



2023-2024 Annual Report



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SAIL TO WIN**

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Message from CEO and Chair

The 2023-24 fiscal year ushered in an era of change for Sail Canada; we believe the future of sailing in Canada is brighter than ever. In all its forms and across all levels, sailing is a delightfully complex and yet simple sport for all Canadians to enjoy. Whether racing in a local event, competing at the Olympics, or out for a casual Sunday cruise, sailing truly is for everyone.

We're making investments in training and education. With the updated *Long Term Sailor Development Model*, ongoing Cruising and *CANSail* program updates, a newly piloted *Coaching Para Sailors Module* and our partnership with *WeCANFoil* to develop a *Foiling Instructor Development Module*, we have confidence our programming will continue to meet the needs of our member clubs and schools which help get Canadians on the water under the watchful eye of our highly trained coaches and instructors.

The accomplishments of Canadian sailors over the past year are numerous. Canadians are leading the fleet in everything from Opti to the Olympics, to offshore, collegiate team racing, match racing, all the way to SailGP and the Concord Pacific AC40 program, and Canadian Sailors are competitive on the world stage! We need to thank the dedicated network of Sail Canada trained officials who ensure fair play on race courses at home and around the globe.

As we shift gears into the next Olympic cycle, we want to celebrate the accomplishments of the Canadian Sailing Team and the Development Squad athletes. The Sail Canada High Performance Coaching Staff and Integrated Support Team worked tirelessly to ensure the success of Canadian athletes on the world stage. Centred in a Culture of Excellence and Safe Sport, we're hard at work planning for LA2028 and beyond. (...)



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Message from CEO and Chair

(...) This year's annual report gives us the opportunity not only to celebrate and reflect on the 2023-24 fiscal year, but also envision a new future for the sport as we embark on a new Strategic Planning cycle. To ensure we meet the needs of our membership and strengthen relationships with our provincial partners, we look forward to the consultation process and hearing about the needs of athletes, coaches, officials, and members alike.

Unfortunately, Sail Canada faces strong financial headwinds. Government funding is decreasing, operational costs are rising and we've invested heavily to give our high performance athletes everything they need to succeed. As we rebuild our finances, we look forward to working closely with our corporate and provincial partners to explore new ways to raise the capital needed to fund the organization for years to come.

We extend our heartfelt thanks to our key stakeholders - the Board of Directors, PSAs, National Program athletes, dedicated staff and vast network of volunteers. Our commitment to excellence, development, and inclusivity will guide us as we navigate future challenges and opportunities.



Kate MacLennan
Chair,
Board of Directors
Sail Canada



Ryan Kelly
Chief Executive Officer
Sail Canada



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About Sail Canada

Our Vision

Canada is a leading international sailing nation, proud of its world class athletes, lifelong participants and inclusive culture

Our Mission: LEAD, ENABLE, DRIVE

Working with our partner organizations, we:

- LEAD as a national sport organization,
- ENABLE enhanced participation
- DRIVE sport development and performance for all

Our Values

- Collaboration and Innovation
- Transparency, Accountability and Integrity
- Diversity, Equity, and Inclusion
- Culture of Excellence
- Safety for All
- Environmental Sustainability

Land Acknowledgement

Sail Canada acknowledges that our national offices in Kingston, ON are on the traditional homeland of the Anishinaabe, Haudenosaunee and the Huron-Wendat, and thank these nations for their care and stewardship over this shared land.



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About Sail Canada

Members per province

	2022-2023	2023-2024
Alberta	647	662
British Columbia	2,738	2,968
Manitoba	346	440
New Brunswick	195	166
Newfoundland and Labrador	126	159
Nova Scotia	2,446	2,591
Ontario	7,695	8,879
Prince Edward Island	138	158
Quebec	1,881	1,934
Saskatchewan	468	564



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Culture

Safe Sport

Sail Canada Board members, staff, coaches, instructors and officials all pride themselves in providing a safe environment for all athletes and sailing participants. We continue to review our governance, policies and programs to ensure Safe Sport policies and best practices are embedded in all Sail Canada activities.

Safe Sport is about more than a participant's physical safety; it also encompasses psychological safety, social-emotional safety and cultural safety.

Regardless of ability, age, ancestry, athletic potential, citizenship, colour, economic status, ethnic origin, family status, gender expression, gender identity, language, marital status, place of origin, race, religion, sex and sexual orientation, everyone has the right to cultural, physical, psychological, and social-emotional safety.

We continue to work closely with the Office of the Sport Integrity Commissioner (OSIC), the Sport Dispute Resolution Centre of Canada (SDRCC), ITP Sport and our provincial partners to ensure we have third party, transparent processes in place and adhere to Safe Sport best practices.



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Culture

Inclusion, Diversity and Equity: Sailing for All

Thanks to funding partners Sport Canada and the Canadian Olympic Committee, Sail Canada created the Sailing for All initiative, which aimed to provide sailing opportunities for participants from underserved or underrepresented communities.

