



2020 – A Year in Review

TRI  **THLON** **CANADA**



2020 - Message from the President & CEO

The Fall of 2020 was earmarked for celebration – a time to reflect on four years of incredibly hard work on and off the race course which we thought would result in Canadian triathletes achieving excellence at both the Olympic and Paralympic Games, not to mention to recognize the success of hosting the world for two critical international events in Montreal and the Grand Final in Edmonton.

Unfortunately – we were lined up against the toughest competitor ever as COVID-19 made headlines around the world while also bringing the international triathlon community to a halt.

The pandemic is amongst the most challenging health issues we have faced. Lives are at risk and there is an unprecedented level of worry and fear in our communities.

It also presented tremendous challenges for athletes who were forced to find creative ways to train at home with no access to their daily training environments.

We witnessed many of our athletes step up and find creative ways to train across the country while taking our direction to #TriathlonatHome #Triathalone.

Amelie Kretz built her own endless pool while tethered to a rope in her parents garage in Quebec while Stefan Daniel jumped into a pond outside of his parents house in Alberta – both to fine tune their swim strokes.

Canada's athletes have taught us to be resilient. They not only took on this challenge, they showed us they will be ready to win when they return to an international start line.

This resilience was also shown by those leading the Triathlon Canada Nation: our dedicated staff at both the head office and at each of our provincial sport partners; our event directors; and the Board of Directors.

While 2020 presented a busy season of different sorts, we are proud of the progress we have all made towards the three key pillars of our Strategic Plan – Performance, Pathway and Organizational Excellence.

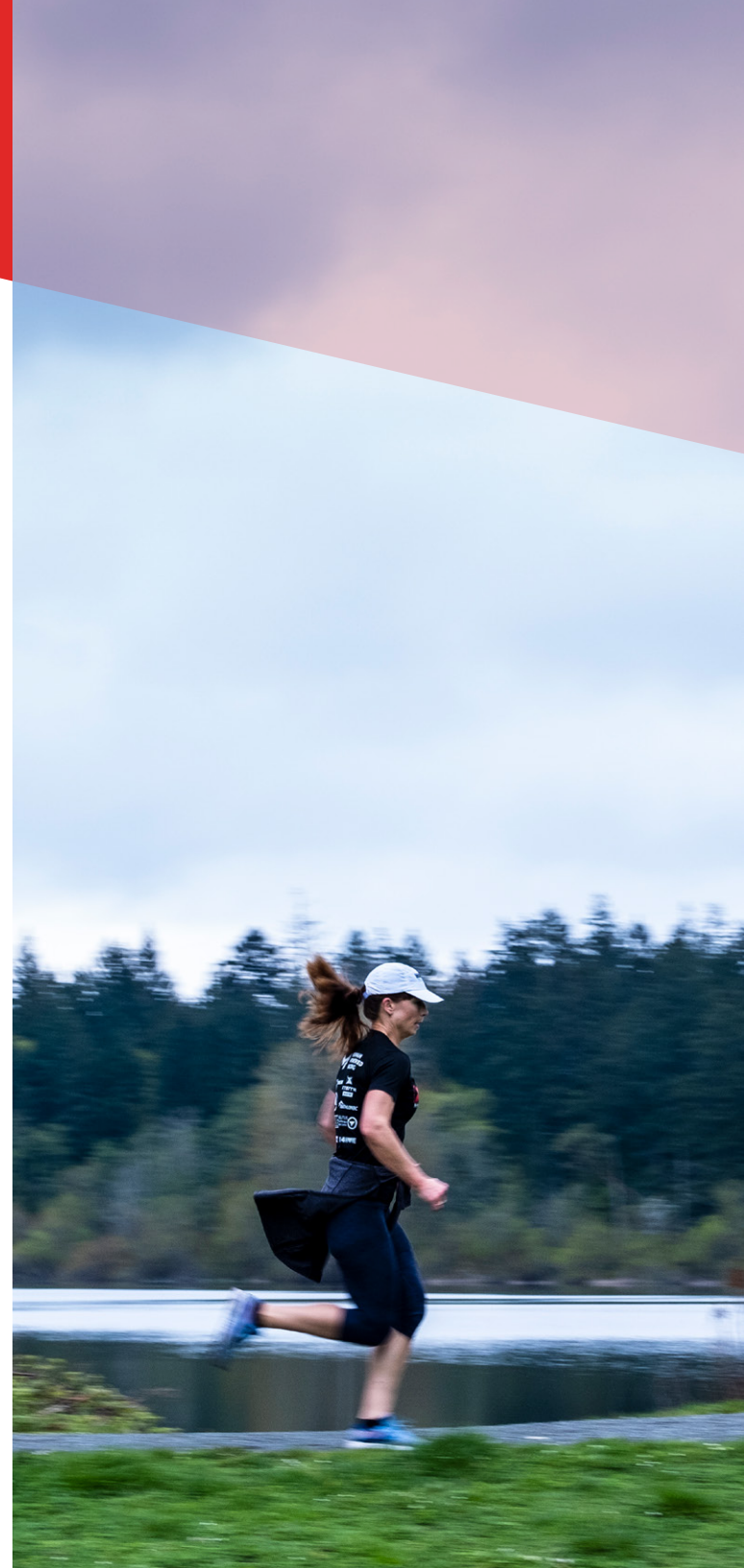
In addition to our COVID response, the following pages highlight the positive work within our high-performance program – from athletes at the introduction of our pathway to our nation's best across the country; implementation and integration of our Safe Sport program; a successful launch of our donor and philanthropy program; and the continued development of our new brand.

