



Skate
Ontario

2023/2024

Annual Report



Piper Gilles & Paul Poirier - 2024 World Silver Medallists

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Welcome Message

This year's Annual Report is a celebration of the entire Ontario skating community as we reflect on the past year filled with overwhelming dedication and perseverance, valuable collaboration and extraordinary success stories.

The completion of the 2023-2024 skating season marks the end of year one of our 2023-2027 Strategic Plan, with a mission to deliver the best programs and events to support skating for fun, fitness and achievement. We are proud to report that we are well on our way to meeting and exceeding our targets as we work towards our 2027 goals to better serve our stakeholders.

We proudly supported over 329 member clubs and skating schools last season through education, resources and support. Various toolkits and policy templates were also developed and distributed for clubs to use in a practical way to foster organizational excellence.

From a programming perspective, the Skate Ontario CanSkate Excellence Recognition Program has continued to grow in clubs and skating school across the province and over 50 in-person club visits were completed to better connect with our community.

A true highlight of this season, the Club Modernization Pilot Program, was developed and implemented, with the Sioux Lookout SC being the first club to take part in the program. It was met with overwhelming success, and we are excited to be expanding the pilot program next season.

On the high performance scene, we would like to congratulate Piper Gilles and Paul Poirier for earning a world silver medal in Montreal in March. We would also like to highlight and recognize all of the Skate Ontario athletes who proudly represented Canada on the international stage and the skaters who represented Ontario domestically across the country.

This year we were thrilled to host 36 events across Ontario along with nine of our ever popular Bring ON the Fun! events. The event season concluded with the coveted Provincial Championships in March, featuring over 900 athletes. All of this would not be possible without the selfless dedication of our amazing LOCs, volunteers and officials that we appreciate so much!

As we look ahead to next year, we are excited to continue to strive towards Club and Skating School Excellence, Skating Excellence and Organizational Excellence to create athlete-centred, healthy environments in arenas across the province.

Yours in skating,

Andrea Derby
Section Chair

Lisa Alexander
Executive Director

Skate Ontario Strategic Plan 2023-2027

This year marked the end of year one of our new four year Strategic Plan and we are happy to report that we are well on our way to our achieving our strategic imperatives and long term goals. We are proud of the successful new pilot programs and initiatives that bring us closer to our objective of having an athlete centred, healthy environment for all across the province of Ontario.



Strategic Plan Tracker

Skate Ontario is working towards the following measures in our four year plan, and here are the key results following year one:

Strategic Imperative	Measure	Target (Y4)	Status
Club & Skating School Excellence	% clubs/skating schools using Members Portal	85%	on track
	% clubs/skating schools annual MOU completed	85%	on track
	% clubs/skating schools engagement in “Excellence” skating programs	65%	on track
	Membership satisfaction survey rating	Average rating of 7.5 or higher each year	achieved
Skating Excellence	% medals at Nationals (Junior/Senior)	Over 50%	on track
	Clubs/schools engaged in Club Modernization Program	Y1 – 1	achieved
	Event delivery capacity to match LTD	100% alignment (timing and number of recommended events at each stage and discipline)	achieved
	Non-anchored events receive hosting bids	90%	achieved
	Coach engagement	Deliver NCCP training for at least 250 new people	achieved
	Officials up to Senior Section level promoted within one year of course completion	85%	on track
Organizational Excellence	Increase livestream viewers	25% each year	on track
	Increase Partnership revenue	15% each year	achieved
	Operational budget achieved (ex. Investments and extraordinary items)	+/- 5% from approved	not achieved
	Risk management	Maximum 15% of identified risks rated near term or urgent	on track
	Volunteer organization of choice	Minimum one program implementation per year	achieved
	Employer of choice	Minimum one program implementation per year	achieved

Legend

Achieved (Green)
 On Track (Yellow)
 Not Achieved (Red)

Strategic Imperative 1: Club and Skating School Excellence

Member Clubs and Skating Schools demonstrate organizational excellence through good governance and effective operations enabling the delivery of quality programs within their communities.

