



Annual Report 2022-23
Building for a Better Future Year 1

EQUESTRIAN CANADA





OUR VISION:

Fostering a love
of horses and sport, for life

OUR MISSION:

Uniting the Canadian equestrian
community in the pursuit of excel-
lence while inspiring and serving
people and their horses.

OUR VALUES:

- Responsibility
- Community
- Quality
- Proud

WELCOME

MESSAGE

2022-23 WAS THE FIRST YEAR of our new **Strategic Plan 2022-25: Building for a Better Future**. Over the course of the year, we delivered information and education about the vision and strategic plan to our community discussing Imagine 2030 and Strategy 2025 with our Provincial and Territorial sport leaders, Voting Members and operational staff and committee teams. The work connected the purpose and outcomes of the plan and engaged the community as we put the plan into action.

Part of the operationalizing of Strategy 2025 included in-depth operational analysis and building out objectives and key results into annual road maps. These outline the progress needed as an organization and community each year to meet our goals. Beyond quarterly targets and reporting, we have outlined some of our key progress and highlighted some of our successes in this report as an annual overview to our community, athletes, partners, and supporters.

At the end of this report, you will also find the audited statement of operations from our fiscal year end 2022-23. EC finished the fiscal year favourably, attributed to responsible expense management and Sport Canada Recovery Fund support. Audited financials will get their final approval by the Board of Directors in August 2023 and circulated to the Voting Members in advance of the Annual General meeting.

WHO IS

EQUESTRIAN CANADA?

15,725

ACTIVE
SPORT LICENSE
HOLDERS

11 DISCIPLINES
6 BREED SPORTS

88%
FEI
LEVEL ATHLETES

33
STAFF
MEMBERS

463
SANCTIONED
COMPETITIONS

152
SHOW
ORGANIZERS

1,751
LICENSED &
REGISTERED COACHES
WITH COACH STATUS

9,904
ACTIVE HORSES

11
PROVINCIAL &
TERRITORIAL SPORTS
ORGANIZATIONS

478
OFFICIALS

TENS OF
THOUSANDS
OF CANADIAN
EQUESTRIAN FANS

121 EC
& 100'S
OF COMMUNITY VOLUNTEERS

From grassroots programs to the international stage, Equestrian Canada is the national governing body for equestrian sport and horse welfare.

Photo Credit: Arnd Bronkhorst Photography





EQUESTRIAN CANADA

WHAT WE DO

COMPETITION
RULES & REGULATIONS



SAFE
SPORT
ENVIRONMENT

← **SPORT PROMOTION**
& GROWTH →


COACH
EDUCATION & CERTIFICATION

 **ATHLETE** 
DEVELOPMENT


HIGH PERFORMANCE:
NATIONAL TEAMS

 **EVENT**
SANCTIONING & SUPPORT

 **OFFICIALS**
EDUCATION & CERTIFICATION

HORSE IDENTIFICATION MANAGEMENT 

ADMINISTERING COMPLAINTS & DISCIPLINARY SANCTIONS



 **EQUINE MEDICATION CONTROL**

CLEAN SPORT INITIATIVES

FEI
REPRESENTATION
IN CANADA

 **FUNDRAISING & SUPPORT**

ACTIVE EQUINE HEALTH & WELFARE 

 **MANAGE CANADA'S OLYMPIC & PARALYMPIC EQUESTRIAN TEAMS**



PRESIDENT

MESSAGE

WHAT A BUSY YEAR THIS HAS BEEN! Coming into 2022 in my new role as President, I was excited to see the work of the Strategic Initiatives Planning Committee that I had been a part of for the previous eighteen months, come to fruition.

Championed by Sport Canada, good governance has become an imperative component of National Sport Organizations, and for us that is no exception. We embarked on our dual phased governance renewal project, and in doing so, I, along with the board were given the opportunity to engage with and hear directly from many of our important stakeholders.

We held strategy meetings with several operating committees and our Provincial and Territorial partners to review progress and get feedback on our planning. The board continues to track the Objectives and Key Results (OKRs) and the work of the organization through these areas of focus and will continue to remain at the forefront of meeting agendas and work plans through to 2025 and beyond.