None of this of course is possible without our generous partners. From 94 Forward and the City of Victoria, who have been with us throughout our rebuilding process, to Own the Podium and B2ten, to our clothing partner – 2XU – and our new automobile sponsor, Subaru.

Together with our partners, our collective goal at the beginning of this quadrennial has been to strive for organizational excellence and to put more high-performance athletes on the international podium in an effort to inspire Canadians of all ages to swim, bike and run.

This is done by transforming to a culture that settles for nothing short of excellence.

Building culture does not happen without growing pains. We have endured many highs and lows together over the last four years, but as we reflect during this very difficult year for all – strong leadership at the national and provincial



levels, alignment, clarity on roles and responsibilities, clear communication and strengthened relations while operating in full transparency has helped us weather the storm so far.

As our athletes and coaches now shift their focus to Tokyo 2020 part 2, we too, will now turn our attention to planning for an even more promising future. A Re-Imagining Sport Steering Committee has been struck, and the work is underway to build our road map for not only the next four years but for well beyond.

We will be creative and innovative. We will be ready and prepared for what these uncertain and volatile times will deliver. We will be courageous in facing what lies ahead. After all, as triathletes, that is what we do.

We look forward to sharing this journey with each of you.



Les Pereira
President, Triathlon Canada



Kim Van Bruggen
Chief Executive Officer, Triathlon Canada



A young woman with red hair tied back is running across a wooden bridge in a forest. She is wearing a black athletic jacket and black leggings. The background shows lush green trees and foliage. A large red diagonal shape is overlaid on the top right of the image, containing the text 'COVID-19' in white.

COVID-19

Coronavirus (COVID-19) brought the international sport community to its knees. With the global pandemic's arrival into North America in March, we witnessed a slew of closures to national training centres across the country, cancellation of local, national and international events both at home and abroad, and final preparations for Tokyo 2020 were shattered.

In reflection of how the Triathlon Canada Nation responded to the pandemic, it is clear that during times of crisis we develop a deeper appreciation for everyday heroes. Healthcare workers have been at the forefront of this pandemic. A new appreciation for teachers has also evolved as parents take on the responsibility of home-schooling their children. And while they and others are deservedly in the spotlight as the heroes of the COVID-19 pandemic, there are many in our community who may not be as top-of-mind. Behind the scenes the work has not stopped throughout our community. This includes our dedicated staff in both the national and provincial offices; our clubs; race directors; coaches; athletes; volunteers; and our partners.