- Inspire organizational excellence through continuous education and resources
- Foster accountability and adherence to minimum operating standards, policies and procedures
- Strengthen ability to provide consistent delivery of Skate Canada Programs
- Recognize, celebrate and connect



Club and Skating School Services

Skate Ontario's incredible Member Clubs and Skating Schools deliver cutting-edge programming and opportunities for skaters of all levels and ages, in all disciplines, and are the foundation of Ontario's skating community. Skate Ontario proudly supported **over 329 Member Clubs and Skating Schools during the 2023/24 season.**

Almost two years ago, in the fall of 2022, Skate Ontario launched the Organizational Excellence Program as a way of offering enhanced service and support to our Member Clubs and Skating Schools. This program provides education, resources, support and accountability to our Member Clubs and Skating Schools facilitating the implementation of good governance, sound fiscal practices, risk management and communication.



**Skate Ontario
Organizational Excellence Program**

Key initiatives delivered in the 2023/24 season include:

9 Presidents Club Calls

6 Education Sessions, including:

- Cultural Considerations for Clubs & Skating Schools
- CanSkate Excellence for Board Members
- Non-Profit Requirements: Is your Club ONCA compliant?
- Rowan's Law & AODA

- Policy Implementation for Clubs & Skating Schools
- Dispute Resolution For Clubs & Skating Schools

Toolkit Development and Implementation

Skate Ontario developed and launched various toolkits, guides and templates to help our member clubs and skating school navigate different scenarios and effectively manage good governance, including:

- Strategic Planning Toolkit
- Dispute Resolution Toolkit
- Policy Implementation Guide
- Self-Assessment Tool
- Suite of Policy Templates

Developed and launched the Member Satisfaction Survey. We are pleased to report that the results of this survey report a Member Satisfaction Rating of 7.72%!

Club and Skating School Accountability

Developed and launched club and skating school membership Memorandums of Understanding, 77% of which have been returned to Skate Ontario.

76% of member clubs & skating schools have created accounts in the Skate Ontario Members Portal, a tool to promote engagement and information sharing amongst clubs and skating schools.

12 individualized Club Board Training Sessions delivered (combined in person and virtual).

Club and Skating School Recognition

Created the Skate Ontario Club/Skating School of the Year Award, and presented this award to our inaugural winner, the Mississauga Skating Club!

Created the Skate Ontario Club/Skating School Local Volunteer of the Year Award, and presented this award to Carolyn Moss.

Skate Canada Club of the Year awarded to the Char-Lan Skating Club – the first Ontario club to receive this national award!

Skate Ontario Club and Skating School Services provided onsite engagement at 5 events during this skating season.



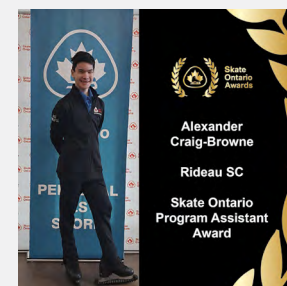
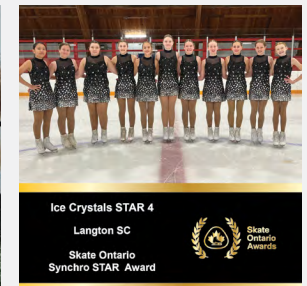
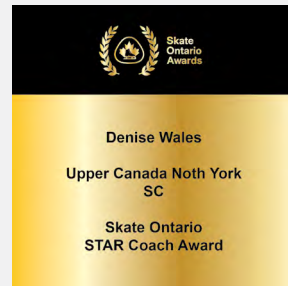
Skate Ontario Awards 2024

Thank you to everyone who submitted nominations for the 2024 Skate Ontario Awards! There were so many great nominations that came in and it was great to see how many outstanding individuals we have in this wonderful sport across the province.

Huge congratulations to the following award winners:



**Skate
Ontario
Awards**



CanSkate Excellence

CanSkate is Canada's flagship learn to skate program, emphasizing quality fundamental movements and basic skating skills. The Skate Ontario CanSkate Excellence Recognition Program rewards Ontario clubs and skating schools implementing best practices in the delivery of their CanSkate programs. This three-tiered recognition program acknowledges clubs and skating schools working to meet Skate Canada's delivery standard. CanSkate Excellence gives clubs and coaches the opportunity to share ideas with one another in the webinar portion of the program, and bridges communication gaps between newer and experienced coaches.