The nominating committee has worked diligently on diversity initiatives as well as our board skills matrix, procedures, and guidelines. We welcomed three new members to the board and said goodbye to several directors that had served dutifully and insightfully for many years.

Thank you to the directors for their energy and dedication to the fiduciary and leadership responsibilities that they hold on behalf of the equestrian community. We recognize the difficult yet rewarding efforts that our staff and volunteers do each day to serve our members. I congratulate all the athletes, young and old for achieving their goals – whether that be on the end of a leadline or entering an international field of play.

I also share my deep appreciation and gratitude for everyone that has a love of horses and sport in their life and chooses to work alongside EC within a bigger system to create a better future for all.

LISA ROBERTSON
PRESIDENT



CHIEF EXECUTIVE OFFICER

MESSAGE

THIS HAS BEEN A YEAR OF BUILDING. Building relationships, trust, plans and the foundation for the next phase of development for equestrian sport in Canada and a new era for Equestrian Canada as an organization. Taking Strategy 2025 from plan to action has been an enormous undertaking, but one we are all excited to see come to fruition.

We worked through challenges together with our community, analyzed areas of improvement, devised innovative solutions, supported our constituents, increased engagement, and cheered as our Canadian athletes excelled on the world stage.

As an evolving organization, we are doing our best to deliver results in a complex sport environment with ever-increasing financial barriers.

I am proud of and perpetually grateful for our staff, volunteers, athletes, partners, supporters, and membership for remaining focused on our mission of *uniting the Canadian equestrian community in the pursuit of excellence while inspiring and serving people and their horses.*

MEG KRUEGER
CHIEF EXECUTIVE OFFICER
SECRETARY GENERAL

BUILDING

A STRONG FOUNDATION

Creating a more modern and responsive equestrian sport system that drives growth

A unanimously supported new national fee structure was designed and implemented for and together with Provincial and Territorial Sports Organizations (PTSOs). Several key priorities drove the change including accountability, partnership, goal setting, reporting, and fostering increased participation and engagement.

PTSOs and EC jointly launched three new grant and bursary programs including national funds for Sport Development, Equine Emergency Response and Coach Education.

Thanks to interest and enthusiasm from the community to return to competition, sport licence sales saw a 15% increase over the 2021 season and a 48% increase compared to 2020.

The partnership with Henry Equestrian Insurance Brokers powered by NFP continued to evolve with the launch of coach insurance discounts, special rates for pet insurance, and the offering of a variety of equestrian products including travel insurance.

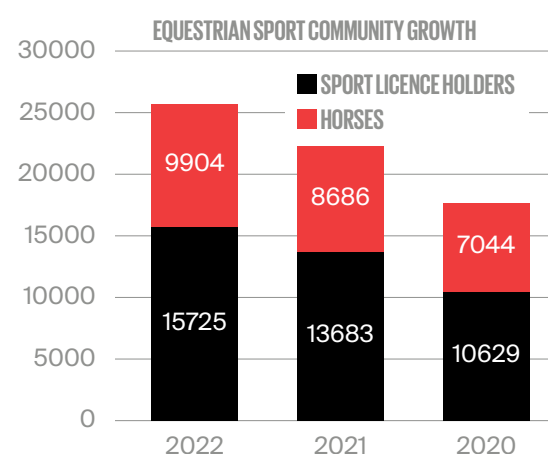
The NTRA Equine Discounts program increased its support of sport licence holders with a contest and grand prize giveaway of a John Deere Z Trak mower, valued at \$10,000. The machine was displayed at the EC booth at the Royal Winter Fair and won by Mélissa Boutin of Ascot Corner, QC.

A partnership with Hestaband was launched to offer EC Sport Licence Holders discounts on the purchase of the world-class Equine Kinesiology Tape developed by RMT and Equine Rehabilitation Specialist, Christa Veinotte.

Funded by the Canadian Olympic Committee, a two phased governance review began its first phase. A comprehensive review was conducted to provide recommendations EC's governance structure that ensures full alignment with the Canadian Sport Governance Code and the Sport Canada Report Card. The implementation of proposed changes will be completed in FY 2023-24.

