



Swimming New Brunswick

Technical Program

Development, High Performance and Elite Program

Version 6

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Purpose

This document provides an overview of new and existing Program used by Swimming New Brunswick (SNB) to support development and performance swimmers.

This document has two goals:

- 1) Provide a common framework for clubs and coaches across the province to help identify, develop and support swimmers with the potential to become performance athletes.
- 2) Help parents of swimmers and club Boards understand the various steps in developing performance swimmers, and to ensure that all swimmers in all clubs have equal access to activities and support.

SNB's Mission, Development and Performance Program Goals

The mission of Swimming NB is to develop swimmers, community leaders and opportunities to excel through transparent governance, support of membership and technical leadership.

In keeping with this Mission, the Development, Prospect, and Next Gen Programs:

- Provide targeted training and support for swimmers who have demonstrated their potential, consistent with their age group, to compete at the highest level in New Brunswick and to represent the province nationally and internationally.
- draw upon a range of activities in clubs across the province that provide fundamental training and that seek to identify and develop the potential of swimmers to excel in competitions.
- As these programs are usually have events or camps scheduled only a few times each season, the goal of these programs is to introduce & reinforce good habits and training techniques. It is the goal is for athletes and coaches to take these habits back to their clubs and consistently practice throughout the season.
- Provide the opportunity for swimmers to be exposed to different coaching styles and techniques, and to train and learn together with swimmers from across the province with similar goals.

SNB aims to provide equivalent support to para athletes. A unique para development opportunity is held each year and SNB Programs are also open to para athletes who meet para standards that are equivalent to those required of non-para athletes.

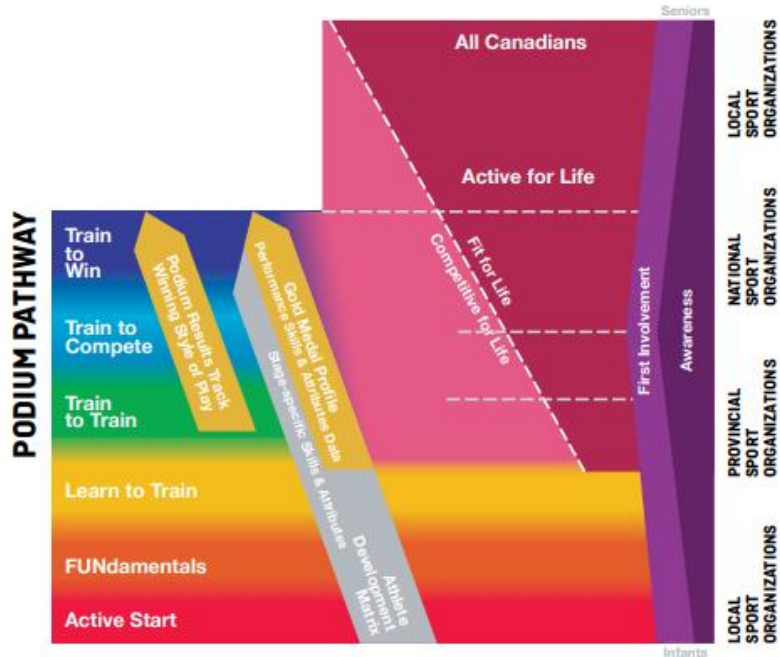
The Development, Prospect, Next Gen, High Performance and Elite Programs are not compulsory, and clubs, coaches and swimmers are free to decide if they wish to participate in the Program. Athletes from non-participating clubs will usually be ineligible for support provided by SNB under this Program.