Number of clubs and skating schools currently involved in the CanSkate Excellence Program:



**CanSkate
Excellence**

Engaged: 69 Clubs
Achieved: 50 Clubs
Exceeded: 76 clubs

This brings us to a total of 195 Clubs that are involved in the CanSkate Excellence Program, up from 175 clubs in the 2022-2023 season!

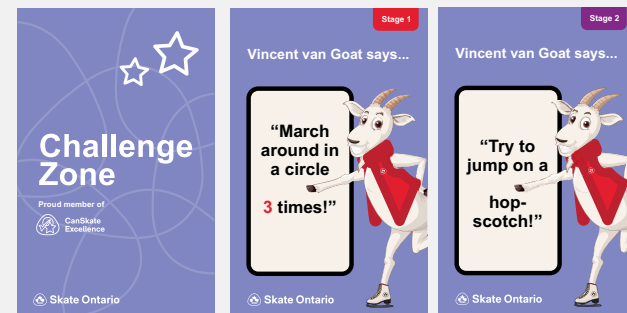
The following clubs/schools have earned a spot in the CanSkate Excellence Club

<ul style="list-style-type: none"> Acton SC Ancaster SC Baltimore FSC Beaverton SC Bowmanville FSC Burlington SC Caledonia SC Cambridge SC Canmington SC Char-Lan FSC Clarence Creek SC Coldwater & District SC Collingwood SC CPA Canton de Clarence Delhi SC Drayton SC Dundas SC East Gwillimbury SC Elite Edges SS Elmvale SC 	<ul style="list-style-type: none"> Flamoro SC Fort Henry Heights SC Georgetown SC Georgetown SC Gloucester SC Guelph SC Hamilton SC Hanover & District FSC Hillsburgh Erin SC Huntsville SC Kanora SC Kincardine SC Kingston SA Kitchener-Waterloo SC Langton SC Lake Superior FSC Lindsay SC Meaford SC Minto SC 	<ul style="list-style-type: none"> Mississauga SC Newmarket SC Nagara-on-the-Lake Nickel Blades SC Northern Lights School of Skating Norwich & District SC ON Russell SC Ontario SC Oshawa SC Perth SC Port Carling SC Prince Edward County SC Quinte FSC Rideau Lakes SC Rideau SC Ripley Huron SC Riverside SC Rockland SC SC Brampton-Chingacousy 	<ul style="list-style-type: none"> Skate Canada Mount Forest Skate Canada Wasaga Beach Skate Harrow Skate Manitoulin Skate Muskoka Skate Seaway Skate Tecumseh South Windsor Stirling SC Streatville Meadowvale SC Theford SC Thunder Bay SA Treston FSC Upper Canada SC Valley East SC Welliesley SC Whitby FSC Woodville SC
<ul style="list-style-type: none"> Ajax SC Aurora SC Ayr SC Bancroft SC Barrie SC Barkham SC Casselman SC Chappellau FSC Clinton SC Cochrane SC Creemore SC Eganville SC 	<ul style="list-style-type: none"> Glanbrook SC Hilltop SC Innisfil SC Kapuskasing FSC March Kanata SC Margretha School of Skating Milverton SC Monkton SC Moore SC Norriburg SC Napanee SC 	<ul style="list-style-type: none"> Nagara Falls SA Nobleton SC Parkhill Silver Blades SC Peterborough SC Petrolia & District Skating Club Port Perry FSC Prescott FSC Schreiber-Terrace Bay SC Skate Amherstburg Skate Brockville Skate Canada Orangeville 	<ul style="list-style-type: none"> Skate LaSalle Skate Oakville Stayner SC Stouffville SC Strathroy SC Thunder Bay FSC Tilsonburg SC Vermer SC Walkerton SC Waterford SC Wawa FSC West Toronto SC
<ul style="list-style-type: none"> Almonte Carleton Place SC Albans FSC Amrpor SC Aylmer SC Barry's Bay & Area SC Belmont SC Blower Zurich SC Bobcaygeon SC Border SC Brampton Hill SA Champions Training Centre Chatham FSC Dryden SC East York SC Elliot Lake SC 	<ul style="list-style-type: none"> Elora & District SC Embrun SC Fergus SC Forest Hill SC Glen Cairn SC Goderich SC Golden Blades Skating Academy Goulbourn SC Hagersville SC Ilton SC King City SC Leaside SC Lindsay SC Markham SC Mitchel SC Napanee District SC 	<ul style="list-style-type: none"> North Bay SC North Dorchester SC North Toronto SC Orono SC Plattville SC Point Edward SC Port Dover SC Port Stanley SC Preston FSC Renfrew SC Sapling SS Scarboro SC Silver Blades SC Sioux Lookout SC Skate Canada Pickering SC Skate Canada Shelburne Skate Keewatin 	<ul style="list-style-type: none"> Skate Kingston Skate Kingville South Dumfries Strathroy SC St. Thomas Skating Club Toronto Cricket Club Unionville SC Vankleek Hill SC Wainfleet SC Walford SC West Carleton SC White Swan SC Winchester SC Winning Techniques Winter Club of St. Catharines

