



Freestyle BC Executive Director Report

Prepared by Josh Dueck

Overview

- Thank you to the Freestyle BC board, club presidents, and coaches for allowing me the opportunity to work for the association. September 1, 2021, marked the completion of my third year in this role. I have been extended a contract from the board of directors for another two-year term to April 30, 2023
- The elephant in the room is the Pandemic. It has gone on longer than any of us could have guessed and continues to challenge us today. However, thanks to the collective efforts of many, we have not only been able to survive the chaos created by this Pandemic, but we have also found new ways to thrive. We will continue to keep clubs up to date on the current expectations of the PHO through our communicable disease plan on our website, as well I will provide a detailed summary later on the agenda.
- Our overarching priority as an association is to ensure that we keep our sport safe in every way possible. You will see updates to our suite of SafeSport services over the coming months, including; concussion awareness, injury prevention, communicable disease, mental health and prevention of maltreatment. Safesport is a massive undertaking; we will be rolling it out progressively to ensure everyone has a solid grasp.
- It is safe to say that we have all been missing the competition scene. We are excited to share that our events calendar is confirmed, registration to open later this fall:
 - Timber Tour**
 - Panorama Jan 14-16
 - Sun Peaks Feb 11-13
 - Whistler April 8-10
 - BC Games**
 - Silver Star Feb 25-27
- As an association, we never thought we would land in the virtual sphere the way we have; however, our TT_virtual, digital activations, broad reach, active engagement, and learning outcomes have far exceeded our wildest expectations. Social report to follow.



- Josh Kober was hired to coach our BC Mogul team in May of 2017 and has continued to evolve his skills as a coach through education, mentorship and the constant analysis of top performers. We are excited to share that Josh will be completing his Advanced Coaching Diploma program this fall.
- Michael Apps was hired to coach our BC Park and Pipe team in May of 2018 and has done an excellent job in creating a strong culture of excellence and performance with his athletes. As a result, his program is quickly becoming recognized as the top high-performance program for Park and Pipe athletes in the country.
- Both of our Mike and Josh are involved in the development of our newly minted Prospect Program. They have also been working closely with Cameron Smith and the Canadian Sport Institute to ensure that every gap in our HP systems is bridged.
- Freestyle BC has made further progress on our operational and administrative efficiencies. Thank you to the membership for being willing to work through new technologies that allow us to operate as the largest PSO in Canada with the lowest administrative staffing cost compared to the large four Freestyle Ski PSOs.
- This season we raised our club sanction fee from \$0 to \$200 per club to help offset the increase in communications expenses. In addition, we have adopted platforms such as Mailchimp, Zoom, Streamyard and Typeform to ensure we can effectively and efficiently communicate with our clubs, athletes and membership at large.
- We reduced the Volunteer membership fee to encourage more parents to sign up. Being a member protects the parent and club from liability. All volunteers need to complete their SafeSport module and submit a criminal record check.
- Thanks to the collaborative approach of our HP coaches, Freestyle Canada and viaSport were able to ascend the reporting ladder with viaSport, which will hopefully have a positive impact on future funding cycles; of the 23 PSOs funded by viaSport, we improved our ranking from 17th to 4th. Our most significant gains came from the improvements made to HP programs and our dedication to our member services.
- In March of this year, we were sad to say goodbye to our Sport Development lead, Sebastian Berthiaume. Seb's work ethic and passion for this sport inspired all those around him. Thankfully we were able to bring on another incredible human being to our team, Cam Smith. Freestyle BC has identified a strong need to support our coach development pathway and has hired Cam full time; his primary objectives are to

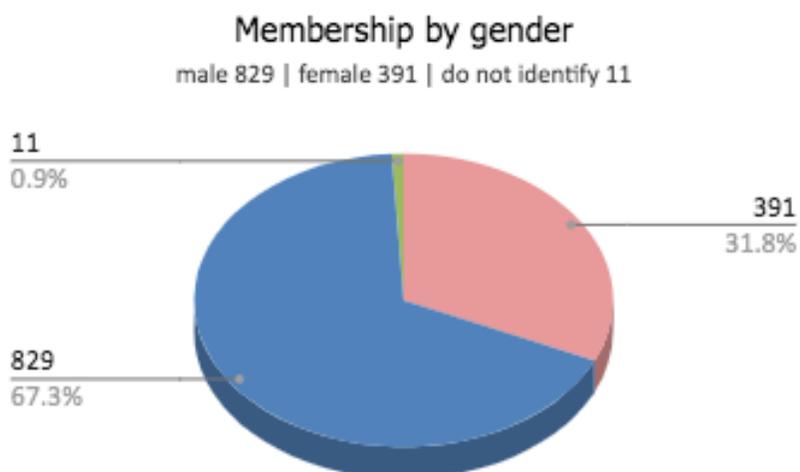


improve our coaching pathway in BC and support our Prospect Program. Details on current progress and direction are covered in the Sports Development report.

- It has been amazing to watch our Girlstylerz program evolve programming and create safe, meaningful spaces for young girls to develop through sport. Albeit our funding from viaSport was not available this year, we continued to support the initiative and were fortunate to benefit from the resources provided by Freestyle Canada.
- I would like to welcome Fernie to Freestyle BC officially. After many months of consultation at every level, it was clear that it was in the best interest of their athletes, coaches and club to make a move. We are thrilled to see this impact on our entire membership, specifically the Kootenay region clubs. Please join me in welcoming their club president Jana Wenzlawe, Kim Shopland vice, and head coach Chris Ebborn.
- Last but not least, thank you to the club presidents and volunteers for their tireless commitment to sport and the coaches for their dedication to the safety of our athletes.

Membership as of April 30, 2021

- BC **1231**
- Alberta **660**
- Ontario **220**
- Quebec **706**



Percentage of growth	2019/20 --> 2020/21
Club Athlete (+13.7%)	962
Provincial Athlete (-14.5%)	83
FIS Athlete (-42.85%)	24
Coach (+3.4%)	128
Judge	0
Official (-40%)	4
Volunteer (-31.8%)	30
TOTAL (+6.25%)	1231



Assessment

AREAS FOR IMPROVEMENT

- Focus on developing corporate partnerships for BC Team and BC Timber Tour.
- Heavily reliant on government funding and membership revenue at 47%
- Venue development in BC to reduce travel expenses for our athletes
- Official development and growth of national-level events in BC
- Further support to clubs in Northern BC.

STRENGTHS

- Supportive, dedicated and highly functional board of directors.
- Stronger relationship and a better understanding of partnership with viaSport.
- Increased collaboration with other PSOs and improved relationships with our partner resorts through regular communication in the snow sector and Canada West.
- The Timber Tour event scheduled for Panorama in 2021 will further support and develop clubs, coaches and athletes in eastern BC.

Summary

Our association constantly strives to balance our focus on growing participation with high performance and our commitment to ensure that all kids feel welcome and safe. We have a plan to achieve these goals through education, empowerment, governance and mentorship.

Sincerely,

A handwritten signature in black ink, appearing to be "JD", written in a cursive style.

Josh Dueck
Executive Director, Freestyle BC