High Performance & Elite Program Objectives for 2025 – 2029

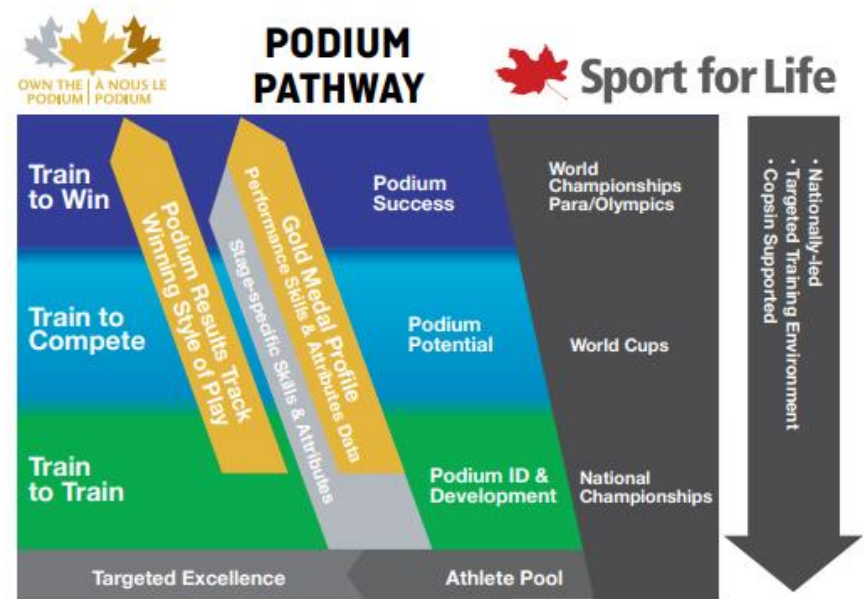
- Provide a structured delivery system that coincides and supplements the SNB competition calendar (including East Coast Championships and National competitions) as to deliver a Program that aids in athlete participation and minimizes cost to athletes and families
- Provide specific guidelines for Development & Prospect camps and idea outlines for Next Gen., High Performance & Elite camps. These guidelines will help to maintain a structure for camps from year to year.
- Establish clear criteria for selection and eligibility for all levels of the Program. This will allow athletes to have a standard-based goal for qualification and improvement through the Program. This will be much like progression through the levels of competition.
- Develop a set budget for each level of the Program to give a transparent view of where dollars are being spent by SNB to support these programs.
- SNB aims to provide equivalent support to para athletes. A unique para development opportunity is held each year and SNB Programs are also open to para athletes who meet para standards that are equivalent to those required of non-para athletes
- The High Performance and Elite Programs are not compulsory, and clubs, coaches and swimmers are free to decide if they wish to participate in the Program. Athletes from non-participating clubs will usually be ineligible for support provided by SNB under this Program.

Appropriate Athlete Development (AAD)

LONG-TERM DEVELOPMENT IN SPORT AND PHYSICAL ACTIVITY FRAMEWORK



(Long-Term Development in Sport and Physical Activity 3.0, Sport for Life, January 2019; page 31)



(Long-Term Development in Sport and Physical Activity 3.0, Sport for Life, January 2019; page 31)

Group Overview

[The Development Program](#) provides a graduated series of training activities to help young swimmers with demonstrated potential to gain the necessary skills and develop training habits that will enable them to progress to our Performance Program. This corresponds to the Learn to Train and Train to Train levels of the ADD framework. These activities also develop peer relationships and team spirit among those who will represent New Brunswick in the future.

[The Prospects Program](#) provides swimmers with training and leadership activities to enhance their development. Goals for this group vary and may include performance, coaching, education, mentorship and leadership.

[The Next Gen program](#) works with swimmers who are on track to qualify for Swim NB High Performance standards, providing skills camps and training sessions and other opportunities to try and “push” athletes to step beyond an Atlantic level of competition. Other qualifying swimmers may join after the initial selection as per criteria in this document

[The High-Performance Program](#) provides training opportunities to build technical skills along with the mental and physical capacity to compete outside our province, while also providing financial support for travel to these competitions. This enables them to test themselves against other performance swimmers and improve their qualifying times for further advancement in the sport. This corresponds to the Train to Compete level of the ADD framework.

[The Elite Program](#) provides targeted training and competition opportunities outside of Atlantic Canada. These experiences expose athletes to new daily training environments with other clubs, broadens their competitive scope, and builds relationships and comfort competing against swimmers from across the national sport system. The Program encourages engagement with peers at similar performance levels, helping athletes improve national rankings and qualifying times. It is designed to address the developmental gap between Eastern Canadian and national-level competitions, while fostering athlete readiness for progression to higher stages of the performance pathway.

