



2022-23 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 & CEO



Mark Szepes
Chairperson of the Board



Dustin Heise
CEO

In the 2022/2023 Season Canada Snowboard endeavored to challenge ourselves to answer the question “ how do we top winning 6 Olympic and 3 Paralympic medals, overcoming the pandemic challenges, and continue to see ourselves through to becoming the world leading snowboard nation”?

We answered the question with audacity and vision. We would venture to scale the organization twofold in size to ensure a future that could build the foundation for the world leading sport organization. If successful, the strategy would ensure athlete support with new revenues through major events, create World Cup homefield advantage that is unparalleled, increase organizational capacity and build legacy access for the PTSA development systems. Through this ambitious season that delivered more major events than any other country, during the 2022/2023 fiscal year Canada Snowboard achieved more in one fiscal year in growth than ever before in our organizational history.

Canada Snowboard invested in ensuring we as a Snowboard Nation host at least one of each Olympic and Paralympic World Cup, and we are the only nation to be able to state this as fact. Ever. We do this in order to ensure each of our national teams, next gen, and system development programs have the access to the highest level of competition and the venue legacy that remains. We do this to ensure our members, partners, and sponsors can see the value we build through the tenacity of executing world leading major events that bring a broad audience to our sport by hosting in stadiums like Commonwealth Stadium in Edmonton. We continue to push the envelope with the FIS in the execution of our events, from the formats, to the courses, to the fan experience, and to our broadcast distribution that inspires viewers domestically and internationally as we look at how we produce television and online streaming in an innovative format.

We are motivated by a values first and values measured culture that holds us accountable to nothing short of being The World Leading.

The 2022/23 Season brought incredible highlights and impact founded on the Governance Leadership of the board of directors and the intent of the 2022-2026 strategic plan.

Our National Teams produced World Cup Podium results in every discipline. This is the first time in the organization’s history in the current discipline portfolio. With this, each discipline is a sincere medal threat for 2026, 2030 and beyond with the deep pool of youth snowboard talent that is growing across the snowboard system. We recognize this happens only by way of the tireless efforts of the athletes, coaches, health and athletic performance staff for the dedication to excellence.

We are committed to excellence and a culture of values and as we look back over the last year:

- Our Slopestyle and Big Air Teams won 8 World Cup and 2 X Games Podiums, the Half Pipe Program won 4 World Cup/World Championship podiums, Para Snowboard won 6 World Cup/World Championship podiums, Alpine Snowboard won 2 World Cup/World Championship podiums and Snowboard Cross won 3 World Cup podiums to come 3rd overall in world cup standings on the season.
- Our Major Events division was recognized for the Canadian Sport Tourism “Sport Event Sponsorship Initiative of the Year” for our 2022 version of The Style Experience FIS Snowboard Big Air World Cup.
- With a total of over \$45 Million in economic impact produced by Canada Snowboard’s Major Event Series the snowboard ecosystem has never been healthier or a stronger contribution to the Canadian Sport Tourism Economy.
- We grew an additional \$5.5 Million in revenue to deliver on the world cup portfolio, in which our partners, sponsors, host regions and venues, fans, athletes and viewers can see the incredible impact that this strategy has for mutual benefit.
- Canada Snowboard is committed to truth and reconciliation and we are grateful for the patience of the Indigenous community in our mutual pursuit of truth and reconciliation. We will continue to walk the walk in this pursuit and listen with open hearts.
- 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.

- As we see in our financial statements, we have experienced a 2X growth year over year. We will continue our support in growing our financial management systems to sustainably continue this approach to scaling and ensuring we produce the planned unrestricted surplus for the end of 2025/ 2026 fiscal year.

We recognize there will always be challenges as a national sport organization, while it is how we react and conduct ourselves as we test our character and seek to grow the partnerships necessary to support the needs of our athletes. 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 have, and will continue to deliver season-after-season within the Olympic/Paralympic Quadrennials, and this has had a positive impact on our ability to demonstrate our potential in 2026 and 2030. We have been well supported and we will work together with all stakeholders to continue to achieve our full potential in the path to world leading.

Our sport systems, program results, and financial position as outlined in this report provide further insight into the full scope and scaling of our operations. While reviewing these reports, please note the importance and commitment of our sponsors and key funding partners, especially Sport Canada and the Government of Canada, 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,

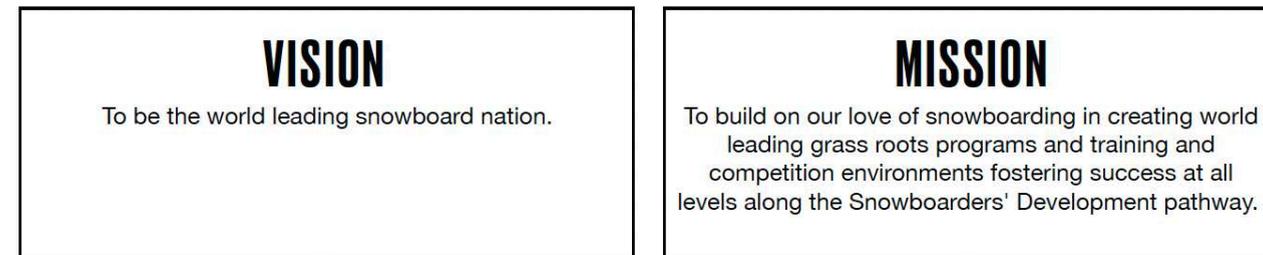
Dustin Heise
CEO

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Chairperson of the Board

2022-2026 STRATEGIC PLAN... *continued*

At Canada Snowboard, we believe that 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 a Snowboarder-focused approach to training, programs, events and coaching. Our Snowboarders are amongst the best in the world, and we are committed to provide them the means to achieve their goals.

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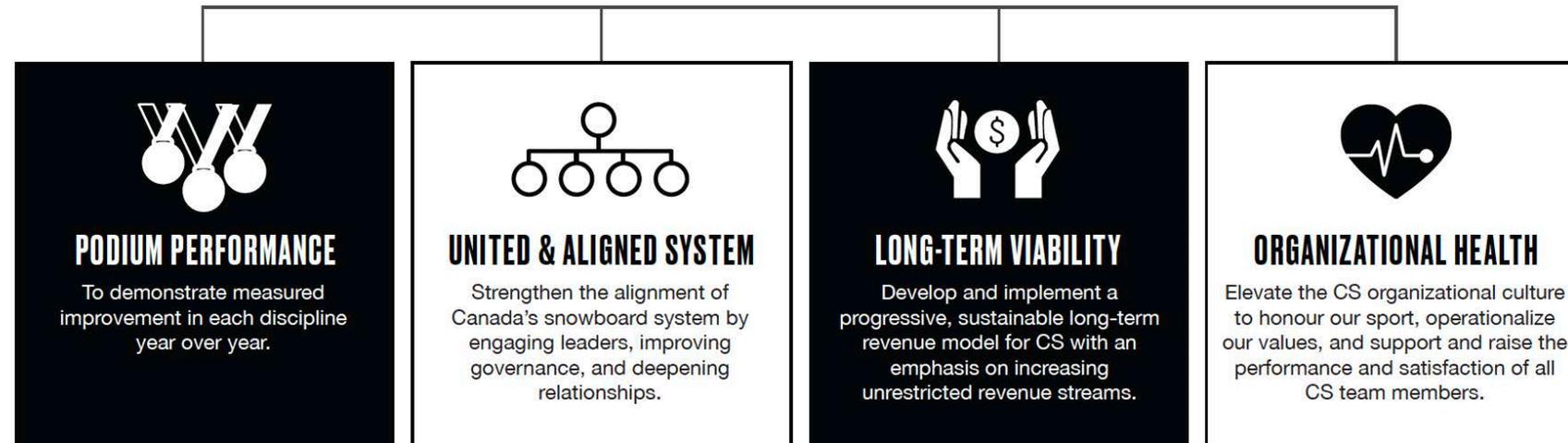
VALUES

