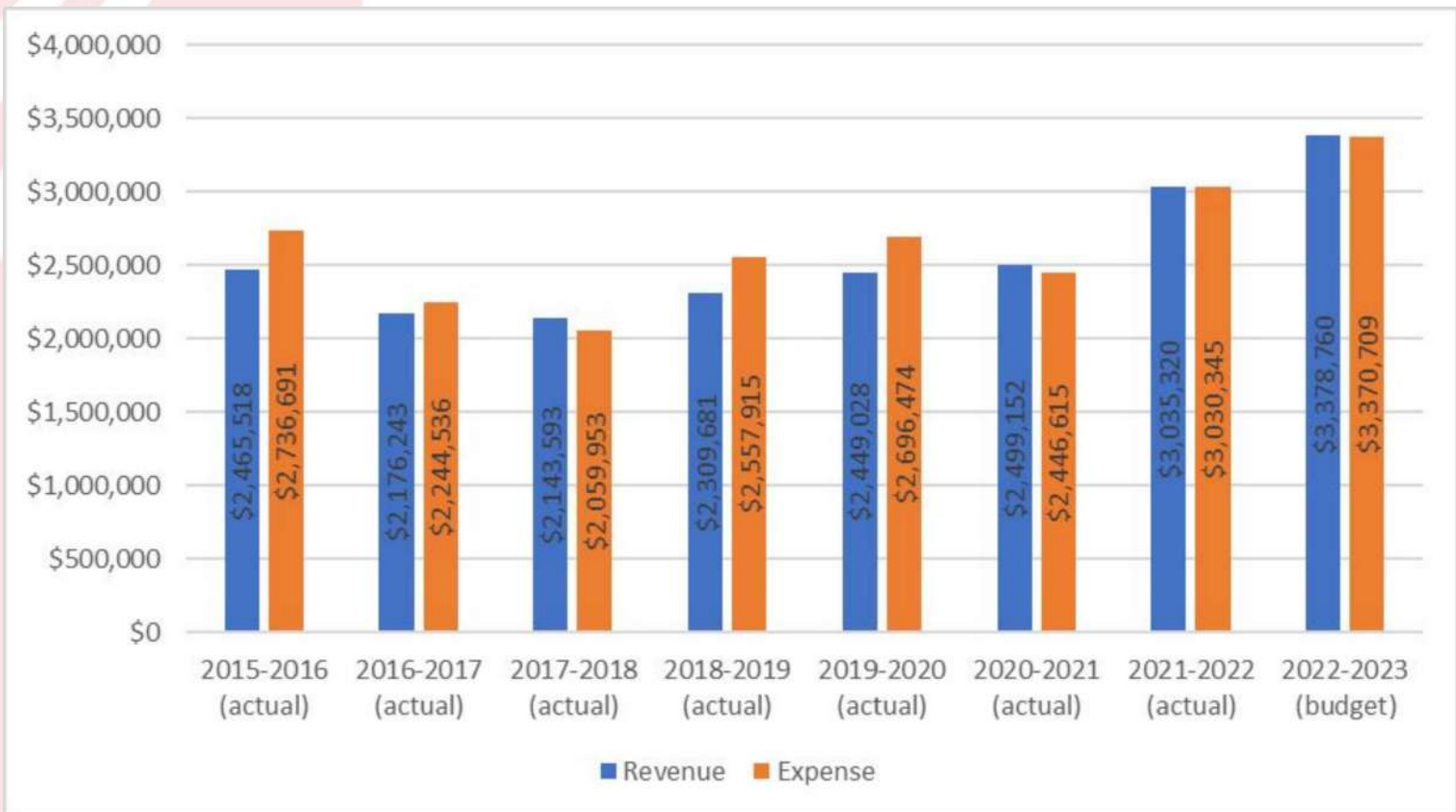
Expenses | Dépenses





# Financial Overview

## Yearly Comparison Revenues & Expenses



# Financial Overview

## Our Financial Year in Review

Following concerted efforts from both Sail Canada and the Audit Committee, this year's Audit Opinion on the financial statements is Unqualified.