Regional Development (DEVO) Camps

This is the entry level for the Development and Performance Program, to help young swimmers with demonstrated potential to improve skills and develop friendships with swimmers from other clubs

Two Development camps are organized annually in various regions across New Brunswick. Development camps are organized and hosted by SNB according to guidelines from the Technical Council and with financial support from SNB.

Objectives

- To improve basic competition skills of young swimmers.
- Learn new training skills to incorporate into their season training
- To develop friendships between swimmers from different clubs.
- To develop coach skills through sharing of skills and peer-based learning

Activities (Suggested examples)

Camp 1	Camp 2
Elements of swimming 1 Classroom session for Coaches 1 Classroom/gym session for swimmers	Starts and Turns and breakouts 1 classroom session for coaches 1 classroom/gym session for swimmers
Development opportunity for coaches to gain experience outside their club and with a variety of swimmers	

Qualification criteria

- 1) Must be an active registered athlete with Swim New Brunswick and Swim Canada.
- 2) The Development Team is limited to Girls aged 11-13 years old and Boys aged 11-13 years old.
- 3) The Team is selected based SNB Qualifying Standards in
 - a) 200 Free
 - b) 400 Free
 - c) 200 IM
 - d) 400 IM
- 4) qualifiers are identified before each camp date by region. For example, a qualifiers list will be pulled for all clubs in the camp's region (North/South/East/West) separately. Qualifiers are then identified for each region using criteria above.

Para Development Camps

At the beginning of each season, a representative of SNC's Para Program comes to New Brunswick to hold an evaluation session and a skills development camp. This is organized in conjunction with the Atlantic Provinces and provides an opportunity for NB para swimmers to meet with para swimmers from these provinces. It also provides an opportunity for coaches to gain extra training in how to train para athletes.

Objectives

- To evaluate para classifications.
- To provide skills training for para athletes.
- To provide training for coaches who train (or wish to be able to train) para athletes.

Activities (suggested examples)

Evaluation Camp

With PEI and NS under direction of a national Para coach.

- One day camp
- 2 pool sessions
- 1 classroom session

1 dryland session

We encourage coaches who are interested in developing their skills related to coaching para athletes to attend

Potential to have Officials clinic in conjunction with this camp

SNB will also coordinate with clubs and Para swimmers to organize activities to promote Para swimming.

Qualification Criteria and Entry point

- Any athlete who is likely to qualify for Para status may attend the Evaluation camp.
- All athletes holding a Para swimming classification may attend the Training Camp.

Prospects

The Prospects program works with swimmers aged 14-17 who are on track to achieving NG or HP Time Standards and/or who are focused on leadership.

Objectives

- To develop the athletes' skills necessary in achieving NG or HP time standard
- To develop the athletes' skills towards various levels of leadership and/or coaching
- Athletes in this group may have a wide array of goals

Activities (suggested examples)

Camp 1 Goal setting, leadership, skill development 5 hours – pool and classroom	Camp 2 – Leadership Experience Combine skill development with leadership opportunity. Potentially in conjunction with a meet/event. 3 hours – pool and classroom plus attending event
Development opportunity for Coaches focused on goal setting, targeted expertise, coaches' education and mentorship/leadership.	

Qualification Criteria and Entry point

- Athletes aged 14 and 15-17
- Top 2 in each event 100s and above as of selection date prior to camp/event
- May be LC and/or SC results

Next Gen

The Nex Gen Program works with swimmers who are on track to qualify for Swim NB Performance Program, providing skills, opportunities and a “push” to step beyond Atlantic level competition. The opportunities provided as part of this group will hopefully develop athletes in water and out of water skills to be able to further benefit their swimming progression.

Objectives

- To develop advanced skills necessary to qualify for competitions beyond East Coast Championships and reach Canada Games.

