



CANADA SNOWBOARD
Presents

2017-2018 YEAR END REPORT





Brand Statement

It began with the snow.
 With what was never pictured possible.
 It began with a plank of wood,
 and the first person to guide it downhill sideways.
 This is what we share.
 We are the first timers,
 and the olympians,
 the speed racers,
 and air takers.
 We are the contrasting places we've come from,
 and the possibilities of where we might go.
 We're the symmetry of our passion,
 and the diversity in our approach.
 We're the memories we create,
 and the celebration of those before us.
 We're the direction that we're going,
 We are Canada Snowboard.



OUR CREDO

At Canada Snowboard, we believe embracing the culture of snowboarding combined with a commitment to excellence is the foundation of who we are. Performance at the highest level comes from an athlete-focused approach to training, programs and coaching. Our athletes are amongst the best in the world,

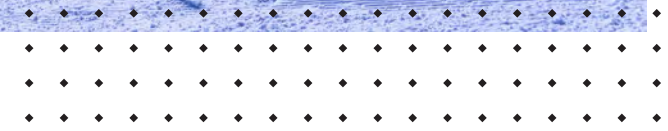
and our goal is to continue to provide them the means to achieve their goals.

Our members are our Provincial and Territorial Associations. They are the backbone of the competitive snowboard pathway. From a young rider's first event, to joining a club, to progressing to the national team,

our Provinces and Territories are key to developing our future high performance athletes. Our goal is to support our members to work together to provide the best possible system for organized snowboarding on the planet. From coaches to officials, judges to events, sport development to high performance, creating strong alignment from coast

to coast in each area will allow us to offer the best possible experience to each participant from park to podium.

We believe our strategic plan encompasses the values and strategies that will allow us to build on our past success to reach future excellence, all through staying true to our core.





A message from the Chair & Executive Director

Athlete centered, results driven, and energized across the organization. The Canadian Snowboard system is healthy and progressing thanks to a unified approach that is underpinned by our members and all participants within our system. Having transitioned to the role of Executive Director of Canada Snowboard, we can expect energy, understanding, solid relationship foundations, and results that will be delivered as we all seek unified milestones. We continue to reflect on our learnings and successes this past season from our snowboard athletes in all of our disciplines having represented Canada in a great way. We have a broad ability within our organization to lead by example in performance on the Olympic and Paralympic Stage as well as become leaders in sport for Indigenous Truth and Reconciliation. We are able to celebrate together and motivate one another towards our next chapter and now is our chance to demonstrate the full potential of Canada Snowboard.

Looking back over the last year, we can share in the progress that has been made. For example:

- We have continued our commitment to more equitable support for all disciplines, abiding to the principle that if a snowboard discipline is on the Olympic or Paralympic program, then it is our responsibility to support it in the most demonstrable and practicable terms.
- Our team worked tirelessly towards an Olympic and Paralympic Games that saw Canadian Snowboarders win 4 medals from 4 extraordinary athletes with the remainder of our snowboard team delivering amazing performances that made us all proud.
- Regarding Truth and Reconciliation, we undertook a significant project in an agreement with Indigenous and Northern Affairs Canada to bring snowboarding to Indigenous youth in partnership with our PTSAs, PTAboriginal Sport Bodies, and Indigenous Partners.
- We have worked to engage and support an Athletes' Council that is working to ensure that athletes are engaged in the decision making processes of Canada Snowboard and have a direct link to the Board.
- As part of our overall organizational alignment, the rebranding of CS and our PTSAs is in full swing and is an exciting initiative at an ideal time heading into a new sport cycle. This will allow us to promote our new brand on the world stage going into the 2022 Games.

Within our mutual reality, there will never be a shortage of challenges as a national sport organization, but it is how we react and conduct ourselves as leaders to each and every challenge that will ultimately see us succeed together. One of our most significant challenges that arise every four years is delivering on the projected results at the Olympic and Paralympic Winter Games. As of now we know the results exceeded expectations, with athletes from every discipline showcasing their abilities on the world's biggest stage. Our team has worked tirelessly with the support of our partners to demonstrate Canada Snowboard as a solid investment to our funding partners. Within the current targeted excellence approach for funding, it is how we are measured and what determines the supplemental funding we receive as recommended by OTP. The performances our athletes delivered in PyeongChang 2018 as well as our ability to demonstrate our potential in 2022 and 2026 has and will have a profound impact on our long-term high performance funding.

Over the years we have worked hard on our approach to high performance, including staff, coaches, our integrated support team, and of course the athletes all persistently working on achieving excellence. We have taken steps to help ensure that each of our national team and



Tyler King
Chairman of the Board



Dustin Heise
Executive Director

NextGen athletes selected to our programs have the best possible opportunity to achieve their personal best and can mutually support each other on this journey. We expect nothing more from our staff and athletes than to give it their best and if each of us is committed to this relentless process, on the day of competition we will have provided the best opportunity for success.

Details on our sport systems, programs, and finances outlined in this report provide further insight into the full scope of our operations. While reviewing and scrutinizing these reports, it is of the utmost importance to note the commitment of our sponsors and key funding partners, especially Sport Canada along with the Canadian Olympic Committee and Canadian Paralympic Committee, which enables us to continue delivering our vision, and for this support we cannot be more thankful!

Our last thank you goes out to our Provincial and Territorial members - and partners - for what they do for snowboarding on a daily basis. They directly represent the backbone of our snowboard system and the considerable numbers of staff, volunteers, clubs, resorts and other stakeholders that enable so many to pursue competitive snowboarding. Of course, there is always more to be done, improved, and invigorated. We look forward to achieving our vision together.

Thank you,

Dustin Heise, Executive Director

Tyler King, Chairman of the Board

2014-2022 STRATEGIC PLAN

The goals set forth represent the proposed targets that will guide the growth, performance, reach and financial strategy.

