



## **ANNUAL REPORT 2021-2022**

August 2022

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## VISION, MISSION, VALUES

### VISION

To be a leading wrestling nation through the growth and development of wrestling in Canada and through consistent international podium success.

### MISSION

In cooperation with our members and partners, Wrestling Canada Lutte provides leadership and support to athletes, coaches, officials and support staff in the pursuit of national and international podium success.

### VALUES

#### Passion

We instill the love of wrestling in everything in we do  
We go the extra distance

#### Excellence

We strive for continuous improvement  
We compete to win

#### Respect

We embrace and accept our individual differences  
We show consideration for one another

#### Integrity

We are accountable for our actions  
We stand up for what we believe in

## BOARD OF DIRECTORS 2021-2022

President – Lee MacKay  
Director (Athletes) – vacant  
Director (Coaches) – David Zilberman  
Director (U SPORTS Coaches) – Daniel Olver  
Director (Officials) – Gary Bird  
Director (AB/NT) – Russ Pawlyk  
Director (BC/YT) – Steve Rennalls  
Director (ON) – Rachna Kumar  
Director (ON) – John Cook  
Director (QC/NB/NS/NL/PE) – Rob Moore  
Director (SK/MB/NU) – Bill Whiteway  
Independent Director – Kelly Rich

#### Management Team:

President – Lee MacKay  
Director – Russ Pawlyk  
Director – Gary Bird

#### Officers:

President – Lee MacKay  
Treasurer – Kelly Rich  
Secretary – Daniel Olver  
Executive Director – Tamara Medwidsky





## MESSAGE FROM THE EXECUTIVE DIRECTOR

WCL's plans and operations center on our four strategic directions that drive WCL's 2020 Strategic Plan and include Podium Excellence, Sport Development, Governance & Management, and Sport Promotion.

Unprecedented times continued through 2021-22 as the COVID-19 pandemic continued to affect the community with various stops and starts to local, national and international programming. Overall, the community came together where possible and continued to approach the return to sport in a cautious, but optimistic manner.

WCL continued to commit a significant of time and effort in addressing and improving safe sport at WCL, including managing complaints and implementing training, education and screening requirements. Next steps will include transitioning to the Office of the Sport Integrity Commissioner (OSIC), as the new national third party.

Notwithstanding the extension of the strategic plan and related activities by one year to align with the completion of the Olympic cycle, a lot of focus over the last 18 months has been spent on rebuilding and refocusing on the new cycle and beyond.

We are extremely pleased with the addition of various core staff who have come together to create a positive and cohesive team environment. Significant efforts went into the strategic planning process and we are proud to be sharing a new strategic framework to guide our activities beyond 2024.

These are just a few of the biggest impacts and disruptions that WCL has faced and has met head on. We will continue to work to find creative solutions to meet these ongoing challenges and will call on all of you to help us as we continue to operate in this new environment.

I thank you for the opportunity to serve as Executive Director and express my sincerest gratitude to all the staff, volunteers, athletes, coaches, medical personnel and officials who continuously engage and make wrestling the best sport. I would also like to thank everyone for taking the time to share their voice and contributions as we continue to work towards meeting our broader objectives. A particular thank you to the Management Team and the Board of Directors for their efforts as stewards of the association, especially in these unique times.

Yours in Sport,



Tamara Medwidsky  
Executive Director



## **STRATEGIC DIRECTION 1: PODIUM EXCELLENCE**

The new vision of WCL is to achieve sustainable international excellence through the growth of wrestling in Canada and our mission is to provide leadership, support and safety nationally for our athletes, and other participants in pursuit of international podium excellence. We have taken initial steps through the incorporation of our newly stated values of collaboration, excellence, inclusivity, integrity and trust. These values are the foundation of building the high performance program with an overall objective of placing competitor in the top four in major events.

Trust is the bedrock of which our success will be built upon. The HP team has committed to transparency, open communication and collaboration in all that we do. Our Podium Performance objectives of identifying the best athletes for international performance, increasing opportunities for athletes training between clubs and increasing domestic and international opportunities has been a collaborative effort with our High Performance, Club Excellence and Development coaches. Over the past six months we have met with our HP coaches nine times, our Club Excellence coaches three times and we have had two in-person meetings with all our Development Coaches to receive input and feedback on HP policies, procedures and planning. We have conducted athlete webinars for U17, U20 and U23 / Senior athletes addressing specific items including team selection and international rules updates and met with 30 national team athletes only, in-person, for an extensive information sharing session. This was a wonderful opportunity for us to share national team plans as well as seek their input on policy and programming. We also had an information sharing session with our provincial partners as well. The High Performance Advisory Committee (HPAC) was called upon a number of times for their advice on policy and programming.

