

Skate Canada ANNUAL REPORT

2025











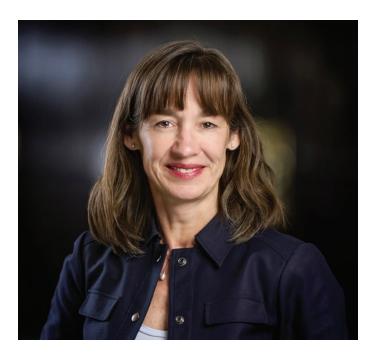
TABLE OF CONTENTS

- **02** | Message from the President and CEO of Skate Canada
- 04 | 2022-2026 Strategic Plan
- 05 | Financial Responsibility
- 06 | Annual Scorecard
- 08 | Highlights of the Year
- 10 | Skating for Everyone
 - 10 | Equity, Diversity, Inclusion and Accessibility
- 12 | Skating for Life
 - 13 | Skate Canada Map
 - 14 | Long-Term Development
- 15 | Thank You Volunteers
- 16 | Skating to Win
 - 17 | National Mentorship Program
 - 17 | Coach Apprenticeship Program
 - 18 | Event Champions
- 22 | Skate Canada Hall of Fame
- 24 | Communications
- 25 | Board of Directors, Standing Committee Chairs and Sections
- 26 | 2025-2026 Skate Canada Events and Partners



MESSAGE FROM THE PRESIDENT AND CEO

OF SKATE CANADA





This season was undoubtedly a season to celebrate and a time to start planning for what comes next. Now well into the second half of the quadrennial cycle, we have made great progress against the key performance indicators in our 2022-2026 Strategic Plan.

Among the many things to celebrate this year, Skate Canada achieved the highest number of registrants across all programs in our history, with more than 210,000 registrants, marking the third consecutive year of growth! It is rewarding to know that Canadians continue to recognize the value and quality of our programs that are delivered so capably in all Sections, Clubs and Skating Schools across the country. We also were fortunate to have a record number of coaches this season, with more than 6,700 representing a 9% growth in the number of coaches from last season.

Milestones like this don't happen in isolation. They are the result of a dedicated collective working towards a shared vision of success. These results come at a pivotal time as we approach the final year of our Strategic Plan and as we look to cement our progress against our three strategic imperatives: Skating for Everyone, Skating for Life and Skating to Win.

Our athletes had another strong showing on the global stage this season, bringing home 48 medals from international competition, including two from the world championships. And this year,

we cheered on Special Olympics Canada and our 12 Canadian figure skaters who brought home 11 medals from the Special Olympics World Winter Games and showcased the power of inclusion in sport. Congratulations to all the athletes on their performances!

We also celebrated five decades of Skate Canada International (SCI). For 50 years, we have welcomed skaters and fans from around the world to SCI and have cemented Skate Canada's position as a leading organization in event delivery.

We are very optimistic as we head into 2026. Over the last three years, we have modernized our operations and refined our programming, all while laying the groundwork for our future. As we head into an Olympic season, Skate Canada will look to capitalize on the momentum of the Games, connecting new fans with our best-in-class programming all while elevating our position as a sports organization and building broader support for our athletes. With the conclusion of the 2026 Milano-Cortina Olympic Winter Games, we will turn the page on this chapter and look towards the next.

In every community across Canada, you – our coaches, officials, staff, athletes, parents and guardians, volunteers, sections, clubs, and schools – have shown up every day and given your best to this organization. It's through your

collective efforts that we have built a legacy of excellence, inclusion, and joy on the ice.

Thank you for your dedicated efforts and for another great year of skating.

Sincerely,

Karen Butcher

Karen Butcher President, Skate Canada

Debra Armstrong CEO, Skate Canada

2022-2026

STRATEGIC PLAN

Vision

Inspiring everyone to experience the joy of skating.

