



Skate Canada

Annual Report 2023



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MESSAGE FROM THE PRESIDENT AND CEO OF SKATE CANADA



It is hard to believe that we are already at the conclusion of the first year in a new quadrennial cycle; and what a year it was. We have made great strides in support of our three strategic imperatives: Skating for Life, Skating to Win and Skating for Everyone. There is a lot to celebrate this year.

Skating for Life was truly brought to life as we were privileged to host the 2022 ISU Adult Figure Skating Competition in Ottawa which played host to over 175 adult skaters. In March of 2023 we also hosted an adaptive skating event which saw the participation of more than 60 individuals, including skaters, officials, coaches, workshop presenters and classifiers. We also had a best-ever year in our core programs which all experienced a surge in registrations.

We modified our event calendar this year to include a stand-alone Novice National Championships and for the first time witnessed the inclusion of junior and senior synchronized skating teams at our Canadian National Skating Championships. This addition to our pinnacle

event brought a new and invigorating energy to the arena. It was also exciting to have events once again operating at full capacity as we welcomed the world to Mississauga for Skate Canada International and to Calgary when we hosted the ISU World Junior Figure Skating Championships® 2023.

Of course, change of any kind is not always seamless and we have heard, and appreciate the feedback we've received, on changes to the competition calendar. We are listening and will reflect on that feedback in the coming months. We will adapt where necessary and will continue to communicate with you.

In pursuit of our Skating to Win imperative, the 2022-2023 competition results exceeded our expectations as Skate Canada athletes brought home a total of 57 international medals. This achievement also included medal wins at every ISU Championship event.

The work undertaken in the Skating for Everyone strategic imperative, which is new to Skate Canada's Strategic Plan for the 2022-2026 quadrennial, was incredibly important to advancing equity, diversity, inclusivity and accessibility in all that we do. In December of 2022 we announced the updated definition of team. This announcement was met with a tremendous amount of positive energy.

Progress does not happen without challenge, and we also experienced a fair number of challenges in 2022-2023. Many clubs had trouble acquiring ice time and CanSkate programs were filled to capacity. In addition to this, the inflationary economy has made what we do more expensive.

We are also facing the reality that all sections across the country are experiencing pressure on their base of volunteers which has traditionally been a pillar of how we deliver skating in Canada.

We acknowledge that there is still work to be done to ensure our sport is safe and inclusive for everyone and know that issues around many sports continue to emerge. We remain committed to this cause and will strive to ensure we provide a healthy and productive environment for all our members across the country. We are committed to continued learning and efforts that will allow us to improve the environment of our sport for all stakeholders as we strive to create an inclusive and accessible sport for everyone.

We look forward to the 2023-2024 season with optimism and feel we are well on track to meet the priorities of our plans. We are also excited by the opportunity to host the world once again at the ISU World Figure Skating Championships® 2024, which will take place March 18-24, 2024 in Montreal.

As always, we are grateful for the collaboration we have with all our stakeholders across the country: skaters, their parents and guardians, clubs and skating schools, coaches, officials, volunteers, figure skating fans, and all Skate Canada Sections. Thank you again to our stakeholders for the contributions you regularly make to our organization. We couldn't do what we do without you.

Sincerely,

A handwritten signature in black ink that reads "Karen Butcher".

Karen Butcher
President, Skate Canada

A handwritten signature in black ink that reads "Debra Armstrong".

Debra Armstrong
CEO, Skate Canada

2022-2026 STRATEGIC PLAN

VISION

Inspiring everyone to experience the joy of skating.

MISSION

Skate Canada will be a leader in the delivery of quality skating programs and continuously develop champions.

