



CANADA SNOWBOARD
Presents

2021-22

YEAR END REPORT

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



Tyler King
Chairman of the Board



Dustin Heise
Executive Director

Canadian Snowboard Athletes are incredible and continue to demonstrate this on and off the podium.

The 2021/22 Season brought incredible highlights at our Olympic and Paralympic Games and instilled moments of growth and gratitude in all of us throughout the season. The complexity and efforts imposed on our Canadian Snowboard Teams were met with incredible resiliency and beyond. We are so thankful our courageous athletes, staff, contractors, members, and partners who lead alongside us day in and day out, and because of their leadership, we were able to achieve monumental podium results, and we will carry that momentum forward into this upcoming 2026 Olympic and Paralympic quadrennial.

Alongside all Canadians, we have experienced our challenges brought on by the complexity of COVID 19 (every version thrown at us) while staying relentless and resilient as a snowboard nation. We will continue to overcome what is ahead, and together, we will lead with transformation and the ongoing efforts necessary to be the World Leading Snowboard Nation.

The Canadian Snowboard System is strengthening its foundation of strong governance and will continue to embrace and invest in this area of education and alignment. It is ready to listen and learn the Indigenous perspective and what Truth and Reconciliation means in the context of snowboarding. The Canadian Snowboard System is preparing itself to be a leader in diversity, equity, and inclusion. From coast to coast to coast, we are ready to welcome all riders, future riders, and Canadians who simply want to be a part of snowboarding. Our goal is to ensure there is a place for everyone to participate in a safe and inclusive environment.

We are committed to be better each day, to reflect on our learnings, and to ensure there are plans in place to amplify the voice of our athletes and young/diverse/brilliant snowboard leaders. We will work tirelessly on our broadcast presence to amplify our innovation, and in a manner that ensures our sport is on the forefront alongside our members, our partners, and our sponsors.

As we look back over the last year:

- Our team won 6 Olympic Medals - more Olympic Snowboard medals than any other nation in the world.
- Our team won 4 Paralympic Snowboard Medals (our first medals in Paralympic games history).
- Our team proudly lead Canada at the Olympic / Paralympic Games in so many ways including many broadcast results and social media engagements.
- We continue to be ever grateful for the patience of Indigenous community and are working towards Truth and Reconciliation, as we listen and learn and we continue to undertake the development of snowboarding for Indigenous youth in partnership with our PTSAs, PT Aboriginal Sport Bodies, and Indigenous Partners.
- We have continued to significantly grow our commitment to more equitable support (financial and technical) 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 continue to work extensively with our Athletes' Council to ensure that athletes are engaged in the decision-making processes and policy development of Canada Snowboard and have a direct link to the Board.
- Although hosting major events was a massive challenge during the Omicron wave – December 2021 saw the delivery of our first Canadian world cup in over 20 months and the organization and athletes all rose to the challenge to deliver one of the most memorable in Canadian snowboard history.
- Hosting of Canada's first Para Snowboard World Cup in 20 months was another incredible accomplishment that enabled the team's final touches necessary for success in Beijing.
- As we see in our financial statements, we have continued ongoing growth in operational revenues, and continue our increased support in financial management systems to have built the organization to be able to withstand the challenges that we face daily, and the ability to manage the risks ahead.

As we know, there will always be challenges as a national sport organization, while it is how we react and conduct ourselves as we seek to grow and build the partnerships necessary to support the needs of our athletes to improve our sport. Within the Canadian sport landscape of a targeted excellence approach for funding, it is how we are measured and what determines the supplemental funding we receive as recommended by our colleagues and partners at OTP. The performances our athletes deliver in each year of our Olympic/Paralympic Quadrennial, as well as our ability to demonstrate our potential in 2026 and 2030 has and will have a profound impact on our long-term high performance funding. We have been well supported and we will work together with all stakeholders to continue to achieve our full potential.

Our sport systems, programs, and financial position as outlined in this report provide further insight into the full scope of our operations. While reviewing these reports, please note the importance and commitment of our sponsors and key funding partners, especially Sport Canada along with the Canadian Olympic Committee and Canadian Paralympic Committee. These partnerships enable us to continue building and delivering our vision, and for this support we are very thankful.

The World Leading Snowboard Nation requires the entire nation, and our sport will continue to grow because of the relentless work and leadership provided by our Provincial and Territorial Snowboard Associations (PTSA). The PTSA do a massive amount for snowboarding development and their members resilience and dedication are inspiring for us all. They represent the backbone of our snowboard system and are the leaders and support system for the future athletes in our sport. No doubt, there is always more to be done, improved, and invigorated. We look forward to achieving in our Vision together.

Thank you

2014-2022 STRATEGIC PLAN

**The 2022-2026 Canada Snowboard Strategic Plan is in development in collaboration with the Board of Directors and PTSAs.*