Mission

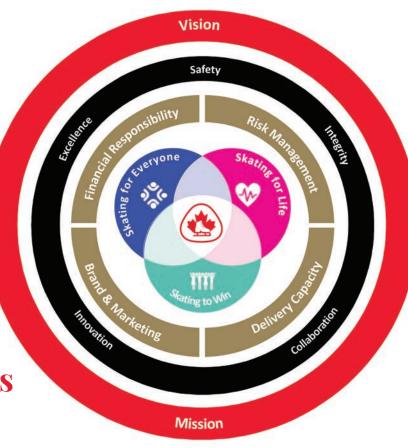
Skate Canada will be a leader in the delivery of quality skating programs and continuously develop champions.

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 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.

For the full 2022-2026 Strategic Plan document, please visit "Governance" under the "About" tab on Skate Canada's website.

FINANCIAL

RESPONSIBILITY

For the year ended March 31, 2025

STATEMENT OF OPERATIONS

\$	2025	2024
Revenue		
Membership	12,463,725	11,556,445
Assessement fees	1,230,012	1,148,808
Events	2,239,961	2,494,449
Merchandising	121,251	131,801
Government and other grants	2,680,698	2,641,654
Sponsorship	264,253	337,429
Safe Sport	1,084,407	1,034,917
Other	571,443	432,026
ISU World Figure Skating Championships® 2024	-	14,869,265
Total Revenue	20,655,750	34,646,794
Expenses		
Section payments	6,505,699	5,849,517
Athlete grants	728,426	694,812
Events	3,902,221	3,645,283
Advertising	55,339	86,055
Investment fees and bank charges	293,425	308,662
Salaries, benefits and professional development	4,409,411	4,329,896
Professional fees and contracted services	2,532,895	2,154,765
Facilities	698,147	691,752
Travel and living	2,409,978	2,420,010
Technology and subscriptions	362,939	301,049
Office	49,373	45,771
General	182,183	205,043
Amortization	66,839	110,561
ISU World Figure Skating Championships® 2024	-	11,357,228
Total Expenses	22,196,875	32,200,404
Net Revenue from operations	(1,541,125)	2,446,390
Investment income	2,426,475	3,403,101
Net revenue for the year	885,350	5,849,491

ANNUAL SCORECARD

The 2024-2025 season was the third year of our 2022-2026 quadrennial cycle. We have continued to make important strides towards our goals in every strategic imperative. We have now kicked off the work to develop our 2026-2030 Strategic Plan and expect many of the goals developed for the current cycle to be integral to our future success.

Our Strategic Plan Scorecard provides a comprehensive visual layout of our performance relative to our goals for each year.

LEGEND Target achieved In Process/Behind Target

	2022-2023		2023-2024		2024-2025	
	Target	Result	Target	Result	Target	Result
SKATING FOR EVERYONE						
Diverse Leaders Mentorship	This work is ongoing and continuous.					
EDIA Communities of Practice	4	4	3	4	4	4
EDIA Education	This work is ongoing and continuous.					
Indigenous Communities Outreach	This work is ongoing and continuous.					
SKATING FOR LIFE						
Registrants	173,316	202,392	195,000	207,356	205,000	210,212
Coaches	5,587	5,710	5,800	6,167	6,100	6,715
Conversion (CanSkate to Figure Skating)	8%	9%	8.5%	8%	8.5%	7.5%
Skater Achievements	72,000	83,172	85,000	93,970	90,000	100,019

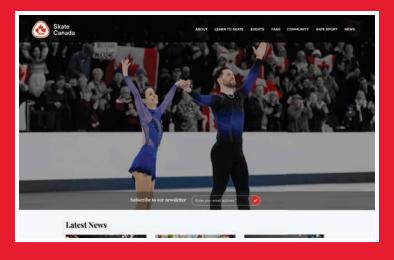
	2022-2023		2023-2024		2024-2025	
	Target	Result	Target	Result	Target	Result
SKATING TO WIN						
International Entries (All Disciplines)	34	34	33	33	33	33
Athletes Achieving Minimum Technical Score	47	57	54	61	54	54
International Medals	26	57	34	54	34	48
New Pathway Qualifications (Coaches)	1	2	2	4	2	2
New Pathway Qualifications (Officials)	30	35	30	46	30	25

