



**EQUESTRIAN
CANADA
ÉQUESTRE**

**CHIEF EXECUTIVE OFFICER
MANAGEMENT REPORT**

2020-2021

2021-09-07



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This report presents a review of operational aspects of our organization for the 2020 – 2021 years.

Equestrian Canada (EC) could not achieve its mandate without the dedication and contribution of our stakeholders. We recognize the time spent by many volunteers, staff, partners and individuals across the country who continue to work together to achieve our goals for sport & industry in Canada. We extend our sincere gratitude and appreciation for their continued dedication and teamwork.

Over the last decade, we have experienced continued challenges to the health and wellbeing of our sport and industry. These pressures were even further and faster compounded during the pandemic. In many cases, the significant pressures we have experienced over the last year and a half have served to alert us to the need to reimagine how we want our sport and industry to be, how we will adapt to ensure diverse participation, and how we will foster an equestrian environment of safe sport, inclusivity, equity and enjoyment.

Who we are

EC is a not-for-profit, membership-based organization representing a diverse group of stakeholders across equine sport and industry. EC's stakeholders are represented in EC's governance through National Affiliate Associations, Provincial/Territorial Sport Organizations and Sport Disciplines.

EC's mandate spans from grassroots programs to the international stage; EC is the national governing body for equestrian sport, equine welfare and industry in Canada. Based on this mandate, EC has been recognized by the Government of Canada, through Sport Canada and the Canadian Olympic and Paralympic Committees as the National Sport Organization, who leads, supports, promotes, governs and advocates for the equine and equestrian community in Canada.

EC achieves this mission through the development and management of programs, working in collaboration with its affiliate members, event organizers, owners, facility operators, coaches and officials who support and, in many instances, assume responsibility for the delivery of programs made available to equestrian participants. Through governance and operational reviews and the ongoing strategic planning process, EC recognizes that it must update its governance and membership structures to fulfill its mandate and deliver on its mission.

The Pandemic

The 2020 and 2021 seasons have challenged many EC practices and policies as the community has adapted to ensure businesses remain viable and sport opportunities remain available during the COVID-19 pandemic. In both years, EC supported an early, safe return to sport and was pleased to see return to EC sanctioned competition starting July 1 in both 2020 and 2021, with respect to provincial and territorial governments. During these challenging competition seasons, EC observed trends domestically and internationally that could endanger and/or diminish the meaning/value of EC sanctioned events in the eyes of our participants.

In early 2020, Canada came to realize the societal and health issues relating to the COVID-19 pandemic which significantly impacted our organization, society, and equestrian community, bringing unprecedented levels of stress, uncertainty, and crisis management to the forefront of our day-to-day operations. As a result, in March 2020, the Board of Directors and Equestrian Canada operational team



quickly shifted priorities in order to navigate the COVID-19 related needs of our staff, our community, our competitions, our riding schools and boarding barns, the herd, and the financial and operational impacts faced by our organization. During March through May, the Board of Directors held weekly COVID-19 meetings, working with the CEO, provincial/territorial partners to advise and respond to necessary operational changes throughout the crisis.

EC worked with PTSOs, operational committees and competition organizers to return to sport from COVID-19 related closures. PTSOs varied in their state of readiness to return based on risk tolerance and the recommendations and mandates of applicable provincial/territorial government health authorities.

There were significant variances in public health restrictions across provinces and territories. In respect of public health orders and to maintain fairness, in 2020, EC cancelled national programs and points accumulations. In the absence of these incentive programs, some event organizers replaced events that would typically run as EC sanctioned with PTSO sanctioned events that ran beyond the scope of accepted practice and, in some instances, PTSO regulations. These actions were facilitated by the 2018 MOA addendum that allowed EC certified Officials to officiate at PTSO competitions. EC received many questions about how and why these events were permitted to run.

2021 has experienced (to date) an overall strong rebound for active competition across the country, with increased numbers of EC sanctioned competitions, sport licence sales and related activity. Several programs and initiatives that have been launched to support our licence holders, partners and community and are included in more detail within this report.