Our values are founded on **INTEGRITY**. A Snowboarder-centered, honest, consistent and transparent approach to everything we do. Our Values are uncompromising and everyone in our community will be held accountable in living them day in day out.

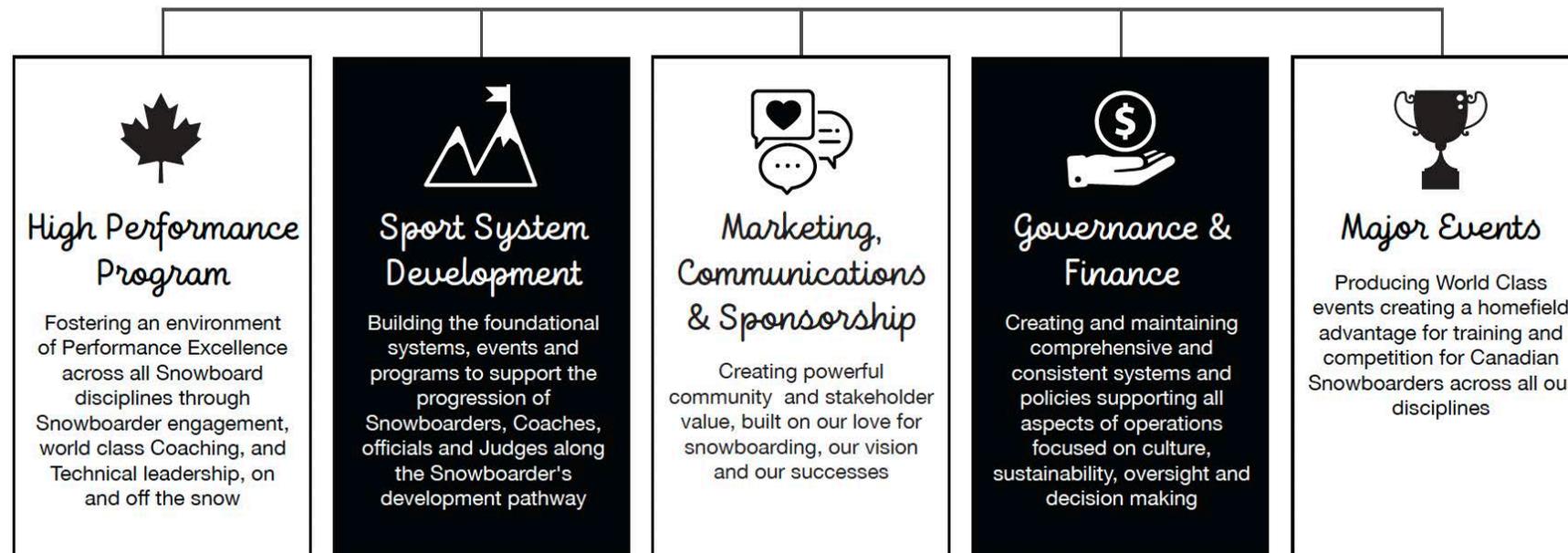


2022-2026 STRATEGIC PLAN... continued

LONG-TERM STRATEGIC GOALS



5 OPERATIONAL PILLARS



01. HIGH PERFORMANCE

HIGHLIGHTS

Our athletes are poised for success and we need to continue to work tirelessly for their health and performance success. We thank our partners for their unrelenting support of Canada Snowboard and we are so grateful for them. We recognize the support and we want to be a partner that contributes success for all.

This past season, our athletes rose to the occasion once again with home soil victories at Big Air, Para-Snowboard, Slopestyle, Halfpipe, and SBX, to wrap up our domestic FIS World Cup season - each win was delivered with humility while fortifying why and how to continue the style of play Canada Snowboard has built for winning.

Once again, our Slopestyle/Big Air team showcase their talent at marquee events with multiple podium performances. The SS/BA team continues to be a cornerstone of the program where athletes have demonstrated a culture of buy-in and appreciation for every dollar invested in making them the top snowboarders on the planet. Further to this was the emerging Half Pipe Team with Elizabeth Hosking consistently on the podium and taking silver at the World Championships, solidifying her threat as a 2026 medal potential. Our SBX leadership and athletes alike, continued World Cup podium success with a great finish in Quebec at World Cup finals that saw Éliot Grondin take home back-to-back podium performances, including his second career victory, while finishing 3rd for the crystal globe (FIS World Cup Overall). The Para Snowboard Program took another leap forward with a team that was destined to continue to succeed with character and values second to none. This group delivered on their potential and were consistently on the top of the podium at every event they entered, which included Tyler Turner defending his World Championships Snowboardcross title in the process. Further yet, the success and ongoing growth and competitiveness in our Alpine Snowboard Program has put us in an extremely strong position for podium results in 2026 as Arnaud Gaudet demonstrated his potential with his World Championship podium, and Megan Farrell's early season saw her back on the podium once again.

We are more driven than ever for repeated success, and thus, will continue to ensure the necessary elements are in order to elevate our programs leading to Milano Cortina 2026

SLOPESTYLE/BIG AIR

Before the season got started the dominating team of the past turned into a younger core group. Big Air Olympic Gold Medalist Sebastien Toutant retired from competitive snowboarding, and Multi-Olympic Medalist Max Parrot took a paternity leave after having his first child born in the Summer of 2022. With Max and Seb not competing this year it opened up additional FIS World Cup starts for the younger group to gain more experience. In total we had six riders, achieve nine podiums between FIS World Cups and the X-Games, demonstrating the depth of medal potential on the team.

Above all of the podium results, which are contained in the riders profiles the newest member to the National Team, Emeraude Maheux has stood out and excelled with the program through the season. In her first year of competing in Major events (FIS World Cups and FIS World Championships) Emeraude has improved her world ranking from 20th to 15th on the 2024 FIS base ranking list. 11th. She placed 9th in SBS and 10th in BA at the Bakuriani, GEO World Championships and had a 7th place finish at the Calgary FIS WC. Following World Championships, she competed in the Laax Europa Cup winning the event with a very strong field, including the newly crowned FIS World Champion in Slopestyle Mia Brookes.

