

BC Freestyle Ski Association

BC Sport For Life Project

1. Introduction to BC Freestyle's Specific LTAD Implementation

Athletes of today are fortunate to live in a sports system that is being taken seriously by its leaders. Sport participants of all levels have access to references, studies, conferences, education, experts and scientists doing research on a sport system that creates life long participation and international results. The 2009 BC Freestyle Sport For Life Implementation Plan is simply a strategy to help prioritize where, how and when BC Freestyle will focus its efforts to produce a world leading sport. This strategy will start right away but to see results may take 2 to 4 years. BC Freestyle along with CFSA is positioning itself to capitalize on 2010 excitement and publicity to the sport of freestyle skiing.

The Objective and Scope of BC Sport For Life Project - BC Freestyle has put this document together with the intent to clearly lay out a strategy that BC Freestyle Ski Association will follow to take steps towards implementing the CFSA Long Term Athlete Development Plan.

Overview of CFSA Document

BC Freestyle intends to follow the same LTAD model presented to the sport of freestyle skiing in August 2006. Consistent with the Canadian Freestyle Ski Association ("Canadian Freestyle") Long-Term Athlete Development plan, BC Freestyle has the same development stages. These are broken down by generic ages for optimal trainability. This model shows the pathways for all freestyle ski participants in BC, including recreational and competitive athletes, coaches, officials and judges.

The document can be found at the following link:

<http://www.freestyleski.com/en/memberservices/downloads.htm>

BC Freestyle Sport For Life Audit – June 2009

"Athlete Centered"

BC Freestyle Ski Association ("BC Freestyle") governs the sport of freestyle skiing in British Columbia. BC Freestyle is in the business developing, promoting and managing the sport of freestyle skiing in British Columbia. BC Freestyle's Sport For Life vision is to develop life long freestyle skiers and world leading freestyle ski athletes. To encompass this we must first understand the BC Freestyle Long Term Participation Model (Table 1). The purpose of this table is to demonstrate how an athlete who is recreational or competitive can spend 10 positive years to life as a freestyle ski participant.

Table 1 – BC Freestyle Athlete Pathway

	Stage		Generic Ages	Athlete Training Program Streams	
				Recreational	Competitive
Stage 1	Active Start	Physical literacy and sport for all	0-6	Learn to ski with family/friends and certified instructor	Learn to ski with family/friends and certified instructor
Stage 2	FUNDamentals	"	Female 6-8 Male 6-9	RBC J&B, Nancy Green, Ski School program and skiing with friends/family	RBC J&B, Nancy Green, Ski School program and skiing with friends/family
Stage 3	Learning to Train	"	Female 8-11 Male 9-12	RBC J&B's, Freestyle Club Competition Dev Program, Freeski Program	RBC J&B's, Freestyle Club Competition Dev Program
Stage 4	Training to Train	Performance	Female 11-15 Male 12-16	Freeski or Part time non-competitive program	Club and Regional/Provincial
Stage 5	Learn to Compete	"	Female 16-18 Male 17-19	N/A	Regional/Provincial
	Train to Compete	"	Female 18-20 Male 19-21	N/A	Regional/Provincial
Stage 6	Learn to Win	High Performance	20+	N/A	Provincial/National Development
	Train to Win	"	22 +	N/A	Provincial/National Development
Stage 7	Active for Life	Sport For all	Any Age	Freeski or Part time non-competitive program	N/A

“Community Based Athlete Development”

Like most sports, freestyle skiing starts in the community. Organized freestyle skiing in BC currently is made up of 11 clubs and three provincial teams – Moguls, Half Pipe, and Ski Cross. All are based out of communities with a strong connection to local ski areas. Building relationships with stakeholders has developed a strong foundation for freestyle skiing in BC. This effort needs to be expanded to develop more growth. BC Freestyle has identified where each club is strongest by “Club Marking”. Through “Club Marking” Freestyle Ski Clubs are identified as “Entry Level”, “Development” or “Performance”. The Tables below shows how in 2009 BC Freestyle has marked the Athlete Development programs by each community.

