

# Freestyle BC Annual Report

2022-2023



2023 BC Winter Games, Silver Star Mountain Resort, Vernon, BC



# About Freestyle BC

**FIRST NATIONS ACKNOWLEDGEMENT:** Freestyle BC acknowledges the Indigenous stewards, past and present, of the lands and waters on which we live, work, and engage in sports together. We are committed to caring for lands, being servants to the land, and leaving the places we play better than when we found them. Together with the Elders in the community, we strive to increase education, increase athlete opportunities, promote activity, reduce barriers, develop policy and engage in event activations. We acknowledge the diversity, unique histories, cultures, knowledge and current experiences of individuals and communities across the province and broadly celebrate the diverse contributions of the Indigenous Nations to the sports community.

**A CULTURE OF EXCELLENCE:** We believe in excellence at Freestyle BC. We work with our athletes year-round to help them achieve new heights. Freestyle skiing is a highly rewarding sport, but we know it doesn't come without risk; that's why we implement challenge by choice and the safest possible route toward progression. Our training model helps athletes and coaches reach their dreams, whether it's the next trick or a podium placement. Our ultimate goal is to place athletes on the Canadian National Team to represent our beautiful country. At the same time, we foster the growth of our grassroots programs through a model of motivation through mentorship. But at the end of the day, this sport is about FUN; we are a community of like-minded individuals working towards our goals. This isn't your ordinary sport; it's about innovation and creativity. We have an incredible group of athletes; we are here to help them pave the way.

**WHO WE ARE:** Freestyle BC works with a network of sanctioned ski clubs that align with the incredible ski areas in British Columbia. We share resources and inspiration with viaSport, CSI Pacific and their Regional PacificSport Centers, the Government of British Columbia, and the Canadian Freestyle Ski Association to deliver youth participation and performance programs to help athletes, coaches, and volunteers achieve success through healthy living in British Columbia.

**MISSION:** To place athletes on the Canadian National Team who ultimately win medals at the highest level through high-quality programming and sports development.

**VISION:** To be recognized as the leading Provincial Sport Organization in Canada.

## Message from President

Adrian Taggart

Among the past year's biggest themes was how to re-imagine sport and create a more inclusive sports system for all, in which everyone feels welcomed, valued, and safe. This was especially important as we developed our new strategic plan and completed our quadrennial sector review with viaSport with marked improvements. We are proud to unveil our 2023-2027 strategic plan, our guiding light for growth in the next quadrennial, aligning closely with our members and partners and creating a solid foundation for our athletes and officials. As you will read later on in this report, the strategy work took up significant bandwidth over the past year as we needed to fully explore and determine FBC aspirations and how we can best contribute to the success and sustainability of our association and our community.

Our association witnessed remarkable growth and progress within our community, with our membership increasing by 11% this past year, with a sustained average growth rate of 15% per year over the past five years and represents more than 50% of all the Freestyle membership in Canada.

We witnessed our brightest stars shine bright for Team BC at the Canada Winter Games. Closer to home and in partnership with Silver Star Freestyle Club, we delivered a memorable BC Winter Games, our first edition, after a five-year break. These multisport events are a career highlight event for many of our athletes.

Our commitment to the Timber Tour series is demonstrated with the addition of a part-time events director, Tom (Svin) Swiecicki, a seasoned events expert. Our ability to engage with our membership has never been stronger thanks to the vision and commitment of our part-time communications lead, Reed Holm.

Our volunteers remain the backbone of our programs, and we express our deepest gratitude to each one for their unwavering commitment to our athletes, coaches, clubs and communities. We understand that it is a significant commitment you are making, and that is why we are pleased to be working with Elevate Governance to provide, at no cost to your clubs, a best-in-class governance training and support program this fall to help develop efficiencies, reduce liabilities, update our club manual and provide one-on-one-coaching for all the club presidents and boards.

We could not achieve this level of excellence without our dedicated staff, and we deeply appreciate their unwavering commitment to the Freestyle Community in BC. The oversight provided by our Executive Director, Josh Dueck, has ensured that our association thrives and is a world-class environment for developing future leaders within our staff.

Finally, I need to recognize and salute our diligent Freestyle BC board of directors, whose tireless efforts in overseeing daily operations, guiding us through the sector review, strategic planning, club governance, and policy overhaul have been pivotal to our success. Together, we look forward to a future where Freestyle BC continues to thrive, united in our passion for our sport and our community.