VALUES

Safety, Excellence, Integrity, Innovation and Collaboration

STRATEGIC IMPERATIVES

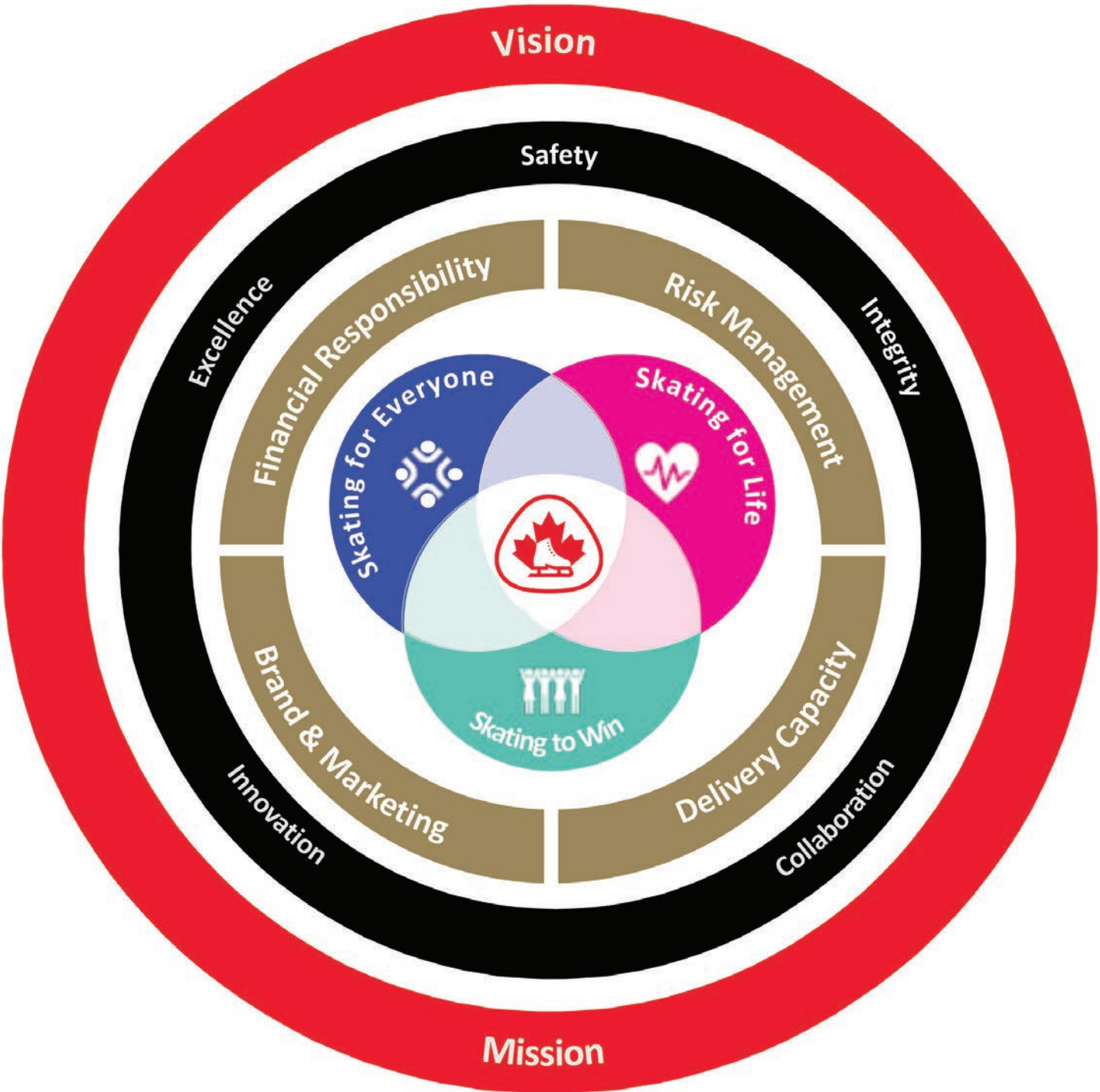
- Skating for Everyone
- Skating for Life
- Skating to Win

SUPPORTED BY OUR FOUNDATIONAL ENABLERS

- Financial Responsibility
- Risk Management
- Brand and Marketing
- Delivery Capacity

The 2022-2026 Strategic Plan is actively used to guide the decision making of the organization during the quadrennial and beyond and we are excited to continue delivering on these important targets we have set for the organization. A Strategic Plan poster and a short video providing a high-level overview of the plan were also produced and made available to stakeholders as of September 2022.

For the full 2022-2026 Strategic Plan document, as well as related resources, please visit the Corporate tab on Skate Canada’s web site.



2022-2023 STRATEGIC PLAN

The 2022-2023 season was the first year of our new 2022-2026 quadrennial cycle. Coming out of the COVID-19 pandemic we were cautiously optimistic about our path forward and are very excited about our achievements this year.

With a new quadrennial and new Strategic Plan, we revised our Strategic Plan Scorecard layout to visually convey our performance relative to our goals.

LEGEND

Target achieved

Target not achieved

SKATING FOR EVERYONE

EDIA Communities of Practice

Task Complete

Indigenous Community Outreach

Task Complete

Diverse Leaders Mentorship

Task Complete

Implement Exit Survey

Task Complete

EDIA Education

Task Complete

Complete Diversity Data Collection Survey

Task Complete

	2022/2023	
	Target	Result
SKATING FOR LIFE		
Registrants	173,316	202,392
Coaches	5,587	5,710
Conversion (CanSkate to Figure Skating)	8%	9%
Skater Achievements	72,000	83,172
SKATING TO WIN		
International Entries (All Disciplines)	34	34
Athletes Achieving Minimum Technical Score	47	57
International Medals	26	57
New Pathway Qualifications (Coaches)	1	2
New Pathway Qualifications (Officials)	30	35

	2022/2023	
	Target	Result
FINANCIAL RESPONSIBILITY		
Balanced Budget	Balanced	No
Asset Management	Prudence	Yes
RISK MANAGEMENT		
Identified Risks	70%	71%
Controls Implemented	94%	94%
BRAND AND MARKETING		
TV and Streaming Viewers (Millions)	2.40	4.35
Paid Attendance (\$ Millions)	1.35	1.42
Brand Awareness (Unaided)	0.8%	0.8%
Brand Awareness (Aided)	78%	78%
DELIVERY CAPACITY		
Digital Transformation	50%	60%
QUALITY METRICS		
Parent Satisfaction with Quality of Club/Skating School Experience	80%	82%
Parent Satisfaction with Quality of Programming	80%	84%
Coach/Official Satisfaction with Training Materials Including eLearning Materials	80%	83%
Club/Skating School Satisfaction with Technology Infrastructure/ eLearning Materials/Resources	80%	84%

SKATING FOR LIFE



PROGRAMMING

CanSkate and PowerSkate resources continue to be updated to align with the updated logo and brand. All resources are set to be launched in August 2023.

StarSkate resources are being updated to include the new Program Component verbiage. The updated resources include assessment sheets, assessment guides, event standards and eLearning modules for coaches and officials.