This program was a great success with 15 programs from 6 provinces taking part, delivering programs to over 700 participants. Programs were delivered for youth/adults using Sail Canada CANSail dinghy, Cruising/Keelboat and Para curriculums.

Working with our partners in EDI, Inclusion Incorporated, and with funding from Sport Canada and the Canadian Olympic Committee, Sail Canada developed resources for our members and hosted online webinars covering a range of topics.

Resources:

- Charting Courses to Welcoming Shores
- Working with Community: Sailing Clubs Partnering for Success
- Building an Inclusive Sailing Club
- Land, Waterway or Territorial Acknowledgement Guide

Webinar Series:

- The Future of EDI and Sailing
- What does welcoming new participants mean?
- Sailing Beyond Sexism: Navigating Gender Equity Challenges in Sport
- Wind of Change: Sailing Through the Waves of Anti-Racism

To check them out: <https://www.sailing.ca/inclusion-diversity-and-equity>.



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Culture of Excellence

Sail Canada is committed to optimizing the culture of our High Performance Program. At Sail Canada, we believe culture forms the foundation upon which our sport thrives. By nurturing a culture of excellence, we not only enhance the well-being of our athletes, but also maximize our collective potential for success.

Sail Canada is engaging in the Culture of Excellence (COE) project to evaluate our current cultural state and develop an action plan in moving toward a more ideal state. In 2023, Sail Canada, with support from Own the Podium, began the Culture of Excellence project, a survey of Sail Canada High Performance athletes, coaches and staff followed by virtual sessions for discussions. The information collected through this process was used to inform the creation of an action and implementation plan to address the areas that were identified as gaps through the data collected in surveys and subsequent discussions.

The COE is a project funded by Own the Podium, however it remains a completely independent process aimed at evaluating and enhancing the high performance culture within Sail Canada. Unlike other reviews and questionnaires, this project takes a holistic approach, focusing on both the people and performance factors which influence the sport culture. These factors include mental and physical health and well-being, autonomy, psychological safety, Safe Sport practices, athlete & international results, leadership, coaching, daily training environments, and performance pathways.

Sail Canada is committed to this project and continues to work on developing and adjusting the action plan to best support athlete wellness and performance.



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Culture of Excellence

2024 Awards

Sailor of the Year
Lee Parkhill

Volunteer of the Year Award
Wendy Loat

Gallagher Skippers' Plan 2023 Athletes of the Year:
Sarah Douglas & Lee Parkhill

Coach of the Year Award
Chris Watters

Gerry Roufs Trophy
Melodie Schaffer

Bill Burk Memorial Youth Elite Awards:
Sullivan Nakatsu and Lilly Rainham

Recreation Event Award
Femina Cup

Marvin McDill Memorial Award
Ryan Anderson

Instructor of the Year, presented by Checklick :
Adrien Bernier Nadeau

Nathan R. Cowan Memorial Award for Developing Sailors:
Madeline Gillis and Galen Richardson

Chisholm Trophy for Excellence in Race Management & City of Kingston Regatta of the Year Awards: 2023 Shark World Championships



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Culture of Excellence

Canada's 2024 Celebration of Sailing

Over 125 supporters of all ages gathered at the Ashbridge's Bay Yacht Club on Friday, July 12, for the third edition of Canada's Celebration of Sailing where performances and experiences of Canada's high performance sailors of the past, present and future were celebrated.

Sail Canada took advantage of this annual event gathering community members, supporters of Canadian sailing, as well as athletes and alumni of Sail Canada's National Team and Development Squad, to celebrate its Culture of Excellence and hand out some awards, including those for Sail Canada's 2024 Sailor of the Year and for the Gallagher Skippers' Plan Athletes of the Year, as well as the Volunteer of the Year Award and the Gerry Roufs Trophy. The complete list of winners is available on page 10.

A few weeks prior to the start of the Paris 2024 Olympic Games, participants also had the chance to meet and chat with, and celebrate athletes, coaches and support staff from the 2024 Canadian Olympic Sailing Team, helping to build momentum going into the Games.



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Programs

CANSail Programs

The CANSail program continues to grow with increased participant numbers on an annual basis. Sail Canada is reinvesting in the program with ongoing work to provide expanded instructor resources and revised CANSail 1-6 checklists for participants. These revisions will strengthen the program and provide more guidance for instructors to enhance the club level delivery of training.

	2022	2023	2024 (as of Sept.30)
CANSail Participants	15,188	16,230	13,079
Registered CANSail Instructors/Coaches	805	929	1,017



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Programs

Long-Term Development in Sailing (LTDS)

Launched in February 2024, Sail Canada's new long term development model responds to evolutions in sailing and sport since the first version was introduced in 2011. The LTDS is an important piece to support Sail Canada's long term vision of being a leading international sailing nation, proud of its world class athletes, lifelong participants and inclusive culture. Sail Canada's LTDS is available at www.sailing.ca/ltd.