## Message from Executive Director

The saying, "Out of the pot, into the pan, straight to the fire," sums up this past season. We not only survived four years of additional activations in the past twelve months, including but not limited to preparing our Canada Winter Games Team, delivering the BC Winter Games, Government sports sector review and our Strategic Planning session, but we also found innovative ways to thrive through these fires. These tasks were a heavy lift above and beyond our regular operations and commitment to the ever-growing membership. Any decent leader would attest they cannot do it alone; it takes a team to be your best.

First and foremost, I would like to acknowledge the outstanding contributions of Cam Smith. As Director of High Performance Cam and our incredible coaching staff, they helped our athletes deliver their best-ever performance at the Canada Winter Games, securing an impressive 14 medals. This remarkable achievement signifies the dedication and talent of our programs, athletes and coaches. The Team continued their domination on the National and International stages, resulting in the highest conversion rate to the National Team in recent memory, with six BC kids moving up this season. BC now holds 28% of all the National Team spots. Cam was also instrumental in the success of our viaSport sector review while working to meet the expectations of our coach development initiatives.

We work with several other industry-leading coaches who support and enhance our excellence programs alongside the Integrated Support Teams (IST) provided by the Canadian Sports Institute (CSI-Pacific). These professionals complement our exceptional coaching staff, Simon Lemieux and Mike Apps. While we celebrate our successes, we also bid farewell to one of the best coaches in our history, Mike Apps. His contributions over the past five have left an indelible mark on our sport; he will be deeply missed. We are delighted to be now working with Graham Pollock.

Our newly appointed Events Director, Svin, led the Timber Tour series to new heights, breathing new life into our event systems. We significantly increased our investment into the development and support of our judge and officials community, creating safe spaces for our athletes to showcase their talents. Svin's leadership and passion strengthened the sense of community within our organization. The success of our events wouldn't be possible without our incredible clubs and countless hours of volunteer support and commitment. Your dedication to the youth in our communities is nothing short of extraordinary, and you continue to be the core of our organization.

Freestyle BC's commitment to excellence extends beyond the field of play. Our board and staff put in an extraordinary effort to improve our systems during the spring months, which included an audit of our policies, athlete tracking and ranking systems. We will share the outcome of these projects and the resources this fall during our first annual Summit Series for coaches, athletes and parents,

As Executive Director, serving this association for the past five years has been a privilege. I am immensely thankful to be part of this growing community. I extend my heartfelt thanks to our member clubs for their unwavering dedication, our exceptional staff and coaches for their tireless commitment to excellence, and our board of directors for their tireless efforts behind the scenes to ensure the sustainable growth of our Freestyle Community.

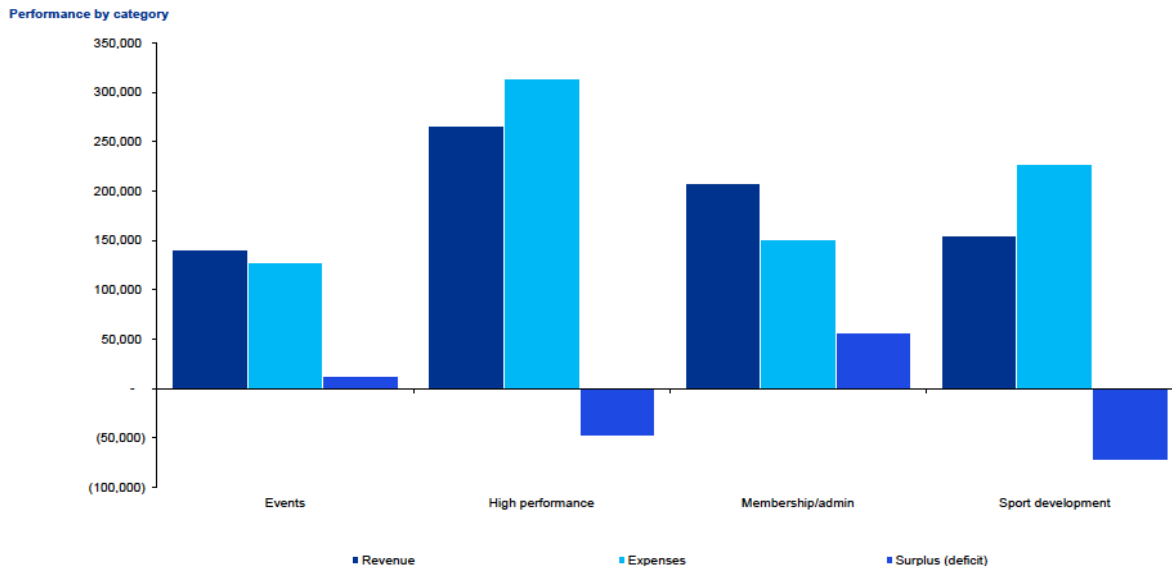
# Financial Summary

This financial summary and table are based on the audited financial statements for Freestyle BC, as presented by KPMG for the year ended April 30, 2023.

