



**FREESTYLE
CANADA** 🇨🇦

STRATEGIC PLAN

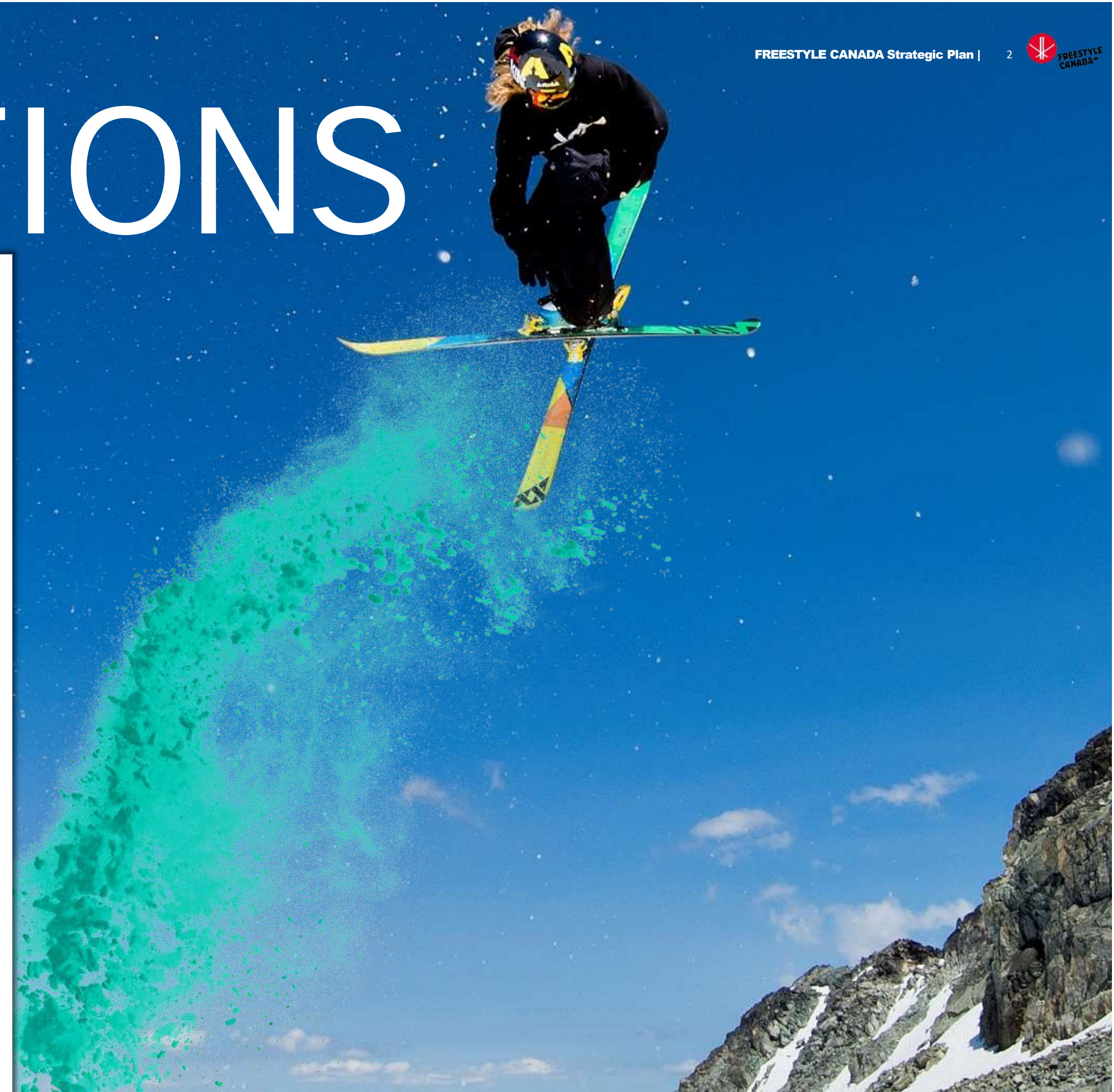
2023 - 2027



ASSUMPTIONS

Successful implementation of the initiatives outlined in this strategic plan are dependent upon the following assumptions:

- Government funding models continue in their current form.
- There is sufficient non-government revenue available to execute this plan.
- COVID-19 does not disrupt future freestyle skiing operations in a manner that significantly disrupts the initiatives of this plan.
- No other unforeseen major disruption to the national and international sport sectors occur.
- In the event that the above assumptions prove incorrect, Freestyle Canada will work to honour the intentions of this strategic plan as closely as possible, and in a way that circumstances allow.





