



2018 – A Progress Report

**TRI**  **THLON** **CANADA**



# 2018 – A Progress Report

*Strong leadership, clear communication, strengthening relationships and operating in full transparency and accountability with excellence as the unifying core summarizes the 2018 season in our team’s continued quest to achieve a gold medal standard both on the field of play and in the boardroom at Triathlon Canada.*

Following a three-year strategic road map that was established in 2017 to get us to where we need to go, our dream is to build one Triathlon Canada Nation, and we are pleased to report that we are making progress as we swim, bike and run another year closer to the 2020 Olympic and Paralympic Summer Games in Tokyo.

With a national goal to put more high-performance athletes on the international podium in an effort to inspire Canadians of all ages and abilities to join this great sport, our focus over the last two years has been on transformation and building culture – a culture that settles for nothing short of excellence.

Over the past two years, we have completed several projects that have established a solid foundation for Triathlon Canada. Our strategy is powered by three key priorities: performance, pathway and organizational excellence.





## 2018 - A Progress Report

The following report looks back on another year of progress in getting our house in order – working towards being the best in the field – whether it's on the race course, around the daily training environment or in the offices and boardroom.

The highlights for 2018 that you will learn about include: aligning triathlon organizations across the country; successfully completing a financials and operations audit; financial stability; opening the National Performance Centre and Training Academy in Victoria; celebrating medal-winning performances at major events; strengthening our Board of Directors; and introducing a new generation to our sport through the KITCan Series piloted in Ontario.

Driven by excellence, every day means our athletes will have the support they need, and deserve, to achieve excellence of their own.

There remains a long road ahead, and precious seconds that still need to be made up on the race course to get to where we want to be. But working together – as one Triathlon Canada Nation – united by One Leaf . Three Sports . With No Limits – I know we will achieve our goals!

Thank you for your passion, continued support and we look forward to a successful 2019.