Continued development and delivery of new e-learning courses was accomplished including the recently launched *Equine Medication Control* offered free to EC Sport License holders.

Volunteer fundraising groups in the three Olympic Disciplines of Dressage, Eventing, Jumping, made great progress towards increasing awareness and need for donations to support high performance goals for the Canadian Equestrian Teams on the road to Paris 2024.



Thanks to grant funding, Global Philanthropic Inc was hired to conduct a full fundraising analysis; marketplace assessment; policy, process, and systems review; stakeholder interviews; and broad stakeholder survey. The full report of findings, recommendations, priorities, and strategies delivered in Q1 of FY 2023-24.





INVESTING

IN THE FUTURE

Streamlining programs and services that develop leaders, participants, athletes, active equines, and the teams that support them

OPERATIONAL PROCESS & SPORT INTELLIGENCE IMPROVEMENTS

In the quest to reduce manual operational processes by 50%, several improvements were implemented including an enhanced Officials application using the MyEC portal, EquiRatings analytics for eventing criteria, online declaration portals for all Major Games, automation of agreements in Olympic and Paralympic disciplines, and streamlined fee payments.

UPDATED INDUSTRY STUDY

Third party Wilton Consulting Group completed the equine industry study, funded by the Sport Canada Recovery Fund, at the end of the fiscal year and after final revisions and translations, the first report in eleven years and reflecting a post-pandemic sector will be shared publicly in fall 2023.

COACH LICENCING

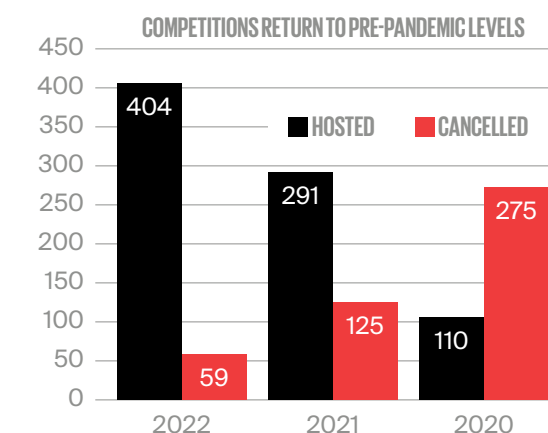
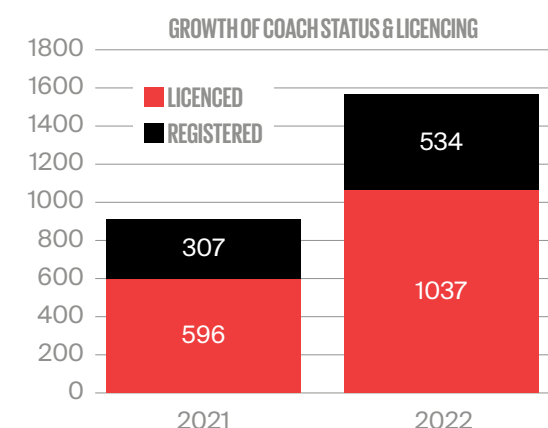
A total of 1,571 coaches obtained coach status during the year, with 1,037 or 66% of those holding Licenced Coach status. With the growth of 74% year over year and the new coaching regulations coming into effect during the 2023 competition year, the goal of 2,500 licenced coaches by 2025 is increasingly attainable.

COACH DEVELOPMENT

An in-person Coach Developer Symposium in March 2023 saw 52 participants from 10 provinces and one territory get together with peers and educators to focus on coach education and certification while learning, networking and strategizing for the future of equestrian sport from coast to coast to coast.

COMPETITIONS

To everyone's great relief and enthusiasm, the 2022 competition season saw a return to pre-pandemic level hosting across the country. A total of 463 applications were received with 404 sanctioned competitions hosted compared to 291 in the previous year and only 110 during 2020.



SERVING

THE COMMUNITY

Enhancing service quality and inclusive participant experiences that increase customer satisfaction and the equestrian social licence to operate

SAFE SPORT

Office of the Sport Integrity Commissioner (OSIC) first phase of participants were 100% onboarded and in compliance with additional e-learning and agreements completed.