Club Marking

Table 2a-West Kootenays

	Stage	Development Club	Entry Level Club	Ski Academy - Freeride
		Revelstoke	Panorama	Rossland
Stage 1	Active Start	Ski School and Family	Ski School and Family	Ski School and Family
Stage 2	FUNDamentals	Ski School or NGSL	RBC J&B's or NGSL	Ski School/NSGL
Stage 3	Learning to Train	CDP	CDP	Red Mountain Racers
Stage 4	Training to Train	Kootenay RDP	Kootenay RDP	Ski Academy - Freeride
Stage 5	Learn to Compete	BC Team	BC Team	Ski Academy - Freeride
	Train to Compete	BC Team	BC Team	BCSX Team
Stage 6	Learn to Win	BC Team/NDT	BC Team/NDT	BCSX Team or National Team
	Train to Win	National Team or Pro	National Team or Pro	National Team or Pro
Stage 7	Active for Life	Freeski	Freeski	Freeski

Table 2b-Okanagan

		Performance Club	Performance Club	Development Club
	Stage	Vernon - Silver Star	Penticton - Apex	Kelowna Big White
Stage 1	Active Start	Star Kids and family	Home Hardware and Family	Snowriders program and Family
Stage 2	FUNdamentals	RBC J&B's or NGSL	RBC J&B's or NGSL	Feeride Club
Stage 3	Learning to Train	RBC J&B's, CDP	RBC J&B's, CDP	Feeride Club
Stage 4	Training to Train	SSFST	AFST	BWFST
Stage 5	Learn to Compete	SSFST/RPP	AFST/RPP	RPP
	Train to Compete	HPRP/BC Team	RPP/BC TEAM(Mogul/Pipe)	HPRP/BC Team
Stage 6	Learn to Win	BC Team/NDT	BC Team/NDT	BC Team/NDT
	Train to Win	National Team or Pro	National Team or Pro	National Team or Pro
Stage 7	Active for Life	Freeski	Freeski	Freeride Parents

Table 2c-Coast

		Performance Club	Performance Club	Development Club
	Stage	Vancouver	Whistler	Vancouver Island
Stage 1	Active Start	Ski School and Family	Ski School and Family	Ski School and Family
Stage 2	FUNdamentals	RBC J&B's or NGSL	Ski School/NGSL	RBC J&B's or NGSL
Stage 3	Learning to Train	RBC J&B's, Development &Freeride Team	15 day program	RBC J&B's, CDP
Stage 4	Training to Train	VFST	WBFST	MWFST
Stage 5	Learn to Compete	VFST/RPP	WBFST/RPP	MWFST
	Train to Compete	HPRP/BC Team	HPRP/BC Team	BC Team
Stage 6	Learn to Win	BC Team/NDT	BC Team/NDT	BC Team/NDT
	Train to Win	National Team or Pro	National Team or Pro	National Team or Pro
Stage 7	Active for Life	Adult Workshops	Freeski	Freeride Teens

Table 2d-North and East Kootenays

		Entry Level Club	Entry Level Club	Development Club	Entry Level Club
	Stage	Terrace	Panorama	Fernie	Kimberley
Stage 1	Active Start	Ski School and Family	Ski School and Family	Ski School and Family	Ski School and Family
Stage 2	FUNDamentals	RBC J&B's or NGSL	RBC J&B's or NGSL	RBC J&B's or NGSL	Ski School/NSGL
Stage 3	Learning to Train	CDP	CDP	CDP	CDP
Stage 4	Training to Train	SMF	Kootenay RDP	Kootenay RDP	Kootenay RDP
Stage 5	Learn to Compete	BC Team	BC Team	BC Team	BC Team
	Train to Compete	BC Team	BC Team	BC Team	BC Team
Stage 6	Learn to Win	BC Team/NDT	BC Team/NDT	BC Team/NDT	BC Team/NDT
	Train to Win	National Team or Pro	National Team or Pro	National Team or Pro	National Team or Pro
Stage 7	Active for Life	Freeski	Freeski	Freeski	Freeski

“Facility Based”

For Freestyle Skiing to be successful in any community it must have facilities. Most ski areas have the basic facilities required for an “Entry Level” Club. As athletes and Clubs develop the need more discipline specific facilities. In Freestyle Skiing there are several disciplines, Moguls, Dual Moguls, Aerials, Big Air, Half Pipe, Park and Ski-Cross. (For full descriptions or disciplines refer to P. 7-9 in the CFSA LTAD Aug. 2006). Each of these disciplines requires special facilities that are at the “Development” and “Performance” level. All require hours of preparation and donations by the ski areas to develop. Table 3 shows where the current training and competition facilities can be found in BC.

