



FIELD 3D TARGET



**ARCHERY**

ONTARIO

**2023 - 2024**







*“Never doubt that a small group of thoughtful committed people can change the world; indeed, it’s the only thing that ever has.”*

*Margaret Mead*



## ***A few words on growth and learning!***

As I reflect on the past few months, I am filled with pride and gratitude for the remarkable achievements in the outdoor season. It was made possible by the support of my colleagues – members of the board, officials and volunteers of the archery community. The joy that comes from holding successful events, usually translates into smiles! Thank you everyone for all your hard work, support and smiles!

Thank you as well to my husband Andy (in the picture with me)! We started archery in our late twenties and early thirties! It was our time away together and we’ve been blessed to be a part of a bigger “archery family.” There is some form of archery for everyone, no matter your age or proficiency!

In terms of the journey, with everyone helping out in one way or another, it has been an incredible journey! There are many moving parts to hosting a successful event. Getting everything done takes many hands to make light work! We have been fortunate this season, as we’ve had a number of people step up to do everything from building stands to moving trailers with equipment, print scorecards, order medals, solicit sponsors, online registration, make reservations for officials, review scorecards, plan for match play, judge, coach, be the DOS, take and share photos as well as organize awards – what an incredible journey!

This has been an incredible year for everyone in archery and some of the achievements of the athletes, with the support of the coaches and the families, has been a decade in the making! It is my hope that throughout this report, you will find a connection to an inspiring moment, person, story or photo! Perhaps, there is something that makes you want to do archery and be a member of the archery family!

On behalf of the board, I wanted to simply share that as we look to the future, we remain committed to building “archery for tomorrow”. Wondering what that might look like? Perhaps you would like to join us as we look to fill vacancies at the upcoming AGM? Thank you for considering being a part of the bigger picture!

Best regards,

Renee Brouillette  
Interim President and VP of Administration





### *A Word of Thanks for Past President and VP of Marketing*

Dear Rob and Linda, we simply wanted to extend a word of thanks for the many years of work and dedication to make good things happen in archery for the province of Ontario. You both have worked so hard – we are grateful! You spent some serious time normalising annual practices and establishing calendars and managing budgets. We look back and appreciate the additional investments in time that were necessary to keep everything stable through the Covid years and the rebuilding strategies that followed. Thank you Rob for offering your expertise in accounting, an extension of your qualities as a controller and thank you Linda for the excellent initiatives in the communications plan. We wish you well in your future endeavors.

Best regards on behalf of  
The Board of Directors - Archery Ontario



# Board of Directors

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VP of Administration:  
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**Rob Piette**

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**Kevin Stroud**

Secretary & Treasurer:  
**Sherry Stroud**

VP of Athlete Development:  
**Jess Ashton**

Student Athlete Coordinator:  
**Lochlyn Good (New)**

Interim VP of Marketing:  
**Anne Good**

VP of Sport Development:  
**Kevin Stroud**

## 5 Zone Directors

Eastern Zone:  
**Dave Watson**

Western Zone:  
**Jason Stewart**

Central Zone:  
**Katie Roth**

North-Eastern Zone:  
**Gord Shields**

North-Western Zone:  
**Shane Baker**

IT Coordinator & Website:  
**Adam Thomas,**  
Ecliptic Software

Judges Committee Chair:  
**Kelly Chambers**

Coaching Coordinator:  
**Bruce Savage**



# Thank You!

A Word of Thanks for our colleague Tim Watts

Tim Watts has been in archery in one form or another for over 40 years! What an accomplishment and what an honor to have him among us, here at Archery Ontario in a variety of roles, including VP of Tournaments, until as recently as last year – completing his mandate at the 2023 Fall AGM.

He can still be found doing some competitive tournament shooting. He has represented Canada at world championship events. He holds a Silver medal for his greatness at the 3D World Championship, 2011. Tim represented Ontario at many national championships as well. He is also a bow hunter and Fall may very well be his favorite season!



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## Eastern Zone

Director, **Dave Watson**

Hello!, I'm Dave Watson, Eastern Zone Director!

A few of the highlights for this year include our participation in the Ontario winter Games and hosting the Ontario Field championships. We also had a athletes from our zone participate in the World Field Championships. I would like to thank all the archers and clubs in the eastern zone for a great year.