DEPARTMENT UPDATES: CORPORATE OPERATIONS

EC Corporate Head-Office Lease Review:

Conversations with Landlord (KRP Properties Inc.) and commercial office space “sub-letting” experts Zinati Realty have begun with respect to options related to EC’s 8-year, 10-month remaining commercial lease term. This is being done in conjunction with a review of a future partially/fully “remote” workplace environment for EC staff.

Results from the survey indicated a very high number of staff indicating a strong desire to remain in a remote-work environment as a permanent work structure. The main indicators from staff preferring a remote work environment were increasing efficiency, effectiveness and collaboration.

A complete ‘*Remote Work | Working from Home Policy*’ will be instated to include but not limited to: use of company property, approval processes, health & safety, performance management.

Information Technology (IT):

Microsoft Office (MS) Business 365 Staff Training

Information Technology (IT) expanded into several initiatives throughout 2020-2021 to incorporate full training to all staff for the Microsoft Office (MS) Business 365 operating system, including: Microsoft Office (MS) 365 TEAMS, OneNote, OneDrive, SharePoint, MS Outlook and Outlook (Web), and TEAMS Filing Structure.

Vacation Tracker TEAMS Application

Microsoft Teams has proven to be the communications and collaboration platform of choice for organizations worldwide. The Teams ‘*Vacation Tracker*’ application – an integrated approval system for requesting, approving, tracking and reporting all leave types (vacation, sick days, unpaid leave etc.) - was vetted for both efficiency and cost and was subsequently implemented across the organization to serve as a centralized leave/time-off management platform.

Customer Support Ticketing Software

Meetings and discussions both internally and with external IT professionals have progressed favourably to set out the pathways for a customer support ticketing software which will provide support across all channels and solve customer support inquiries via a ticket-based platform using workflows and automation to route incoming tickets to the appropriate staff/department for efficient and timely responses. Customer support ticketing software platforms have proven capabilities and outcomes to increase and boost stakeholder satisfaction and engagement and to reduce staff workload and redundancies. Several software providers have been researched (Zoho, Freshdesk, Kayako, HappyFox, Zendesk) for features, scalability, efficiencies, and pricing. Industry leader, Zendesk, has been selected among the group to move forward to the next phase of meetings and discussions.



HR Management Software

A review of HR management software is being conducted to engage with a software application used to manage and administer human resources and related processes throughout the employee lifecycle in an efficient and effective manner. All work related as well as personal details of an employee will be managed and stored within the secure, independent platform. Added benefits would include a centralized area for staffing requirements including recruiting, hiring, onboarding, compensation reviews, building team culture, training, performance management, career planning, succession planning, professional development. Internally, engaging with an HR management platform would greatly reduce workload and redundancies for staff involved in human resource responsibilities.

Meetings have been conducted with the following HR management software providers: Bamboo, Collage, Folks, Ceridian, and Humi. Two providers – Bamboo HR and Humi HR - have been selected to proceed to the next phase of meetings and discussions.



FINANCE

Sport License Sales:

Sport Licenses cash sales for calendar year 2019 totaled \$2,587,630.48 (Pre-COVID-19).

Sport Licenses cash sales for calendar year 2020 totaled \$1,787,721.66 (sales effected by COVID-19 in Q4).

Sport License cash sales for calendar year 2021 from Jan/01/2021 to Aug/09/2021 totaled \$2,149,398.77. Note that the total fiscal 2021/22 Sport License budget was set at \$2,395,195 (which includes PTSO Affiliate Revenues budgeted at \$240,000). In comparison, for the 2020 January-August period Sport License cash sales were \$1,683,795.10 (i.e., a 2020 vs. 2021 similar period positive delta to date of \$465,603.67). In comparison, for the 2019 (i.e.: Pre-COVID) January-August period Sport License cash sales were \$2,522,021.41 (i.e., a 2019 vs. 2021 similar period negative delta of -\$372,622.64).

2021 Sport License cash sales for the period of April/01/2021 to August/9/2021 are \$1,097,060.47. In comparison, the April-August period in 2020 produced Sport License cash sales of \$348,257.33 (i.e., a year-over-year upward delta of \$748,803.14), and in 2019 Sport License April-August cash sales were \$933,047.96 (i.e., pre- COVID-19).