Les Pereira  
President, Board of Directors  
Triathlon Canada

Kim Van Bruggen  
Chief Executive Officer  
Triathlon Canada



**January  
2018**

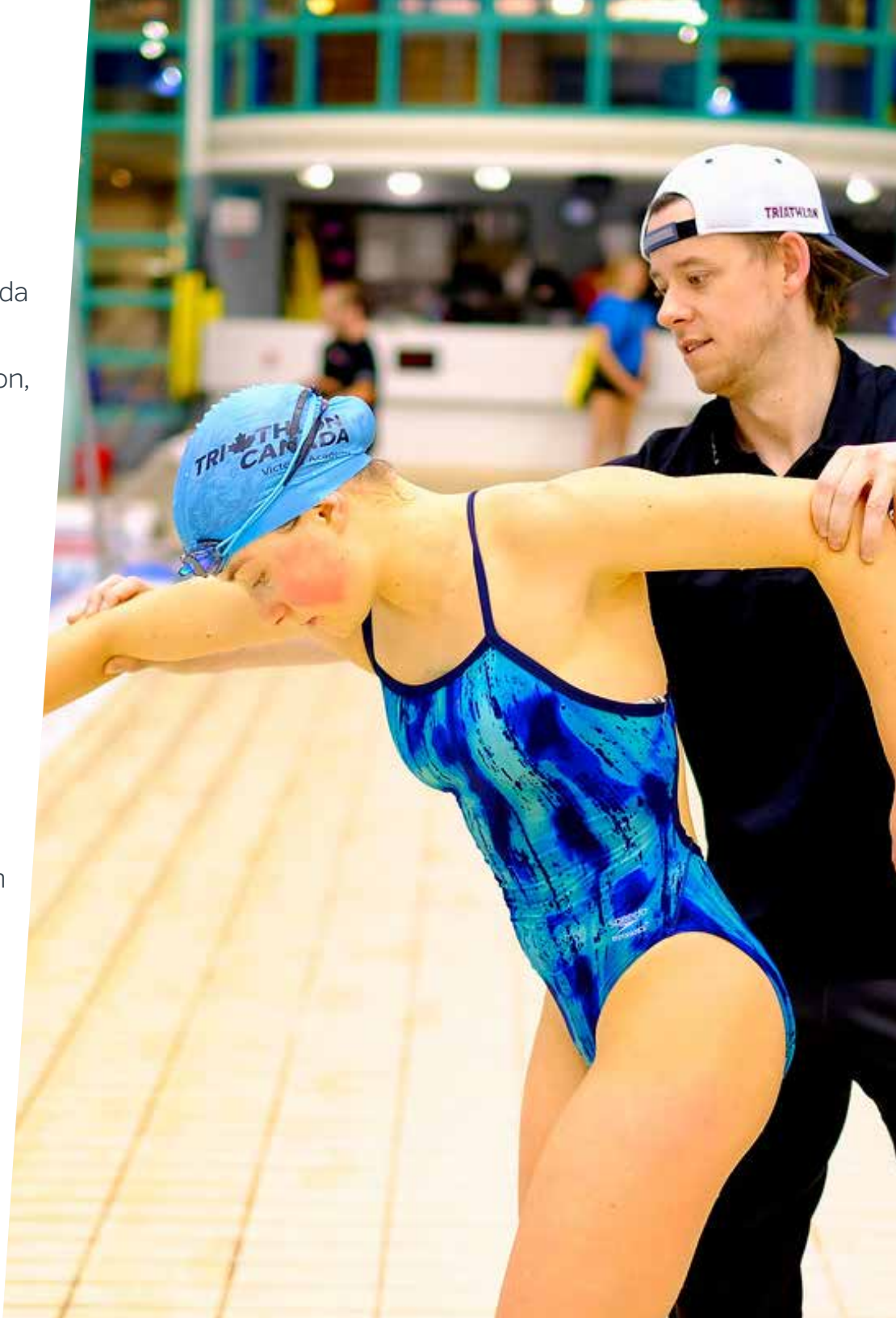
### **2XU Joins Triathlon Canada**

Triathlon Canada teamed up with 2XU Canada for its drive to the podium in 2018. 2XU Canada, the brand synonymous with triathlon, supplied all compression garments, training and racing apparel for the nation's high-performance athletes and age group teams hitting start lines around the world.

**February  
2018**

### **Triathlon Canada Signs MOU with Respect Group**

Triathlon Canada partnered with Respect Group in an effort to ensure a safe, inclusive and respectful training and competitive environment for all of our athletes, coaches, parents and spectators. As a result, Triathlon Canada staff, Board of Directors, and provincial sport organization executive directors were required to complete the program. Triathlon Canada is working with its provincial partners to extend the program to clubs, coaches, athletes, parents and stakeholder groups.



March  
2018

### Carey Newman Designs Inspirational Race Uniform

Triathlon Canada brought together the worlds of sport and art on its uniforms for the nation's high-performance and age group athletes. Motivated by the theme of transformational power of the three-sport discipline, First Nations artist from Blue Raven Art, Carey Newman, designed the Canadian race suit that seamlessly connected a trio of Canadian animals – an iconic killer whale, a raven, and a wolf – with each of the three sports: swimming, biking and running.

“The design was inspired by the transformation triathletes experience through a race. From swimming to cycling to running, I wanted to identify animal figures that symbolically connects with each of these three activities enjoyed by all Canadians. Transformation is something that is part of our north west coast culture, and the raven is the central figure in that mythology. The raven also travels with the wolf so I believe these three animals are seamlessly connected – each borrowing space from the others.”  
— CAREY NEWMAN, BLUE RAVEN ART





**April  
2018**

**Joanna Brown Becomes  
Fourth Canadian Ever  
to Podium at Commonwealth Games**

Joanna Brown notched Canada's first medal at the 2018 Commonwealth Games in Gold Coast, Australia where she battled to the bronze in the women's individual race. Her trip to the podium also secured her place in the Canadian triathlon history books as just the fourth Canadian triathlete ever to win a Commonwealth Games medal. Simon Whitfield and Carol Montgomery won gold in 2002. Kirsten Sweetland won the silver medal at the 2014 Commonwealth Games.