CanSkate Excellence Program Incentives

This season 16 "Exceeded" clubs received tickets to the Stars on Ice Shows in various locations.

"Member of CanSkate Excellence" banners have been designed and will be ready to send out to Achieved and Exceeded clubs to display in their arena. These clubs will also receive a new Challenge Zone teaching aid designed to help clubs and coaches incorporate the challenge zone into their CanSkate program. This tool has 30 different challenge cards (5 for each of the 6 stages) that will hang in a pocket organizer at rink side.



Club and Skating School Visits

50 club and skating school visits were completed by the sport team this year.

This initiative is a great opportunity to make personal connections, collect valuable data and reassure our clubs and skating schools that we are here to help as we understand the unique challenges that they face.



Club Modernization Pilot Program

The Sioux Lookout SC took part in the very first Skate Ontario Club Modernization Pilot Program. This program focuses on coach development and mentorship along with support from Skate Ontario on how to combine key elements of on-ice coaching with off-ice physical literacy, enhancing athletic development and a renewed passion for skating.

The first year of the pilot program was met with overwhelming success in Sioux Lookout, adding consistency to the delivery of their on-ice and off-ice programming as well as substantial coach improvement.

Two coaches from the club took part in a coach mentorship piece of the program, where they both spent some time with National level coaches including Janice Morgan, Alison Purkiss and Nancy Lemaire at their home rinks.



Volunteer Week: High Five a Volunteer

National Volunteer Week took place this year from April 14-20, 2024 and Skate Ontario was thrilled to have the opportunity to celebrate those who give back selflessly to our sport. We truly could not operate and develop figure skating in Ontario without our incredible volunteers and want to thank each and every one of them for their contributions.

Volunteers deserve to be celebrated 365 days a year! That's why Skate Ontario launched the 'high five a volunteer' campaign in 2024. Each volunteer recognized for this campaign received a personalized email from Skate Ontario with why they were 'high fived' as well as a personalized, official certificate. Many were also featured on Skate Ontario's social media! During National Volunteer Week 2024, we were thrilled to **'High-Five' 78 volunteers**, and feature 10 volunteers on our social media channels.



Strategic Imperative 2: Skating Excellence

Deliver programs and events in accordance with the Long Term Development (LTD) model supporting skaters, coaches and Officials.

- Implement enhanced tools, opportunities, and programs supporting skaters through the LTD model
- Support healthy, sustainable high performance pathways
- Deliver events that balance management and technical aspects to maximize the skater and volunteer experience, that are fiscally sustainable
- Modernize business models, delivery methods and tools for coaches that reflect the changing environment
- Build and strengthen officials' capacity to support skater needs



Athlete Development Seminars

To kick off the season from September-November, we offered Athlete Development Seminars to clubs and skating schools across the province, and provided athletes from the STAR 5-Gold levels and Regional level and higher coaches around the province in **4 locations**:

- Whitby
- Milton
- Ottawa
- Strathroy

Working in partnership with Flexafit and Vesna Markovitch, we offered 4 opportunities to learn about on-ice skating skills, edges and turns, as well as developing off-ice fitness and movement exercises that can be applied in the athlete's daily training environment.