In the summer of 2021, WCL sent representation to the U20 Pan-American Championships and to the U20 World Championships. Our top performers were Lachlan McNeil who placed 8<sup>th</sup> at the U20 World Championships.

In the fall of 2021, WCL hosted the World Team Trials and sent athletes to both the Senior and U23 World Championships. Ana Godinez captured the U23 World Championship Title, while Hannah Taylor came home with a bronze. Hunter Lee was the top male performer placing 7<sup>th</sup>. At the 2021 Senior World Championships Samantha Stewart was our top performing Senior winning a bronze medal. WCL, in collaboration with the Huskie Wrestling Club also hosted a carding tournament which was immediately followed by another Covid shut-down.

Wrestling resumed in Canada in late spring 2022 where we sent a full team to the Senior Pan-American Championships in Acapulco, Mexico. Both the women's and men's teams captured Team Second Places. The top performers were Pan-American Champions Karla Godinez Gonzalez, Laurence Beauregard, Ana Godinez Gonzalez, Emmanuel Olapade and Amar Dhesi.





*Miki Rowbottom, Karla Godinez-Gonzalez,  
Laurence Beauregard*



*Ana Godinez-Gonzalez*



*Amar Dhesi & Emmanuel Olapade*

Our U17 and U20 Teams competed at the 2022 Pan-American Championships and based on the strong performances (7 medals at the U17 and 15 medals at the U20 Pan-American Championships) we sent five U17 and eleven U20 Athletes to the respective World Championships. Although we did not medal in either event we had numerous wins and many close matches against the top competitors.



*U20 Pan-American Championships*

We also hosted our Non-Olympic Senior Team Trials and the Canada Cup in Summerside, PE. The Canada Cup provided another opportunity for our wrestlers to match up with both their domestic counterparts as well as some international competitors. The tournament was capped off with a win in dramatic fashion by hometown hero Hannah Taylor. Our Next Gen Coaches, Carol Huynh and Kimin Kim hosted a 4-day camp following the Canada Cup that saw National Team Alumni Genevieve (Haley) Morrison and Matt Gentry. Our Integrated Support Team (IST) also provided worthwhile information sessions throughout the week.





*Hannah Taylor on her way to capturing the Canada Cup!*

*Genevieve (Haley) Morrison, World Medalist and WCL Alumni shows our Next Gen and Sr Athletes how the importance of stance and set up when attacking your opponent (thanks Carol for being such a great partner!!)*



*Matt Gentry provides a detailed explanation of his gut wrench!*





*The Integrated Support Team provided Lunch and Learn and Dinner and Learn sessions throughout the Canada Cup Camp. Thanks to Scott Vass for his ongoing leadership of our Integrated Support Team!*

Our Next Generation Program has focused on the U17, U20 and U23 Pan-American and World Championships primarily under the direction of Carol Huynh and Kimin Kim. Moving forward and in response to the strong feedback from the Canada Cup Camp there will be a stronger emphasis on development through our Next Gen and Senior Developmental and Preparatory Camps.

This summer our Senior Athletes competed at the Spanish Grand Prix where our Women's Wrestling Team captured the Team Championship with 8 medals and our Men's Team finished fourth capturing 6 medals. Karla Godinez Gonzalez won a silver (53kg) at the Zouhaier Sghaier ranking series in Tunisia! Diana Weicker also competed at the event, finishing 4th at 59kg.



*Laurence Beauregard and Diana Weicker*





*Team Gold Medal for our Women's Wrestling Team at the Spanish Grand Prix*



*Men's Team settled for fourth place winning 6 bronze medals*



Earlier this month we sent 12 athletes to compete at the Commonwealth Games in Birmingham, England, where all 12 athletes came home with a medal. Congratulations to our Commonwealth Games Champions Justina Di Stasio, Nishan Randhawa and Amar Dhesi. All 12 athletes are now in the final preparation stage leading up to the World Championships held from September 10-18th in Belgrade, Serbia.



*Preparation Camp prior to the Commonwealth Games*



*12 Athletes ..... 12 Medals at the 2022 Commonwealth Games*













Looking toward the next 16 months it is setting up to be a very busy time for WCL. This fall we will have two domestic carding tournaments followed by a 3-day national camp. The first will be the Simon Fraser University Open on November 5th and the second will be the Ontario Open held on November 26th at the new Canada Summer Games Complex in St. Catharine's.

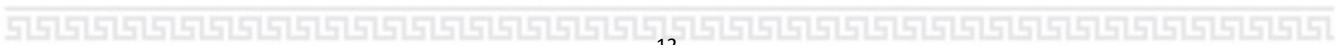
The new year will bring our Senior Canadian Trials to Waterloo, Ontario in March which will be the first stage of our Olympic Qualifying process for our athletes. 2023 will also see the Senior World Championships, an international qualifying event for the 2024 Paris Olympics. November 2023 will see the Pan-American Games being held in Santiago, Chile and December 15-17th, 2023 will see Edmonton, Alberta hosting the Wrestling Team Trials to select prospective athletes to the Paris Olympic Team.

