



# 2020 **AGM** REPORT





## Dear Friends,

“At Freestyle BC, we believe in the power of sport and community.

Our heritage is steeped in a culture of excellence and our formula for success is driven by the ethos, motivation through mentorship. We can see examples of this formula working in every aspect of our community.”





“This model of mentorship goes well beyond the boundary of our sport and moves into the entire sport sector. Thanks to the COVID-19 pandemic we have been driven to work together and collaborate, in ways previously not considered. We would like to acknowledge that many of our successes this year are a direct result of the partnerships created by viaSport, the technical guidance from the Canadian Sport Institute, and tireless commitment of our board of directors, coaches and staff.”

-Josh Dueck, **Executive Director**

# OVERVIEW



Here is an overview of what we have been working on recently in support of our athletes, officials, and clubs across British Columbia.

- ❖ RETURN TO SPORT GUIDELINES
  - ⌵ Versions 1-3
  
- ❖ HP TEAM AND CSI
  - ⌵ [CSI Criteria](#)
  - ⌵ Gap Analysis, KPI, YTP (club resources)
  
- ❖ COACH DEVELOPMENT
  - ⌵ Locker Audit
  - ⌵ Coach Pathway
  - ⌵ LF Evaluator Model
  - ⌵ Club Coach Pay Scales
  - ⌵ Contractor vs Employee

# OVERVIEW CONTINUED...

## ⚠ CAPITAL PROJECT

- ⚠ Whistler (\$25K) for the National Training Center
- ⚠ Apex (\$80K) for 2 snow guns

## ⚠ COMMITMENT TO CREATE SAFESPORT

- ⚠ Concussion resource page, physical and mental resource page, reporting center for any sexual maltreatment
- ⚠ New Policy Center + technical documents for clubs
- ⚠ Refine injury prevention, risk management and return to play

## ⚠ UNIFIED MARKETING PROJECT

- ⚠ Website updates, [photo locker](#), social media guide
- ⚠ [Online store](#)

## ⚠ Water Ramp Camp (Covert, Whistler, Girlstylerz, Talent ID)

## ⚠ Conversations around events (Provincial, Regional, National)





# MOGULS

# Accomplishments & Highlights

- ❖ Despite the competition season being cut short, we were able to capitalize on our other events and continued to build our team into a perennial powerhouse.
- ❖ Our girls shined particularly bright this past season, with multiple athletes appearing in every NorAm final and one super final appearance, a first for a female BC Team athlete since the inception of the 'super final' into FIS events.





# Collaboration

The collaboration with the Alberta Mogul Team over the past **2** years has proven to be very productive in many ways. This relationship provides a unique opportunity for our athletes and coaches to work alongside a strong group of athletes and one of the most experienced and successful coaches in Canadian Sport System, Rob Kober. Both teams are looking forward to building on this inter-provincial relationship.





# Program Overview

## ROSTER

### MEN

Sam Cordell  
Josh Maga  
George Bobyn  
Koleton Phipps  
Jackson Parsons

### WOMEN

Maya Mikkelsen  
Malica Malherbe  
Chase Capicik  
Kassidy Todd  
Jessica Linton

## STAFF

Program Director - Josh Dueck

Head Coach - Josh Kober

Assistant Coach - Danika Mazur

HP Coaches - Luke Ulsifer, Zac Hoffman, Jordan Kober & P-O Gagne

Technical Air support: Jay Nachbaur, and Darcy Downs

Strength and Conditioning - Albie Sears & Sven Bornemann

# Notable Results

## NORTH AMERICAN CUP

Jessie Linton - **6th** - Killington

Chase Capicik - **6th** & **9th** - Killington & Deer Valley

Kassidy Todd - **7th** - Killington

Maya Mikkelsen - **12th** - VSC & Calgary

Koleton Phipps - **16th** - Deer Valley

## CANADIAN SELECTIONS

Kassidy Todd - **9th** (top overall Canadian)

## HPP RANKINGS

Of the **6** top-ranked Provincial Team women, BC Team athletes occupy **4** spots.

Of the **4** top-ranked Provincial Team men, BC Team athletes occupy **1** spot.

## OTHER

Earned **5** spots at the 2020 World Jr. Championships (canceled due to COVID).

COVID also forced cancelation of the final Canada Cup and the Canadian Championships.



# 2020-2021 Roster

## MEN

Sam Cordell

Josh Maga

George Bobyn

Daniel Gannon

Cole Carey

## WOMEN

Maya Mikkelsen

Malica Malherbe

Chase Capicik

Jessica Linton

Lynette Conn

**RETIREEES:** Kassidy Todd, Koleton Phipps,  
Jackson Parsons



## STAFF

Program Director - Josh Dueck

Head Coach - Josh Kober

Assistant Coach - Danika Mazur

Strength and Conditioning - Sven Bornemann

 Killington  
SKI CLUB

 Killington



## Season Objectives

### 📌 Priority #1: Acrobatic Development

- 📌 With trampoline & water ramp being our primary means of training during the past few months, it gave us a huge opportunity to address gaps in acrobatic ability.

### 📌 Priority #2: Technical Ski Development

- 📌 On September 23rd, half of our team traveled to Zermatt for our first on-snow training camp, the other half of the team will remain in Whistler for additional tramp and ramp camps.
- 📌 With the uncertainty of a typical competition season this winter we have worked hard to create several plans for the different scenarios that we may encounter.



“Despite the challenges of this year, we are incredibly excited about the current state of the team. Our collective acrobatic ability is at an all-time high and I am super proud of the effort and perseverance our crew has shown through such adverse times. We are confident that we have seized this unique opportunity and are excited to see our athletes’ hard work and dedication pay off when the opportunity presents itself to perform.

I’d like to take the opportunity to thank everyone at FBC for the ongoing support. This report barely scratches the surface of the collective effort that it’s taken to keep the program not only running, but thriving under these challenging circumstances.”