The Audited Financial Statements are available at:

<https://www.sailing.ca/uploads/2022/10/Sail-Canada-Voile-Canada-FS-2022-1.pdf>

### FINANCIAL OVERVIEW

Sail Canada ended its 2021 – 2022 fiscal year with an excess of revenue over expenses of \$4,975 (2021 \$52,537).

As of April 30, 2022, the Assets of Sail Canada exceeded its liabilities by \$1,799,863. This is an increase of \$46,894 from 2021. This surplus is held in capital assets, accumulated surpluses, and restricted funds. Cash decreased by \$49,254, however investments increased by \$141,082, There was a increase in Accounts Receivable of \$328,053 due predominated due to the timing of the Government of Canada payments via Sport Canada. Prepaid expenses also increase by \$116,039 due to timing of payments for insurance, World Sailing Youth Worlds event registration and Team camp expenses.

Total accrued liabilities and accounts payable as of April 30, 2022, were \$226,828 down \$5,236 from the previous year.

Contribution received from Sport Canada decreased by \$85,496. This was not due to a decline overall for funding but due to the fact that Sail Canada received an extra one time contribution of \$200,000 for Above Reference Level in the previous fiscal year of 2020-21. Sail Canada received \$150,805 for COVID Relief Funding in 2021-22 compared to \$96,006 in 2020-21.





# Financial Overview

## Our Financial Year in Review

Corresponding expenditures increased by \$216,539 as more training camps and competitions were taking place and the team prepared for the 2020 Olympic Games which took place in 2021 and applicable expenses.

-

Instructors' registration and course revenue was \$178,799 up from \$129,981 the previous year during COVID but still lower than 2019-2020 of \$194,968 pre-COVID. CANSail program participation revenue was \$125,126 up from \$69,000 the previous year during COVID but still down from Pre-COVID in 2019-20 of \$199,421.

Revenues from Membership was \$234,187, up slightly from \$214,144 the previous year but still not back to the normal range pre-COVID of \$251,410 in 2019-20. COVID Relief funding from the Government of Canada of \$72,406 in 2021-22 (\$100,848 2020-21) for programs and general helped to offset the reduced revenues over the past 2 years.

Donations was higher by \$36,411 from the previous year due to an increase in In-kind donations of clothing and equipment. This is offset by expenses in promotion and resources.

Revenues for the year ended April 30, 2022, were \$3,035,320 an increase of \$536,168 from the previous year revenue of \$2,449,152. This increase is partly due to funding from Sport Canada \$250,000 to host the world Championship in Nova Scotia. Total funding for the World Championships was spread over 2 years.

In the fiscal year 2021- 2022, Sail Canada signed an agreement with 94 Forward to support high performance programming and support our fundraising efforts. The value of the agreement is \$830,000 over two years with \$65,000 recorded as income in 2021-22.



# Financial Overview

## Our Financial Year in Review

Sport Canada Core funding was stable at \$696,500, in addition, Sail Canada again received \$144,365 of above reference funding from Sport Canada to carry out special projects such as Safe Sport Training, Concussions Awareness, Safe Sport Policy development, and Female Leadership.

Own the Podium (OTP) funding increased by \$107,760 to support the podium potential athletes leading to the postponed 2020 Olympic Games held in 2021.

Athlete fees revenue increased by \$53,827 due to an increase in training camps activities. Only one Regional Champion was held in 2021-22 due to the continuance of COVID concerns, plus the youth championship and National Championship so revenue was \$21,758 up from last year of \$7,536 but lower from 2019-22 pre-COVID of \$67,699.

Merchandise sales were up by \$13,988 from the previous year. Sponsorship, advertising and fundraising was up by \$31,137.