TEAM HIGHLIGHTS

- Jasmine Baird – Podium all FIS World Cups 3rd in Calgary, 1st in Edmonton, 3rd in Chur
- Laurie Blouin – 4th in BA FIS WCHs, X games 3rd in BA, 2nd Calgary FIS WC
- Mark McMorris - X Games Win
- Darcy Sharpe –FIS World Cup win
- Cam Spalding – 1st Ever FIS World Cup Podium
- Liam Brearley – 2nd and 1st at very high level ECs Laax and Mottolino
- Nic 3rd in Edmonton (first competition back) and 4th at FIS WCHs in BA



HALFPIPE

The CS Halfpipe program under the leadership of our new coach Robert 'Bud' Keene can no longer be labelled as a NextGen Program all the riders are establishing their progression and consistency and reaching the middle of the podium on the world stage. Bud's vision and plan for the program is focused towards Canada's first Halfpipe Olympic Medal. The Halfpipe team has been increasing their ranks and competition results and below is a summary of our best season yet with the team.

Elizabeth Hosking has had the single best season of any Canadian Women's Halfpipe rider in the history of the discipline. 2nd overall on the FIS Crystal Globe Standings, with three 2nd place podiums at the FIS Copper World cup, Calgary FIS World Cup, and Bakuriani FIS World Championships.

Brooke D'Hondt improved her ranking on the FIS Crystal Globe Standings to 6th overall, with a couple results just missing the podium (4th at the FIS Calgary WC, and 5th at the FIS Mammoth WC). Judging wasn't on her side at the FIS World Championships where she just missed out on finals getting bumped from 8th position. Her progression this year clearly demonstrates she's able to make the FIS World Cup podium, we are looking forward to seeing this happen for Brooke.

Liam Gill continues to edge closer to steadily making finals on the FIS World Cup tour. He is working towards consistency in his competition runs and leading to improved results and world rank. Liam sits 17th on the FIS World Cup standings for the Crystal globe in Men's Halfpipe.



Coming into the 2022/23 season, the Snowboardcross program faced change within the technical leadership of the program, and a retiring pool of veteran athletes. Jake Holden, Co-Head Coach, stepped away from the program for personal reasons and the program did an extensive search to replace the lost leadership. Simone Malusa, an Italian based coach, stepped into the role during the Summer of 2022 and has already brought tremendous value and experience complementing the existing staff within the program. Simone has seamlessly transitioned into the Co-Head Coach role alongside Maëlle Ricker and has been instrumental in driving European based training opportunities that the program has not historically been able to access. We are very well positioned leading into the 2026 Games with our technical staff while leveraging our EU and Italian based footprint Simone provides.

The Snowboardcross NextGen Program aims to develop young talents and align with the National Team Program's values. Current NextGen athletes are supported during World Cup competitions, and designated training opportunities, by the National Team while being supported by their personal coach when they are otherwise not with the National Team. The enhanced collaboration between the National Team coaches and provincial coaches aims to support athletes and create a more seamless transition between the two programs.

TEAM HIGHLIGHTS

- Eliot Grondin: 3rd Les Deux Alps WC, 1st Mt. St. Anne WC, 3rd Mt. St. Anne WC, 3rd Snowboardcross Overall
- Audrey McManiman: 4th Sierra Nevada WC, 5th Sierra Nevada WC, 5th WCH Team, 7th WCH Individual, Winning Mt. St. Anne Qualification.
- Evan Bichon: 12th Mt. St. Anne WC, 13th Mt. St. Anne WC, 13th WCH
- Liam Moffatt: 7th WCH
- Colby Graham: 17th Sierra Nevada WC, 17th Mt. St. Anne WC
- Tristan Bell: 17th Sierra Nevada WC



ALPINE

Our Alpine program has been able to make great strides over the course of the past few seasons by adopting many of the enhancement opportunities and building on them year over year. The 2022/23 season has been no different, as we have built upon the technical leadership capacity of the program with our current coaching staff and have been able to continue to leverage and deliver high quality training environments as we move into the 2026 quad. The Team continues to progress under the technical leadership and program model in place and the hiring of our wax technician, World Cup coach, NextGen coach while making strategic upgrades with investments in Physiotherapy and Off Snow (S&C) coaching pays dividends as it while increases the overall support the program offers. Our semi-centralized European Hub increases our ability to offer more days on snow, starting earlier in the season, to our athletes – which is helping us close the gap on the more established European nations and programs. Our athletes have made big progressions in their overall performances at international level events again this year, which include Megan Farrell who was able to replicate a World Cup Podium performance prior to her season ending injury, Arnaud Gaudet's World Championship performance that saw him take home the bronze medal in PSL and Ben Heldman who continues to find his consistency on the World Stage reaching the finals (a Top 16 result) at a World Cup during his first year on tour.

The addition of a dedicated NextGen coach whose primary focus is to support the CS NextGen program and athletes. This 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 for FIS Continental Cups and the FIS World Cup competitions gaining important international experiences.

TEAM HIGHLIGHTS

- Megan Farrell: 3rd Cortina d'Ampezzo, ITA World Cup PGS
- Arnaud Gaudet: 3rd Bakuriani, GEO World Championships PSL
- Arnaud Gaudet: 6th Berchtesgaden, GER World Cup Finals PSL
- Ben Heldman: 11th Bansko, BUL World Cup PSL
- Aurelie Moisan: NorAm Overall Tour Winner
- Continued on the trend of increasing program days/training opportunities in the fall and throughout the winter.
- Provided 26 weeks of DTE Off Snow Coaching based out of CSI-O.
- Integrated the support of a physiotherapist with the National Team for the main training and competition period.
- Multiple Europa Cup podiums in PAR



PARA SNOWBOARD

This year, the Para Program focused on resetting from the 2022 Quad and emphasized joy, development, personal projects, and rest/rehab. We prioritized individual athlete needs and allowed more personal time for individual projects ensuring we continue to retain top talent for the future. The National Team benefited greatly from a more tailored season following the 2022 Games, in addition to supporting their individual needs and training and competition plans, the program to the opportunity to focus on talent identification and recruitment initiatives.

Productive training days on snow included a successful camp at Baldface and the establishment of a new Banked Slalom track at Mt. Sima. Mt Sima is a training environment that we have not had consistently in Canada and was a major area of opportunity though the Beijing Quad – we made this a priority early into this Quad and it will pay dividends. Mt. Sima currently hosts the only dirt built Banked Slalom in North America and is an ideal environment and location for it that will provide valuable training for our team as we progress toward the 2026 podium.

CS was able to offer the talent identification group three development camps offered compared to one in the previous year. Our technical staff have been on snow with all newly identified athletes in our pool to collaborate on individualized strategy for their snowboarding future. From these initiatives, we have identified 2030 potential in a few younger athletes.

