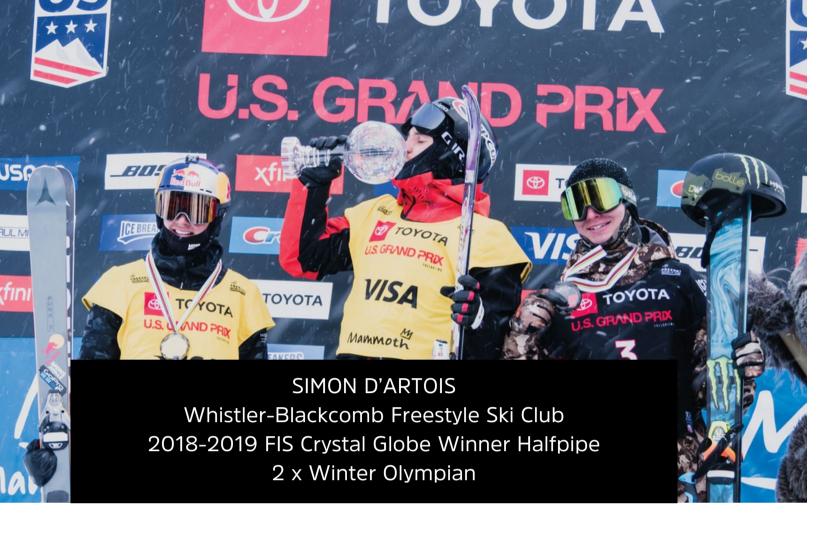
2023 - 2027

STRATEGIC PLANNING OVERVIEW











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







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.

Teale Harle

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

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



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.

BRAYDEN KURODA

Apex Freestyle Ski Club

2019 Canada Winter Games Champion Moguls & Aerials

