

# ANNUAL REPORT



**GYM** nastics  
nastique  
CANADA



**2017  
2018**



# Message from the Chair and President/CEO

## Richard Crépin and Peter Nicol

2017-18 was yet another busy year for Gymnastics Canada (GCG) with some outstanding high points as well as some challenges for the organization and the sport.

A high note was definitely the hosting of the 2017 FIG Artistic Gymnastics World Championships in Montreal in October. A huge success on many levels, the event brought a display and level of gymnastics to Montreal and Canada that has never been seen before. As this was the first time that Canada had hosted the Artistic World Championships since 1985, this outstanding event was definitely one to remember on so many different levels. From a hosting perspective, this major event - often referred to as a “rock show” - set a new standard for the presentation of artistic gymnastics at the world level. With a focus on the athletes, these World Championships were also an amazing display of gymnastics for the spectators and resulted in sold out crowds for the three days of finals at the Olympic Stadium. From our team’s performance perspective, this was a record breaking event for Canadian Gymnastics, with Ellie Black picking up Canada’s first-ever all-around World Championships medal (silver), Brooklyn Moors being awarded the Longines Award for Elegance, and our athletes qualifying for a record high total of eight finals for Team Canada. Finally, the event was a huge success from an organizational and financial perspective, leaving an important financial legacy to both GCG and Gymnastique Quebec (QGF), as well as an equipment legacy of \$250,000 to the seven gymnastics clubs on the island of Montreal that provided the volunteers to support the Championships. A huge thank you to QGF for their partnership and support in hosting this amazing event.

As far as challenges this year, gymnastics was very much on the front page of the news with the various cases involving athlete maltreatment in Canada and the USA. Work in the area of creating a Safe Sport Framework had already begun before these allegations made it into the media, but the importance of this area was very much brought to the forefront with renewed energy and increased resources being committed to the cause. A Safe Sport Committee was implemented at the board level in early February, as was the creation of an Athlete Commission. The first GCG Safe Sport Round Table was also held in February which brought together representatives from our provincial members, as well as experts in the area of Sport Sport. Further, GCG continued to review and update our policies in this area and hired a Director of Safe Sport to head up this area from the national office. We will continue to make improvements in this area to ensure a safe environment for the participants in our sport.

The past year also saw continued changes to the national office staff with new faces bringing new perspectives and energy to our continued push to implement our 2017-2020 Strategic Plan:

### VISION:

Be THE foundation sport in Canada. Consistently achieve international success.

### MISSION:

Build the foundation.  
Create champions.  
Inspire the nation.

### VALUES:

Collaboration. Dedication.  
Excellence. Innovation.  
Integrity.

We would once again like to thank the board, staff, and our members for your continued support and assistance over this past year. We continue to grow as an organization and sport, and we could not do this without you and our team approach.

As this is the last AGM and report for both of us, we would like to conclude by saying it was an honour to serve and represent the Canadian Gymnastics Community in our roles of Chair and President/CEO.



Richard Crépin



Peter Nicol

# INTERNATIONAL EXCELLENCE

ACHIEVE PODIUM RESULTS IN ALL OLYMPIC DISCIPLINES  
AT TOKYO 2020 AND BEYOND



## NATIONAL TEAM STRATEGY

### WORLD CLASS LEADERSHIP

- Hired a Director of High Performance (July 2017) to lead the HP and NT strategies for all four Olympic disciplines.
- Hired Program Managers for MAG, WAG, and Trampoline; strong technical knowledge and experience within the GCG national office and working collectively. Hiring of National Team Directors for WAG and Trampoline in progress (June 2018).
- Revising HP structure and program priorities to ensure alignment with 2020 Olympic qualification requirements for each Olympic discipline – completion by fall 2018.

### WORLD CLASS SYSTEMS

- Introduction of individual athlete performance agreements within the GCG/Sport Canada Athlete Assistance Program (AAP) – all disciplines completed by fall of 2018.
- Review of sport science support for each Olympic discipline – completion summer 2018.
- Increased support from Own the Podium (OTP) for WAG and Trampoline; MAG “next gen” proposal submitted to OTP for future consideration.
- Completion of “Gold Medal Profile” and “Athlete Development Pathway” by September 2018.