Activities (Suggested examples)

Camp 1	Competition Experience
A one-day camp, early in the season to assess swimmers and develop training Programs.	Team Travel experience (Bus trip alternate province or USA)
Camps align with SNC strategic initiatives Development opportunity for coaches looking to develop their skills outside of their club & give back to their community	

Qualification criteria and Entry points NextGen

- Swim New Brunswick Next Gen Standard LC and SC
- Age group: Girls 13-18, Boys 14-18
- Once qualified, Next Gen athletes will hold this qualification from Sept 1, - Aug 31 of every season regardless of aging up or losing time standard throughout the season. Any newly qualified athletes will be added to the qualification list and may be included in camps and trips depending on logistics (ie. Booking/registration deadlines)
- Athletes upon graduation of high school or the age of 18 are no longer eligible for participation in the Next Gen. Program

High Performance Training

The High-Performance Program works with swimmers who qualify with the Swim New Brunswick Performance Program Standards and are on track or have already qualified for National level competition. This Program aims to provide skills, and opportunities to step up into a national level of competition with goals of performing second swims.

Objectives

- To develop advanced skills necessary to qualify for National level competitions and medal at the National Level

Activities (Suggested examples)

Training Plan	High Performance coaches and the swimmer's own coach will coordinate for an individual training Program for each swimmer.
High Performance Training Camp	Camp to enable high performance swimmers to benefit from other coaches, to build team spirit, and to improve preparations for SNC competitions. To be coordinated with SNB and SNC competition.
High Performance Travel Opportunity	Team travel to an out-of-province competition. Specific qualifying criteria may be set for travel, depending upon the number of places available.
Coaches for all events will be selected by Swim NB BOD and Technical Director Development opportunity for coaches looking to develop their skills outside of their club & give back to their community	

Qualification criteria and Entry points

- Swim New Brunswick Performance Program Standard
- Include 18 plus swimmers in our HP lists if they are still swimming in NB and registered with a NB team
- Para High Performance - achieve qualification standard for Ken Demchuk International
- once qualified, High Performance athletes will hold this qualification from Sept 1-Aug 31 of every season, regardless of aging up or losing time standard throughout the season. Any newly qualified athletes will be added to the qualification list and may be included in camps and trips depending on logistics (ie. Booking/registration deadlines)
- NG/HP combined camps and trips will be for athletes aged 18 and under
- HP/Elite combined camps and trips will be Open

Elite Program

The Elite Training program works with athletes in the province who have achieved a Swimming Canada Trials Qualification standard. This program is designed to offer athletes at the top level in New Brunswick exposure to other Elite training environments and alternate racing experiences. The goal for this program is to help athletes achieve success at the National Level with the hopes of making a breakthrough on to the National Team. Athletes must maintain the qualification standards for this group to stay with the program and new athletes can qualify throughout the season.

Objectives:

- To have Swim New Brunswick swimmers qualify for Team Canada and win Medals at the National Level.

Activities (suggested examples)

Training Environment Visits: Visits with Centers or programs that are working with athletes who have National Team Members. Example: CAMO, Toronto Swim Club, National Centers

Competitive Experience: Travel to competitions with top level athlete participation. Example: Mel Zajac, Quebec Grand Prix

Qualification criteria and Entry Points

- Swimming Canada Trials Standard (Junior and Senior)
- Include all swimmers regardless of age. Athletes must be swimming in NB and registered with a Swim NB Club
- Para Elite - achieve Para qualification standard for Canadian Trials
- Swimmers must attain standards to stay in the group for an entire season, and other qualifying swimmers may join after the initial selection

Performance Travel Funding

Performance swimmers in NB need to be able to compete against equal and stronger swimmers from other provinces to be able to develop their own skills and experience. Funding through provincial Programs helps these swimmers to travel to these competitions and to gain experience. Qualifying swimmers who choose not to participate in Team Travel are not able to replace this with individual travel funding unless this was due to medical reasons.

Objectives

- To assist NB Performance swimmers to camps and training opportunities to develop race preparation skills and to pace themselves against performance swimmers from across the country.

Qualification criteria

- Swimmers, including Para swimmers, must meet the qualifying standard for the selected competition.
- Swimmers who do not meet the qualifying standard for a single event, but are competing in a relay, are not eligible for travel funding.
- The competition standards for Team Travel
- Qualification criteria are not affected by Provincial or National carding.