Finally, a huge thank you to all our coaches who put forth a tireless effort to ensure all athletes are well prepared for their competitions. Thanks to Kale Whitton for his never-ending support with each and every team that represents Canada abroad and to all the WCL staff who have worked tirelessly over the past year, under very difficult circumstances, to provide numerous opportunities to all our athletes, coaches, officials and supporters!


#### KEY ACTIVITIES 2021-2022

Legend:  Completed  In progress / on schedule  Delay / caution / issue  Did not meet

Activity	Status	Notes
▪ Deliver Olympic Games program		
▪ Olympic & quad debrief		
▪ Hire new HPD		
▪ 2024 HP plan		
▪ OTP fall Submission		
▪ Updated 2023 carding policy		
▪ Updated 2022 selection policies		
▪ Return to sport and participation in major championships		





<ul style="list-style-type: none"> <li>Continue communication via newsletter and regular contact points for HP Athletes and Coaches</li> </ul>		
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### KEY ACTIVITIES 2022-2023

- Pan Am Games INP
- Olympic Games INP
- 2024 carding policy
- 2023 wrestle-off procedures
- 2023 team selection policies
- HP annual debrief + OTP fall submission
- Participate in strategic planning process
- Olympic team program planning
- Return to sport and participation in major championships
- Continue communication via newsletter and regular contact points for HP Athletes and Coaches





## **STRATEGIC DIRECTION 2: SPORT DEVELOPMENT**

### **A – COACH EDUCATION & DEVELOPMENT**

#### **Coach Education and Development Advisory Committee (CEDAC)**

The CEDAC has met consistently over the past year, discussing all aspects of the coach education and development portfolio. WCL wishes to thank the following for their involvement:

- Andy Ross
- Grant Lavallee
- Gordon Sturrock (chair)
- Megan Morrison
- Shawn Daye-Finley

The committee initiated the work that led to Don Clark being recognized for his lifetime of service to the wrestling community. Thanks in particular go to Gordon Sturrock for assembling the award, and Coaches Association of Saskatchewan for their assistance in presenting it to Don Clark.

The committee is providing advice on the revisions to the delivery and business models of our NCCP programming as we change programs. CEDAC is also responsible for reviewing requests for exemptions for WCL-sanctioned events. The committee members request that a deadline be enforced in the future for these requests, as last-minute submissions cannot be handled with the appropriate diligence and consideration.

#### **NCCP Operations Manual**

##### Community Sport

There are no revisions planned for this program in this fiscal year. P/TSOs are welcome to deliver the existing program where practical.

##### Competition – Introduction

This program continued to be delivered online using Zoom this past Spring. The WCL leads for this program are Grant Lavallee and Kim Walsh. Several changes were between the beginning of the Covid-19 pandemic in 2020 and this past year. As such, the program needs to be re-approved by the Coaching Association of Canada (CAC). Here are the steps that we are taking:

- Integrate the multi-sport Planning a Practice module into Part A.
- Integrate the multi-sport Design a Basic Sport Program module into Part B.
- Re-write the coach workbook and learning facilitator guide for the Tactical and Technical modules of both Part A and Part B.
- Receive approval from the Coaching Association of Canada for the new program.







### Competition – Development

This program was revised in the 2021 calendar year in order to incorporate a more modern approach to coach education. The WCL leads for this program are David Lopez and Gordon Sturrock. The program was tested several times, and includes the following new elements:

- A portfolio submission so that the evaluation process starts sooner and is more closely integrated with the training.
- Templates for each part of the portfolio.
- Performance analysis.
- Block periodization – normally NSOs teach linear periodization to their coaches.
- A revised biomechanics section with an emphasis on a constraints-led approach and self-determination theory.

The modules have been peer-reviewed, and the development work to create the coach workbooks and learning facilitator guides is happening right now.

### **Transfer of Qualifications**

The CAC worked with all NCCP partners to create a Transfer of Qualifications process about 7-8 years ago. The goal was to “transfer” coaches who were already certified or trained in the old Level 1-2-3 programs into the new system. The basic conditions were as follows:

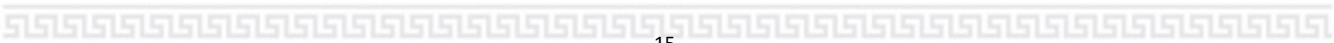
- Certified coaches who were pulled into the new system vis-à-vis the Transfer of Qualifications received a separate status: **Certified (Transferred)**.
- Coaches who go through the current system and pass their evaluations will have the following status: **Certified**.
- All coaches are now subject to the NCCP maintenance of certification cycle, where a coach is required to renew their coach certification every 5 years.
- In order to do so, a minimum number of professional development points needs to be collected by coaches with a **Certified** status.
- Coaches who do not accumulate the required number of points will have their statuses change to:
  - Certified (Not Renewed), or
  - Certified (Transferred – Not Renewed)
- Any coach who does not renew simply has to ensure that they get the required amount of points, and then the Locker will automatically update their status.