Adult Development Seminars

Skate Ontario is committed to fostering the development and improving the experience of Adult skaters across the province.

Based on our findings and conversations from the Adult Symposium at the end of the 2022-2023 season, we ran two Adult Development Seminar opportunities this year. The first seminar took place near the beginning of the season in Ottawa, and the other at the end of the season in Mississauga.

Ottawa – Attended by **24 Athletes, 1 Coach**

Mississauga – Attended by **49 Athletes, 9 Coaches**

Both seminars were open to all adult athletes from the STAR 1 level and higher and were also open for any coaches to attend.

These seminars focused on-ice movement, off-ice strength and skills, and provided opportunities to chat with officials to gain a better understanding of rules, report cards, Program Components, and GOEs.

Our Adult Development Seminars featured some amazing facilitators:

- Danielle Rose
- Darlene Joseph
- Andre-Marc Allain
- Trevor Crowe
- Jeffrey Buttle
- Lindsey Arnold



High Performance

2023-2024 Skate Canada NextGen Team

Skate Ontario would like to congratulate all the talented Ontario skaters who will take the ice at Skate Canada's NextGen Competition and Camp in July! It was an incredible and exciting weekend filled with amazing skates from Ontario's best and brightest young skaters.

Congratulations to the athletes who represented Ontario at this event:

Junior Men:

- David Bondar
- Alec Guinzbourg
- Terry Jin
- Grayson Long
- Rio Morita
- David Shteyngart

Junior Women:

- Abbie Baltzer
- Lulu Lin
- Reese Rose
- Hetty Shi
- Megan Woodley
- Lucille Yang

Junior Pair:

- Ava Kemp/Yohnatan Elizarov
- Jazmine Desrochers / Kieran Thrasher

Junior Ice Dance:

- Charlotte Chung/Axel Mackenzie
- Caroline Kravets/Jacob Stark
- Alisa Korneva/Kieran MacDonald
- Jordyn Lewis/Noah McMillan
- Dana Sabatini-Speciale/Nicholas Buelow
- Layla Veillon/Alexander Brandys

2023-2024 Skate Canada National Team

This season we were also pleased to support and congratulate the wonderful Ontario athletes who have been named to Skate Canada's 2023-2024 National Team!

Men:

- Roman Sadovsky
- Conrad Orzel
- Stephen Gogolev

Women:

- Madeline Schizas
- Fiona Bombardier

Pairs:

- Lia Pereira/Trennt Michaud
- Brooke McIntosh/Benjamin Mimar

Ice Dance:

- Piper Gilles/Paul Poirier
- Molly Lanaghan/Dmitre Razgulajevs
- Nadiia Bashynska/Peter Beaumont

Synchronized Skating:

- NEXXICE



High Performance



**Team Ontario
Nationals**

Team Ontario had an incredibly successful 2023/2024 Season. A big congratulations goes out to Piper Gilles and Paul Poirier for earning the silver medal at this year's World Championships in front of a Canadian crowd in Montreal, QC.

Some other highlights include:

2024 World Figure Skating Championships

- Piper Gilles/Paul Poirier – 2nd place
- Lia Pereira/Trennt Michaud – 8th place
- Madeline Schizas – 18th place
- Roman Sadovsky – 19th place

2024 ISU Four Continents

- Piper Gilles/Paul Poirier – 1st place
- Lia Pereira/Trennt Michaud – 5th place
- Madeline Schizas - 6th place
- Roman Sadovsky – 10th place
- Conrad Orzel – 17th place

2024 ISU Jr. World Figure Skating Championships

- Ava Kemp/Yohnatan Elizarov - 6th place
- Layla Veillon/Alexander Brandys – 8th place
- Lulu Lin – 10th place

Excitingly, all Ontario entries at the 2024 ISU Jr. World Figure Skating Championships placed in the top 10 in their respective category – contributing significantly to Canada's entry count to the 2025 Junior World Championships!