COACHING

National Coaching Certification Program

NCCP Revitalized Coach Certification Pathways

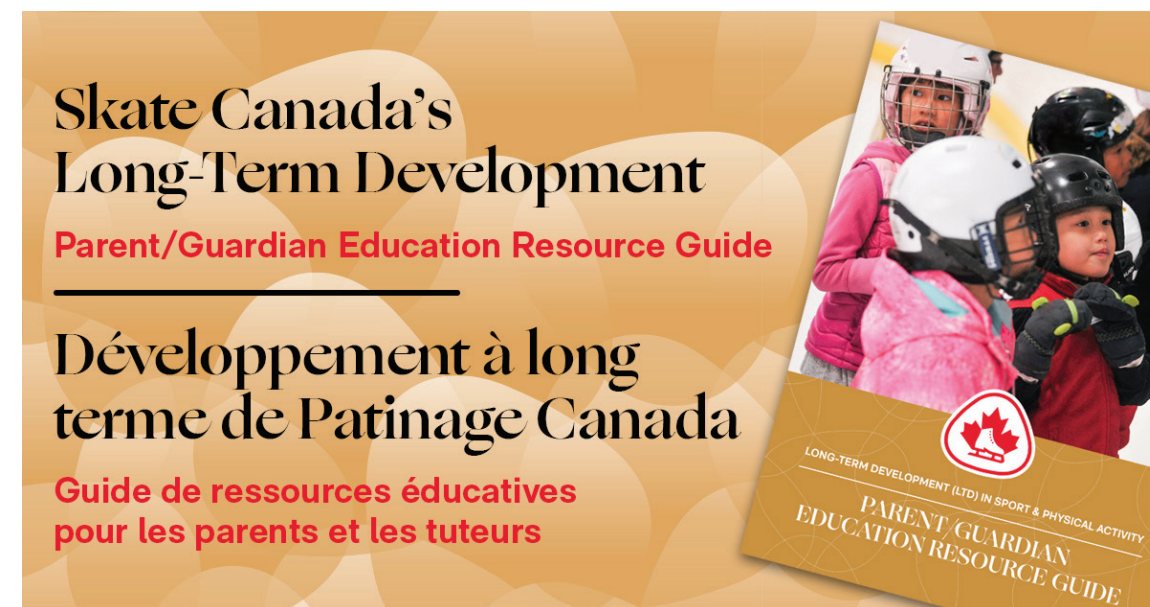
Skate Canada has introduced positive changes to the NCCP within the Fundamentals and Learn to Train stages of development to support new coach participants and clubs/skating schools. Coaching Foundations, the first of three eLearning modules aimed at preparing new coach participants for the simplified NCCP CanSkate Coach and Regional Coach pathways was launched in April.



Long-Term Development

Skate Canada continued to evolve its LTD resource tool and produced eight monthly features this season. Each feature highlighted key topics from the Mental and Self-Skills ADM (Athlete Development Matrix) and Physical Capacities ADM.

The downloadable LTD in Sport & Physical Activity: Parent/Guardian Education Resource Guide was featured in February and highlights Skate Canada's LTD stages of development, emphasizes important concepts for parents/guardians to understand, and includes guidelines on how to support a child's physical, mental, and emotional skills in sport.



OFFICIALS

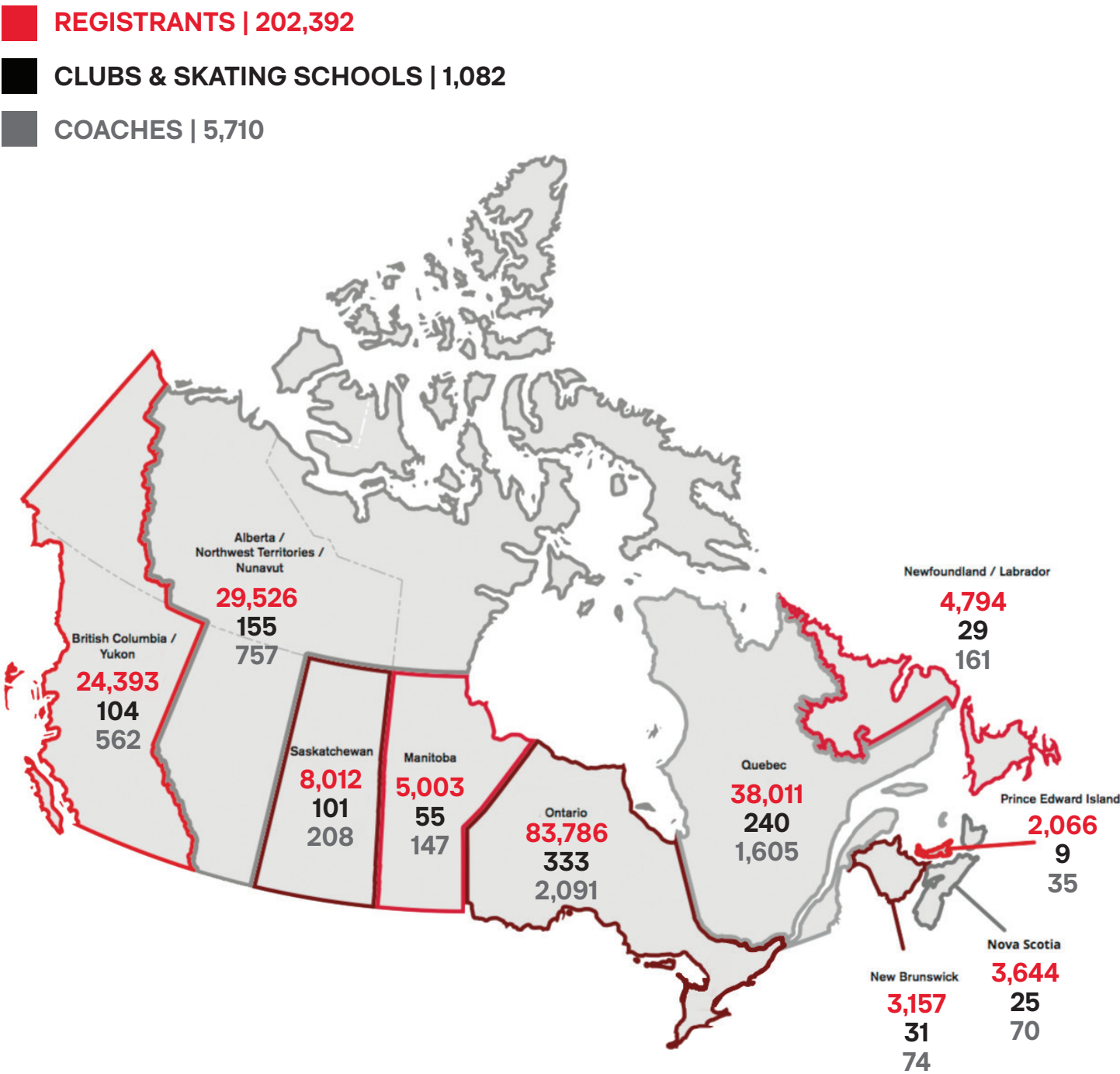
Pair Judge Pathway and training is complete and available on our eLearning platform. Section officials development opportunities were hosted in each province, allowing for additional support and training on various topics such as program component education, and pair and synchronized skating judge training. Work has started on the Ice Dance and Synchronized Skating Judge training.