2022 GOALS

AREA OF FOCUS	PRIMARY MEASURE	TARGET
GROWTH	Registered Participants	7,000*
PERFORMANCE	2018 Olympic / Paralympic Medals	3 Olympic 1 Paralympic
	2022 Olympic / Paralympic Medals	4 Olympic 4 Paralympic
REACH	Communication Platforms	2014 Digital Reach Metrics DOUBLED**
FINANCIAL	Funding Diversification	+25% Unrestricted Revenue

*2014 Benchmark 3,000 participants
**Based on 2014 Metrics of reach



MISSION

To develop and lead competitive snowboarding in Canada.

VISION

To be recognized as a world leading snowboard nation.

- ### VALUES
- PERFORMANCE** > Focus on achievements at all stages of competitive snowboarding.
 - EXCELLENCE** > Strive for athletes, clubs, coaches, officials, judges and technical leaders to perform to their potential.
 - PROGRESSION** > Embrace creativity and the pursuit of development through all stages of competitive snowboarding.
 - PASSION** > Inspire through the passion that is inherent in Canadian snowboard athletes.
 - LIFESTYLE** > Support the culture of snowboarding to contribute to the health and happiness of all those who participate.

Special thanks to the Canadian Olympic Committee for their contribution to this project
For credits and more information visit: www.CanadaSnowboard.ca



2014-2022 STRATEGIC PLAN



2014-2022 STRATEGIC PLAN



3 KEY STRATEGIC PILLARS FOR 2014-2022

- FROM PARK TO PODIUM - LTAD PATHWAY
1. ACTIVE START
 2. FUNDAMENTALS
 3. LEARN TO RIDE
 4. TRAIN TO TRAIN
 5. TRAIN TO COMPETE
 6. LEARN TO WIN
 7. TRAIN TO WIN
 8. ACTIVE FOR LIFE

Canada Snowboard has identified three key pillars that are ingrained in the organization providing a framework to support the high performance athlete pathway.

Each pillar has essential goals and outcomes needed to support and measure the success achieved.



GROWING THE SPORT



- Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- Deliver competition opportunities aligned with long term athlete development in collaboration with member and industry partners.
- Provide a pathway for athletes and coaches to develop from first contact through podium performance.
- Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.

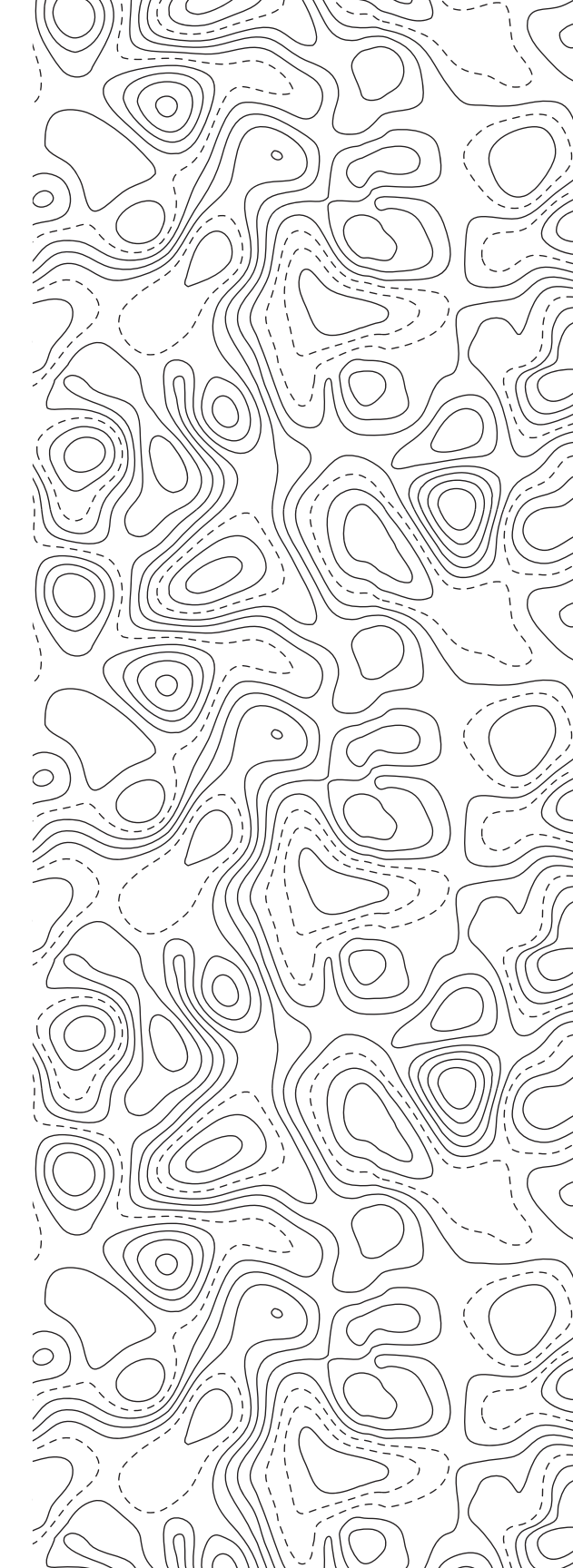
ORGANIZATIONAL EFFECTIVENESS

- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Ingrain risk management strategies into all levels of the organization.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.

HIGH PERFORMANCE



- Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- Align sport development and high performance programs to increase clarity of the athlete pathway.



**HIGH
PERFORMANCE**

NATIONAL TEAM HIGHLIGHTS

30 Olympic, X-Games, World Cup & World Championship Medals in the 2017-18 season



← Seb Toots
Olympic Big Air Gold



← Max Parrot
Olympic Slopestyle
Silver Medalist

← Mark McMorris
Olympic Slopestyle
Bronze Medalist



← Jasey-Jay Anderson
1st - Banskó World Cup



← Laurie Blouin
Olympic Slopestyle
Silver Medalist



← Chris Robanske
2nd - Banskó World Cup

SEB TOOTS GOLD MEDALIST

Men's Big Air

Already a household name in the world of snowboarding, Team Canada's veteran rider (at age 25) became a household name in Canada by smashing the men's Big Air final. After suffering heartbreak in the Men's Slopestyle final, with many believing he was one landed trick away from the podium, Toutant put on a show and landed two massive tricks to take home the world's first Olympic Big Air Gold, and Canada's only snowboarding Gold of the games.