Learning Facilitator Clinics

Learning Facilitators are a vital component of the CANSail program, responsible for training and evaluating new and developing CANSail Instructors across the country. One LF Clinic was hosted in the fall of 2023 in Quebec, followed by two LF Clinics in the winter/spring of 2024 in British Columbia and Ontario, through which 20 new LF's were trained. .

Coaching Para Sailors Module

Sail Canada's Coaching Para Sailors Module has been updated significantly through 2023-24, thanks to the work of lead volunteer contributors Jenny Davey and Paula Stone. This update is aligned with the Coaching Association of Canada Coaching Para Athletes Module, and is designed to provide training to CANSail Instructors and Volunteers who will be working with Para athletes and program participants. Three pilot deliveries of the module took place in the spring of 2024. Further deliveries will take place in 2025, with a goal of training new Para Module Facilitators to expand the reach of the module.



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Coach Development

CANSail Foiling Instructor Module

Thanks to a collaboration between WeCANFoil and Sail Canada, a pilot delivery of a CANSail Foiling Instructor Module was delivered in Montreal in the spring of 2023. The module is designed to provide candidates with basic foiling training to allow them to deliver training to sailors using foiling equipment. Following this pilot, and two additional pilots in Nova Scotia and British Columbia in 2024, the module will be reviewed to ensure we stay up to date with advancements in foiling classes.

Development Coach Program

The Development Coach Program is designed for coaches working with competitive sailing programs with a season of 4 months or longer, to develop their leadership skills, performance planning abilities and technical knowledge as well as setting them up to support their athletes. The program was updated through 2023 and delivered in both British Columbia and Ontario in the spring of 2024, with 19 candidates from British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia and Prince Edward Island taking part. Beyond the course, candidates are required to engage in mentorship and shadow coaching opportunities, develop a coaching portfolio and take part in a webinar series and community of practice.



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Officials

We're a volunteer driven sport and the success of our events are contingent on a highly engaged community of officials.

Thank you to all of the incredible volunteers and officials across the country! Our sport would not exist without the leadership from Sail Canada certified officials! Stand outs to report for 2023 celebrate training, certification and collaboration.

Certification

Regional, national and international levels of certification increased from 109 in 2023 to 159 for the 2024 season.

Overall certification levels remain stable:

	2023	2024
Race Officers	681	685
Judges	145	135
Umpires	8	7



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Officials

Training

Sail Canada certified officials led training sessions online, in person and for a number of courses the hybrid approach was utilized. This flexibility enhanced opportunities for participants to take part in training sessions including the advanced judge seminars, rules seminars, practice protest sessions, advanced race management training and mark laying.

Collaboration

“Building Partnership and Camaraderie” initiative.

Judge Subcommittee member Dale King spearheaded this program with the overwhelming support of the Sail Canada High Performance team and the Canadian judging community. This collaboration supported the national team athletes and coaches in the lead up to the Olympic trials and continued throughout the trials including the 2023 Worlds and 2023 Pan Am Games, and culminated in supporting the 2024 Olympic Team in Marseille. Thank you to everyone involved with this important initiative. This additional support provided athletes and coaches alike with additional confidence entering each protest situation and was appreciated by everyone on the team!



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Cruising

Sail Canada's cruising portfolio continued to refine standards and strive for ongoing international recognition to increase value to our cruising participants. Sail Canada defined the requirements for Yachtmaster Offshore and Coastal recognition and awarded two new recipients in 2024, Normand Corbeil and Scott Watson.

Effort is ongoing to ensure that cruising standards are kept up to date, translated, and relevant for today's cruising market. Additions to standards have included an emphasis on electronics use and safety.

Sail Canada trained new Instructor Evaluators in BC and Ontario to add resources to the growing interest in instructor training and cruising participation.

Participation Breakdown

	2022	2023	2024 (as of Sept. 30)
Cruising Participants	1,951	2,035	1,642
Power Participants	11	7	15
Navigation Participants	271	271	200
Registered Cruising/Power/Nav Instructors	227	256	338



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Events

2023 saw positive participation growth with 841 competitors and coaches taking part in the Sail Canada Championships. Thank you to all of the hosts and incredible volunteers and officials who helped plan and run each of these regattas!

The Sail Canada Championships had increased participation again in 2024 with 1131 competitors and coaches participating.

Thank you to the many groups that make the Sail Canada Championships possible! This includes host venues, volunteers, officials, competitors, coaches, parents/guardians, club staff and board members.