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

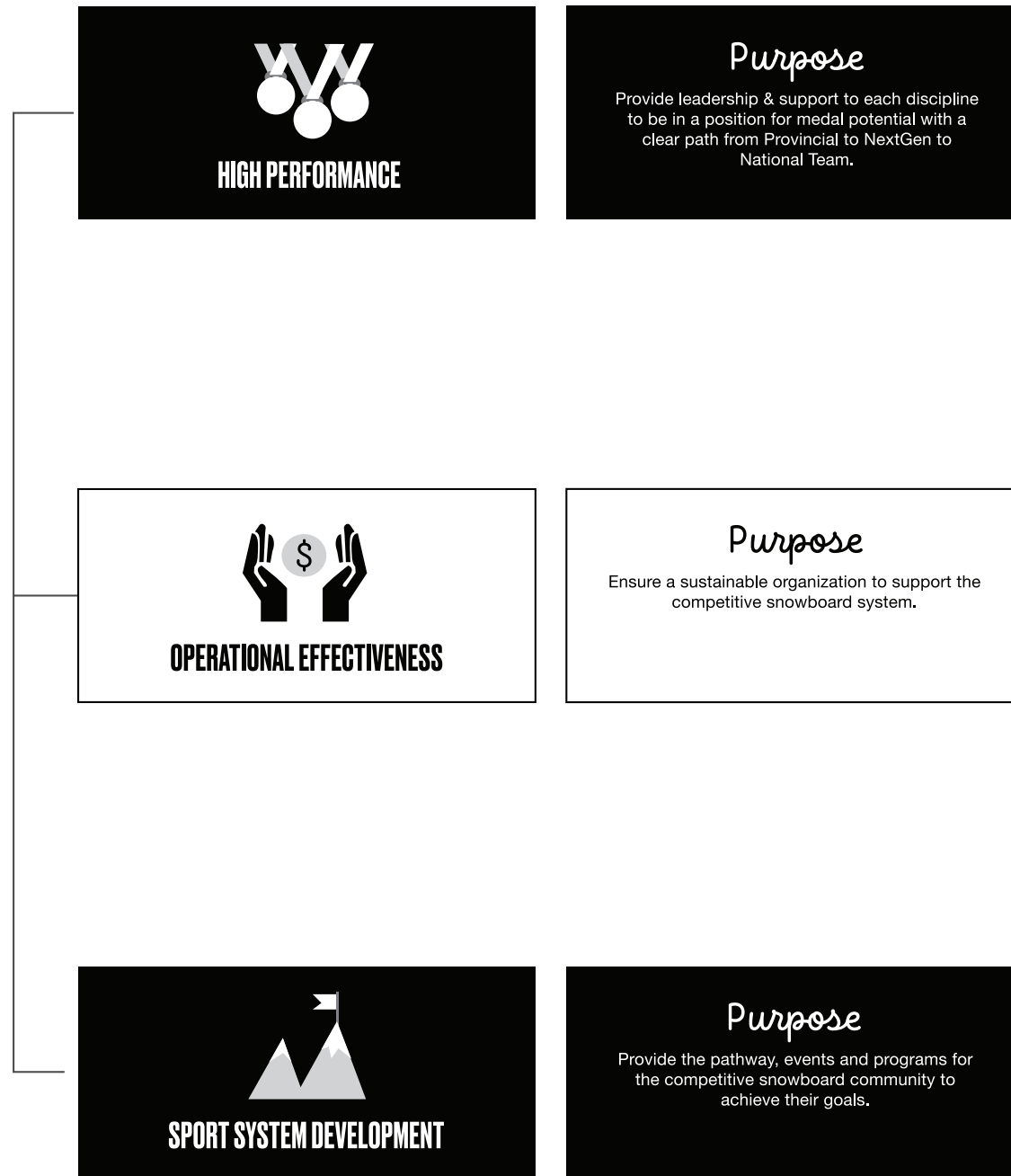
Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

2014-2022 STRATEGIC PLAN CONTINUED

2022-2026 Canada Snowboard Strategic Plan in development in collaboration with the Board of Directors and PTSAs.

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.



Strategy

- Create innovative and unique training environments utilizing technology, technical expertise and world class facilities.
- Focus energy, attention and resources for optimal return on investment to produce podium results.
- Identify, develop and recruit coaches and integrated support team staff that foster achievement, progression and produce strong results.
- Utilize sport science and analytical evidence to directly enhance high performance athlete progression.
- Collaborate with our sport and funding partners to support high performance athletes beyond the competitive pathway.
- Align sport development and high performance programs to increase clarity of the athlete pathway.
- Utilize major events domestically to provide a home-field advantage for our athletes.

Strategy

- Diversify revenue sources to ensure sustainability and support of sport development and high performance programs.
- Seek and maintain strategic partnerships within both government and industry to optimize the brand, communications, programs and events.
- Bring the brand to life through creative and innovative promotional programs, unique content and communications strategies to increase visibility and engage new fans and followers.
- Deliver aligned policies, procedures and programs at national, provincial/territorial and club levels through the athlete pathway.
- Ingrain risk management strategies into all levels of the organization.
- Ensure financial systems and processes are maintained to safeguard the assets of the organization.
- Host major events as a means of creating new assets that deliver on the goals in all three pillars of the organization.

Strategy

- Align with Provincial/Territorial associations to increase participation and retention in programs, clubs and events.
- Aggressively pursue partnerships with industry, resort, and key stakeholders to drive increased membership and program initiatives.
- Enhance coaching, officiating and judging programs and initiatives to support the delivery of our high performance athlete pathway.
- 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.
- Integrate innovative and interactive technologies that provide new and enhanced value propositions for members and participants of programs and events.
- Create legacy opportunities through hosting major events domestically.