2024 ISU Synchronized Skating (World Junior) Championships

- NEXXICE Junior: 6th place

Budapest Cup

- NEXXICE – 5th place

Hevelius Cup

- NEXXICE – 4th place
- Gold Ice – 4th place

Trophy D'Ecosse

- NEXXICE Junior – 3rd place
- Ice Ignite – 5th place

French Cup

- NEXXICE Junior – 2nd place
- NEXXICE Elite 12 – 2nd place

Steel City Trophy

- Ice Ignite - 1st place
- Gold Ice – 3rd place

2024 ISU Grand Prix Final

- Ontario Athletes: 4
- Medal Count: 1 Bronze

2024 ISU Junior Grand Prix Final

- Ontario Athletes: 4
- Medal Count: 1 Silver, 1 Bronze

2024 Skate Canada Challenge

- Ontario Athletes, Junior/Senior: 54
- Pre-Novice/Novice: 72
- Medal Count: 18

2024 Skate Canada Nationals

- Ontario Athletes, Junior/Senior: 46
- Novice: 20
- Medal Count: 15

Skate Canada Cup

- Ontario Entries, Pre-Novice/Novice: 17
- Medal Count: 5

2024 Youth Olympic Games

- Ontario Entries: 1

2024 Ontario High-Performance Sport Initiative

- 43 Ontario Athletes



Events

Sectional: 5 events
Provincial: 14 events
Synchro: 3 events
STAR 1-4: 12 events
Adult Provincials
Provincials 1

This brings us to a total of 36 events with nearly 15,000 entries across all series for the season!

Bring ON the Fun!

Bring ON the Fun! is a Skate Ontario supported performance and development opportunity for skaters. BOTF focuses on providing team-based, fun experiences for skaters, clubs and individuals.

We were absolutely pleased to expand our Bring ON the Fun! events from 5 locations last year to 9 locations across the province this year. Congratulations again to the skaters and clubs who participated in this year's BOTFs and we are so thankful for the amazing LOCs and volunteers who helped to make these events a success for the skaters.



Sectionals Series



Provincial Series



Synchro Series



STAR 1-4 Series



Bring ON the Fun!



Events

Provincials

At this year's Skate Ontario Provincial Championships in Brampton, **more than 900 athletes** competed in 51 categories across the singles, pair, ice dance, artistic and synchro disciplines.

51 provincial champions were crowned in various individual, pairs, ice dance and synchro categories.



Sectionals Series



Provincial Series



Synchro Series



STAR 1-4 Series



Bring ON the Fun!

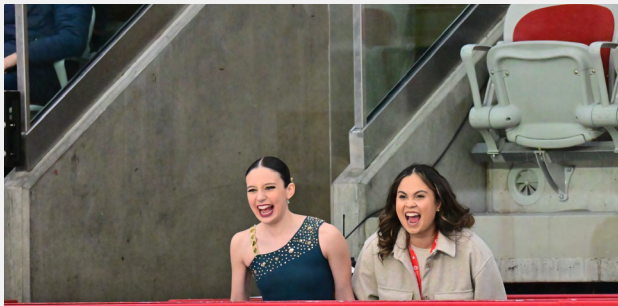


Coaches

Skate Ontario is proud to have over 2,000 registered coaches to support the development of skaters at all levels and disciplines, from learn to skate up to skaters competing at the World Championships and Olympic Games.

During the 2023/2024 season, Skate Ontario hosted **45 Coaching Courses**, resulting in a total of **850 newly trained coaches**.