FINANCIAL RESPONSIBILITY						
Balanced Budget	Balanced	No	Balanced	Yes	Balanced	Yes
Asset Management (short and long term)	Prudent	Yes	In line with policy	In line with policy	In line with policy	In line with policy
BRAND AND MARKETING						
Live Streaming Viewers (Millions)	2.40M	4.35M	3.0M	2.76M	2.40M	2.45M
Paid Attendance	\$1.35M	\$1.42M		ported scal year.	\$800K	\$745K

QUALITY METRICS						
Parent Satisfaction with Quality of Club/Skating School Experience	80%	82%	81%	79%	81%	85%
Parent Satisfaction with Quality of Programming	80%	84%	82%	85%	82%	82%
Coach/Official Satisfaction with Training Materials including eLearning Materials	80%	83%	81%	92%	81%	91%
Club/Skating School Satisfaction with Technology Infrastructure/eLearning Materials/Resources	80%	84%	81%	100%	81%	84%

HIGHLIGHTS

OF THE YEAR



Launched a new interface for SkateCanada.ca that provides an improved user experience for Skate Canada Members and fans.

Successfully hosted six domestic events, including the 50th edition of Skate Canada International and the inaugural Skate Canada Trophy.





Canadian athletes took home 48 medals from international competition.



Hosted the 2024 North American International Adult Figure Skating Competition at the Seven Chiefs Sportsplex, the first facility on First Nations land to host an international figure skating competition in Canada.



Special Olympic World Winter Games saw 12 Canadian figure skaters take home 11 medals from Turin, Italy.

SKATING

FOR EVERYONE



Skate Canada hosted two Adult Training Camps this year, one in British Columbia and one in New Brunswick. The camps each had 25 registrants and included participation by Special Olympic athletes. The camps offered three days of on and off ice workshops with Olympic silver medalist, Elizabeth Manley as the key presenter, and featured sessions with Elvis Stojko and Dominic Barthe.

The Special Olympics World Winter Games were held in March 2025 in Turin, Italy. Canada had the largest figure skating team with 12 athletes and three coaches. The team participated in activities around Turin and had the opportunity to watch a variety of sporting events. In total, the figure skating team brought home 11 medals from the Games.

Equity, Diversity, Inclusion & Accessibility (EDIA)

Skate Canada's commitment to EDIA continued to thrive in 2024. To help make Skating for Everyone, we executed a variety of initiatives that deepened connections with Indigenous, Black, and racially marginalized people, 2SLGBTQIA+ and gender diverse people, and people with disabilities in our community.

In 2024, we successfully delivered four virtual Community of Practice sessions that brought together an average of 70 individuals per session. The topics covered the creative process, Asian Heritage Month, hosting inclusive events, and Indigenous engagement.

We also remained committed to working in good ways with Indigenous communities. To further our learning, the National Office staff completed a workshop on the historical impact on racism

through the Indigenous lens. We also celebrated the accomplishments of our Indigenous athletes, such as Annika Behnke, a pre-novice athlete from Peace River, Alberta, who was honoured with the Aboriginal Sport Circle's Regional Tom Longboat Award for her historic performance at the 2024 Winter Youth Olympic Games.

Community investment continued to be a priority for Skate Canada, with our Community Constellations program providing opportunities for equity-deserving children and families to experience the joy of skating. Since 2022, we have donated more than 950 tickets to skating shows and events across Canada.

Skate Canada also selected the second cohort of mentees as part of our Diverse Leaders in Mentorship Program, which connects emerging leaders with established experts to increase diverse representation in figure skating.