Freestyle BC realized a gross deficit of (\$51,257) against a forecasted budget of (\$54,200). Our deficiency of revenue over expenses was operational (\$39,239), with an additional (\$12,018) noted as amortization of our assets. We increased our investment in High-Performance Programs, Sports Development, and Events Delivery, which aligns with our dedication to improving our sports community, which led to enhanced athlete development and better event experiences.

Accounts Payable of \$85,603 → 118% higher due to the backload of expenses at the end of larger than normal competitive season. Accounts Payable are balanced now. Accounts Receivable was lower than normal, with less than 5% outstanding. We ended FY20223 with \$260,573 in assets due to the deferred revenues of \$60,611. The deferred revenues are assigned to the coach development and the Club PSO Board Governance initiatives. Net assets: \$195,317 → \$147,585 unrestricted and \$47,732 held in capital assets.

The association will continue to invest in Strategic Priorities to ensure the safe, sustainable growth of the association with a conservative approach. We continue to explore other revenue sources to diversify our reach and reduce our dependency on Government funding.



## Financial Analysis by Category

Year over Year (“y/y”)

### Revenue Actuals: \$768,691 → +25% y/y

1. \$247,447 Government Grants +13% y/y
  - a. Funding for major games
2. \$146,908 Team Fees +25% y/y
  - a. Number of athletes increased by 17% + 8% increase in fees
3. \$132,526 Events +57% y/y
  - a. Timber Tour, BC Winter Games, Canada Winter Games fees
4. \$103,804 Membership +18% y/y
  - a. Membership increases
5. \$109,102 Sports Development +64% y/y
  - a. Coach Development + Girlstylerz
6. \$28,904 Other -9% y/y

### Revenue Performance

1. 32% Government Grants +3% y/y
2. 19% Team Fees → neutral y/y
3. 17% Events +2% y/y
4. 17% Membership → neutral y/y
5. 14% Sports Development +3% y/y
6. 4% Other -1% y/y

### Expense Actuals: \$820,200 → +25% y/y

1. \$336,902 Head Coaches, CSI support staff, assistant coaches and admin +24% y/y
2. \$98,157 Event fees paid to the LOCs +8% y/y
3. \$143,463 Sports Development +130% y/y
  - a. Judges, Officials, Coaches
4. \$141,119 Travel -1% y/y
5. \$100,559 Other +12% y/y
  - a. Loss of GST exemption
  - b. Communications
  - c. Events Manager

### Expense Performance

1. 41% Head Coaches, CSI support, staff, assistant coaches and admin → neutral y/y
2. 12% Event fees paid to the LOCs -2% y/y
3. 17% Sports Development +8% y/y
4. 17% Travel -5% y/y
5. 12% Other -2% y/y

## Staff



Josh Dueck  
**Executive Director**



Cam Smith  
**Sports Development**



Tom Swiecicki (Svin)  
**Events Director**



Simon Lemieux  
**Head Coach Mogul Team**



Graham Pollock  
**Head Coach Park Team**



Reed Holm  
**Communications**

## Board of Directors

Adrian Taggart

**Chair**

Valerie Linton

**First-vice chair**

Ian McFadgen

**Second-vice chair**

Katja Roberts

**Treasurer**

Mike Shaw

**Secretary**

Adrienne Staley

**Director**

Eddie Hicks

**Director**

Christina Otero

**Director**

Andrew Pool

**Director**

Ahren Stein

**Director**

## Committees

### Human Resources

Adrian Taggart, Adrienne Staley, Andrew Pool,  
Mike Shaw and Ian McFadgen

### High-Performance

Adrian Taggart, Christina Otero, Mike Shaw,  
Andrew Pool and Ian McFadgen

### Finance

Adrienne Staley, Katja Roberts, Eddie Hicks  
and Adrian Taggart

### Marketing

Valerie Linton, Christina Otero and Ahren Stein

### Nomination

Adrian Taggart, Valerie Linton and Andrew Pool

### Strategic Planning

Ian McFadgen, Mike Shaw, Valerie Linton and  
Christina Otero

### Events

Tom (Svin) Sweicicki, Andrew Pool, Katja Roberts,  
Evan Phillips, Mike Shaw, Jay Henitiuk,  
Brennan Thompson and Pam MacDonald