Number of competitors

	2022	2023	2024
Sail West	59	63	132
Sail Central	147	143	186
Sail East	158	154	200
Youth Championships	325	293	372
Senior Championships	47	57	65



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Events

Sail Canada Championships Hosts

	2023	2024
Sail West	Wabamun Sailing Club, AB	Royal Vancouver Yacht Club, B.C.
Sail Central	Hudson Yacht Club, QC	Ashbridge's Bay Yacht Club, ON
Sail East	St. Margaret Sailing Club, N.S.	St. Margaret Sailing Club, N.S.
Youth and Senior Championships	CORK/Sail Kingston, ON	CORK/Sail Kingston, ON



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High Performance

As the focus is drawn to the Olympic Games, it remains essential to develop towards the future. The focus in of high performance training is truly about preparing for future events and testing against international benchmarks. Top 10 performances and podium finishes at age group championships have historically been the markers of future Olympic and Pan American Game success.

Youth Sailing World Championships, Lake Garda (ITA)

Team Canada: 15 athletes/4 coaches

Top Finisher: 10. Sullivan Nakatsu (CSYS) - ILCA 6 Men

ILCA 4 World Championships, Viana do Castelo (POR)

Top Finisher: 1. Carlos Charabati (CSYS) - 2024 ILCA 4 World Champion

ILCA 6 & 7 U21 World Championships, Viana do Castelo (POR)

Team Canada: 9 athletes / 2 coaches

Top Finisher: 15. Annie Balasubramanian (CSDS) - ILCA 6 Women

49er/FX Junior World Championships, Galicia (SPA)

Team Canada: one 49er team and two 49erFX teams/1 coach

Top Finishers: 20. Tara Golonka/Jessica Hirschbold - 49erFX

35. Thomas/William Staples (CSDS) - 49er

ILCA North American Championships, New Bedford (USA)

Top Finishers: Gold. Lilly Rainham (CSDS) - ILCA 6 Women

Bronze. Sullivan Nakatsu (CSDS) - ILCA 6 Men

Silver. James Juhasz (CSDS) - ILCA 7 Men

Bronze - Liam Bruce (CSDS) - ILCA 7 Men



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High Performance

Sail Canada, in conjunction with the provinces, regional training centres and host clubs, ran Talent ID Camps in the West, Central and East in 2023 and 2024. The Sail Canada Talent ID Program is focused on finding the top talent across Canada while working with local/regional coaches to further their collective development as High Performance coaches.

The camps give the Sail Canada Technical Staff the opportunity to work with/identify youth sailors from across the country and provide athletes access to enhanced training opportunities.

2023

IAP Camps: 24 athletes in camps

British Columbia: 3 teams

PCYC: 5 teams

Two in Kingston: 10 athletes

Kingston: 6 athletes

Talent ID Camps:

222 athletes in 9 camps held in Kingston and at Port Credit Yacht Club, West Vancouver Yacht Club, Royal Nova Scotia Yacht Squadron, Buffalo Canoe Club, St. Margaret's Sailing Club and at Centre de voile Grande-Rivière.

National Team Integration Camps:

67 athletes in 5 camps held in Nova Scotia, British Columbia and Ontario.



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High Performance

2024

IAP Camps (Spring/Summer 2024):

ILCA 6 - SMSC, Nova Scotia (26 athletes)

ILCA 6/7 - ILCA North American Championship, New Bedford, MAS (15 athletes)

49er/FX - SMSC, Nova Scotia (12 athletes)

ILCA 6 & 7 - Youth & Senior Championships (14 athletes)

ILCA 7 - Kingston ON (14 athletes)

ILCA 7 - SMSC, Nova Scotia (6 athletes)

Talent ID & 49er/FX Transition Camp:

86 athletes

West - Royal Vancouver Yacht Club, Vancouver, B.C. - ILCA 6 & 29er (36 athletes)

Central - Port Credit Yacht Club, Port Credit, Ontario - 29er (6 athletes)

East - Royal Nova Scotia Yacht Squadron, Halifax, N.S. - 29er/ILCA 6 (21 athletes)

Talent ID & 49er/FX Transition Camp:

Central - Pointe-Claire Yacht Club - Pointe-Claire, QC - 29er, ILCA 6 (23 athletes)

Canadian Sailing Youth Squad Camp:

39 athletes in camp held at Clearwater Community Sailing Centre in ILCA 6, 29er and 49erFX.

National YOTS:

73 athletes in camp held at Portsmouth Olympic Harbour in Kingston, ON, in 29e, ILCA 4 and ILCA 6



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High Performance

ILCA 6 Pre-Games Training Camp - July 5-13 - ABYC, Toronto, ON

Eleven of the top development athletes in ILCA 6 came together for a training camp with ILCA 6 Olympian Sarah Douglas in Toronto in the weeks leading up to her departure for the Paris 2024 Olympic Games. This camp included CSDS athletes and CST alumni who jumped back in the boat for racing during this camp.

Marseille Familiarization Camp - June 2024 - Pre-Olympic Games

This Olympic preparation camp saw the entire Olympic team including athletes, coaches and support staff come together for a training camp to prepare for the Paris 2024 Olympic Games. This camp provided the opportunity for athletes to familiarize themselves with all things "Olympic" to aid in a seamless arrival for the Games themselves.