Finally, in December, we participated in the global celebration of our sport by hosting two World Ice Skating Day community events, one with the Kahnawake Figure Skating Club in Quebec and the other with Skate Manitoba in Winnipeg. Both events welcomed local children, athletes, and community members to share in the delight and excitement of ice skating.



SKATING

FOR LIFE



To support continuous learning, Skate Canada provided in-person workshops at Sections across the country on program delivery standards, sharing ice, and modified delivery practices.

We also developed new materials to empower coaches with the tools they need to effectively support skaters, including creating video resources for STAR 1-5 Skills and Special Olympics. The Skills videos include examples of element and program standards, while the Special Olympic videos assist coaches in determining which category their athlete is best suited for.

In 2024, Skate Canada launched new Pathways and eLearning materials for Base Level Technical Officials and Synchronized Skating Judges. These resources are a hub of knowledge for grassroots officials who are looking to continue their professional development within the sport.

Finally, at the ISU Frankfurt Seminar in 2024, Skate Canada successfully added six new International officials/roles and three new ISU officials/roles.

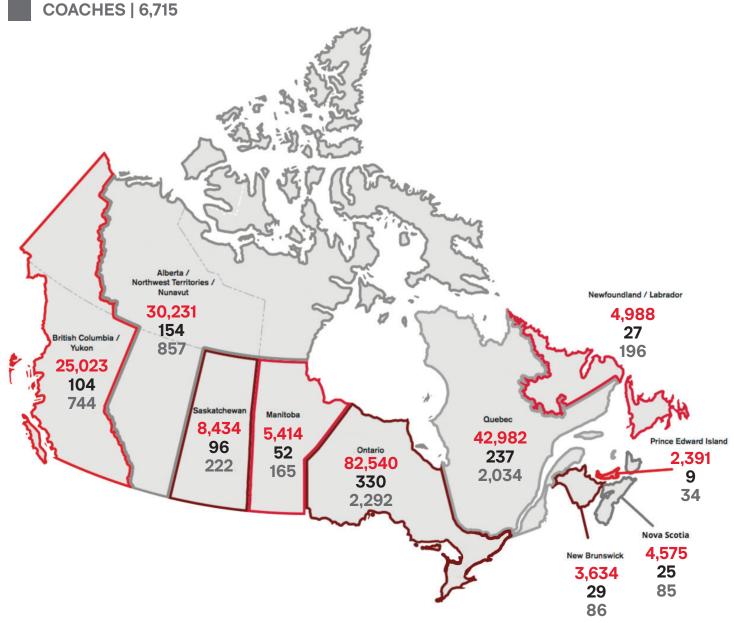
For the first time ever, Skate Canada's registrants topped 210,000 individuals and our coaches numbered over 6,700.

SKATE CANADA



Registrants, Clubs/Skating Schools and Coaches

- **REGISTRANTS | 210,212**
- CLUBS & SKATING SCHOOLS | 1,063
- **COACHES | 6,715**



LONG-TERM DEVELOPMENT





Podium Pathway

Star

National Led Long-Term Development (LTD) and Safe Sport Workshop Series

From July 2024 to February 2025, Skate Canada delivered 17 LTD and safe sport workshops in seven Sections across the country. These sessions engaged coaches, parents, officials, club administrators, and section staff, reinforcing our ongoing commitment to providing in-person educational opportunities and support for these key stakeholder groups.

National Coaching Certification Program (NCCP) Coach Evaluator Training

In September, 12 NCCP Coach Evaluators participated in a national in-person training session led by Master Coach Developers and Skate Canada's coaching team. This training fostered meaningful engagement and collaboration, offering valuable opportunities for peer learning and networking. Through interactive sessions and hands-on activities, the training ensured a clear and consistent understanding of evaluation standards for CanSkate, PowerSkate, and Regional coach certifications, reinforcing consistent alignment to NCCP certification standards and supporting Skate Canada's commitment to excellence in coach development.

