



STRATEGIC PLAN

2024-2027



VISION

Offer high quality programs and services that inspire individual lifelong participation in the sport from beginner to high-performance.

MISSION

To foster a passion for Freestyle Skiing in Alberta.

Passion and performance

can be found in each of our freestyle athletes, coaches, volunteers, and stakeholders. We are harnessing that energy and their commitment to achieving success to forge a brighter future for freestyle skiing and our Association.

In times of changing needs and demands across our sport network, Freestyle Alberta is responding with mission-driven leadership. We are committing to creating a more welcoming and open-to-all ski community; one that celebrates inclusion, diversity, and equity.

Working together with our local member clubs and ski facilities, Freestyle Alberta will continue to strive every day to strengthen our sport and ski community, and demonstrate our capacity to be adaptable, intentional, and membership-driven.

The Board of Directors and executive leadership recognize there is more work to be done and together created this Strategic Plan 2024-2027.

Our strategic plan relies upon a sustainable program delivery network, focusing Alberta Freestyle on continued growth from the Club development level to individual athlete high performance achievements.

VALUES

Sport

Nurture the passion and progression of Freestyle Skiing athletes.

Excellence

Create and promote sustainable pathways that advances excellence in freestyle skiing for athletes, coaches, judges, and officials.

Integrity

Operate beyond reproach, while instilling a culture that rewards individual effort free from self-interest, prejudice, or favoritism.

Safety

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

Fun

Promote a value-based community of enrichment, friendship, and enjoyment.

Collaboration

Build a dynamic community of collaborative partners and stakeholders to advance Freestyle Skiing.

Securing key partnerships with organizations that share our vision and mission is a strategic imperative in creating Development Pathways for all our athletes, clubs, and coaches within the provincial association.

In the short years ahead, our work will focus on four strategic priorities:

- **Develop the sport we love,**
- **Build a more vibrant community,**
- **Develop and grow collaborative partnerships, and**
- **Grow our membership across all categories.**

At Freestyle Alberta, we are committed to being at our best every day and fostering the passion for freestyle skiing in Alberta and beyond!

Respectfully,

Board of Directors
Freestyle Alberta



Partnerships

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

Alberta Clubs
Facility | Training Partners
Funders and Sponsors
Governing and Sanctioning Partners
Network and Industry Partners
Freestyle Canada
Provincial Sport Organizations

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

Volunteers - Recruit, develop, and retain



Participation

Grow and support long-term athlete inclusive participation in the sport of Freestyle Skiing for all our member clubs and the public across Alberta.

STRATEGIC PRIORITIES



	Sport Development	Vibrant Community	Collaborative Partnerships	Membership Growth
Priority	With our Clubs, FA will provide a robust provincial structure that fosters the growth and development of freestyle skiing across Alberta.	Harnesses the passion and active commitment of our members, volunteers, and stakeholders to advance our sport in Alberta.	Build and nurture new and existing relationships with partners to expand and promote Freestyle Alberta.	Diversify and grow each our membership categories, while focusing on building a more inclusive and welcoming provincial association.
Description	<ol style="list-style-type: none"> 1. Utilize the Sport for Life long term development 3.0 document as guiding principles 2. Abide by the UCCMS, Safe Sport, and best practices to ensure safety and ethical behavior 3. Continue to support the four development pathways (athlete, coach, judges/officials and sport) essential to progressing Freestyle Skiing, with particular focus on female opportunities and mentorships 4. Ensure Freestyle Canada's guidelines are met, particularly focus on terrain safety and consistency 5. Provide structured communication and leadership to its member clubs with the intention of developing their programs and governance systems 6. Invest in sustainable High Performance Provincial teams (Park. Pipe and Moguls) 7. Work together with Clubs to develop recreational freestyle skiing programs to promote life long involvement and engagement 	<ol style="list-style-type: none"> 1. Deliver a robust competition and event support model that strengthens events & empowers volunteers across our community 2. Engage with membership (current and alumni) to sustain a broad-base of mentorship and support with focus on retiring athletes 3. Align policies and programs to ensure the personal safety and respect of everyone in the Freestyle Alberta community 4. Create club resources that help grow membership, improve sustainability, and set operational standards for nonprofit clubs. 	<ol style="list-style-type: none"> 1. Develop and execute a multi-year integrated marketing plan that builds the Freestyle Alberta brand, particularly focused on corporate and facility partners 2. Develop a case for support/sponsorship program and supporting collateral 3. Secure and sustain key partnerships (i.e., financial, facility, sports science, and equipment) to provide added value to the members 4. Provide engagement activities and events for partners annually to enhance continuous relationship building 	<ol style="list-style-type: none"> 1. Ensure strong membership policies and practices are crafted and implemented 2. Develop Inclusion, diversity, and equity policies and integrate across the association 3. Implement best policies and practices for training and development of volunteers in all facets of the Association 4. Establish feedback processes to inform future development of the membership and volunteer experience 5. Develop a robust membership recruitment and retention plan, with focus on Females in Freestyle 6. Craft policy and procedures to ensure inclusion, diversity, and equity (IDE) practices for a welcoming community