In 2022, Skate Canada was successful in Frankfurt with adding 11 new international officials and 3 new ISU officials.

Skate Canada hosted an Officials Program at the ISU Junior World Figure Skating Championships® 2023 in Calgary focusing on development for officials in pair and ice dance. Guest speakers included designates from the ISU and international skating community.

SKATE CANADA MAP

Registrants, Clubs/Skating Schools
and Coaches



SKATING TO WIN



2022-2023 REVIEW: HIGHLIGHTS OF THE SEASON

Skate Canada athletes displayed consistent success during the international competitive season, winning medals in Men's singles, Women's Singles, Pair, Ice Dance and Synchronized Skating disciplines for a total of 57 medals in 2022-2023. Canadian athletes/teams won a medal at all six 2023 ISU Championships.

The success on the Grand Prix series qualified entries in both Junior and Senior events at the ISU Grand Prix Final 2022/23 where Canada achieved another first with the double-gold medal result for Ice Dancers Nadiia Bashynska and Peter Beaumont (Junior) and Piper Gilles and Paul Poirier.

This success continued at the ISU Four Continents Championships 2023 where our athletes' claimed medals in three disciplines: Keegan Messing (silver Men), Laurence Fournier Beaudry/Nikolaj Soerensen (silver Ice Dance), Marjorie Lajoie/Zachary Lagha (bronze Ice Dance), and Deanna Stellato-Dudek/Maxime Deschamps (bronze Pairs).

At the ISU World Championships 2023 Piper Gilles/Paul Poirier placed 3rd in Ice Dance earning their second world medal in three years.

At the ISU World Junior Synchronized Skating Championships 2023 Skate Canada had two entries with Nexxice Junior winning the silver medal. This success continued with two Canadian entries at the ISU World Synchronized Skating Championships 2023 where Les Suprêmes captured their second consecutive World title, a feat that has never been accomplished by a Canadian Synchronized team.

Skate Canada successfully hosted the following events in 2022-2023:

ISU INTERNATIONAL ADULT FIGURE SKATING COMPETITION 2022
SEPTEMBER 21-24 – OTTAWA, ON

Over 180 skaters from ten different nations were represented at the ISU International Adult Figure Skating Competition. The event hosted a wide range of categories, with athletes aged in their thirties all the way to their eighties competing. 67 titles were awarded at this event.



2022 SKATE CANADA INTERNATIONAL - CHAMPIONS
OCTOBER 28-30 – MISSISSAUGA, ON



Shoma Uno
(JPN)
Senior Men



Rinka Watanabe
(JPN)
Senior Women



Riku Miura /
Ryuichi Kihiral (JPN)
Senior Pair



Piper Gilles /
Paul Poirier (CAN)
Senior Ice Dance

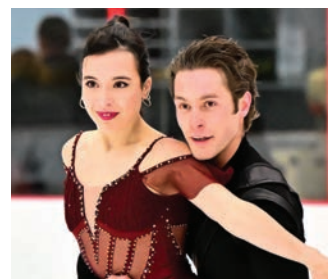
2022-2023 SKATE CANADA CHALLENGE JUNIOR/SENIOR - CHAMPIONS
NOVEMBER 30-DECEMBER 3, 2022 – WINNIPEG, MB