LAURIE BLOUIN

SILVER MEDALIST

Women's Slopestyle

And they say hockey players are tough. After taking a heavy slam in practice, many wondered if Laurie Blouin would even compete in the Women's Slopestyle final. Putting up with some incredibly difficult wind conditions, Laurie landed an incredibly technical and stylish run on her way to her first ever Olympic medal, a Silver.



MAX PARROT

SILVER MEDALIST

Men's Slopestyle

One of two riders to earn a provisional nomination to the Canadian Olympic Snowboard team, Max Parrot put down a monster run in Men's Slopestyle to earn himself a Silver medal and join McMorris on the Men's Slopestyle podium. This is Parrot's first ever Olympic medal in his second Winter Olympic Games.

MARK MCMORRIS

BRONZE MEDALIST

Men's Slopestyle

Less than a year ago, McMorris was clinging to his life in a Vancouver hospital after a serious backcountry accident. Now the 23 year old Regina native has snagged his second ever Olympic Bronze medal, and more importantly has served a role model for athletes the world over.



Mikey Ciccarelli →



Slopestyle/Big Air

This year was all about the Olympics, and going into the PyeongChang 2018 Winter Olympics our Canadian Slopestyle/Big Air team was a favourite to win bring home some hardware. After sustaining a near life threatening injury in March 2017, Mark McMorris made his triumphant return to competition, taking gold at Air + Style Beijing and at the Banana Open. With additional gold medals at Dew Tour and X Games, the Slope and Big Air team came into the games at an all time high.

The team was pegged to win multiple medals at the Winter Olympics but the final podium spot would be left up to the day of Finals. The men were

all going for the top spot, trying to put down the very best run they could on that given day. The judges were looking for a flawless run, with Max Parrot and Mark McMorris aiming to do just that. Rough, windy conditions made it difficult to judge speed through the course but they made it through and respectively ended up with Silver and Bronze medals to kick off Team Canada's medal count at the Olympics. Seb Toots was on his way to a podium in Slopestyle but he over spun a bit and landed a little front heavy on his board on the last jump. He tried to hold it together but the roughed-up landing got the best of him and his Olympic dream.

The following days saw worse conditions for the women, and they battled through harsh winds throughout the competition. In the end Laurie Blouin was able to put down a solid run down and land into a silver medal of her own, further adding to the Canadian team medal count at the Olympics.

Seb entered the Big Air competition ready to shake off his disappointment in Slopestyle with one goal in mind, a gold medal. Seb may have been a few inches away from the gold in Slopestyle but he walked away with the ultimate prize in Big Air, becoming the first ever Male Olympic Champion in

the discipline and smashing our medal goals in the process.

**Final Olympic medal count:
1 Gold, 2 Silver, 1 Bronze**

The team's podium performances didn't end in Korea, as Mark McMorris took home his second straight Men's Slopestyle gold at the Burton US Open (a competition first) and Max Parrot and Laurie Blouin capturing gold and silver respectively at the Jamboree Quebec City Big Air World Cup.



← Derek Livingston

Halfpipe

The Halfpipe team continues to demonstrate growth, with two new riders, Shawn Fair and Jack Collins, being named to the National team and expected to make their 2022 Olympic Debuts. Veteran Derek Livingston progressed his results last season at major events throughout the year, ending with a 7th place finish at the US Open. Elizabeth Hosking, Team Canada's youngest Olympian at PyeongChang 2018 continues to progress her skills within the national team setup leading into 2022.



SBX

Our Snowboardcross program had a season filled with highs and lows. On a high point, our NextGen athletes (females) had a strong season and made some important gains towards performing more consistently on the World Cup circuit. Four of the athletes ended up ranked within the top 16 of the World Cup ranking despite missing a number of races due to injuries.

Our male athletes had strong performances leading to the Olympic Games and during training but couldn't capitalize on their strong form in competition at the Games. Baptiste Brochu who was coming back

from a major ankle injury sustained in the previous season, was riding extremely strong during the official training and recorded the fastest time of the day on the Olympic Course on day 1. Unfortunately, he sustained a season ending injury on day 2 after he was caught by a tail-wind "gust" and over-jumped a feature landing in the flats. Chris Robanske was one of the fastest athletes of the field on race day and was cruising comfortably towards the big final when he ruptured his ACL ligament landing from a jump near the bottom of the semi-final round. Truly, injuries highlighted the challenging points for this program this year.

Season highlights include:

- Zoe Bergemann 1st ever World Cup Podium (Feldberg, GER)
- Tess Crithchlow, 9th at her first Olympic Winter Games
- Four NextGen girls ranked in the top 16 on the World Cup ranking
- Four "Team Event" World Cup Podiums
- 3rd place, Overall Female World Cup Ranking, Team Event
- Eliot Grondin, Qualified for the Olympics at 16 and currently ranked #1 Junior male athlete in the world with two more seasons remaining of junior age category eligibility.

Alpine

The Alpine team continues to make strides in their overall consistency at major events throughout the season. With a strong coaching staff compliment collaborating and continuing to push the Alpine discipline from all levels, the program saw positive changes and momentum heading into the Olympic year.

Jasey-Jay Anderson snagged a top podium spot, finishing 1st in PGS at the 2018 Bansko World cup, showing he is still a threat to the young guns of the sport. After competing at his 6th Winter Olympic Games, Anderson became the only snowboarder in the world to compete in all Winter Games since Snowboarding was added in 1998. Sébastien Beaulieu posted his best ever World Cup result, finishing 7th in PSG at the 2018 Bansko World Cup after being eliminated by teammate Jasey-Jay who went on to win the event.

Jasey-Jay Anderson →



John Leslie →

← Michelle Salt

Para-snowboard

Our Para-Snowboard program continued to grow in the support provided to the athletes through a funded NextGen program as well as the hiring of a NextGen coach who supported all National Team projects.