Not only did our entire community demonstrate flexibility and resiliency while navigating through changes to our work, training and competitive environments, but we also found the following creative and innovative ways to stay connected as a community and respond to this international health crisis.

March 2020 **Triathlon Canada and Provincial Sport Organization Leaders Begin Issues Management Meetings**

The staff at Triathlon Canada began weekly meetings with all of the provincial sport organization leaders to stay connected, review the status of the pandemic and address any concerns or issues that arise from each region – in addition to discussing what more we can do to support everyone in our Triathlon Canada family through these uncertain times. Digital tool kits were created and shared with all stakeholders as well as a detailed COVID-19 response section added to [triathloncanada.com](https://www.triathloncanada.com).

Triathlon Canada Asked to Sit on Own the Podium's Return to Sport Task Force

Triathlon Canada's high-performance director, Eugene Liang, was invited to sit on a 27-member Task Force, led by Own the Podium, that was created to develop Canada's Return To Sport Strategy from the club to elite level. The work of the Task Force received international recognition from the World Health Organization.

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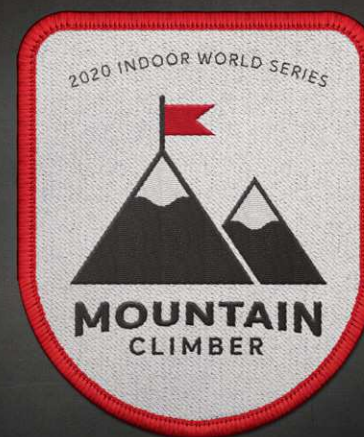
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April 2020 Triathlon Canada Waives 2020 Membership Fees

Recognizing the difficult times people were facing, Triathlon Canada waived its 2020 membership fees in light of the COVID-19 pandemic, and encouraged those who can, to donate that portion of their annual fees to a local charity in need during the difficult times. All 2020 fees that were already paid will be credited towards athletes' 2021 memberships.

Triathlon Canada Nation Encouraged to #Triathathome #Triathalone With Virtual Race Series

Triathlon Canada, in partnership with FulGaz, provided Canadian triathletes the chance to hit the start line while distancing themselves from the competition. The two organizations teamed up to create an online racing program that consisted of two, five-stage virtual cycling race series'. The indoor training app provided cycling enthusiasts the opportunity to ride some of the most iconic roads in the world from the comfort of home in stunning high-quality video imaging.



The **Triathlon Canada World Series** included: Beach Road Complete in Australia; Lake Como to Bellagio in Italy; Alpe d'Huez in France; and Going to the Sun Road West in the United States before crowning the series winner at the top of Canada's Axel Merckx Climb in British Columbia's Okanagan region. Bradley Thompson won the men's series, while Dominika Jamnicky finished on top of the women's rankings.

The **National Tour Series** took participants on a five-stage race trek across Canada. Virtual races were held in Shelburne, N.S.; Mt. Tremblant to Lac Superior, Que.; 1000 Island Parkway in Ontario; a visit to Banff, Alta.; and finished up in Vancouver's world-renowned Stanley Park where Maverick Millar was crowned the men's champion, and Cynthia Pham was the women's series winner.

August 2020 **World Triathlon Grand Final in Edmonton Postponed to 2021**
World Triathlon announced the Grand Final in Edmonton, which was originally slated for August, will be rescheduled to August 17-22, 2021 under a revised format. Edmonton will maintain the "Grand Final" title and will host the following events: Elite/U23 Standard Triathlon; Age Group Standard Triathlon; Age Group Super Sprint Triathlon; Age Group Standard Aquabike.