Marseille Preparation 2023-2024

In 2023 and 2024, the Canadian Sailing Team's top athletes spent a significant amount of time training and racing in Marseille, including attendance at the 2023 Test Event and countless "Coach" regattas and training blocks hosted in the venue, in preparation for the 2024 Paris Olympic Games.



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High Performance

Paris 2024 Team

The team was made up of a mix of past Olympians (2) and new Olympians (4). The veteran Olympians became leaders on the team, helping to support a positive performance environment. The coaching staff and support staff was primarily the same as Tokyo 2020, with two additions, that of Alice Sobiesiak (Athletic Therapist, CSIO) and Eric Holden (Meteorologist). The continuity/familiarity of the coaching staff and support staff, actively built over the entire quad, created a strong team environment.

Athletes

ILCA 6 - Sarah Douglas
49erFX - Georgia & Antonia Lewin LaFrance
49er - William Jones & Justin Barnes
Women Kiteboarding - Emily Bugeja

Coaches

Ken Dool
Vaughn Harrison
Krzysztof Kierkowski

Support Staff

Mike Milner - Team Leader
Katie Sweeting - Team Manager
Alice Sobiesiak - Athletic Therapist
Eric Holden - Meteorologist
Erik van der Pol - Data Analyst (remote)



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High Performance

2023-2024

Canadian Sailing Team

Douglas, Sarah (Toronto, ON/ABYC) – ILCA 6
Lewin-LaFrance, Antonia (Chester, N.S./RNSYS/CYC) – 49erFX
Lewin-LaFrance, Georgia (Chester, N.S./RNSYS/CYC) – 49erFX
Millen, Mariah (Toronto, ON/RCYC) - 49erFX
Ten Hove, Ali (Kingston, ON/KYC) - 49erFX

Canadian Sailing Development Squad

Anderson, Ryan (Halifax, N.S./RNSYS) – ILCA 7
Balasubramanian, Annalise (Toronto, ON/RCYC/OST) – ILCA 6
Barnes, Justin (Pickering, ON/RCYC) - 49er
Bonin, Samuel (Toronto, ON/RCYC) - 49er
Bruce, Liam (Oakville, ON/PCYC) – ILCA 7
Dewey, Maura (Victoria, B.C./RVicYC) – ILCA 6
Gravely, Clara (Toronto, ON/ABYC) – ILCA 6
Karim, Fillah (West Vancouver, B.C./RVYC) - ILCA 7
Jones, William (Jerseyville, ON/ RHYC) - 49er

Canadian Sailing Development Squad - Para sailing

Hulme-Lawrence, Delani (Victoria, B.C./RVicYC) – 2.4mR
Eagar, Peter (Toronto, ON/NYC)– 2.4mR

Canadian Sailing Team - Para Sailing

Gay, Jackie (Victoria, B.C./RVicYC) - 2.4mR
Lutes, Scott (Mahone Bay, N.S./LYC) - RS Venture Connect
McRoberts, John (Victoria, B.C./RVicYC) - RS Venture Connect
Millar, Bruce (Victoria, B.C./RVicYC) - 2.4mR

Juhasz, James (Oakville, ON/OYS) - ILCA 7
Moffat, Arie (Kingston, ON/KYC) – 49er
Morrin, Mac (Kingston, ON/KYC) – Kiteboarding
Ruitenbergh, Luke (St Margaret's Bay, N.S./RNSYS) - ILCA 7
Staples, Thomas (Beaconsfield, QC/Royal St. Lawrence Yacht Club) – 49er
Staples, William (Beaconsfield, QC/Royal St. Lawrence Yacht Club) – 49er
Vittecoq, Coralie (Montréal Ouest, QC/PCYC/BLBC) – ILCA 6
Wood, Ryan (West Vancouver, B.C./RVYC) – 49er



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High Performance

2023 Canadian Sailing Youth Squad

Adler, Noah (Lower Prospect, N.S.-RNSYS) – ILCA 6

Amery, Ford (Toronto, ON-PCYC) - 29er

Bowness-Linegar, Callum (Toronto, ON-ABYC/PCYC) – 29er

Braaten, Mats (Toronto, ON-OST/RCYC)