Expenses for the year ending April 30, 2022, were \$3,030,345 an increase of \$583,730 from the previous period. Increased expenses occurred in High-Performance area related to increased HP activity and travel. Programming also had increased expenditures of \$243,894 due primarily to support of the World Championships.

Contract coaching increased by \$127,869 while athlete support decreased by \$66,043. This was due to the fact Sail Canada was paying for contract coaches directly instead of reimbursing the athletes for this expense. In addition Sail Canada also invested in contract coaches for ILCA 7 and Kites.





# Financial Overview

## Our Financial Year in Review

National Sail Training Centres (Training Hubs) expenses were \$200,256. This was part of the board approved expense from the Sail Canada Fund which in the end was not needed as it was covered by other revenue sources.

Coaching equipment, repairs and maintenance for high performance programming was \$217,422 which was an increase of \$47,868 from the previous year due to increase High Performance activity related to charters, shipping boats to Europe and within North America for training camps.

Travel for travel and meetings increased by \$87,515, of which \$40,000 was for a High Performance Retreat that was covered by a grant from 94 Forward. Additional travel for coaches and the High Performance Director leading up to and during the Olympics.

Under **Programming**, Event costs related to National Championships increased by \$14,222 because three National Championships took place, where no National Championships took place in 2020-21. This is offset with revenue from National Championships. Other event cost for flow through funding was higher by \$234,750 from previous year due to World Championships in Nova Scotia which was supported by Sail Canada through a grant from Sport Canada Hosting. In addition there was a Learning Facilitator Course and a Comp Dev Coaching course that lead to increase expenses offset by \$10,700 in course registration fees and a grant from the Coaching Association of Canada (CAC) that allowed these coaching programs to break even. Volunteer and delegate travel was lower by \$35,098 due to decrease Volunteer and delegate travel during COVID restrictions.

Under **General** expenses there was a increase in insurance cost of \$14,850. Office and administration was higher by \$11,262 due to upgrading the accounting software and the purchase of some new computers. Promotion and Resources increased by \$83,170. This consists of equipment allocation to clubs and is offset by revenues in donations.



# Financial Overview

## Our Financial Year in Review

Consulting and professional fees were lower by \$14,927 due to the website payment being fully amortized in previous fiscal year.

Other expenses were in line with previous years, -

### STATEMENT OF CHANGES IN FUND BALANCE

The General Fund decreased \$95,025 from the previous year due to the interfund transfer of \$100,000 to the Sail Canada Fund.

The Sail Canada Fund recorded \$155,989 of investment income this fiscal year compared to \$88,146 the previous fiscal year. Unrealized loss this year as of April 30, 2022 was recorded as minus \$96,746, this decrease plus management fees of \$12,789 allowed the Sail Canada fund to have a net gain of \$46,454. This compared to net gain of \$155,781 the previous year.

In the fiscal year of 2021-22, Sail Canada returned \$100,000 to the Sail Canada fund that was transferred to the General Fund in 2020-21.

As per the audited Financial Statements at April 30, 2022, the Sail Canada Fund had a balance of \$1,074,528. That combined with the Reserve Fund of \$250,000 gives a balance of \$1,324,528 as of April 30, 2022, compared to \$1,178,074 the previous year. As of June 30, 2022, the Sail Canada Fund & Reserve Fund had a combined balance of \$1,297,927. This increase of \$146,454 consists of the \$100,000 interfund transfer mentioned above and the net investment income of \$46,454.

The other Endowment funds increased in value a small amount of \$7,720. The Financial Assistance Program paid out \$107,373 (\$11,688 in 2020-21) of expenses this fiscal year, supported by donation revenue this year of \$112,069 (\$59,213 in 2020-21) and a small interest income of \$496 for a net income of \$112,565 and a net balance of \$134,731 compared to a net balance of \$131,838 the previous year.