Safe sport training that includes the two e-learning modules of *Fostering Healthy Equestrian Environments* and *Concussion Awareness* enforced for every Sport Licence Holder within 30 days of renewal or purchase.

WEBSITE

A website refresh funded by Sport Canada Recovery Fund has been designed to be more user friendly and provide visitors with easier and more intuitive access to information.

BELONGING, EQUITY, DIVERSITY & INCLUSION

Diversity expert engaged to work on themes of horses and colonialism; sport and rule development; and racism and ableism in equestrian sport. The report is being used as a foundation to build training and access strategies for the next two years.

ACCESSIBILITY INITIATIVES

Para-Dressage Video Competition delivery held throughout the year to increase opportunities for inclusive participation in competition. Coach development and mentorship opportunities were planned for increasing coaching capacity in Canada.

SAFEGUARDING ACTIVE EQUINE HEALTH AND WELFARE

Five horse health and welfare concerns jeopardizing social licence over the next three years were identified including emergency preparedness, biosecurity, workplace standards, horse management practices, and horse welfare education.

EQUITABLE REPRESENTATION

Diversity photo shoot completed to include in a variety of graphic representations. 181 e-news stories and 11 issues of the EC Insider published across disciplines, regions, sport, welfare and topics.



2022 NATIONAL AWARDS



2022 Lifetime Achievement Award:
CYNTHIA NEALE-ISHOY



Equestrian of the Year:
KELLY HOUTAPPELS-BRUDER
Photo Credit: Melanie Guillamot



2022 Horse of the Year:
BUCKINGHAM
Photo Credit: Andrew Ryback



2022 Coach of the Year:
SARA COMPTON



2022 Junior Equestrian of the Year:
ANNA SWACKHAMMER
Photo Credit: Mark Spowart and Mette Holm



2022 Junior Equestrian of the Year:
AVERILL SAUNDERS
Photo Credit: Kaiser Impressions



2022 Official of the Year:
COLLEEN HOFFMAN
Photo Credit: Mark Spowart and Mette Holm



2022 Canadian Breeder of the Year:
CANADREAM FARM - MARIE-JOSÉE PROULX
Photo Credit: Christina Conway



2022 Volunteer of the Year:
KATHLEEN WILSON



2022 Owner of the Year:
ROBERTA SHEFFIELD
Photo Credit: Silke A. Rottermann



2022 Canadian Bred Horse of the Year:
IRELAND
Photo Credit: Sportfot



2022 Media Award:
SPOWART/HOLM EQUESTRIAN PHOTOGRAPHY
Photo Credit: Mark Spowart and Mette Holm



HIGH PERFORMANCE

HIGHLIGHTS

WORLD CHAMPIONSHIPS YEAR

As an FEI World Championships year, it was a building period for our high performance athletes along the path to Paris 2024. Canada had athletes in Dressage, Para Dressage, Show Jumping, and Vaulting all took part in the games held in Herning, Denmark in August 2022. Top performances were vaulter Averill Saunders who finished in 11th place, show jumper Tiffany Foster coming in 12th place, and Para Dressage veteran Roberta Sheffield finishing in 5th place.

Eventing athletes also represented the maple leaf in Pratoni, Italy in September 2022 to gain further experience at the CCI5* international level as they prepare for Pan Am Games qualification. A full team of four travelled with a strong group of supporters to compete just outside of the city limits of Rome.

At 73 years old, Canadian Robert Gielen competed in his 4th Endurance World Championships with his mount More Bang for Your Buck in Butheeb, United Arab Emirates in February 2023. Where completion is an enormous feat for horse and rider, the pair finished in 41st place in a field of 37 countries and 129 starting combinations.

Kelly Houtappels-Bruder brought home the bronze medal in a field of 71 athlete and horse combinations at the FEI Driving World Championships for singles held from Sept. 15 – 18 in Le Pin-au-Haras, FRA with her partner Flip and navigator Meike Paridaans.

“This was the best result we could have hoped for. So proud of my team and so thankful for all of the support at home.”
– Kelly Houtappels-Bruder

CHAT HILLS WIN FOR MISSISSIPPI IN GEORGIA

Dana Cooke riding Mississippi won the CCI4*-S division at the Chattahoochee Hills International Horse Trials held from April 6 to 9, 2022, at the Bouckaert Farm in Fairburn, GA.