01. HIGH PERFORMANCE

SLOPESTYLE/BIG AIR

The slopestyle program was built on the philosophy that every single dollar is used to make our athletes better snowboarders, to create training sessions, and competition environments better than anywhere else in the world. Beyond supporting our National Team athletes to win medals at top level events, our program also aims at exposing our NextGen athletes to experienced mentors and world class environments. Last season, the Slopestyle & Big Air team achieved three Olympic Medals (Gold and 2x Bronze) and 5 additional top 10 Olympic results. Max Parrot was a double medalist with a Gold in Slopestyle and a Bronze in Big Air, Mark McMorris had a Bronze in Slopestyle and Laurie Blouin was just off the Podium with a 4th place finish in Slopestyle; all of which contributed to the best Olympic performance in Canada Snowboard's in history. Other notable results from this past season included 3x World Cup podiums by Jasmine Baird, 3x World Cup Podiums plus an X-games Bronze by Laurie Blouin, and Cameron Spalding had a career best 7th place finish at the CZE FIS World cup along with winning the Slopestyle Jr World Championships.



HALFPIPE

The Halfpipe program had a successful year but it did not come without a few speed bumps caused by Covid and injuries. Canada Snowboard had one of its best performances in Halfpipe at the 2022 Olympic Games with two female athletes, Elizabeth Hosking and Brooke D'Hondt both competing in the final, placing 6th and 10th. Young promising athlete Liam Gill rose to the occasion of competing at his first Olympic Games at only 18 years of age. Derek Livingston was set to attend his third Olympics up until he had a fall at the pre-Olympic training session fracturing his ankle just days prior to heading to Beijing. Leading into the 2022 games, Derek had some of his best results with two World Cup Podiums and multiple top 5 placings, allowing everyone to expect him to get his personal best Olympic result in Beijing. Following the Olympics, we began looking for a new Halfpipe coach to allow continued growth in the program. Through an intense hiring process Canada Snowboard was able to hire one of the most successful coaches in halfpipe history, Bud Keene. Bud has jumped right in and we are all looking forward to an exciting four years building towards the 2026 Olympics.



SBX

2022 was favourable to the Snowboard Cross team with multiple podium finishes by Eliot Grondin throughout the year at World Cups and multiple personal best results at World Cups from the newer athletes on the team: Audrey McManiman, Liam Moffatt and Evan Bichon. The Snowboard Cross team was heading into the Olympics on the peak of their season and it showed as they walked away with a Silver by Eliot, and a Bronze by Meryeta in their individual events but also together Eliot and Meryeta achieved a Bronze in the SBX Team event in its debut making it one of the most successful showings by the Canadian Snowboard Cross team at an Olympics to date.

The overall vision for our Snowboard Cross NextGen Program is always evolving to optimize potential for our NextGen and developing athletes. In likeness to the National Team, this program is grounded in our fundamental core values of respect, fun, communication, integrity, effort, accountability, courage, professionalism and teamwork as guiding principles to continue the legacy of Canadian Snowboard Cross. The NextGen Program will begin to operate under and within our National Team Program based on the level of the current identified athletes, and will continue to be supported by our National team coaches. This will allow our National Team coaches to work directly with our NextGen athletes work in unison to provide synchronization and a seamless transition between both programs.



ALPINE

During the 2021/22 season, our Alpine Head Coach Jan Wengelin stepped away from the program after a long tenure. This shift in leadership provided us the opportunity to hire a NextGen coach, centralized in Europe, to continue to evolve the program direction for our NextGen athletes. The Team continued to make important strides this season under the technical leadership and program model in place again this season. The hiring of our wax technician, World Cup coach and NextGen coach is paying dividends, continuing to build trust amongst the athletes, increasing the support and additional targeted projects for our athletes who have made big progressions in their overall performances at international level events – including Megan Farrell with her career first World Cup Podium and Ben Heldman with back to back wins at the 2022 Junior World Championships.

With the addition of a dedicated NextGen coach, who's primary focus is to support the developing NextGen program and athletes, the program has become a full-time, year-round program that focuses effort and support at a targeted group of younger athletes. Our two coaches work and collaborate together, as some athletes transition between the NextGen team while in North American and the World Cup to gain international event exposure.



PARA SNOWBOARD

This year was an incredible year with so many firsts & outstanding performances from all our athletes. They all performed to the best of their abilities. With our first ever Paralympic medals, including one of each color, to eight medals at World Championships, including a medal for all of the athletes on our World Championship team. Every member of the Para team podiumed in individual races at both World Cups & World Champs throughout the season. A notable highlight among all of these accomplishments is the fact that Lisa had never competed before November, 2021. Only four months separates her classification, first Europa Cup to qualify for World Cups, to Paralympic Medalist. Tyler who struggled all season long in Banked Slalom got to beat both of his greatest competitors on tour (Noah Elliott & Mike Schultz) at the PWG. Sandrine showed once again she is one of the best even though she's one of the most impaired of her sport classification, putting down her best run during BSL which gave her the 10th place at PWG. The result doesn't show what she put down that day and was like a podium to us, closing the gap by 4% on Lisa (NED) and even qualifying ahead of her at WCH in BSL. Alex was able to put it down in both BSL & SBX at WCH which was incredible! He came very close at the PWG being right there in the mix in both. Unfortunately, a mistake during the SBX semis cost him a place in the big final and a shot at the podium.



02. SPORT & SYSTEM DEVELOPMENT

MILESTONES

- Great start after the difficult 2020-2021 season; the 2021-2022 season was difficult at the beginning as some Provinces and Territories were hit by Omicron-variant. At the end, we were able to host everything we planned for
- Participation numbers were higher than before the 2020-2021 season (Before Covid)
- Creation of the Canada Snowboard Equity, Diversity and Inclusion Operation Plan
- Delivered all the Indigenous and Elleboard activities across all the PTSAs
- Implementation of the Youth Performance Program; this new program is designed to support the development of athletes across all the disciplines and to support the transfer of knowledge between the CS High Performance Program, the PTSAs and clubs.