Ski Area	Trampoline	Water Ramp	Air Site	Mogul Course	Half Pipe	Park	Ski Cross
Grouse Mountain – Greater Vancouver	Available	Not available	Available	Available	Not available	Available	Not available
Cypress Mountain – Greater Vancouver	Available	Not available	Available	Available	Not available	Available	Not available
Blackcomb Mountain – Whistler	Available	Available	Available	Available	Available	Available	Available
Apex Mountain Resort – Penticton	Available	Not available	Available	Available	Not available	Available	Not available
Silver Star Mountain Resort	Available	Not available	Available	Available	Not available	Available	Coming Soon
Revelstoke Mountain Resort	Available	Coming Soon	Available	Available	Not available	Available	Maybe
Mount Washington Alpine Resort – Vancouver Island	Not available	Not available	Coming Soon	Coming Soon	Not available	Available	Not available
Whitewater Ski Area – Nelson	Coming Soon	Not available	Not available	Coming Soon	Not available	Available	Not available
Kimberly Resort	Not available	Not available	Not available	Not available	Not available	Available	Not available
Panorama – Invermere	Coming Soon	Not available	Not available	Coming Soon	Not available	Available	Not available
Fernie	Not available	Not available	Not available	Not available	Not available	Available	Not available
Red Mountain – Rossland	Not available	Not available	Not available	Not available	Not available	Available	Available
Shames Mountain – Terrace	Available	Not available	Not available	Not available	Not available	Available	Available
Big White Mountain Resort - Kelowna	Available	Not available	Not available	Not available	Maybe	Available	Available

“Coach Driven”

Programs for athletes training are designed, planned and implemented by trained freestyle ski coaches with years of experience. In 2009 there were over 80 coaches trained in BC to support the growing network of clubs around BC. Approximately 70 coaches are focused on the “Fundamental” and “Learn to Train” LTAD stages. About another 20 are focused on athletes in the Train to Train stage.

Table 4 – BC Freestyle Coach Pathway

	Stage		Generic Ages	Coach Training
Stage 5	Learn to Compete	"	Female 16-18 Male 17-19	LI
	Train to Compete	"	Female 18-20 Male 19-21	LI/LII
Stage 6	Learn to Win	High Performance	20+	LI/LII
	Train to Win	"	22 +	LI/LII
Stage 7	Active for Life	Sport For all	Any Age	L III

“Organized and Supported”

Currently fun, safety, value and progression are words that describe the values of families that participate in freestyle skiing programs in BC. In order to achieve their best athletes need the best programs, facilities, and coaches to succeed. Organizational support is also required. If teams and athletes don't have support from their local club, the provincial, national and/or international associations only a lucky few will get the best and equal opportunities to succeed.

BC Freestyle is in the final phase of a pre-Olympic period. This Pre-Olympic period has lasted more than seven years. With support from well organized and funded groups like Canadian Sport Pacific, 2010 Legacies Now, Coaches Association of BC and the Province of British Columbia, the BC Freestyle Ski Association has positioned itself as a world leading freestyle skiing organization. While doing this BC Freestyle has maintained or lowered its costs to athletes. As an organization that's primary purpose is to support athletes BC Freestyle is asking itself “how will it support freestyle athletes through the next 7-10 years”?

The solutions lie in:

- Using current capital to create revenue producing programs or assets
- Developing united marketing, sponsorship, sport development and government funding initiatives with BC Clubs, other PSO's and CFSA.
- Develop BC Freestyle Fundraising Events
- Develop BC Freestyle Sponsorship and Advertising business
- Capitalize on membership services and increasing membership numbers in the post-Olympic Period.

Sustainability in BC Freestyle is going to come from a sequence of revenue replacement initiatives that will need to take place in order for adequate Long Term Athlete Development to continue.

BC Freestyle Priorities

The priorities have been narrowed down to the following initiatives:

1. LTAD Education
2. Facility Development
3. Equal Participation By Gender
4. Competition – LTAD Alignment
5. Competitions - Officials, Judges, Scoring
6. Partnership Building
7. Coaching
8. Business Development – 2010 and beyond

The following pages get into more detail how BC Freestyle will implement its Long Term Athletes Development Plan.

1. LTAD Education

Where are we at now?

- CFSA Version 1.1 and General recourses available through CSFL.

Where do we want to be?