MISSION

Lead a safe and ethical national community that drives Canadian freestyle skiers along a pathway toward winning Olympic medals.

VISION

To run a world-class Olympic-streamed athlete development community.

VALUES

Unity - Empowerment - Fun - Respect - Progressive - Excellence

VALUES



UNITY

We are a nationally **ALIGNED** sport system that works together toward shared successes & tackles our challenges as a team.



EMPOWERMENT

We **EQUIP** people with the tools they need to be experts in their field and **ENTRUST** them to perform their roles effectively.



FUN

At the heart of all freestyle activities are feelings of **JOY, EXCITEMENT, FULFILLMENT, and COMMUNITY.**



RESPECT

We ensure that both existing and potential members of our community feel **WELCOME and RESPECTED.**



PROGRESSIVE

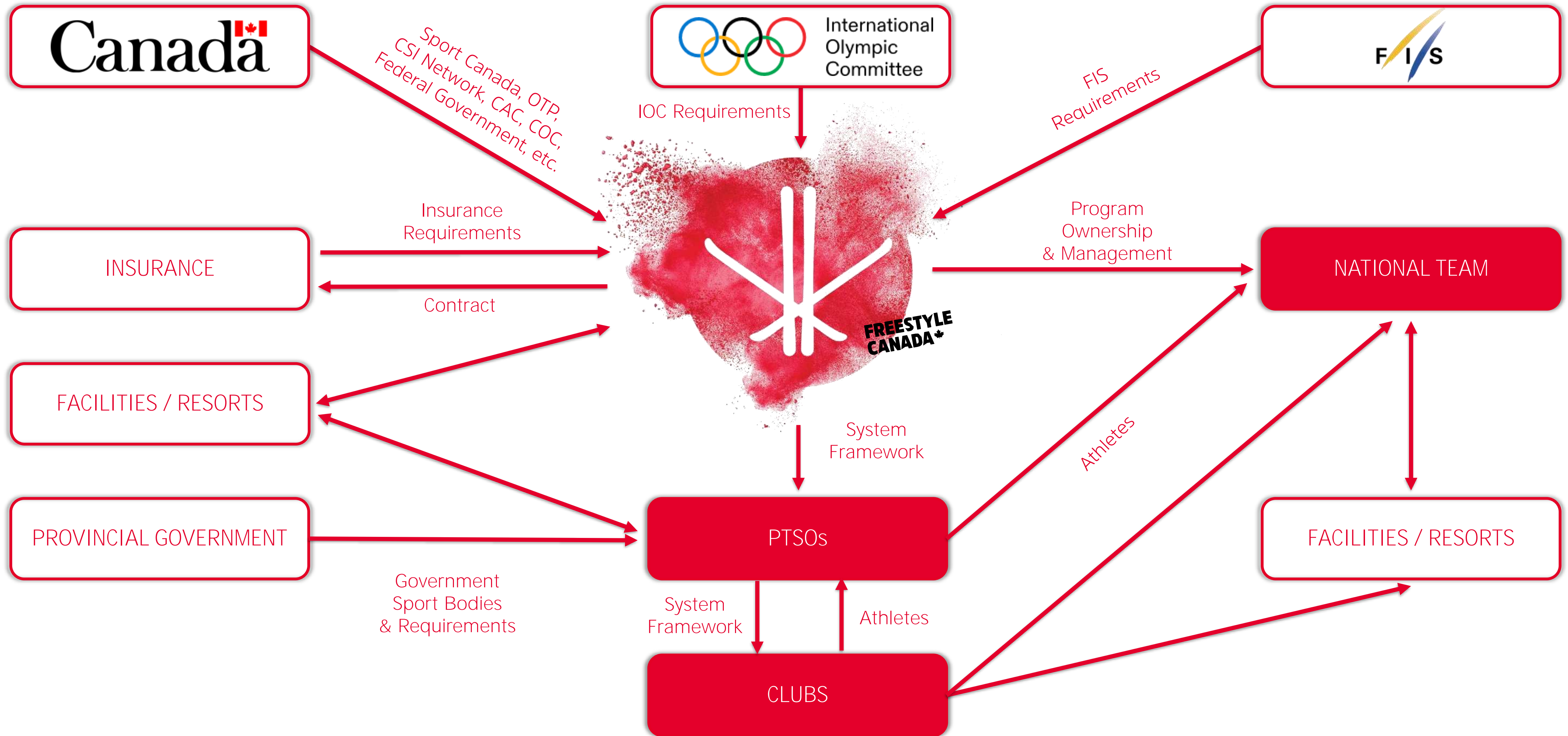
We act in ways that are **CREATIVE, DYNAMIC, and FORWARD THINKING.**