The major focus of the season was to prepared for the Paralympic Winter Games. Canada fielded the second largest Paralympic Team with 7 riders in 4 sport classifications.

Season highlights include:

- National Team athletes Alex Massie and Curtis Minard both claiming their career first silver World Cup medals, and first ever 'Big Final' appearances, at the World Para Snowboard Snowboardcross World Cup Finals in Big White. Minard also captured Bronze at the Pyhä, Finland World Cup Snowboardcross race.
- Michelle Salt showed consistent results during the Banked Slalom World Cup in Landgraaf finishing 3rd in both races and capturing 3rd place at the Snowboardcross World Cup Finals in Big White
- NextGen athletes Sandrine Hamel and Colton Liddle showed strides in their overall consistency and continues to close the gap in their percentage off the leader at the World Cup Level. Hamel finished just off the podium by less than two tenths of a second at the first Landgraaf Banked Slalom World Cup race.
- The program was awarded 3rd place overall in the World Cup Nation's Cup Ranking, a program first, while Curtis Minard was awarded 2nd place overall for Snowboardcross and Michelle Salt 3rd overall in Banked Slalom.





← Jasmine Baird

NextGen & Dev Groups

NextGen programs across all disciplines continue to showcase the next wave of Canadian riders, with athletes from all over Canada finding success on the international stage.

Season highlights include:

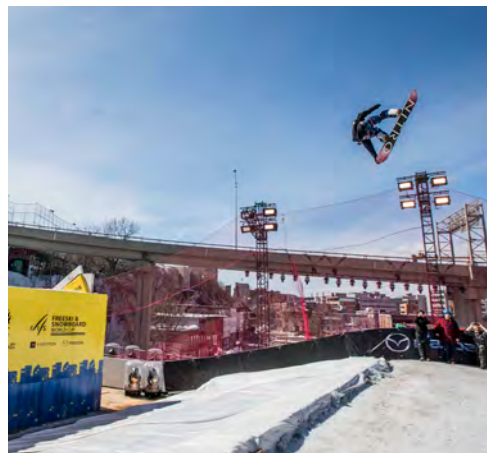
- Eliot Grondin – 2018 Junior World Championships Silver Medalist, 2nd youngest Canadian athlete at PyeongChang 2018, Speed Nation Nationals Sr & Jr Category Champion
- Arnaud Gaudet, 1st Overall – NorAm Cup, 3rd – Italian National Championships PSL, 2nd Speed Nation Nationals, 1st Speed Nation Nationals Jr PGS & PSL
- Jules Lefebvre, 3rd Overall – NorAM cup, 2nd – Copper Mountain NorAM PGS, 1st & 2nd – Holiday Valley NorAM PGS
- Jasmine Baird – 4th – Snowmass Slopestyle World Cup, 1st – Air Nation Nationals Slopestyle, 2nd– Air Nation Nationals Big Air
- Sommer Gendron – 2nd– Junior World Championships Big Air, 3rd – Junior World Championships Slopestyle, 1st – Air Nation Nationals Big Air, 2nd– Air Nation Nationals Slopestyle
- Will Buffey - 3rd - Junior World Championships Big Air, 1st – Air Nation Nationals Slopestyle

SPORT DEVELOPMENT

Milestones

- Positive development with PTSA relations and enhanced capacity lead to the foundation of a successful season.
- Delivered Big White 2018 World Para Snowboard World Cup
- World Cup Big Air Collaboration with Freestyle Canada
- LTAD aligned Hosting Strategy Implemented and supported with newly formed CSTPC and PTSA's.
- Updated multi-discipline Podium Pathway plan completed with OTP, HPP, Sport Development.
- RIDERS Program - 45 delivery partnerships nation-wide ensuring future volume of athletes coming into the system are developing necessary skills at LTAD Stage 03.
- GROM Series - 32 events nation-wide - promoting FUN competition environments at the LTAD Stage 03.
- Elleboard initiatives saw 22 events nation-wide with 250 riders and 40 coaches - doubling the number of camps & initiatives offered from last season.
- Successful multi-year collaboration agreement with the Canadian Association of Adaptive Snow Sports to develop programming, technical leader training and skill development opportunities to support the growth, identification and development of athletes to support the performance pathway and the Para-snowboard long term athlete development plan.
- Successful multi-year collaboration agreement with the Canadian Association Snowboard Instructors to promote and support the Canada Snowboard Coaching Program.
- Successful partnership with the Canadian Ski Council to promote the Riglet program across Canada - with over 10 000 kids participating, ensuring the future of snowboarding in Canada.
- Indigenous Snowboard program continued to align program efforts to support the strategic plan developed with the First Nations Snowboard Association that saw 125 Indigenous riders engaged in multi-week skill development programming in 4 provinces/territories.

JAMBOREE



Always a highlight to the domestic events calendar, the Jamboree Big Air World Cup also served as the Big Air World Cup finals for the first time in its history. While Olympic medalists Max Parrot and Laurie Blouin wowed the hometown crowd of 25 000 + with a gold and silver medal respectively, Îlot Fleurie came alive with a number of sponsor activations and events. The Mazda Super Grom series also showcased some young local talent as they hucked themselves off a mini Big Air jump under the gaze of the World Cup venue.