2021/22 Budget and “5-Year” (2021-2026) Budget Forecast:

2021/22 EC Corporate Budget approved at the April/19/2021 BOD meeting.

Ongoing meetings (internal and with the F&A Committee) have been scheduled for April through September to monitor the actual performance of the organization based on current fiscal 2021/22 budget scenarios, allowing for adjustments to budget as required – this process is ongoing as we move through the fiscal year.

5-Year (2021-2026) Budget Forecast development timeline (i.e.: July Draft #1; August Draft #2; October Draft #3; December Final Draft #4; BOD review and approval in Jan-Mar/2022 timeline) is well underway and is following the above timeline.

EC Reserve Fund Policy:

EC Corporate Reserve Fund Policy and the EC Corporate Reserve Requisition Form was completed, reviewed, and accepted by the Board’s Finance & Audit Committee on May/7/2021. Stakeholder consultations took place over the February-April timeframe to further familiarize EC stakeholders with the EC Corporate Reserve Fund and provide an outline of how historical and future funds will be addressed.

EC Statement of Investment Policy:

The EC Statement of Investment Policy, with respect to the EC Corporate Reserve Fund, was completed/reviewed/accepted by the Board’s Finance and Audit Committee on June/11/2021, and by the



Board of Directors at the June/21/2021 BOD meeting. The EC Corporate Reserve Fund investment philosophy is to provide prudent, diversified, and professional fund investment portfolio management. Next step is to identify the investment fund manager and to determine the mix between short- and long-term investments in order to maintain sufficient liquidity to meet expected and unexpected future cash requirement of EC, and to maximize the rate of returns on longer-term investments. This should be completed for BOD advisement for September/13/2021 BOD meeting.



SPORT OPERATIONS

2020 and 2021 competition seasons varied in level of activity, officials and licence holder statistics:

1. Competitions (2020):
 - a. 385 EC Competitions sanctioned
 - b. 110 Competitions ran
 - c. 275 Competitions cancelled
 - d. 46 Competitions with equine medication control

2. Officials (2020):
 - a. 472 active EC Officials
 - b. 1098 active EC Officials' cards
 - c. 175 active FEI Officials' cards

3. EC Sport Licences (2020):
 - a. Total (#): 10775
 - I. 902 Platinum
 - II. 4288 Gold
 - III. 1804 Silver
 - IV. 3449 Bronze
 - V. 179 Life Member
 - VI. 153 Corporate

4. Competitions (2021):
 - a. 377 EC Competitions sanctioned
 - b. 282 Competitions ran (combination of have run and scheduled to run in remainder of season)
 - c. 95 Competitions cancelled
 - d. 34 Competitions with equine medication control (as of August 5, 2021)

5. Officials (2021):
 - a. 489 active EC Officials
 - b. 1156 active EC Officials' cards
 - c. 152 active FEI Officials' cards

6. EC Sport Licences (as of August 5, 2021):
 - a. Total (#): 12,763
 - I. 895 Platinum
 - II. 5059 Gold
 - III. 2593 Silver
 - IV. 3886 Bronze
 - V. 178 Life Member
 - VI. 152 Corporate

Officials Temporary Status Pilot: In the summer of 2021, EC launched a pilot program to respond to immediate needs due to officials' shortages and to aid in recruitment of new officials into the system. The pilot creates opportunities for current EC officials to officiate in new functions as well as allow EC Sport



Licence holders to act in certain officials' roles. This pilot endeavors to strengthen the system, ensure future opportunity for all participants, and we count on certified officials to mentor and guide up-and-coming applicants. EC will monitor the effects of the pilot program and adjust, if necessary, at the end of the 2021 domestic competition season.

Officials FEI Equivalency: The FEI has approved, effective June 28, 2021, equivalency of EC's Jumping Judges program. This means that EC Senior jumper judge status is equivalent to FEI Level 1 (this is not automatic for those obtaining S status, there are prerequisites). Senior Judges can be directly entered into an FEI Course for promotion to FEI L2. Equivalency removes a key barrier into the FEI pathway. We expect to see a cohort of new FEI Jumping Judges as a result which will, in turn, benefit our Canadian FEI competitions and the international system. An assessment is underway of other disciplines/functions.