TEAM HIGHLIGHTS

A little quieter than 2022 nonetheless our athletes showed they were still eager and ready to compete at the highest level!

- Sandrine Hamel; 2x bronze medals at Big White Banked Slalom World Cups, just behind Brenna Huckaby (USA), PWG Gold medalist in the discipline.
- Lisa Dejong - Gold & Silver at Big White Banked Slalom. This was Sandrine & Lisa's only competition this year with the other targeted competitions we had being cancelled or postponed due to lack of snow in Europe and the one being rescheduled didn't match our season plan with them. Lisa's performance got her 3rd Place Crystal Globe in BSL for the season.
- Tyler was also on a reduced competition schedule this year. He was supposed to attend Big White but mother nature had other plans, being stuck in Seattle for almost 4 full days. We made the most of it while in Italy for World Cup Finals & Spain for World Championships where he won gold at both event in Snowboard Cross and got 4th Place in Dual Banked Slalom at both events as well after qualifying 3rd at both as well. Tyler also won BC athlete of the year recently.



02. BUSINESS OPERATIONS & MAJOR EVENTS

MILESTONES

- Renewed Tier 1 partner Li-Ning for an additional 4-year term, supporting events, national team, individual athletes, Olympic team & product
- Renewed Tier 1 partner Swatch for an additional year (working year-to-year based on their marketing budgets)
- Renewed Tier 1 partner Red Bull for multi-year agreement
- Renewed partner Burton for multi-year agreement
- Added numerous new Major event sponsors and partners
- Building internal capacity with new positions to support marketing, communications, sponsorship sales and organizational excellence
- Ranked the only NSO in Canada as 5/5 in risk management through the Sport Canada ranking system
- Hit new milestones with the Canada Snowboard store and merchandise program
- 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.
- 6 World Cups were hosted (representing each discipline) across 4 Provinces – the only country in the World to ever run a world cup in every Olympic and Paralympic discipline in a year
- Doubled the financial footprint of the organization in one year
- Added significant new staff capacity in major events in each functional area
- Legacy venues utilized for freestyle nationals, camps and development opportunities
- Added the single biggest project Canada Snowboard has ever undertake in ‘The Style Experience’ World Cup.
 - The event hit milestones of ticket sales (15,000+), sponsorship levels, media value, economic impact and has set up a multi-year agreement for the event to continue to grow
- Added a new SBX World Cup ‘Bataille Royale’ that was regarded publicly at the FIS meetings as the best event on the tour, and the aspirational level for all SBX world cups to look to.
- Brought back the PGS World Cup the ‘Alpine Snow TKO’ in Ontario for the first time since the pandemic.
- Successfully ran the Snow Rodeo in Alberta and supported the Welcome to Paradise Para World Cup, run by BC Snowboard.
- \$45 Million in economic impact across the major events portfolio
- Nominated and Won Canadian Sport Tourism awards for The Snow Rodeo & Style Experience including winning best sponsorship initiative
- Record for merchandise sales at the Style Experience World Cup

WORLD CUPS

Canada Snowboard would like to acknowledge the tremendous support we've received from each host PTSA where a World Cup was hosted this past season, as it could not have been done without them. The PTSAs recruited & managed volunteers, led activities and activations for the local communities, and supported us with a vast amount of local logistical knowledge.

The 2022/2023 season saw Canada Snowboard, with the support of multiple host PTSAs put on a total of six world cups (one for every discipline).

The Style Experience (Big Air) - The first World Cup of the season was also a first of its kind in Canada, as the event was hosted in Canada's largest outdoor arena at Commonwealth Stadium in Edmonton, Alberta. Great local activities and activations were held in conjunction with this event that saw Grom events, stadium visits from local schools/community groups. Canada Snowboard and National Team Athlete Mark McMorris also partnered together to make a \$30,000 donation to the Indigenous Sport Council of Alberta to help create more introductory opportunities for indigenous youth to snowboarding.

Welcome To Paradise (Para Banked Slalom) - Once again, Canada Snowboard returned to the beautiful Big White Resort for the Para World Cup. In addition to the Para World Cup, a Para NorAm was also held on the same track and a Para classification and camp were conducted in advance of both competitions.

Alpine Snow TKO (Alpine) - The Alpine Snow TKO World Cup saw Canada Snowboard return to Blue Mountain Resort in Ontario. Two great days of PGS competitions were held, and with the support of Ontario Snowboard the 2023 Alpine Nationals followed on the same course in the week right after the World Cup, which provided the next generation of alpine athletes a great opportunity to race in world class conditions.

Snow Rodeo (Slopestyle & Half Pipe) - The Snow Rodeo World Cup at Winsport, Calgary, Alberta was the host to both Slopestyle and HalfPipe Competitions. In addition to the both World Cups being held, grom events were hosted at Winsport and Canada & Alberta Snowboard activated at local festivals throughout Calgary in advance of the competitions. The AirNation Freestyle Nationals were also hosted at Winsport immediately following these two World Cups which gave great opportunities to NextGen freestyle athletes to use both World Cup courses.

Bataille Royale (SBX) - For the first time, Canada Snowboard hosted the SBX World Cup at Mont-Sainte-Anne Resort in Quebec. The competition, which was originally supposed to be held in early February was forced to be postponed to the end of March. The team with a huge amount of support from Quebec Snowboard still was able to execute a world class competition which drew rave reviews from the athletes that competed.



02
BUS
OPS



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.

 27.3K
@canadasnowboardteam

 2.7K
@canadasnowboardnation

 2.6K
@shred.the.north

 18K

 673



- NATIONAL TEAM SPONSORS -



- Funding Partners -



03. SPORT & SYSTEM DEVELOPMENT

MILESTONES

- 6 World Cups were hosted (representing each discipline) across 4 Provinces
- 50+ more memberships purchased compared to the 2022/2023 season
- 7 Youth Performance Program Camps were held across Canada, culminated with 'The Gathering' that had 232 athletes and 59 coaches in attendance
- 11 new sanctioned PTSA/Canada Clubs were sanctioned across 3 provinces for a total of 52 clubs overall
- Canada Winter Games - For the first time, all 11 PTSAs sent teams to the competition that was hosted at Brookvale, PEI

SAFE SPORT

Canada Snowboard is committed to putting the highest priority on providing a healthy, safe, accessible and inclusive learning, training and competitive environment and experience for everyone in the Canada Snowboard Community.

As part of Canada Snowboard's commitment to creating a safe and inclusive environment, we are proud to have adopted the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS). As part of this commitment, Canada Snowboard also became an Abuse Free Sport signatory on December 31, 2022. This independent program is created to prevent and address maltreatment in sport in Canada. All Canada Snowboard stakeholders at a national level (inclusive of employees, contractors, Board of Directors, National and Next Gen Team athletes, coaches and support staff) have access to the services of the Office of Sport Integrity to address any concerns or complaints they experience, or observe, while participating in our sport.