Coady, Victoria (Coquitlam, B.C.-RVYC) – ILCA 6

Desrochers, Thomas (Toronto, ON-PCYC)-29er

Dinel, Kofi (Montréal, QC-BLBC) – ILCA 7

Fair, James (Victoria, B.C.-KYC) – ILCA 7

Gilley, Colin (Vancouver, B.C.-RVYC) – 29er

Koehli, Andreas (Toronto, ON-PCYC/RCYC) - 29er

Koehli, Mattias (Toronto, ON-PCYC/RCYC) - 29er

Lowe, Katherine (Mahone Bay, N.S.-LYC) – 29er

Mouland, Chris (Toronto, ON-OST) – ILCA 6

Nakatsy, Sullivan (Hammonds Plains, N.S.-RNSYS) – ILCA 6

Nichols, Hailey (Calgary, AB-LYC) – 29er

OSullivan, Finn (Toronto, ON-RCYC) – ILCA 7

Parolin, Anna (Ottawa, ON-BYC) – ILCA 6

Poole, Kelley (Victoria, B.C.-RVicYC) – ILCA 7

Rainham, Lilly (Halifax, N.S.-RNSYS) – ILCA 6

Ruch, Callum (Toronto, ON-ABYC) – 29er

Siegel, Anneka (Halifax, N.S.-AYC) – ILCA 6

Stanger, Bryce (Vancouver, B.C.-RVYC) – ILCA 6

Townsend, Jacob (Hudson Heights, QC-HYC/CVDM) – ILCA 6

Walsh, Rory (Vancouver, B.C.-RVYC) – ILCA 6

Young, Matt (Vancouver, B.C.-RVYC) – 29er



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Communications

Sail Canada created momentum toward the Paris 2024 Olympic Games by following the process of qualifying places by country and athletes, including the creation of live content from major world events. Sail Canada also worked with CBC Sports, not only to share content from remote competition venues and highlight our Canadian athletes, but also to webstream the World Sailing Championships.

Coverage included sending out over 70 press releases sharing not only the athletes' stories towards their Olympic journey, but also those from the community, including annual award winners, great performances from young athletes and much more.

All the different participants in Canadian sailing were also at the heart of Sail Canada's coverage, notably through its partnerships with Sailing in Canada and the Canadian sailing podcast, Whitecap. Sail Canada also worked with Whitecap to provide live coverage of the SailGP competition in Halifax.

Sail Canada's social media and weekly e-newsletter continued to grow. Sail Canada also created the Women in Sailing group, which already has over 230 members.

Statistics from May 1, 2023 to April 30, 2024 :

- Instagram: 12,502 (+9%)
- Facebook: 7,003 (+11%)
- Twitter: 4,471 (-0.4%)
- LinkedIn: 1,140 (+23%)
- TikTok: 1,143 (+9%)



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Finances and Fundraising

Sail Canada is currently facing significant financial pressures. The 2023-24 fiscal year was marked by a decrease in government funding, limited success in fundraising and major investments in both Canadian Sailing Team Athletes and domestic training camps with a focus on the Development Squad and Youth development.

Since the onset of the pandemic, Sail Canada has been able to heavily subsidize coaching and training camps. As we move forward, significant focus needs to be placed on financially sustainable operating models for all operating lines in the organization. Sail Canada program fee increases have not matched inflation in recent years and we trail behind other sports in program and membership pricing. Every effort will be made to ensure sailing is accessible to all, however price program adjustments for the 2025 season are likely.

As we create the Sail Canada Strategic Plan and prepare for the next two Olympic cycles, Sail Canada is poised to engage with its membership regarding grassroots development and fundraising to support programs and program development.

We remain mission driven and know increasing revenue and brand value is integral to supporting recreational sailors and high performance athletes alike.