In 2024, Peterborough Archers is hosting the Junior Challenge.



### Field Championship, Peterborough



- Peterborough Archers, X Quest and South Nation put together a great team of young archers to shoot in the Ontario Winter Games. Thanks to these clubs for sponsoring these archers and thanks to Kathleen Millar and Garnett Last for taking this team to the OWG in Thunder Bay.
- This was a great Year for Ontario Archers at the World Field Championship held in Lac La Biche, Alberta. Amelia Gagné winning Silver in U21 Recurve\*, Dustin Watson and Anya Pinel winning Bronze in U21 mixed Team\*\* and Andrew Fagan with his teammates, Brian Maxwell from B.C. and Jay Djukic from Saskatchewan winning Bronze in Men's Team \*\*\* Pics below.

### World Field Championship, Participants with Jess Ashton, as the Team Manager.





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# Central Zone

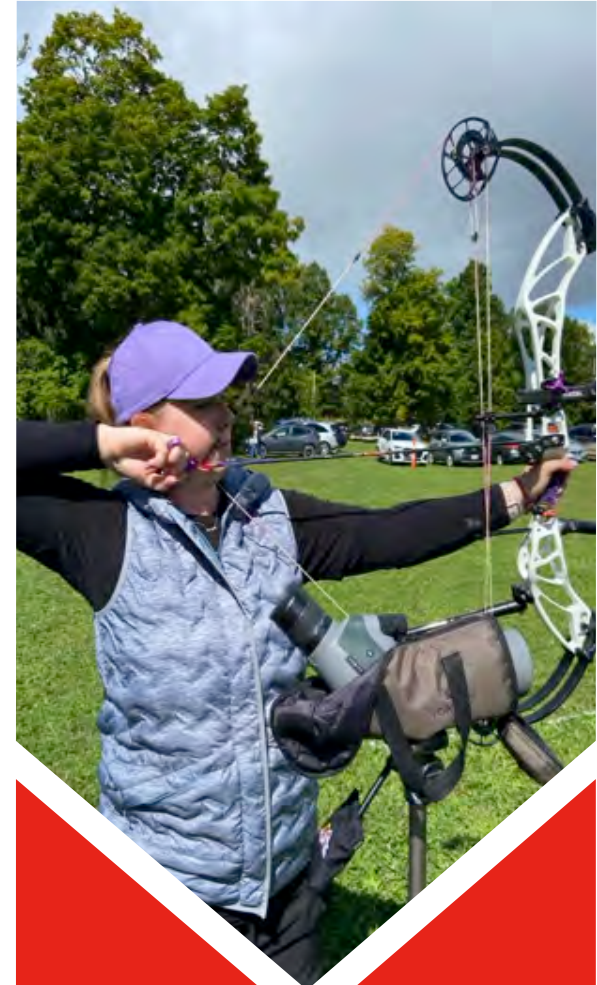
Director, **Katie Roth**

Hello Archers,

My name is Katie Roth and I am Archery Ontario's Central Zone Director. We have welcomed some new faces to archery this year and we have heard some clubs are working on adding other disciplines of archery to their properties, which will be an amazing addition and open up so many opportunities! Our youth archers have made us so proud this tournament season! Between personal bests, records and podium wins, the Central Zone has demonstrated many positive gains, excelled when opportunities arose and respectfully represented Archery Ontario.

I am proud to say that our youth team that travelled to Thunder Bay for the Ontario Winter Games successfully podiumed in all individual categories and also podiumed as a team! What an amazing experience watching our youth athletes work through and overcome challenges and really build each other up! The Central Zone also had podium finishes at both the Provincial and National level events. To finish off the season strong, central zone members were represented at the world level! Well done Central Zone Athletes! We are very proud of you and your accomplishments this archery season and look forward to seeing you crush your goals next season!

~~> Katie



Central Zone travels to Thunder Bay to compete at the Ontario Winter Games! Lots of firsts, excellent learning opportunities, shoots offs and podium finishes! Well done team! We are so proud of you and all that you accomplished both individually and as a team!