Canada Snowboard has continued to retain the services of an independent third party (Ombudsman) to be available for all members to access for complaints of concerns related to safe sport violations, particularly those which fall outside of the jurisdiction of Abuse Free Sport.



EQUITY, DIVERSITY & INCLUSION (EDI)

Canada Snowboard continues to partner with Inclusion Incorporated to deliver on our national Equity, Diversity, Inclusion and Accessibility (EDIA) Action Plan, which focuses on priority action areas across the organization in the areas of Governance, Events and Competitions, Programming, High Performance and Business Operations. We are continuing to work closely with our PTSAs to implement different initiatives, policies and procedures and ensure an EDIA lens is applied to all events and programming we offer.

Canada Snowboard has extended the initial project with Inclusion Incorporated to partner with Allison Forsyth, from ITP Sport and Recreation, to deliver a culture co-creation project. The project will lead the sector in bridging the EDIA space, with safe sport priorities, to create a culture centred around the voices of our athletes and we look forward to continuing this project over the coming year.



EVENTS

From coast to coast Canada Snowboard and the PTSAs put in an incredible amount of hard work alongside some of the most amazing volunteers. Provincial, FIS and NorAm competitions were a huge success!

Freestyle Nationals (Senior)

The Air Nation Nationals took place at Calgary's WinSport Canada Olympic Park. It was a week filled with Halfpipe, Big Air, and Slopestyle contests. Where the Senior riders had beautiful mild weather conditions but there definitely wasn't anything mild about their riding. Competitors threw it down on the expertly groomed World Cup courses.

8 - Nations CAN, USA, GBR, HKG, JPN, NZL, BRA, AUS

38 - Halfpipe athletes

58 - Slopestyle athletes

48 - Big Air athletes

24 - Coaches domestic & internationally

Freestyle Nationals (Junior)

The Air Nation Junior Nationals closed out an amazing season at Calgary's Canada Olympic Park. It was the first time the competition was held separately from Senior Nationals. Both Slopestyle and Halfpipe riders gave it all they had. With a great turn out comparable to pre-covid numbers, perfect weather and an amazing community it was a huge success. As well, the Banquet which hasn't happened since 2019 was a great way to close out the season and celebrate this astonishing community.

27 - Halfpipe athletes

100 - Slopestyle athletes

27- Coaches

15 - different clubs from across Canada

65 - attended the Banquet



EVENTS

Alpine Nationals

The Speed Nation Alpine Nationals made their way to Blue Mountain, Ontario. It was a fierce competition but that didn't stop everyone from having an incredible time. Nationals were a success with athletes and coaches alike.

3 - Nations CAN, USA, JPN

41 - domestic & international athletes + coaches

Snowboard Cross Nationals

The competition was originally supposed to be hosted at Mont Orignal, Quebec, however, due to the SBX World Cup being postponed, SBX Nationals was moved to Horseshoe Resort in Ontario. It was an exciting week of racing and we saw some hometown heroes and new faces capturing national titles, with competitors battling each other and the clock to win the top prize. The Juniors also got the chance to shine and blew everyone away with their speed and determination.

6 - Nations; CAN, USA, JPN, KOR, AUS & BRZ

16 - Senior athletes

33 - Junior athletes

13 - Coaches



TOYOTA
**GROM
SERIES**
SPEED & STYLE

The 2022/2023 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 36 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. This next-next-wave of riders got to showcase their tricks and demonstrate speed skills during the World Cups in Alberta during the Snow Rodeo in Calgary and the Style Experience in Edmonton for the Toyota Super Grom series.

- 2 - Super Groms
- 100 - Super Grom Participants
- 36 - Total Grom events
- 620 - Grom Participants (Canada wide)



PROGRAMS

Coaching Program

Many milestones were achieved this season within Canada Snowboard's Coaching Program that continue to push the CSCP as a leader within Canadian Sport Organizations. The Comp Intro Pre-Course was implemented in an online format this season to address the fundamentals of our sport system pathway prior to an introductory coach taking the Comp Intro workshop. The course covered material on the competitive pathway, a rider's Long-Term Development framework, sanctioning and liability, and other essential topics that are crucial for all coaches to know. This course was the highest attended workshop that the coaching program offers and the online format introduced a method to workshop delivery that will be used in many future developing curriculums, including the upcoming Community Stream that is intended to be released prior to the 2023-2024 winter season alongside the blended online and in-person format of the Comp Intro Advanced workshops.

In-person workshops were held in great quantity this season. The provincial model to deliver Comp Intro workshops allowed a greater capacity for these in-person courses to run, therefore increasing the total number of participants that could participate in the workshop for the first time. A Comp Intro Advanced speed was held prior to the Canada Winter Games to provide coaches the knowledge and mentorship to lead their provincial teams to success in Prince Edward Island. Further, two additional Comp Intro Advanced workshops, one speed and one style, were held in alignment with The Gathering. This allowed coaches to attend the workshops and remain in attendance for the Gathering with their teams immediately following the courses.

Goals for the upcoming winter season include the release of the Community Stream and the blended online and in-person Comp Intro Advanced workshops. Additionally, a new simpler format to the coach evaluation tool will be released for all coach evaluators to use during the certification process. With all of these goals for the 2023-2024 season, the coaching program has exciting developments to look forward to.

THE YEAR IN NUMBERS

- 146 coaches completed Comp Intro Pre-Course
- 100 coaches completed an on-snow workshop
 - Comp Intro: 88 new coaches trained through 16 delivered workshops
 - Comp Intro Advanced Speed: 4 coaches trained through 2 delivered workshops
 - Comp Intro Advanced Style: 8 coaches trained through 1 delivered workshop
- 24 coach evaluations took place across all coaching contexts
- Total coaches: 382 licensed coaches in Canada for 2022-2023



PROGRAMS ... continued

Elleboard

This season saw over 229 participants across 18 Elleboard events across a multitude of formats ranging from trampoline nights, skate sessions, wax clinics, and even regular on-snow jam sessions.

Little RIDERS

The Little Riders are once again occurring in full effect post COVID restrictions. This season, over 25,000 participants were reached in schools across Canada for an off-snow introduction to snowboarding.

