



**CANADA SNOWBOARD**  
*Presents*

# 2018-2019 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

We are athlete performance and results driven, motivated to deliver success across the organization. The Canadian Snowboard system is as healthy as ever and progressing thanks to a unified approach that is driven alongside our PTSA's. As teammates the Chair and Executive Director at Canada Snowboard are proudly surrounded by a great Board of Directors, Staff, and Snowboard Athletes that are poised to become the World leading snowboard nation. We can expect the continuation of great results, by leading with positive energy, seeking a greater understanding of our athlete's needs to be successful, solidifying all stakeholder relationships, and delivering performance and results.

We continue to reflect on our learnings and successes from this past season in all disciplines, from World Juniors to World Cups, IPC World Championships, X-Games and other major events worldwide. We have the ability within our organization to lead in performance on the Olympic and Paralympic Stage as well as lead in sport for Indigenous Truth and Reconciliation. We will strive to motivate one another towards our next chapter, as now is our chance to continue to demonstrate the full potential of Canada Snowboard.

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

- Our team is working tirelessly towards the 2022 Olympic and Paralympic Games and in order to support that performance we have secured 2020 World Cups in SBX (Team and Individual), Half Pipe, Slope Style, Alpine Snowboard (2 Starts), more than any other nation.
- Regarding Truth and Reconciliation, we continue to undertake the development of snowboarding for Indigenous youth in partnership with our PTSA's, Aboriginal Sport Bodies, and Indigenous Partners.
- We have continued to significantly grow 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.
- We have worked extensively with our 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 implementation of the rebranding of CS, along with our PTSA's is in full swing, and is an exciting initiative at an ideal time heading into a new sport cycle, promoting our new brand on a world stage going into the 2022 Games.
- We have grown revenues significantly, we have built the TV potential for a stronger presence, and we will continue grow our digital presence globally to lead our sport into the next generation of a healthy sport league.

There will never be a shortage of challenges as a national sport organization, it is how we react and conduct ourselves as leaders to each and every challenge that will ultimately see us succeed together.



Tyler King  
Chairman of the Board



Dustin Heise  
Executive Director

Over this past year, we have worked hard on our approach to high performance, including staffing alignment, 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 next gen athletes selected to our programs have the best possible opportunity to achieve their personal best and we can mutually support each other on this journey. We expect each of us as staff and athletes to give it their best, operate with integrity, 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.

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 across this country. 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 this vision together.

Thank you

Dustin Heise, Executive Director

Tyler King, Chair of the Board

# 2014-2022 STRATEGIC PLAN

## VISION

To be the world leading snowboard nation.

## MISSION

To develop and lead competitive snowboarding in Canada.

## VALUES

Our values are founded on **INTEGRITY**. An athlete-centered, honest, consistent and transparent approach to everything we do. These are our uncompromising principles that lead our community through partnership and collaboration.



### Performance

Focus on the potential for athletes, coaches, officials, judges, technical leaders and stakeholders to achieve at all levels of snowboarding



### Progression

Embrace innovation and creativity in the pursuit of developing snowboarding at every stage



### Passion

Inspire and lead through living our values and being proud of who we are and where we're from



### Community

Support the culture of snowboarding and our athletes to contribute to the health and happiness of all those who participate



### Partnership

Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

# 2014-2022 STRATEGIC PLAN CONTINUED

## 3 STRATEGIC PILLARS

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



**HIGH  
PERFORMANCE**

# Slopestyle/Big Air

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Post-Olympic year, it was one of the quieter years for the Slopestyle team as most recovered from the intenseness of qualifying for the Olympic games. Olympic Media Tours, Video Projects and Sponsorship Engagements were the bulk of the offseason for the medalists. Once the 2018/19 season was on its way, Big Air events and most FIS World Cups were put on the sidelines as the National Team set to focus on the reduced schedule of the Elite Tour.

Mark McMorris after getting the pins from his previous injury removed, his first competition of the year was X-Games, he wasn't expecting to medal after just coming back from recovery but managed to get Silver in Big Air and after falling on a run that wasn't working in Slopestyle, and completely changing his run to something he hadn't even practiced on the X-Games course he pulled it together and got another Gold medal in Slopestyle.

Max Parrot, after attending the Beijing Air and Style was diagnosed with Hodgkin lymphoma, putting competitive snowboarding to the side while he fought his battle against cancer. Max announced in August of 2019 that he had won the battle and beaten cancer, he's returned to competition and has already started with a Gold in Big Air at the 2019 Oslo, Norway X-Games.