SAFE SPORT & EDI

Safe Sport

Canada Snowboard continues to ensure Safe Sport Training to all National Team Athletes, Coaches, Support Staff, as well as Canada Snowboard Staff, Contractors, Board of Directors, PTSA Members and Officials, Judges.

Canada Snowboard has a third party ombudsman available for all members to access and is working towards implementing the new 'Abuse-Free Sport Program, operated by Sport Dispute Resolution Centre of Canada (SDRCC) for Members to access.

Equity, Diversity & Inclusion

Canada Snowboard partnered with Inclusion Incorporated to build out a National Equity, Diversity and Inclusion (EDI) Action Plan which includes action items across all areas of the organization. We will continue to work in partnership with Inclusion Incorporated in the coming year to implement this Action Plan and provide ongoing training to staff, contractors, coaches, officials, judges, Board of Directors and PTSA Members.

Canada Snowboard is supporting Inclusion Incorporated to work with each PTSA to build out their EDI individual Action Plans which are aligned to Canada Snowboard's national plan.



WORLD CUPS

The 2021/2022 World Cup season was severely impacted by the Omicron-variant and despite our best efforts we were forced to postpone the Snowboard Cross World Cup at Mont Sainte Anne (QC) and the Big Air World Cup in Edmonton (AB).

Our team successfully delivered the Snow Rodeo Slopestyle World Cup at Winsport (AB) and the Welcome to Paradise Para Snowboard World Cup at Big White (BC). Both World Cups were run under strict Covid-19 measures to guarantee the safety of all the athletes, coaches, officials and spectators.



EVENTS

From coast to coast Canada Snowboard and the PTSAs had plans in place to make sure that if there were windows of opportunity to host competitions, they would happen. The season started off rocky with the infamous Omicron-variant coming to Canada, however with the incredible hard work of a lot of staff & volunteers most Provincial, FIS and NorAm competitions were able to drop!

Freestyle Nationals

The Air Nation Nationals kicked things off early in the season at Calgary's 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, for the World Cup, crafted Slopestyle course and Halfpipe. The next-next-wave of riders also got to show their tricks during the week while taking part in the Toyota Grom series.

Alpine Nationals

The Speed Nation Alpine Nationals made their way back to Blue Mountain Ontario for the first Nationals event in a long time. With athletes returning from the Olympics, the National and Next Gen Team on home soil and lots of provincial riders present, the week started with an off-snow reunion to welcome the Alpine community back. Nationals were a hit with athletes and coaches alike, as they went full speed through several Senior and Junior category competitions including a PGS and PSL NorAM.

SBX Nationals

For the last Nationals event of the calendar year, rippers from across the country raced to Mont Orignal for the Speed Nation SBX Nationals, it had been 3 years since these athletes had had a Nationals, and they were ready to lay it all out on the course! An exciting hot & wet 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.



TOYOTA
**GROM
 SERIES**
 SPEED & STYLE

The 2021/2022 season saw Toyota continue as the title sponsor of the Speed & Style Grom Series. The series continued its success throughout the winter season, connecting TOYOTA and its local dealers to parents and kids in fun and competitive grassroots snowboarding events.

With over 30 events nationwide, the Toyota Grom Series continued to grow and develop Canadian talent all while promoting the Toyota brand in an authentic and unique way.

2 Super Grom Events
 30 Grom Events
 6 Provinces
 2 Territories



PROGRAMS

Coaching Program

This was a big season for the Canada Snowboard Coaching Program (CSCP). We started the season with the Competition Development online workshops, with the on snow workshops to follow in March in alignment with the last NorAm for speed and style of the season. The feedback for this Comp Dev is the most positive we have received for any Comp Dev we have offered. Coaches appreciated the extra time spent to focus on the sport science behind coaching, as well as extra emphasis on analyzing performance to better develop their coaching eye. The blended workshop allowed for coaches to focus on the theory prior to the workshop, allowing them to absorb and reflect on the knowledge before bringing it on snow. Using this method, coaches were able to implement the theory within their own coaching throughout the season, and could emphasize the technical and tactical key performance factors during the on snow workshop. With the success of the blended learning at this level, the Technical Experts Committee are working to create a similar format for the Competition Introduction Advanced workshop with a goal to launch it in the 2022-2023 season.

On top of piloting the blended Comp Dev, the CSCP also piloted a coach evaluation/ mentorship weekend in alignment with a provincial level event. A Master Coach Developer (MCD) travelled to a local provincial event where the MCD spent a weekend with club level coaches to evaluate them at their current coaching context and discuss opportunities for growth and learning for the coaches. This was a huge success. Coaches felt they were able to get evaluated in a budget friendly manner and learn from an experienced coach who helped work through weaknesses and gaps in their knowledge.

2021-2022 was a busy season for the CSCP in an attempt to make up for lost time from the stagnant season prior due to COVID-19 restrictions. After working with our Provinces/ Territories and clubs, we were able to identify a gap within our coach curriculum. As our curriculum currently falls within the competitive stream of the Coaching Association of Canada (CAC), and National Coaching Certification Program (NCCP), the high demands of the education requirements at the entry level of our coaching pathway acted as a barrier for new club

coaches, preventing new coaches from beginning or completing the coach certification process. In order to bridge this gap, the technical experts committee have begun working on an online community stream coaching course. The goal is to target the “Weekend Warrior” coaches who are looking to work with athletes and grassroots programming. This course aims to provide a level of coaching certification below Competition Introduction that is easier to attain for those who do not wish to make a career out of coaching snowboarding, yet would still like to remain involved. We are hoping to launch this workshop in the 2023-2024 season.