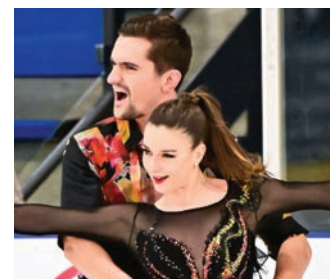
Matthew Newnham
(AB/NT/NU)
Senior Men



Fiona Bombardier
(ON)
Senior Women



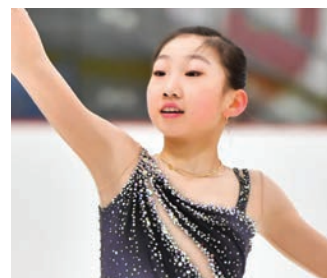
Lia Pereira /
Trennt Michaud (ON)
Senior Pair



Marie-Jade Lauriault /
Romain Le Gac (QC)
Senior Ice Dance



Grayson Long
(ON)
Junior Men



Kara Yun
(BC/YK)
Junior Women



Ashlyn Schmitz /
Tristan Taylor (SK)
Junior Pair



Sandrine Gauthier /
Quentin Thieren (QC)
Junior Ice Dance

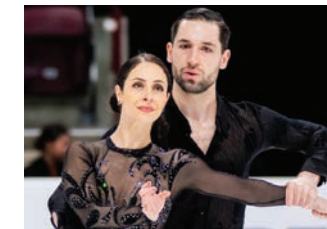
2023 CANADIAN TIRE NATIONAL SKATING CHAMPIONSHIPS - CHAMPIONS
JANUARY 9-15, 2023 – OSHAWA, ON



Keegan Messing
(AB/NT/NU)
Senior Men



Madeline Schizas
(ON)
Senior Women



Deanna Stellato-Dudek /
Maxime Deschamps (QC)
Senior Pair



Laurence Fournier Beaudry
/ Nikolaj Soerensen (QC)
Senior Ice Dance



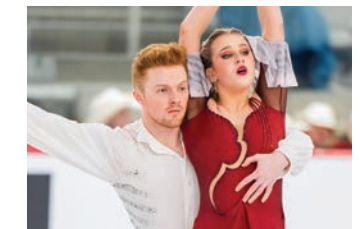
Edward Nicholas Vasii
(QC)
Junior Men



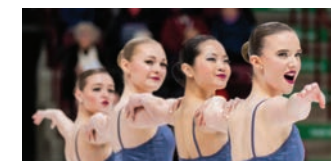
Hetty Shi
(ON)
Junior Women



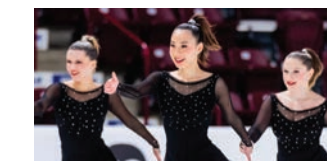
Chloe Panetta /
Kieran Thrasher (ON)
Junior Pair



Nadiia Bashynska /
Peter Beaumont (ON)
Junior Ice Dance



Nexxice
(ON)
Senior Synchronized
Skating

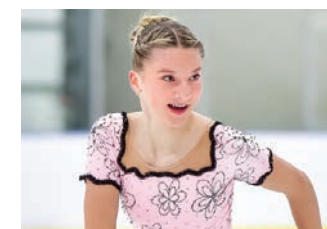


Nexxice
(ON)
Junior Synchronized
Skating

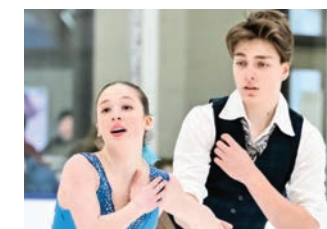
2022-2023 SKATE CANADA CHALLENGE PRE-NOVICE/NOVICE - CHAMPIONS
JANUARY 25-28, 2023 – REGINA, SK



