

Chapter 8.5

Winning story

Swimming/Natation Canada

**Marc Hahto – Chief Operating Officer
Swimming/Natation Canada**

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Swimming Canada serves as the national governing body of competitive swimming. The federation is comprised of 75,000 members and over 425 swim clubs across the country. Swimming Canada’s vision – Swimming to Win; Winning for Life! – reflects the lifelong attributes of the sport.

Canadians are global leaders in high performance swimming and development for both able-bodied swimmers and swimmers with a disability. Swimming is recognised as one of the most celebrated and successful Canadian summer Olympic sports.



What has your federation done to link itself with the right partners to develop itself further?

Swimming Canada does extensive research to align us with corporate partners, funding agencies, national disability organisations and national multi-sport organisations that share similar business models, core values and demographics. It is very important to our federation to develop and maintain long terms relationships. Examples of our collaborations include the Red Cross Society of Canada, Federation of Canadian Municipalities and Special Olympics Canada.

What criteria do you use to clearly identify your partners?

We base our criteria on our core values and on our business model. This makes identifying our partners easier – if they match up, we investigate the potential partnership opportunities.

How have current partnerships provided your federation with support – both financially and developmentally?

Swimming Canada's current partners work with us to ensure the needs of both organisations are met. Depending on the needs of each individual partner, we use their resources to create new programmes, maintain current programmes and develop cross promotions. We also rely on certain partners for products and services that meet our needs.

What have been some of the challenges you faced when developing your partnerships?

In order to build a partnership with an organisation, it takes time to foster a relationship. This can be challenging if time is an important factor.

The economy has changed the partnership landscape over the past few years. As such, it is important that Swimming Canada (and all national federations) be innovative and think of new ways of approaching potential partners and carrying out new partnerships with them.

Personal Notes

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