

# 2015-2019

STRATEGIC PLANNING OVERVIEW





SIMON D'ARTOIS  
Whistler-Blackcomb Freestyle Ski Club

2015 X-Games Gold Medalist

## Vision

To be recognized as the leading Provincial Sport Organization in Canada.

## Mission

To place athletes on the Canadian National Team who ultimately win medals at the highest level through high quality programming and sport development.



CASSIE SHARP  
Mt Washington Freestyle Club  
World Championship Silver Medal

TO BE CANADA'S BEST PROVINCIAL FREESTYLE SKI TEAM AND THE LEADING WINTER HIGH PERFORMANCE PROGRAM IN BC.

Create opportunities and partnerships for our athletes to train at the highest caliber facilities.

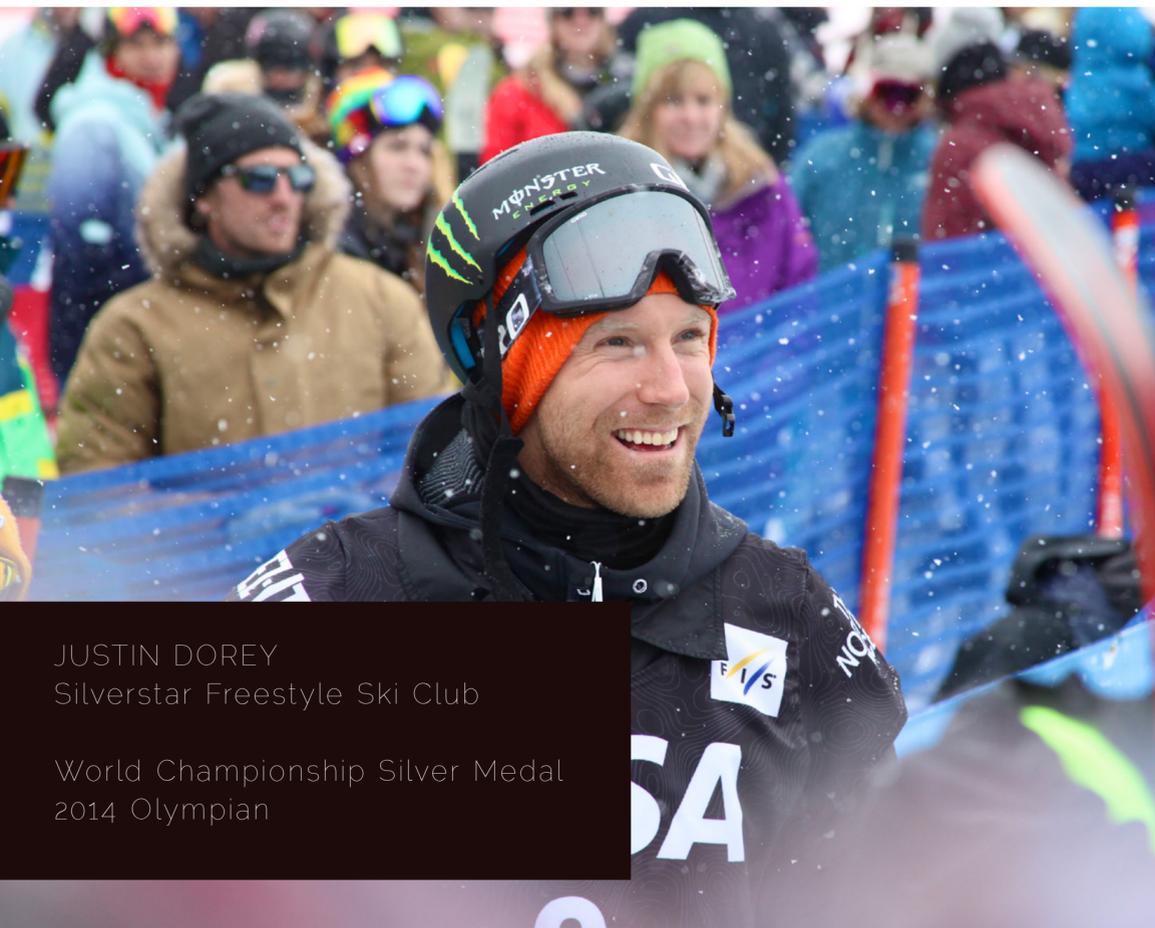
Refine system for talent ID and athlete development.

Attract and retain best in field HP coaches.

Ensure high level of integration with support team.

Develop best practices in performance tracking and gap analysis.

Develop best practices in risk management and return to play policies.



JUSTIN DOREY  
Silverstar Freestyle Ski Club  
World Championship Silver Medal  
2014 Olympian

ENGAGE ALL MEMBERS, PARTNERS AND THE PROVINCE OF BC IN OUR VISION AND MISSION.

Create opportunities for athletes to showcase their talents.

Engage, develop and grow volunteer membership.

Work with the ski areas and existing clubs to develop freestyle programs.

Add value to club and partner relationships.

Refine internal and external communication.