National Rankings: EC has built a platform to calculate points and display rankings nationally. This will be a new perspective to our participants and provide value to sport license holders and horse owners. The first iteration the rankings platform will be specific to select divisions in the disciplines of dressage and hunter/jumper at the Gold level. The aim is to broaden the scope of results collected by EC and to include other disciplines within the rankings in the future.



SPORT DEVELOPMENT

A series of significant initiatives were initiated and completed during the 2020-21 fiscal year, with work continuing into 2021-2022.

Ecampus

The [Ecampus](#), a new learning management system and portal for educational opportunities went live on September 19, 2020, in conjunction with the start of National Coaches Week, serving as the administrative backbone to support the EC Coach Status Program and central location for coaches to access online and live training, access educational resources, a national coaching calendar and tracking towards certification for coaches and officials. New content and learning opportunities are regularly being added to the Ecampus along with improvements to the user interface and integration with other EC services.

- The campus now boasts a growing catalogue of 17 courses in English and 9 in French, including 3 courses developed by EC in English and French.
- The calendar of events to continue to grow with 10-15 training opportunities available at any given time available.
- In total, the following number of people completed
 - 9697 people enrolled in eLearning by way of the ECampus, with 4413 completing training
 - 472 registered for live training through the ECampus

eLearning

In 2020, 3 eLearning courses were developed and made available by way of the Ecampus in both English and French, with Safe Sport related training being made available to EC Sport License holders at no cost to sport license holders in part thanks to the support of the Government of Canada.

- [Fostering Healthy Equestrian Environments](#), addressing maltreatment in sport
- [Concussion Awareness](#), addressing the four Rs of concussion management
- [Conditioning the Sport Horse](#), developed in partnership with Dr. Hilary

As of August 9, 2021 completion (enrollment) in these courses is as follows:

- Fostering Healthy Environments: 1801 (4087)
- Concussion Awareness: 2033 (4277)
- Conditioning the Sport Horse: 44 (101)

Coach Status

2021 was the first year of EC's 5-year plan to see every coach licensed and certified by 2025. EC began receiving applications for Coach Status on December 14, 2020, and began issuing status on January 15, 2021. Numerous extensions were offered to coaches, as kinks in the process were addressed and to provide accommodations to coaches who could not complete all requirements due to the pandemic.



As of August 9, 2021, 952 applications have been received, with the processing status being as follows:

	Applications	In progress	Issued	Declined
Registered Coach	408	115	206	87
Licensed Coach	544	116	370	58
Total	952	231	576	145

A new interactive [Find a coach](#) directory was also introduced, making it easier for members of the public to find Registered and Licensed coaches and providing coaches the opportunity to include additional details regarding their services on the site.

Planning for the introduction of mandatory coach status for coaches in competition and program adjustments for 2022 season has begun. This will include proactively promoting coach status in the Fall to encourage additional coaches to engage in the program before the start of the next competitive season. Steps are also being taken to streamline process and distribute the processing load through the season to improve service/support to coaches.

National Coach Certification Program (NCCP)

Training and Certifications Completed

- 164 certifications completed

Program Development

With the pandemic all but shutting down opportunities for live training and evaluation through 2020 and the first half of 2022, program renewal and revision priorities were shifted to focus on de-integrating elements of EC Theory modules with an underlying objective of a reliable and predictable national calendar, accessible to all coaches, while increasing access to training to so that coaches can access training via multisport and to revise and migrate remaining modules to online delivery.

The following modules have been adapted for online delivery and are now being regularly offered through the Ecampus. This work has been completed in collaboration with Ontario Equestrian.

- NCCP Long Term Equestrian Development
- NCCP Plan an Equestrian Practice
- NCCP Design a Basic Equestrian Sport Program

In addition, following the development of the Condition a Sport Horse eLearning course, it was approved by the Coaching Association of Canada to be integrated into the NCCP pathway, with final branding adjustments for full recognition to be completed in the fall of 2021.