August 2020 **World Triathlon Announces Bermuda to Host 2021 World Sprint and Relay Championships**

Bermuda, who was set to host the Grand Final in 2021, will be taking on the new World Triathlon Sprint and Relay Championship next season while staging the following events: Elite/U23 Super Sprint Triathlon; Junior Sprint Triathlon; Elite/U23/Junior Mixed Relay; Age Group Mixed Relay and Age Group Sprint Triathlon. Para Triathlon will have a stand-alone World Championship event earlier in the season due to conflicts with the Paralympic Games schedule.

2020 ITU Groupe Copley World Triathlon Montreal Cancelled

World Triathlon, in cooperation with the Local Organizing Committee and Triathlon Canada, officially cancelled the 2020 iteration of this event due to the uncertainty around international travel, health risks and event hosting. All parties agreed to shift their focus on a successful and safe return in 2021.





High Performance

The COVID-19 pandemic's arrival into North America put Canada's high-performance triathlon program on hold indefinitely in 2020, which in turn resulted in multiple adjustments to planning and the racing schedule, requiring continuous communication with the community. The pandemic, however, did allow for the creation of specific high-performance projects and initiatives throughout the season. The following highlights key initiatives the high-performance department implemented.

March 2020 **Launch of Town Halls and Athlete Seminars**

From hosting regular Town Halls in an effort to provide Canada's high-performance athletes with updated information and changes to the 2020 schedule due to COVID-19, to coach mentorship programs and education workshops with the Canadian Olympic Committee and Canadian Paralympic Committee, Triathlon Canada's high-performance community continued their pursuit of excellence while respecting guidelines by health and government officials.

April 2020 **Triathlon Canada Shifts Focus to Mental Training**

Triathlon Canada's high-performance director, Eugene Liang, worked closely with sport science and medical professionals across the country to ensure support for Canada's triathletes and coaches was in place. Online information sessions including mental training (managing self isolation and uncertainty); medical updates; movement exercises; quarantine workouts; bike maintenance; load management; nutrition, and much more.



August 2020 **Triathlon Canada Hosts National Para Triathlon Coaching Webinar**

Led by National Para Triathlon Head Coach Carolyn Murray and Sasha Boulton, who was a guide at the 2016 Paralympics and is now a development coach helping to grow Parasport in Ontario, Triathlon Canada hosted a Para Triathlon coaching webinar for more than 40 participants to begin a conversation with coaches on integrating Para Triathlon into their local programming. Recognizing a gap exists at the community level for Para athletes, the goal of the webinar was to spark regional Para representatives to champion the sport of Para Triathlon, and provide a program entry point across the country. A follow-up session was held in September with the same group to continue the conversation.

September 2020 **Athletes Participate in “Performance on Demand” Week Across Canada**

With no race starts this season, Olympic and Paralympic stream athletes across the country stayed local, training in their regional cohorts. They put an eight week specific training block to the test in swimming, biking and running. Working with key integrated sports science personnel for coaches to consult with, along with Triathlon British Columbia and Triathlon Quebec, the testing period provided a competition opportunity for high-performance athletes, while respecting physical distancing. The unique “Performance on Demand” week also allowed coaches and staff to have testing protocols in place if needed to be utilized for future team selections.





Safe Sport Alignment

Triathlon Canada took another giant step forward to ensuring the sport is a safe place for all involved by integrating its Safe Sport initiatives into the coach and technical officials registration process as well as to the broader community as part of Sport Canada's requirements.

The Triathlon Canada Nation has been provided with, and made aware of, a third party independent case manager and investigator service should they have any issues with regards to Safe Sport. All provincial sport organizations who do not have a third-party investigator in place were advised to direct their community to Triathlon Canada's Safe Sport page.

A National Coaching Registry was also launched on the Triathlon Canada web site. The registry provides national endorsement to Safe Sport compliant coaches across Canada and provides a resource for all members to find approved coaches to work with.

A National Technical Officials registry will be launched in the Fall of 2020 to provide national endorsement to Safe Sport compliant officials as we head into the 2021 season.