### **Professional Development**

With the agreement of David Lopez (WCL Performance Analyst Coach) and Chris Woodcroft (WCL High Performance Director), we will start to roll out a series of hands-on performance analysis webinars for our coaching community. The emphasis will be on performance analysis and will be 1 to 1.5 hours long. A schedule will be provided by mid-September.

### Future Projects

The CAC has created a simple way for national sport organizations to create the two last programs in the NCCP Competition Stream:





- Competition – Development Advanced Gradation
- Competition High – Performance

We will be eligible to work with the CAC on these programs once we finish our current development work.

#### **Automated workflows**

We are experimenting with Zapier to create automated workflows for the NCCP program. The goal is to minimize the number of manual steps needed to get coaches the evaluation, information, or training that they need.

#### **Planning for the Future**

WCL needs to create an easy-to-understand work environment for the next person who is going to take over the coach education portfolio. The current work on NCCP programming, assigning leads to different programs, and automated workflows are efforts to ensure that future staff will not spend as much time learning how to do their job.

#### **B – EVENT HOSTING**

COVID-19 continued to impact event hosting throughout the 2021-22 fiscal year. National events typically held in March / April were cancelled for 2021. The situation started to improve with a Saskatoon WC and WCL partnership to host World Team Trials (September 2021) and a fall carding tournament (November 2021).

The start of 2022 did not bode well, with the Trials and Championships being postponed as a result of COVID. Notwithstanding the postponement, both HOCs for the Trials (Edmonton) and Championships (Calgary) did an outstanding job bringing live wrestling back. Feedback is now available from both of these events, which will be reviewed by EHAC to continue to improve our domestic events into the future.

The summer of 2022 also saw the return of Canada Cup, hosted by our friends in Summerside, PE, with a tremendous amount of support from the local sport tourism group.

WCL's investment in technology to ensure that all sanctioned events are available via livestream on WCL's YouTube channel has been an important contribution to the broader community.

The Events & Hosting Advisory Committee (EHAC) continued their work and developed a new International Hosting Policy and updated hosting regulations and requirements for the Canadian Championships and Trials.

Selected hosts for the next few years include:





- 2023 Canadian Trials (Cadet, Junior, Senior) – Waterloo, ON
- 2023 Canadian Championships (U17 & U19) – Vancouver, BC
- 2023 Canadian Team Trials (aka Olympic Trials) – Edmonton, AB
- 2024 Canadian Trials (Cadet, Junior, Senior) – Ottawa, ON
- 2024 Canadian Championships (U17 & U19) – Mississauga, ON

## **C – PTSO & STAKEHOLDER COLLABORATION, ALIGNMENT & PARTNERSHIPS**

### COLLABORATION & COMMUNICATION

WCL's Member calls were an effective forum to inform the membership on new initiatives and results from existing ones, answer any questions, receive and provide feedback on current events, and share best practices and ideas. WCL increased the frequency of these calls during the early days of COVID, but scheduling meetings with a reduced staff has been a challenge for a lot of the 21-22 fiscal year. It will be important to continue to improve our capacity to communicate with the WCL community.

### ATHLETE DEVELOPMENT

#### **Canada Games**

Similar to many other major Games, the Canada Games were postponed from the summer of 2021 to the summer of 2022. The Games were a resounding success with participation by 12 PTSOs in both genders. The event saw some fantastic team duals, which went right to the wire and some emotionally charged individual performances. Congratulations to all athletes and coaches who participated.

### U SPORTS

The 2022 U SPORTS Championships were cancelled due to COVID and wrestling was the only sport that did not host a postponed or revised Championships.

The new Wrestling Sport Technical Sub-Committee was struck and includes coach and athletic director representatives from across the country, as well as a WCL representative. Activities that were undertaken and approved include revised weight classes and preliminary discussions on a revised competition structure that could include both individual and team dual meet competitions.

WCL recognizes the value of the U SPORTS system and the contribution to WCL's athlete development pathway and as such, WCL continues to provide significant financial support through Championship hosting and coach support.














## D – GENDER EQUITY

Sport Canada’s GE funding came to an end with the 2021-22 fiscal year. WCL was able to provide various funding support for females undertaking NCCP training, female coaches and referees participating in international events. Additional support is still available for participants to undergo GE LENS e-training. Unfortunately, certain GE activities including the delivery of two Wrestle Like A Girl camps (in partnership with “Wrestle Like A Girl”) were unable to be completed as a result of COVID.