Riders

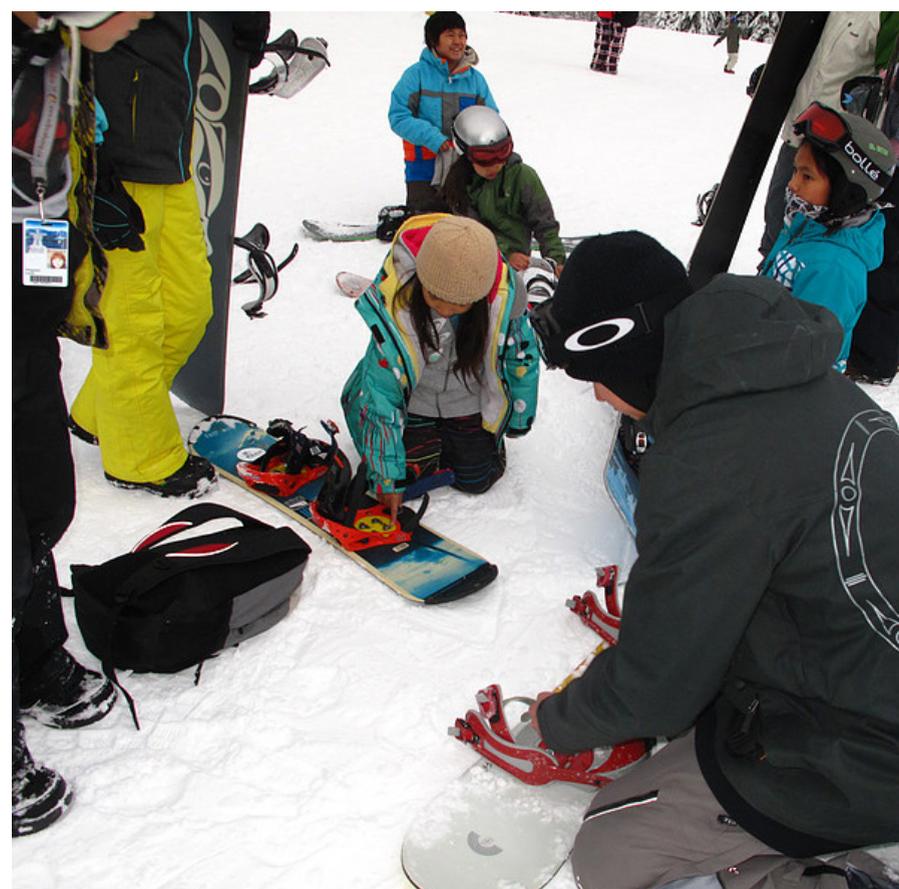
Riders programming continues to be implemented across a variety of curriculums (Green, Blue, Black) as a training tool for clubs and coaches for seasonal training within clubs across the country.

Para Snowboard

Para snowboard programming had an important year of development. This past season, 2 para-specific YPP activations were held in BC and Quebec with high quality of training provided by National team coaches to all coach and rider attendees. Members within Sport and System Development, alongside Para National Team coaches and athletes, met to discuss the overall pathway of Para sport and opportunities to address gaps within the system following the completion of the competitive season. A short and long-term roadmap to address fundamental gaps within Para Sport was created and will begin to be implemented for the 2023-2024 season. Initial goals will be to increase recruitment of the sport and provide greater coach training opportunities with the Para Fundamentals Workshops.

Indigenous Snowboard

Forming and strengthening partnerships were a priority for this past season. A generous donation by Mark McMorris of \$15,000 was matched by Canada Snowboard for a total of \$30,000 being donated directly towards Indigenous Snowboarding in Canada. This donation will be used in collaboration with the Indigenous Sport Council of Alberta to create a sustainable coaching model for snowboard development in the regions.



PROGRAMS ... *continued*

03

SSD

Youth Performance Program

The Youth Performance Program entered its second season of implementation with the goals of providing both athlete and coach development opportunities for riders of stages 3-8 of the Long Term Development framework and for coaches of all contexts. This season, specific priorities of development for the disciplines were broken down into Awareness, Development, and Performance based programming. Activations were organized according to those specific needs across the country. Over 25 days of activations were held across the country across all disciplines.

ACTIVATIONS

EDGE CAMP - NAKISKA, AB | NOV 20TH, 2022

The first YPP of the season was aligned in partnership with the Canadian National Alpine and Next Gen team with the goal of creating a positive and welcoming “Come-try-alpine” experience for multiple LTD stages. With the one day activation, club coaches worked alongside National team coaches, athletes were able to meet and ride with National and Next Gen team Members, and multiple non-affiliated riders expressed interest in joining snowboard teams during the day and were connected with appropriate teams and clubs following the activation.

Athletes: 30 | Coaches: 6

PARA - BIG WHITE, BC | DEC 12-14, 2022

The goals of the para activation were two fold: (1) Increase numbers of riders in Para, and (2) provide skill development opportunities to coaches and athletes. This training event was held prior to the Big White Para World Cup and NorAm with all National Team Para coaches leading the training for the athletes in a no-pressure environment prior to their first event of the season, and for some: the most competitive event of their career. A classification opportunity was tied into the World Cup / NorAm event where most YPP attendees were also able to participate with the trip.

Athletes: 3 | Coaches: 1

SNOWBOARD CROSS - SUNSHINE VILLAGE, AB | JANUARY 14-19, 2023

The largest Snowboard Cross YPP activation immediately followed the NorAm race at Sunshine Village. With 72 Canadian athletes in participation from groms who pulled out of a gate for their first time to athletes named to the Canadian Next Gen Snowboard Cross team, this 6 day activation provided a multitude of opportunities by providing a training opportunity for performance athletes while simultaneously developing skills in an unfamiliar discipline for development riders.

Canadian Athletes: 72

PARA CAMP - BROMONT, QC | FEBRUARY 14-15, 2023

This camp was focussed on promoting awareness and development in Para snowboard while simultaneously providing an avenue for existing athletes to train alongside others within the Para snowboard community. By aligning it with the Coupe Québec, the camp provided an opportunity to ride the snowboard cross track following a competition that was a suitable entry for development level Para snowboarders.

Athletes: 3 | Coach: 1

SLOPESTYLE AND HALFPIPE - WINSPORT, AB | FEBRUARY 18-19, 2023

This camp provided a Canadian training opportunity for teams and clubs to have exclusive access to a 22ft halfpipe and the XL Slopestyle Venue. Judges and coach mentors were available to work with both coach and athlete participants during simulated competition runs to discuss opportunities for scoring and improvement in a non-competitive format.

Athletes: 38 | Coaches: 7 | Judges: 2

EDGE CAMP EAST - HORSESHOE, ON | MARCH 9, 2023

The eastern Edge Camp was unique in the sense that this was the only activation to take place during training for a competition. As a result, the main priority of the activation was for a coach mentor to work directly with coaches and parents rather than directly with the athletes to best support all athletic goals. Main themes of the activation included on-snow technical components and off-snow components for the holistic approach to an athlete's riding.

Athletes: 10 | Coach: 1

SNOWBOARD CROSS - HORSESHOE, ON | MARCH 10, 2023

Canada Snowboard's second Snowboard Cross YPP camp was held in Ontario prior to the Provincial and NorAm races. The camp provided training opportunities for newer riders to ride a Snowboard Cross course prior to a possible first competition experience, while simultaneously providing development opportunities to developing athletes to experience inter-team training in a non-competitive environment. Snowboard Cross YPP coach Jake Holden was in attendance to work with coaches and athletes on all aspects of development, from working with coaches to identify up-and-coming athletes, to addressing key technical components to an athlete's riding.