2024-2025 Coach Webinar Series

Skate Canada offered a three-part coach webinar series on Program Components—Composition, Presentation, and Skating Skills to STAR and Podium Pathway coaches. Presented by World-Olympic International Skating Union (ISU) Judges Karen Howard and Nicole LeBlanc-Richard, these sessions were well attended and received outstanding feedback. This year's webinar series will soon be posted on the Skate Canada eLearning site for further coach educational growth on Program Components.



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!









SKATING

TO WIN



Skate Canada athletes displayed consistent success during the international competitive season, winning 48 medals in Men's Singles, Women's Singles, Pairs, Ice Dance, and Synchronized Skating disciplines at the junior and senior level.

Our success on the Grand Prix series in both junior and senior events qualified five entries to the ISU Grand Prix Final 2024/25, with Jazmine Desrochers/Kieran Thrasher claiming the bronze medal in Junior Pairs. The momentum continued at the 2025 World Junior Figure Skating Championships where Martina Ariano Kent/Charly Laliberté-Laurent placed third in Junior Pairs.

At the 2025 ISU Four Continents Championships our athletes captured medals in two disciplines. In Ice Dance, Piper Gilles/Paul Poirier earned a first-place finish while Marjorie Lajoie/Zachary Lagha finished third. In Pairs, Deanna Stellato-Dudek/Maxime Deschamps claimed the silver medal while Lia Pereira/Trennt Michaud took bronze. At the 2025 ISU World Figure Skating Championships, Piper Gilles/Paul Poirier captured the silver medal in Ice Dance.

At the 2025 ISU World Junior Synchronized Skating Championships and World Synchronized Skating Championships, Skate Canada teams earned a top-five placement in both events.

National Mentorship Program (NMP)

The 2024–2026 NMP cohort welcomed five aspiring Podium Pathway coaches. This innovative program offers tailored career development, hands-on experience, and expert mentorship, bridging the gap between theory and practice to elevate coaching excellence.

Coach Apprenticeship Programs (CAP)

Three educational CAP initiatives were hosted at Skate Canada International (Halifax), the Canadian National Skating Championships (Laval), and Skate Canada Trophy (Edmonton). In partnership with Skate NS, Patinage Québec, and Skate AB/NT/NU, these programs connected 47 coaches and 14 officials with highly qualified facilitators and renowned guest speakers.

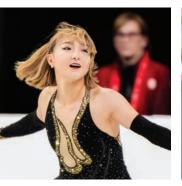


SKATE CANADA SUCCESSFULLY HOSTED THE FOLLOWING EVENTS IN 2024-2025:

2024 SKATE CANADA INTERNATIONAL **OCTOBER 25 - 27 - HALIFAX, NS**



Ilia Malinin (USA) Senior Men



Kaori Sakamoto (JPN) Senior Women



Deanna Stellato-Dudek / Maxime Deschamps (CAN) | Senior Pairs



Piper Gilles / Paul Poirier (CAN) Senior Ice Dance

2024-2025 SKATE CANADA CHALLENGE **NOVEMBER 28 - DECEMBER 1 - WINNIPEG, MB**



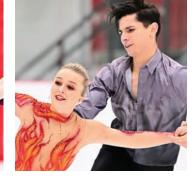
Aleksa Rakic (BC/YK) Senior Men



Amy Shao Ning Yang (BC/YK) Senior Women



Cristina Lyons / Marty Haubrich (ON) | Senior Pairs



Lily Hensen / Nathan Lickers (ON) Senior Ice Dance



David Bondar (ON) Junior Men



Lia Cho (AB/NT/NU) Junior Women

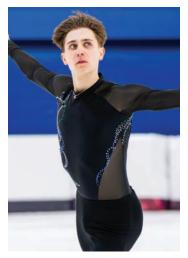


Ava Kemp / Yohnatan Elizarov (ON) | Junior Pairs



Chloe Nguyen / Brendan Giang (BC/YK) Junior Ice Dance

2025 CANADIAN NATIONAL SKATING CHAMPIONSHIPS JANUARY 14 - 19 - LAVAL, QC



Roman Sadovsky (ON) Senior Men



Madeline Schizas (ON) Senior Women



Deanna Stellato-Dudek / Maxime Deschamps (QC) | Senior Pairs



Piper Gilles / Paul Poirier (ON) Senior Ice Dance



David Bondar (ON) Junior Men



Lia Cho (AB/NT/NU) Junior Women



Ava Kemp / Yohnatan Elizarov (ON) | Junior Pairs



Chloe Nguyen / Brendan Giang (BC/YK) Junior Ice Dance

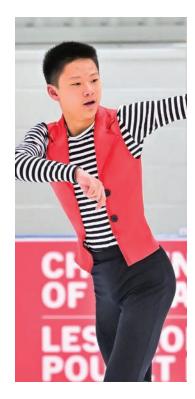


Les Suprêmes (QC) Senior Synchro



Les Suprêmes (QC) Junior Synchro

2025 SKATE CANADA TROPHY FEBRUARY 6 - 9 - EDMONTON, AB



Ethan Luo (ON) Novice Men



Camila Volkova (QC) Novice Women



Jaslynn Wong / Nico Conforti (BC/YK) | Novice Pairs



Annabelle Théroux / Rafael Gossard (QC) Novice Ice Dance



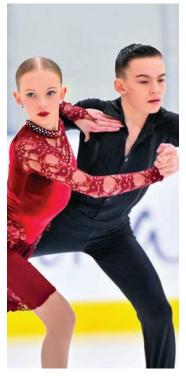
Mathéo Harvey (QC) Pre-Novice Men



Amberly Wang (ON) Pre-Novice Women



Marykim Ranzi
/ Enryck Legault
(QC) | Pre-Novice Pairs



Kayla Bowman / Logan Bowman (ON) Pre-Novice Ice Dance

2025 SKATE CANADA CUP FEBRUARY 28 - MARCH 2 - WATERLOO, ON



NEXXICE (ON) Gold Synchro



Les Suprêmes (QC) Novice Synchro



Starlites (NL) Open Synchro

SKATE CANADA HALL OF FAME

The Skate Canada Hall of Fame pays tribute to athletes, coaches, builders and officials who have made a significant impact on Canadian figure skating. During the 2024-2025 season, Skate Canada inducted a total of seven outstanding individuals.

ATHLETE



Veronica Clarke

Veronica Clarke, an accomplished figure skater who competed in Singles, Pairs, and Fours, was posthumously inducted at the Toronto Cricket, Curling and Skating Club in December 2024.

Class of 2019



Joannie Rochette

Joannie Rochette, an Olympic silver medalist, World silver medalist, and six-time Canadian Champion, was inducted at the Canadian National Skating Championships in January 2025.

Class of 2019

BUILDER



Audrey Williams

Audrey Williams, esteemed ISU official and former pair skater, was inducted posthumously into the Hall of Fame Builders category at the Ice Summit in May 2024.

Class of 2019

PROFESSIONAL



Albert and Sadie Enders

Albert and Sadie Enders, coaching pioneers in Singles, Ice Dance, and Pairs, were posthumously inducted at the Ice Summit in May 2024.

Class of 2017



David Wilson

David Wilson, a master choreographer whose works have been performed by numerous Olympic and World Champions, was inducted into the Hall of Fame at the Toronto Cricket, Curling and Skating Club in December 2024.

Class of 2019



Manon Perron

Manon Perron, a celebrated figure skating coach with more than 30 years of producing podium athletes at all levels, was inducted at the Canadian National Skating Championships in January 2025.

Class of 2024

COMMUNICATIONS

Collaboration is a key component in communications, whether that's working with members of the media, connecting with fans across Canada, or working in partnership with our Sections and skating schools and clubs. This year, our collaborative approach, supported by a robust digital content strategy, outreach initiatives, and media relations efforts reached millions of Canadians and elevated the Skate Canada brand. Activities included bi-annual touchpoints with our provincial and territorial partners, the second edition of the Skate Canada Brand Toolkit and the relaunch of skatecanada.ca.

