

2023 - 2027

STRATEGIC PLANNING OVERVIEW





SIMON D'ARTOIS

Whistler-Blackcomb Freestyle Ski Club
2018-2019 FIS Crystal Globe Winner Halfpipe
2 x Winter Olympian



CASSIE SHARPE

Mt. Washington Freestyle Club
2018 Olympic Gold Medal Women's Halfpipe
2022 Olympic Silver Medal Women's Halfpipe



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.

To be Canada's best provincial Freestyle Ski Team and BC's leading Winter High-Performance program.

- ❧ Create partnerships and opportunities for our athletes to train and compete at the highest caliber event facilities in British Columbia
- ❧ Refine system for talent ID to maximize athlete development.
- ❧ Implement Regional Programs / Camps to ensure accessibility and affordability for high-performance athletes
- ❧ Attract, develop and retain best in field high-performance coaches.
- ❧ Ensure integration of IST services to maximize athlete safety and high performance development
- ❧ Create integrated analysis that demonstrates best practices in performance planning, tracking, and gap analysis.
- ❧ Refine best practices in safety and ethics to promote best in class in risk management and return to play policies.
- ❧ Create a culture that celebrates athlete development and achieving excellence



ELENA GASKELL
Silverstar Freestyle Ski club
2019 FIS Crystal Globe Winner
2022 Beijing Olympian





Sam Cordell
Whistler-Blackcomb Freestyle Ski Club
2021 Canadian Selections 1st place
2022 Killington Noram 1st place
2022 Canada Cup Champion



Teale Harle
Mount Washington Freestyle Ski Club
2 x World Cup Slopestyle Gold Medalist
2022 Winter X-Games Bronze Medalist
2 x Winter Olympian

To engage all members, partners, and the general public of British Columbia in our vision, mission, values, and culture.

- ❧ Build community with shared values of excellence and inclusion through the "Why I Fly" Campaign
- ❧ Create safe and ethical competitive experiences to foster growth and create value for the Freestyle BC membership.
- ❧ Support club development and resort partnerships
- ❧ Increase event hosting opportunities for ski clubs and resorts
- ❧ Develop and refine internal and external communication strategies to support broader organizational initiatives.
- ❧ Foster a culture of inclusivity, accessibility, and affordability to support membership growth.
- ❧ Promote non-athletic pathways for volunteers, judges, coaches, media personnel, and officials.
- ❧ Enhance affordability for all levels of training and competition.

Develop long-term integrated athlete, coach, and officials systems to support event hosting in alignment with Freestyle Canada and Canadian Sport for Life pathways



Lead BC Clubs in the implementation of programs aligning with the Province of British Columbia's Pathways to Sport Strategic Framework



Further the development, implementation, and monitoring of new and existing membership growth programs to ensure inclusion and access for all.



Foster a culture of inclusive and accessible sport in all athlete, coach, and officials' development pathways



Promote an environment of SafeSport throughout our sport community



Formalize athlete, coach, and officials succession and retention initiatives



Implement succession planning initiatives for all key personnel at the local and provincial sport organizational levels



Integrate Sport For Life long term development in sport and activity culture through all stages of member development

NOAH MORRISON
Silverstar Freestyle Ski Club
5x Winter X Games Competitor
BC Team Mentor



MATT MARGETTS
Apex Freestyle Ski Club
2014 Sochi Olympics Men's Halfpipe
Canadian National Development Halfpipe Ski Coach



Jessie Linton

Whistler-Blackcomb & Vancouver Freestyle Ski Clubs

2021 Apex Classic Winner

Winner of Canada Cup 2021-22 season

2022 Apex NorAm Duals 3rd



BRAYDEN KURODA

Apex Freestyle Ski Club

2019 Canada Winter Games Champion Moguls & Aerials

Continue to develop a best in class business model for Provincial Sport Organizations of similar scope.



Diversify revenue streams through partnership, sponsorship and public funding.



Create, maintain and update a system of best practices to be presented to member clubs.



Develop best in class financial and technical support systems



Ensure fiscal responsibility throughout the organization



Establish best in class board governance, operation and activation.



Preserve and further develop the associations intellectual capital



Expand facility development planning and capital projects.



Become a leader for environmental stewardship.



For more information visit
freestylebc.ski

