



2018/19 Freestyle BC Presidents Report

Prepared by Adrian Taggart, Freestyle BC

Overview

It has been a pleasure to serve as the president of Freestyle BC for another year and I look forward to serving the membership as we continue to push Freestyle BC forward. We have an exceptional group of staff, board members, parents, volunteers, etc. 2018/19 was a year of transition for our Association as we on-boarded a new executive director and hired 1.5 new coaches for our park and pipe program. Our results in competition and accomplishments both on and off the field of play over the past season, speak to the caliber of staff we have at Freestyle BC. Today more than ever, I believe we are poised for growth, continued program enhancement and success both on and off the field of play.

Staffing

Executive Director

As of September 4th Josh Dueck completed his first year with Freestyle BC and has done a tremendous job not only handling the day to day operation of the association but also, taking on a number of large

projects, leveraging numerous support pathways while leading the province toward a bright future for several years to come.

I would be remised if I failed to thank Andrew Clough for his continued support of Freestyle BC. Andrew has provided valuable insight and guidance as Josh has transitioned into the executive director role. We are fortunate to have so many individuals invested in the success of Freestyle BC.

It is Josh's vision and big picture thinking that will help push our association to the next level. As we complete a rebuild of our 4-year strategic plan Josh, in conjunction with the board of directors, will guide our province and it's membership through some lofty goals and targets as we work to ensure we are the premier winter sport organization in Canada.

Park and Pipe

The 2018/19 training and competition season saw an increased investment in our park and pipe program as we welcomed Mike Apps (Head Coach) and Sebastien Berthiaume (Assistant Coach) to our leadership team. These coaches have done an exceptional job with our athletes and are well into the 2019/20 training season. We are working closely with these coaches to provide resources; guidance and support to ensure the freestyle BC performance programs are second to none.

Sebastien not only supports the park & pipe program; he also has been supporting Josh in many areas of our association to ensure our strategic priorities are met across the membership. "Seb" has shown impressive initiative and strategic thinking in his role and continues to deliver an exceptional quality of work for the membership.

I'd like to thank Mike and Seb for their hard work, dedication to success, tireless efforts; as they work to ensure each of their athletes reach the goals, they have set for themselves. Please take time to read through each of their coach's report.

Moguls

Josh Kober had arguably his best season with the BC Mogul team and continues to develop an impressive program. The BC mogul team

has a long history of impressive coaching and Josh is building his own legacy of success with a new generation of athletes. Supported by strategically selected assistant coaches, Josh is midway through his training season as he looks to add to the number of BC athletes in the National program. Josh has taken the time to write an exceptional coaches report. Please take the time to read through the detail he has provided.

Staff Summary

The board of directors and the executive director continue to work closely with our high-performance programs as we work to ensure BC athletes are on the podium at world cup, world championships and Olympic games. Key deliverables and performance indicators are built out and reported on regularly to ensure our coaches have the support necessary for success today and in the future.

Strategic Plan

The completion of the 2018/19 fiscal year saw Freestyle BC's 4-year strategic plan come to an end. The executive director, strategic planning committee and board of directors have been working feverishly as we set the course of Freestyle BC for the next quadrennial. Thanks to our members summit at the end of last season; your feedback has been instrumental in helping our board orientate how we move forward.

Although we accomplished much of what we set out to complete, the development of our new strategic plan has focused our efforts on key areas and priorities, some of which we have carried over with renewed sense of urgency.

Below is a high-level post quadrennial strategic plan completion summary.

Strategic Pillar #1: To be Canada's best freestyle ski team and the leading winter high performance program in BC. (90% complete)

Highlights

- Developed a significant resource data-base to support Freestyle BC, its coaches and coach succession in the future.
- Developed an integrated support for the high-performance programs that is second to none.
- Defined key roles and responsibilities for all volunteers and staff across the association.
- Continued to develop and implement prioritized policies and procedures across the association
- Development and implementation of GirlStylarz.
- Placed athletes in the Canadian National Program.

Opportunities

- Coach development and increased attention to the coach pathways will be a key focus moving into our next plan.
- Continue to develop and implement skill evaluation tools for use at all levels.
- Refine targeted athlete tracking tools that accompany the LTAD model with the support of the Canadian Sport institute.

Strategic Pillar # 2: Engage all members, partners and the province of British Columbia in our vision and mission. (60% complete)

Highlights

- Development and implementation of GirlStylarz.
- In partnership with Freestyle BC clubs, we saw a successful execution of a strong provincial event series for the entire membership.
- Continued development and implementation of a web platform that is interactive, engaging, and informative for all visitors. (Ongoing initiative)

- Successfully conducted Freestyle BC sport summit in spring of 2019.

Opportunities

- Continued focus on member growth and development strategies and programs throughout BC.
- Engage, recognize and reward the volunteer base in Freestyle BC.
- Continue to investigate and implement strategies for value added programs and support across all clubs.

Strategic Pillar #3: Align the long-term athlete development systems at all levels of the organization (60% complete)

Highlights

- Development and implementation of GirlStylers.
- Officials and Judge development (this is ongoing and still needs focus)
- Ongoing Leadership and board development. Continued strong recruitment of skill-based board members.
- Strategic planning alignment with Freestyle Canada

Opportunities

- Continued coach and official development. This will be a targeted priority in year one of our next quadrennial.
- Continued work with Freestyle Canada regarding program development and implementation strategies.
- Athlete transition planning and retention.

Strategic Pillar #4: Create a sustainable business model that is best in class for provincial sport organizations of similar scope. (50% Complete)

Highlights

- Continually ranked among the best across all areas of Via Sport deliverables.
- Budgeting, budget tracking and sustainable operating practices.
- Budget surplus following the 2018/19 fiscal year.
- Refinement of spending policies and oversight.

Opportunities

- Secure sponsorship and funding independent of government support. (Ongoing)
- Develop and implement additional fundraising opportunities.

Summary

Despite staffing challenges and onboarding requirements; 2018/19 was a strong season for Freestyle BC. Our team of paid staff in collaboration with a dedicated group of board members, volunteers and parents were instrumental in last season's success. Multiple projects involving multiple committees are ongoing as we usher in a new 4-year strategic plan. If you would like to get involved, please do not hesitate to contact me. Adding value to the clubs and growing our membership will be our principal focus as we move forward, working to create membership depth and grass roots strength that will translate to high performance programs that are second to none. We are here to serve our athletes.

Board of Directors

Over the course of last season, we have activated the board of directors to sit on numerous special committees, spearhead projects, and provide valuable leadership as we work to meet the vision and mission of our association. It has been an extremely busy year and we have taxed the board with significant workload. On behalf of the Freestyle BC membership I would like to thank the entire board of directors for your continued pursuit of excellence. We have been very

lucky to have multiple term board members who are deeply invested in our success. Thank you very much.

Special Thanks

I would like to extend a special thank you to Marnie Todd who has spent more years than I can remember serving on the Freestyle BC board of directors. Her contributions over the years have contributed to our successes and Marnie is one of the reasons we continue to thrive as an organization. Moving forward, Marnie will be stepping down from the board and we want her to know that she will be dearly missed and like all who serve, her contributions will continue to be seen in our successes for years to come. Her final recommendation to the board and association as a whole is to shift her previous board seat from a focus on registration to someone with a strong background in marketing. Thank you Marnie!