-Josh Kober, **Mogul Team Head Coach**



# PARK & PIPE

# Program Overview

## ROSTER

### MEN

Ben Lynch  
Steven Kahnert  
Leif Wilson  
Kai Martin  
Mitch Steven

Cole Isfan  
Alec Henderson  
Andre Dreyer  
Evan Bush  
Alex Thucydides

### WOMEN

Skye Clarke  
Dillan Glennie  
Josephine Howell



## STAFF

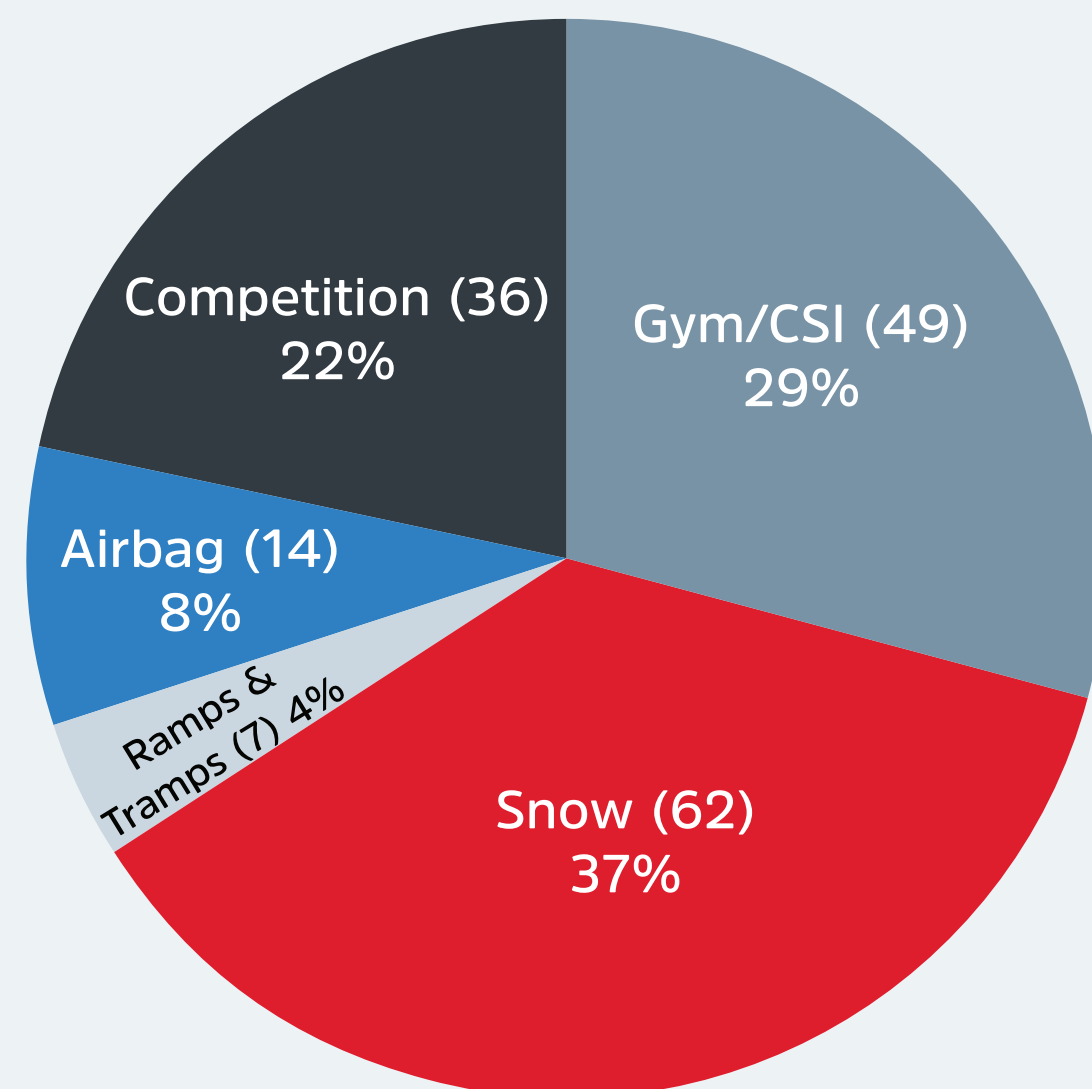
Program Director - Josh Dueck

Head Coach - Mike Apps

Assistant Coach - Seb Berthiaume

Assistant Technical Coach - Noah Morrison

Strength and Conditioning - Albie Sears & Sven Bornemann





# Locations

- 📍 Whistler (WB Resorts, Momentum, water ramps)
- 📍 Mt. Hood, OR
- 📍 Park City, UT (PCOP, Woodward)
- 📍 Mt. Sima, YT
- 📍 Maximise, QC
- 📍 Mount St. Louis, ONT
- 📍 Mammoth, CA
- 📍 Aspen, CO
- 📍 Winsport Calgary, AB
- 📍 Copper, CO
- 📍 Lausanne, SUI





# Notable Results Men's SS/BA

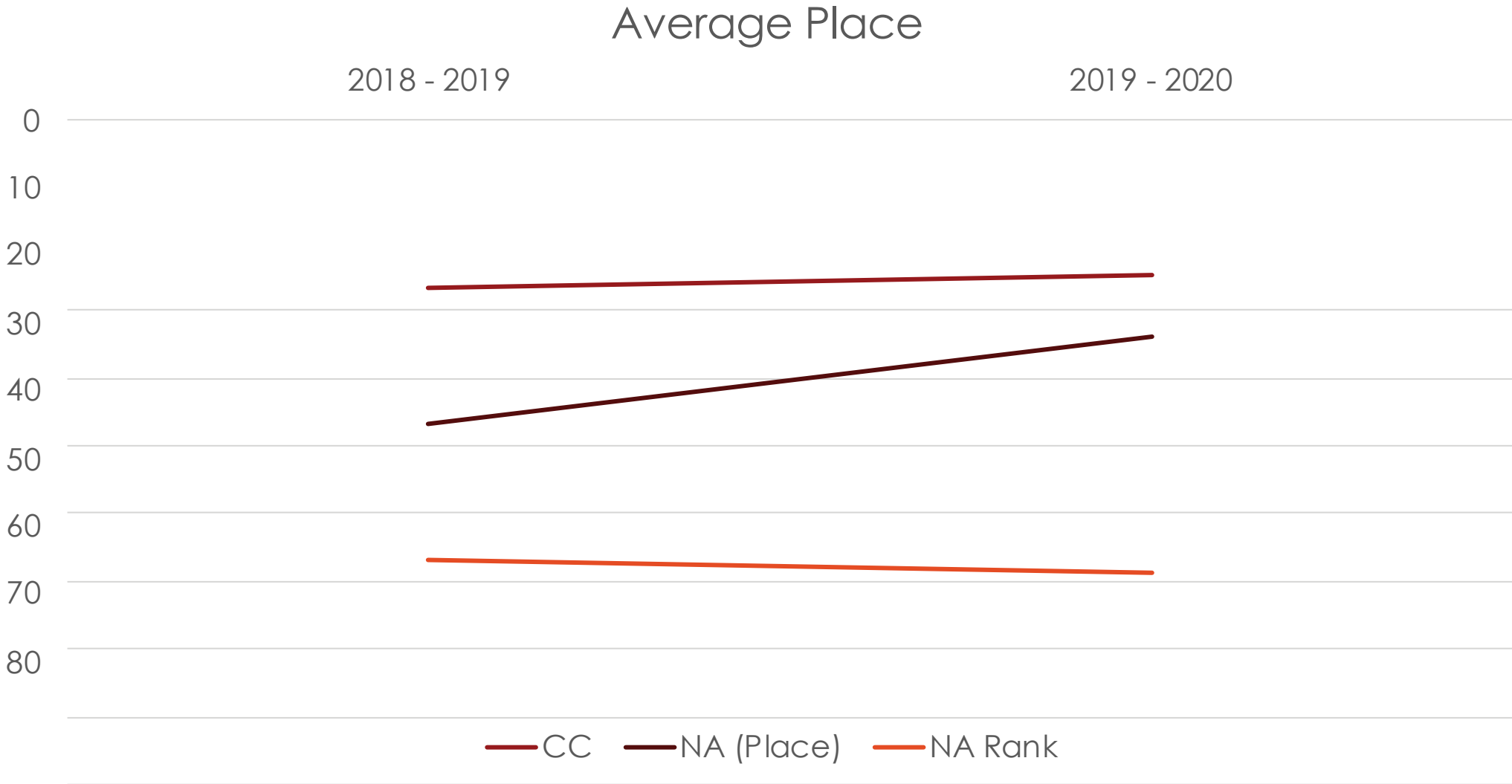
## CANADA CUP

- Slopestyle - Cole Isfan, **3rd** Yukon
- Big Air - Leif Wilson, **5th** Yukon
- Overall - Kai Martin, **3rd**

## NORTH AMERICAN CUP

- Slopestyle - Leif Wilson, **27th**, Calgary
- Big Air - Leif Wilson, **13th**, Park City
- Overall - Leif Wilson, **51st**