With the objective of a reliable and predictable national calendar of training opportunities, a pilot project with Ontario Equestrian and the Coaches Association of Ontario was initiated to begin reserving multisport courses for equestrian coaches to be made available to coaches from coast, to coast, to coast on



a regular basis. Since March 27 courses have been hosted, with 44 coaches taking advantage of the opportunity.

Lastly, the NCCP High-Performance 1 (Competition-Development) Certification process was relaunch with an objective of providing enhanced support to coaches seeking certification and identifying areas for improvement in both training materials and the certification pathway. The pilot a cohort of 10 coaches completed the readiness submissions, group and individual feedback was provided, and all candidates proceeding are currently engaged in identified training to support their preparation for evaluation. The positive engagement in training is an incredibly positive step forward with this program. In-competition evaluations for this Pilot will be completed by the end of October, at which the learnings from the pilot will be reviewed and next steps for program renewal identified.

Racial Equity, Diversity & Inclusion:

In January and February of 2021, EC held five successful feedback forums with community members to discuss REDI in Canada's equestrian sport landscape. These forums highlighted the need for EC to:

- Address racial inequities and create a space for Black, Indigenous or People of Colour (BIPOC) - led committee and employee resource groups to bridge REDI gaps in the workplace.
- Prepare coaches and officials to effectively handle situations that arise from ethical dilemmas or legal challenges concerning all areas of equestrian participation.
- Empower EC staff, volunteers, officials, coaches, representatives and participants to recognize and prevent abuse, harassment and discrimination.
- Create and recognize a diverse, equitable, and inclusive work environment to break down systemic discrimination and biases.
- Increase BIPOC representation in workforce, community participation and leadership.
- Develop capacity for coaches, officials and staff to create an inclusive sport environment.
- Enhance EC program and service modules, finances, physical environment and communication channels.

On May 13, 2021, Equestrian Canada announced the hiring of The Inclusion Project (TIP) to lead EC's strategy on racial equity, diversity and inclusion (REDI).

In close collaboration with EC staff and stakeholders, TIP will set the foundation for culture shifts in policy, process and practice across EC and the Canadian equestrian community at large. TIP has completed their first phase of the project, conducting a thorough policy audit, with results and recommendations were presented to EC leadership team on July 13, 2021, with a summary presented by TIP at the July 19th board meeting. From the recommendations presented the next two phases of the project, with key action items and deliverables, are being developed to create a 'Theory of Change' for implementation.



HIGH PERFORMANCE

Olympic & Paralympic Games Tokyo 2020

Equestrian Canada provided support and rationale for 5 HSP accreditations and all 5 were accepted by the COC and granted accreditation for the Tokyo 2020 Games.

- Results
 - Dressage: Brittany Fraser-Beaulieu and All In became the second Canadian pair to ever advance to the Olympic Freestyle, scoring another Canadian Olympic Freestyle record of 76.404% for 18th place overall. Chris von Martels and Eclips placed 39th while Lindsay Kellock and Sebastien came in 50th
 - Eventing: Colleen Loach and Qorry Blue d'Argouges had a 28th-place finish, narrowly missing the top 25 cut-off for advancing to the Eventing Jumping Individual Final.
 - Jumping: Mario Deslauriers and Bardolina 2 placed 22nd in the Jumping Individual Final.
 - Para-Equestrian (not complete at time of report).
- Selections:
 - Dressage
 - Brittany Fraser-Beaulieu / All In / Owners: Brittany Fraser-Beaulieu, Craig Fraser & Marc-Andre Beaulieu / Groom Katherine Hess
 - Lindsay Kellock / Sebastian / Owners: Enterprise Farm Equestrian LLC & Lindsay Kellock / Groom Meghan Donovan
 - Chris von Martels / Eclips / Owners: Barbara Soederhuizen & Chris von Martels / Groom Hannah Beaulieu
 - Travelling Reserve (Games) Naima Moreira-Laliberte / Statesman / Owner: KLM Inc. / Groom Coraline Thibault
 - Travelling Reserve (Pre-Export Quarantine) Jill Irving / Arthur / Owner: Windhaven / Groom Alexia Mercier
 - Eventing
 - Colleen Loach / Qorry Blue d'Argouges / Owner: {Peter Barry / Groom Brooke Massie
 - Jessica Ferguson (Phoenix) / Pavarotti / Owner: Jessica Phoenix / Groom Jamie Kellock
 - Non-travelling Reserves Karl Slezak / Fernhill Wishes / Owners: Kirk Hoppner & Karl Slezak
 - Non-travelling Reserve Hawley Bennett-Awad / Jollybo / Owners: Hawley Bennett-Awad & Jollybo Syndicate LLC
 - Jumping
 - Mario Deslauriers / Bardolina 2 / Owners: Mario Deslauriers & Wishing Well Farms LLC / Groom Megan Grabowski
 - Non-travelling reserve Amy Millar / Truman / Millar Brooke Farm LLC & Overlund
 - Tiffany Foster / Northern Lights / Owners: Artisan Farms LLC & Tiffany Foster
 - Para-Dressage
 - Lauren Barwick / Sandrino / Owner: Lee Garrod / Groom Lillie Durbin