National Coaching Certification Program



Triathlon Canada's National Coaching Certification Program, which was designed in 2019 to strengthen and grow the Canadian triathlon community while creating a safer and more protective training environment for all, gained national momentum this year. After a rigorous review, it has also been granted international recognition and status by World Triathlon as an "Accredited Coaches' Education Programme."

Created in partnership with the Coaching Association of Canada, the program provides positive coaching education and practices amongst Canada's triathlon coaching community through registration, mentorship, education, training and certification.

Building on the significant work completed to prepare for the program's launch one year ago, the following progress was made over the past season to increase engagement with Canada's triathlon coaching community with the National Coaching Certification Program:

- Updated coaching pathways were confirmed and approved by the Coaching Association of Canada for both Community and Competition streams;
- New materials and resources were developed and completed for the updated Community Coaching program including manuals, workbooks, evaluation guides, learning facilitator guides and other accompanying content to deliver the NCCP courses in both English and French;
- A high focus was put on training Coach Developers, specifically Community Coach Learning Facilitators, Canada-wide. Triathlon Canada's Coaching Program Coordinator, Lucy Smith, travelled to several provinces including Quebec, Ontario, Manitoba and Alberta to support this training and the development of a core team of facilitators;
- For the first time, a "certified" status is being offered on the Community pathway. An evaluation process has been developed and Community Learning Facilitators are being up-skilled as Community Coach Evaluators so the process of certifying coaches can begin;
- Development of online courses for theory components is now underway to increase access to training.



Technical Officials

A review of the technical officials program began over one year ago with the goal of creating alignment across the country and integrating Safe Sport. This process began with the formation of the Technical Officials Advisory Group in December, 2019, made up of members representing each of the provincial sport organizations. This initiated work on reviewing and aligning the technical officials pathway and course materials. Pilot courses have been successfully offered online at the PTO-1 and PTO-2 levels. NTO content has been created and will be piloted in the coming months.

Mirroring the coaching program, a technical officials portal has been developed and launched to provide a learning management system for all technical officials training. Entry to the portal is contingent on a new registration process that requires officials to complete Triathlon Canada's Safe Sport requirements. A National Registry has also been created to provide national endorsement to Safe Sport compliant officials. The registry will be launched over the winter. Triathlon Canada's program was reviewed by World Triathlon and granted international status yet again as an "Accredited Technical Officials' Education Programme."



Donor and Philanthropy Program

Triathlon Canada joined forces with its national team athletes to launch the Fuel the Drive philanthropic campaign in an effort to raise \$140,000 to support Canada's elite and development level athletes.

The campaign featured emotional, heart-felt stories of Tyler Mislawchuk's introduction to the sport through a connection to Simon Whitfield winning Olympic silver in Beijing and his father; Jessica Tuomela's drive to climb onto the Paralympic podium one more time; or Stefan Daniel's passion for life and sport while exercising his personal motto "no excuses."

In just three months, the stories of our athletes helped raise more than \$30,000 in donations from 63 individuals across Canada who were willing to be a part of the team and helping our next generation of Olympic and Paralympic heroes. This number climbed to more than \$60,000, thanks to Triathlon Canada's matching program with 94Forward. The program was paused during the COVID-19 outbreak.



Building our Brand

Triathlon Canada is now being recognized by other national sport organizations for its strategically aligned branding strategy that was launched at the beginning of this Olympic and Paralympic quadrennial.

Now four years removed since its launch, nearly every province has joined the Triathlon Canada brand family by aligning marks and web site designs.

Many of the core pages on **triathloncanada.com** (COVID-19, Coaching, Officiating, Triathlon, Para Triathlon, High Performance, Age Group, and Age Group World Championship Teams) underwent significant upgrades throughout the summer months. Continued effort is made to regularly update imagery through the web site to reflect all facets of the brand – high performance (Olympic and Paralympic streams), age group, male and female content.