Sebastien Toutant also put competitive snowboarding on hold while he filmed a new video project after winning his Olympic Gold Medal in Big Air, Seb attended X-Games where he placed 4th in both Slope and Big Air events.

Laurie Blouin had a busy off season after winning her Olympic Silver Medal in Slopestyle, but backed it up with her first X-Games appearance getting a 7th in Slopestyle, and first x-games Gold medal in Big Air.

Brooke Voigt had a Silver at Seiser Alm Slopestyle WC, Bronze at Total Fight, and a top 8th result at the Slopestyle World Championships (where the finals were cancelled due to weather), being one of her best seasons yet.

Tyler, Darcy, Spencer and Mikey all had top ten results on the elite tour including Mikey's bronze at Spring Battle. Tyler and Spencer both suffered re-occurring knee injuries at the World Championships (Tyler) and US Open (Spencer) both during practice days. They are expected to return to competition in January 2020.



# NextGen Slopestyle

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With the National Team's reduced schedule, and focus on the Elite Tour, The NextGen team had an increase of World Cup opportunities, and showed the world we have a solid foundation of younger riders who can still podium major events.

William Buffey had multiple notable results from the year including three podiums at the Jr World Championships (3rd BA in 2018, and 1st SS, 3rd BA at the 2019 event) and two 6th place finishes at FIS World Cups (Seiser Alm SS WC and Quebec BA WC).

Sommer Gendron was also representing the Canadian Flag on all four possible podiums at the 2018 and 2019 Jr World Championships ( 2nd BA, 3rd SS in 2018. 1st BA and 1st SS in 2019). Sommer was able to qualify into the Sr World Championships where she landed both of her runs her into 14th place among the other women.

Jasmine Baird had a breakout season with her first World Cup podium at the Seiser Alm Slopestyle WC, qualifying her into the Sr World Championships where she landed her run and qualified into 6th place (unfortunately the finals were canceled due to weather). Her World Championships riding got her a spot into the elite US Open event where she landed her run and ended up 9th place. These results and the elite invitations for Jasmine helped her to be selected to the National Team for the 2019/20 season, unfortunately she fell during early season training in New Zealand and will require knee surgery, she will likely miss the entire winter season this year rehabbing the injury.

The Slopestyle teams have been split into 3-tiers for this season, with four coaches between the National and NextGen Programs: National team (Elite Tour), NextGen Team (World Cup Tour) and the NextGen Prospects (National Tour). This will give the riders more support throughout the competition structure as we will have program resources spread among the World Cups and Elite tour events, so no matter where the riders are invited they will be under the programs umbrella of support. A National team rider can attend a World Cup event with the NG coaches or a NG Rider can attend the US Open with the NT coaches. The NextGen Prospects will continue to ride within their provincial clubs but will have the support at World Cups or NG training camps if the opportunity arises for them this year. Canada Snowboard High Performance Staff (Admin and Coaching) spent most of the off-season preparing this structure change and hosting information sessions with the team, their parents and stakeholders for an in-depth level of communication.





# Halfpipe

Building on the momentum of the program the previous season, the halfpipe team made another huge leap in results and performances. Derek Livingston the Veteran of the team, had been improving his competition run since the Olympics and it paid off with a 7th place at the FIS World Championships a program best since the 2009 WCH. He later placed 3rd at the Calgary HP World Cup, becoming the first Canadian halfpipe rider in nine years to podium a major event. Weeks later at the Mammoth HP WC he podiumed again for another Bronze Medal finishing off his best season yet with a 7th place at the Elite US Open event.

Derek, the veteran was not the only one with some major event results through the season, two of the newer riders to the program had podiums at the Jr World Championships. Elizabeth Hosking in 2018, and Shawn Fair at the 2019 Jr World Championship events both with Bronze Medals, being the first podiums at a Jr World Championships since 2005! With the podiums at both Sr and Jr Major events, Canada is once again showing the world that we can produce Halfpipe riders in our nation.

