

2024 Annual Report



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 beautiful BC.

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 the President

Freestyle BC's journey over the past year has been one of growth, resilience, and community building. Our mission remains clear: to foster a sport environment where athletes, coaches, and volunteers can thrive. With a vision deeply rooted in inclusivity and excellence, this past season presented significant challenges and remarkable progress, and I'm proud of what we've achieved together.

At the heart of our work is the continuous improvement of athlete pathways. Our high-performance athletes have set new benchmarks this year, with significant increases in both podium finishes and national team representation. This success is a testament to the strong foundations we've built within our BC Team and high-performance programs, guided by strategic leadership and investment in support services. As we look ahead, our focus remains on optimizing these pathways to create more opportunities for all levels of athletes, from grassroots to elite.

Our community continues to grow, and membership saw a notable increase this year, rising by 19%. While we are pleased with the growth, we are also mindful of the retention challenges that persist in the teenage demographic. In response, we've adopted new initiatives like the temporary membership program to provide more accessible entry points for youth. This program is just one example of how we work collaboratively with Freestyle Canada to address retention and ensure young athletes remain engaged with our sport.

Diversifying revenue streams remains a priority. While we haven't secured significant financial partnerships this year, our valuable in-kind relationships have bolstered our brand and provided tangible benefits to our members. Partnerships with companies like lululemon and Sole Footbeds not only elevate the experience for athletes but also reflect the quality of the Freestyle BC community.

We've navigated governance updates amidst growing expectations from our sport partners, ensuring that our operations remain compliant and future-focused. SafeSport initiatives and human resources continue to cornerstone our commitment to athlete well-being. Furthermore, our collaboration with KPMG has strengthened our internal operations, providing more evident financial management and compliance guidelines reflected in this report's financial updates.

Our accomplishments wouldn't be possible without the tireless efforts of our volunteers and staff. From the grassroots club leaders to the volunteers dedicating countless hours at events and on boards, you are the heartbeat of Freestyle BC. As we progress, we remain steadfast in our vision to create a vibrant, supportive, and high-performing freestyle community.

Together, we're building a sport that inspires future generations and leaves a lasting legacy in BC.

Message from Executive Director

Sport is more than just a game—it's a way of life. As Nelson Mandela famously said, sport speaks to the youth in a language they understand; it brings hope where there was once only despair. I love this sentiment, and it drives my work with our board, staff, athletes, coaches, clubs and government partners to ensure that our sport of freestyle remains a vital part of our communities.

This annual report will highlight our achievements over the past year, the challenges we've faced and the new opportunities on the horizon.

BC Team & High-Performance Programs

On the performance front, we've seen remarkable progress. Domestically, our athletes secured 33% more podiums across the Canada Cup and National events, with a 50% increase in women's podium finishes alone. Currently, 37% of the national team is made up of BC athletes, including two mogul athletes who advanced this year. These gains are largely due to increased investment in integrated support services and the stellar management of our high-performance programs by Cam Smith, as well as the inspired delivery of our world-class coaches, Simon Lemieux and Graham Pollock.

Membership Growth & Coaching

Membership is up 19% across the province, supported by 17 member clubs. In addition, we saw the registration of 100 new coaches, for a total of 297—an increase of over 50% year-over-year. Despite these gains, we continue to see a decline in provincial memberships and FIS licenses, underscoring the challenges of retaining athletes beyond the ages of 14 and 15. The new temporary membership program, thanks to Chris Muir and Freestyle Canada, has been a welcome initiative in addressing this issue and has already shown massive success for newcomers to experience our sport.

Events & Competitions

This past winter presented its fair share of hurdles, with weather-related delays and cancellations, including the BC Winter Games and TT#2 @ Mount Washington. Despite this, our clubs and events team displayed remarkable resilience, with Sun Peaks and Apex stepping up to host the second Timber Tour. The split events were a learning curve, and while we still need to foster a stronger mogul community, we made strides in increasing capacity for official development. Special thanks to Svin's leadership and his work with Freestyle Canada, we've started building a registry and pathways for officials. Our goal is to host more national and international-level events in the coming years.

Diversifying Revenue Streams

To diversify our revenue streams, a lot of focus has been on building meaningful partnerships. While we haven't secured any notable financial deals, we've established valuable in-kind partnerships with lululemon, Swany Gloves, Sole Footbeds, and Back to Earth products. These contributions add value for our members and the broader community while setting the tone and building our reputation as a strong brand.