- On linerecourses and presentation tools

Why do we need it?

- So athletes can be better guided through sport to reach a higher level of performance and fulfillment while participating in freestyle ski activities.

Who will receive the education?

- Parents Coaches, Decision makers (board members), and Administrators

Who needs to take action?

- CFSA needs to develop the tools
- BCFSA and Clubs need to deliver and educate

When do recourses need to be complete?

- September 2009

When does it need to be delivered?

- September 2009 to April 2010 and beyond

2. Facility Development Education and Materials

Where are we at now?

- Uncoordinated regional initiatives
- Lack of resources on:
 - “how to build”
 - “who to ask for support”
 - “how to sustain/maintain”

Where do we want to be?

- Annual National, Provincial and community strategy identifying:
 - opportunities
 - priorities
 - who is driving the initiatives
- On line recourses and presentation tools
- Mogul course, Air Site, Half Pipe, and Water Ramp Construction plans available to registered clubs

Why do we need it?

- So more athletes have better access to the best training facilities

Who will coordinate initiatives and receive the resources?

- coaches, organizing groups, club boards and managers

Who needs to take action?

- CFSA, BCFSA and Clubs need to develop annual strategy
- CFSA needs to develop the tools – 1 time task then update
- BCFSA and Clubs need to deliver recourses

When do recourses need to be complete?

- November 2009

When does it need to be delivered?

- November 2009 to April 2010 and beyond

3. Equal Participation By Gender

Where are we at now?

- Athlete attrition by females
- BC Freestyle hosted some girls only camps.
 - Lack of participants and funding has slowed this down
 - Clubs with female coaches have more female athletes

Where do we want to be?

- CFSA/PSO/Club female steering committees
- Strategy developed
- LII and III coaches working at all BC Freestyle clubs

Why do we need it?

- So more girls can reach a higher level of performance and fulfillment while participating in freestyle ski activities.

Who will initiatives be directed towards?

- Female freestyle skiers 9 and up
- Female Coaches
- Female past retired athletes
- Moms and women associated with freestyle skiing

Who needs to take action?

- BCFSFA and Clubs
- The women of BC Freestyle
 - Driven by female coaches
 - Inspired by women freestyle athletes
 - Supported women and moms on PSO and Club Boards

When does the planning begin?

- August 2009

When does it need to be delivered?

- November 2009 to April 2010 and beyond

4.Competitions- LTAD Alignment

Where are we at now?

- Current pathway is good but does not capitalize on LTAD principles
- BC Series are well attended with a large part of the participation in 13 and under
- Canada Winter Games and BC Winter Games are slightly outside the stream

Where do we want to be?

- CFSA/PSO/Club female steering committees
- Strategy developed
- LII and III coaches working at all BC Freestyle clubs

Why do we need to align?

- So more athletes can access competitive opportunities and be more engaged at the appropriate ages.

Who will initiatives be directed towards?

- Clubs, Coaches and Ski Area event organizing groups

Who needs to take action?

- BCFSa and Clubs

When does the planning begin?

- July 2009

When does it need to be delivered?

- January 2010 to April 2010 and beyond

5. Competitions – Officials, Judging, Scoring

Where are we at now?

- Select BC Officials, Judging, and Scoring persons attend domestic clinics for training
- Very few regional clinics are taking place
- Some new training is happening through Olympics.
- Current data base

Where do we want to be?

- Trained Officials, Judges and Scorers run regional clinics.
- Clubs identify and recruit officials for training
- Provincial training schedule

Why do we need to support the Officials, Judges and Scoring?

- So more athletes can have a fun, safe, positive and fair competition experience at all levels

Who will initiatives be directed towards?

- Active for Life participants – parents, volunteers, retired athletes

Who needs to take action?

- BCFSA – HPPD, Head Judge, Head TD, Head Scorer
- Clubs – Presidents, Program directors, Head judge, Head TD, Head Scorer

When does the preparation begin?

- September 2009

When does it need to be delivered?

- November 2009 to April 2010 and Beyond

6. Partnership Building

Where are we at now?

- Some facility sharing with Gymnastics Clubs
- Looking to partner with AFSA on Western Canadian Team concept
- BC Freestyle has four partnerships with regional "Performance Freestyle Ski Clubs"

Where do we want to be?