2018 BIG WHITE PARA SNOWBOARD WORLD CUP

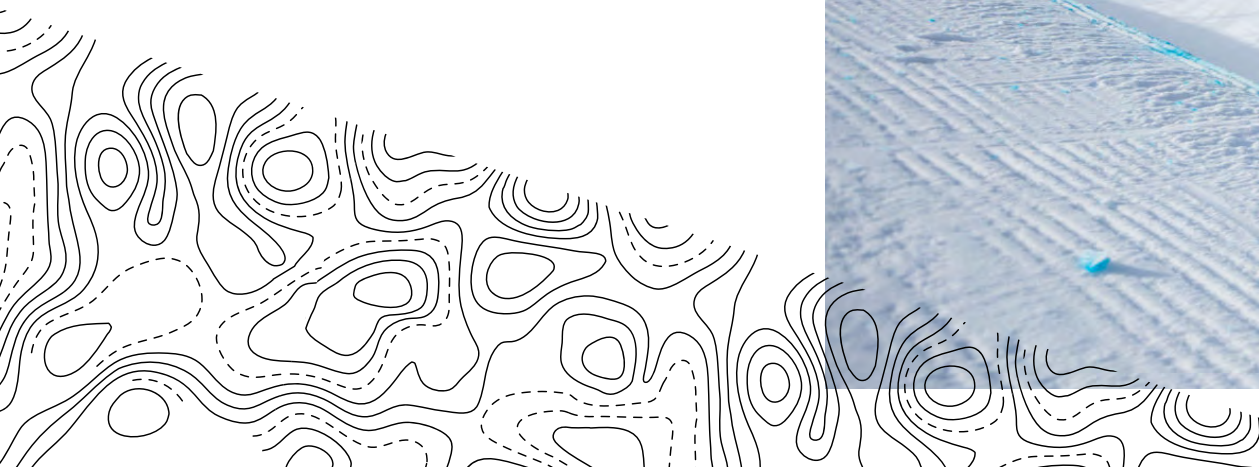
One of the longest running Para Snowboard World Cups in the world, the Big White World Para Snowboard World Cup Finals continued to push the progression of the sport in a competitive, rider focused competition.

The last world cup event before the PyeongChang 2018 Paralympic Winter Games, over 75 riders from 20 countries attended the competition at Kelowna, BC's Big White Ski Resort as a final tune up before the big show. Team Canada performed admirably on home soil, grabbing a pair of silver medals and a bronze in Para Snowboardcross on their way to picking up third in the Nations Cup, which is awarded based on a total of all riders' individual results – the first time Canada has reached the podium in the cup.



Freestyle NATIONALS

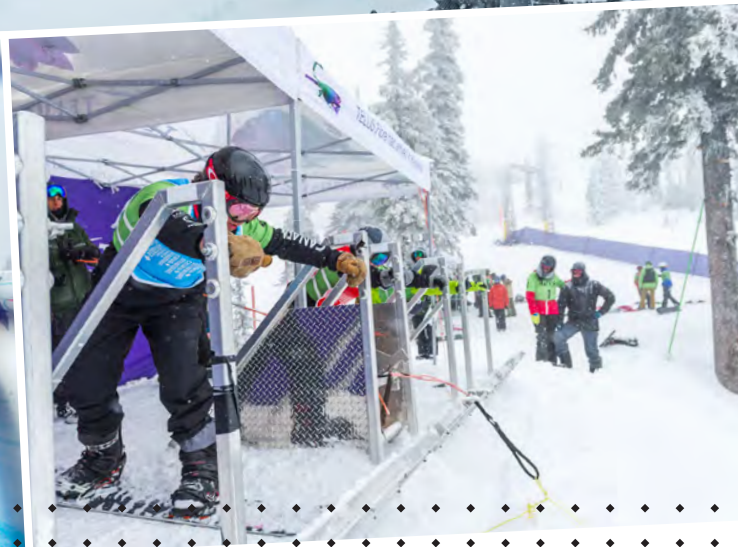
After two year at Mount St.Louis and Horseshoe Resort, the Sport Chek Air Nation Nationals presented by Mazda and Burton made their way to Calgary's Canada Olympic Park for a week filled with Halfpipe, Big Air, and Slopestyle contests. The Junior and Senior categories showcased the next wave of Canadian talent as riders threw down on the expertly crafted Slopestyle course and COP halfpipe. A fun and rowdy banquet capped off a perfect week for Freestyle snowboarding in Canada, with the next-next-wave of riders taking part in the Star Wars Mazda Mini-pipe Super Grom series





SBX NATIONALS

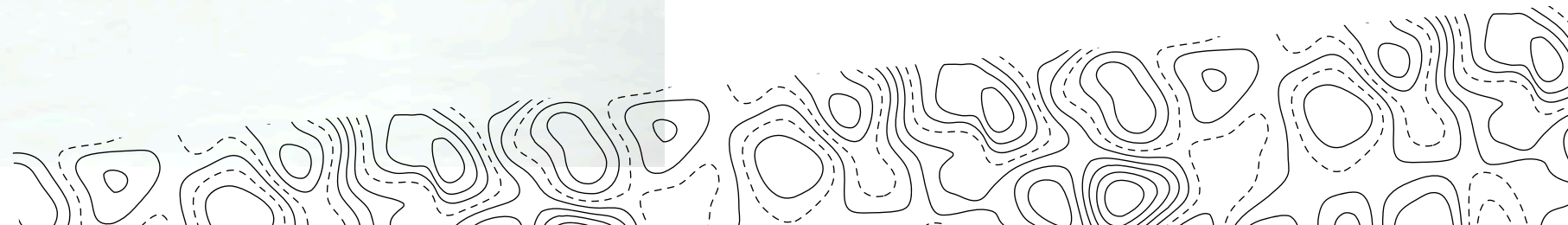
The last nationals event of the calendar year, rippers from across the country raced to Big White Ski Resort for the Sport Chek Speed Nation SBX and Para snowboard nationals presented by Mazda and FA Design. An exciting week of racing saw some hometown heroes and new faces capturing national titles, with competitors of all ages battling each other and the clock to win the top prize.





Alpine NATIONALS

The Sport Chek Speed Nation Alpine Nationals presented by Mazda and FA Design were the first Nationals event of the 2017/2018 year. An added bonus of being a send off for the Alpine snowboarding team before they headed to PyeongChang 2018, Nationals were a hit with athletes and coaches alike, with several senior and junior category competitions and a well attended athlete banquet hosted by CBC Olympics' commentator Adam Higgins.





mazda

GROM SERIES

SPEED & STYLE

The Mazda Speed & Style Grom Series took off in the 2017/2018 season, connecting Mazda and its local dealers to parent and kids in a fun and competitive grassroots snowboarding event. Punctuated by Super Grom events happening from coast to coast, kids got to try their hand at mini Alpine, Halfpipe, SBX, Slopestyle and even Big Air events as Mazda continued to support the next wave of Canadian rippers.