### WORLD CLASS RESULTS

#### 2017 WORLD GAMES



**Silver, TG (DMT)**  
Tamara O'Brien

#### 2017 WORLD CHAMPIONSHIPS



**Silver, WAG**  
Ellie Black



**Bronze, TG (TRA)**  
Sophiane Méthot

#### 2017 WORLD CUPS / WORLD CHALLENGE CUPS



**WAG**  
1 Gold | 5 Silver | 2 Bronze

**TG**  
2 Silver | 1 Bronze

#### 2017 FISU GAMES



**WAG**  
2 Gold | 1 Silver | 1 Bronze

#### 2018 COMMONWEALTH GAMES



**WAG**  
3 Gold | 2 Silver | 1 Bronze

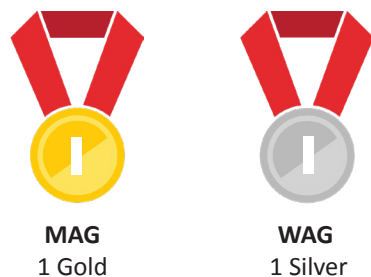
**MAG**  
3 Silver | 2 Bronze

**RG**  
1 Gold | 1 Silver

## 2017 PAN AMERICAN CHAMPIONSHIPS



## 2017 JUNIOR INTERNATIONAL RESULTS



## 2017 WORLD AGE GROUP COMPETITIONS



## 2017 CANADIAN CHAMPIONS

### MAG (INDIVIDUAL ALL-AROUND):

**Senior:** Zachary Clay (BC)  
**Junior 16-17:** William Émard (QC)  
**Junior 14-15:** Evgeny Siminiuc (ON)

### WAG (INDIVIDUAL ALL-AROUND):

**Senior:** Ellie Black (NS)  
**Junior:** Ana Padurariu (ON)  
**Novice:** Rachael Riley (ON)

### RHYTHMIC (INDIVIDUAL ALL-AROUND):

**Senior:** Carmen Whelan (ON)  
**Junior:** Michelle Vivier (ON)  
**Novice:** Christina Savchenko (ON)

### TRAMPOLINE:

**TRA Men's Senior** – Jacob Cranham (ON)  
**TRA Men's Junior** – Gavin Dodd (BC)  
**DMT Men's Senior** – Mark Armstrong (BC)  
**DMT Men's Junior** – Zach Blakely (AB)

**TUM Men's Senior** – Jonathon Schwaiger (ON)  
**TUM Men's Junior** – Damian Redillas (ON)  
**TRA Women's Senior** – Rosie MacLennan (ON)  
**TRA Women's Junior** – Kalena Soehn (AB)  
**DMT Women's Senior** – Tamara O'Brien (BC)  
**DMT Women's Junior** – Jordyn Yendley (BC)  
**TUM Women's Senior** – Jordan Sugrim (ON)  
**TUM Women's Junior** – Megan Heck (ON)