New to the program this year is an up-and-coming rider Brooke D'Hondt who we are really excited for, at only 14 years old, her 2018/19 results were able to win the entire Nor-Am Tour in Halfpipe and gain herself a personal spot into the World Cups this season, provided she was of age (15) to compete in them... Which means she will likely fore-run some World Cups but have to wait another year to officially compete at the World Cup Level. However; her results from the year got her invited to attend the US Open Junior Jam, where she won the event and an entry into the Elite US Open where she landed her run for a 13th place. Brooke is one of the younger riders to stand out to us for team selection but this year's team selection had the longest list of eligible riders for Halfpipe that we have seen before, showing that there are lots of good up-and-comers in the system for the future of this program. Both Young and old members to the team are gaining world recognition for their results and continue to progress. The Canada Snowboard Halfpipe Program is looking upwards from here.



# SBX

Our athletes had a strong season and made some important gains towards performing consistently on the World Cup circuit despite some injuries. Our World Championship showing was strong, but was not without strokes of misfortune. Baptiste Brochu came back from an injury sustained during the 2018 Olympics and was easily one of the fastest men on the track. An unfortunate and very close DSQ would keep him out of the Big Final and unable to land on the podium in the individual race. Showcasing his resiliency, Baptiste went on to battle in the small final, finishing 6th. Carle Brenneman would finish 8th in the individual race and 6th in the first ever mixed gender team event with partner Baptiste. The Mixed Gender Team Event will debut as a new event in the 2022 Olympics.

The structure and foundation of our Snowboardcross NextGen Program continues to be developed with our new Head Coach structure and NextGen coach. The NextGen Program continues to operate parallel to our National Team Program based on the level of the current identified athletes, but will continue to be supported by their personal coach. This allows our National Team Head Coaches and NextGen Coach to collaborate and work closely together and provide a seamless transition between both programs.

## SEASON HIGHLIGHTS

- Kevin Hill - 3rd Baqueria Beret World Cup
- Baptiste Brochu - 6th 2019 World Championships
- Eliot Grondin - 9th Feldberg World Cup
- Kevin Hill - 8th Veysonnaz World Cup Finals
- Carle Brenneman - 8th 2019 World Championships
- Carle Brenneman/Baptiste Brochu - 6th 2019 World Championships SBX Team Race
- Kevin Hill - 10th Overall World Cup Standings
- Eliot Grondin - 2nd Junior World Championships



# Alpine

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Our Alpine program made important strides this season under the technical leadership in place. The hiring of a NextGen coach was a welcomed addition to the program, increasing the support and targeted projects for this group. This allowed our head coach to put more focus towards the National Team athletes, who have made significant progressions in their overall consistency at the World Cup level and some, posting career best results this season.

Canada had a strong showing at the 2019 Jr World Championships. Canada took home 3 medals, a silver and bronze in the male PSL individual race and bronze in the mixed gender team event. Canada also saw two additional athletes within the Top 6 of the individual PSL and PGS races.

Our NextGen focus remains towards younger athletes who have the potential to win medals at the 2026 Olympic Games. NextGen initiatives are now more structured towards providing a program around identified athletes to provide them the best support possible. Beyond the identified athletes, a number of athletes in the same age range will be engaged to take part in some of the projects to provide a more competitive environment with the intent being a more seamless pathway between their club programs and the NextGen program in the future.

## TEAM HIGHLIGHTS

Darren Gardner - 4x Top 15 WC Finishes

Jasey-Jay Anderson - 9th PGS 2019 World Championships

Sebastien Beaulieu - 7th PGS Scoul WC

4 athletes finishing in the top 3 NorAm Overall, securing personal quota spots for 19/20 WC Tour



# Para-snowboard

Our para-snowboard program experienced a great deal of change this season. The existing coaching staff from the PyeongChang quad evolved into new opportunities, within and outside of the organization.

Under new technical leadership of Greg Picard, the para-snowboard program found its stride and was able to make advancements in delivering a yearly training plan that supports athletes' performance with a higher engagement and overall buy-in than previous seasons.

Sandrine Hamel had a break through season and made important gains towards performing more consistently at the World Cup level. Starting the season off strong, she posted back-to-back 2nd place finishes at the Landgraaf Banked Slalom World Cups. In one of the deepest fields seen all season, Sandrine landed on the podium again with a 3rd place finish at the Dew Tour Banked Slalom. Capping off her competitive season with a 2nd place finish at World Championships in Banked Slalom –securing Canada's first WCH medal in this discipline. Her BSL results were followed up by a 2nd place finish during the individual snowboardcross event, where the womens LL2 category format shifted for the first time to a 4x4 format, and rounding out the 2019 World Championships with a 2nd place finish in the snowboardcross team event with USA Partner (Brittani Coury).