Message from Executive Director

Communication & Community

Our communication efforts continue to be a highlight. We're fortunate to have Reed Holm managing our social media and newsletters, creating a consistent platform for athletes, coaches, and clubs across the province to share successes and stories. This has helped build a stronger sense of community and connection among our high-performance and coaching circles.

Navigating Governance Changes

This season also brought its share of governance-related challenges. The evolving expectations from Sport Canada, Freestyle Canada, and viaSport have been difficult to navigate. These include updates to our bylaws, policies, and increased oversight of registration systems. The introduction of Safe Sport was a critical step forward, though I acknowledge the strain these many changes have put on our clubs. The amount of change, and the pace at which it has been implemented, has been overwhelming at times. That said, ensuring a healthy, safe, and inclusive sporting environment is paramount. Freestyle BC has also taken a closer look at its internal operations, working with KPMG to ensure compliance across the board. One key outcome of this review is our new GST compliance and stricter classification of employees and contractors, which you will see reflected in our financial updates.

Looking Ahead

All in all, it's been a strong season—though not without its trials. I believe we're on the right path. By continuing to improve our systems, we'll enhance our coach development, athlete development pathways, and volunteer support. Our aim is to create more excitement, fun, and opportunities for the freestyle community to enjoy right here in BC. We are proud to be leading the charge in Canada—not only in membership numbers and club participation but also in advocating for system-wide improvements. Whether it's our Girlstylerz program, our efforts to streamline the coaching pathway, or our pursuit of better systems for judges and rankings, Freestyle BC is making waves. And I remain optimistic that Freestyle Canada will join us in these efforts to create a better system for all.

Gratitude for Our Volunteers

None of our progress would be possible without the incredible efforts of our volunteers at the club level. From our diligent club presidents to the many volunteers who contribute countless hours, we are so grateful for your work. You challenge us to be better and help build a system that benefits not just your kids, but the entire freestyle community.

This marks my sixth year leading the organization, and no two years have been alike. It's been a privilege to learn and grow alongside so many incredible leaders, from club presidents and program directors to coaches. Together, we support a community of athletes striving to reach their potential. On the rugged mountains, the well-groomed courses, and all the conversations on the chairlifts in between. Sport matters. It matters to me, it matters to you, and I'm thrilled to be on this journey with you, building an ecosystem that creates better humans through sport.

High Performance

Canadian Sport institute

The relationship with CSI continues to grow stronger and spreads deeper amongst the regions in collaboration with the Pacific Sport Centres. Nineteen coaches were nominated for carding, and sixty-one athletes across BC became carded. Utilizing these relationships we were able to provide access to strength & conditioning programs, Nutrition seminars, and mental performance services, along with the numerous benefits that carding provides the athletes and coaches.

Canada West Ski Areas Association

CWSAA provides selected athletes and coaches with ski passes to almost all ski areas in Western Canada. For the 23/24 season we were able to nominate thirty-six athletes and eight coaches to receive CWSAA passes. Passes are limited and with the increase demand in our sport we continue to work with CWSAA in increasing access to passes for our high-performance athletes and coaches.

BC Park Team

The team had a Male:Female ratio that aligned with BC Freestyle member rate. Nine new BC Team members and two returning. First Yukon Canada Cup Drew Christensen won, and tied for first in the Overall Canada Cup Circuit. Avery Krumme won the Overall Canada Cup circuit and placed 3rd in Slopestyle at World Juniors Slope and 4th in Big air. We sent 100% of the female athletes to Youth Olympic Games and World Juniors. Congratulations to Gabi Dinn and Ella Garrod who competed well at both of those events. Former BC Team Athletes Aidan Mulvihill and Skye Clarke winning the NorAm title in the mens and womens categories respectively earning them personal spots in the 2024/25 World Cup Season. Mattheus Heslop placing first in Senior Nationals Slopestyle in Whistler. Drew Christensen placing third in Senior Nationals Big Air in Whistler. Congratulations to Bryce Menning and Mitch Steven on their amazing career and contributions with the BC Team! We will miss their presense and support them as they transition to new roles.

