
EXECUTIVE DIRECTOR REPORT

Prepared by Andrew Clough, Executive Director.

Overview

- The BCFSa Board Of Directors and network of BC Club Presidents have been extremely supportive in my first year as Executive Director. Thank You!
- The BCFSa Board led the development of a revised strategic plan that will guide our organization until 2020. Excited about the direction and momentum of the association.
- Kiera Leung has completed her first year as BC Mogul Team head coach and has been extended a contract until April 30, 2018. Kiera has been working extremely hard outside of leading the team with professional development through the NCCP.
- Evan Wilcox also completed his first full season as BC Park & Pipe head coach. Evan was recruited by CFSA to coach the NextGen program. We were able to retain Evan as the BC Team Head Coach. Evan is one of the most experienced and well respected provincial team coach coaches in the country and we are extremely lucky to have him working with our association. Evan completed his Air Doubles Qualifier designation this spring. Evan is under contract with the association until April 30, 2017.
- Our BC Team head coaches worked with assistant coaches this summer to run an expanded BC Team program. This program provided full time training for our next generation of targeted athletes and provided coach development opportunities for our current and future BC Team targeted coaches.
- Strong leadership from the BCFSa board with the efficient development of a strategic and business plan.
- Working hard to develop operational efficiencies within the organization that will provide additional resources to focus on growth and improvement. Membership

has been very open and receptive to online registration and tools to allow us to work more efficiently with limited staff, thank you!

- Small Surplus from 2015-16 operational budget due to savings on coach travel expenses.
- Launched a new website and working on improving our social media reach and effectiveness.
- BCFSA went through the viaSport investment review during the fall of 2015. This was an extremely lengthy process that required a large amount of administrative support. BCFSA invested in this process and was able to bring on Valerie Linton to support daily operations while I prepared for the review.
- During the spring of 2016 BCFSA received notification from viaSport that we have been recognized as a top tier sport in the province. This puts BCFSA in the top 25% of all provincial sport organizations in the province. We are excited to be in this position after the review as it establishes a strong benchmark for the organization to work from in future years. Our high performance programs were able to receive an additional 20% increase in funding from viaSport and the Canadian Sport Institute. These funds have been invested into our BC Team programs in the way of IST, strength and conditioning and acrobatic coaches.

Assessment

AREAS FOR IMPROVEMENT

- Need to renewed focus on developing corporate partnerships for BC Team and BC Timber Tour.
- The execution of fundraising campaigns for BC Team athletes.
- Heavily reliant on government funding and membership revenue. Need to work on other revenue sources.
- Development of governance policies to provide more clarity to board of director roles.
- Gaming contribution not confirmed for 2016-17.
- Add value to BC Club and athlete memberships.

STRENGTHS

- Supportive and highly functional board of directors.
- Increase in funding from viaSport for 2016-17 and further increase for 2017-18.
- Successful BC Team programs with strong and stable leadership.
- Experienced mentors working with BC Team coaches including Jim Schiman, Darcy Downs and Chris Wong.
- Revised slopestyle and halfpipe selection criteria for Junior Nationals and BC Team that is better suited to the AFP scoring system. This will be released to club head coaches for feedback before being approved by the BCFSA board of directors.
- BCFSA will be launching a new brand to align with the CFSA this fall. The new brand is an exciting take on freestyle skiing in Canada and we hope to leverage the work done by CFSA to maximize our marketability.

Summary

I am extremely excited to be back working with BCFSA. After being a part of the BC Freestyle system as an athlete, coach and administrator, I now feel that I have the sufficient experience and skills to bring the association forward.

The board has set a clear strategic direction for the next four years and I am looking forward to developing the systems and best practices to allow the association to reach these objectives as efficiently as possible.