A targeted recruitment strategy focusing on NextGen identified five new prospects to the program in four sport classifications (Women's LL1 & LL2, Men's UL & LL2). The NextGen strategy will continue to focus on delivering a targeted program for newly identified athletes that includes supplementation of their YTP with a local club/coach. Recruitment efforts moving forward will center around the sport classifications in which we currently have no athletes, Men's LL1 and Women's UL.

## TEAM HIGHLIGHTS

Sandrine Hamel - 2nd 2019 Para World Championships – BSL  
Sandrine Hamel - 2nd 2019 Para World Championships – SBX  
Sandrine Hamel - 2nd 2019 Para World Championships – Team Event  
Sandrine Hamel - 2x 2nd Landgraaf BSL WC  
Sandrine Hamel - 3rd Dew Tour  
Sandrine Hamel - 2nd Overall in BSL WC Rankings currently



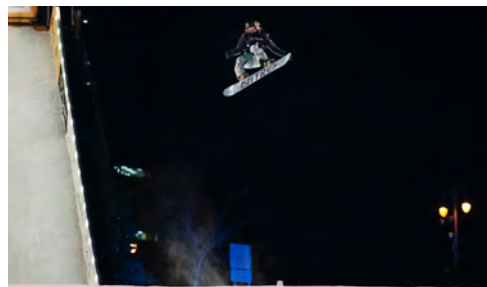
# SPORT DEVELOPMENT

## Milestones

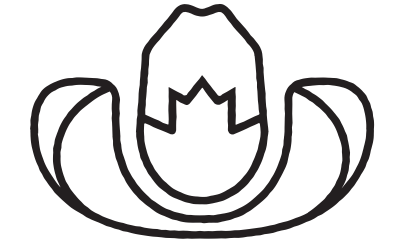
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- Positive development with PTSA relations and enhanced capacity built the foundation for a successful season.
- Delivered Big White 2019 World Para Snowboard World Cup
- 2019 FIS World Cup Big Air and 2019 FIS World Cup Halfpipe Collaboration with Freestyle Canada
- 2020 FIS Snowboardcross World Cup confirmation at Big White Ski Resort
- 2020 FIS Slopestyle/ Halfpipe World Cup confirmation at Winsport
- 2020 FIS Alpine World Cup confirmation at Blue Mountain.
- Updated ADM support - support the development of Provincial/ Territorial Athletes to Next Gen programs.
- RIDERS Program - 55 delivery partnerships nation-wide ensuring future volume of athletes coming into the system are developing necessary skills at LTAD Stage 03.
- GROM Series - 45 events nation-wide - promoting FUN competition environments at the LTAD Stage 03.
- Elleboard initiatives saw 25 events nation-wide with 300 riders and 42 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 Little RIDERS 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



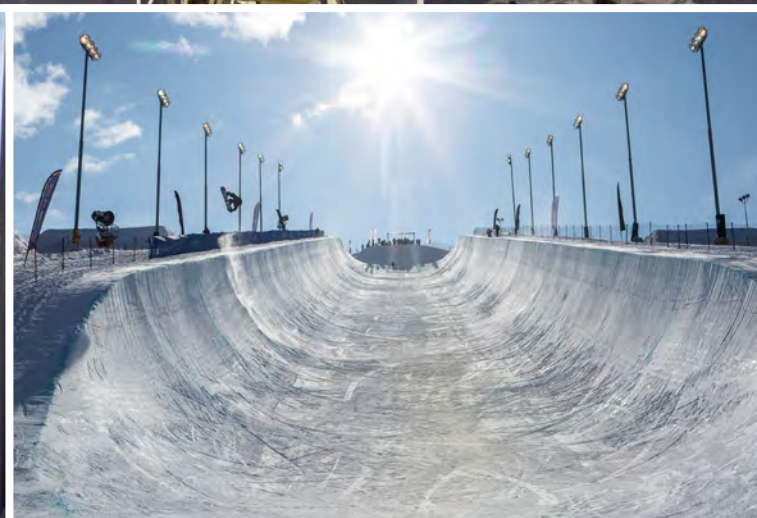
Always a highlight on the domestic events calendar, the Jamboree Big Air World Cup also served as the Big Air World Cup finals for the second time in its history. While Olympic medalists Laurie Blouin wowed the hometown crowd of 25 000+ with a silver medal, The Canadian Big Air NextGen team was also there to show the level of our future National team to the rest of the world. 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.



