



## Swim Ontario Fee Increases – Response to Questions and Rationale

Thanks to all clubs and representatives for their thoughtful feedback and questions about the 2026–2027 fee changes. We appreciate your engagement and understand the impact these changes will have on clubs and families as you finalize budgets, registration models, and meet planning.

The Swim Ontario Board approved expenditure increases to maintain current services while expanding offerings in key programming areas like coach mental health, Masters club outreach, and club outreach. Swim Ontario requires \$4.3 million in revenue. [link to the presentation](#) to meet these obligations.

In 2025/26 Swim Ontario was among the lowest swimming jurisdictions in Canada in many fees, despite offering services surpassing those of most swimming PSO partners.

Since 2019, inflation has outstripped fee increases by a factor of 16:1, leading to significant financial strain. As outlined during the information session, Swim Ontario is projected to experience a significant deficit in the 2025–2026 fiscal year.

In light of this projected deficit, the S.O. Board decided to increase revenue instead of cutting programming and instructed staff to explore all possible revenue areas, including affiliation, registration, post-meet fees, and S.O. hosted competition fees and other participation fees.

During this extensive budget review process, many approaches were studied including those of other Canadian swimming PSO's. The staff evaluated several revenue-increasing approaches including:

- Increasing all swimmer and coach registration fees (40-60%).
- Doubling or tripling gold bonus fees and sanction fees.
- Applying per-session models.

It was determined many of these ideas had an unequal impact on key areas and after Board and Committee consultation, the Swim Ontario Board-approved:

- a \$5 per competitive swimmer increase to club affiliation fees - generating an additional \$80K;
- a 7% registration fee increase and a \$20 flat fee for the two Masters registration categories - generating a combined \$80-90K;
- a per athlete, per day model with a sliding scale based on meet length model because it offered the most balanced and consistent approach to the provincial competition system based on a user pay model - generating an additional \$330K in 26-27; and,
- the removal of the \$6 official's registration fee.

These changes will promote long-term sustainability, fiscal responsibility, partially offset the projected deficit, and ensure ongoing investment in key, strategic, and developmental initiatives throughout the province.

The new post meet fee procedure was chosen because of the minimal impact on smaller clubs, in comparison to other models. Meets lasting two days or less account for over 70% of Swim Ontario sanctioned competitions. Accessibility and viability for smaller developmental competitions remain important considerations. The new fee structure may also result in families making individual choices regarding their participation.

In closing, to address the several specific operational questions raised:

- The various fee increases have been approved by the Swim Ontario Board and will not be changing.
- Clubs may identify the fees separately if they choose, for transparency purposes.
- HST will be charged as applicable.
- All fees will remain payable through REMS only.
- The post-meet fee structure is based on the number of meet days as calculated in REMS and not the number of sessions per day.
- Half-day or partial-day fee structure will not be implemented.

Questions specific to sanctioning procedures, or how clubs can calculate their '26-27 Post-meet fees will be answered at a Meet Manager info session (Tuesday, June 16 at 7:30 PM) hosted by Nicole Parent of Swim Ontario.

Swim Ontario highly values feedback and constructive collaboration with clubs and regions. We understand the pressures and challenges of upcoming registration and budgeting deadlines as clubs prepare for the 2026–2027 season.

Thank you again for your continued support and engagement. Any further technical questions can be directed to [info@swimontario.com](mailto:info@swimontario.com)

On Behalf of the Swim Ontario Board of Directors and Staff.



C.O.O. Swim Ontario

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