Performance Incentive Funding

Performance swimmers in NB need to be able to compete against equal and stronger swimmers from other provinces to be able to develop their own skills and experience. Incentive Funding provides a bonus above Travel Funding to recognize, and reward results in the pool at these competitions while also supporting travel costs of swimmers.

Objectives

- To encourage swimmers to compete and win medals in designated national competitions through a financial incentive.
- To support the travel costs of qualifying swimmers who participate in designated national competitions.

Activities

- Funding is available for: Ken Demchuk, Canadian Trials, Canadian Open and or any other SNC designated competition as approved by the Board of Directors
- Swimmers winning a medal or participating in an A or B Final, where there are 16 or more participants in the event at the competition, may receive an incentive payment, as indicated in the table.

Swimmers may receive both Incentive and Travel Funding for the same competition if they meet qualification criteria.

Incentive Table

Competition Compétition	Gold Medal Médaille d'or	Silver Medal Médaille d'argent	Bronze Medal Médaille de bronze	A Final Finale A	B Final Finale B
Ken Demchuk	\$100	\$75	\$50	\$25	n/a
Canadian Open/Eastern Champs or equivalent	\$125	\$100	\$75	\$50	\$25
Canadian Trials	\$200	\$150	\$100	\$75	\$50
SNC Championship (Summer)	\$125	\$100	\$75	\$50	\$25

Qualification criteria

- Swimmers must apply for both Travel and/or Incentive Funding
- Swimmers, including Para swimmers, must meet the qualifying standard for the competition or they may be ineligible for this funding.
- Swimmers who do not meet the qualifying standard for a single event, but are competing in a relay, are not eligible for incentive funding.
- Qualification criteria are not affected by Provincial or National carding.
- All participating swimmers will receive equal Travel Funding, calculated as the amount remaining budget amount after allocations for medals and finals, divided by the number of participants up to a maximum of \$500 (or \$650 for competitions in MB, SK, AB and BC) per swimmer for each competition.
- At the end of each season, unused funds may be reallocated to events where allocated funds were insufficient, with additional payments being made to swimmers

Elite Program – Provincial carding

SNB Carded Athletes are not only the top swimmers in New Brunswick; they are expected to represent NB at the National level. This includes leading performance goals at National Championships. Provincial Carding provides assistance with ongoing expenses and costs associated with elite training and competing. Funding is intended to enable swimmers to benefit from additional training and competition opportunities.

Objectives

- Obtain podium results in national championships
- Assist athletes on their pathway to attain National carding.
- Further prepare athletes for national opportunities

Activities

- Payment of monthly allowance every three months.
- Provincially carded swimmers are eligible to receive Performance and Travel funding if they meet the appropriate qualification criteria.
- Provincially carded swimmers are encouraged to apply for Performance athlete funding from the Government of New Brunswick.
- Elite swimmers must participate in camps and competitions organized by Swim NB in order to take advantage of the additional support from CSIA Atlantic.

Qualification criteria and Entry points

- Swimmers must compete at a minimum of one (1) SNB Championship meets and/or volunteer at a minimum of one (1) SNB activity or camp
- Olympic swimmers must have achieved at least one (1) SNC “Trials” Standard.
- Para swimmers must have achieved at least one (1) SNC “Trials” Standard.
- Carding will commence in the month that a swimmer achieves the Qualification Criteria (no prorating the date is required).
- Carding will continue if the swimmer maintains Qualification Criteria in the SNC Peak Performance Windows - March-April and July-August.
- Carding will cease when an athlete is no longer training and competing
- Nationally carded athletes are not eligible for Provincial carding payments from SNB.

National carding

National carding refers to the Swimming Canada / Sport Canada Athlete Assistance Program (AAP). This Program provides financial assistance to Canadian high-performance swimmers to assist them in seeking enhanced training opportunities intended to progress their performances. The AAP supports training and competition needs of swimmers with the potential to swim at the Olympic/Paralympic Games and World Championship.

Further information is available on the Swimming Canada website.

<https://www.swimming.ca/en/resources/teams-selection-policies/athlete-assistance-Program-criteria-2/>

Objectives

- Achieve top 8 results at Olympic/Paralympic Games and World Championships.