# HALFPIPE RODEO

FIS FREESKI & SNOWBOARD WORLD CUP

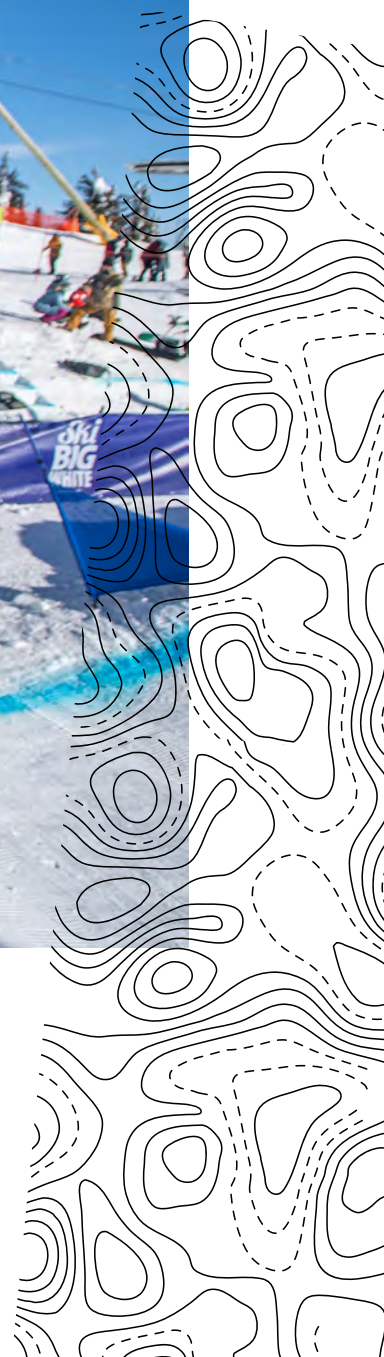
New on the Calendar this year was the Halfpipe Rodeo at Winsport's Canada Olympic Park in Calgary, an important training base for Canada's national halfpipe team. This showed in the incredible performance of our own Derek Livingston, who put down a stylish run under the flood lights of the 22' foot Superpipe and took home the bronze medal. Calgarians were invited to join the activities and events that were presented to the general public in real rodeo style. A Pancake breakfast kept the spectators warm and filled up, while there was a GROM-pipe event showcasing some local talent and the female National Team Riders inspired the next generation of girls while they rode together on the slopes of Winsport.





Hosting its first World Para Snowboard World Cup event in 2013 and the World Championships in 2017, Big White now joined Landgraaf (NED) as the longest consecutively running Para Snowboard event host on the World Para Snowboard calendar. This event continued to push the progression of the sport in a competitive, rider focused competition.

A key world cup event before the World Para Snowboard Championships in Pyha, over 75 riders from 20 countries attended the competition at Kelowna, BC's Big White Ski Resort as a tune-up before the big show. Team Canada performed admirably on home soil, grabbing one silver medal and a gold in Para Snowboardcross.





# Freestyle NATIONALS

The Air Nation Nationals presented by Mazda and Burton made their way back to Calgary's Winsport Canada Olympic Park for a week filled with Halfpipe, Big Air, and Slopestyle contests. Where the Junior and Senior riders battled the challenging weather conditions while showcasing their talent as they threw down on the expertly crafted Slopestyle course and Halfpipe. Lots of fun clinics were hosted on & off snow during the week as well, riders could participate in a family-oriented pipe jam, relax during a sport massage or work on their yogi skills. 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 Speed Nation SBX nationals presented by Mazda. An exciting and hot 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 Speed Nation Alpine Nationals presented by Mazda kicked things off in Blue Mountain Ontario for the first Nationals event of the 2018-2019 season. An added bonus this year was the news that in February 2020 a World Cup will be hosted in the exact same location. Nationals were a hit with athletes and coached alike, with several Senior and Junior category competitions and FIS North American Cup Finals.





 **mazda**

# GROM SERIES

**SPEED & STYLE**

The Mazda Speed & Style Grom Series took off in the 2018/2019 season, connecting Mazda and its local dealers to parent and kids in a fun and competitive grassroots snowboarding event. Punctuated by 6 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 38 events and over 1200 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.