BC Mogul Team

The team consisted of three females and six males coached by Simon Lemieux. Four new positions were created after having four athletes retire or move to Next Gen. Congratulations to Cole Carey for winning the Deer Valley Duals Noram and Sina Clegg for placing third at the Stratton Noram. Both of these athletes moved up to the Next Gen Team after a stellar season. Citrine Boychuk was the only athlete from BC representing Canada at the YOG. BC athletes swept the male and female podium at the Panorama Western Canada Cup. BC athletes also showed a strong representation at Jr Nationals with Emelie McCaughey and Annika Cooper securing top spot in their respective age group. Congratulations to George Bobyn, Josh Maga, and Alex Mysko on their amazing careers and incredile gains with the BC Team! We will miss their presense and support them as they transition to new lives.

Sports Development

Coach Development

Coach development continues to grow year over year. We are seeing more clubs striving to host more courses to keep up with the demand of coach memberships and coaches moving through the Comp Intro and Comp Dev pathways.

- Fundamentalz was delivered at nine clubs certifying 63 new coaches. (21 females & 42 males). However, this came with the challenges of many courses needing to be cancelled and postponed to a later date due to the challenging snow conditions that ski resorts faced throughout the winter season.
- Air 1 and Air 2 were delivered across BC on the Coast, Okanagan, Kootenays, and both northern communities of Prince George and Terrace. This concluded in delivering to fifty-seven coaches for Air 1 and thirty-four coaches for Air 2.
- Air 3 and Air 4 were delivered in targeted locations due to facility access in the Okanagan and the Coast. Twenty-four coaches received Air 3 and eighteen coaches received Air 4.
- Air Doubles Trampoline was delivered in both Kelowna and Squamish utilising the access to the Air House supertramps. Twelve coaches were either trained or certified.
- Freestyle Canada brought back the Coach Academy (Super Coach) to Whistler in spring 2024 delivering almost all comp intro and comp dev courses. BC represented a majority of the candidates. This was also a great opportunity to establish new LFs in BC and for our MLFs to help in redesigning the materials and strengthening the coach pathway.

*We continue to see a steady decline from Air 1 to Air 4 participants. We understand that time, money, and facility access all play a role in this decline and we strive to find solutions in providing these courses across the province. Moguls and Skiing Skillz courses have also been lacking in BC. Between the clubs and the PSO it will be important that we work together in bringing these courses to all the regions.

Communications

SOCIAL MEDIA

- Last year we were sitting at 2645 followers and we now are at 4060 for a growth rate of 53.4% (New followers / Starting followers * 100)
- Paired nicely with a content reach of 200,000 accounts in the last year.
- Social first concepts and content series were the key drivers in this growth.