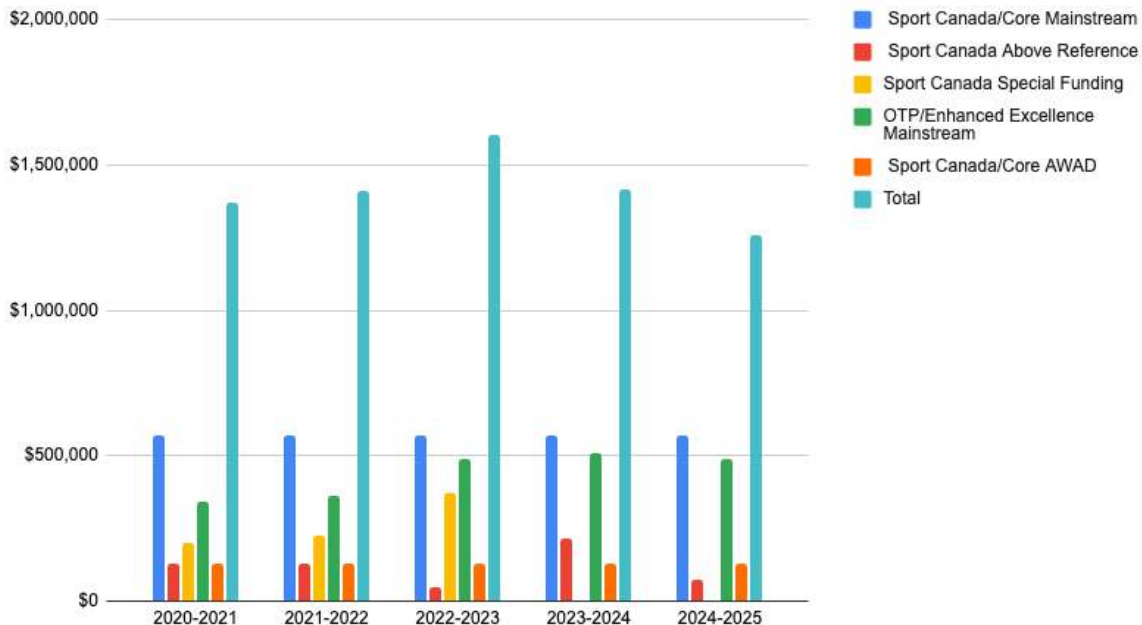


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Finances and Fundraising

Federal Funding Historical Data



Federal Funding year over year

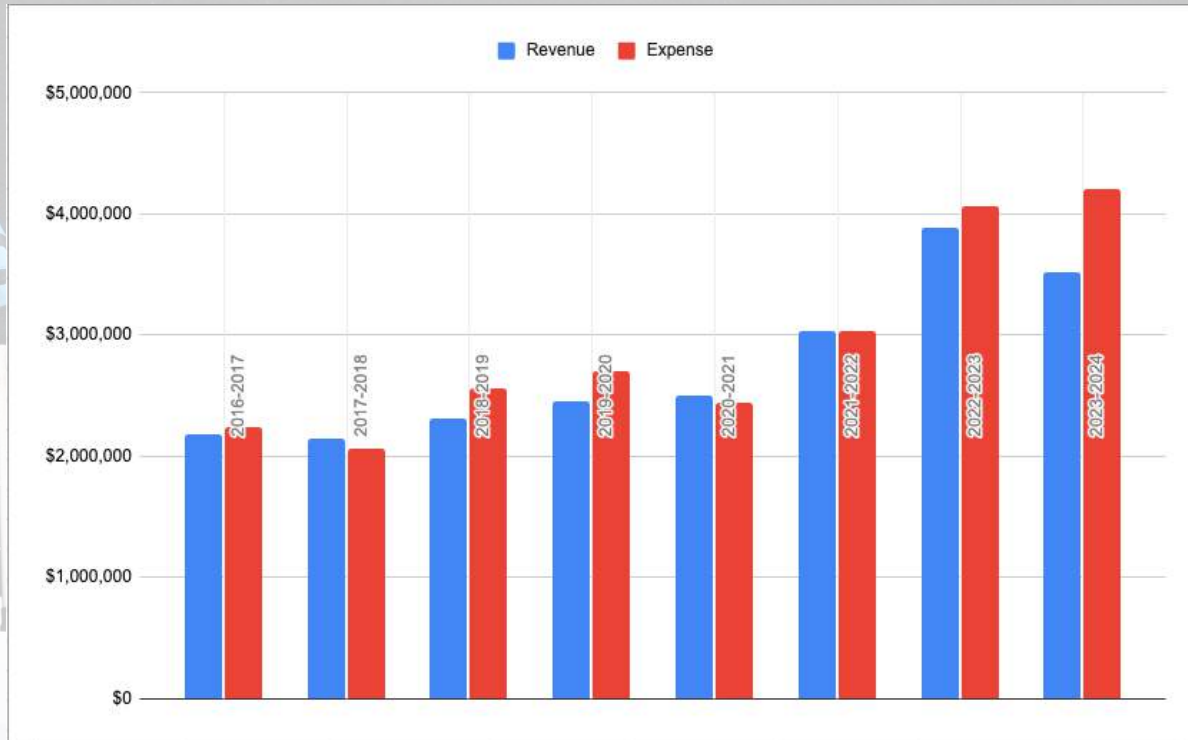


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Finances and Fundraising

Revenue and Expense Historical Data

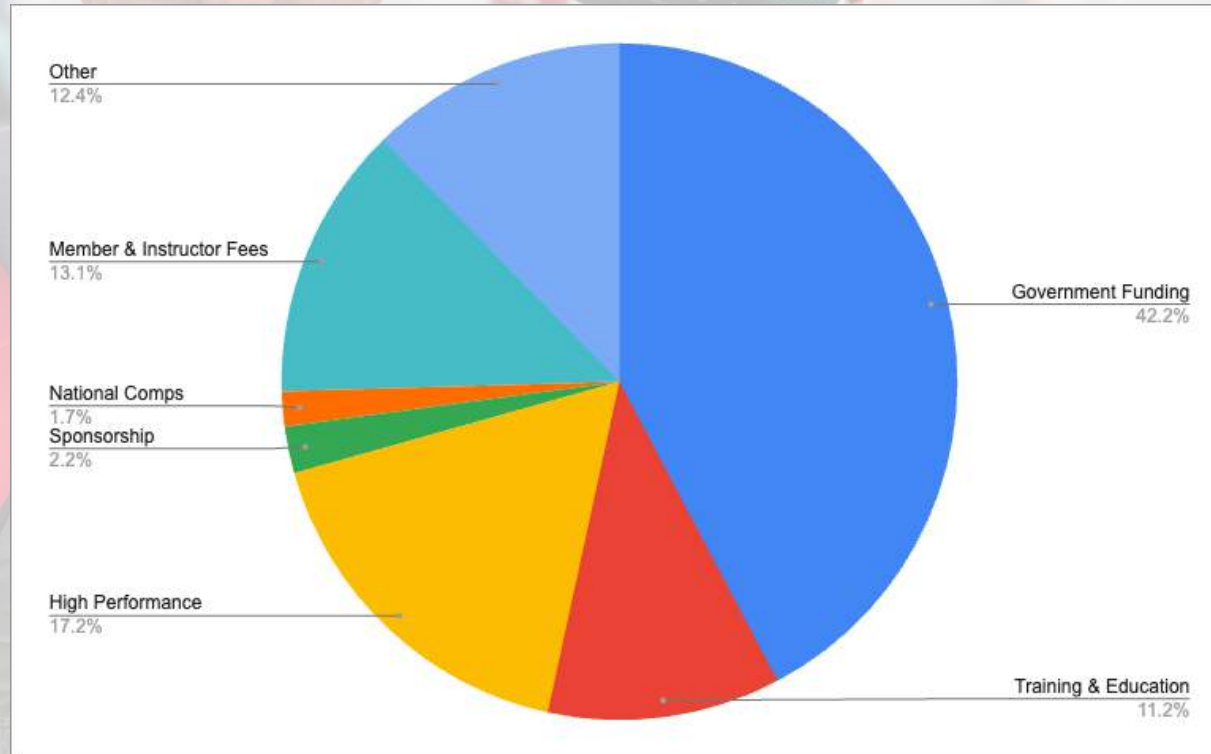