With 34 events and over 1100 participants nationwide, the Mazda Grom Series will continue to grow and develop Canadian talent all while promoting the Mazda brand in an authentic and unique way.

- 5 Super Grom Events
- 29 Grom Events
- 1100+ Kids Attending
- 10 Provinces



PROGRAMS

Coaching Program

This season the Canadian Snowboard Coaching Program (CSCP) focused on increasing the number of Comp Intro Advanced course as well as training new coach developers. The CSCP continued its monthly webinars where the topics presented were based on where the coaches felt they needed more information. This was our first season of our partnership with Canadian Association of Snowboard Instructors (CASI). This partnership allows a Competition Introduction Advanced (CIA) certified coach to skip the CASI level 1 course, and jump straight to CASI level 2 with a 20% discount off registration fees. CASI level 2 instructors can skip the Competition Introduction course and take the CIA with a 20% discount off registration fees. With the update of the Comp Intro/ Comp Intro Advanced coaching reference manual, for the 2018-2019 we will be releasing a FRENCH reference manual, along with the translated LF guide and coach workbook.

THE YEAR IN NUMBERS

- 356 Licensed Coaches
- 118 New Comp Intro Trained Coaches
- 19 Comp Intro Courses Executed
- 10 Comp Intro Advanced SPEED Coaches Trained
- 25 Comp Intro Advanced STYLE Coaches Trained
- 3 Comp Intro Advanced Speed Coach Developers Trained
- 4 Comp Intro Advanced Style Coach Developers Trained
- 5 Comp Dev STYLE Coaches Trained
- 7 Comp Dev SPEED Coaches Trained
- 2 Comp Dev Speed Coach Developers in Training
- 1 Comp Dev Style Coach Developer in Training
- 2 CSCP CIA Coaches took the CASI 2
- 8 CASI 2 Instructors took the Comp Intro Advanced

Indigenous Program & INAC Pilot Project

British Columbia

Kamloops Indian Band & the Sk'elep School of Excellence want to continue moving forward, building on the success of the 2017/2018 program & partnership with BC Snowboard staff. Anne Keith - Youth, Sports and Recreation Coordinator for the Kamloops Indian Band, provided feedback from teachers and noted that the training and workshops hosted during the professional development days were the best that they have ever had. Cathy Astofooroff, Executive Director from BC Snowboard, provided feedback that the current pilot project is going well and would like to continue & build the partnership with Kamloops and new community schools for the 2018/19 season and beyond.

- 132 new BCSB Basic Competitor Memberships (athletes / students from JK-7)
- Continuation of 5 memberships & CSCP coaching license
- 3 new technical leaders taking the CSCP Competition Introduction coaching course
- 8 teachers took the Sport for Life: Active Aboriginal Communities workshop
- 9 teachers and 3 coaches took the Riglet Training whom can continue delivery during school

Ontario

Andrew Robertson, Sport Development Manager at Snowboard Ontario, says this is their second time going to the Long Lake #58 community running programs and is happy to be back and looking forward to the continuation of program at school for the years to come.

Valarie Pheasant, School Principal at Migizi Wazisin Elementary, commented

“We are very excited to have partnered up with the Snowboarding community as it brings new skills and guided learning for our students. With a long winter, the opportunity exists to enjoy the outdoors beyond the traditional activities experienced by the students. Furthermore, as staff, through the coaching clinic, we have focused on fundamental movement skills that are necessary to learning physical activities in a safe and healthy manner.”

- 91 new SO Basic Competitor Memberships (students from K - 7)
- 15 teachers take Sport for Life: Active Aboriginal Communities workshop
- 11 newly certified Fundamental Movement Skills (FMS) leaders
- 9 teachers took the Riglet Training and will be able to continue leading during school hours

We will continue to seek out & build partnerships within new communities, and further develop a consultation process at the provincial, national and community level to continue to enhance relationships and program delivery capacity.

Elleboard

This season our women specific events were held under a new name: Elleboard! With a new logo, new partners like Nibz, and our passionate local coordinators we ran events all across Canada.

THE YEAR IN NUMBERS

- 9 PTSAs ran Elleboard Events
- Total of 25 Ride Days
- ~250 girls participating

Riders













With the growing popularity of the RIDERS program, this year we started with the translation and design of the French pocket guide for the Green, Blue and Black curriculums. This will be available for our PTSAs and their resort partners in 2018-2019.

THE YEAR IN NUMBERS

- 8 PTSAs ran RIDERS
- More than 40 participating resorts in Canada
- More than 50% of the PTSAs ran all three programs: Green, Blue and Black
- Around 18250 kids in Canada participated in a RIDERS program



PTSA MEMBERSHIPS

BC  870 Members	AB  693 Members	ON  454 Members	QC  428 Members
SK  176 Members	MB  157 Members	NWT  130 Members	NS  93 Members
YT  56 Members	NL  26 Members	PEI  10 Members	NB  0 Members

PTSA HIGHLIGHTS



British Columbia

- Nearly 4,000 students participated in Riglet In School Program
- Hosted successful events including Provincial Series, BC Winter Games, Air Nation, Speed Nation, SBX Nationals and Para World Cup
- BC Provincial Team athletes performance at all level of competition



Alberta

- Grom Series continued to be awesome with nearly 100 kids for the 3 Events.
- Involved the Next Gen and High level athletes as judges for the Grom and Family events to create mentorship role.
- Halfpipe athletes and Slope Athletes named to Next Gen and National Team.
- Next Gen Slope - Matteo Massetti, Jack (John) MacDougall, Carter Jarvis
- Next Gen Pipe - Owen Wopnford, Braeden Adams,
- National Pipe - Jack Collins, Shawn Fair
- Amount of National team athletes speaks to great coaching in Alberta as well as how fortunate we are to have the World Class legacy facility of Winsport as a resource in our backyard.
- Hosting Nationals for the first time in numerous years. Highly successful with the Jr Nationals on the Smaller jump line creating a great progression to Sr Slope Big Line. Huge Crowd for the Big Air day.