Finally, the Competition Introduction Online Pre-Course is in the final stages of creation. It is currently online in the final stages of edits before being officially published and announced in alignment with the CAC’s standards. Feedback from the CAC and select coaches have been positive and we expect this course to fill a knowledge gap around different coaching pathways and expectations at each stage.

Our goals for the 2022/2023 season are to finish the community stream, finalize the new blended format for Competition Introduction Advanced, and boost the number of learning facilitators to organize and implement coaching courses across Canada. We expect to see a larger number of coaches progressing towards their Competition Introduction Advanced certificates this year due to Canada Winter Games in Prince Edward Island, so implementing these workshops early in the season will be a priority.

THE YEAR IN NUMBERS

- 24 Comp Intros ran
- 94 New coaches trained
- 10 New Comp Intro Advanced coaches trained
- 11 New Comp Dev coaches trained
- 12 New coaches certified within their coaching context
- 354 Active Coaches in Canada (255M, 97F, 2 unspecified)



PROGRAMS ... *continued*

Para Snowboard

Awareness of Para Snowboarding was an emphasis this year, with an ambitious 3 day identification and recruitment camp taking place at Sunshine Village in correspondence with the Gathering. Athletes participating in this camp had private access to the Gathering course and banked slalom, national team coaches, and para classifiers for the purpose of determining eligibility and acquiring knowledge of the Para Snowboarding pathway.

RIDERS

The Riders program was implemented using two avenues this past season: Ride days which was implemented through 10 on-snow days and reached over 80 riders, and secondly as a tool for clubs and new coaches to guide their athletes through the Green, Blue, or Black curriculums within 2 provinces.

Little RIDERS

Unfortunately due to COVID-19 restrictions, many of our Provinces and Territories were unable to run the Little RIDERS program in school. Despite these setbacks, over 15 000 kids were able to participate in the program, ensuring a successful future of snowboarding in Canada.

Indigenous Snowboard

This year we saw great support of Indigenous programs being implemented in the North, specifically in Yukon. Throughout the season they organized 4 separate camps with an outreach of 32 athletes, 3 of which were rural riders that progressed onto medaling at their Provincial Championships at Whitehorse.

Elleboard

This year marked a transition for Elleboard as a new curriculum was introduced to assist coaches with the implementation of the programs. This curriculum guided PTSAs and technical leaders to deliver sessions aligned with the overarching goals of the program. These goals were achieved by provinces hosting a variety of sessions including park days, ladies nights, webinars, non-competitive events, and even splitboard weekends to target all diversities of riding, ages, and skill levels. Of significance, an Elleboard activation was held in conjunction with the Gathering, which showed over 25 riders in attendance and honorary technical leaders including Maelle Ricker and Megan Farrel. These riders had exclusive access to ride with Olympians and National Team coaches, as well as private access to the Gathering course. Throughout the year, all styles of riding were included and over 30 days of Elleboard events occurred with a reach of over 250 riders participating across the country.

The year in numbers

- 1 Elleboard Competition Introduction Workshop
- 30 on-snow days including ladies nights, ride days, park days, and even splitboard camps with over 200 participants country-wide
- 3 Virtual webinars that reached over 40 participants



PROGRAMS ... *continued*

Youth Performance Program

This year Canada Snowboard launched the Youth Performance Program. The goal is to lead the athlete and coach development pathway from Learn to Train to Train to Win; increasing the awareness of high-performance skills, requirements, and habits at the lower LTD stages, while also working to ensure athletes are able to experience every discipline. It will further act to identify, track and mentor potential future high performance athletes at early development stages. This program will offer learning opportunities and resources to coaches and athletes to facilitate development across all disciplines and stages of the LTD.

ACTIVATIONS

EDGE CAMP NOVEMBER 26, 2021

This camp was focused on developing and refining carving abilities for athletes of any LTD stage and any discipline. Athletes and coaches worked with our National Alpine team athletes and coaches, and raced against each other in a dual course. No alpine equipment was needed, and additional coaches were brought in to work with the coaches and athletes to gain a better understanding of carving both in and out of an alpine course.

Club attendance: 4
Athlete attendance: 32
Coach attendance: 12

National team athlete attendance: 8
National team coach attendance: 2

SBX CAMP JANUARY 14-17TH, 2022

This camp had two goals: One was providing a NorAm level training camp within Canada to our stage 4 and 5 athletes, while the second was to allow athletes who have never experienced snowboard cross before to do so in a safe environment. Not only did this camp provide an introduction at a grassroots level to snowboard cross, it simultaneously allowed our developing performance athletes the opportunity to access a course to grow and refine their skills. These two focuses align with our goal to facilitate athlete development through a range of skills using a multidisciplinary approach. Technical experts were brought in

for the development camp to mentor the other coaches on SBX as a whole, as well as to provide tips and instructions for inspection, technical skills, and providing feedback.

PERFORMANCE CAMP

Club attendance: 8
Athlete attendance: 43
Coach attendance: 9

DEVELOPMENT CAMP

Club attendance: 6
Athlete attendance: 39
Coach attendance: 15

SLOPESTYLE, BIG AIR, AND HALFPIPE CAMP JANUARY 30-31, 2022

Similar to the SBX camp, the freestyle camp was organized in different segments to ensure our provincial and development level athletes had a venue to train in with other athletes respective of their skill level. This camp was focused on providing a Junior and World Cup level Slopestyle course alongside a World Class 22ft Halfpipe to provide the space for developing and refining skills for athletes of multiple LTD stages within freestyle disciplines. To aid the development of our coaches and athletes, three of Canada's experienced judges were brought into the camp to critique the athletes performance, and give feedback to the coaches and athletes on what they would judge their maneuvers and where they can improve to get a higher score.