Level	# of Coaches
CanSkate	380
Regional	300
PowerSkate	60
Provincial	98
National	12



National Coaching Certification Program



Coach Development Series

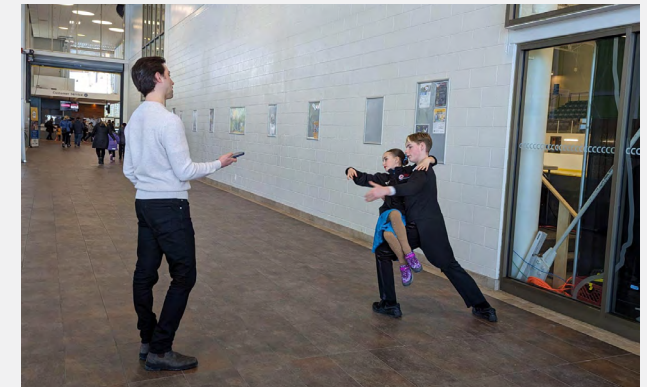
Coach Development Seminar

A Coach Development Seminar held at the end of the season in Belleville with **47 coaches in attendance** from across Ontario.

The seminar's focus was to give coaches the opportunity to learn and ask questions from an ISU level official about the Interruption Rules and gain a better understanding of GOE's. Coaches also learned about program composition and choreography and gained knowledge on exercises to improve on-ice and off-ice jump technique.

Thank you to the incredible facilitators who joined us for these seminars:

- Andrea Derby
- Jeffrey Buttle
- Janice Morgan



Officials

Skate Ontario has **323 certified Officials**, including Singles, Pairs, Dance, STAR 1-4 and Synchronized Skating Judges, Technical Officials, Referees and Event Technicians.

Officials Training

This season, **Skate Ontario hosted 46 training sessions for Officials**. We are pleased to report that there were **544 registrants for these 46 sessions**, with many of our wonderful Officials attending several sessions.

7 opportunities for Officials training for Skater Development and Performance Opportunities.

Data Specialists

A total of 4 learning opportunities were held for Data Specialists this season

Skate Ontario is pleased to provide ongoing informal training and mentoring opportunities for Officials and Data Specialists at all Sectional, Synchro and Provincial Series events.

A big thank you goes out to all of the learning facilitators and members of the Officials Working Group who help to make these meaningful learning opportunities a reality for our officials community.

We would not be able to further educate and advance our officials without them and in turn this positively impacts our skaters and coaches across the province.

Introduction of the Officials Lounge

The Skate Ontario Officials Lounge launched last season. This is an online lounge providing Skate Ontario specific content, resources and information about educational opportunities, including; clinics, seminars and webinars to Ontario Officials.

Inside of the Officials Lounge, Officials' are able to;

- Register for clinics and webinars
- Watch recordings from the various education and development opportunities
- Read Skate Ontario communications
- Access links to Skate Canada and ISU resources

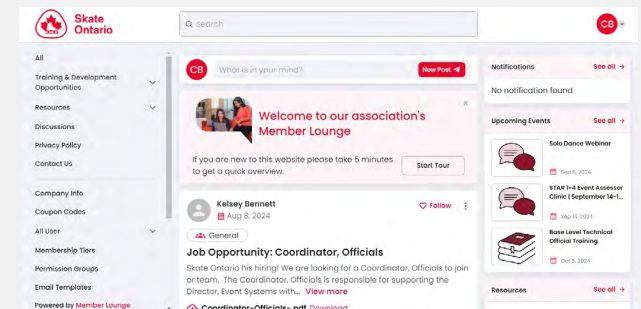
Skate Ontario's Lounge also has a mechanism for Officials to reach out and discuss (share ideas and ask questions) with colleagues from across the province through a discussion board.

In one year, **we now have 160** of the 303 eligible Officials registered.

Technical Representative Conference

We hosted our first Technical Representative Conference in 2024, with **30 Tech Reps in attendance**.

The conference was an opportunity to celebrate the incredible work Technical Representatives have achieved, and to work together to ensure we continue to build capacity to support the role of Technical Representatives, that ultimately, supports the needs of our skaters.



Strategic Imperative 3: Organizational Excellence

A recognized leader among Provincial Sport Organizations and Skate Canada with a healthy infrastructure that includes good governance, sound fiscal practices, comprehensive risk management and effective communications.