Future resourcing and programming will be driven by plans developed during the GE audit in conjunction with Canadian Women & Sport.

### KEY ACTIVITIES 2021-2022

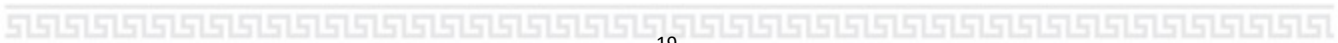
Legend:  Completed  In progress / on schedule  Delay / caution / issue  Did not meet

Activity	Status	Notes
▪ Complete revision of Competition Development material		Some delays were experienced due to COVID
▪ Continue delivery of revised and hybrid delivery of Competition Introduction		
▪ Continue to deliver Member calls		
▪ Deliver 2021 U23 & Senior World Team Trials		
▪ Deliver 2022 Canadian Trials & Championships with local HOC		
▪ Develop International Event Hosting Policy		
▪ Financial support for female coaches and referees		



### **KEY ACTIVITIES 2022-2023**

- Complete revision of Competition Development material
- Complete review of Coach Developer Pool
- Support delivery of 2023 U SPORTS Championships with local HOC
- Deliver 2023 Canadian Trials and Championships with local HOC
- Consider prospects for U15 and U23 national events
- Conduct review of national events hosting policy
- Develop EDI policy





## **STRATEGIC DIRECTION 3: GOVERNANCE & MANAGEMENT**

### **A - ORGANIZATIONAL STRUCTURE**

#### GOVERNANCE & BOD MODERNIZATION

WCL's Board of Directors continues to work in the area of governance and has effectively implemented several tools to function more effectively and efficiently, including BOD meeting norms, to help improve the quality of discussion and good governance principles, which were created to enhance clarity of roles and responsibilities, ensure effective communications with stakeholders while ensuring proper oversight is achieved.

The last year saw new President Lee MacKay take the leadership role to Chair and lead the BOD. WCL thanks outgoing directors John Cook and Steve Rennalls and welcomes Jess Tang, Paul Bellavia, and Jasmit Phulka.

Through additional financial support from the COC, the BOD will be embarking on a governance review to fill any gaps identified in Sport Canada's Governance Report Card and accelerate any changes to align with the Canadian Sport Governance Code.

#### ORGANIZATIONAL STRUCTURE & COMMITTEES

The activation of all the committee is not yet complete. Activated and operational committees include: Athlete Council, Finance & Audit, Coaches Council, Coach Education & Development, Events & Hosting, High Performance, and Marketing & Communications. WCL also struck a Strategic Planning work group to oversee the strategic planning process.

#### HUMAN RESOURCES / STAFFING

Summary of Staff / Contractor Changes in 2021-2022:

- Departures:
  - Jennifer Stairs, High Performance Manager
  - Chris Reith, Marketing & Communications Manager
- Additions / changes:
  - Chris Woodcroft, High Performance Director
  - Kale Whitton, High Performance Manager
  - Darren Matte, Marketing & Communications Manager
  - Ashley Welock, Financial Services (maternity leave)
  - Brett Stewart, Financial Services

The Executive Director has largely been filling the gaps left by any unfilled staff positions.







## **B - MANAGEMENT PRACTICES**

### STRATEGIC PLANNING

WCL contracted the services of Sheffe Consulting to facilitate the 2027 Strategic Planning process. WCL published an open call for interested volunteers to participate in WCL's strategic planning advisory group. The group, which is composed of various stakeholder groups representational of WCL, included:

- Samantha Stewart (athlete)
- David Tremblay Sr (coach / club)
- Candice Warren (official)
- Lee MacKay - President
- Kelly Rich - BOD
- Chris Woodcroft - HPD
- Tamara Medwidsky – ED
- Sheffe Consulting – Facilitators

The advisory group (AG) met twice in January to help formulate the design and delivery of the process. The first engagement / feedback process included participation in focus groups with athletes, PTSOs, staff, and BOD. Additionally, a survey was made available and directed to coaches, clubs, athletes and anyone else that wished to contribute to the process. To maintain consistency in data collection, the survey was based on the same questions being addressed in the focus groups.

The advisory group (AG) then met over the course of four planning sessions to develop a draft of the 2022-2027 strategic plan, which was informed by the information received through the strategic planning survey and focus groups. The draft plan was shared with the BOD in March to reaffirm the direction being taken.

Following the presentation of the first draft of the strategic plan & framework to the BOD in late March, the consulting team conducted 2 additional focus group sessions, followed by a final refinement session by the advisory group. A final draft was presented and approved by the BOD in June.

Final steps in the process include ratification of the framework by the Members and final publication with graphic design. The plan will then be turned over to the staff to create more detailed operational plans.