## Events Director

Tom (Svin) Sweicicki

### A Year in Review

2023 was a year of challenge and growth. My first year in this role was immensely fulfilling, and I thoroughly appreciate all the support (and patience) I received while I was getting up to speed. I would also like to acknowledge the extensive workforce that comes together to create our events. The resort staff, our host clubs, judges and officials and, of course, the volunteers who bring such relentless passion and energy to these events. Without your support, our events and competitions simply wouldn't be possible! Thank you to you all!

Last year, we kicked off the excitement with our first MSP Ski Movie tour. We supported six club-hosted ski movie events to help raise funds, raise awareness of programs, etc. and generally stoke the fires of an intense winter season.

Our provincial Timber Tour series saw record athletes competing at Sun Peaks, Fernie and Silver Star. Mother Nature delivered her fair share of challenging weather conditions throughout these events. Regardless, we saw over 280 Super Youth athletes and over 320 Timber Tour competitors.

To add to the excitement and support our female athletes, we hosted 2 Girlstylerz social events during the winter, including the first-ever 'Mind and Body Wellness' gathering, supported by Nature's Fare and Lululemon.

We also saw the introduction of the Mountain Skills Challenge to our Super Youth Festivals, which provides unique skill-development opportunities to our younger athletes while simultaneously strengthening our ski community and showcasing our host resorts.

The postponed 2022 Greater Vernon BC Winter Games took place last year with Silver Star Mountain Resort and the Silver Star Freestyle Club hosting the slopestyle, big air and moguls events, supported by 14 judges, officials, and an incredible group of volunteers! That event saw 12 coaches and 63 athletes from 7 of the 8 BCWG Zones converging on the North Okanagan resort for what is often a highlight of many competitor experiences.

In the world of officials development, through various clinics, workshops and hands-on training opportunities, we provided training, support and advancement opportunities to 29 new entry-level judges and 24 Officials.

In the wake of a successful winter season, we identified areas for change. We began updating our events resources, documents, guidelines and policies to ensure consistency, quality and safety at all events. One such document to note is our Terrain Guidelines. This document has been built through the collaborative efforts of some of our industry's most knowledgeable and experienced minds. It will provide event hosts with a clear understanding of our athletes' expectations and terrain requirements for safe, high-quality, stage-appropriate competition venues.

## LOOKING TOWARDS THE UPCOMING WINTER

In the spirit of continued growth, we have another busy season ahead. Regional, provincial and national level competitions are scheduled throughout the West this year, providing exceptional opportunities for all stages of athletes closer to home. We'll continue expanding our officials' development opportunities to accommodate the surge in athlete numbers and the number of events. Our website will be changing to improve your ability to access critical event information. Hence, you know what events are out there and when and which are best suited to your athlete(s).

We've been busy establishing partnerships with some amazing companies this year, who not only believe in our sport, our mission and our community but are keen to grow with us to promote excellence, community, sustainability and good health in ourselves, our organizations and our planet, so we can continue to do what we do, and allow our younger generations to enjoy our sport for years to come.

## MSP MOVIE TOUR

The MSP Movie Tour is happening again from mid-October into December, with shows in Vancouver and Whistler, Kamloops, Quesnel, Kelowna, Penticton, Vernon, Invermere and Fernie. I encourage you all to support your local clubs!

## COMPETITION DATES

FC Sanctioned

FBC Sanctioned

- Yukon Canada Cup (Slope/Big Air): Nov 30th - Dec 3rd
- FIS Apex Classic (Moguls): Dec 13th - 17th
- BC Winter Games Qualifier - Big White: Jan 5th - 7th (slopestyle only)
- Western Canada Cup (Moguls) - Panorama Mountain Resort: Jan 11th - 14th
- TIMBER TOUR #1 - Panorama Mountain Resort: Jan 18th - 21st
- Sun Peaks Canada Cup (Slope/Big Air): Jan 31st - Feb 4th
- Western Canada Cup (Moguls) - Canyon: Feb 8th - 11th
- BC WINTER GAMES - Lhtako-Quesnel - Feb 22nd - 25th (moguls/slopestyle only)
- TIMBER TOUR #2 - Mount Washington - Feb 29th - Mar 3rd
- Jr. Nationals (Moguls/Duals/AE) - Whistler - Mar 20th - 24th
- Jr. Nationals (Slope/Big Air/HP) - Winsport - Mar 20th - 24th
- TIMBER TOUR #3 - BC Championships - Silver Star - Mar 28th - 31st
- National Championships - (Slope/Big Air) - Whistler - Apr 4th - 7th