Ontario

- Increased Sport Development Initiatives including Riders, Riglet & coaching
- Supporting Stage 4 athletes through SO Speed Series and CRL regional events
- NorAm events hosted in PAR, SBX and Freestyle & Hosting of Alpine Nationals
- Exceptional performance of Ontario athletes at national and international events
- 39 event days in 2018



Quebec

- 1st ever Air Nation event in Quebec at Mont Tremblant
- Super Grom mini BA event in Downtown Quebec City during Jamboree
- Quebec athletes represented Canada in every Olympic and Paralympic discipline (Alpine, SBX, SS, BA, HP, Para)
- Speed Nation events at Le Relais (Alpine) and Mont-Orignal (SBX)

PTSA HIGHLIGHTS



Saskatchewan

- " Highlights currently being collected and will be included in final report"



Manitoba

- Record number of female athletes; female coaches (including our 1st Mom Coach!)
- Record # athletes attended Nationals at COP
- Expanded Prov Series from 4 events at 2 Hills to 6 events at 3 Hills.
 - Including 1st MB/SK Battle of the Boarder Cup... MB won!!
- 1st ever US training trip to Colorado for High Performance Team. Didn't like it! We booked Yukon for next season!
- Local club Backside Nines sold out their 1st Riglet style 6 week program for & 4 year olds "mini nines," with 10 athletes.
- 1st ever Provincial Championship event planned for 2018/19.
- Canada Games team selected for 2019.



Northwest Territories

- " Highlights currently being collected and will be included in final report"



Nova Scotia

- First ever Mazda Super Grom Event. Over 26 riders under the age of 12 ripping up the SBX track all morning, the largest grom turn out of the season.
- Provincial Team Personal Bests – Over 10 riders achieved personal bests at NorAm and National level events.
 - Liam Moffatt with the first ever NorAm win in SBX for a NS athlete (an additional four podiums including a 3rd place at Nationals), Marnie O'Brien finishing 5th at Jr. Nationals, best ever finish for a Female SBX rider from NS and Bridget MacLean finishing in 3rd place for the second year in a row at U15 Nationals.
- Male Individual Athlete of the Year – Liam Moffatt was awarded the Male Individual Male Athlete of the Year at the 21st annual Support4Sports Awards.



Yukon

- Record number of participants at Yukon Champs. Event featured a new Fam Jam category where kids and parents earned points towards a family total. The Champs also featured artwork by an alumni and custom copper medals by a local jeweller.
- 14 members proudly participated in snowboarding at the 2018 Arctic Winter Games in Fort Smith, NWT as athletes, coaches, officials, judges, and terrain builders.
- Athlete Ethan Davy was recipient of the 2018 Yukon Aboriginal Male Athlete of the Year award.



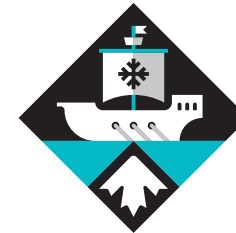
Newfoundland

- " Highlights currently being collected and will be included in final report"



Prince Edward Island

- " Highlights currently being collected and will be included in final report"



New Brunswick

- " Highlights currently being collected and will be included in final report"

BUSINESS OPERATIONS

Milestones

- Continued execution of Canada Snowboard brand system and '#OurSummit' marketing campaign
- Completion of first collaborative National Ski and Snowboard Day in tandem with Freestyle Canada and Alpine Canada
- Canada Snowboard bylaw update complete
- Successful tenure of outgoing Executive Director Patrick Jarvis with internal succession from Dustin Heise
- Hosting first annual Yeti Summit fundraiser and Toronto engagement event
- Largest social media growth of any NSO at the 2018 Olympics
- PTSA rebrand system complete and launched (TBC)
- Completion of 'The Drive' series in partnership with King Snow and Mazda
- Launch of the Mazda Grom / Super Grom event series
- Chairlift Society fundraising platform raised a total of \$60,000 to support underfunded programs
- Addition of official team suppliers Skullcandy, TravelRoller and Normatec
- Renewal of national team partners Med-Ray and High Sierra
- Partnership with B2Ten to support national team camps
- Hosting of CS Partnership summit in Toronto, ONT



Social & DIGITAL

Canada Snowboard's communication is focused on digital reach, and genuine communication with our followers. By embracing our biggest influencers, our athletes, each of our channels has seen significant growth over the past season.

 14.5K

 15K

 8.9K

Quick Stats

- Largest Follower growth (by %) of any NSO during the Olympic Winter Games (18%, 5,920 followers overall)
- Facebook: 2.5 Million impressions, 29.2k engagements, 12.3k link clicks, 115.1k total video views
- Twitter: 2 million impressions, 2.2k link clicks, 2.3k retweets, 277 replies
- Instagram: 7,925 followers gained (most out of any Canada Snowboard Platform, 118% increase of followers based off of April 2017 numbers)

CANADA SNOWBOARD
Presents the

YETI SUMMIT

- Fundraiser - Games Tournament -

The 1st Annual YETI Summit was held May 4th at the Fermenting Cellar in Toronto's historical distillery district.

The event at its core is a fundraiser, but the strategy behind the event is far more extensive. The main objective was to create an asset in the Toronto market that can grow and develop over time.

The Yeti Summit was designed not only to attract corporate partners for the event itself and for the organization, but to bring together athletes, fans and the snowboard community. Over time, this event will become a key opportunity for bringing in additional funds for the national team, as well as future partners for Canada Snowboard.

Although, we did not see a huge profit in year one, our goal was to break even, but more importantly it was to make our presence known in Toronto, by throwing an awesome party that wasn't your typical fundraising gala. We wanted guests, athletes and partners to walk away with anticipation for the 2019 event. In the end, we managed to accomplish both these objectives, while bringing in a small profit for this year and setting us up for further success in years two, three and beyond.