Athletes: 31 | Coaches: 7

PROGRAMS ... *continued*

Youth Performance Program Continued

THE GATHERING

YOUTH PERFORMANCE CAMP

SUNSHINE VILLAGE, AB | MAY 1-7, 2023

The Gathering encompassed all aspects of the YPP program: A multidisciplinary event focussed on bringing together teams and clubs of all abilities and areas the nation to learn, and ride, and explore new disciplines in a non-competitive environment that encompasses the greatest fundamental to all: having fun and embracing the spirit of snowboarding. On-snow, participants had access to a Snowboard Cross track, Alpine courses, Banked Slaloms, Terrain Parks, and the Holy Bowly venue. Off-snow, participants had access to an array of development opportunities ranging from board tuning clinics, course maintenance clinics, and mental health discussions, all the way to skate nights and barbecues.

Athletes: 232 | Coaches: 59



PTSA MEMBERSHIPS

BC



1,056
Members

AB



1,129
Members

QC



789
Members

ON



627
Members

NWT



236
Members

SK



137
Members

NS



129
Members

YT



115
Members

MB



99
Members

PEI



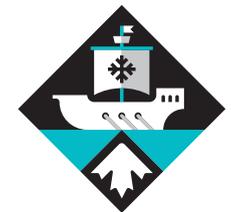
35
Members

NL



19
Members

NB



0
Members

PTSA HIGHLIGHTS

03

SSD



British Columbia

- Executed events at all levels, including 7 Grom and 6 Elleboard activations, 20 Provincial Series training and competition days, BC Winter Games, AIR NATION Slopestyle, SPEED NATION SBX, Welcome To Paradise Para World Cup, slopestyle and SBX camps.
- Our Provincial Teams saw increased participation and continue to perform well from FIS to
- World Cup level events. Team BC had impressive results at the 2023 Canada Winter Games with 4 Gold, 2 Silver, 2 Bronze medals.
- Membership numbers increased this season, including 18 sanctioned clubs. We continue to strengthen clubs and coaches throughout the Province.

Alberta



- The season saw a remarkable increase in registration numbers for slopestyle events, both at the Provincial and Junior Nationals levels. This surge in participation reflects the growing popularity of slopestyle snowboarding in Alberta and indicates a strong and vibrant snowboarding community.
- The dedication and enthusiasm of the volunteers were truly inspiring. Numerous individuals signed up to support events, and their passion for snowboarding created a stoked atmosphere for everyone involved. Their commitment to making each event a memorable experience for athletes, spectators, and fellow volunteers played a crucial role in the success of the season.
- The involvement of young Groms in snowboarding events was heartwarming. It was delightful to see them hanging out with athletes and eagerly participating in various roles, including being "board mules" in Edmonton..
- The event 'What the Huck' witnessed an outstanding display of community spirit. Athletes, spectators, and volunteers came together to celebrate snowboarding and create a memorable and inclusive atmosphere. The event served as a testament to the strong sense of community within the Alberta snowboarding family.



Quebec

- SBX World Cup was hosted for the first time at Mont Sainte Anne, with tremendous feedback from competitors describing how it was the best track on the tour
- Quebec Snowboard Athlete and National Team Member Éliot Grondin took home both 1st and 3rd place at the Mont-Sainte-Anne World Cup
- Total Membership base grew by 200 members compared to the 2021/2022 season

Ontario



- Canada Snowboard named 12 Ontario athletes to their High-Performance Program making up 32 % of 2022-2023 National & NextGen Teams.
- 2022 saw the return of the Alpine Snow TKO FIS World Cup Parallel Giant Slalom at Blue Mountain Resort welcoming over 100 athletes, coaches & support staff from 13 countries.
- Ontario Snowboard continued to support our athletes through the execution of successful NorAm events in Alpine Snowboard, Snowboard cross, Slopestyle & Big Air as well as hosting the 2022 Alpine Snowboard National Championships.
- In the spring of 2022 Ontario Snowboard entered into a partnership with Freestyle Skiing Ontario to develop a Downslope Airbag Training facility at Horseshoe Resort set to open in the Spring of 2024.
- The Ontario Snowboard High Performance Program has been accepted into the CSIO's Ontario High Performance Sport Initiative which will provide our Provincial Team athletes with additional support as they strive for success on the national and international stage.

Northwest Territories



- High performance team attended a training camp at Mt Sima, and compete in both the AWG and CWG competitions, and earning some medals at AWG
- Awesome team gear in collaboration with Burton Snowboards
- Liam and friends gathering this past spring down at Sunshine resort
- Supporting clubs in organizing a late Territorials event in Yellowknife at Ragged Riders

PTSA HIGHLIGHTS ... *continued*

Saskatchewan



- 137 members in the 2022/23 season.
- We had Groms and Riders programs operating at 4 different resorts this season (Mission Ridge, Optimist Ski Hill, Little Red and Table Mountain).
- Our Club Coordinators did a fantastic job organizing their respective locations' programs, and ensuring coaches, athletes and parents had the support they needed.
- A Groms Series Competition was held at Table Mountain and had a lot of success.
- On a more positive note, our provincial team (8 athletes in total) progressed a ton this season and 7 of 8 attended the Canada Winter Games.
- We also invested in a new training facility (terrain park) at Asessippi in partnership with Freestyle Ski Saskatchewan, Freestyle Ski Manitoba and Manitoba Snowboard.

Nova Scotia



- Over 3000 school kids participated in our riders session at the Fall Milk Sport Fair in Halifax
- Gold Medal at CWG in Alpine Snowboarding (Bridget) and the best overall showing for Nova Scotia (province) at the Games
- Hazen Young - 3rd place finish at the USASA SBX ParaNorAm.
- Liam Moffat's 7th place finish at World Champs
- We had an increase of 30% in coaches signed up for NS memberships

Yukon



- Unprecedented year for outside competition, fielding teams in CWG, Arctic Winter Games, and Junior Nationals with excellent results
- Supported rural and Indigenous participation through a training camp in Dawson City and providing travel and training opportunities for Watson Lake athletes
- Partnered with new Yukon group The Switch Ride Collective, facilitating gender-diverse, queers and BIPOC folx' participation in snowboarding
- Trained new coaches including Canada's first non-standing snowboard coach
- Worked with CS in building an international level banked slalom course at Mt. Sima
- Governance improvements including updating of bylaws to transition to the new Yukon Societies Act

Manitoba



- Biggest MB CWG team since 2011! Youngest female athlete to EVER attend CWG representative of MB (Maya Veitch - 11) competing in multiple disciplines. 1st CWG ever 3 MB siblings attending CWG (Maya-11 Kai-13 Ethan16 Veitch... Mom (Ruth) was also the manager!
- Joint venture with 4 PTSA's - 2 Provinces - 2 sports (MB Freestyle Ski - MB SBD - SK Freestyle Ski - SK SBD) collaborating on a professionally designed, national calibre slopestyle course at Asessippi. The start of a Prairie High Performance training venue. Thank you, Jen Dreger (SK SBD), it would not happen without you!
- First MB male athlete (Keenan Demchuk) to attend the World Cup (Snow Rodeo). Props to Joe MacAdoo (BC-Whis Valley HPCoach) getting him to WC level and Braeden Demchuk (MB-Backside Nines HP coach) laying the foundational building blocks. Also, 1st pair of MB brothers at WC as athlete and coach at the same event.
- Highest ranking MB female EVER at CS JR Nationals, Maya Veitch - 3rd.