- Build brand identity and recognition
- Deliver an integrated communication strategy that will inform and engage all stakeholders through various platforms, activities and campaigns
- Diversify revenue channels
- Enhance strong business practices to optimize operations and mitigate organizational risk
- Be an employer of choice within the not-for-profit sector
- Be an organization of choice for volunteers



Social Media



Skate Ontario Facebook

11, 296 Followers
(9.3% increase)

9,200 Likes
(3.3% increase)



Instagram: @skateontario

10, 600 Followers
(11.3% increase)



Skate Ontario X

3,647 Followers



Skate Ontario YouTube

734 Subscribers
(6.5% increase)

In the Loop

28 blog articles were posted to the In the Loop page on the Skate Ontario website. This webpage had a total of **2,687 views** over the year.

Live Stream

Top Highlights:

1. Total Views across all streams: 218K views (July event through Oshawa BOTF in April)
2. Recruited and trained a team of 10 Skate Ontario Commentators
3. Added live commentary to 4 events during the 2023/2024 season
4. Streamed a total of 12 events from July 2023 to April 2024

End-of-Year Broadcast

4,000 viewers tuned in to Skate Ontario's 2024 End of Year Broadcast!

Thank you to all who watched, and to Lia Pereira and Trennt Michaud for joining for an interview, and to announce the winners of the 2024 Ontario Skaters Promotional Contest!



Sponsors and Partners

Sponsors:

- Elite Jump Performance
- Uplifter
- Performance and Education Academy
- iSpinner

Partners:

- National Bank
- Scarborough Nissan
- Jackson Ultima

Funding Partners:

- Canadian Sport Institute of Ontario
- Ontario Ministry of Tourism, Culture and Sport

Official Supplier:

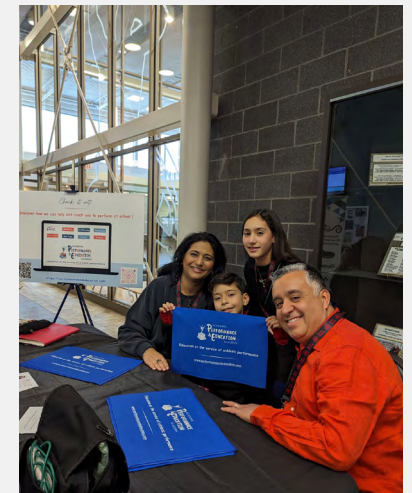
- Nothers

Skate Ontario was proud to have Elite Jump Performance as the title sponsor of our Provincial Series, as well as feature EJP, Performance and Education Academy and iSpinner in Facebook Lives onsite during the Skate Ontario Provincial Championships.

Elite Jump Performance – **791 impressions and a reach of 896**

Performance and Education Academy – **1,358 impressions and a reach of 1,251**

iSpinner – **1,074 impressions and a reach of 1,043**



2024 Ontario Skaters Promotional Contest

Skate Ontario extends our sincerest thanks to everyone who participated in the 2024 Ontario Skaters Promotional Contest. A total of **58 clubs and skating school participated** this year and **9,053 booklets were sold**. Congratulations to all the winners!

A special congratulations goes out to Leigha Dell'Anno of the Mississauga Skate Club, winner of a beautiful, brand-new 2024 Nissan Kicks!

Prize	Name	Club/skating school
2024 Nissan Kicks	Leigha Dell'Anno	Mississauga SC
Dyson Package	Liming Shen	South Windsor SC
Apple Package (1 Ipad & 1 Apple Watch)	Marie Jonsson MacKenzie	North Toronto SC
\$1,000 Amazon Gift Card	Lori Lepoudre	Forest SC
\$1,000 Amazon Gift Card	Kim Ramsay	Lindsay SC
\$1,000 Amazon Gift Card	Brian Nadeau	Rideau Lakes SC
Meta VR Headset	T Fitch	Howick SC
Meta VR Headset	Yangfan Chen	South Windsor SC
Apple Airpods	Kendra Webster	Not specified
Apple Airpods	Krishana Katakan	Oshawa SC
Apple Airpods	Jennifer Padmore	Orillia SC
Apple Airpods	Alison Mackenzie	Dundas SC
Apple Airpods	Sophie Macker	Embrun SC