## MEN'S SS/BA ANALYSIS



# Notable Results Women's SS/BA

## CANADA CUP

Slopestyle - Skye Clarke, **2nd** Yukon

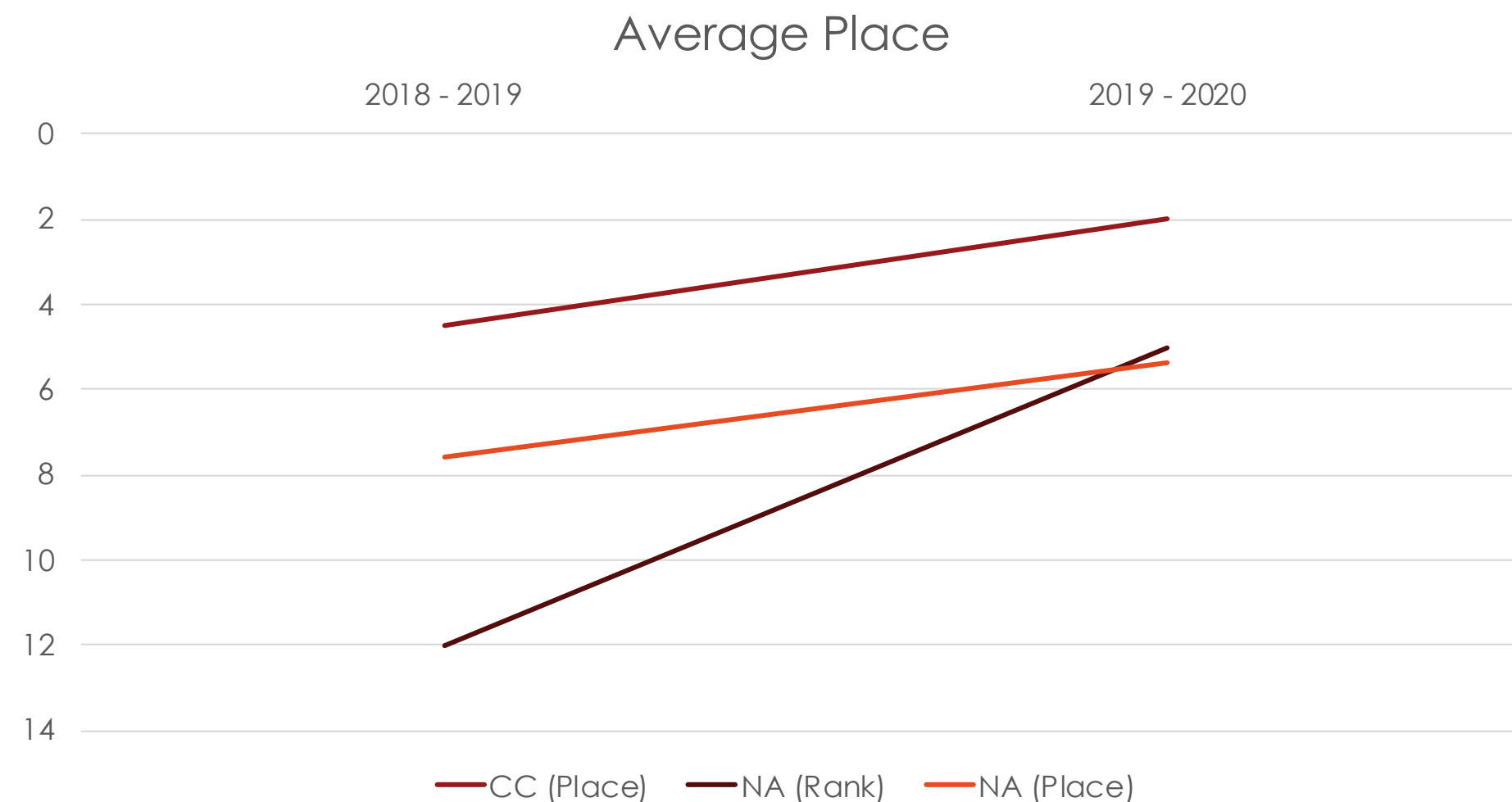
## NORTH AMERICAN CUP

Slopestyle - Skye Clarke, **1st**, Aspen

Big Air - Skye Clarke, **1st**, Aspen

Overall - Skye Clarke, **4th**

## WOMEN'S SS/BA ANALYSIS





# Notable Results Men's Halfpipe

## CANADA CUP

Overall - Steven Kahnert, **1st**

## NORTH AMERICAN CUP

Steven Kahnert, **8th**, Copper

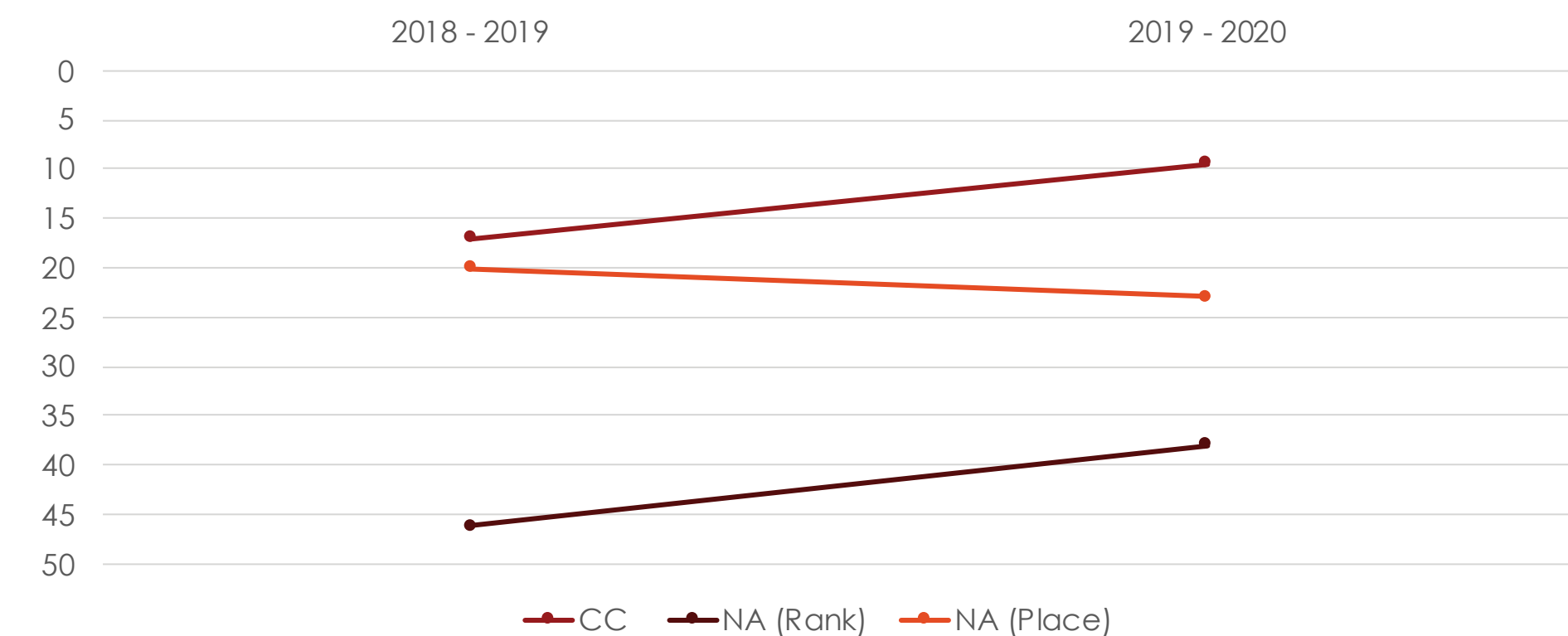
Overall - Steven Kahnert, **14th**

## INTERNATIONAL COMPETITIONS

Steven Kahnert, **8th**, Youth Olympics

## MEN'S HP ANALYSIS

Team Placement (Annual Average)