*Photo to left: **Central Team***

*Photo to right: **Katie Roth***

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## Western Zone

Director, **Jason Stewart**

I am Jason Stewart, Western Zone Director for Archery Ontario. I am happy to answer any questions you may have or share information about archery in this zone. I can be reached by email at [westernzone@archeryontario.ca](mailto:westernzone@archeryontario.ca)

I am happy to report that we had a team go to the 2024 Ontario Winter Games in Thunder Bay. This is especially exciting news for the Western Zone because in previous years there has not been a team in the Ontario Games. Let's keep it up so we have a team each year. Clubs, please reach out to me for any information needed and together, let's encourage your archers to participate in the Ontario Games.

The Southern Canadian Classic is a 3D ASA style archery tournament. It was held in Harrow this past August. It was attended by 145 participants. Everyone had positive reviews. It is great to see such a big number of archers supporting 3D archery in the Western Zone.

Congratulations to Nola Idsinga on her second-place finish in Female U18 Compound category at the Ontario Target Championships in Huntsville this past Summer. All your hard work is paying off. Way to go!



Photo: *Practise at the Ontario Winter Games.*



Photo: *Arrow Trap at Archery Windsor Fun Night*



Photo: *ASA-Southern Canadian Classic / Young Archers*



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## North-Eastern Zone

Director, **Gord Shields**

Hello! My name is Gord Shields, I am the Northeastern Zone Director. We shoot indoors during the week at the local Legion, upstairs. We are grateful for this venue as it provides an opportunity to bring archers together and practice through the winter months.

My home club is AIM, Archers In Muskoka, near Huntsville. Every year, we have an early Spring shoot. This year A.I.M'S 14th annual Fundraiser was a hybrid, in that it had a morning round of 3D and an afternoon round of WA Field. We have just built a new Field course and we wanted to introduce archers to this discipline. We wanted to thank everyone for the positive feedback! Proceeds from our shoot went to local organizations called Food4Kids and H.O.L.D. Thank you for all you do in our community.



This past year, we put together a team of archers to attend the Ontario Winter Games in Thunder Bay. For us, in the middle of

the province, it was easier to just drive to Thunder Bay, and I am happy to say the weather cooperated.

In the picture, you will see, left to right Gord (me) Sophia, Liam, Wyatt (front/center), Sophia and Renee. Our team did great and the Winter Games was an awesome tournament, with representation from around the province. Our archers got a 2nd place – silver medal win - for the team round. Sophia also earned a 3rd place finish overall. All the archers shot their very best and we are extremely proud of them.

I must say however that the highlight of the outdoor season for us, in the zone, was hosting the provincial target championship, on the fair grounds near Huntsville. It was well attended by athletes of all ages. We had a great group of volunteers and we were able to have a great send-off to Eric Peters from Ontario, as he was leaving for training camp in the following week and then the Paris Olympics. Congratulations Eric.



Photo left to right: **Gord, Liam, Sophia, Renee and Wyatt (front/center)**



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## North-Western Zone

Director, **Shane Baker**

Hello! My name is Shane Baker. I am the Northwest Zone Director. I've had the honor of representing the NW Zone since August 24, 2022. A highlight of our year has been Lakehead Archers (my home club) hosting the first ever 2024 Ontario Winter Games-Indoor Archery Championship. There were 48 athletes from across the province participating. The event was well received by athletes, coaches, judges and parents. Thank you everyone for your support. Our next premier event will be hosting the provincial 3D Championships on June 28-29th, 2025. We are looking forward to welcoming everyone to the Thunder Bay area once again. It is beautiful country and there is a lot of history here, so we hope you will make it out to visit with us. More information will be available in the new year (like hotel accommodations, etc.). In the zone we continue to have archers with amazing personal and team accomplishments. We have ongoing efforts to increase the number of participants in the sport, as well as the number of clubs in the region.



*Photo above: All archers, coaches and officials at the 2024 Ontario Winter Games! This was a milestone moment. It was the first time ever that archery was included in the OWG.*

# Athlete Development

Vice President, **Jess Ashton**

An incredible year for archery in ONTARIO:

- Our first ever Ontario Winter Games
- Ontario High School Tournament saw a high number of archers; new and experienced
- A great Junior Challenge in Sault. Ste Marie
- Many Ontario archers attended CCE, Nationals and other provincial events

**Next steps:** Looking forward to continued development of youth archery in Ontario with our newest Student Athlete Coordinator: Lochlyn Good!

