

SWIM MANITOBA

Advancement Committee Report

Andrea Tétrault, Chair

SNM AGM // June 23, 2021

The Advancement Committee has oversight regarding all marketing, fund-raising, communication, promotional, branding, and advocacy matters. The Advancement Committee's primary task is to look for new opportunities to ensure SNM programming remains financially viable.

Following is a report of the Advancement Committee's key activities for 2020/21.

Awareness Campaign

To help counteract the negative effects (and lingering after-effects) of the COVID-19 pandemic, at the recommendation of the Advancement Committee, the board has approved the funding to undertake an awareness marketing campaign. The campaign will launch in late summer 2021.

The campaign goals include:

- promote organized swimming in general (from beginner to elite level)
- increase registration and participation (this includes both new and past swimmers)
- increase awareness of SNM, its role and scope
- support the clubs through parallel promotion of competitive swimming

In April the committee sent out an RFP to five local Winnipeg creative agencies. After a review of submitted proposals and interviews with short listed agencies, the board has approved the recommendation to engage Fusion Creative Agency. The company is a well-established and respected Winnipeg organization with an outstanding history of success in marketing and communication campaigns.

2020/21 Scholarship

For the 2020/21 year the eligibility criteria for the SNM student scholarship was expanded to include full time students from any post secondary institution in the province of Manitoba. We received one application for our scholarship program for this year. Returning student Jamie Alexiuk met all the requirements and the board was unanimous in approving her application.

2021/22 Scholarship

In addition to the expanded criteria implemented in 2020/21, the five existing available scholarships have been increased from \$1200 to \$1500. A new \$1,500 Para Post-Secondary Returning Scholarship has also been added this year.

In addition, applicants can now apply if they meet the current ManSask time standard in at least one event. Previous requirement was the U Sport time standard.

By making these scholarships more accessible and attainable, we hope to encourage our best swimmers to continue swimming in Manitoba as they pursue their post-secondary education.