## RISK MANAGEMENT & COMPLIANCE

### **Risk Management Policy**

The BOD continued its commitment to addressing risk management at WCL. This included securing additional insurance policies as well as the adoption of a new Enterprise Risk Management Policy, as well as a regular review of its risk registry. Additional and regular focus by the BOD is necessary in this area.

### **Safe Sport**

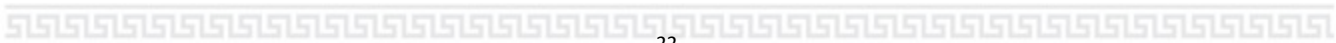
WCL continued to commit a significant of time and effort in addressing and improving safe sport at WCL. Activities undertaken include:

- Complaints management
- Ongoing implementation of training and education, and screening requirements
- Work towards transitioning to the new national third party, Office of the Sport Integrity Commissioner (OSIC)

### **Disputes / Disciplinary Matters**

Below is a summary of disputes and disciplinary matters addressed in the last year by WCL:

- Complaints (safe sport):
  - 1 independent investigation conduct (ongoing)
  - 1 referee conduct (ongoing)
  - 1 staff conduct (concluded)
  - 1 coach conduct (concluded)
  - 1 coach conduct (ongoing)
  - 1 breach of confidentiality (ongoing)
- Appeals:
  - 1 related to discipline (ongoing)
- Lawsuits:
  - 6 x WCL as defendant (ongoing)
- Discipline:
  - Pursuant to WCL policies (Safe Sport and Payment Policy), WCL is posting a list of individuals under suspension by WCL on the website.





While the new Safe Sport Policy Manual was approved in June 2021, WCL continues to address complaints that are historical in nature, which present challenges as a result of old policies, as well as a lack of complainants or witnesses in some instances.

Additionally, and in many instances WCL continues to take on the additional responsibility and cost of addressing complaints not in WCL's jurisdiction due to a lack of policies and procedures at provincial and club levels. This has resulted in astronomical increases in expenses for third party complaints management, investigations and legal counsel. We will continue to work with the PTSOs to ensure the adoption and implementation of safe sport policies that align with WCL's to ensure that we eliminate any gaps in the system.

### C - NATIONAL PARTICIPANT STRUCTURE

WCL was pleased to announce Interpodia as its preferred vendor for the development of a new participant and event registration database. However, due to COVID and various gaps in staffing, the process has been significantly delayed. However, several PTSOs continue to work with Interpodia to restart their membership registration process at the provincial level. As the new fall season begins, efforts will be redoubled to ensure that the database is operational in time for the 2023-2024 fiscal year.


### D - REVENUE GENERATION

The 2021-2022 fiscal year was the second fiscal year operating through the COVID pandemic. While certain activities were able to resume, the various COVID waves made continuity in program delivery a challenge. WCL was able to secure additional "return to sport" funding from the federal government, which was directed largely to PTSOs eliminating member fees for a second straight year and easing the loss of revenues while assisting with other extraordinary costs due to COVID.








Inflation, increased costs to travel as well as increased program requirements by Sport Canada with the same or reduced funding will require WCL to continue to explore additional revenue sources.

### KEY ACTIVITIES 2021-2022

Legend:  Completed  In progress / on schedule  Delay / caution / issue  Did not meet

Activity	Status	Notes
<ul style="list-style-type: none"> <li>Secure additional federal emergency sport support program funding, where possible</li> </ul>		



▪ Secure additional stakeholder funding for specific projects, where possible		
▪ Continue committee activation		
▪ Safe Sport Policy Manual approval and implementation at WCL level		
▪ Continue to work with PTSOs to ensure adoption of relevant safe sport policies		
▪ Complete database and registration system build and implement		
▪ Engage membership and develop 2024 Strategic Plan		
▪ Review and address staffing gaps		

#### KEY ACTIVITIES 2022-2023

- Secure additional stakeholder funding for specific projects, where possible
- Review bylaws and update governance structure to ensure alignment with new Canadian Sport Governance Code
- Continue committee activation
- Complete transition to OSIC
- Continue to work with PTSOs to ensure adoption of relevant safe sport policies
- Complete database and registration system build and implement
- Review and address staffing gaps



## STRATEGIC DIRECTION 4: SPORT PROMOTION

### A - MEDIA & COMMUNICATIONS

WEBSITE KEY STATS (January 1, 2022 to August 18, 2022)

Previous reporting period was (April 1, 2020 to September 27, 2021)

- 297,431 page views (previous period: 299,683)
- 126,860 sessions (previous period: 130,394)
- 72,572 users (previous period: 80,239)
- Average session duration – 1 minutes, 47 seconds (up from 1 minutes, 32 seconds)
- New (82.8%) vs. returning visitor (17.2%)
- Session audience (city):
  - Toronto – 9.06%
  - Unspecified – 7.76%
  - Calgary – 6.48%
  - Vancouver – 4.77%
  - Montreal – 4.48%
  - Edmonton – 3.17%
  - Ottawa – 2.25%
  - Saskatoon – 2.23%
  - Winnipeg – 2.08%
  - Halifax – 1.90%
- Articles posted – 41 (down from 53)

Given the sample size, comparing the first eight months of this year with the 17 months during the COVID-19 Pandemic, the WCL website is on pace to surpass all numbers that it saw during the pandemic. It is also on pace to equal or surpass pre-pandemic levels on most if not all measurables.