NEWSLETTER

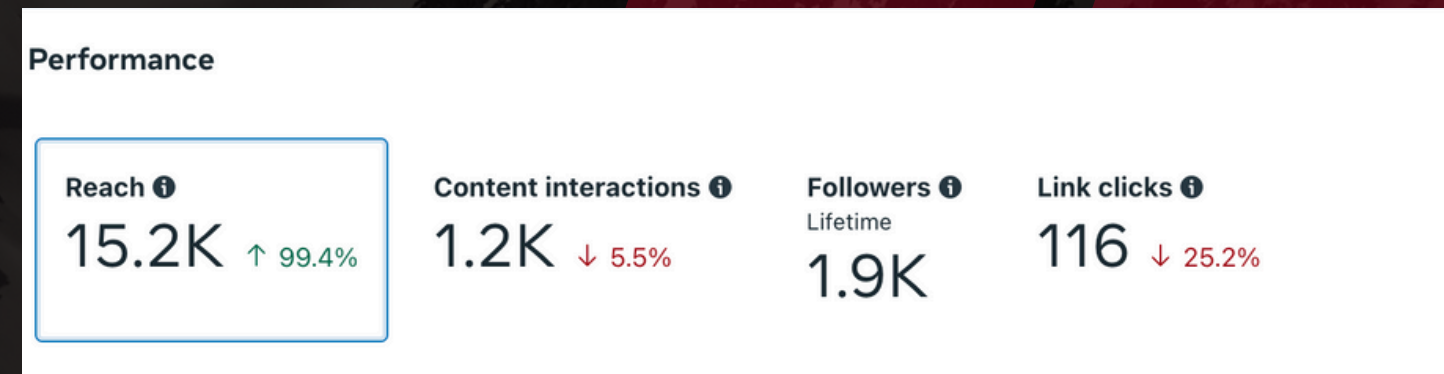
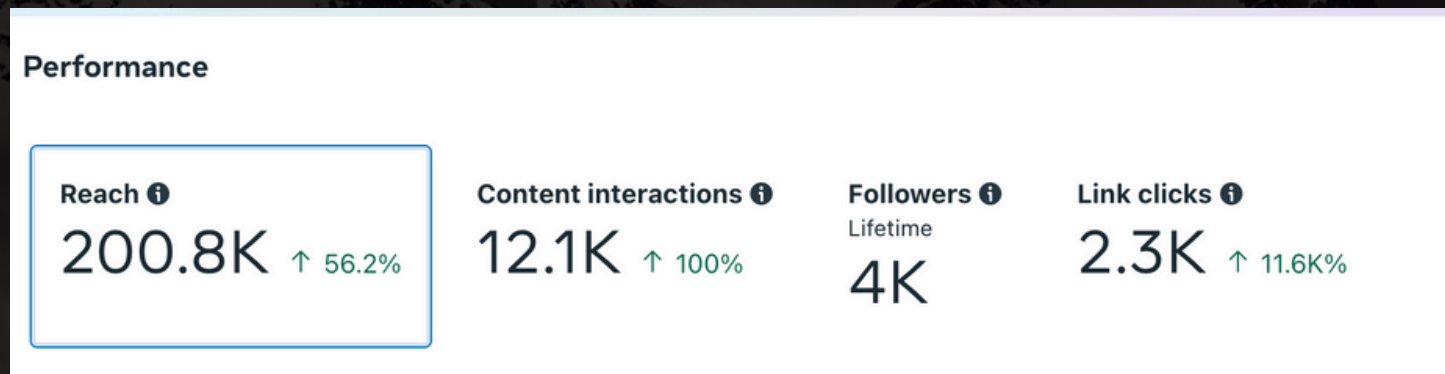
- We increased our output on newsletters by x2. In doing so we feel we provided more stories and updates to the community than years prior.

FOCUS FOR 2024/2025

4 key pillars to drive success

- Highlighting provincial teams and excellence
- Amplify local club news and wins
- Timber Tour & Shred Series coverage
- Deliver monthly newsletters in season to keep the FBC community in the know

Data pulled below September 15th 2023 - 2024



Events 2023 - 2024

MSP Movie Tour

- 6 events
- 1 World Tour Stop

BC Team Fundraiser

- ~\$10,000

Lhtako Quesnel BC Winter Games

- Revitalised Terrain Park
- Troll Freestyle Club

Timber Tour

- 281 Timber Tour Athletes
- 235 Super Youth Athletes
- Mt. Washington events cancelled
- Sun Peaks and Apex collaboration

- **Athlete of the Year**

- Roxton Dorward and Zoe Henderson

- **Spirit Award**

- Soneva Lott and Zach Gagne

Okanagan Freestyle Cup

Girlstylerz On Tour

Officials Development

- Judges - 31 +7%
- Officials - 47 +95%
- 20 Provincial External Sports Credentials Program participants

- **Official of the Year**

- Regan Truscott

- **Volunteer of the Year**

- Megan Mcpherson

Operations

- Terrain Guidelines
- Regional Events Guidelines
- Timber Tour Guidelines Updates



Events 2024 - 2025

Timber Tour

- 3 New Stops
- Priority Boarding process

Shred Series (Formerly Super Youth)

- U16
- 2 Day Format
- MO / SS
- Officials Development Opportunities
- Inverts
 - U14+
 - Prerequisites

Girlstylerz Events

- GSz at Timber Tour
- GSz On Tour
- Freestyle Canada GSz Camps

Officials Development

- Capitalise on development opportunities at all levels of events
- Integrated tracking and training process with Freestyle Canada
- Jay, Terry, Gerry attending FIS A Level Clinic in QC
- Officials Level 3 Course - November
- Provincial External Sports Credentials Program
- New Recruits