Club attendance: 9
Athlete attendance: 89
Coach attendance: 15

EDGE CAMP 2.0 FEBRUARY 22, 2022

Following the success at our Edgecamp in Alberta, we wanted to run a similar camp that aligned with our National Team training. This was a multi disciplinary

camp, where freestyle specific athletes trained with the National Alpine team in the morning to develop and refine their carving abilities, and then train in the park with a high performance slopestyle coach. Alpine specific teams then trained with the National team, where the training was led by our National Team coach and coaches were able to learn how to continue to improve their athletes.

Club attendance: 2
Athlete attendance: 12
Coach attendance: 3

National team attendance: 6
National team coach attendance: 1



PROGRAMS ... continued

Youth Performance Program Continued

THE GATHERING

YOUTH PERFORMANCE CAMP

This camp provided multi-discipline training opportunities to Stage 3,4, and 5 athletes across the country. The goal was to bring together athletes and coaches to ride, have fun & progress on the unique terrain of the Holy Bowly course, while incorporating key features from other disciplines. The camp included aspects of slopestyle, halfpipe, big air, and SBX, and even a dual alpine course and banked slalom, both with timing. A National team coach from each discipline attended the camp to mentor coaches and athletes, while getting an overview of who our future high level coaches and athletes will be. Also participating at the Gathering was Canada Snowboards Next Gen team, who rode alongside all participants and helped bring an element of inspiration to all in attendance. Finally, Para Snowboard ran a recruitment camp in alignment with the Gathering, allowing all participants to ride the course, navigate through all different aspects of the disciplines, ride alongside national para athletes, and even had access to a classifier to discuss the eligibility of the sport and each participants future within para snowboarding. The Gathering was one of Canada Snowboard's most successful development initiatives, and has promise and support to continue growing through the years.

- Club attendance: 20
- Athlete attendance: 190
- Para recruitment attendance: 7
- Club Coach attendance: 52
- National team athlete attendance: 4
- National team coach attendance: 5



PTSA MEMBERSHIPS

BC



1,037
Members

AB



875
Members

QC



592
Members

ON



509
Members

NWT



226
Members

NS



171
Members

YT



123
Members

SK



107
Members

NL



91
Members

MB



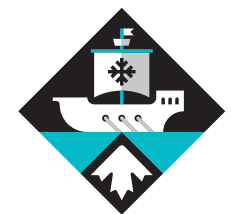
65
Members

PEI



8
Members

NB



0
Members

PTSA HIGHLIGHTS

02

SSD



British Columbia

- BC Provincial SBX Team athletes had a very successful competitive season including highlights of 2 Olympic Bronze medals; 2nd NorAm Finals; 1 athlete moving to Next Gen; 1 athlete moving to the National Team.
- Event delivery was still limited due to Covid, although attendance was good at the events hosted, including 4 NorAm events, 8 Provincial events, as well as 3 Grom and 4 Elleboard activities.
- Clubs and coach programs are continuing with overall development, most seeing increased participation and membership.

Alberta



- Great year of contests and events including:
 - Snow rodeo World Cup Slope, SBX NorAm, HP NorAm/National, Big Air NorAm/Nationals, Jr. Nationals slope and halfpipe 2x Provincial Series Slope, 2x Provincial Series Halfpipe in our Pipefest, 4x Grom activations in slope, pipe, banked slalom and giant slalom.
- Hosted a number of Canada Snowboard YPP events in sbx and the Gathering.
- Got back into schools with our little riders program
- Hosted an in person and simulcast Elleboard inspiration night with speeches from snowboard Olympian Brooke D'Hondt, wrestling Olympic Gold medalist Erica Weibe and World Snowboard coach of the year Nichole Mason
- 3 members of the AB community represented in the Olympics with Brooke D'Hondt and Liam Gill in Halfpipe and Lisa DeJong won a silver in Para!
- Strong representation from the AB community in Jr.Worlds with athletes in halfpipe, big air and slope.



Quebec

- The 2021-2022 season saw the AQS and the ASSQ visit 81 primary schools and hosted a snowboard initiation program that reached 12,439 kids.
- For the first time since 2014, Stoneham returned as an event location hosting an Air Nation event in March; which drew rave reviews from the athletes for participated



Ontario

- Ontario athletes made up 35% of the 2022 National/NextGen Teams
- Hosted 11 Parallel, Snowboardcross, Slopestyle and Big Air NorAm training and competition days
- Executed 20 Provincial Series training and competition days & 10 FIS competitions
- Hosted the 2022 Alpine Snowboard Nationals at Blue Mountain Resort



Northwest Territories

- Exciting year filled with a Territorial competition, Arctic and Canada Winter Games Trials, an NWT tour with Liam Gill (Fresh off the Olympics)
- Professional footage shot at each snowboard hill in the NWT and continued dirt work being done in both Yellowknife and Fort Simpson.
- First high performance team trip to the Gathering and the highest number of members the organization has had to date

PTSA HIGHLIGHTS ... *continued*



Nova Scotia

- Hosted 9 events during the NS Snowboard Provincial Event Series, including the first Big Air event held in over 10 years
- Established a RIDERS program at Ski Ben Eoin
- Nicola Dempsey, NS Snowboard athlete attending Jr. Worlds
- Hosted 3 Comp-Intro Courses
- 21 Coaches registered for the 21/22 season
- Liam Moffatt, Nova Scotian attending the Olympics