Hits:

- Sold out the event!
- Guests were having a great time and really enjoyed the tournament
- People really enjoyed playing with and against the athletes
- Had athletes from all disciplines attend, as well as 3 out of 4 Olympic medalists
- All Tier 1 Partners participated in some capacity
- Hiring a production company elevated the level of the event
- Established an event in the Toronto market

Key Learnings:

- We need to off-set more costs through sponsorship/partnership
- Need to find a way to engage more corporate teams
- Review venue costs and restrictions (food/alcohol) for next year
- Refine silent auctions items, checkout process and sales platform
- More efficient use of athlete confirmations as teams sign up



- NATIONAL TEAM SPONSORS -



- Funding Partners -



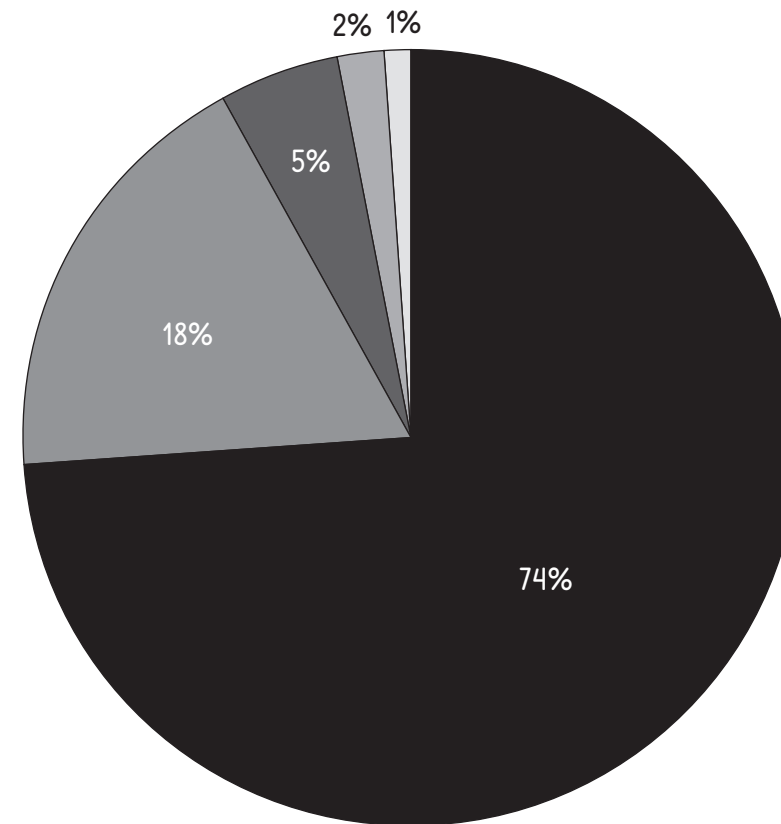
SPORT PARTNER
PARTENAIRE SPORTIF





REVENUE

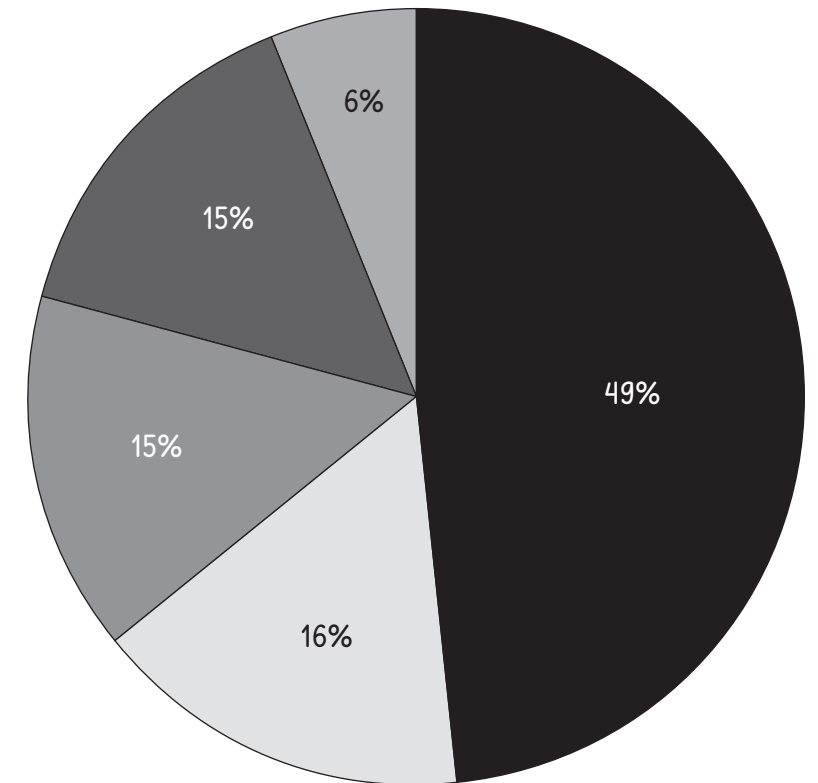
	2017-18	2016-17
Contributions	\$3,500,207	\$3,249,509
Sponsorship	\$856,716	\$738,045
Program Revenue	\$250,292	\$408,999
Donations	\$98,642	\$98,162
Other Revenue	\$14,862	\$36,268
Total	\$4,720,719	\$4,530,983



Contributions
 Sponsorship
 Program Revenue
 Donations
 Other Revenue

EXPENSES

	2017-18	2016-17
High Performance	\$2,292,451	\$2,214,560
Major Events	\$730,983	\$739,004
Sport Development	\$690,676	\$777,731
Business Development	\$689,846	\$509,792
Leadership & Administration	\$ 289,646	\$ 310,960
Total	\$4,693,602	\$4,552,047



High Performance
 Major Events
 Sport Development
 Business Operations
 Leadership & Administration

BOARD OF DIRECTORS

Executive

–

Tyler King, *Chairman*

Danny Buntain, *Vice-Chairman*

Erin Wilkins, *Secretary*

Jason Muir, *Treasurer*

Directors at Large

–

Tim O'Brien

Mark Szepes

Krissy Murphy

Gord Manuel





← Tyler Nicholson



BURTON