6 Super Grom Events  
32 Grom Events  
1200+ Kids Attending  
10 Provinces



# PROGRAMS

## Coaching Program

This season the Canada Snowboard Coaching Program (CSCP) launched a pilot program for online evaluation at the Competition Introduction level. Our goal is to improve the evaluation process, making it more cost efficient and for coaches across the Nation to get evaluated. The CSCP continued its monthly webinars where the topics presented were based on increasing the knowledge of current programs and pathways across the Nation. 2019 marks the first Master Coach Developer (MCD) content specific training since 2014 where three new MCDs were trained, continuing our movement to train more evaluators and facilitators across the Nation.

### THE YEAR IN NUMBERS

- 323 Licensed Coaches
- 88 New Competition Introduction coaches trained
- 16 Competition Introduction courses executed
- 5 New Competition Introduction Advanced Speed coaches trained
- 17 New Competition Introduction Advanced Style coaches trained
- 3 New Master Coach Developers trained
- 9 Competition Developed coaches certified
- 5 Competition Introduction coaches certified
  - 2 Coaches moved through the Online Evaluation pilot for certification
- 7 Coaches in process of moving through the Online Evaluation pilot



## Elleboard

This season the Elleboard Program focused on increasing the number of Ride Days and events across the nation and continued to have conversations around how to attract, retain and grow female participation in our sport. The new logo and name were worn proudly by the girls on the neck tubes designed and made by NIBZ, one of our partners. 9 PTSAs ran the Elleboard Program with around 30 Ride Days and close to 300 participating girls.

## Riders

With the growing popularity of the RIDERS program, this year we finalized the translation and design of the French pocket guide for the Green, Blue and Black curriculum. These documents were available for our PTSAs and their resort partners in 2018-2019.

### THE YEAR IN NUMBERS

- 9 PTSAs ran RIDERS
- More than 50 participating resorts in Canada
- More than 60% of the PTSAs ran all three programs: Green, Blue and Black
- Around 18750 kids



# PTSA MEMBERSHIPS

BC  764 Members	AB  696 Members	QC  551 Members	ON  441 Members
SK  158 Members	MB  157 Members	NWT  109 Members	NS  85 Members
YT  56 Members	NL  55 Members	NB  5 Members	PEI  3 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 Event continued to be a huge success, attracting over 90 riders. National/ Next Gen Athletes helped at the Events and the kids get to meet their snowboarding heroes. Coaches Challenge and Pipe Fest at Nationals were a great hit along with the Family Pipe Jam where families formed teams to compete in the pipe with the National team athletes judging.
- Top Pipe coach Josh Duncan and Olympian Mercedes Nicholl leading the Pipe Fest Clinic at Nationals for the next generation of pipe riders. Kids learned from step A-through to proper drop in's and technique.
- The Winsport Canada Olympic Park Halfpipe World Cup made a comeback in 2019 and Derek Livingston taking the podium.
- Extremely successful hosting of the Halfpipe World Cup.
- Three medals in Halfpipe at Canada Winter Games , Kamilla Kozuback, Liam Gill and Khianna Hyatt.
- CWG games were hosted by Red Deer with the Pipe event taking place at Winsport.



## Quebec

- Increasing numbers in the Riglet in Schools program, now reaching over 3,200 kids in the last season.
- Increase of 23% total membership, especially officials.
- Hosted successful events in all disciplines.
- Grom Series continue to grow with more stops scheduled for the more remote regions.
- Increased staff sustainability meaning consistency of staff into the 2019/2020 season.



## Ontario

- Supported Sport Development initiatives including Little Riders, Riders, Elleboard, Coaching and Officials program;
- Executed Speed Nation and Air Nation events in Parallel, Snowboard cross and Slopestyle;
- Hosted Speed Nation Alpine Nationals;
- Provided provincials level athletes with over 40 provincial series event days on snow;
- Exceptional performance of Ontario athletes on the world stage with 5 of the 7 Canadian snowboard medals at World Juniors coming from Ontario athletes.

# PTSA HIGHLIGHTS



## Saskatchewan

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



## Manitoba

- 1st year hosting of a Provincial Championships Event at Asessippi.
- Year 3 of the MB Provincial Series events held across Manitoba.
- Canada Games Team.
- Mazda Groms & Elleboard events continue to grow participants.
- New Website & Branding.



## Northwest Territories

- Added a rental and registration trailer to the NWT Snowboard facility.
- Added an NWT Snowboard merchandise line to be available for members/ supporters.
- Continually increasing membership numbers every year.