Operations

- Developing efficiencies in all areas
- Partnerships
- New Website + Resources

Events Calendar 24 - 25

EVENT	DATE	DISCIPLINE	LOCATION	REG. OPENS
Yukon Canada Cup	Dec 4 - 8	SS/BA	Mt.Sima	-
Apex Classic (Canada Cup)	Dec 12 - 15	MO/DM	Apex	-
Canada Cup	Jan 23 - 26	MO/DM	Panorama	-
Timber Tour #1	Jan 23 - 26	SS/BA/M0/DM	Fernie	est. Oct 30 - Nov 4th
Canada Cup	Feb 5 - 9	SS/BA	Sun Peaks	-
NORAM	Feb 20 - 23	MO/DM	Apex	-
Timber Tour #2	Feb 20 - 23	SS/BA/M0/DM	Sun Peaks	est. Dec 1st
Jr. Nationals	Mar 12 - 16	SS/BA/HP	Winsport	-
Jr. Nationals	Mar 19 - 23	MO/DM/AE	Le Relais QC	-
Timber Tour #3. BC Champs	Mar 27 - 30	SS/BA/M0/DM	Mt. Washington	est. Early Jan, 2025
National Champs	Apr 2 - 6	SS/BA/HP	Whistler Blackcomb	-
National Champs	Apr 3 - 6	MO/DM/AE	Whistler Blackcomb	-

Events Report

Thinking back on the previous year, the term resilience comes to mind. In my second year as Events Manager, Mother Nature kept us busy as we battled frigid cold snaps and uncommonly low tides that forced event cancellations and last-minute changes. Despite these challenges, our community stepped forward with an incredible display of determination and resilience, ensuring our athletes had access to quality competitions and skiing experiences. Seeing the camaraderie and collaboration within this community fills me with immense gratitude for every member of our organisation and membership. To all the officials, judges, coaches, directors, presidents, parents, athletes, volunteers and everyone in between, Thank you for making this sport, and our community, what it is!

Our year began with preparations for the 2024 Lhtako / Quesnel BC Winter Games. Wade Garrod supported the small community of Troll Mountain with the development of their moguls and slopestyle venues. Despite the unfortunate withdrawal from the Games, with Wade's expertise, Troll Mountain revamped its terrain park. This became the catalyst needed to start the Troll Freestyle Club which is now operational and growing steadily. We look forward to seeing Troll Freestyle athletes at our future events.

Pre-season kicked off in style with a BC Team Fundraiser at the Longhorn in Whistler where we we raised just shy of \$10,000 for our Provincial Teams. In addition, Freestyle BC supported 7 Matchstick Productions Ski Movie premiers across the province to stoke the fires for the season ahead and support club fundraising efforts.

The Big White Freestyle Club started our competition season with a slopestyle event offering athletes one last chance to attend the BC Winter Games. This was followed up shortly after with the inaugural 'Girstylerz On-Tour' day camp, hosted by Laura Doherty, focusing on delivering fun-filled, skill-based training and an introduction to competition, for young female athletes.

On the tail-end of a major cold snap, Freestyle Panorama opened our Provincial series just 3 days after hosting a Western Canada Cup Moguls event. A feat made possible by the incredible leadership of Pam MacDonald, Rob Brace, Pam Franklin Cooper and the Kootenay spirit.

The overall success of this series, in light of the significant weather challenges we faced, is another testament to the dedication and strength of our clubs and community.

The Timber Tour was well attended with nearly 520 Timber Tour and Super Youth athletes converging on Panorama, Sun Peaks, Apex and Silver Star. Special recognition must go out to Mount Washington Freestyle Club for their incredible patience and resourcefulness, looking at every option that might have allowed their event to run and to Sun Peaks and Apex who came together in a time of need to share the 2nd Timber Tour spot.

Events Report

The Timber Tour concluded with some amazing spring skiing at Silver Star and their signature year-end banquet and awards ceremony. A huge congratulations to the following athletes, officials and community members.

Athlete of the Year

Zoe Henderson
Roxton Dorward

Spirit Award

Soneva Lott
Zachary Gagne

Official of the Year

Regan Truscott

Volunteer of the Year

Megan Mcpherson

The success, safety and integrity of our events would not be possible, without a strong roster of dedicated officials and judges. This year, through a variety of virtual and in-person clinics, and hands-on training and mentorship, we facilitated introductory and advanced training opportunities for 31 judges and 47 officials.

In addition, we developed a training program that affords Freestyle BC eligibility into the Provincial External Sports Credentials Program which allows BC students within our membership to obtain school credits through training and participation within our judges pathway.

