




Freestyle Alberta (“FA”) is a non-profit organization which supports the development of Freestyle Skiers in Alberta from Club level right through to the national level. Development takes place in three disciplines: Moguls, Halfpipe, and Slopestyle.

VISION To foster a passion for the sport of Freestyle Skiing in Alberta

MISSION To develop, promote and govern the sport of Freestyle Skiing throughout Alberta by providing programs and services that encourage and facilitate participation from the Club level to High Performance programs



VALUES

ATHLETE-FOCUSED
Nurture the passion and progression of Freestyle Skiing athletes

SAFE
Champion and advocate for behaviours and systems that safeguard the health and well-being of all members engaged in Freestyle Skiing

DEVELOPMENT
Create and promote sustainable pathways that advance Freestyle Skiing for athletes, coaches, judges and officials

FAIR
Instill a culture that rewards effort free from self-interest, prejudice, or favoritism

FUN
Promote a value-based community of enrichment, enjoyment and fun

PARTNERSHIPS Build, sustain and advocate for collaborative partnerships that enhance the success of Freestyle Alberta, its members, and the sport of Freestyle Skiing

- Clubs
- Facility/Training Partners
- Funders & Sponsors
- Governing & Sanctioning Partners
- Industry Partners
- Freestyle Canada & other Provincial Sport Organizations

DEVELOPMENT PATHWAYS Align and support the development pathways under the umbrella of accountability of Freestyle Alberta from Club level to High Performance

ATHLETE
Engage, inspire and develop

COACH
Involve, foster and develop

OFFICIALS & JUDGES
Recruit, train and support

SPORT
Enrich, progress, showcase and sustain



Three-year Strategic Plan 2020-2022

From Club level development to high performance achievements our three-year strategic plan supports a sustainable sport delivery operating model and focuses on continued growth and success of Freestyle Skiing in Alberta

Sport Development	Strong Community	Alberta Pride	Partnerships	Operational Excellence
<p>Together with our Clubs, provide a robust provincial structure that fosters the growth of Freestyle Skiing and the progression of athletes, coaches, judges and officials</p>	<p>Harnesses our membership's passion for Freestyle Skiing through meaningful volunteer opportunities that advance our sport in Alberta</p>	<p>Deliver sustainable High Performance programs - Mogul, Slopestyle & Halfpipe - that showcase talent and supports the progression of Alberta athletes</p>	<p>Build and nurture relationships with trusted brands of similar values and collaborative partnerships that work together to expand and promote awareness of Freestyle Skiing</p>	<p>Manage the organization responsibly to ensure the ongoing sustainability of Freestyle Alberta</p>
<ul style="list-style-type: none"> Utilize the Sport for Life long term development 3.0 document as guiding principles Implement Responsible Coaching Movement (RCM) on 'Rule of 2', background screening & ethical behavior Align and support the four development pathways (athlete, coach, judges/officials and sport) essential to progressing Freestyle Skiing, with particular focus on females Strong focus on terrain safety and consistency in meaningful competition to ensure Freestyle Canada's guidelines are met or exceeded 	<ul style="list-style-type: none"> Deliver a robust competition and event support model that strengthens events & empowers volunteers across the Freestyle Alberta community Engage with membership (current and alumni) to sustain a broad-base of mentorship and support with focus on retiring athletes Align policies & programs to ensure the personal safety and respect of everyone in the Freestyle Alberta community 	<ul style="list-style-type: none"> Work with Club teams to ensure the High Performance pathway is available to athletes throughout the Province Ensure sustainable High Performance Provincial teams in Park, Pipe and Moguls 	<ul style="list-style-type: none"> Develop & manage a yearly marketing and partnership plan with a robust communications strategy that increases the profile of Freestyle Alberta, its membership and corporate/facility partners Secure and sustain key partnerships (Financial, Facility, Medical and equipment) that provide added value to the members of Freestyle Alberta and align with our values, vision and strategic priorities 	<ul style="list-style-type: none"> Ensure strong governance practices are followed Follow best practices for accounting controls, compliance and board policies Establish annual board education & training program to increase knowledge and awareness



Goals & Metrics 2020-2022

Sport Development	Strong Community	Alberta Pride	Partnerships	Operational Excellence
<p>Measures:</p> <ul style="list-style-type: none"> Complete annual compliance report on RCM actions including implementation steps & corrective actions Satisfactory assessment of venue safety at each competition based on TD reports <p>By 2022:</p> <ul style="list-style-type: none"> 10% increase in Freestyle Alberta members over Apr19 (898) 2 Lead Facilitators in Alberta 10% increase in Judges & Officials over Apr19 (26) 10% increase Coaches over Apr19 (111) Number of coaches advancing qualifications to increase by 10% as recorded in Coach.ca over Apr19 <p>How:</p> <p>Endorse the implementation of Respect in Sport training for coaches, officials, judges and volunteers</p> <ul style="list-style-type: none"> Provide education re: Responsible Coaching Movement at Annual Symposium and other forums Establish plan to advance training/qualification levels for Coaches/Judges/Officials with additional focus on female participation Establish a terrain safety checklist for all venues 	<p>Measures:</p> <p>By 2022:</p> <ul style="list-style-type: none"> 10% increase in Associate memberships over Apr19 (85) 100% compliance with volunteering screening policy across our membership <p>How:</p> <ul style="list-style-type: none"> Re-Establish annual Volunteer & Coach recognition program Establish board policies to screen volunteers to support the health of all members Increase awareness of requirement for and benefit of Associate memberships (volunteers) 	<p>Measures:</p> <p>By 2022</p> <ul style="list-style-type: none"> Increase number of Alberta Athletes competing at the next level of event each year by 10% (Such progression to be supported by coach assessment of readiness) Graduate one Judge or Official to FIS level <p>How:</p> <ul style="list-style-type: none"> Semi-annual review of all athletes by the Athlete Development Committee (all coaches in the province) to track athletes' development Facilitate training opportunities for Club athletes with the Provincial teams and coaches Encourage continued technical development of Judges and Officials 	<p>Measures:</p> <ul style="list-style-type: none"> Establish 2 new partnerships by end of 2022 <p>How:</p> <ul style="list-style-type: none"> Complete needs analysis and develop funding & partnership priorities that align with our Mission and Values Establish a sustainable partnership and marketing committee, with a terms of reference and objectives by the end of 2020 Develop relevant marketing and promotional materials to share with corporate and equipment partners- 	<p>Measures:</p> <ul style="list-style-type: none"> Annual review of progress against strategic plan goals and metrics, reviewed by the Board and reported to members Phase 2 of updated governance model restructuring plan implemented in Fall 2020 Accounting policy and process reviewed annually <p>How:</p> <ul style="list-style-type: none"> Review annually Terms of Reference for Board, committees, & working groups Acctg policy and process review plan developed Board Education & training plan completed annually