QUALIFYING PERSONAL BEST FOR TORKKELI IN AUSTRIA

Ryan Torkkeli riding Sternenwanderer won the Grand Prix Special on the final day of international dressage competition held at CDI4* Stadl-Paura, Austria, from April 14 to 17, 2022.

TWO WINS FOR TWO-TIME PARALYMPIAN

Roberta Sheffield successfully concluded her European Tour with two wins and a personal best partnered with her mare Fairuza in the CPEDI 3* at the Maimarkt-Turnier horse show in Mannheim, Germany from May 3-5, 2022.

Photo Credit: Cealy Tetley

BIG WIN IN FRANCE FOR VETERAN OF CANADIAN EQUESTRIAN TEAM

Canadian Olympian Beth Underhill, 59, of Mulmer, ON, with Dieu Merci van T&L won the €500,000 Rolex Grand Prix of La Baule on May 8, 2022.

“To watch the Canadian flag being raised and hear the anthem being played was an emotional moment.” – Beth Underhill

NEXTGEN ATHLETES ON THE WORLD STAGE

Canada’s youth and junior dressage and jumping athletes showed promise as they took a significant step forward in their careers at the North American Youth Championships held August 10-14, 2022, at the Great Lakes Equestrian Festival in Traverse City, Mich. The young athletes captured a total of five medals and many top eight finishes in individual and team competitions.



CANADIAN CHAMPION TEN YEARS IN THE MAKING

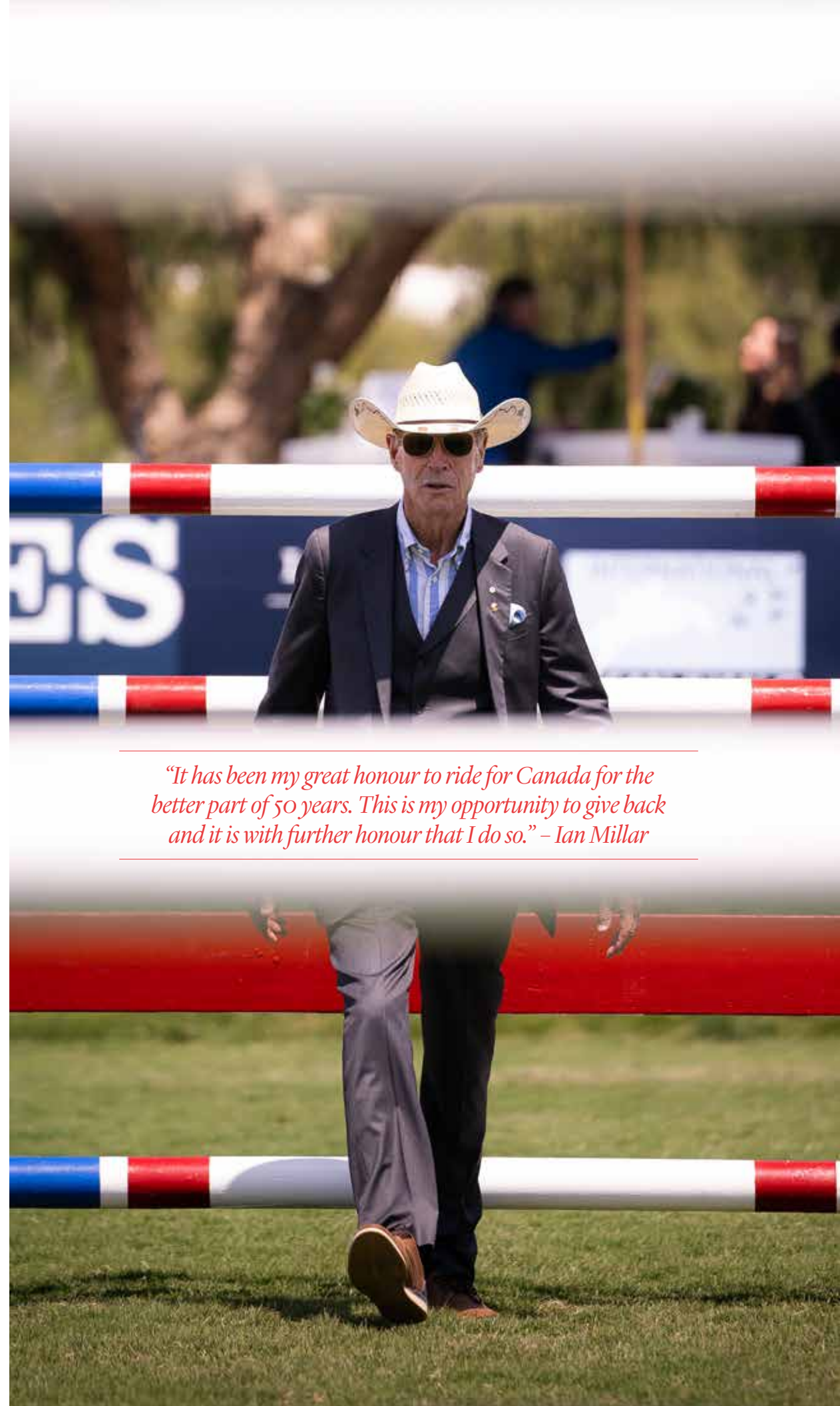
On the second evening of the 100th anniversary of the Royal Horse Show in Toronto, Ontario, Ali Ramsay riding Bonita VH Keizershof Z, captured the win of the Canadian Show Jumping Championship sponsored by Henry Equestrian. 10 years to the week, Ramsay won the CET Medal class at the Royal in 2013.