"An amazing group of athletes from across the country came together to make up our national team of 30 athletes competing in El Salvador. Canada performed exceptionally well bringing home many medals. We had a lot of personal bests, a lot of learning and a lot of growing. I must say I'm truly impressed at how well our teams and mixed teams performed given that most of them have never shot together before here due to the size of our country. A huge congrats to all of the archers for all their success this week! The support staff at this event was absolutely incredible and made my first experience as a national team staff member so wonderful!"

Thank you – Jess Ashton



*Photo above: a large showing of Ontario archers on national teams at YMPAC, and WAFC, as well as other national team events including the Olympics and Paralympics, 3D world champs, World Cups, etc.*



# Sport Development

Vice President, **Kevin Stroud**

We had another successful year attending the Toronto Sportsman Show in 2024. Our goal is to engage in conversation about archery and to invite people to try the sport! In March 2024, we had record attendees, with over 20 volunteers and 1350+ visitors participated in archery! We are thrilled to be providing this opportunity.

As the Provincial Sports Association (PSO), we shared a lot of information about how to get into archery, coaches and local clubs throughout the province.

Another big event is the high school invitational archery tournament, held annually Wednesday and Thursday prior to the May long weekend, near Vaughn Mills at entitle GLAIT, featuring over 200 high school students shooting barebow, recurve and compound equipment.

We Look forward to seeing continued growth and participation at these events in 2025.



*Photo below: Rolly is one of our dedicated volunteers assisting a young archer at the Toronto Sportsman Show - March 2024*



*Photo above: Athletes on the line at the annual high school archery invitational tournament in May 2024.*



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## Tournaments

Vice President, **Larry Reid**

Hello! My name is Larry Reid, I am the VP of Tournaments (Aka Tournament Director) for Archery Ontario. I was nominated to this role by Tim Watts at the Fall AGM, in 2023. My role is to attend all 3 major outdoor events for the province 3D, Target and Field and to ensure they run smoothly.

I have been shooting competitively for 6 years. I am currently a Provincial Judge Candidate. I am also on the board of directors for York County Bowmen as the Field/Target director. I was involved in the 3D Provincial Championships held at York County Bowmen, my home club, this year. We had a good turnout with 73 archers. It was a great weekend for everyone involved. I was also working toward becoming a Judge at this event, under the guidance of Rob Piette. Information about York County Bowmen is available at this link: <https://yorkcountybowmen.com/>

Throughout the Summer, at all 3 major outdoor events, there were numerous new provincial records set in various age categories and equipment divisions. Congratulations to all those archers/athletes. I would also like to thank everyone for their continued support and feedback. I am always open to suggestions; particularly solutions that will help run events smoothly!

I was also fortunate to be a part of the Representing Ontario Program (organized by Jess Ashton, the VP of Athlete Development) and I attended the Canadian Archery National Championships in New Brunswick. This program is a great opportunity to wear the Ontario jersey and represent the province and if you have a podium finish, you can earn some serious cash. Check it out on our website! <https://www.archeryontario.ca/athlete-development/representing-ontario-program>



Grand Championship medals were awarded to participants, following the Field Championships, in Peterborough.

2024 Grand Champions from left to right: Tim Watts, Connie Sedule, Amelia Gagne, Larry Rezca, Rick Kaye, Lisa Darlington

If you would like to be a Grand Champion in 2025, please type the subject into a search engine to find out the criteria: 2022 Archery Ontario Grand Champion OR go to the following link:

2022 Archery Ontario Grand Champion - Archery Ontario | Provincial Sport Governing body for Archery





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# National Archery in the Schools Program

OFAH – NASP Coordinator, **Tim Watts**

I became the Provincial coordinator for the National Archery in the Schools Program (NASP) in 2014. Since then, the program has grown to over 200 active programs throughout Ontario. This allows over 15,000 Ontario students to enjoy archery each year – some for the very 1st time. With the continued growth of the NASP program, the next logical step was LIVE in-person tournaments! In early 2024, over 800 kids participating at our 10 regional events. If you think archery would be a great fit for your school, contact me at [tim\\_watts@ofah.org](mailto:tim_watts@ofah.org).



Photo above: 2024 LIVE event held in Keady, ON. Over 125 kids participated!