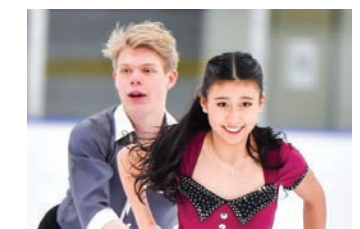
David Howes
(MB)
Novice Men



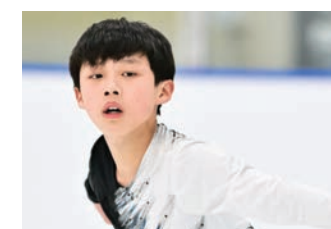
Gabrielle Jugnauth
(BC/YK)
Novice Women



Alexane Jean / Charly
Laliberté-Laurent (QC)
Novice Pair



Charlotte Chung /
Axel Mackenzie (ON)
Novice Ice Dance



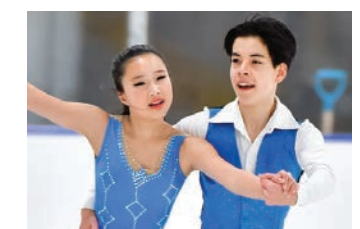
Rui Qin
(ON)
Pre-Novice Men



Lia Cho
(AB/NT/NU)
Pre-Novice Women



Sarah-Jade Cyr /
Étienne Lacasse (QC)
Pre-Novice Pair

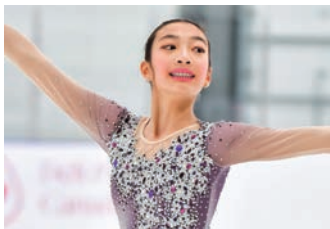


Tasha Lai / Mickey
Becker-Pos (BC/YK)
Pre-Novice Ice Dance

2023 NOVICE CANADIAN CHAMPIONSHIPS / SKATE CANADA CUP - CHAMPIONS
FEBRUARY 18-22, 2023 – CALGARY, AB



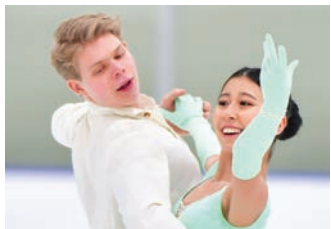
David Howes
(MB)
Novice Men



Lucille Yang
(ON)
Novice Women



Alexane Jean / Charly
Laliberté-Laurent (QC)
Novice Pair



Charlotte Chung /
Axel Mackenzie (ON)
Novice Ice Dance



Les Suprêmes
(QC)
Novice
Synchronized Skating



Nexxice
(ON)
Intermediate
Synchronized Skating



Nexxice
(ON)
Open
Synchronized Skating

ISU WORLD JUNIOR FIGURE SKATING CHAMPIONSHIPS® 2023 - CHAMPIONS
FEBRUARY 27-MARCH 5, 2023 – CALGARY, AB



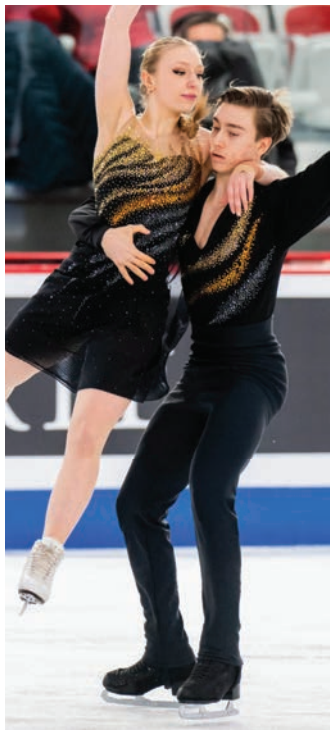
Kao Miura
(JPN)
Junior Men



Mao Shimada
(JPN)
Junior Women



Sophia Baram / Daniel
Tioumentsev (USA)
Junior Pair



Katerina Mrazkova /
Daniel Mrazek (CZE)
Junior Ice Dance

Other Activities

Skate Canada, in cooperation with Skate Ontario and the Kitchener-Waterloo Skating Club, hosted a NextGen Competition and Camp with all NextGen Team members, along with a few invited skaters/teams. At this camp, the best Junior skaters/teams competed against each other which raised the level of intensity for the participants. The two-day competition simulated an international event and Skate Canada staff evaluated the skaters/teams' practice strategies to provide feedback.



Coach Mentorship and Professional Development Initiatives

National Mentorship Program (NMP)

The 2022-2024 NMP cycle was launched in September and provided individualized support to five targeted Skate Canada coaches. The NMP team participated in the 5-day International Coach Apprenticeship Program in Calgary and received “on demand” mentor support both virtually and in-person.

Pair Coach Mentorship Program (PCMP)

Virtual and in-person support for developing Pair coaches and teams continued this season. Skate Canada offered over 50 hours of virtual mentoring support and four in-person mentor visits.



Left to right:
Wendy Mercer, Stéphanie Valois (mentor), and Neal Thorne

	HEALTHY	REACTING	INJURED	ILL
F eelings	Normal stress reactions Calm Confident	Anxiety Worried Tension	Anger Resentment Frustration	Dark thoughts Excessive worry/fear Depression/obsessive
A ctions or U rges	Physically and mentally active Positive Problem-solving goal Sublimation of emotions in a healthy way (e.g., playing a sport, studying, working, etc.)	Reckless and impulsive Worried but determined Hyper-vigilant Sublimation of emotions in a healthy way (e.g., playing a sport, studying, working, etc.)	Withdrawn Selfish Sublimation of emotions in a healthy way (e.g., playing a sport, studying, working, etc.)	Withdrawn Selfish Sublimation of emotions in a healthy way (e.g., playing a sport, studying, working, etc.)
S ensations	Normal stress reactions Good appetite Feeling energetic Feeling a sense of calm	Changes in eating patterns Loss of appetite Feeling a sense of calm	Loss of appetite Feeling a sense of calm	Loss of appetite Feeling a sense of calm
T houghts	Good sense of humor Positive thoughts Ability to concentrate and focus on tasks	Optimistic thoughts Positive thoughts Ability to concentrate and focus on tasks	Optimistic thoughts Positive thoughts Ability to concentrate and focus on tasks	Optimistic thoughts Positive thoughts Ability to concentrate and focus on tasks



SKATING FOR EVERYONE



We offered an opportunity to the adult skating community to participate in Ashley Wagner's Skate and Sculpt class. The class was offered in four communities across Canada: Calgary (AB), Winnipeg (MB), North York (ON) and Moncton (NB).

A Skate for All event and classifier training was held in North York, ON, March 2023. This event provided training opportunities to 12 classifiers from both Canada and the USA. Elizabeth Manley provided a day of workshops both on and off the ice for the skaters and coaches. The event wrapped up with a competition in which 29 skaters participated from Canada, USA and Iceland, 14 of which participated in the classification process.

EQUITY, DIVERSITY, INCLUSION AND ACCESSIBILITY

In 2022-2023 Skate Canada focused on several initiatives that provided a unique educational opportunity for expanding our community's knowledge in this space.

Communities of Practice

Skate Canada conducted four EDIA Community of Practice sessions averaging around seventy attendees in each session. Topics included: adult skating, the creative process, responsible and ethical music selection and adaptive para-figure skating.