From an operational perspective, the Events Team, with the help of the Events Committee and many incredible minds throughout our community, has developed new terrain and event guidelines to provide support and resources to host clubs and resorts ensuring efficiency, consistency and ultimately the success of our events framework in BC.

Looking ahead

As a result of operational efficiencies, our growing pool of officials, judges and experienced host clubs, BC is seeing more events being held in our province. This, in turn, provides more opportunities for our athletes, closer to home while further supporting the ongoing development of our judge and official workforces. Our community can expect another action-packed calendar this winter with regional, provincial, national and international events scheduled in the West.

As I enter my third year as Events Manager at Freestyle BC, I'm honoured to continue supporting the ski community in our province. This role, and through it, the people I am fortunate to connect with, continuously inspire me to strive for my best, and it's a privilege to give back to the sport and community that have shaped my life in so many meaningful ways.

Financial Summary

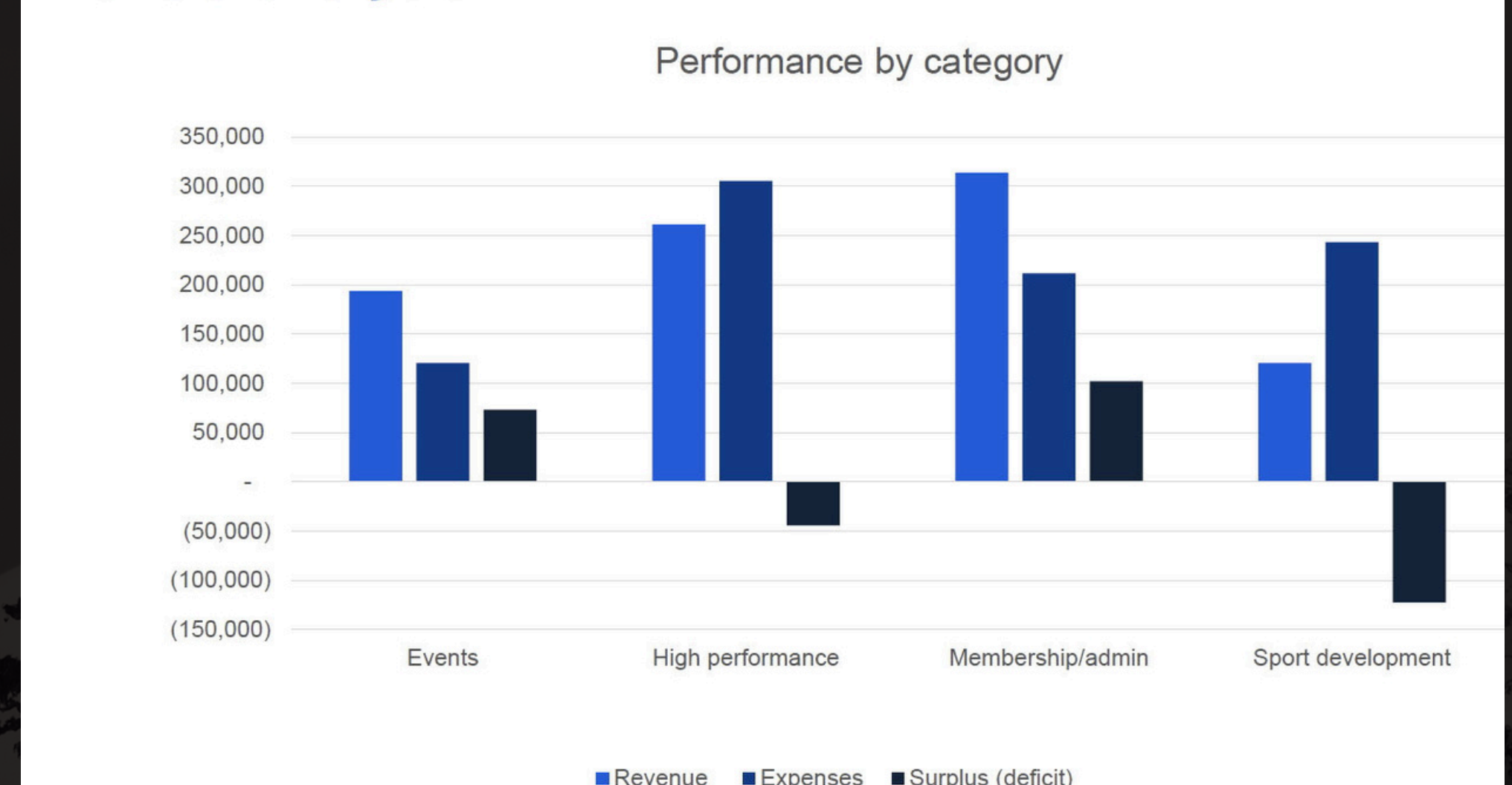
This financial summary and table are based on the audited financial statements for Freestyle BC, as presented by KPMG for the year ended April 30, 2024.