# Notable Results Women's Halfpipe

## CANADA CUP

Overall - Dillan Glennie, **1st**

## NORTH AMERICAN CUP

Overall - Dillan Glennie, **18th**

## INTERNATIONAL COMPETITIONS

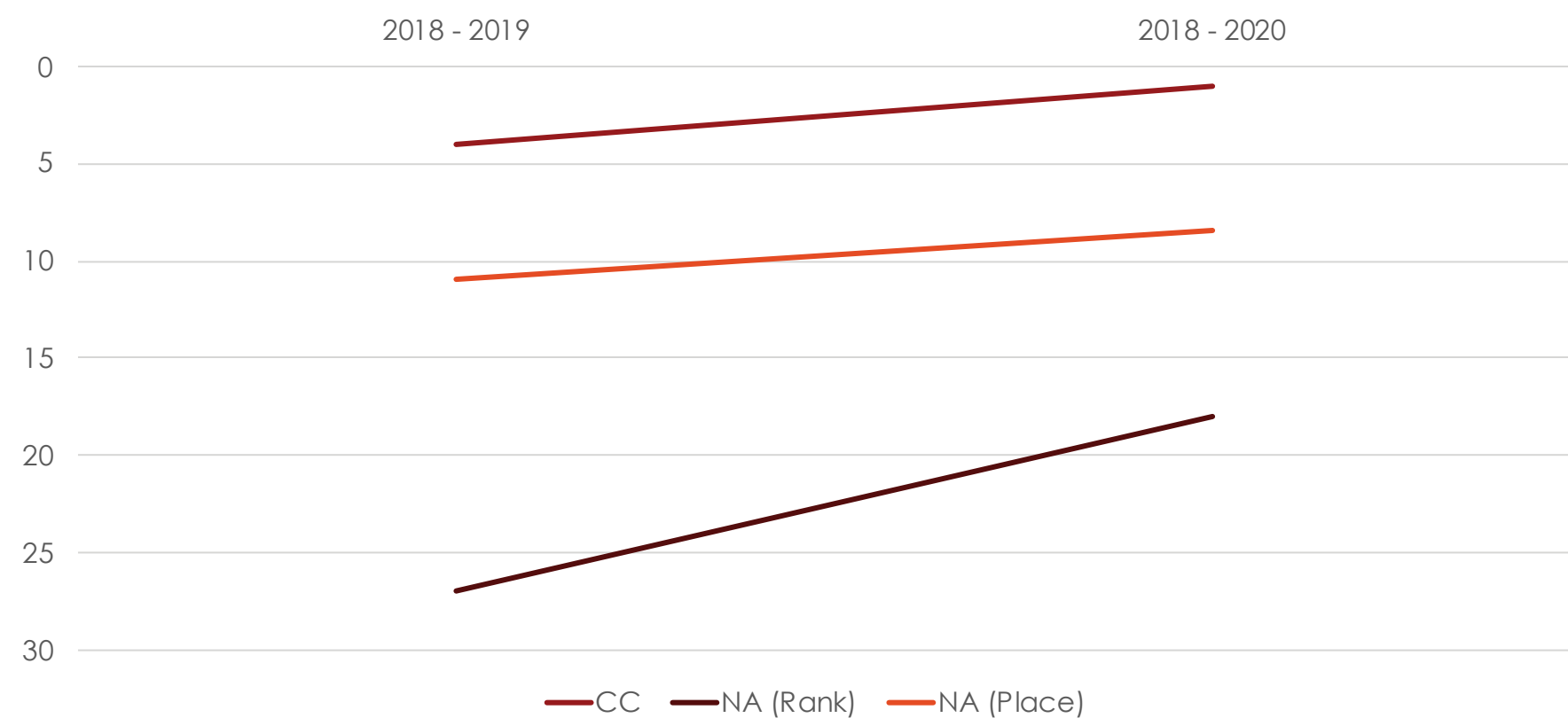
Dillan Glennie, **16th**, Calgary World Cup

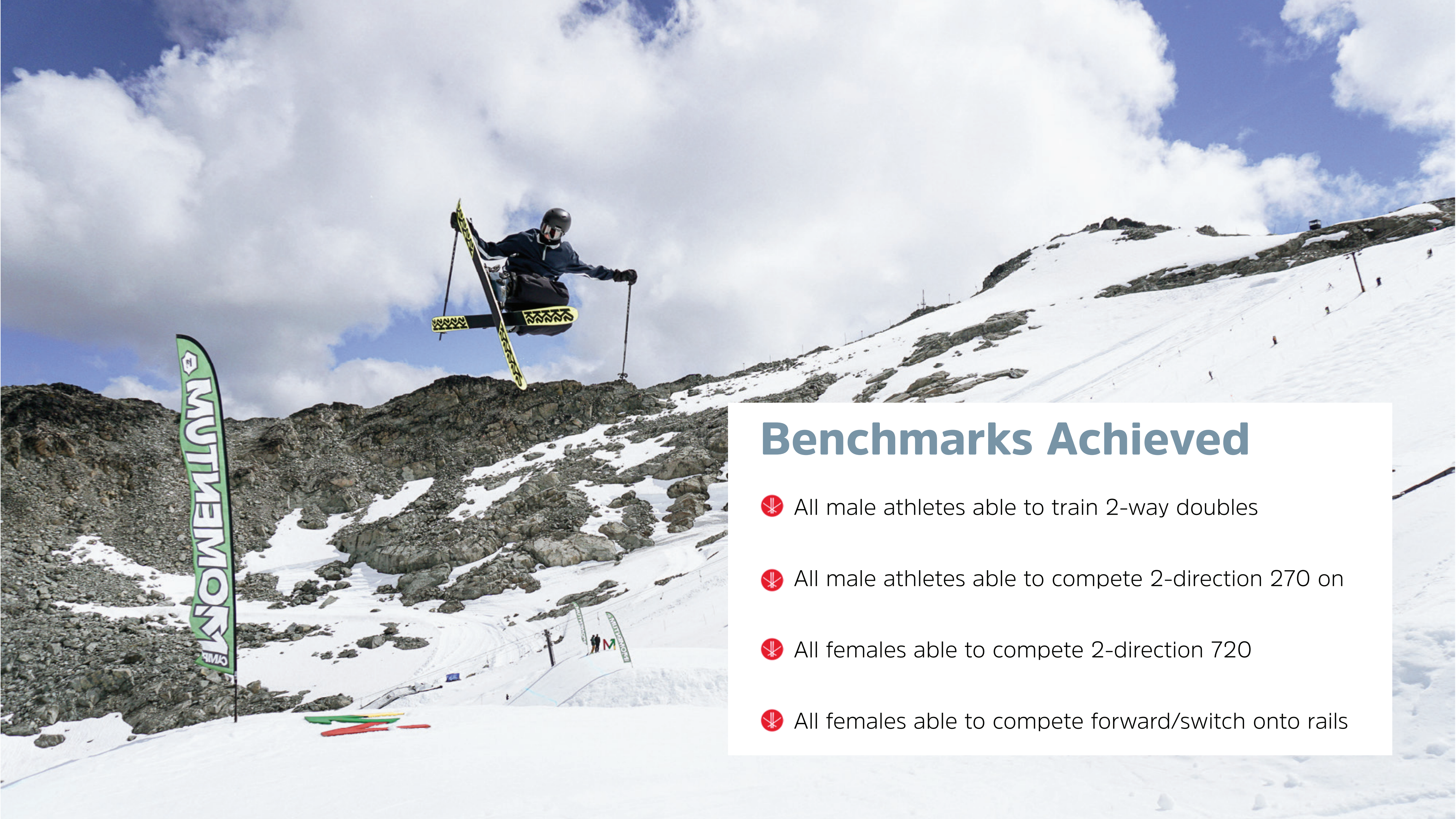
World Cup Overall - Dillan Glennie, **28th**

Dillan Glennie invited to Canadian Next Gen Team

## WOMEN'S HP ANALYSIS

Team Placement (Annual Average)





## Benchmarks Achieved

- ⚡ All male athletes able to train 2-way doubles
- ⚡ All male athletes able to compete 2-direction 270 on
- ⚡ All females able to compete 2-direction 720
- ⚡ All females able to compete forward/switch onto rails



## Overall Impression

- ⚡ Increased male representation at Nor Am events
- ⚡ Increase female representation on team roster.
- ⚡ Increased team representation at international stage
- ⚡ All athletes qualified for Nor Am events
- ⚡ Increased partnership with CSI

# 2020-2021 Roster

## MEN

Ben Lynch

Steven Kahnert

Leif Wilson

Kai Martin

Mitch Steven

Cole Isfan

Alec Henderson

Andre Dreyer

Evan Bush

[Stephen Lindsay-Ross](#)

## WOMEN

Skye Clarke

[Caoimhe Heavey](#)

**RETIREEES:** Alex Thucydides

## STAFF

Program Director - Josh Dueck

Head Coach - Mike Apps

Assistant Coach - Noah Morrison

Assistant Technical Coach - Sebastien Berthiaume

Strength and Conditioning - Sven Bornemann





# Season Objectives

- ⚡ Greater (%) of male membership qualify for Nor Am finals. Improve Nor Am Cup rankings
- ⚡ Increase (%) female memberships and development of new athletes
- ⚡ Continue to have representation from all membership clubs
- ⚡ Further develop partnership with CSI and reduction of athlete injury (%)
- ⚡ Further incorporate identified benchmarks in competition