**“** I can't put this into words right now. It has been a really chaotic month after fracturing my shoulder in Abu Dhabi, and then just trying to make it back to this race at the Commonwealth Games. I have the most amazing support team behind me helping me out, and incredible teammates to get me through this. I was just so happy to be here, to race and even just to finish the race nevermind finishing on the podium.

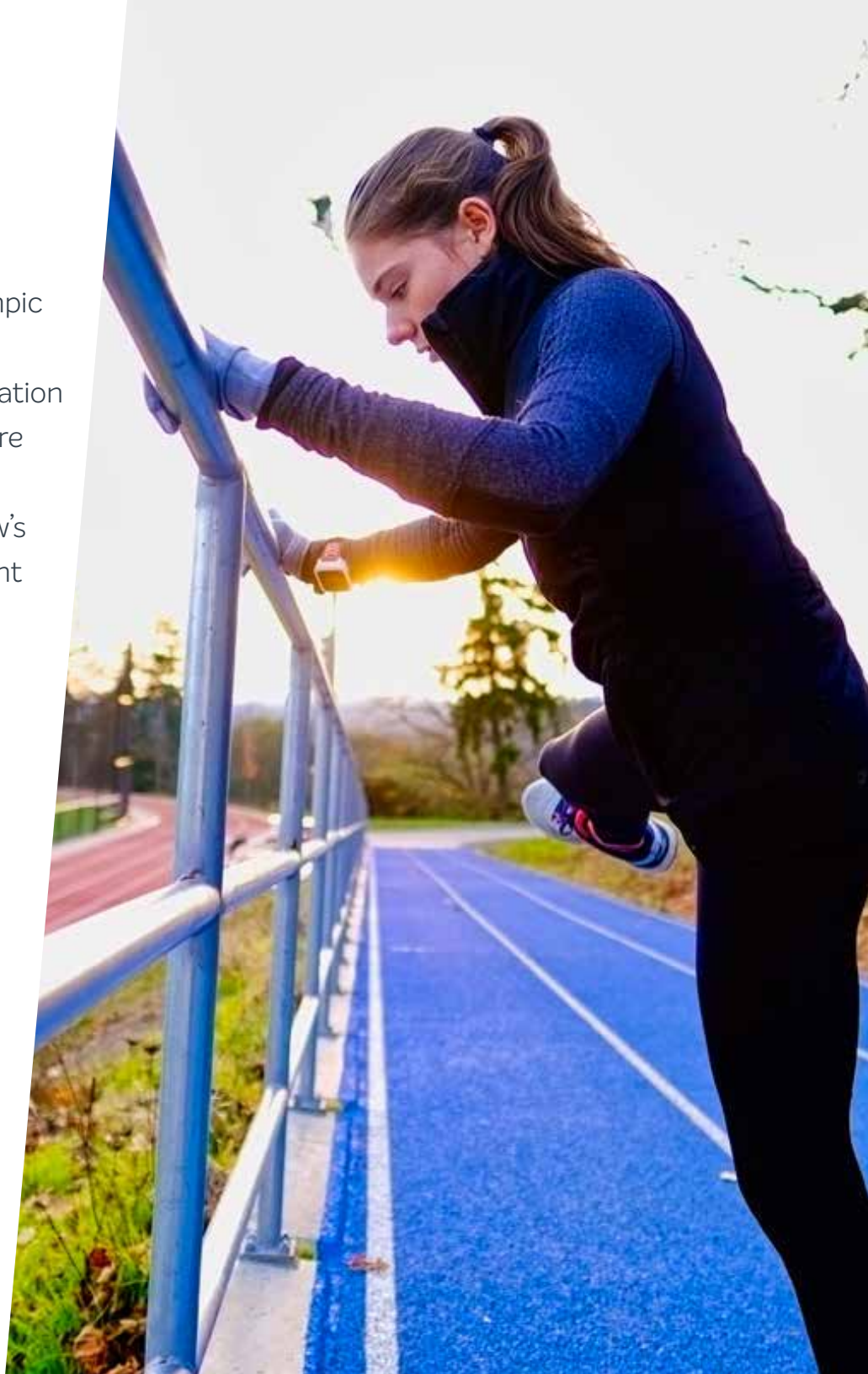
**— JOANNA BROWN (ONTARIO)**



**June  
2018**

### **Launch of National Performance Centre and Triathlon Academy**

Triathlon Canada confirmed the road to the Olympic and Paralympic Summer Games will go through Victoria for Canada's triathletes with the formalization of Triathlon Canada's National Performance Centre (NPC) and the organization's launch of the NPC Academy that is focused on developing tomorrow's triathletes within a daily performance environment surrounded by the nation's top support staff. Working in partnership with 94 Forward, Own the Podium and Sport Canada, Triathlon Canada created a centralized daily performance environment while utilizing the world-leading facilities available on Vancouver Island. The NPC brings together the nation's top triathletes who will benefit from the best coaching, facilities and sport science/medicine staff in an effort to deliver medal-winning performances. The launch of the Academy will now extend this reach further into the pathway to support the next generation of athletes.





**June  
2018**

**Process  
Begins**

**Update Underway of Adult Community  
Coaching Manual and Workbook**

Triathlon Canada is working extensively to update its Adult Community Coaching Manual from the original publication in 2008. The project is being taken on in an effort to continue to provide positive coaching education and practices amongst Canada's triathlon coaching community. With more than 25,000 age group athletes across the country competing in multiple race distances the sport now offers, it is our hope this manual will serve as a guide to help all of our athletes and coaches achieve their collective goals. This valuable coaching tool, which will be rolled out in 2019, is designed to meet the sport of triathlon's constantly rising performance standards by instituting coaching workshops, guidelines and certification to ensure our community is professional in our conduct and our performances remain amongst the best in the world.