Freestyle BC realized a surplus of \$8,055 against a forecasted budget of (\$27,690). Our surplus of revenue over expenses was primarily a result of a one-time grant of \$72,425.48 from viaSport to support cost pressures and affordability issues at the organizational level. We also incurred two unexpected one-time expenses, both fundamental to a strong and healthy operation; the first was the voluntary disclosure to CRA to become GST compliant, resulting in a payment to CRA of \$28,285. KPMG flagged GST compliance as a risk during our FY2223 audit. The other unexpected expense resulted from three of our full-time contractors becoming employees during our (re)hiring process in May 2023, which happened after the budgeting process in March - April. This resulted in an additional \$14,218 in employee payroll deductions incurred by Freestyle BC.

We continue to increase our investment in sport development: coaching, officials and judge development, event delivery, and our high-performance programs. This aligns with our goal to enhance Freestyle in BC, leading to enhanced athlete experiences and more robust event delivery.

Our deferred revenues of \$43,561 are primarily a result of the coach development initiatives in April and May. Net assets: \$203,372 → \$195,317. Of these, \$163,347 is unrestricted, and \$40,025 is held in capital assets. We ended FY2324 with \$242,376 in cash, down from \$260,573.

Financial analysis



Financial Summary

Revenue Actuals: \$886,041 → +15%

1. \$393,700 Government Grants +43%
 - viaSport \$72,000 + BCEFF \$43,000
2. \$146,908 Team Fees +1%
3. \$132,526 Events -21%
 - Weather deviations and cancellations
4. \$119,202 Membership +15%
5. \$109,102 Sports Development -17%
 - no BCSP grant
6. \$16,863 Other -39%

Revenue Performance

1. 45% Government Grants +13%
2. 17% Team Fees -2%
3. 12% Events -3%
4. 13% Membership -2%
5. 8% Sports Development -6%
6. 5% Other +1%

Expense Actuals: \$880,496 → +7%

1. \$410,401 Staff and contractors +22%
2. \$51,454 Events -47%
 - No BC Games + lower TT#2 registration
3. \$154,546 Sport Development +8%
4. \$118,641 Travel -16%
5. \$145,454 Other +45%

Expense Performance

1. 47% Staff and contractors +5%
2. 6% Event fees -6%
3. 18% Sports Development +1%
4. 13% Travel -4%
5. 17% Other +5%