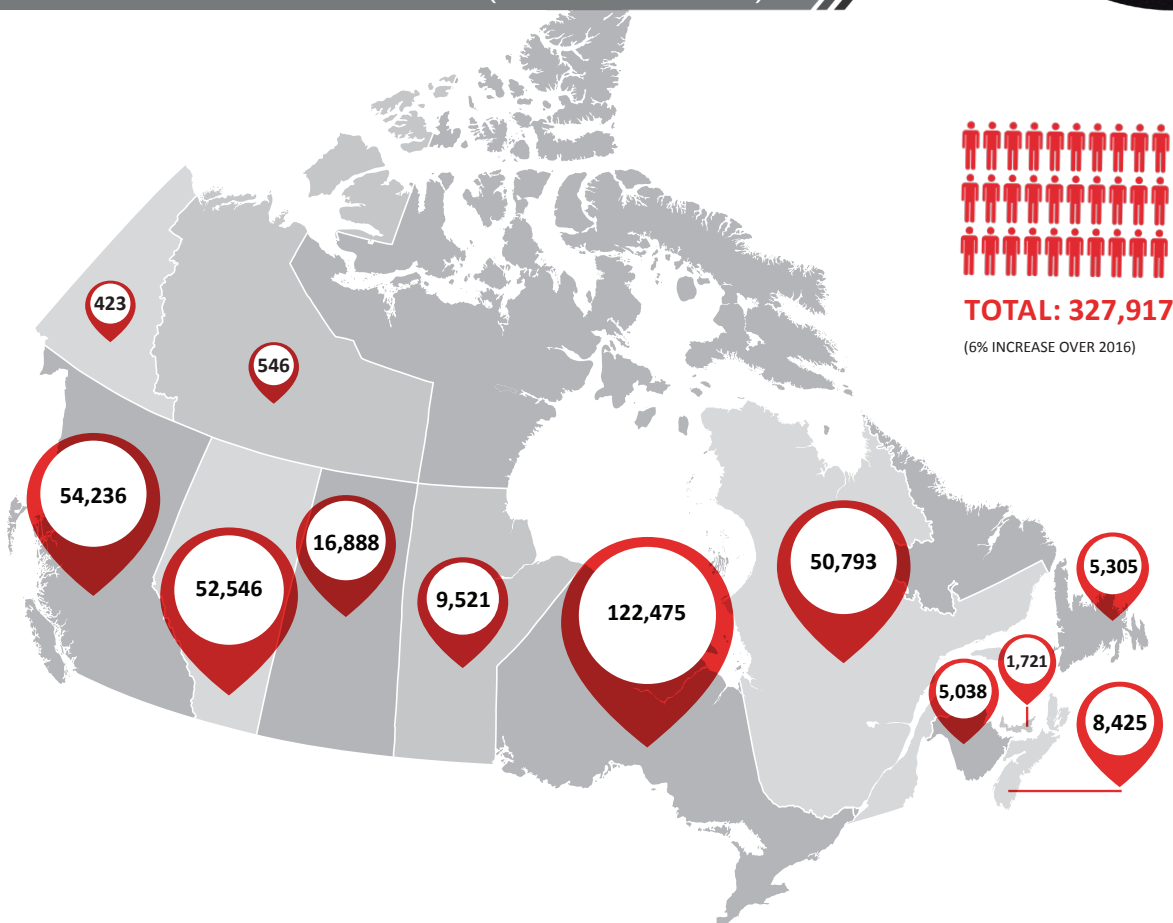


# SPORT DEVELOPMENT

INCREASED MEMBERSHIP AND IMPROVED TECHNICAL EXCELLENCE



## GCG PARTICIPATION NUMBERS BY PROVINCE (AS OF AUGUST 2017)



## SPORT DEVELOPMENT

- CanGym development continues; the first phase of the pilot project has been initiated and 14 clubs from across the country have expressed interest in piloting the “Core Fundamental” levels in their spring 2018 sessions.
- Planning for 2018 Canadian Gymnaestrada, hosted by GCG, continues. 49 groups from 5 provinces (1169 participants) currently registered for the event which takes place at the end of June 2018.
- Planning for the 2019 World Gymnaestrada also continues; Team Sask has been selected as Canada’s representative in the FIG Gala at the event.
- 2018 FIG Gymnastics for All Colloquium and Technical Committee Meetings held in Ottawa from April 25 to May 1 – 60 participants from 23 different FIG Federations attended the event.
- GCG sent its largest delegation ever to the 2018 World Age Group Competitions in Belgium – 28 athletes, 3 coaches, 2 judges representing two clubs – Oakville Gymnastics and Calgary Acro.
- From February 18-25, GCG and PTO Member Offices invited the Canadian gymnastics community to “Show us their moves” with a social media contest highlighting the seven fundamental movement patterns. With the goal of increasing club participation, the #CDNgymweek garnered 2,087 interactions on social media, while the #CDNgymweekcontest garnered 1,730 with around 300 entries over the seven days. Contest was for a \$500 gift certificate from the GCG Store.