**June  
2018**

### **Tyler Mislawchuk Rebounds in 2018**

Canada's top performer at the 2016 Olympic Summer Games, Tyler Mislawchuk, rebounded into top form in 2018, which was highlighted by his first career podium finish on the World Cup circuit in Antwerp, Belgium. The Oak Bluff, Man. resident built on that performance to post a career-best fourth-place finish at the World Triathlon Series race in Yokohama, Japan.

**July  
2018**

### **Para-Triathlon Program Builds Depth**

For the first time in history, Canada's Para-triathletes celebrated a four-medal day on the World Para-triathlon Series at home in Edmonton. Stefan Daniel smashed the field to win gold in the men's standing division, while Jessica Tuomela and her guide Lauren Babineau celebrated their first WTS victory. Canadian rookie, Kamyille Frenette captured a silver medal, while Jon Dunkerley and his guide, James Cook, rounded out the podium for the Canucks in third place. International podium results throughout the summer represented the continued development and depth of Canada's Para-triathlon program on the road to Tokyo 2020.



**July  
2018**

### **KITCan Series Piloted in Ontario**

More than 1,000 little Canucks were swimming, biking and running across the land as part of Triathlon Canada's newly created KITCan Series, which was piloted by Triathlon Ontario in the summer of 2018. Using the baby beaver, known as a kit, as the program's mascot, the Kids in Triathlon (KIT) race series was a packaged youth-based race program that will ultimately be used by Triathlon Canada's provincial partners and clubs from coast-to-coast-to-coast. With a focus on having fun, and trying hard, the series targets girls and boys aged 11 and under to hop on a bike or tricycle, jump into a pool and put on a pair of sneakers and run

**“**Building and investing in youth infrastructure is critical for the long-term sustainability of the sport across the country. Triathlon Ontario was excited for the opportunity to take a greater role in the grassroots development in this province by piloting a fantastic new national youth series brand. Our involvement in youth events in key strategic markets was a great opportunity to grow youth programs, engage the local community and encourage thousands of parents to try an adult triathlon.”