## BC WINTER GAMES

The BCWG is taking place in the Northern community of Quesnel this winter. Troll Ski Resort will be hosting the snowsports events. Selection policies, F.A.Q. and other important information will soon be available on our website.

## Communications

Reed Holm

We continue to see great growth within our channels, with Instagram being our key account for new content ideas, highlighting our athletes, giveaways and keeping our clubs across BC informed. Instagram reach in the last season: (2022/2023) **214,450 accounts** (This is HUGE for us!) Previous years: (2022/2021) **159,713** (2021/2020) **56,843** Followers growth: **1836 + 994 new followers (54% growth) 2830 followers** Industry average for good a growth rate is (1.5 - 2.5% monthly) Our engagement and growth rate is off the charts :)



**Highlight provincial team (Excellence / Innovation)** Establishing clear content highways and guidelines for our provincial coaches with communications this summer; we are confident and excited to see our team content continue to spread to a broader audience. **Inform freestyle clubs (Community / Innovation)** Increasing our newsletter cadence to deliver monthly will be a primary focus for communications to keep all clubs informed throughout the 2023/2024 seasons. Daily engagement with user-generated content through story shares, comments and reposts. Showcase all clubs' wins and happenings across BC! **Showcase Timber Tour Series (Excellence / Innovation)** Working with the PSO and LOCs to elevate Timber Tour event coverage while creating digital contests and partnership collaborations to digitally highlight/ extend our live event efforts.

## Sport Development

Cameron Smith

### Coach Development

This year, we delivered an outstanding number of coach development opportunities across the province, with 262 candidates trained. This is a big thanks to the Clubs for pushing these courses to your coaches and the learning facilitators for taking the time out of their daily schedules to deliver the much-needed courses. Progression was made in the Coach Developers becoming certified to run courses in BC, which has helped offer more courses regionally.

Having a Fundamentalz facilitator at almost every club has been an enormous benefit to help make this initial course accessible and affordable. 15 Funz courses were delivered to 85 new coaches across BC. The flat course fee for Fundamentalz has shown to be a good model, and we will continue with this model into the 23/24 season. Two new locations, Hart Ski Hill and Mt Baldy Freestyle, were able to deliver Fundamentalz to their new coaches to help build the new club programming.

Air 1 was delivered in 5 different regions, totalling 31 coaches. Air 2 was delivered in 4 different regions to 27 coaches. Air 3 was delivered twice to 12 coaches, and Air 4 was delivered twice to 14 coaches. A concern looking at the data is that we see a large fall off between Air 1 & 2 to Air 3 & 4 candidates. **This participation gap has been brought to the attention of Freestyle Canada.** Collectively, we need to look at how we can motivate coaches through the pathway to becoming fully certified in the Air pathway. Skiing Skillz and Moguls Comp Intro are two courses that need more attention and support in BC. We scheduled Skiing Skillz twice and Mogulz once; however, these three courses had to be cancelled due to insufficient registrations. **This is another notable concern**, and we must work collectively to resolve the barriers. FBC also delivered two Competition Development Trampoline Doubles courses in Kelowna and Squamish, training 12 coaches.

Freestyle BC Super Coach was a big hit in the Spring of 2023. Coaches from across BC and Canada joined the courses. Courses offered were Air 1-4, Park & Pipe, Slopestyle Comp Dev, and Air Doubles Bag/Snow. The attraction to spring skiing in Whistler is a great attraction and a perfect time to deliver as many coach development opportunities as possible. FBC will plan to continue with a spring coach series in Whistler for the 2024 season.

## High-Performance

Cam Smith

On the high-performance side, Freestyle BC athletes continue to excel in skill development and results across the Country and North America. It is apparent that the Clubs are putting in the effort to enhance programming as athletes come through the system with techniques and tricks to stand out in the competitions.