## 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



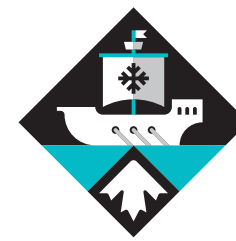
## Yukon

- Celebrated YK Snowboard 13 anniversary with the community! Tie dyed hoodies, pizza party, awards, gear swap and more festivities all year-long...
- 13th year of Sandor's Shredders (a.k.a. Riders Program) with steady participation growth and coaches who came up through SY programs.
- Participated in our 4th Canada Winter Games with Yukon's best results yet.



## Newfoundland

- Successfully ran weekly training programs at all three hills including Marble Mountain, White Hills and Smokey Mountain.
- Hosted Grom events at Marble Mountain and White Hills.
- Hosted a female Snowboarding Camp at White Hills.



## New Brunswick

- NB Snowboard are not currently developed as a PTSA however are continuing to work with local resorts to grow Snowboarding clubs around the Province in hope for future government support.



## Prince Edward Island

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



# BUSINESS OPERATIONS

## Milestones

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- Implementation of Canada Snowboard Safe Sport Policy and Process
- Hiring of new Communications team
- Development of new marketing, editorial and communications plan for 2019/20 Season
- Completion of collaborative National Ski and Snowboard Day in tandem with Freestyle Canada and Alpine Canada
- New team and World Cup sponsorship with Aexos
- Renewal of Burton and High Sierra Sponsorships
- Hosting second annual Yeti Summit and Toronto engagement event
- Completion of new editorial content in partnership with Mazda
- Addition of official team suppliers Icebreaker, ClifBar & Normatec
- Partnership with B2Ten to support national team camps
- Office space partnership with CSI Pacific and Chill foundation
- Brand development and launch of Alpine Snow TKO World Cup and Barrels & Berms Snowboardcross World Cup
- Continued growth of social media following across Instagram, Facebook and Twitter
- Transition to new finance staff and return of controller Jane Chua



# 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.

 16.1K

 16K

 9K

**CANADA SNOWBOARD**  
Presents the

# YETI SUMMIT

- Fundraiser - Games Tournament -

The 2nd annual YETI Summit was held this past June at a new venue in Toronto, bringing together the snowboard community and corporate Canada.

The event has developed into a point of connection for riders of all disciplines, as a celebration of the year past and an opportunity to bring snowboard culture to the heart of Canada's business network. With current and potential partners in the house, including almost every major agency in Toronto that collectively represent over 100 of Canada's biggest brands, the event focused on developing new relationships that will continue to develop into new opportunities to engage with our events, teams and programs.

New this year included Marquee guests including Mark and Craig McMorris, new games, and a digital silent auction that raised over \$8,500 during the event. While the event wasn't a major fundraising success, it continued to grow in its reach, awareness and effectiveness to become a staple off-snow engagement opportunity.

Throughout the season we'll evaluate options for the event shifting locations and delivery partners for this summer and beyond, with the focus being to continue to grow the brand and experience of the event in new markets while ensuring its sustainability in the long-term.