Activities

- Nationally carded athletes receive funding support from Swimming Canada.
- Nationally carded swimmers are eligible to receive SNB Performance and Travel funding if they meet the appropriate qualification criteria but are not eligible for Provincial carding.
- Nationally carded swimmers are encouraged to apply for Performance athlete funding from the Government of New Brunswick.

Qualification criteria and Entry points

- As determined by Swimming Canada.

Funding for our Development and High-Performance Program

Our Development and High-Performance Programs are financed from three main sources: the government, the SNB budget, and swimmers and their parents. The Elite Program is funded primarily through the CSI-A but maintains support from other sources.

The Government of N.B. provides some financial support dedicated to helping our performance swimmers – either as directed funding for high performance athletes or as support for specific events or Program such as the Canada games. SNB policy is that funds for specific athletes are paid directly to those athletes, rather than being kept by SNB for the Performance Program. This can mean that athletes in one or other of the performance groups receive more funding than others, as we respect the conditions set by the Government. The amount of Government funding changes from year to year, depending upon their priorities.

Swimming New Brunswick funds most costs of the Development, Next Gen and High-Performance Program within our annual budget – most of which comes from registration and meet fees that are paid by all swimmers in the province. SNB is committed to providing training and support for our Development and Performance athletes, but this also needs to be balanced with Program and activities for other swimmers, for coaches and for clubs. Unfortunately, the money that we can commit to the Development and Performance Program is never as much as we would like to provide. The budget for these activities and athlete funding is part of the SNB annual budget.

CSI-A provides financial support directly to Swimming New Brunswick to operate this initiative, along with partial funding of the Technical Directors Position. SNB's Technical Director overseeing the Program' implementation. The PPI is a key component of the SNB Elite Program, helping to strengthen the athlete pathway and bridge the gap to national-level competition. In its first year, the Program anticipates supporting 3–10 athletes, with plans to expand participation in the future.

Swimmers and their parents inevitably pay a part of their training and support costs. Training camps and trips to competitions elsewhere will usually be organized on a cost-sharing basis. SNB pays a proportion of the total estimated cost, as set by the SNB Board as part of the annual budget. Athletes pay a participation fee that reflects the remaining cost and the number of athletes participating. In addition to this, parents will usually have to cover a variety of other costs such as equipment, travel, and accommodation. **Some clubs** have their own Program to support their Performance athletes, with their own qualifications and rules.

Development and Performance Programs at a glance

National Carding	Swimmers meet standards fixed by Swimming Canada and receive national funding and benefit from extra coaching organized by Swim Canada. Sport NB may also provide extra funding to Nationally carded athletes
Provincial Carding Elite	Swimmers meet Swimming Canada Trials standard and are just below the qualifications for funding from Swimming Canada. SNB provides extra support to help them qualify for national funding. These athletes are now eligible to participate camps and meets hosted, partially funded and organized by Swim NB and CSI-Atlantic
High Performance	Swimmers have achieved a Swim New Brunswick Performance standard. They will benefit from a coordinated training Program, training camps and travel opportunities to support and encourage them to participate at national level competitions. Other qualifying swimmers may join after the initial selection.
Next Gen.	Swimmers meet a SNB Next Gen Standard. They will benefit from a coordinated training Program, training camps and travel opportunities to encourage them and support them in representing New Brunswick in meets outside the provincial calendar. Athletes upon graduation of high school or the age of 18 are no longer eligible for participation in the Next Gen. Program
Prospects	Swimmers aged 14-17 who are close to achieving their NG or HP standard and who meet the other criteria outlined in this document. Focus of the Prospects group is on development, improving skills and leadership.
Para	Swimmers have Classification opportunities annually (or more frequently) and will benefit from skill development camps. Para swimmers are also eligible for NexGen , High Performance, and Elite and other support if they meet relevant criteria. Coaches seeking training and certification to offer Para Programs will also be supported.
Open Water	Promote the expansion of Open Water swimming in New Brunswick.
Development	Development swimmers (boys 11-13 and girls 11-13) meet SNB Selection Standard in 200 IM or 400 IM or 400 Free. Regional development camps provide opportunities to improve skills and identify future NexGen swimmers, while also developing friendships with swimmers from other clubs.