Yukon

- Ran full to capacity on-snow programs at Mt. Sima in Whitehorse
- Podium placings at BC and Alberta provincial events as well as at Junior Nationals
- Inclusive Spring Clinic (open to women, trans, non-binary and 2 spirited riders) gained media attention
- Continued outreach to remote and indigenous Yukon communities with 2-day Grom event in Watson Lake; 3-day clinic in Dawson City; 2-day camp at Watson Lake
- Team from Watson Lake participated in Yukon Champs for the first time
- Established a Membership and Events Coordinator position
- Supported Snowboard Yukon artists by commissioning artwork for Yukon Champs promotion, hoodie design and custom athlete award trophies



Saskatchewan

- After coming off a complete shutdown last season with no programs or events, we were excited to offer a full range of programs in the 2021/22 season.
- Groms, Riders, a new female development program and provincial team camps saw high participation and were extremely successful.
- Three new coaches were certified, who all had the opportunity to coach grassroots programming in the province.
- Several new judges were certified, which allows us to have a range of experienced individuals available for future competitions in the province.
- President Murray Ernst, an incredibly valuable and outstanding contributor to the association stepped down this year, allowing for an opportunity for new leadership in the organization. Jen Dreger was voted in as the new President.



Newfoundland

- Growth in membership numbers - including both coaches and athletes
- Hosted successful Grom and Elleboard events at Marble Mountain, White Hills and Smokey Mountain
- Completed 1 Comp Intro Coach Course in NL



Manitoba

- MB SBD endeavoured to rebuild programs and events after a complete shutdown in 2020/21.
- Re-established 2 Prov Series events.
- Selected the largest CWG slate of athletes in the last 3 Games!
- Completed 1 Comp Intro Coach course in MB.
- Targeting a Comp Intro Advance course delivery in MB.
- Facilitated Comp Intro Coach courses in SK SBD & NWT SBD in spirit of supporting other small market PTSAs



Prince Edward Island

- Growth in membership numbers & Trained Coaches
- PEI Snowboard athlete competed at the u15 boardercross nationals at Mont Orignal.
- Held a Snowboard introduction event for women and girls in partnership with a local girls skateboard club, which had 30 participants.

03. BUSINESS OPERATIONS


MILESTONES


- Renewed Tier 1 partnership with Toyota, and retained all other partners through another pandemic winter.
- Snow Rodeo executed during the pandemic, one of the only World Cups of any sport successfully run last winter. The event included new activations for 'contests within the contest with major cash prizes from both Swatch and Toyota'
- Adding internal capacity with roles including content producer and communications specialist, sponsorship outreach coordinator, logistics and shipping coordinator and sponsor servicing coordinator
- Olympic Outerwear developed together with Li-Ning was highly regarded at The Olympics and seen as a major success from the brand visibility and sentiment towards Li-Ning
- Additional finance staff added to support the growth in Major events
- Planning and calendaring for World Cups in every Olympic and Paralympic discipline for the upcoming winter, including sponsorships for each
- Continued navigation of Covid-19 with no layoffs, reduction in funding or partners
- In market collaborations with Li-Ning, Swatch, Toyota and Redbull
- Ran the second annual version of the 'Send it!' Online contest
- Implemented new safe sport policies, procedures and third-party options to ensure athletes have a clear, transparent and independent mechanism to be leaders in safe sport
- Continued working with a great supplier network, as well as added new partners to provide support to the National Team, Olympic team, and events through product, medical support, discounts, and services.




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.