Diverse Leaders in Skating Mentorship Program

The Program was fully launched in 2022 with nine mentees and twenty-seven mentors participating in group virtual learning sessions, mentee/mentor meetings, and one-on-one status checks. One session was an 'ask me anything' format with EDIA Operating Committee member Patrick Chan.

Indigenous Engagement

Indigenous Engagement is an initiative to learn to 'Work in Good Ways'. We invited Clayton Sandy, a member of the Sioux Valley Dakota First Nation and former Manitoba Government employee, to lead sessions designed to transform negative perceptions of Indigenous Peoples and engage in reconciliatory action. One session was a Sharing Circle with National Service Centre staff and the other was a session on 'Dispelling the Misconceptions About Indigenous People' with Section Chairs and office staff.

Community Constellations

Community Constellations aims to increase exposure to figure skating for newcomers, refugees, Indigenous and/or diverse members of lower socio-economic backgrounds by providing opportunities to see skating live. We partnered with organizations KidsUpFront, Temple Community Association, New Canadian Friendship Centre, Sioux Valley High School, Indigenous Sport Physical Activity and Recreation Council, and Indigenous Sports Council of Alberta and we gifted 565 tickets this past season.



FINANCIAL RESPONSIBILITY

For the year ended March 31, 2023

STATEMENT OF OPERATIONS

\$	2023	2022
Revenue		
Membership	8,818,310	7,147,559
Assesment fees	1,018,080	657,828
Events	6,568,182	2,709,648
ISU World Figure Skating Championships® 2020	-	300,000
Merchandising	152,517	98,681
Government and other grants	2,867,388	4,530,923
Sponsorship	511,955	659,376
Safe Sport	624,174	501,060
Other	558,028	407,375
Total Revenue	21,118,634	17,012,450
Expenses		
Section payments	4,768,932	3,658,904
Athlete grants	764,810	788,201
Events	7,474,827	3,650,150
Advertising	159,361	-
Investment fees and bank charges	289,811	268,315
Salaries, benefits and professional development	4,305,194	3,927,191
Professional fees and contracted services	1,833,211	1,472,926
Facilities	692,876	668,978
Travel and living	2,684,585	1,844,564
Technology and subscriptions	253,855	223,970
Office	52,315	34,664
General	398,161	184,163
Amortization	116,795	128,690
Total Expenses	23,794,733	17,010,314
Net Revenue from operations	(2,676,099)	2,136
Investment income	(33,125)	858,579
Net revenue for the year	(2,709,224)	860,715

BRAND

In August 2022, Skate Canada launched a new brand identity. The new emblem, designed by Hulse & Durrell, captures the essence of the brand by combining three iconic elements: a skate, a maple leaf and a container that references skating badges of decades past. The new brand was applied across all digital channels and was accompanied by a fashion-forward all-gender athleisure clothing capsule collection. A Brand Marketing Toolkit for clubs/skating schools was also produced and downloaded over 1,500 times.

Skate Canada and Hulse & Durrell collaborated with commercial and art photographer Luis Mora for the #SkateWithUs brand campaign featuring National Team members Madeline Schizas and Roman Sadovsky and former Canadian Champions Nam Nguyen and Andrea Satar.



Skate With Us National Contest

The Skate With Us National Contest, launched in November 2022, provided the opportunity for our skating family to say why they skate with us and to showcase their amazing talents across three categories: *Skate Canada's Got Talent*, *Skate With Us* and *Club & Skating Schools*. The response was overwhelmingly positive, with over 106 applicants entering the contest and almost 17,000 votes being registered by the public. The winning videos, and honourable mentions, can be viewed at skatewithus.ca.



1st Place
Christopher Hammer
Fliteway Skating Club
AB/NT/NU



2nd Place
Matthew Yu
Champs International Skating
Centre of BC
BC/YT



3rd Place
Safiya Shujah
South Windsor
Skating Club
ON



1st Place
Minnedosa Skating Club
Submitted by: Jacquie Gerrard
MB



2nd Place
**Prince George
Figure Skating Club**
Submitted by: Julia Shaddick
BC/YT



3rd Place
**Montréal Silver Blades
FSC**
Submitted by: Stéphane Boutet
QC



1st Place
Elizabeth Kenyon
Skate Winnipeg
MB



2nd Place
Rena Wang
Ice Palace
Figure Skating Club
AB/NT/NU



3rd Place
Jennifer Hortizano Bohn
Creston Valley
Figure Skating Club
BC/YT

COMMUNICATIONS

With events back in full force, the communications team catered to onsite media at various competitions, as well as offering remote coverage through remote mixed zone, remote press conferences, and pre-competition interviews with key athletes. The media coverage for Skate Canada events was significant, with the return of most major Canadian outlets and international media present at all ISU sanctioned events.

Alignment and support of our three strategic imperatives continued and skatecanada.ca helped us tell the stories of our community at every level of the sport. We worked closely with the EDIA Operating Committee to share features on Black History Month, Developmental Disabilities Awareness Month, Asian Heritage Month and more.

With our brand and voice evolving, our social media channels continued to see follower growth and high levels of engagement with more original content. This season, Skate Canada launched a TikTok account which has since grown into one of the largest sports accounts in Canada, gaining over 165,000 followers in less than one year.