Social media continued to be a valuable channel for reaching new audiences and generating increased brand awareness. And through our email marketing program, we deepened connections with skating fans and our national membership. Our monthly newsletters and targeted communications connected people with our best-in-class skating programs and events and nurtured support for our high-performance athletes as they pursued excellence on the world stage.

SOCIAL MEDIA AND WEB ANALYTICS

Website Overview - SkateCanada.ca

New Users: 643,097 (-25.7% decrease)

Page Views: 2,101,790 (-19.9% increase)

Average Time on Page: 00:00:46 seconds (00:00:06 decrease)

French Users: 57,784 (9.1% of our website users are accessing the site in French)

SOCIAL MEDIA OVERVIEW Reporting period: April 1, 2024 – March 31, 2025

Total Impressions: 45,005,250 (+2.9% increase) Total Engagements: 2,159,008 (-30.3% decrease)

Total Followers: 459,726 (+5.5% increase)

FACEBOOK

Followers:

102,946 (+3.7% increase)

Impressions:

18,384,367 (+20.3% increase)

Engagements:

Followers:

Impressions:

Engagements:

857,433 (+14.5% increase)

47,606 (-2% decrease)

3,828,516 (-49.3% decrease)

107,534 (-52.9% decrease)

TIK TOK

Followers:

208,098 (+3.8% increase)

Video Views:

3,923,115 (-79.3% decrease)

Engagements:

335,912 (-76.1% decrease)

LINKEDIN

Followers:

4,465 (+13.3% increase)

Impressions:

79,008 (+103.8% increase)

Engagements:

9,360 (+191.8% increase)

INSTAGRAM

Followers:

96,611 (+15.6% increase)

Impressions:

18,840,244 (+3% increase)

Engagements:

848.769 (+13.2% increase)

2024-2025

BOARD OF DIRECTORS, STANDING COMMITEE **CHAIRS AND SECTIONS**

BOARD OF DIRECTORS

President

Karen Butcher

Directors

Glenn Fortin

Brenda Hart

Patty Klein

Gregor MacLean

Joni McPhail

Andrew Poje

Patrick Roch

Ravi Walia

Tracy Wilson

Shawn Winter

Catherine Woods

STANDING COMMITTEE CHAIRS

CEO Operational Review Committee

Karen Butcher

External Relations Committee

Karen Butcher

Finance & Enterprise Risk Management Committee

Glenn Fortin

Governance Committee

Patrick Roch

Membership Policy Committee

Joni McPhail

Recruitment and Development Committee

Brenda Hart

SKATE CANADA SECTIONS

Alberta/NWT/Nunavut

Chair: Mary Moran skateabnwtnun.ca

British Columbia/Yukon

Chair: Braden Davie skatinginbc.com

Manitoba

Chair: Amber Lotz 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

25

2025-2026 SKATE CANADA EVENTS

EVENTS	DATES	LOCATION	ARENA	
2025 NextGen Competition	July 17-20, 2025	Gatineau, QC	Slush Puppie Centre	
2025 Skate Canada International	October 31 - November 2, 2025	Saskatoon, SK	SaskTel Centre	
2025-2026 Skate Canada Challenge	November 27-30, 2025	Calgary, AB	Seven Chiefs Sportsplex	
2026 Canadian National Skating Championships	January 5-11, 2026	Gatineau, QC	Slush Puppie Centre	
2026 Skate Canada Trophy	February 5-8, 2026	Dartmouth, NS	RBC Centre	
2026 Skate Canada Cup	February 27 - March 1, 2026	Waterloo, ON	Waterloo Memorial Recreation Complex	

THANKING OUR PARTNERS





























@SkateCanada







Skate_Canada

SkateCanada PatinageCanada