## TOTAL # OF NCCP COURSES DELIVERED IN CANADA IN 2017-2018: 908



### NCCP TRANSITION UPDATE:



**COMPETITION 1 (ARTISTIC)**  
Final approval received in May 2018



**COMPETITION 1 (TRAMPOLINE)**  
In development. First pilot course in 2018



**COMPETITION 1 (RHYTHMIC)**  
In development. First pilot course in July 2018



**COMPETITION 1 (ACROBATIC)**  
Request for proposals to be sent in 2018



**COMPETITION 2 (ARTISTIC)**  
Conditional approval received.  
Translation in progress for final approval.



**COMPETITION 3 (ARTISTIC)**  
Conditional Approval received May 2018.

### NCCP COMMUNITY SPORT STREAM

- Gymnastics Foundations Intro course has been revised.
- GF trampoline has been updated and piloted.
- Updates to GF artistic is complete.
- RFP for development of GF Advanced course sent to PTOs March 2018.

### OTHER

- Monthly conference calls conducted with the Coach Education Council; website is being revised to provide more content and information for coaches and coach developers.
- GCG continues to train Master Coach Developers for PTOs.
- Implementation of the Responsible Coaching Movement is ongoing including regularly audits of GCG adherence to the Rule of Two at international competitions.



# ORGANIZATIONAL EXCELLENCE

GYMNASTICS CANADA IS RECOGNIZED AS AN EXCELLENT ORGANIZATION BY ITS MEMBERS, EMPLOYEES, THE FIG, AND PARTNERS



## GOVERNANCE & OPERATIONAL EXCELLENCE

- Safe Sport Framework initiated with numerous initiatives implemented and in progress;
- By-Law and Policy Review Committee met in October 2018 for a full review of existing policies; revised policies will be grouped into the following categories: administration, safe sport, and technical.
- The GCG office was remodeled and outfitted to accommodate new staff and to provide better working conditions for all staff.

## BUSINESS DEVELOPMENT

- Promotional program implemented for the BMO® Gymnastics Canada CashBack® Mastercard®\*\* program with the aim of increasing the number of active cards across Canada and engaging the membership with this partner.
- New sponsorship deal signed with TURN Apparel to outfit the MAG and men's trampoline teams.
- Photoshoot conducted with 2016 Rio Olympic team wearing GCG-branded clothing to drive sales to the GCG store. Promotional campaigns conducted around 2017 Artistic World Championships in Montreal and Christmas time. A 2018-2019 Calendar was again produced and distributed to members clubs, as well as being sold on the GCG store.

## COMMUNICATIONS & MARKETING

### DATE RANGE:

(April 1, 2017 – March 31, 2018)

### FACEBOOK



TOTAL FANS:

**16,339**



TOTAL IMPRESSIONS:

**8,313,673**



# OF POSTS:

**785**



POST ENGAGEMENTS:

**118,215**



TOTAL FOLLOWERS:

**8,472**



ORGANIC IMPRESSIONS:

**1.1 MILLION**



# OF POSTS:

**386**



TOTAL ENGAGEMENTS:

**31,600**

### TWITTER

### INSTAGRAM



TOTAL FOLLOWERS:

**13,449**



# OF POSTS:

**339**



TOTAL ENGAGEMENTS:

**165,010**





2017 TRAMPOLINE CANADA CUP:

10,194



2017 ARTISTIC CANADIANS:

55,797



2017 RHYTHMIC CANADIANS:

7,151



2017 TRAMPOLINE CANADIANS:

16,073



2018 ARTISTIC ELITE

46,304



2018 RHYTHMIC ELITE

11,651



TOTAL SESSIONS:

286,641



TOTAL USERS:

153,858



TOTAL PAGE VIEWS:

658,139

## MARKETING

- Funding received through the COC Enhancement Initiative to complete a rebranding exercise and a corresponding ad campaign for the organization. Contract awarded to DOT DOT DASH. Re-brand and ad campaign roll-out planned for the summer of 2018.