## Team in the Office

Office Team, **Kevin & Sherry Stroud**

Hello! My name is Kevin and I am the Office Administrator. I answer the phone when you call in to the office of Archery Ontario! My wife Sherry is the Secretary & Treasurer for our Provincial Sports Organization. It is my pleasure to serve you!

I am happy to report that there has been a growing interest in archery this year. I have answered many calls about everything from starting new clubs, to the registration system 2M that we share with Archery Canada,

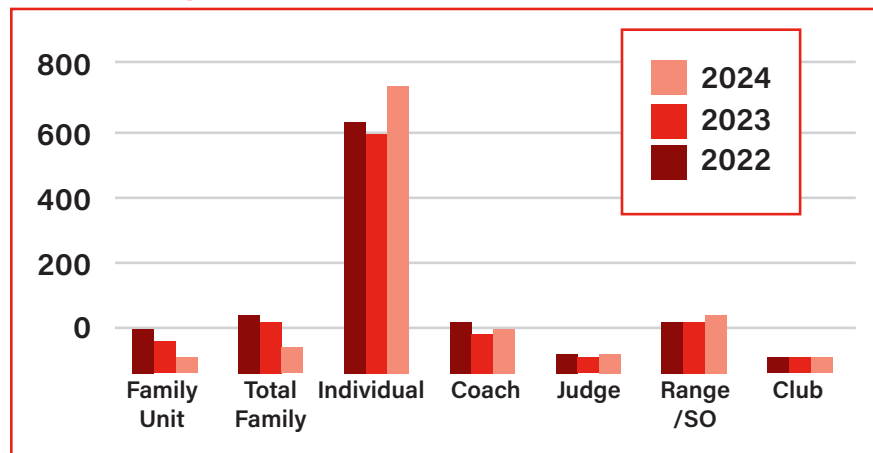
as well as requests for information on coaches and judges. It is my hope to see ongoing growth in membership in the year ahead.

My home club AIM- Archers In Muskoka hosted the provincial Target Championships at the Fair Grounds in July. It was a pleasure meeting everyone and I was over the moon happy to see you all and hand out awards.

Thank you!



### Membership Data



- Good News! Coming out of COVID, we are seeing good growth of individual memberships over time.
- Coaches, Judges Range Safety Officers and Club memberships remain stable.
- Family memberships are on the decline, unfortunately! How might we invite more families to join archery our archery family? Family membership includes 2 adults and 2 youth or 1 adult and 3 youth (of the same family).

Did you know? Memberships purchased October 1st onward flow into the following year. For example, if you purchased or renewed your membership prior to Dec. 31st 2024, it would be good from Jan 1st to Dec. 31st, 2025! Renew early to be in good standing for indoor season!



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## Welcome Newcomers!

Interim VP of Marketing, **Anne Good**

Student Athlete Coordinator (*New Role*), **Lochlyn Good**

### *A warm welcome to newcomers Lochlyn & Anne Good!*

We are very excited at the prospect of welcoming new talent to Archery Ontario. Looking forward to our future collaboration!

Lochlyn is joining us in a new role of Student Athlete Coordinator. She will have the opportunity to engage in conversation with the organization's leaders and board members and provide valuable insights into athlete training and development and represent the interest of young athletes.

With a background in public relations, proficiency in technology and a keen eye for detail, Anne Good will serve as the Interim VP of Marketing.

Renee Brouillette,  
Interim President and VP of Administration



*Photo to the Left:  
Officials, Coaches and Managers  
from the ON Winter Games*

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## Coaching & Judging



Hello, my Name is Kelly Chambers and I have had the pleasure of being Judge Chair for 2024. This was an amazing year with Ontario hosting Canada Cup East in Caledon. We were also busy with premium summer events like The Junior Challenge, The Target Championship, 3D Archery Championship and the Field Championship. Many thanks to our dedicated judges who stepped up

to attend key events and rise to meet the challenges presented by Mother Nature, including, high winds, rain and extreme heat as well as some sunshine!

A Judges clinic will be held in Caledon, in November. With 3 judges recertifying and 3 candidates who are going for Provincial Judge certification. Good Luck to Larry Reid, Madison Meland and Jess Ashton.

This is the largest clinic we've had in years. I want to thank all our Judges who have dediced their time and efforts to make sure all events can be held, and run effectively. We are grateful for your work.