 23.6K
@canadasnowboardteam

 2.3K
@canadasnowboardnation

 17.9K

 619

- NATIONAL TEAM SPONSORS -



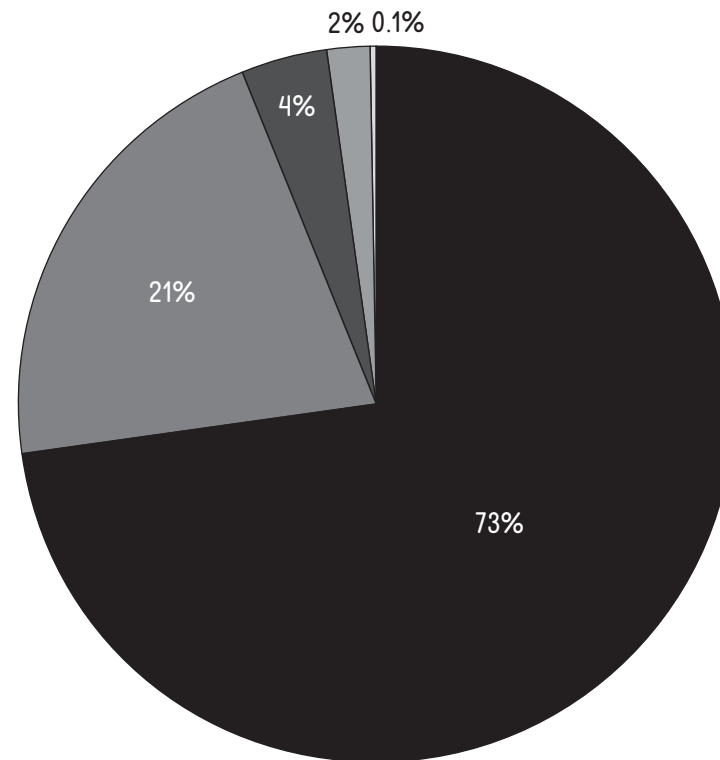
- Funding Partners -





REVENUE

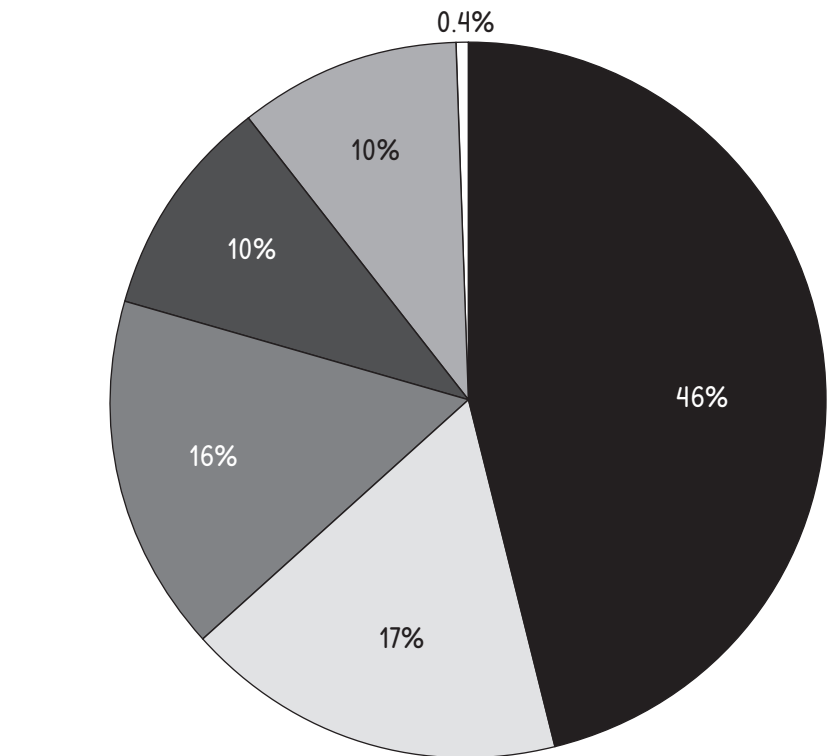
	2021-22 (9 months)	2020-21 (12 months)
Contributions	\$4,062,543	\$3,602,981
Sponsorship	\$1,193,346	\$932,741
Program Revenue	\$196,392	\$94,500
Other Revenue	\$100,485	\$56,942
Donations	\$3,000	\$9,812
Total	\$5,555,766	\$4,696,976



Contributions
 Sponsorship
 Program Revenue
 Other Revenue
 Donations

EXPENSES

	2021-22 (9 months)	2020-21 (12 months)
High Performance	\$2,546,725	\$2,809,237
Major Events	\$964,022	\$100,000
Business Development	\$873,285	\$580,516
Sport Development	\$567,884	\$395,628
Leadership & Administration	\$543,645	\$540,160
Amortization	\$24,080	\$38,213
Total	\$5,519,641	\$4,463,754



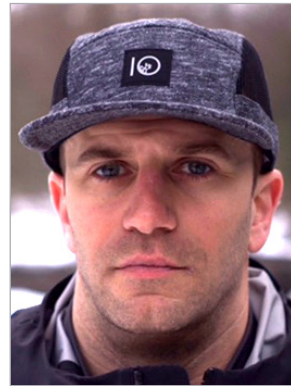
High Performance
 Major Events
 Business Operations
 Sport Development
 Leadership & Administration
 Amortization

BOARD OF DIRECTORS

The board of directors is a volunteer group that is elected by the members, our Provincial/ Territorial Associations, to govern the organization. A board is mandatory for all non-profit organizations in Canada. The board owns the Canada Snowboard strategic plan, and hires the executive director to run the organization and execute the strategic plan along with the full compliment of staff.



Tyler King
Chairperson
Executive, Diversity, Equity & Inclusion Working Group



Mark Szepes*
Vice-Chairperson
Executive, Governance Committee, Diversity, Equity and Inclusion Working Group



Melodie Theriault
Treasurer
Executive, Nominations, Finance and Audit Committee, Revenue Generation Working Group



Krissy Bell*
Secretary
Executive, Finance & Audit Committee and Revenue Generation Working Group



Gord Manuel
Member At Large
Finance and Audit, Governance Committee



Risto Scott
Member At Large
Communications, Nominations, Finance & Audit Committee, Diversity, Equity and Inclusion, Revenue Generation Working Group



Erin Wilkins*
Member At Large
Communications Committee, Diversity, Equity and Inclusion Working Group



Michael Naraine
Member At Large
Governance Committee, Revenue Generation, Diversity, Equity and Inclusion Working Group



Chris Miall
Member At Large
Nominations, Governance Committee, Diversity, Equity and Inclusion Working Group

Athlete Council

**Up for re-election 2022 AGM*



Mercedes Nicoll
Chairperson
Athlete Rep on BOD, Communications, Governance Committee



Zoe Bergemann
Vice-Chair



Sebastien Beaulieu
Treasurer



Katrina Gerencser
Secretary



Derek Livingston
Member At Large



John Leslie
Member At Large

ATHLETES COUNCIL OVERVIEW

The Athletes Council (AC) makes sure the athlete voice is heard and valued at a board level. The AC is a sub-committee of the board of directors for Canada Snowboard (CS).

Athlete representatives on the AC are a diverse group of active and retired athletes representing all disciplines of CS. The Athlete representative with a seat on the CS board is usually the chair of the CSAC, this athlete brings the athlete voice to the board meetings, for the athletes by the AC.

2022-2023 Athlete Council TBD



CAN  **SBD**

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