# Current Activities 2022-2023

## HIGH PERFORMANCE

### Recent Results

- 2022 World Sailing Hempel World Cup Princess Sofia Trophy, Spain

Gold Medal: Sarah Douglas (ILCA 6)

- 2021 49er FX Sailing World Championships, Oman

6th: Antonia and Georgia Lewin-LaFrance (49er FX)

### Upcoming World Championships

- 2023 Sailing World Championships for the Olympic classes will be held from August 10-20, 2023 in The Hague, Netherlands

### Metrics and data based Gold medal profile for athletes

### Enhanced Canadian Sailing Youth Squad training program for 2022-23

### Continued enhancement of regional training centers



# Current Activities 2022-2023

## PROGRAMS

### Safe Sport

- Safe Sport Training and Background Checks will be requirements introduced for Sail Canada Regional & National Officials and Sail Canada Championship events in 2021.

### Parasailing

- Para Sailing Committee continues to look at a variety of topics, an area of focus is the Coaching Athletes with a Disability Module review and revitalization.

### Sustainability Campaign

- We're looking to build environmental sustainability stewardship & social activation through our programs, events and community.

### Online Education

- Focus on Online education and resources as supporting material for CANSail, Cruising Keel, Nav and Power programs.

### Long Term Development in Sailing Framework

- With the support for Sport for Life, we've begun a significant update of the previous long term sailor development model from 2011. The goal is to move from the current "youth dinghy technical pathway" to an encompassing framework where all aspects of the sport can see themselves and that shares evidence based best practices from within the sport and sailing community

### Development Coach Program

- The revised Competition Development Coach Course material is being piloted with online modules to allow for more thorough in person coach development during the clinic. The mentorship portion is being reviewed.





# Current Activities 2022-2023

## PROGRAMS

### **CANSail Program**

- Improvements to the CANSail program which will provide more resources for sailors and instructors.

### **Cruising, Keel, Power and Navigation**

- A Sail Canada PCOC Training Manual has been submitted to Transport Canada for Review, a requirement for our continuing as a course provider. A business case for Sail Canada to offer VHF operator training has been completed in preparation for a conversation with ISEDC.

### **Inclusivity, Diversity and Equity**

- Creation of a Inclusivity, Diversity and Equity Committee
- Developing Programs to promote sailing to under represented groups

### **Sail Canada Awards**

- How we showcase & celebrate Sail Canada Awards is being refurbished. For a complete list of awards and previous winners, please visit our national awards page at [sailing.ca](http://sailing.ca). 2020 and 2021 award recipients started to be announced and will be continued.

### **Canada Summer Games**

- 2022 Canada Summer Games took place in the Niagara Region. The games provided an opportunity for Sailors, Coaches and Officials across Canada to take part in a large scale multisport event!



46



# Current Activities 2022-2023

## COMPETITIONS

### International Hosting (supported events):

- 2022 Cork International & OCR
- 2022 49er, 49erFX & Nacra 17 World Championships

### Canadian eSailing Championships

- Annual championships culminating with live final event and cash sponsors - qualifiers go to World Finals (invited to the UK in non Covid years)

## COMMUNICATIONS

- Coverage of the Canada Games
- Coverage of the 49er, 49erFX and Nacra 17 World Championships
- Announcement of 2020 and 2021 Annual Awards
- Content at the National Team Training Camp as well as media training for the athletes
- Continuous content through On Deck and Whitecap

## FUNDRAISING

- Ongoing efforts to raise sufficient funds to support National Sail Training Centres

## BUSINESS DEVELOPMENT

- New Partnerships: Devoti Sailing joins us as supporter to Sail Canada's High Performance Programs, starting in Fall of 2022
- Canada's 2nd annual Celebration of Sailing: The success of the event moved to Atlantic Canada - taking place October 19, 2022 at RNSYS in Halifax, NS. 2023 event plans are for a Western region delivery, date(s) TBD..





# ROLEX Sailors of the Year



In October 2022, Sail Canada's Rolex Sailor of the Year was awarded to Antonia Lewin-LaFrance and Georgia Lewin-LaFrance at Canada's Celebration of Sailing at Royal Nova Scotia Yacht Squadron.