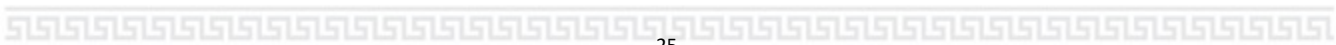
In terms of where individuals are accessing our site, Vancouver, Edmonton, Saskatoon, Winnipeg and Halifax all registered during this reporting period. They did not register during the previous period.

#### FACEBOOK KEY STATS (YTD)

- Followers: 9,043 (Up 380 from September 27, 2021)
- Average post reach: 1,485 (down 491 from September 27, 2021) \*The last reporting period's number was heavily inflated because of Olympic post reach.
- Average post engagement (reactions, comments, shares, other): 84

#### TWITTER KEY STATS (YTD)

- Followers: 22,972 (down 152 from September 27, 2021) \*Twitter has undergone a process of deleting bot accounts, which explains the slight decrease.
- Average monthly tweets impressions 42,850





- Average monthly mentions: 39

#### INSTAGRAM KEY STATS

- Followers: 6,655 (up 810 from September 27, 2021)
- Reach (YTD) 22,762 (up 8.1% from 2021)
- Profile visits 16,469 (up 3.6% from 2021)
- Total posts 45
- Average post engagement (Likes, shares, comments) 560 (Up from 210 from previous reporting period)

#### MAILCHIMP KEY STATS

- Newsletter subscribers – 1,042 (up 98 from September 27, 2021)
- Newsletter open rate – 48.7%

#### WEBCASTING – YouTube

- 2022 Canada Cup – 5,096 total views
- 2022 Non-Olympic Weight Class Trials – 3,815 total views
- 2022 Canadian Wrestling Championships – 50,688 total views
- 2022 Canadian Wrestling Trials – 57,700 total views
- Original Content (Wrestler Origins) two videos – 1,518 total views
- 1,700 subscribers to YouTube Channel (Up from 1,200 as of September 27, 2021)

\* Total views include all mats (two or three) and multiple sessions. Cameras are set up on all mats and streams are run per session.

## **B - MARKETING & SPONSORSHIP**

### SPONSORSHIP

WCL worked off an extension of the previous agreement with Nike (Athletic Performance Solutions and T.Litzen) to be the official supplier of all national team uniforms and apparel through the end of 2022. T.Litzen was also the official merchandise provider of WCL, supplying items for the organization's online store and for on-site sales at the Canadian Wrestling Championships. We are currently exploring options to continue the agreement or sign with another brand.

In 2022, WCL renewed our partnership with OPRO, to be the official mouthguard of WCL national team athletes. The partnership was expanded, with the help of OPRO's Canadian distributor, Canadawide Sports. The partnership now also includes athletic supports/braces and accessories such as kinesiology tape.

Through our partnership with Suples, WCL continues to supply equipment for national team athletes and training centres.



This past year saw the introduction of a new partner in HelloFresh. The meal box delivery company partnered with WCL just before the Canadian Wrestling Championships. The partnership is based on a performance fee for all sign-ups HelloFresh receives from a WCL event and a unique online code. In 2023, WCL looks forward to welcoming the HelloFresh team to our Trials and Championships and to expand the partnership to also include annual investment from HelloFresh, along with value-in-kind for national team athletes.

#### WCL BRAND

We continue to be pleased with our partnership and the brand work from Epic Design. Epic Design was the driving force behind the visual look of the website.

We will continue to work with Epic Design to make functional and visual improvements on the website and social media channels throughout the year.

#### **C - AWARDS, RECOGNITION & ALUMNI RELATIONS**

Various awards, including the Bob McLeod Scholarship and Hall of Fame induction were postponed this year. WCL is still looking to solidify membership on the Hall of Fame and Alumni Recognition committee in order to revise the nomination vetting process. One pre-pandemic approved inductee, John Cook, will be inducted in 2023 at the Canadian Wrestling Trials in Waterloo, Ontario.

WCL has also begun to look into a Hall of Fame/Awards event as a possible alternative to inductions during Trials and Championships. This event would be a stand-alone and be used to recognize past and present individuals as well as provide an opportunity for them to socialize.