Newfoundland & Labrador



- Sent a team to the Canada Winter Games in PEI, which was a fantastic experience for all athletes and coaches involved
- Focus heading into the 2023/2024 season will focus on growing the membership base and expanding programming options

Prince Edward Island



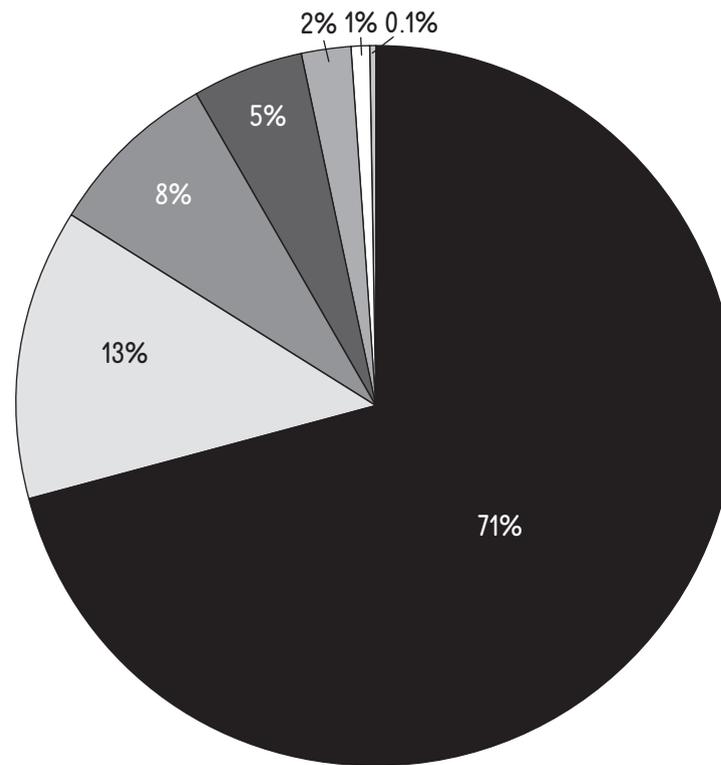
- PEI was the host of the Canada Winter Games which was very well received
- The building of the membership base - improved membership numbers vs the 2021/2022 season
- Continued strong participation with the Little Riders program.
- Being able to offer snow events which focus on the grassroots levels of snowboarding and the positive feedback from that.

04. FINANCE & GOVERNANCE



REVENUE

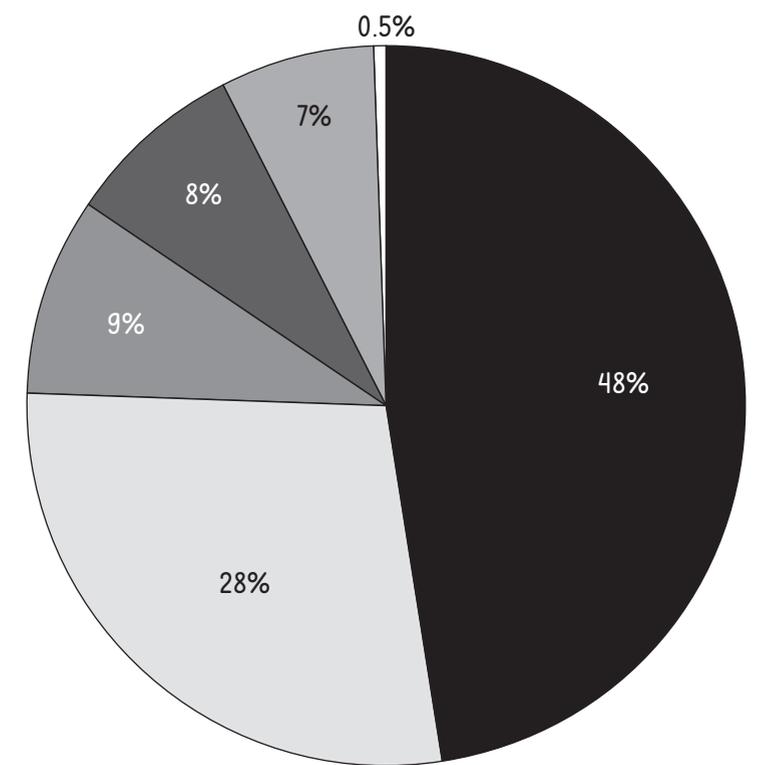
	2022-23 (12 months)	2021-22 (9 months)
Contributions	\$8,097,692	\$4,062,543
Sponsorship	\$1,534,730	\$1,193,346
Programs	\$869,378	\$196,392
Merchandise Sales & Other	\$541,232	\$100,485
Prairie Canada Grant	\$275,000	-
Legacy	\$130,424	-
Donations	\$10,000	\$3,000
Total	\$11,458,456	\$5,555,766



Contributions
 Sponsorship
 Programs
 Merchandise Sales & Other
 Prairie Canada Grant
 Legacy
 Donations

EXPENSES

	2022-23 (12 months)	2021-22 (9 months)
Events Program	\$5,812,760	\$964,022
High Performance	\$3,455,005	\$2,546,725
Sport Development	\$1,036,376	\$587,884
Business Development	\$991,774	\$873,285
Administration	\$804,412	\$543,645
Amortization	\$58,996	\$24,080
Total	\$12,159,323	\$5,519,641



Events Program
 High Performance
 Sport Development
 Business Operations
 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
Former Chairperson
Conseil d'administration



Mark Szepes
Chairperson
Executive, Governance, Committee, Diversity, Equity, & Inclusion Working Group



Krissy Bell
Vice-Chair
Executive, Finance & Audit Committee, Revenue Generation Working Group



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



Michael Naraine
Secretary
Governance Committee, Revenue Generation, Diversity, Equity & Inclusion Working Groups



Gord Manuel
Member At Large
Finance & Audit Committee, 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, & Inclusion Working Group



Chris Miall
Member At Large
Nominations, Governance Committee, Diversity, Equity & Inclusion Working Groups

Athlete Council

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.



Mercedes Nicoll
Halfpipe
Athlete Rep on BOD
mercedesnicoll@gmail.com



Derek Livingston
Halfpipe



Jules Lefebvre
Alpine



Kaylie Buck
Alpine



Carle Brenneman
Snowboardcross



Zoe Bergemann
Snowboardcross



Robby Balharry
Slopestyle/Big Air



Anthony Stefanizzi
Slopestyle/Big Air



John Leslie
Para Snowboard



CAN  SBD

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