‘CAPTAIN CANADA’ TAKES THE REINS

Canadian Olympic legend ‘Captain Canada’ Ian Millar was named the new Technical Advisor, Jumping for Canada’s national show jumping team in February 2023. Millar is the most successful competitor in the history of Canadian show jumping. He is the twelve-time Canadian National Champion and has competed in more Olympic Games than any athlete in history.

NATIONS CUP WIN IN WELLINGTON

The Canadian Show Jumping Team won the \$150,000 FEI Nations’ Cup, presented by IDA Development, on March 4, 2023 during the CSIO4* Winter Equestrian Festival in Wellington, FL.



“It has been my great honour to ride for Canada for the better part of 50 years. This is my opportunity to give back and it is with further honour that I do so.” – Ian Millar

EQUINE CANADA (OPERATING AS EQUESTRIAN CANADA)

STATEMENT OF OPERATIONS

Year ended March 31, 2023, with comparative information for 2022

	2023	2022
Revenue:		
Sport licence fees	\$ 2,425,482	\$ 2,151,843
Government funding	1,349,653	1,379,776
Competition levies and fees	940,085	660,765
Membership	567,015	695,804
Discipline – general revenue	437,424	78,959
Equine medication control	412,828	255,437
Product sales and e-course revenue	174,975	117,788
Donations, interest and other revenue	84,787	346,985
Discipline – fundraising revenue	84,161	190,020
Corporate sponsorship	58,914	47,827
Realized loss on foreign exchange	(206)	–
	6,535,118	5,925,204
Expenses:		
Salaries and benefits	3,292,763	2,599,905
Discipline	1,499,092	1,099,337
Office and general	438,554	611,983
Professional and consulting fees	297,351	683,520
Cost of goods sold	219,161	259,911
Equine medication control	200,767	131,635
Meetings and travel	172,442	214,311
Rent	126,963	160,198
Communications	117,534	100,543
Information technology	85,190	117,351
Amortization of tangible capital assets	31,298	46,823
Marketing	13,192	63,483
Events	–	598
	6,494,307	6,089,598
Excess (deficiency) of revenue over expenses, before the undernoted	40,811	(164,394)
Other income:		
COVID-19 subsidies and recovery grants	916,915	702,205
In-kind contribution	–	750,329
Other expense:		
Recovery grant expenses	916,915	702,205
Additional high performance activities (funded from net assets)	770,500	–
In-kind expense	–	750,329
Deficiency of revenue over expenses	\$ (729,689)	\$ (164,394)

*Fully audited financial statements available at www.equestrian.ca.



Photo Credit: Cealy Tetley



Canada