— PHIL DALE  
EXECUTIVE DIRECTOR  
TRIATHLON ONTARIO





**July  
2018**

### **Triathlon Canada Increases Membership Fee in 2019**

Challenged with growing program costs and a membership fee that hadn't increased significantly in 30 years, Triathlon Canada created a Working Group to explore a more sustainable financial model through increased membership fees. Triathlon Canada sought feedback from a cross-section of stakeholders through surveys, and two working groups to move forward with the community's input—support for an incremental increase. After extensive analysis led by the Membership Fees Working Group, the Board of Directors approved raising the national body's portion of annual membership dues in 2019 from the current \$5 to \$15 for adults and to increase youth fees from the current \$3 to \$6 in 2019. The Board intends to recommend a further increase of \$5 adult/\$2 youth in 2020 and 2021 to bring the fees to \$25 for adults and \$10 for youth. The decision to make the increase was supported by provincial partners.

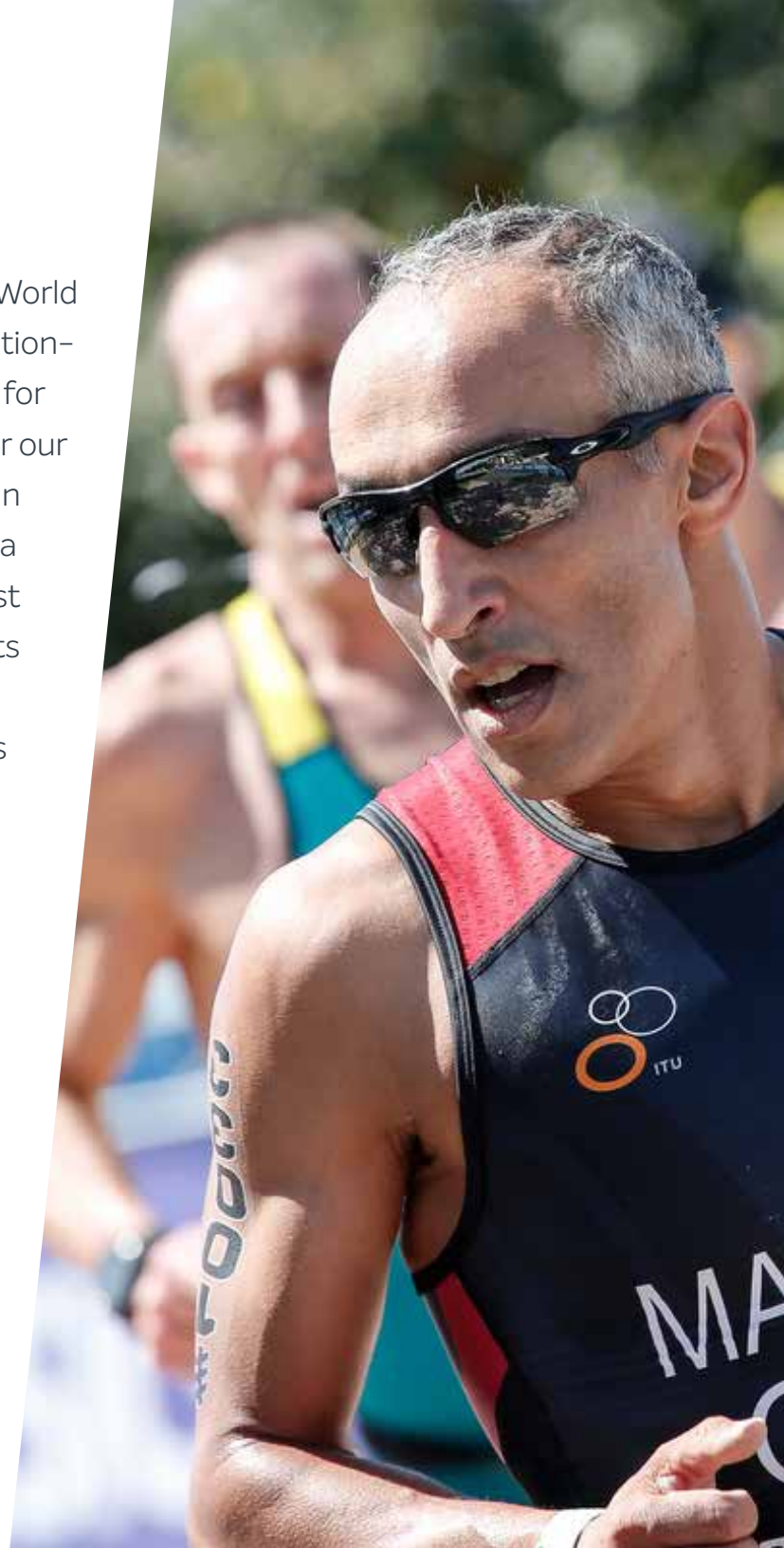


**Summer  
2018**

### **Revised Age Group World Qualification System Shines**

Triathlon Canada revised the process for allocating Age Group World Championship Qualification Spots in 2018 season to a qualification-only model. The goal was to increase the value of hosting spots for our domestic events, help drive up the quality of these races for our athletes across the country and generate a renewed interest in competing for Age Group Team Canada. In 2018, we witnessed a vast improvement to the age group program with a jump in host provinces from four to seven, and increased qualification events from 12 to 28. As a result, we will field one of the largest Age Group Teams for a World Championship event, with 370 entries confirmed for the 2019 ITU World Triathlon Grand Final in Lausanne, Switzerland.

This positive trend will continue in the 2019 qualification year. For the first time ever all 10 provinces are hosting Age Group World Championship spots – meaning that our domestic race calendar now has full representation from coast-to-coast. With the 2020 ITU World Triathlon Grand Final set to be hosted in Edmonton, it is shaping up to be a very exciting year for those seeking a spot on the start line.