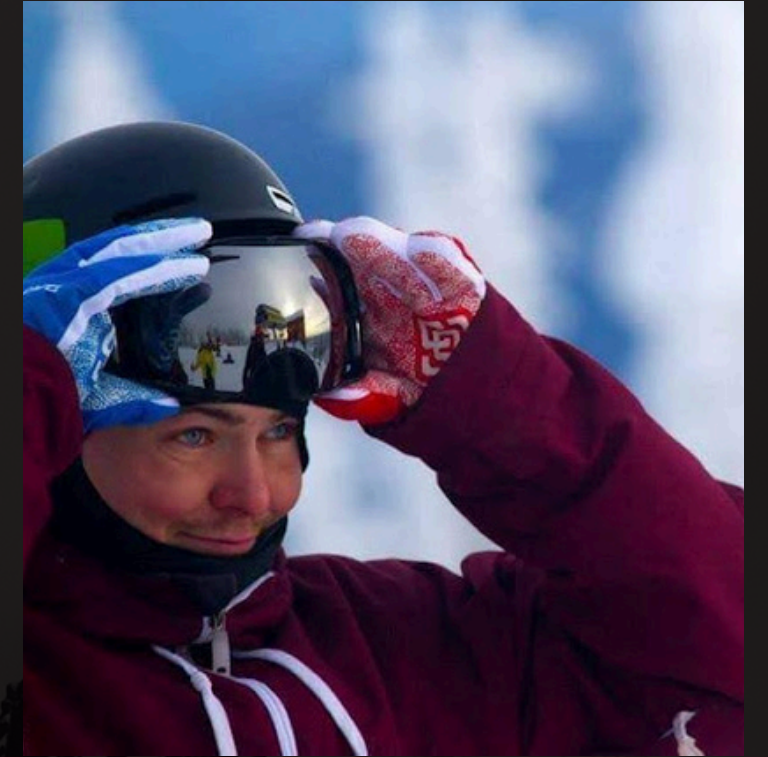
STAFF



JOSH DUECK
Executive Director



CAM SMITH
Sports Development



TOM SWIECICKI (SVIN)
Events Manager



SIMON LEMIEUX
Head Coach Mogul Team



GRAHAM POLLOCK
Head Coach Park Team



REED HOLM
Communications

Board of Directors

Adrian Taggart
Chair

Ian McFadgen
First-Vice Chair

Valerie Linton
Second-Vice Chair

Katja Roberts
Treasurer

Mike Shaw
Secretary

Adrienne Staley
Director

Eddie Hicks
Director

Christina Otero
Director

Andrew Pool
Director

Ahren Stein
Director

Sian Blyth
Director

Committees

Human Resources and Nominations

Adrian Taggart
Ian McFadgen
Adrienne Staley

Events

Tom Swiecicki (Svin) – Manager
Andrew Pool – FBC
Katja Roberts – FBC
Mike Shaw – FBC
Evan Phillips – Head Official
Jay Henituk – Head Judge
Brennan Thompson
Pamela MacDonald
Chris Ebbern
Steve Lewandowski
Matthew Brown
Chris Muir
Mike Apps
Salman Tirmizi
Danika Apps-Mazur
Brett McLelland

Finance & Audit

Adrian Taggart
Eddie Hicks
Adrienne Staley
Katja Roberts

Governance & Ethics

Ian McFadgen
Adrienne Staley
Adrian Taggart
Andrew Pool
Mike Shaw

Strategic Plan

The Freestyle BC Strategic Plan embodies the collective efforts of our board, members, advocacy working group, executive director, and staff, all committed to shaping the organization's future. Throughout the process, we recognized that while individual priorities within our membership and broader sports community demand daily focus, there are also significant shared interests. This Plan has been crafted to ensure alignment with those common interests, fostering unity in pursuing our collective goals. Freestyle BC remains steadfast in its advocacy for our members and stakeholders, delivering programs that promote a dynamic, inclusive, and equitable sports environment across British Columbia. We sincerely thank everyone who contributed to this Plan.

Strategic Goal 1

To become Canada's leading Provincial Freestyle Ski Team and BC's top Winter High-Performance program. In our second year of executing this Strategic Plan, 65% of our 63 targeted tasks, 5 (8%) are completed, 36 (57%) are currently in progress, 13% are ongoing, and 22% have yet to begin. Key achievements include refining our Competition Season Structure and Pathway, Terrain Guidelines, improving data tracking and ranking systems, increasing collaboration with the Canadian Sport Institute (CSI), and enhancing localized training opportunities.

Strategic Goal 2

Engage all members, partners, and the public in our vision, mission, values, and culture. Of 71 targeted tasks, 5 (7%) are completed, 40 (56%) are in progress, 21% are ongoing, and 16% remain uninitiated. Notable progress includes implementing SafeSport policies, supporting club governance through Elevate HR, holding regular stakeholder meetings, expanding the External Sports Credit Program to include Coach and Judge Development, and bolstering athlete, coach, and club promotion through social media and newsletters.

Strategic Goal 3

Develop long-term, integrated systems for athletes, coaches, and officials to support event hosting aligned with Freestyle Canada and Canadian Sport for Life pathways. Of the 47 tasks in this goal, 6% are complete, 49% are in progress, 39% are ongoing, and 6% are pending initiation. Key initiatives include the Club Governance Project, expanded compliance with Freestyle Canada, defined official pathways, and a renewed gender equity vision in partnership with Canadian Women in Sport.

Strategic Goal 4

Build a best-in-class business model for Provincial Sport Organizations. We have completed 23% of our 45 tasks, with 33% in progress, 31% ongoing, and 13% still need to be started. Key advancements include increased fundraising and sponsorship efforts, exploration of capital projects, diversified revenue streams, and enhanced fiscal oversight.