EXCELLENCE

We hold ourselves to a **HIGH STANDARD** and take action to achieve this standard.

SYSTEM OVERVIEW



STRATEGIC PLAN

STRATEGIC OVERVIEW

BUSINESS SUSTAINABILITY	<p>GOVERNMENT RECOGNITION</p> <p>Maintain a top tier reputation with government agencies and funding partners (e.g. Own The Podium, Sport Canada, etc.)</p>	<p>FINANCIAL</p> <p>Generate the revenue needed to support this strategic plan. Revenue should be generated from both government and non-government sources.</p>	<p>CAPACITY</p> <p>Expand FC's administrative capacity. Maintain the engagement and motivation of the national network of stakeholders.</p>
	<p>LEADERSHIP</p> <p>Lead a world-class Olympic streamed national sport system.</p>	<p>GROWTH</p> <p>Grow membership in ways that support the financial health, succession, relevancy, program quality, and/or marketability of FC's NSO/PTSO/Club system.</p>	<p>STRATEGIC PLAN DELIVERY & ACCOUNTABILITY</p> <p>Operationalize and monitor the delivery of this strategic plan.</p>
SYSTEM ALIGNMENT	<p>NATIONAL LEADERSHIP</p> <p>Lead a world-class Olympic streamed national sport system.</p>	<p>INTERNAL ORGANIZATIONAL ALIGNMENT</p> <p>Be an organization where all staff work together as one team toward a shared mission and vision.</p>	<p>CONNECTED PATHWAYS</p> <p>Connect the various developmental pathways to create a unified system that works collectively toward one mission and vision.</p>
	<p>FORMALIZED STRUCTURES & ACCESSIBLE RESOURCES</p> <p>Have defined, formalized structures that are easily accessible to their relevant stakeholder groups.</p>	<p>COACH SYSTEM ALIGNMENT</p> <p>Coaches working at every stage of the athlete development pathway are operating in an aligned system.</p>	

STRATEGIC OVERVIEW

<p>INCLUSIVE CULTURE</p>	<p>POSITIVE SPORT EXPERIENCE</p> <p>Through their engagement with the freestyle community, all stakeholder groups gain experiences that are fun & rewarding.</p>	<p>DIVERSITY, EQUITY, AND INCLUSION</p> <p>Take action to make freestyle skiing a community where people feel welcome, safe, and comfortable, regardless of their gender identity, sexual orientation, ethnicity, or race.</p>	<p>WOMEN & GIRLS</p> <p>Create a more balanced ratio of female to male participants in all stakeholder groups.</p>
<p>PEOPLE DEVELOPMENT</p>	<p>EVENT HOSTING CAPACITY</p> <p>Be an international leader in event hosting capacity.</p>	<p>PERSONAL & PROFESSIONAL GROWTH</p> <p>FC is made up of a staff who are constantly evolving professionally and personally, and are at the cutting edge of industry standards.</p>	
<p>COACH</p>	<p>COACH DEVELOPMENT</p> <p>Govern a coach development pathway that ensures NSOs/PTSOs/Clubs have the capacity to fulfill their programming needs, provide succession for future coach turnover and grow membership.</p>	<p>COACH RETENTION</p> <p>Make the Canadian freestyle skiing system an industry that is a desirable place for coaches to pursue their careers.</p>	
<p>FACILITIES</p>	<p>TERRAIN STANDARDS</p> <p>Provide national standards and best practices for terrain development.</p>	<p>FACILITY DEVELOPMENT</p> <p>Establish a nationwide network of high performance freestyle skiing facilities.</p>	<p>MARKETING</p> <p>Demonstrate to potential venues how freestyle can benefit their business.</p>