**SPORT DEVELOPMENT**



# Coach Development

**125** total coaches in the Province

**18** coaching courses ran from May 2019 - May 2020

**10** FUNdamentalz courses

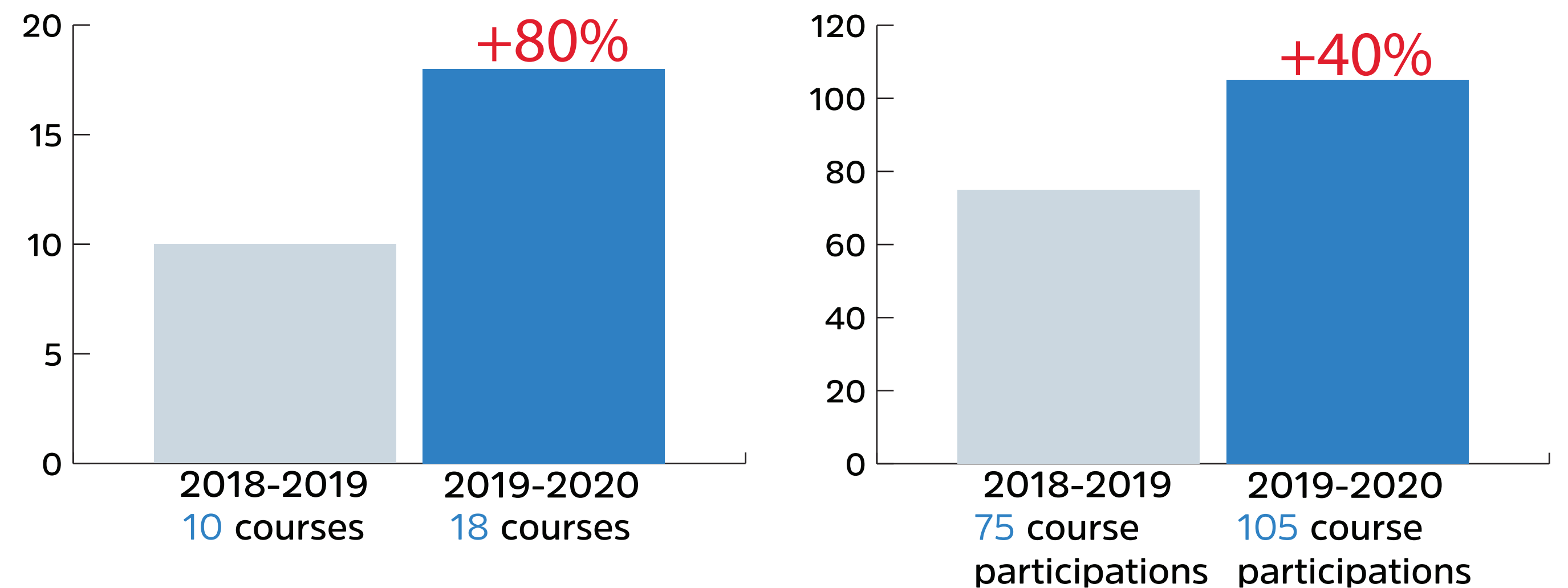
**7** Air courses

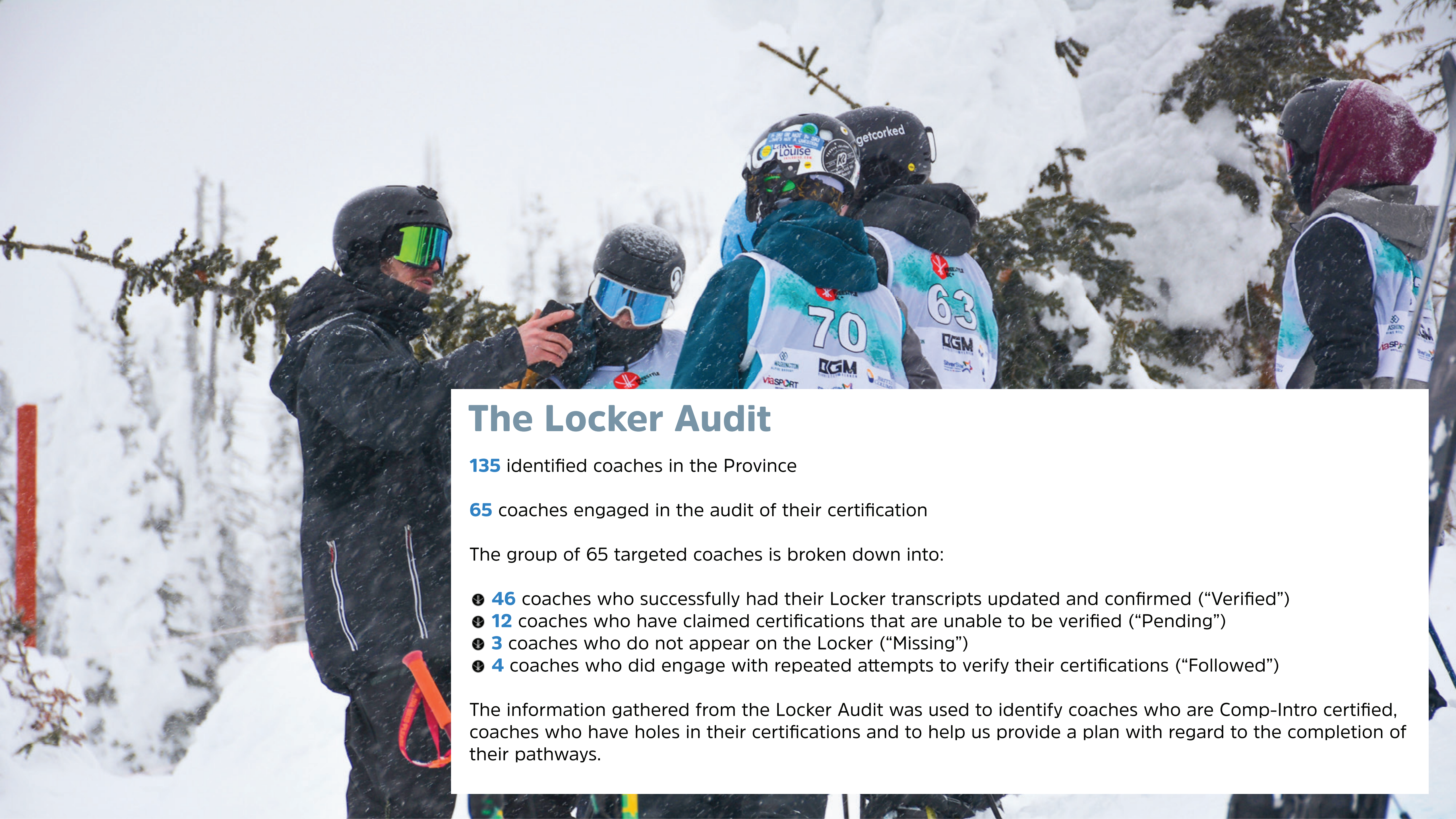
**1** Park & Pipe course

**105** course participations



## 2018-2019 vs 2019-2020





## The Locker Audit

**135** identified coaches in the Province

**65** coaches engaged in the audit of their certification

The group of 65 targeted coaches is broken down into:

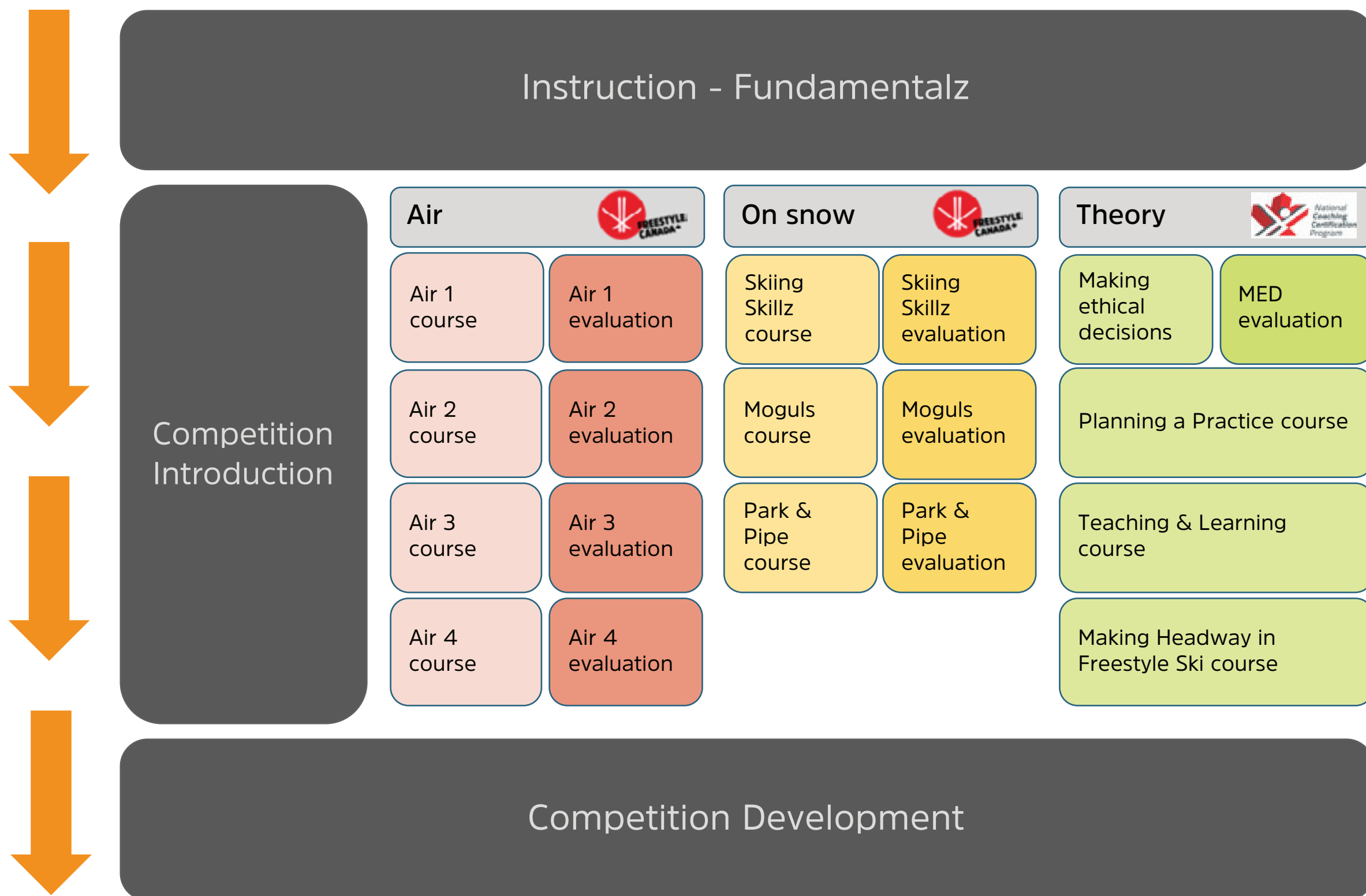
- ⬇ **46** coaches who successfully had their Locker transcripts updated and confirmed (“Verified”)
- ⬇ **12** coaches who have claimed certifications that are unable to be verified (“Pending”)
- ⬇ **3** coaches who do not appear on the Locker (“Missing”)
- ⬇ **4** coaches who did engage with repeated attempts to verify their certifications (“Followed”)

The information gathered from the Locker Audit was used to identify coaches who are Comp-Intro certified, coaches who have holes in their certifications and to help us provide a plan with regard to the completion of their pathways.

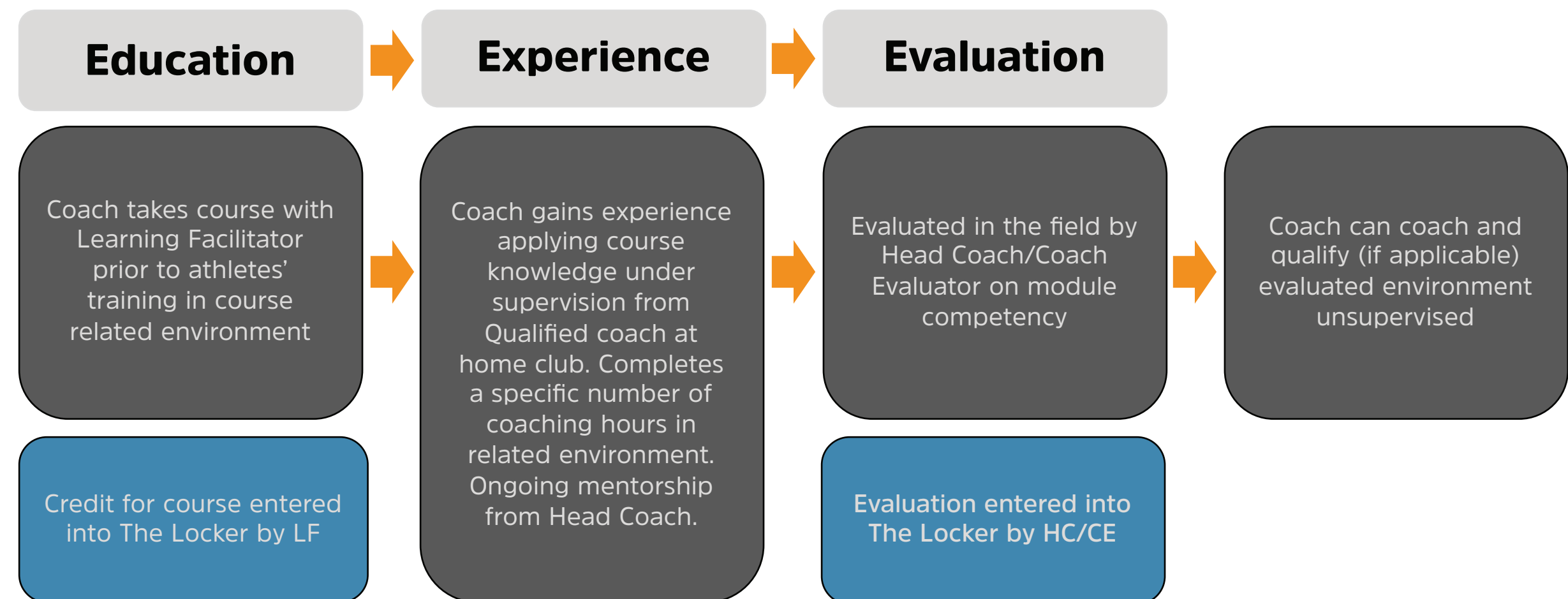
# Education Experience Evaluation

A revised model for Freestyle BC's coach development based on the NCCP methodology