“I’m super happy. It was a tough bike, but the run went really well. Some days the feet feel heavy and others super light. Today I just felt super light on the run. I love this run course (in Edmonton) I knew I had the potential to be on the podium eventually, but I never expected to be able to catch everyone this year. The results are proof of all the good training that we have been putting in.

— KAMYLLE FRENETTE  
(NEW BRUNSWICK)

July/  
August  
2018

## Canada Hosts Back-to-Back World Triathlon Series Races

For the second-straight year, Canada secured its place on the global triathlon map by hosting two stellar international triathlon events. A star-studded field toed the line in Edmonton’s Hawrelak Park before traveling to Quebec where Joanna Brown delivered another spirited run down the streets of Old Montreal where she finished fourth for the second-straight year.



**August  
2018**

## **Canadian Championships Returns to Kelowna**

The Canadian Championships returned to Kelowna but in the end, it was Mother Nature who won the race. Triathlon Canada and officials at the Kelowna Apple Triathlon were forced to cancel the races due to poor air quality as a result of more than 560 forest fires burning in British Columbia. The 2019 Canadian Championships will be contested July 6–7 in Kelowna.

**“** We are thrilled to return to one of Canada’s most coveted triathlon venues for our National Championships. This is the lone event of the year that brings all of us in the Triathlon Canada Nation together, and I can’t think of a better location to hold the premiere event on our domestic race schedule than Kelowna, which has a rich history in staging world-leading triathlon events. We hope to see our nation’s best back on the start line in early July—staying clear of the worst of forest fire season.

**— KIM VAN BRUGGEN,  
CHIEF EXECUTIVE OFFICER  
TRIATHLON CANADA**





**September  
2018**

### **Stefan Daniel Defends World Para-Triathlon Crown**

Canada's Stefan Daniel was crowned the king of Para-triathlon for the second-straight year after successfully defending his World Championship title in Gold Coast, Australia. The 2016 Paralympic silver medalist added another chapter to an already storybook career with a convincing win to secure his third World Championship title, and fifth medal at the premiere event in a non-Paralympic year.