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Finances and Fundraising

2023-24 Fiscal Year Revenue

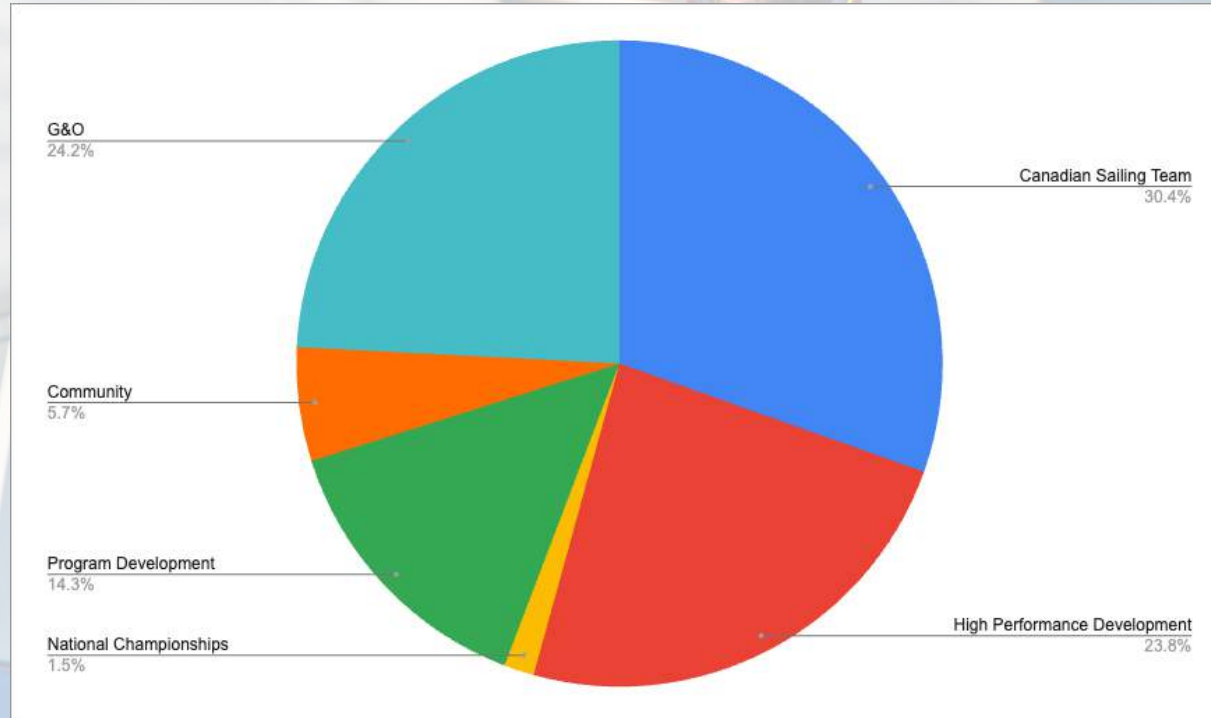


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Finances and Fundraising

2023-24 Fiscal Year Expenses



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SAIL VOILE NB



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