- Winona Hartvikson / Onyx / Owners: Winona Hartvikson and Jane Macdonald / Groom Courtney Palleson
- Jody Schloss / Lieutenant Lobin / Owner: Jody Schloss / Groom Karis Vanessen
- Roberta Sheffield / Fairuza / Owner: Roberta Sheffield / Groom Richard Neale
- **Nomination Selections:**
 - No appeals: Dressage, Jumping, Para-Dressage
 - Appeals: Eventing
 - EC defended the decision of the Selections Panel on the list of nominations and were successful in that defense.
 - Review of the selection criteria needs to be done with modifications made moving forward. The HPAG of eventing will be tasked with reviewing and updating the criteria components in conjunction with the Director of High Performance.

Continuing on in their roles as Technical Advisors are Mark Laskin (Jumping), Clive Milkins (Para-Dressage) and the addition of Dayton Gorsline as the Youth Advisory (Jumping).



EQUINE HEALTH & WELFARE

The equine health and welfare portfolio has been active with the 6 National Disease Surveillance call continuing to take place with many international speakers including Paul McGreevy and Roly Owers, discussing topics such as noseband tightness, biosecurity, equestrian sport social license, and E-BARQ research. The Equine Health and Welfare committee develop the guidelines for managing extreme weather and air quality conditions to help competition organizers and officials make decisions on what best for equine health and welfare.

With the break in competition and training a task force was developed and produced the “[RETURN TO COMPETITION GUIDELINES FOR THE SPORT HORSE FOLLOWING A BREAK IN TRAINING DUE TO COVID-19](#)” document and [HORSE FITNESS LEVEL DECISION TREE](#) to assist competitors with the return to activity. From that work also came the development of the Conditioning the Sport Horse, online training course in the Campus.

With the onset of the EHV-1 outbreaks around the world a task force was struck to develop the Competition/Event Biosecurity and Response self assessment form, which was key pillar of the emergency policy related to sanctioning. The Equine Health and Welfare committee continues to focus on the development and revisions of welfare related rules, education, and policies. A student project was completed by students from the University of Calgary developing the content for an online education module for biosecurity at competitions.

Equine Animal Care Assessment Program (2021):

The program is based on the requirements in and was established as a logical progression of the National Farm Animal Care Council (NFACC) Code of Practice for the Care and Handling of Equines. The purpose of the assessment program is to evaluate and recognize active equine facilities in Canada that successfully demonstrate the program requirements through a third-party audit. This is a multi-phase project led by the Director of Active Equine Industry and Development and is funded by Agriculture Agri-Food Canada through the AgriAssurance Program.

The first phase of the project is nearly complete, which includes the development of a caretaker’s manual. This manual will provide guidance for facilities regarding the program application and certification processes, and how to successfully prepare for an on-farm audit. The caretaker’s manual will undergo review by a standing committee consisting of veterinarians, academics, industry members, provincial and territorial representatives across Canada. The next project phase will involve the development of an auditor training program, including education materials and resources to support the learning of program auditors. Once the caretaker’s manual and auditor training program are complete, pilot testing of the assessment program will commence along with the implementation of a marketing and communications plan to advertise the program nationally.