# - NATIONAL TEAM SPONSORS -



**BURTON**



## - Funding Partners -

**Canada**



SPORT PARTNER  
PARTENAIRE SPORTIF



**SNOW  
SPORTS  
CANADA**

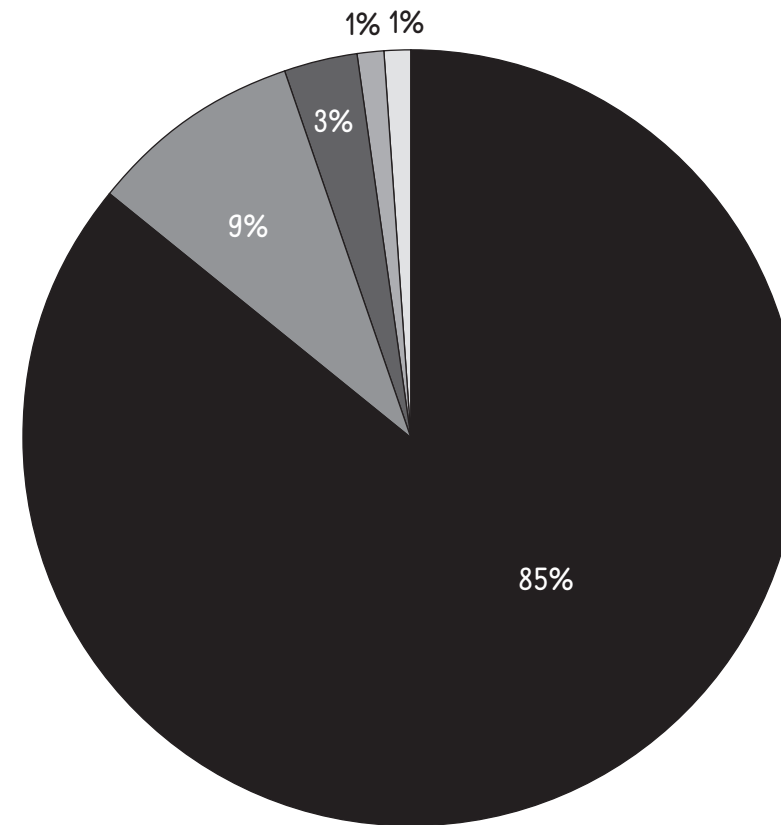
## - Exclusive Suppliers -





## REVENUE

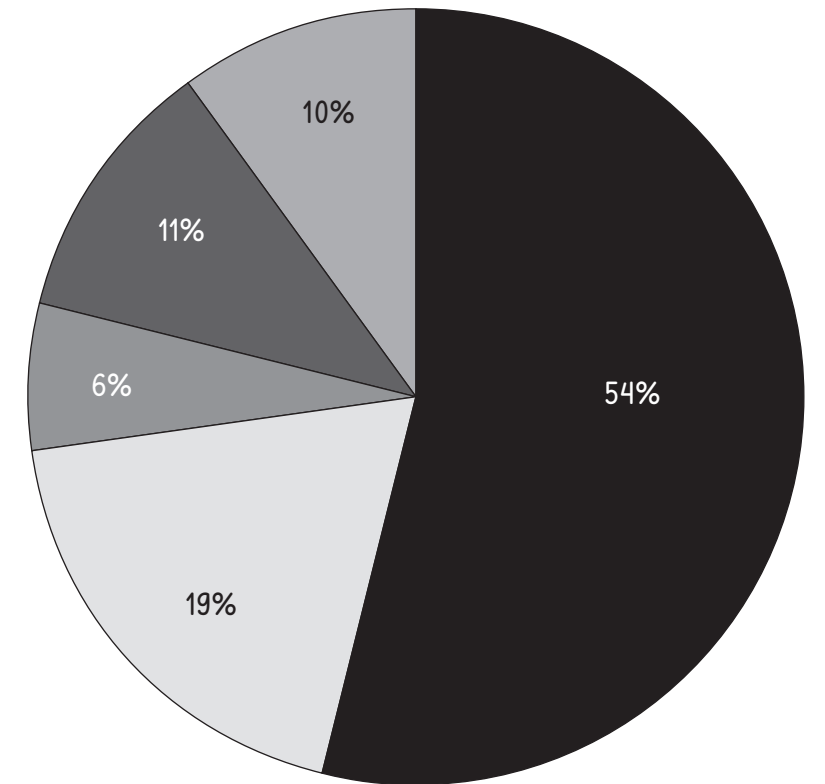
	2018-19	2017-18
Contributions	\$3,787,406	\$3,500,207
Sponsorship	\$421,192	\$856,716
Program Revenue	\$139,696	\$250,292
Donations	\$52,705	\$98,642
Other Revenue	\$40,596	\$14,862
<b>Total</b>	<b>\$4,441,595</b>	<b>\$4,720,719</b>



Contributions
  Sponsorship
  Program Revenue
  Donations
  Other Revenue

## EXPENSES

	2018-19	2017-18
High Performance	\$2,383,371	\$2,292,451
Major Events	\$837,098	\$730,983
Sport Development	\$289,264	\$690,676
Business Development	\$483,599	\$689,846
Leadership & Administration	\$460,680	\$289,646
<b>Total</b>	<b>\$4,454,012</b>	<b>\$4,693,602</b>



High Performance
  Major Events
  Sport Development
  Business Operations
  Leadership & Administration

# BOARD OF DIRECTORS

## *Executive*

–

Tyler King, *Chair*

Erin Wilkins, *Vice-Chair*

Mark Szepes, *Secretary*

Melodie Theriault, *Treasurer*

## *Directors at Large*

–

Danny Buntain

Krissy Murphy

Gord Manuel

Risto Scott

## *Athletes Council Rep*

–

Mercedes Nicoll, *Chair*





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