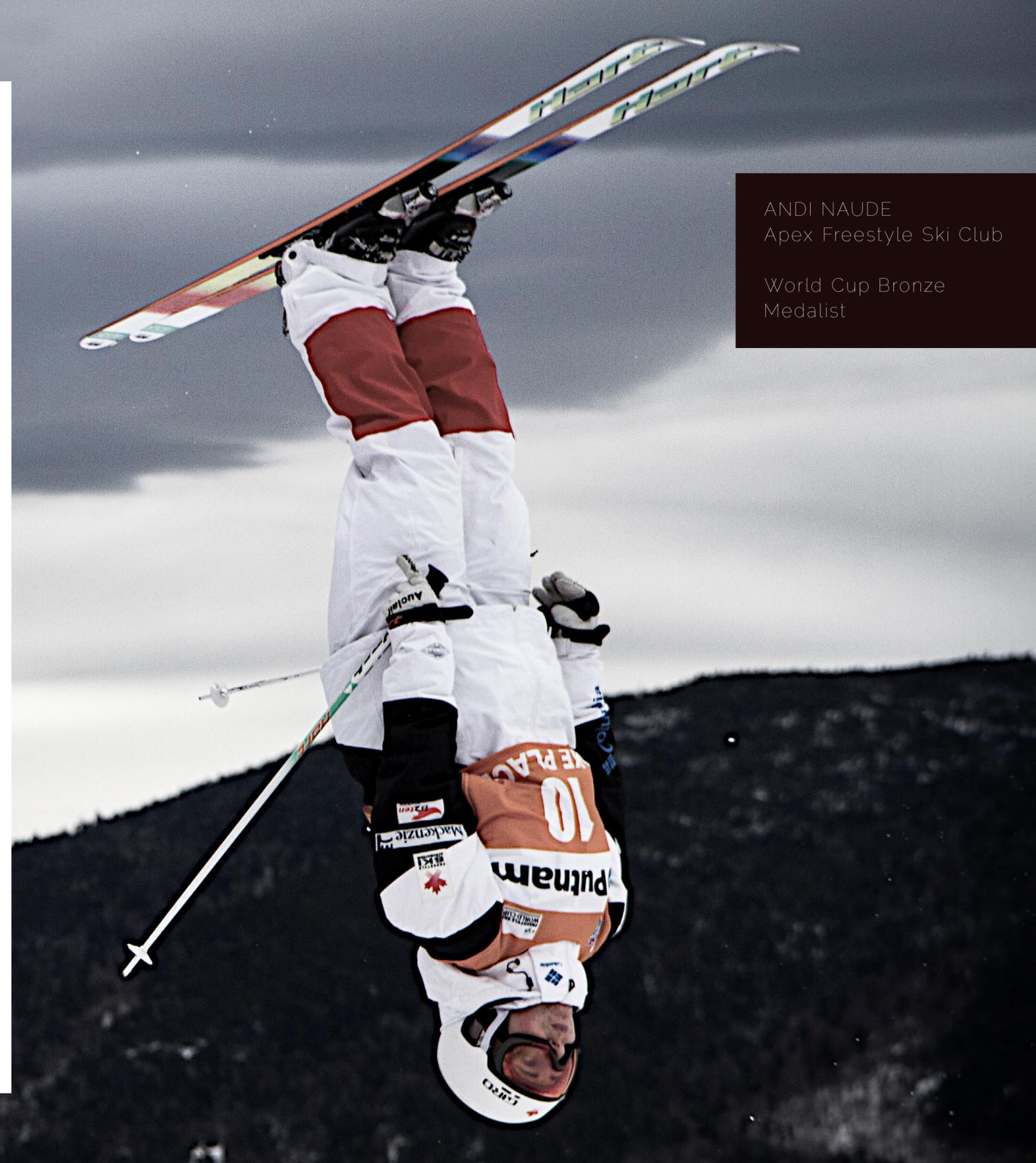
ALIGN THE LONG-TERM ATHLETE DEVELOPMENT SYSTEMS AT ALL LEVELS OF THE ORGANIZATION.

Support BC Clubs and CFSA in the implementation of CanFreestyle programs.

Support the province in the implementation of the Try Freestyle program.

Coach development and retention.

Succession planning for coaches, judges, officials, board members and executive director.



ANDI NAUDE  
Apex Freestyle Ski Club

World Cup Bronze Medalist



MIKE RIDDLE  
Squamish, BC

Olympic Silver Medalist

CREATE A SUSTAINABLE BUSINESS MODEL THAT IS BEST IN CLASS FOR PROVINCIAL SPORT ORGANIZATIONS OF SIMILAR SCOPE.

Create a model of best practices to be presented to BC Clubs.

Generate revenue through sponsorship and public funding.

Develop efficiencies in operational procedure.

Operate with a balanced budget.

Establish best in class board governance.

Preserve and develop the associations intellectual property.



FOR MORE INFORMATION VISIT  
**[bcfreestyle.com](http://bcfreestyle.com)**