Noseband Tightness Pilot (2021):

The Equine Health and Welfare Committee will be working towards the implementation of a rule that reflects the scientific recommendations that an equine’s noseband should not be tight enough to prevent the placement of two adult fingers between the noseband and the frontal nasal plane. As the size of two fingers can vary between the person who applied the noseband to the equine and the official assessing



compliance with the rule, the committee plans to recommend the standardized use of [the International Society for Equitation Science \(ISES\) Taper Gauge](#) to help ensure consistent measurements and an equine welfare-friendly field of play. The pilot project will collect data focused on the following:

- Current compliance with proposed rule (i.e., current state of the industry);
- Where targeted education and awareness is needed;
- Competitor willingness to comply and adapt;
- Practicality; and,
- Training requirements for assessing compliance.

20 stewards across the country have been armed with gauges, tablets, and sanitising wipes to collect data from all levels and all disciplines. They have been provided a FAQ document and attended a training webinar with Grand Prix Dressage rider from New Zealand Jody Harstone and Dr. Orla Doherty to discuss and review the logistics of the pilot and measurement of the different types of nosebands.

Canadian Equine Identification Program (2020-2021)

Equine Register (ER) was selected as the partner to carry out the Discovery phase of the Equine Identification and Traceability project. The Discovery will provide some major outcomes (in simple terms); a road map to launch Identification and microchip distribution, a road map/requirements summary for equine traceability in Canada, a business plan for Equestrian Canada, and Master Service Agreement (MSA). The MSA would confirm ER as the service provider for the Canadian ID and Traceability national data sharing platform technology. Funding to support the completion of the discovery and to hire the Manager of Business Development for the program was received through AAFC.

The discovery is nearing its completion and many meetings have been completed with multiple breed registries, stakeholder groups, and a different government department. We are now focusing on the refinement of cost, financial forecasting, and the development business case and sustainability plan. Additionally significant work has been done with Canadian specific 124 microchips manufactures and distributors to develop a user friendly and economical microchip supply chain.



COMMUNICATIONS

Faced with understaffing, the Communications Department came together to streamline operations and successfully manage the delivery of major projects, important information and news from all departments and events in 2020-2021. Examples of these deliverables include: the continuation of the monthly EC Insider e-newsletter; launch of the revised Coach Status Program; execution of virtual Horse Day celebrations; and comprehensive coverage of the Tokyo 2020 Olympic and Paralympic Games, in addition to other Canadian Equestrian Team events.

In December 2020, EC's first in-house Coordinator, Translation was hired, significantly boosting EC's ability to provide timely and quality services to our French-speaking community while also meeting bilingualism requirements from Sport Canada. In August 2021, a Coordinator, Communications was added to the team in an important step towards returning productivity to pre-pandemic levels. Additionally, social media has been run by the digital marketing Agency, Form & Affect, due to the maternity absence of our Digital Marketing Specialist. This has been an extremely positive collaboration that has allowed for our social media channels to get back on track in terms of facilitating engagement and maximizing reach.



IN CONCLUSION

EC continues to prioritize improved internal and external impact on industry growth, increased participation by all Canadians, and improved service and value delivery to our community.

The collaboration and partnership with our stakeholders and the continued focus on increasing communication, engagement and responsiveness will allow equestrian sports and the equestrian industry to continue progress towards a quality experience for participants.

In closing, I would also like to acknowledge the support of our business partners, sponsors, and funding partners. EC receives funding and support from different funding partners, which include Sport Canada, Own The Podium (OTP), Canadian Olympic Committee (COC), Canadian Olympic Foundation (COF), Canadian Paralympic Foundation (CPF), Coaching Association of Canada (CAC) and Agriculture and Agri-Food Canada (AAFC). Each play a vital role in support of equestrian sport and industry in Canada.

Respectfully submitted,

Megan Krueger,
CEO & Secretary General

August 16, 2021



Canada 