- To have partnerships with Alpine clubs to host ski cross events and camps
- To have partnerships with Gymnastics clubs to develop Aerial programs
- To have regional "Development Club Partnerships"

Why do we need it?

- To increase capacity with in Ski Cross and Aerials
- To provide sufficient venues and competitive opportunities for Ski-Cross and Aerial athletes
- To improve services for athletes at "Development Clubs"

Who will initiatives be directed towards?

- "Learn to train" boys and girls
- "Train to train" boys and girls

Who needs to take action?

- BCFSA and Clubs
- BC Freestyle High Performance Program Director

When does the planning begin?

- Fall 2009 for Ski Cross
- Fall 2009 for Aerials

When does it need to be delivered?

- January 2010 for Ski Cross
- May 2010 for Aerials

7. Coaching – Education and Capacity

Where are we at now?

- Increasing numbers of trained freestyle coaches
 - 67 licensed coaches in 2009
 - 80 trained in 2009
 - Less than a 7:1 athlete to coach ratio province wide
 - Some clubs have a higher ratio than 8:1
- C-bet is behind and very confusing for coaches and coach coordinators

Where do we want to be?

- To have a maximum of 8:1 athlete to coach ratio for all clubs and provincial programs
- Annual training for:
 - regional facilitators
 - head club coaches
 - competitive coaches
 - all club coaches
- IPS coaches in LIV program
- To have an “easy to understand” coach training process

Why do we need to improve on coaching?

- To ensure athletes have a fun, safe, and progressive freestyle ski experience
- To maintain competitive results

Who will initiatives be directed towards?

- “Train to train” boys and girls
- “Learn/Train to Compete” men and women – Level I
- “Learn/Train to Win” men and women – Level II
- “Active for Life” men and women – Level I, II and III

What action needs to be taken?

- More coaches need to be recruited from athlete stream
- Coach training needs to be part of the curriculum at performance and development clubs
- Regional mini-clinics need to be available for regional and head coaches at the beginning of each season
- A coach mentorship program needs to be established
- Jr. Coach program needs to be established – apprentice coaches
- C-Bet needs to be finished

Who needs to take action?

- Clubs need to appoint Coach Coordinators
- CFSA and BCFSA need to develop plan for Level I and II facilitator/evaluator training 2009-10
- BC and Club Coach Coordinator needs to distribute coach training calendar for course and mini-clinics
- IPS Coaches need to have education plan in YTP’s
- CFSA Technical Director needs to push CFSA through C-bet
- BC HPPD needs to start planning for jr. coach training and mentorship

When does the planning begin?

- August 2009

When does it need to be delivered?

- October 2009 to April 2010 and beyond

8. Business Development – 2010 and beyond

Where are we at now?

- Funding
 - 61% government funding
 - 39% operational funding
- 0 fundraising, sponsorships, advertising and capital asset generating revenue

Where do we want to be?

- After 2010 BC Freestyle needs to plan for a replacement of \$130 000 to sustain its current operations
- Grow members to over 1000
- Continue to improve on performance and results

Why do we need to become sustainable?

- To deliver the best freestyle ski programs for all BC Freestyle athletes

Who will benefit from a sustainable BC Freestyle?

- All levels of athletes.

What action needs to be taken?

- Fundraising, Advertising, Sponsorship plans
- Focus groups for raising money using the BC Freestyle cash capital
- Funding needs to be raised for 2010-11

Who needs to take action?

- BC Freestyle business committee
- HPPD
- Unidentified outside sources

When does the planning begin?

- August 2009

When does it need to be delivered?

- May 2010

Glossary

<u>Abbreviations</u>	<u>Definition</u>
RBC J&B'S	Jumps and Bumps Program
FRP	Recreational Freestyle Program
CDP	Club Development Team
AFST	Apex Freestyle Ski Team
BWFST	Big White Freestyle Ski Team
SSFST	Silver Star Freestyle Ski Team
WBFST	Whilster Blackcomb Freestyle Ski Team
VFST	Vancouver Freestyle Ski Team
RFST	Revelstoke Freestyle Ski Team
MWFST	Mt. Washington Freestyle Ski Team
SMF	Shames Mountain Freeriders
PFP	Panorama Freeriders
WFSP	Whitwater Freestyle Ski Club
RDP	Regional Development Program
RPP	BC Regional Performance Program
BC Team	BC Freestyle Mogul or Half Pipe Ski Team
BCSX Team	BC Ski Cross Team