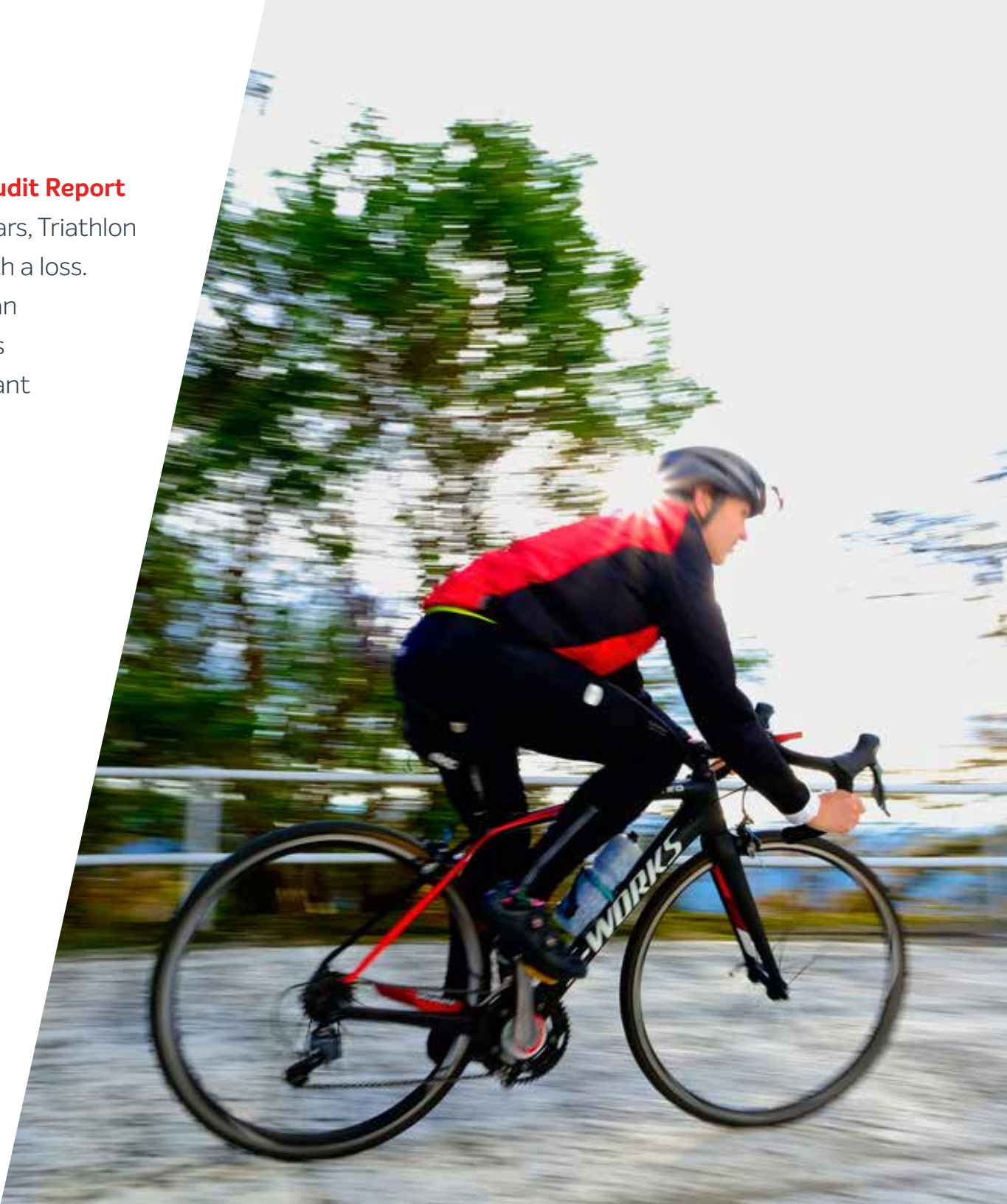
“ Crossing the finish line knowing that I defended my title was a great feeling. I knew I had put in the training. I knew it would show on race day, so I was confident coming into this. I'm just really happy to get the job done.  
— STEFAN DANIEL  
(ALBERTA)



**September  
2018**

### **Successful Finance and Audit Report**

For the first time in four years, Triathlon Canada did not operate with a loss. The organization received an unqualified opinion from its auditors, which is a significant milestone in the world of non-profit organizations.

