



STATEMENT OF PURPOSE

Approved by Board of Directors 07 January, 2010

WE ARE

- ☞ ... The governing body in Canada for the sport of snowboarding. Canada~Snowboard is a member discipline of the Canadian Snowsports Association, and is recognized by the Government of Canada, the Fédération Internationale de Ski, the World Snowboard Federation, the Canadian Olympic Committee, and the Canadian Paralympic Committee.
- ☞ ... A federally incorporated non-profit organization. Canada~Snowboard is governed by a Board of Directors elected by and from its volunteer membership and manages programs nationally and locally through professional staff, provincial and territorial snowboard associations, and their affiliated clubs.

OUR MISSION

- ☞ ... Is to lead snowboarding from park through podium.
- ☞ ... Will be achieved by employing our key strengths in the pursuit of our core strategies, while respecting at all times the fundamental values that guide our conduct as we work towards our vision of a desired future.

OUR KEY STRENGTHS

- ☞ ... Are the attributes of our organization that enable us to successfully manage our business and pursue our core strategies on behalf of our members.
- ☞ ... Are in part inherent in the nature of our sport and in part developed through the effective management of the organization.
- ☞ ... Are:

- **Shared Commitment:** All participants share a commitment to our sport and to its continued growth and success. This enables us to focus on long term objectives without being distracted by demands for short term gratification, and enables us to agree on common goals without the discordance of personal



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- **Athletic Success:** Canada~Snowboard athletes have sustained a record, in one of the most exciting sports in the world, of sustained success in international competition. This enables us to capture and sustain the interest of the media and the public, and to secure financial partnerships with both the corporate and public sectors of society.
- **Sport Development:** Canada~Snowboard leads the snowboard world in terms of sport development, from coaching certification and officials training to entry level and adaptive programming, all based on our established Long Term Athlete Development Model. This enables us to play a significant role in shaping the future evolution of the sport, enhancing the security and well-being of participants, and ensuring that Canadian interests are reflected in international decisions.
- **Superior Management:** Canada~Snowboard is, at all levels, one of the best managed snowboard organizations in the world. This enables the interests and well-being of participants to be safeguarded, commitments to partners and stakeholders to be successfully met, and new initiatives to be undertaken with ability and confidence.

OUR CORE STRATEGIES

- ☞ ... Are those sustained approaches to our business which, over time, will enable us to fulfil our mission.
- ☞ ... Are supplemented by more specific objectives and by operational plans which will guide our activities on a year-to-year basis.
- ☞ ... Are:
 - **Fueling the Fire:** The generation of revenues through sustained partnerships with sponsors, funding agencies, and fundraising activities will ensure the resources are in place for continued growth and success in all aspects of the organization.
 - **Sharing the Vision:** Vision: 2020 sets out the athlete development pathways, from Learn to Train through Train to Win, that comprise Canada~Snowboard's Long Term Athlete Development Model. Strengthened partnerships will increase the ability of provincial and territorial associations to deliver Vision: 2020 programs and projects, reflecting their unique regional perspectives and autonomy, while developing the next generation of high performance athletes in a consistent manner.
 - **Climbing the Podium:** Sustaining and enhancing our High Performance Program is essential if our National Team athletes are to have the opportunity to continue to demonstrate international excellence.
 - **Coaching our Leaders:** We are only as good as the people who lead us, and we have a long term commitment to recruiting, training, utilizing, recognizing,

and retaining leaders in all aspects of Canada~Snowboard activities – coaches, officials, judges, volunteers, staff, and Directors.

- **Sharing the Word:** Our quest for a stronger and more effective voice is relentless. We will formalize regular communications with provincial and territorial associations, and will tap new and innovative ways to communicate not only with one another but also with the rest of the world.
- **Supporting the Sport:** Our competitive activities are part of the broader sport and culture that is snowboarding. We will increase our links with the other aspects of snowboarding by developing industry partnerships, embracing new directions and events, and remaining affordable.

OUR FUNDAMENTAL VALUES

- ☞ ... Are those standards of human behaviour that we believe are essential to the achievement of personal excellence and self-fulfilment through the sport of snowboarding.
- ☞ ... Are not an exclusive list of such standards of human behaviour. They are those which are most relevant to our organization on an on-going basis, and which establish an appropriate level of expectations for the conduct of all members in all circumstances.
- ☞ ... Are:
 - **Fun:** The sporting experience, and the pursuit of excellence, must be fundamentally enjoyable to the participant.
 - **Putting Athletes First:** The organization exists for the sake of the athletes. All programs and services must be based on this fundamental principle, and the voice of the athlete must be sought and heard at all levels of responsibility. We are athlete centred, coach driven, administration supported.
 - **Respect:** We must be gracious, and respect the sport, ourselves, our colleagues, and our country, without regard for age, gender, religion, sexual orientation, or disability.
 - **Integrity:** Actions on and off the field of play must be - and must be perceived to be - characterized by impartiality, trust, honesty, and fairness.
 - **Excellence:** We value excellence, both in terms of competition with others and in achieving one's personal best, in the performance of all activities related to the sport.

OUR VISION

- ☞ ... Is of the desired future we see for our organization and the role it plays in servicing the needs and interests of its members in the year 2030.
- ☞ ... Identifies elements critical to the future success of our organization, and achievements needed to ensure the fulfilment of our mission over the course of the next twenty years.
- ☞ ... Is of:
 - ◆ 25,000 members, with vibrant programs in all regions of the country, with equal participation by women and men, and with strong links to other acrobatic and snow sports.
 - ◆ Thirteen strong provincial and territorial associations, recognized and supported by government funding agencies, and with sufficient financial and human resources to ensure long term viability.
 - ◆ An unbroken record of athletic success and international leadership in all areas.
 - ◆ Financial reserves equal to a year's expenses, several strong sources of funding, and adequate funding for the programs and services that facilitate the implementation of our core strategies.
 - ◆ Shared commitment to the ongoing development of the sport through implementation of our Long Term Athlete Development model, resulting in efficient and effective links among program activities at all levels.
 - ◆ Skilled leadership which provides outward vision and proactive management, creates a forum for all types and levels of snowboarding, and fosters the passion and creativity inherent in the snowboard culture.
 - ◆ Strong working relationships with partners in the corporate sector, the sport community, government, the media, and the snowboard industry.