## Coach Certification Pathway



## Coach Development Model



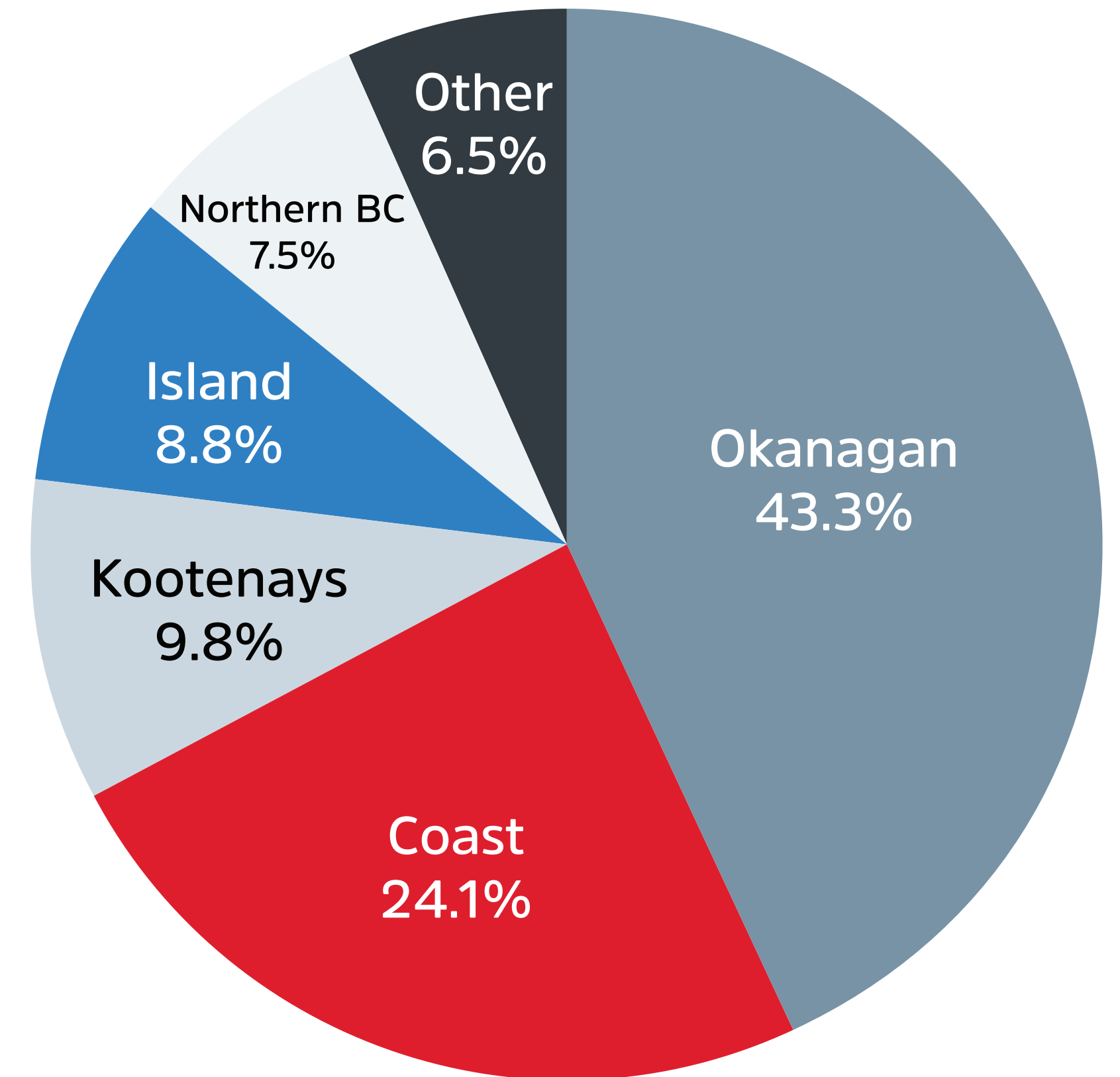


# Marketing

- 📌 Social Media Presence
  - 📌 Instagram: **950+** followers
  - 📌 Facebook: **1,596+** followers
- 📌 Official Freestyle BC Store
- 📌 Photo Bank
- 📌 New Website (Coming Soon)
- 📌 Athlete Video Bios
- 📌 Shred'it Contest
  - 📌 **30** participants
  - 📌 **18** prizes distributed
- 📌 Girlstylerz Goggle Challenge
  - 📌 **26** participants
  - 📌 **5** pairs of Oakley Goggles gifted

# MEMBERSHIP

Club Athlete (+5.86%)	831
Provincial Athlete (-14.16%)	97
FIS Athlete (+10.53%)	42
Coach (-17.22%)	125
Judge	5
Official	10
Associate	44
<b>TOTAL (+1.67%)</b>	<b>1155</b>



# GIRLSTYLERZ

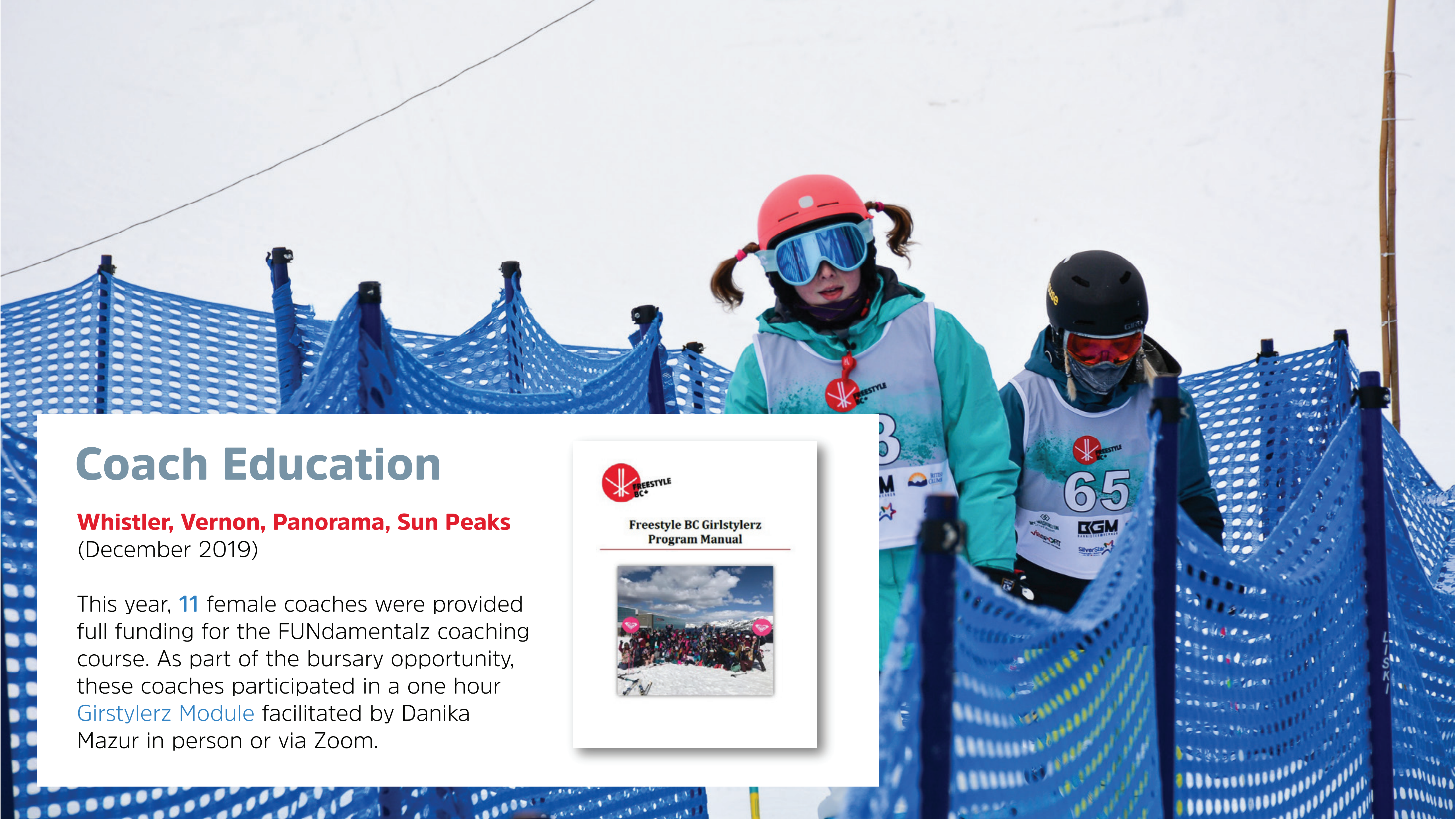
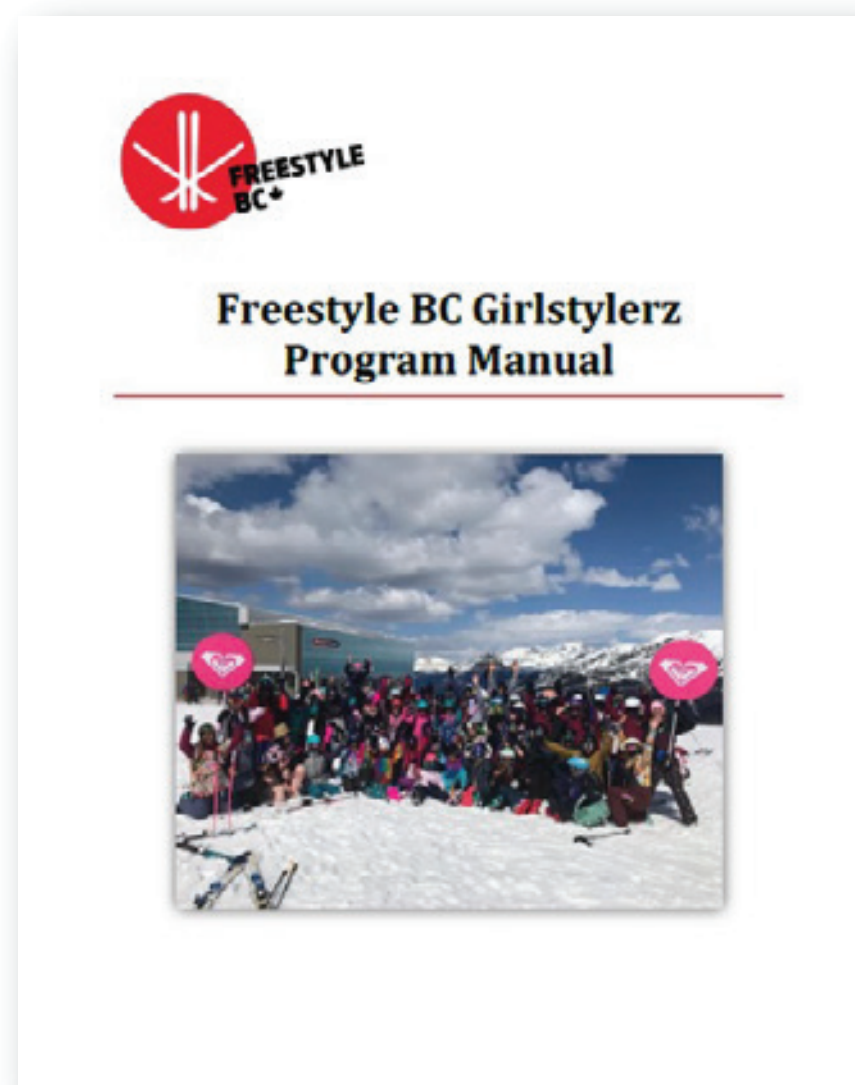