Under the FBC and Canadian Sport Institute, 80 athletes were nominated for provincial-level carding through their Pacific Sport Region. CSI carding provides athletes with gym access, discounted food, sports medical services, and education seminars to help grow athlete potential.

Through the CWSAA program, FBC nominated 34 athletes during the 22/23 season to receive a Canada West Ski Pass. The pass is provided to FIS-level athletes and grants all access to western ski resorts in Canada to give more opportunities for training and competition outside the home resort.

### Provincial Athlete Ascension

This past season, we witnessed the highest number of BC athletes moving from provincial-level teams to the Next Gen Canadian Team in both moguls in park/pipe. The following athletes have moved to the Next Gen Teams:

- **Tate Garrod** - (Silver Star Freestyle) has earned a title competing in Slopestyle and Big Air for the Next Gen Team.
- **Aidan Mulvihill** - (Whistler Freestyle) to the BC Team and now to the Next Gen Team in Slopestyle and Big Air.
- **Ben Lynch** - A member of the BC Team and a star in both slopestyle and half-pipe, has joined the Next Gen Half-Pipe Team.
- **Skye Clarke** (Vancouver) - After four years on the BC Park Team, Skye has joined the Next Gen Team in Slopestyle and Big Air.
- **Quinn Dawson** - Overcoming injury and joining the BC Team in 2022/2023, Quinn will now represent Canada on the Next Gen Mogul Team.
- **Maya Mikkelsen** (Whistler) - A Whistler local who has spent four years on the BC Team, Maya is now part of the Canadian Next Gen Mogul Team.

Special shoutouts:

- **Kai Martin** (Whistler) - Joining the Australian Park Team, showcasing international talent and diversity in the sport.
- **Caomhe Heavey** (Ferne) - Joining the Great Britain Park Team, adding a global perspective to the freestyle world.
- **Malica Malherbe** (Squamish) - Malica will compete in moguls on the world stage for South Africa.

# Freestyle BC Strategic Plan

2023-2027

The [Freestyle BC Strategic Plan](#) is the result of many months of consultation. It represents the collective efforts of our board, members, advocacy working group, the executive director and the staff to determine the organization's path forward. During the engagement process, it was clear that our membership and other sports stakeholders all have individual priorities requiring daily attention. It also became evident that there continues to be a considerable number of shared interests; this Plan is designed to ensure support and alignment for those interests and, ultimately, the successful outcomes sought. As clarified in the Plan, Freestyle BC will continue to strongly advocate for and serve our members and stakeholders and provide programs that support a robust, diverse and equitable sports environment in BC. Thank you to everyone who contributed to this process.

## **Strategic Goal 1: To be Canada's best provincial Freestyle Ski Team and BC's leading Winter**

**High-Performance program.** As we round the corner of our first year in this Strategic Plan, we are pleased to report that of the 63 targeted tasks, 36 (57%) are in progress, 8 (13%) are ongoing, and 19 (30%) are not started.

**Highlights include** the development of the Competition Season Structure Pathway, Terrain Guidelines, Coaches Summit, improvements to our HP data tracking and Ranking systems and research into more localized training.

## **Strategic Goal 2: To engage all members, partners, and the general public of British Columbia in our**

**vision, mission, values, and culture.** Of 70 targeted tasks, 33 (48%) are in progress, 6 (8%) are ongoing, and 31 (44%) are not started. **Highlights include** regular CLUB PSO meetings and centralized drive, expansion of the [External Sports Credit Program](#) to include Coach Development, increased discounts with premier partners and a strong push through our social media channels and newsletters to promote our athletes, coaches and clubs.

## **Strategic Goal 3: Develop long-term integrated athlete, coach, and officials systems to support event**

**hosting in alignment with Freestyle Canada and Canadian Sport for Life pathways.** Of 47 targeted tasks, 21 (45%) are in progress, 12 (25%) are ongoing, and 14 (30%) are not started. **Highlights include** the Club Governance Project, expansion and integration of a new SafeSport policy Suite with Freestyle Canada and viaSport, and a renewed vision for gender equity at all levels of sport, created in partnership with Canadian Women in Sport.

## **Strategic Goal 4: Continue to develop a best-in-class business model for Provincial Sport Organizations of**

**similar scope.** Of 45 targeted tasks, 16 (35%) are in progress, 13 (30%) are ongoing, and 16 (35%) are not started.

**Highlights include** a concentrated effort toward fundraising and sponsorship, increased grant applications, exploring capital projects and investments, and refined fiscal oversight and accountability.