



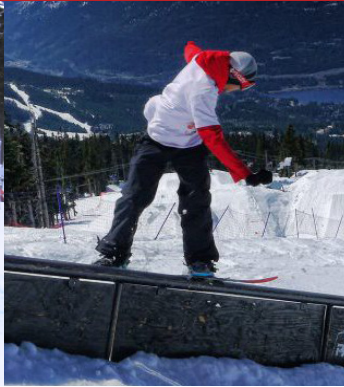
3 KEY STRATEGIC PILLARS FOR 2015-2022

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

HISTORY: Aaron Marchant envisioned FNST in 2003 with the help of many, including the former Chair of the organization, Steve Podborski. After Vancouver-Whistler won the bid to host the 2010 Winter Olympic Games his vision became a reality. The Aboriginal Youth Sport Legacy fund was established and continues to be the main funder of FNST today.



GROWING THE TEAM



- Aggressively pursue partnerships with industry, first nation communities, resort, and key stakeholders to drive increased membership and program initiatives.
- Strive to produce not only high performance athletes, but we aspire to create healthy role models as well.
- Enhance access to coaching and career training programs. Give our riders an opportunity to train and become certified instructors and coaches.
- 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.
- Access opportunities to collaborate with foster care programs across Canada. Providing a healthy outlet for at risk youth.

ORGANIZATIONAL EFFECTIVENESS



- The FNSEA and Canada Snowboard are partnered to deliver the Aboriginal Snowboard Program (ASP) nationwide.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Hold an annual coaching clinic for all divisions members and managers. Increasing the number of trained First Nation coaches, learning facilitators and event officials.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Increase awareness of the opportunities available to Aboriginal people in the sport of snowboarding.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.
- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.



RECREATION AND HIGH PERFORMANCE



- The REC Divisions introduce the sport of snowboarding to youth aged 6-17yrs. The REC team is a feeder program into our High Performance Team (HPT). The team receives 10 days of on snow training with Canada Snowboard certified Coaches
- The High Performance Team (HPT) consists of experienced snowboarders who have an aspiration to compete. The HPT members compete at Provincial, NorAms and Canadian Nationals. The Team is coached in the disciplines of Slope Style, Giant Slalom and Boardercross.
- HPT members are required to sign athlete agreement which holds our athletes to a C+ average in school, drug and alcohol free, good community standing and 90% attendance to all FNST activities. In return our members earn their seasons pass, equipment and coaching.
- The FNSEA has developed an All Girls Snowboard Program which piloted at Cyprus Mountain in 2012. These programs were introduced to assist the transition of our REC team girls to a competitive level. The Program gives the youth specific training, goal setting and mental training in a comfortable environment.

2022 GOALS

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

AREA OF FOCUS	PRIMARY MEASURE	TARGET
GROWTH	Registered FNST Members	Already Canada's Largest Snowboard Body with over 400 members
Performance 	FNST Riders at the Train to Compete Level	10 Women
		10 Men
REACH	Communication Platforms	Social Media Coordinator Position created 2014 Website Redesign and CLOUD based communication platform
FINANCIAL 	Funding Diversification	+25% Unrestricted Revenue



MISSION

To improve the quality of life and empower First Nations youth using the winter sport of Snowboarding as a fundamental tool for social change

VISION

To be recognized as one of the worlds largest snowboarding bodies dedicated not only to snowboarding but to producing healthy Role Models for First Nations Communities

VALUES



PERFORMANCE



Focus on achievements at all stages of competitive snowboarding.



EXCELLENCE



Strive for athletes, divisions, coaches, officials, judges and technical leaders to perform to their potential.



TRAINING



Create career training and employment opportunities for first nation youth



PASSION



Integrate our unique first nation cultures into the sport in a holistic approach to create stronger athletes



LIFESTYLE



Support the culture of snowboarding to contribute to the health, self esteem and happiness of all those who participate.

Special thanks to the Canada Snowboard for their contribution to this project.

For More info please visit:
www.fnriders.ca



FIRST NATIONS  SNOWBOARD ASSOCIATION



2015-2022 STRATEGIC PLAN