Our goals for 2025 is to grow our Judge pool and to support our Judges and encourage them to go all the way in obtaining their credentials.

For more information on becoming a judge and the work of judging events, please visit the Archery Ontario website.  
<https://www.archeryontario.ca/archery-ontario/judging/218-2024-judge-qualification-event>



### Are you looking for a Coach?

When starting in archery, ensuring you have the basics nailed is of ultimate importance. These can be learned on your own but having a coach who knows archery will ensure this happens at a faster rate. Archery Ontario in collaboration with Archery Canada and the National Coaching Certification Program (N.C.C.P) conduct coach certification programs in Ontario. We pride ourselves on having some of the best trained coaches at any level in Canada! A list of coaches with current qualifications is on the website.

Just the right combination of archer and coach can help athletes excel!

*Photo to the Left: Anya Pinel (left) and Dustin Watson(right), in celebration / group hug with coach Sean McKenty (center) at World Field Championship. Anya and Dustin won a Bronze medal in the Mixed Team M/F U21 Compound. Congratulations!*

For more information on becoming a coach and eventually coaching provincial and national teams, please visit the AO website:  
<https://www.archeryontario.ca/athlete-development/coaching>



# Web Developer & Tech Talk

**Adam Thomas**

Over the past 12 months, the website has experienced significant growth in traffic, driven primarily by an increase in Canadian visitors. This report provides an in-depth analysis of the traffic trends, key contributing factors, and recommendations for sustaining and further accelerating this growth.

## Key Highlights:

- **Overall Traffic Growth:** The website saw an impressive 40% increase in total traffic from Canada compared to the previous year.
- **Geographic Focus:** The growth is predominantly from Canadian traffic, with the majority of traffic coming from Ontario, as would be expected.
- **User Engagement:** Along with the rise in traffic, there has been a notable improvement in user engagement metrics such as page views, session duration, and bounce rate.

## Recommendations for Sustaining Growth:

1. Social Media Engagement
2. Expand SEO Efforts
3. Content Localization
4. Email Marketing
- 5 Expand Partnerships

## Conclusion:

The 40% increase in traffic from Canada over the past 12 months represents a strong growth trajectory. By focusing on SEO, localized content, and targeted social media strategies, the website has established itself as a go-to destination for Canadian audiences looking for information on Archery in Ontario. Moving forward, continued efforts to engage this market through tailored content, strategic partnerships, and diversified acquisition channels will ensure sustained growth and success in the coming year. Thank you!



## 2024 Highlights



A few more pictures from the Ontario Winter Games in Thunder Bay!

### WA 3D Championships

Recently athletes and leaders (some from Ontario) returned home from competition on the world stage, representing Canada at the 2024 WA 3D Championships in Mokrice Slovenia. Ontario's very own Lana Perry who was acting as coach, reflected on the incredible experience, stating, "It's difficult to sum up everything that has transpired over the past week. It's been a pleasure to see the team support and cheer each other on, lift each other up and celebrate achievements. See below picture showing Canada's 3D Team, with coach Lana Perry in the bottom right. Congratulations!





# 2024 Awards

## Reg Edie Merit Award:

Presented to the Archery Ontario Sports Club or Association which has made an outstanding contribution to the good and welfare of archery in general, in the province during the previous year / year in progress.

## Andrea Dopson Volunteer of the Year Award:

Selected by the Board of directors and given to an individual member (or members) of Archery Ontario who has (have) made an outstanding contribution in his/her (their) archery community during the previous year / year in progress.

## Joan McDonald Award:

Selected by the Board and given to an individual member of Archery Ontario who has made an outstanding contribution in coaching within the archery community during the previous year / year in progress.

## Judge of the Year Award:

Selected by the Board and given to an individual - member of Archery Ontario who has made an outstanding contribution in judging within the archery community during the previous year / year in progress.



2023 Recipient  
**AIM, Huntsville**



2024 Recipient  
**Hamilton Archery Centre**



2023 Recipient  
**Janice/Xquest Archery**



2024 Recipient  
**Larry Reid**



2023 Recipient  
**Lana Perry**



2024 Recipient  
**Jess Ashton**



2023 Recipient  
**Marc Cote**



2024 Recipient  
**Laura Lynne Churchill**



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