



EXECUTIVE DIRECTOR REPORT - 2022

Prepared by Josh Dueck, Freestyle BC.

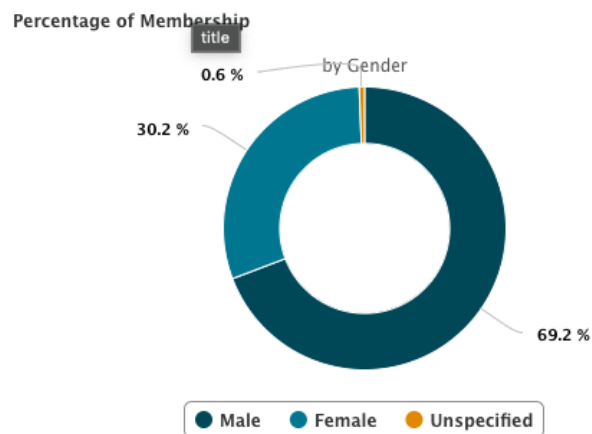
Overview

- Thank you to the Freestyle BC board, club presidents, coaches, judges and officials for allowing me the opportunity to work for Freestyle BC. September 1st marked the completion of my fourth year in this role.
- The organization is completing the final of our four-year strategic plan. Details on current progress and direction will be covered in the president's report.
- Simon Lemieux was hired as head coach of the BC Mogul Team in July 2022 to take over from Josh Kober. Simon has been transitioning well into the role and already demonstrating the leadership qualities of a veteran coach. Rob Kober was also hired to support the transition with the BC Mogul Team during the hiring and on-boarding process. Rob came to the program with significant coaching experience at all levels of the sport. For Rob this was a return home as he was the first coach of BC Mogul Team through the 1990's before ascending to coaching the Canadian National Team and Olympic Team for over a decade. Freestyle BC feels confident that we have the best Mogul coaching staff of any PSO team program across Canada.
- Kudos to Josh Kober for his excellent contribution to the BC Mogul Team athletes and the culture of high-performance across the association. Josh served as head coach of the BC Team for five years and has left a strong legacy in his wake. The majority of the team will continue with Simon, save for Jessie Linton and Sam Cordell who ascended to the Canadian NextGen program.
- Mike Apps has entered his fourth year head coach of the Park & Pipe Program. Mike continues to be one of the most sought after and technically proficient slopestyle coaches in Canada. Under Mike's direction we saw Alec Henderson move up to the National Team program this past season. Congratulations to Brynn Johnston who ascended to the National Team directly from the Whistler Freestyle Club.
- Freestyle BC has made further progress on our operational and administrative efficiencies. Our staff consists of 2 full time (Executive Director and a Manager of Sport Development and High Performance) and two part time (Events Manager and Director of Communications)
- We received a small increase in our Enhanced Excellence 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 late October, 2022.
- As we move out of the Pandemic we can prepare ourselves to prioritize SafeSport. FBC will do our best to keep the clubs informed on this ever changing landscape, in an effort to keep our kids safe, coaches empowered and directors educated.

Membership

As of June 30, 2022

Percentage of growth	July 2021 - June 2022
Club Athlete (+24%)	1259
Provincial Athlete (+46%)	155
FIS Athlete (+49%)	47
Coach (+21%)	161
Judge (+100%)	15
Official (+190%)	21
Volunteer (+77%)	129
TOTAL (+31%)	1787



Assessment

Areas for improvement

- Focus on developing corporate partnerships for BC Team and Timber Tour.
- Fundraising campaigns for BC Team athletes.
- Heavily reliant on government funding and membership revenue. Need to work on other revenue sources.
- Increased support for club governance and volunteer engagement.
- Further education and awareness on the culture of SafeSport.
- Provide support to resort communities looking to start Freestyle programs.
- Offer more technical coach development courses; Air Doubles, Skiing Skills, etc
- Freestyle BC would like to better support member clubs in coach recruitment and retention, as well Program Development.
- Further support to clubs in Northern BC.

Strengths

- Supportive, dedicated and highly functional board of directors.
- Stronger relationship and better understanding of partnership with our main funding partner, viaSport.
- We have refined our approach with the Gaming Grant and will use that template to apply for other funding opportunities and partnerships.
- New initiatives to make Freestyle skiing in BC more inclusive and offer programming for underrepresented groups
- Highest National Team athlete conversion of any PSO in Canada.
- Timber Tour event schedule has been set and a regional tour in the works.

Opportunities

- We are excited to see the return of the BC Winter Games in Vernon, 2022 and leverage the event hosting experience of this club to put on a great event as well as mentor the blossoming club in Quesnel as they will play host for the 2024 BC Winter Games.
- BC will send our top 10 skiers to PEI for the Canada Winter Games, February 2023, we are excited for the opportunity to see our athletes showcase their skills at this prestigious multi-sport event.

Summary

Thanks to the Freestyle BC board and membership for their support as I continue to evolve in this role. After four years I have increased my knowledge of the BC sport system and strongly feel I can provide the board with the essential information to guide the direction of the organization for the coming years.

The organization is constantly trying to balance our focus on growing participation with high performance. With stable leadership in place for our performance programs we can focus more energy on our coach development, corporate partnerships, and event hosting.

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.

Sincerely,

Josh Dueck
Executive Director, Freestyle BC