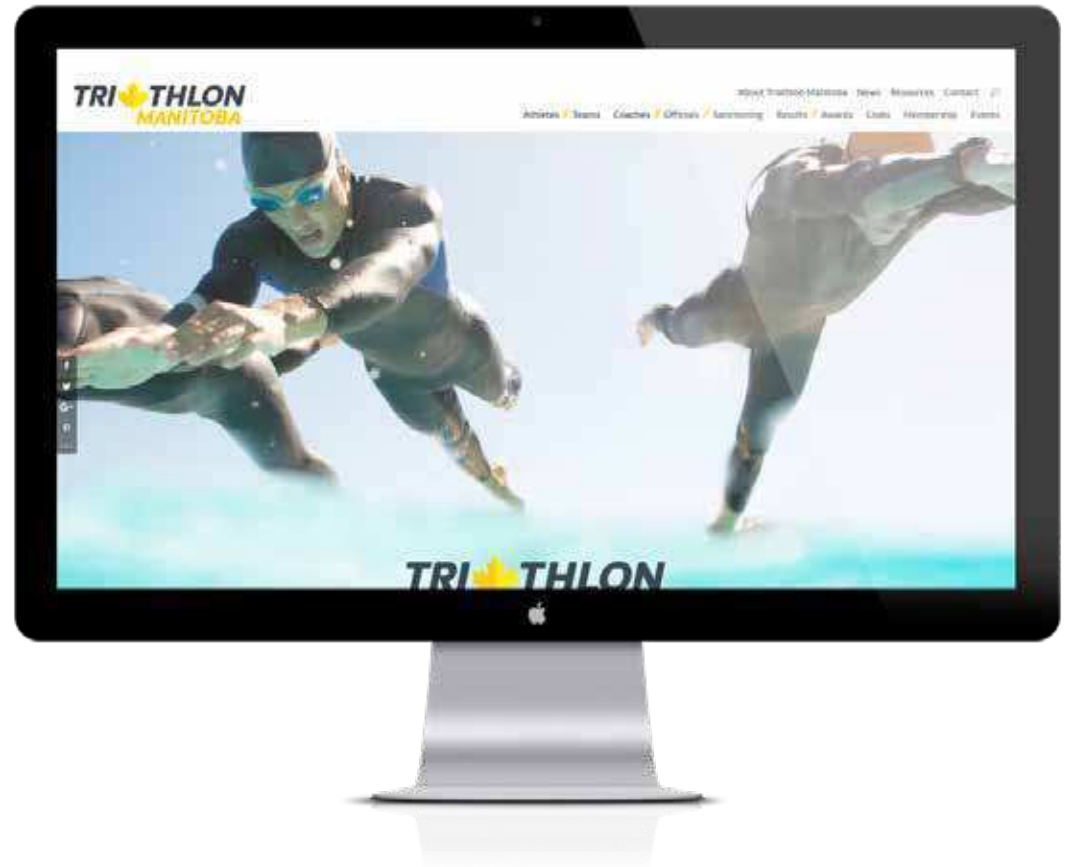




**October  
2018**

## **Branding Support Extended to Provincial Partners**

After rolling out a new branding strategy one year ago, Triathlon Canada has remained true to its commitment of uniting the country into One Triathlon Canada Nation by sharing its brand strategy and resources with provincial partners across the country. Working with the Taiji Brand Group, Triathlon Canada is providing each of its provincial partners with a cost-effective solution to create a new logo and web site with the goal of creating one consistent look for the Triathlon Canada Nation. Triathlon Saskatchewan, Triathlon Manitoba and Triathlon Newfoundland were the first provinces to follow suit. The rest of the Maritime provinces will follow in 2019.



**TRI**  **THLON**  
**SASKATCHEWAN**

**TRI**  **THLON**  
**MANITOBA**

**TRI**  **THLON**  
**NEWFOUNDLAND & LABRADOR**

**Fall  
2018**

### **National Triathlon Registration System**

Provinces have been working well together with Triathlon Canada to create a truly national membership platform to make it more seamless for members to register and sign up for clubs and events – ensuring your provincial membership is recognized no matter where in Canada you are competing. The system allows us to create efficiencies in reporting, finances and data collection. For the first time ever, Triathlon Canada will be able to collect data from across the country to truly be able to monitor trends in our sport, and be able to adapt as required.





