



Executive Director Report

Prepared by Josh Dueck, Freestyle BC

Overview

Thank you to the Freestyle BC board of directors, club presidents, judges and officials for allowing me the opportunity to work for Freestyle BC; September 4th marked the completion of my first year as executive director. There is form of duty that comes with this role, and a sense of resolution that seems to satisfy the 'full circle' realization of my nearly 3 decades dedicated to the sport sector.

The association has concluded our previous four-year strategic plan. The evaluation of the 2015-19 strategic plan & the overview of the 2019-2023 Strategic plan will be covered in the president report.

Josh Kober was hired as head coach of the BC Mogul Team in May 2017 and is contracted through April 30, 2021. The BC mogul team was quite successful last season with Brayden Kuroda winning both Aerial and Mogul at Canada Winter Games, as well being named to the NextGen Team. Perhaps the greatest measure of success to our moguls program may be the percentage of returning athletes, 88%.

Michael Apps has agreed to a two-year term on his contract as head coach of the Park & Pipe Program, concluding April 30, 2021. Mike

continues to be one of the most sought after Halfpipe and Slopestyle coaches in Canada, and in his first season as head coach has been able to develop a strong culture of hard work, accountability, and performance with the athletes and their families.

Freestyle BC has made further progress on our operational and administrative efficiencies through our partnership with UBC Okanagan, as well the addition of Sebastien Berthiaume into the role of Professional Development.

- Our focus with UBC has been to improve internal /external communication strategies amongst our membership, clubs, coaches, and stakeholders.
- The primary focus in Professional Development has been around creating additional training opportunities for our coaches, judges and officials. When Seb is not fulfilling his job description you may find him capturing photos/videos of our members or working behind the scenes to ensure our team collectively achieves success.

The 2019 Canada Winter Games in Red Deer was a huge success for many BC athletes; with a total 6 medals won, 3 of them being crowned champions. We showed our strengths and once again proved to be the top Freestyle ski team in the country, at the Canada Winter Games.

The 2020 BC Winter Games in Fort St. John will not be the same without Freestyle BC. After a great deal of deliberation, it was still a hard decision for our board, the BC Winter Games Society and myself to render. Together the BC Winter Games Organizing Committee and Freestyle BC will work to increase the capacity of the 2022 BC Winter Games by upwards of 50% to accommodate any athletes that may have missed their window to compete at this year Games, due to our sports withdrawal from the 2020 BC Winter Games.

We received a small decrease in funding from our main partner ViaSport. The organization continues to work on improving our reporting practices and organizational readiness to prepare for the coming ViaSport

investment review, scheduled for October 2019.

Freestyle BC in alignment with Freestyle Canada and the other major PSO across Canada will implement a Club Fee to support an annual summit with an officials and scoring courses, performance psychology and physical training seminars for our coaches, and regional judge clinics around the province. BC is the lowest fee at \$150 / club

Together with UBC Okanagan, several key volunteers in our membership, and the staff at Freestyle BC; a club manual was born. We will distribute a hard copy of the manual to each of the clubs around the province, the manual will also live on our website for all to access. This is meant to be an organic documents that details best practice for clubs and events; made by the people for the people.

- A huge thanks goes to those club presidents, volunteers and supporters whom have help bring this initiative to life. It is our hope that this will help your club streamline operations moving forward, and open up our lines of communications around the province.
- This is intended to be an organic document; we ask that you review carefully and provide any insights, suggestions and feedback throughout the season so that version 2.0 of this manual (slated for Fall 2020) will be even better for the next generation of skiers in BC.

We had several areas of growth on our digital arena, social media and our digital content. The goal is to further engage membership, showcase our programs to our stakeholders, refine our story and inspire the next generation through our model of motivation through mentorship.

We have updated our officials' compensation policy to reflect the base level expense recommendation from the Province of BC, non-profits.

Assessment

Areas for improvement

- Focus on diversification of income streams through the development of private and corporate partnerships to support our membership growth initiatives, and the BC High Performance programs.
- Heavily reliant on government funding and membership revenue. Need to work on other revenue sources (public, private, foundational)
- Fundraising campaigns for BC HP Team athletes to offset expenses.
- Lack of Try Freestyle funding for 2018-19.
- Lack of qualified judges and officials to satisfy the current needs.
- Lack of qualified female coaches in the province.
- Speed, accuracy and accessibility of results and provincial ranking
- Freestyle BC would like to better support member clubs in new participant recruitment, i.e. First Nations and new comers to Canada.
- Further support for the clubs in Northern BC and the Kootenays.

Strengths

- Supportive, dedicated and highly functional board of directors.
- Incredibly diverse and skilled team of staff to support our programs.
- Stronger relationship and better understanding of partnership with our main funding partner, ViaSport and the BC Gaming Branch.
- Partnership with UBC Okanagan faculty of business management.
- New initiatives to make Freestyle skiing in BC more inclusive and offer programming for under represented groups.

- The development of a positive culture of hard work, performance, and accountability across our High Performance Programs.
- Great success in our GirlStylerz programs with opportunities to grow.
- Strong National Team conversion from the BC Mogul Team.
- Jr. Nationals, Timber Tour and regional events scheduled for Panorama in 2020 will further support and develop of their programs.
- Development of corporate partnerships to support growth initiatives.

Membership

As of April 30, 2018

- Freestyle BC - 1135
- Alberta Freestyle - 782
- Ontario Freestyle - 558
- Freestyle Quebec - 1090

8.3% growth over 2017-18

- 8.73% more CanFree 2 licenses.
- 0% change CanFree 3 licenses.
 - 20.8% more coach licenses.
- 20% fewer judge license (from 5—> 4)
- 4.65% fewer associate license (from 44—> 42)

2017/18 - Audit in Review

Accounts Receivable were higher than last year

- We had some outstanding team billing, program expenses, and accounts with Freestyle Alberta that went near the end of April; payments were not received until May 2019.

Accounts Payable were higher than last year

- Some GirlStylers payments happened after year-end and the submissions from the GirlStylers coach's expenses came in late.

Sport Development is higher than last year

- GirlStylers \$39K is in there where we only had \$3K previous

Event registration is lower than last year

- Previous year included the BC Winter Games expenses

Overall our financials are in good shape with expenses being less than our revenue streams by \$60,000. We currently have \$100k in restricted funds locked in a GIC, earning 2% interest. Our board has set a capital projects committee and will reach out to the membership this year to initiate a membership conversation, define needs in the province and ultimately review applications for capital projects in your community.

Freestyle BC will appoint KPMG as their new auditor moving forward.

Elections

Freestyle BC Board of Directors

Members at large

Valerie Linton (vice-president)

Adrienne Staley (treasurer)

Myles Ricketts

Julie Martin

Mike Shaw

Candidates for re-election

James Hudson

Ian McFadgen

Eddie Hicks

Adrian Taggart (president)

Board members retiring

Marnie Todd (registrar)

New nominees

Mack Jones (marketing)

Summary

Thanks to the Freestyle BC board and membership for their ongoing support as I continue to evolve in this role. After my first year I have increased my knowledge of the BC sport system, the needs of our membership and the culture of our grassroots -> performance programs. I am confident that I will be able to provide the board with the essential directions to guide and support our association for years to come.

Our association is constantly working to balance our focus on growing participation around the province, adding membership value and expanding the resources for our high performance programs.

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

Yours in sport,

A handwritten signature in black ink that reads "Josh Dueck". The signature is written in a cursive, flowing style.

Josh Dueck
Executive Director