SKATECANADA.CA & SOCIAL MEDIA

Website Overview – SkateCanada.ca

New Users: 687,547 (13% increase)

Page Views: 2,391,076 (8% increase)

Average Time on Page: 00:02:09 (.02 of a second longer than over the previous year)

French Users: 5% of all users are accessing the site in French

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2022-Mar. 31, 2023	786,039	1,444,336	2,607,299

WorldJuniorFigureSkating.com

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2022-Mar. 31, 2023	7,797	15,001	29,757

SkateWithUs.ca

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2022-Mar. 31, 2023	13,612	30,005	52,580

Montreal2024.com

Dates	Users (Unique)	Sessions (Site Visits)	Total Page Views
Apr. 1, 2022-Mar. 31, 2023	5,003	5,003	11,952



TOP ACQUISITION SOURCES

SkateCanada.ca	WorldJuniorFigureSkating.com
1. Organic Search 46.7%	1. Referral 65.4%
2. Direct 32.3%	2. Direct 25.6%
3. Social Media 13.7%	3. Social Media 6.8%
SkateWithUs.ca	Montreal2024.com
1. Social Media 49.6%	1. Direct 52.5%
2. Direct 32.7%	2. Referral 22.4%
3. Referral 17.1%	3. Organic Search 13.4%

TOP 5 MOST VIEWED PAGES – SKATECANADA.CA

1. Skate Canada Home Page 368,987 page views / 16.8% of all traffic
2. 2023 Canadian Tire National Skating Championships 317,858 page views / 14.47% of all traffic
3. Skate Canada Events 164,007 page views / 7.47% of all traffic
4. Learn-to-Skate / CanSkate 131,326 page views / 5.98% of all traffic
5. Learn-to-Skate / Find A Club 101,790 page views / 4.63% of all traffic

SOCIAL MEDIA OVERVIEW

Reporting period: April 1, 2022 – March 31, 2023

Total Impressions: 35,352,725 (15.3% decrease)*
Total Engagements: 3,057,652 (47% increase)*
Total Followers: 291,629 (44.5% increase)*

*YouTube excluded from total stats

FACEBOOK

Followers: 80,448 (1.6% increase)
Impressions: 13,657,462 (19.8% decrease)
Engagements: 1,044,481 (14.6% decrease)
Engagement rate: 7.65% (6.55% increase)
Published posts: 534 (11% decrease)
Video views: 1.3M

TWITTER

Followers: 48,781 (0.1% increase)
Impressions: 7,384,400 (12.5% decrease)
Engagements: 210,974 (21.2% decrease)
Engagement rate: 2.86% (9.87% decrease)
Published posts: 1,341 (37.1% increase)

INSTAGRAM

Followers: 73,344 (3.1% increase)
Impressions: 14,281,290 (11.9% decrease)
Engagements: 447,540 (23.7% decrease)
Engagement rate: 3.13% (13.36% decrease)
Published posts: 1,265 (35% increase)

TIK TOK

Followers: 89,547
Video Views: 18,626,025
Engagements: 1,352,965
Published posts: 68

YOUTUBE

Total Video Views: 252,348 (37.1% decrease)
Total Watch Time: 6,910 hours (38.4% decrease)
New Subscribers: 675 (26.4% increase)
Published Posts 37 (48.6% decrease)

A heartfelt thanks to all of Skate Canada's Volunteers

Each year we are privileged to work with an incredible group of volunteers who give freely of their time to advance the sport of figure skating across the country. Thanks to all of you for what you do – we could not do what we do without you!



2022-2023 BOARD OF DIRECTORS, STANDING COMMITTEE CHAIRS AND SECTIONS

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SKATE CANADA SECTIONS

Alberta/NWT/Nunavut

Chair: Bobbi-Jo Martin
skateabnwnun.ca

British Columbia/Yukon

Chair: Hilary Quick
skatinginbc.com

Manitoba

Chair: Diane Brine
mbskates.ca

New Brunswick

Chair: Carole Thiffault
skatenb.org

Newfoundland and Labrador

Chair: Bev Power
skatenl.com

Nova Scotia

Chair: Sheila Beard
skatecanada.ns.ca

Ontario

Chair: Andrea Derby
skateontario.org

Prince Edward Island

Chair: Amy MacMillan
skatecanadapei.ca

Quebec

Chair: Jacqueline Gauthier
patinage.qc.ca

Saskatchewan

Chair: Allyson Senecal
skatecanadasaskatchewan.com



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2023-2024 SKATE CANADA EVENTS

EVENTS	DATES	LOCATION	ARENA
2023 Autumn Classic International	September 14-16, 2023	Montreal, QC	Sportplexe Pierrefonds
2023 Skate Canada International	October 27-29, 2023	Vancouver, BC	Doug Mitchell Thunderbird Sports Centre
2023-2024 Skate Canada Challenge - Junior/Senior	November 29 - December 3, 2023	Winnipeg, MB	Seven Oaks Arena at Garden City Community Centre
2024 Canadian National Skating Championships	January 8-14, 2024	Calgary, AB	WinSport Arena at Canada Olympic Park
2023-2024 Skate Canada Challenge - Pre-Novice/Novice	February 1-4, 2024	Oakville, ON	Sixteen Mile Sports Complex
2024 Novice Canadian Championships / Skate Canada Cup	February 20-25, 2024	Waterloo, ON	Waterloo Memorial Recreation Complex
ISU World Figure Skating Championships® 2024	March 18-24, 2024	Montreal, QC	Bell Centre



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