# FINANCIAL MANAGEMENT

ACHIEVE FINANCIAL STABILITY AND GROWTH

## FINANCIAL OPERATIONS OVERVIEW

For the year ended March 31, 2018

Revenue				
	2018		2017	
Membership fees	\$2,620,177	35%	\$2,851,257	42%
Events	\$2,445,451	33%	\$1,686,886	25%
Government contributions	\$1,610,465	22%	\$1,504,800	22%
Program initiatives	\$386,184	5%	\$419,745	6%
Marketing, fundraising, and merchandising	\$217,875	3%	\$262,642	4%
Coaching and sport development	\$177,990	2%	\$99,914	1%
	<b>\$7,458,142</b>	<b>100%</b>	<b>\$6,825,244</b>	<b>100%</b>

Expenses				
	2018		2017	
National teams	\$2,949,063	41%	\$2,846,400	46%
Events	\$2,191,313	30%	\$1,649,809	27%
Administration	\$1,224,503	17%	\$957,836	16%
Education and sport development	\$530,416	7%	\$344,894	6%
Marketing, fundraising, and merchandising	\$310,338	4%	\$329,360	4%
Safe Sport	\$50,942	1%	\$33,337	1%
	<b>\$7,256,575</b>	<b>100%</b>	<b>\$6,161,636</b>	<b>100%</b>

EARNINGS BEFORE EXTRAORDINARY ITEM	\$201,567	\$663,608
INVENTORY WRITE-DOWN	\$ 51,808	\$71,270
EXCESS OF REVENUE OVER EXPENSES	\$ 149,759	\$ 592,338

## GYMNASTICS CANADA BOARD OF DIRECTORS

**RICHARD CRÉPIN** – Chair  
**LYNN MARIE SMITH** – Vice Chair  
**BARBARA BERGERON** – Secretary  
**PAULA GALLANT** – Director

**JACK PAYNE** – Director  
**JIM ROYCROFT** – Director  
**TWYLA RYAN** – Director  
**WILLIAM THOMPSON** – Director  
**RICHARD IKEDA** – Athlete Representative

## GYMNASTICS CANADA STAFF (AS OF MARCH 31, 2018)

**PETER NICOL** - President/CEO  
**IAN MOSS** – High Performance Director  
**KARL BALISCH** – Director,  
Corporate Services & Sport Development  
**MARY DEGRASSE** - Executive Assistant

### ARTISTIC GYMNASTICS

**JASON WOODNICK** – Program Manager, MAG  
**AMANDA TAMBAKOPOLOUS** – Program  
Manager, WAG  
**TONY SMITH** - National Team Director, MAG  
**SUE ASHTON** - Program Coordinator, AG  
**KRISTEN LEBLANC** - Program Assistant,  
AG (on-leave)  
**VÉRONIQUE DÉSJARDINS** – Program Assistant,  
AG (Maternity fill)

### TRAMPOLINE GYMNASTICS

**NIKI LAVOIE** – Program Manager, TG

### RHYTHMIC GYMNASTICS

**TERESA ORR** - National Team Director, RG  
**BRIHANA MOSIENKO** - Program Coordinator, RG

### SPORT DEVELOPMENT/ EDUCATION

**SUZANNE FISHER** - Program Manager, Education  
**MEREDITH WARNER** - Program Manager,  
Sport Development  
**DENISE GAUTHIER** - Program Assistant

### COMMUNICATIONS & MARKETING

**JULIE FORGET** - Director, Communications & Marketing

### EVENTS

**MARIÈVE REID** - Director, Events  
**MYLAINE DORÉ** – Coordinator, Events & Marketing

### FINANCE

**CHANTAL CLERMONT** - Director, Finance  
**ANNIE CHEN** - Accounting Assistant

# SPECIAL THANKS

THANK YOU TO THE PROVINCIAL/TERRITORIAL GYMNASTICS FEDERATIONS/  
ASSOCIATIONS FOR THEIR ONGOING TRUST, SUPPORT, AND COLLABORATION.

## PARTNERS

Canada



coach.ca  
REACH HIGHER

OWN THE PODIUM | À NOUS LE PODIUM



CBCsports

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