#### UWW & INTERNATIONAL RELATIONS

Canadian representation includes:

- UWW Bureau – Don Ryan
- Commonwealth Wrestling Committee – Don Ryan (Chair)
- Coaches Commission – Don Ryan
- Gender Equality Commission – Tamara Medwidsky
- Legal & Ethics Commission – Michael Smith
- Media Commission – Darren Matte
- Medical, Prevention & Anti-Doping Commission – Babak Shadgan (Chair)
- Refereeing Commission – Gary Bird
- Technical Commission – Paul Ragusa





## STAKEHOLDER RELATIONS





Sport Canada continues to be our main financial contributor, and as such, significant efforts go into communication and collaboration with them as well as the Canadian Olympic Committee (COC) and Own the Podium (OTP), who continue to provide recommendations to Sport Canada on how to direct high performance and NextGen funding to NSOs.

We also continue to maintain strong relations with other various sport partners in various capacities, including the Canadian Olympic Committee, Commonwealth Sport Canada, United World Wrestling, U SPORTS, AthletesCAN, Canada Games, Coaching Association of Canada, and Canadian Women & Sport. In the areas of sport science, sport medicine, we have developed key partnerships within the COPSI Network and service providers across the country.

We would like to thank our various sport partners and our advisors, specifically Lisa Dunn from Sport Canada, Chris Lindsay from Own The Podium, and Josée Grand'Maître from the Canadian Olympic Committee, for their continued efforts in supporting WCL and wrestling in general. Their assistance and guidance continue to be invaluable.


## KEY ACTIVITIES 2021-2022

Legend:  Completed  In progress / on schedule  Delay / caution / issue  Did not meet

Activity	Status	Notes
▪ Sponsorship		This is an ongoing process. WCL is looking to bring on multiple sponsors as part of a strategy of "Positive Brand Association" working with other reputable brands to build WCL's profile.
▪ Marketing plan/strategy		Plan has been established and is to be updated to incorporate new elements of strategic plan.
▪ Communications plan/ strategy		Plan has been established and is to be updated to incorporate new elements of strategic plan.
▪ Content plan/strategy		Plan has been established and is to be updated with 2023 key events.

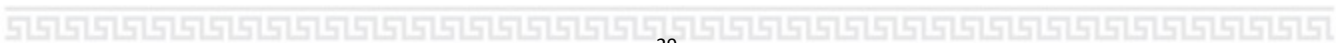




		New content series (Where are they now – written, and Wrestler Origins – video) were established in 2022 and will be continued in 2023.
<ul style="list-style-type: none"> <li>▪ Social Media plan/strategy</li> </ul>		Plan has been established, will continue to fulfill objectives in 2023.

#### KEY ACTIVITIES 2022-2023

- Establish outfitting sponsor
- Continue efforts to find corporate sponsors
- Finalize Alumni & Recognition Advisory Committee
- Restart Alumni/HOF activities
- Update Communications and Marketing Plans with new items from new strategic plan





## 2022-2023 SCHEDULE OF EVENTS

Date	Event	Location
<b>2022</b>		
May 26-29	Cadet, Junior, Senior Canadian Trials	Edmonton, AB
June 10-12	U15 / U17 / U19 Canadian Championships	Calgary, AB
May 05-08	Senior Pan Am Championships	Santiago, CHI
June 24-26	Cadet Pan Am Championships	Buenos Aires, ARG
July 02	Canada Cup	Summerside, PE
July 08-10	Junior Pan Am Championships	Oaxtepec, MEX
July 25-31	Cadet World Championships	Rome, ITA
August 05-06	Commonwealth Games	Birmingham, GBR
August 06-21	Canada Summer Games	Niagara, ON
August 15-21	Junior World Championships	Sofia, BUL
September 10-18	Senior World Championships	Belgrade, SRB
October 17-23	U23 World Championships	Pontevedra, ESP
<b>2023</b>		
March 09-12	Cadet, Junior, Senior Canadian Trials	Waterloo, ON
March 24-26	U17 / U19 Canadian Championships	Vancouver, BC
May 04-07	Senior Pan Am Championships	Buenos Aires, ARG
June 23-25	Cadet-U17 Pan Am Championships	Mexico City, MEX
July 07-09	Junior-U20 Pan Am Championships	Santiago, CHI
July 28-Aug 06	Jeux de la Francophonie	Kinshasa, CNG
July 31-Aug 06	Cadet-U17 World Championships	Istanbul, TUR
August 14-20	Junior-U20 World Championships	Warsaw, POL
September 16-24	Senior World Championships	Krasnoyarsk, RUS
October 23-29	U23 World Championships	Tampere, FIN
November 01-04	Pan Am Games	Santiago, CHI
December 15-17	Canadian Team Trials (aka Olympic Trials)	Edmonton, AB





## PARTNERS, SPONSORS & SUPPORTERS

### PARTNERS IN EXCELLENCE



### SPORT PARTNERS



### SUPPLIERS



### OTHER PARTNERS