# Coach Education

**Whistler, Vernon, Panorama, Sun Peaks**  
(December 2019)

This year, **11** female coaches were provided full funding for the FUNdamentalz coaching course. As part of the bursary opportunity, these coaches participated in a one hour **Girstylerz Module** facilitated by Danika Mazur in person or via Zoom.

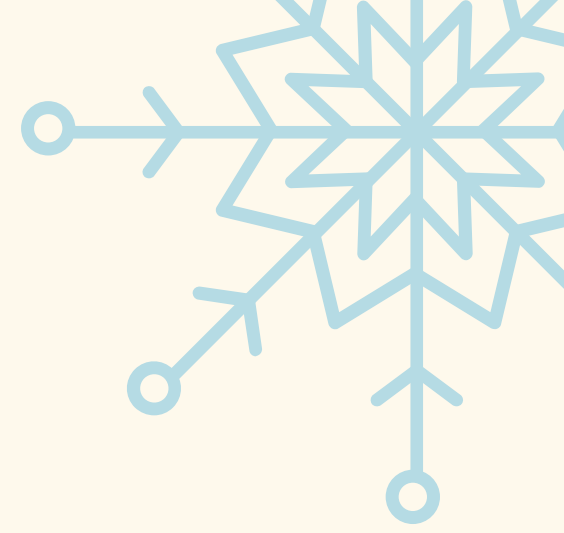
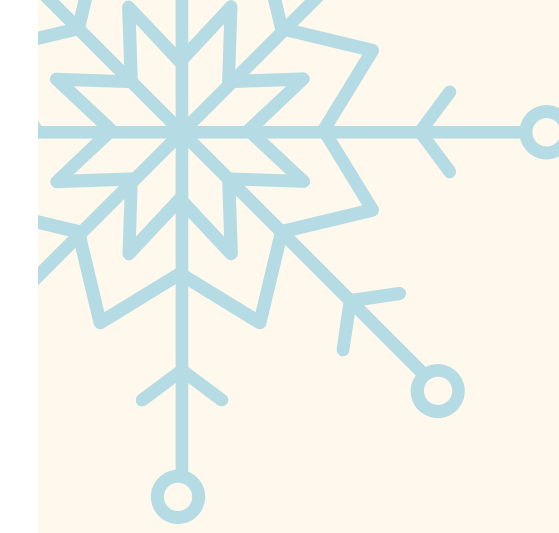


# Girlstylerz Après Social

## Panorama Timber Tour

(January 2020)

- Total **20** participants
- Great opportunity for the girls to come together and meet new friends for the competition season!
- Supported by the Freestyle Panorama parent group



# TT/SY #1 GIRLSTYLERZ APRES SOCIAL

HOT CHOCOLATE | COOKIES | MUSIC | FRIENDS

Jan. 23, 2020 • 3 - 4pm

Competition Office | Copper Crown Room  
Panorama Mountain Resort



**FREESTYLE BC  
GIRLSTYLERZ**





# Girlstylerz Rail Jam

## Sun Peaks Timber Tour

(February 2020)

- 📍 Total **30+** female participants and **50+** male participants
- 📍 Supported by Reed Holm, Daniel Hoerz, Sun Peaks Freestyle Club, ViaSport, Mountain High Pizza and Roxy





# ViaSport International Women's Day

**New Westminister Quay**

(March 2020)

Danika Mazur and Josh Dueck sat on a panel of leaders in sport at ViaSport's International Women's Day Conference alongside representatives from Girl Guides BC, Tennis BC, Squash BC, and Adaptive Snow Sports.



FREESTYLE BC  
GIRLSTYLERZ

PRESENTS

# together at heart

WEDNESDAY MAY 20, 4PM ON ZOOM

Yoga with Josh & Lacey Dueck  
Guest Speaker Olympian Jenn Heil  
The 5 Girlstylerz Values  
#gogglechallenge with Coach Raine  
Dance party!

## Together at Heart Zoom Party

### Zoom

(May 2020) - in place of the cancelled Spring Camp

- 📌 Total **50** participants
- 📌 Inspiring words from guest speaker Jenn Heil
- 📌 [#GoggleChallenge](#) (**3100+** views on Instagram)
- 📌 Supported by Oakley

## Girlstylerz x Roxy Gear

As a well-wish to the [35](#) spring camp registrants who were refunded due to the camp cancellation, Freestyle BC offered one free item from the 2020 edition [Girstylerz x Roxy](#) clothing collab.



# GIRLSTYLERZ

## SUMMER WATER RAMP CAMP



## Girlstylerz Summer Water Ramp Camp

### Covert Farms

(August/September 2020)

- Total **23** athletes (Sun Peaks, Big White, Silver Star, Vancouver, Kimberley, Panorama, Apex)
- **6** coaches (Danika Mazur, Kristi Richards, Ainsley Macdonald, Alex Quinn, Josephine Howell, Cassidy Todd)
- Included athlete/coach discussion circles focused on: growth mindset, positive self-talk, positive team environments, goal-setting, fear management, nutrition

Aug. 28 - Sept. 3, 2020  
Location: Covert Farms, Oliver, BC





## Freestyle Canada Initiative

(September 2020 – May 2021)

This initiative is to onboard the Girlstylerz program into the Freestyle Canada Program Pathway and Coach Training Pathway.

The **3** project components include:

- 1** Working group of representatives from each PSO
- 2** Update and enhancement of the Girlstylerz manual
- 3** Webinar to be used in coach training settings





## Budget Break Down

- ❖ Total amount awarded **\$30,000.00**
- ❖ Lead Coordinator (Danika Mazur) **\$5600.00**
- ❖ Coach Education (11 Fundz certs) **\$3850.00**
- ❖ Water Ramp Camp (coaching wages/travel, filmer, facility fees) **\$12,160.00**
- ❖ Other expenses (Timber Tour events, Roxy clothing, manual printing, rentals, supplies, other administrative wages, etc.) **\$8990.00**

**THANK YOU!**