

**ALBERTA**   
**ARTISTIC**   
**SWIMMING**

**ARTISTIC  
SWIMMING  
LADDER OF  
EXCELLENCE**

**Celebrating growth and leadership  
through the pillars of Alberta  
Artistic Swimming.**

**ALBERTA**   
**ARTISTIC**  
**SWIMMING**

# CORE PILLARS

**ATHLETE  
DEVELOPMENT**

**ORGANIZATIONAL  
EXCELLENCE**

**MARKETING  
AND EVENTS**

**OFFICIALS &  
COACHES  
DEVELOPMENT**

The Artistic Ladder of Excellence celebrates and supports the growth of Alberta's artistic swimming clubs. Aligned with four of AAS's core pillars, this framework provides clear standards that help clubs strengthen operations, enhance athlete pathways, and contribute to a thriving, sustainable provincial system.

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## Gold Status

Gold status recognizes a club's commitment and excellence in artistic swimming. Clubs achieving this level go beyond compliance and demonstrate leadership, innovation, and outstanding achievement. They set the standard provincially by advancing the sport, building strong community partnerships, and fostering sustainable growth and excellence across all five pillars.

## Silver Status

Silver status highlights a club's growth, development, and sustainability. Clubs at this level have demonstrated clear progress and commitment to advancing artistic swimming, with well-established structures and practices that support athletes, coaches, officials, and the wider community. Silver reflects a club that is actively building capacity, strengthening pathways, and laying the foundation for long-term excellence.

## Bronze Status

Bronze status represents a club's strong foundations and compliance with core standards. Clubs at this level are recognized for meeting essential governance, coaching, athlete development, and Safe Sport requirements, ensuring a safe and effective environment for their members. Bronze acknowledges clubs that are committed to growth while establishing the baseline practices necessary for success.



## HOW IT WORKS

Clubs progress through the Ladder by earning points in the areas that apply to their programming and capacity. Each category offers opportunities to earn points, but not all clubs will participate in every area—for example, clubs that do not attend competitions simply won't earn competition-related points. This proportional, activity-based system ensures that every club can advance through meaningful engagement, rewarding growth and contribution in ways that reflect their unique structure. It promotes continuous improvement and provides clubs of all types with a fair and achievable pathway toward excellence.

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## POINTS TRACKING

AAS will make every effort to track points throughout the season; however, as with any manual or shared system, there is always the possibility of oversight or error. To help ensure accuracy, clubs are encouraged to submit their own points for verification. This collaborative approach allows both AAS and clubs to cross-check information so that all eligible activities are captured and any missing points can be added to the official tracker. Tracking will begin each season with the start of registration.

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## RECOGNITION

Recognition will be awarded annually to clubs that achieve Bronze, Silver, or Gold status, celebrating their commitment to excellence and meaningful engagement in the AAS community. To support transparency and motivate ongoing progress, AAS will also publish a provincial ranking of all clubs twice per year; once at mid-season and again with the final results at the end of the season (approximately late May). These rankings allow clubs to track their growth and see how their efforts contribute to their standing within the province.

***See the Artistic Excellence Ladder Points Matrix for how you can achieve points.***



## CRITERIA

Clubs achieving high levels of engagement and performance within the Excellence Ladder are recognized through a tiered system that highlights their commitment to growth, quality programming, and contribution to the AAS community. The following criteria outline the point thresholds and corresponding benefits for Bronze, Silver, and Gold status.

### Gold

- Clubs must achieve 95% or more of the achievable points
- Clubs achieving gold status will have their club's name forwarded to the Awards Committee for consideration for *Club of the Year*. Clubs may be asked to submit additional supporting information to the Awards Selection Committee.
- Recognition on AAS social media as a gold-status club.
- Certificate of recognition.
- Acknowledgement at the Annual Awards Banquet.

#### **Additional Benefits**

- The Club of the Year will receive:
- Waiver of the AAS portion of the club registration fee for the following season
- One complimentary coach course registration
- One complimentary board member registration for the AAS Conference
- All remaining Gold-status clubs will receive:
- A 25% reduction on the AAS portion of the club registration fee for the following season
- One complimentary coach registration for the AAS Conference

### Silver

- Clubs must achieve 80% or more of the achievable points
- One complimentary board member registration for the AAS Conference.
- Recognition on AAS social media as a Silver-status club.
- Certificate of recognition.
- Acknowledgement by mention at the Annual Awards Banquet.

### Bronze

- Clubs must achieve 75% or more of the achievable points
- Recognition on AAS social media as a Bronze-status clubs
- Certificate of recognition.
- Acknowledgement by mention at the Annual Awards Banquet.