TACTICS & METRICS BY STRATEGIC PRIORITY



	Sport Development	Vibrant Community	Collaborative Partnerships	Membership Growth
Tactics	<ol style="list-style-type: none"> 1. Maintain implementation of Respect in Sport training for coaches, officials, judges and volunteers 2. Execute plan to advance training/qualification levels for Coaches/Judges/Officials 3. Audit terrain safety checklist and progress for all venues 4. Facilitate training opportunities for Club athletes with the Provincial teams and coaches 5. Liaise with resort and facility partners to enhance Alberta's training facilities 	<ol style="list-style-type: none"> 1. Create and launch a strategic marketing campaign focused on clubs and events 2. Enhance annual Volunteer & Coach recognition program 3. Prepare a marketing and communications plan to recruit volunteers 4. Conduct evaluation initiatives, including online surveys, focus groups, and board performance review 	<ol style="list-style-type: none"> 1. Complete needs analysis and develop funding and partnership priorities to ensure a healthy association poised for growth 2. Establish a sustainable partnership and marketing committee, with a terms of reference and objectives by the end of 2024 3. Develop relevant marketing and promotional materials necessary to inform and recruit community, corporate and equipment partners 	<ol style="list-style-type: none"> 1. Review annually Terms of Reference for Board, committees, and working groups 2. Ensure policy and its process review identifies the industry best practices that can guide our work 3. Enhance the governance volunteer education and training annually 4. Review and enhance policies and procedures to recruit, screen, and mentor volunteers 5. Create opportunities for recreation (non-competitive) freestyle skiers
Success Metrics	<ol style="list-style-type: none"> 1. Satisfactory assessment of venue safety at each competition based on TD reports 2. 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) 3. Graduate one Judge or Official to FIS level 4. Invested in additional human resources to increase operational capacity 	<ol style="list-style-type: none"> 1. Ensure compliance of the volunteering screening policy across our membership 2. Positive retention trends of volunteer registrants across clubs and association 3. Positive retention of coaches, officials, judges, and athletes across clubs and association 4. Increase unique visitors to Freestyle Alberta website 5. Growth in public engagement at club facility events 	<ol style="list-style-type: none"> 1. 100% retention of existing partners 2. Add 2 new partner agreements 	<ol style="list-style-type: none"> 1. 10% increase in athlete memberships year-over-year 2. Growth in new memberships across all categories and ages 3. Four clubs execute "Try Freestyle" program in 2024; with growth of 10% year over year



Freestyle Alberta is a non-profit organization which supports the development of Freestyle Skiers in Alberta from Club level right through to the national level.

Freestyle Alberta strives for operational excellence to create a welcoming and safe sport by ensuring responsible nonprofit governance, proper financial management, prudent policy development, and adherence to the universal code of conduct.

Moguls
Dual Moguls
Slopestyle
Halfpipe
Big Air