STRATEGIC OVERVIEW

ATHLETE DEVELOPMENT PATHWAY

<p>NATIONAL TEAMS</p> <p>FC National Teams win 1 or more medals at the 2026 & 2030 Olympics in each of the following 4 discipline in either the male or female categories:</p> <ol style="list-style-type: none"> 1. Moguls <i>or</i> Dual Moguls 2. Slopestyle <i>or</i> Big Air 3. Halfpipe 4. Aerial <i>or</i> Aerial Team 	<p>INTERNATIONAL COMMUNITY</p> <p>Contribute to the ongoing development of the international freestyle community.</p>	<p>ATHLETE WELLNESS</p> <p>Protect the emotional and mental health of FC's member athletes.</p>
<p>PROGRAM FRAMEWORKS</p> <p>Provide Freestyle Canada member clubs and PTSOs with frameworks that are current, easy to understand, marketable, and effective.</p>	<p>EVENT SYSTEMS</p> <p>Freestyle Canada runs a best in class national and international event hosting system.</p>	<p>SLOPESTYLE/BIG AIR</p> <p>Evolve the current slopestyle/big air athlete development system.</p>
<p>MOGULS/DUAL MOGUL</p> <p>Evolve the current mogul athlete development system.</p>	<p>AERIALS</p> <p>Build upon the past developments and successes of FC's national aerial program.</p>	<p>HALFPIPE</p> <p>Build upon the past developments and successes of FC's national halfpipe program.</p>

ATHLETE PATHWAY

NATIONAL TEAMS
INTERNATIONAL COMMUNITY
ATHLETE WELLNESS
FRAMEWORKS EVENTS DISCIPLINES

FACILITIES

TERRAIN STANDARDS DEVELOPMENT MARKETING

COACH

DEVELOPMENT RETENTION

PEOPLE DEVELOPMENT

EVENT CAPACITY PERSONAL & PROFESSIONAL GROWTH

INCLUSIVE CULTURE

POSITIVE EXPERIENCES DIVERSITY, EQUITY, & INCLUSION WOMEN & GIRLS

SYSTEM ALIGNMENT

NATIONAL INTERNAL PATHWAYS COACH FORMAL STRUCTURES ACCESSIBLE RESOURCES

BUSINESS SUSTAINABILITY

GOVERNMENT REPUTATION FINANCIAL CAPACITY LEADERSHIP GROWTH ACCOUNTABILITY

A SOUND FOUNDATION

Financial Resources
Administrative
Capacity

SYSTEM DRIVERS

Culture, People, Events,
& Facilities

ATHLETE DEVELOPMENT

Athletes & Programs

MISSION



VISION

BUSINESS SUSTAINABILITY



BUSINESS SUSTAINABILITY

If Freestyle Canada is to be effective in leading the community in its pursuit of a shared mission, the organization must at its foundation have healthy business operations.

All other strategic priorities are built upon this foundation. In order to drive forward its strategic initiatives, Freestyle Canada must:

1. Continue to earn the recognition of being a top tier National Sport Organization;
2. Have the financial and human resources that match its operational needs;
3. Be a leader of the national freestyle community;
4. Engage in quality growth practices; and
5. Hold itself accountable to its delivery of this strategic plan.

BUSINESS SUSTAINABILITY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>GOVERNMENT RECOGNITION</p> <p>Maintain a top tier reputation with government agencies and funding partners (e.g. Own The Podium, Sport Canada, etc.)</p>	<p>1. FC National Teams win 1 or more medals at the 2026 and 2030 Olympics in each of the following 4 disciplines:</p> <ul style="list-style-type: none"> a. Moguls or Dual Moguls b. Slopestyle or Big Air c. Halfpipe d. Aerial or Aerial Team 				
<p>2. ELIGIBILITY: Meet the eligibility requirements of all major federal government sport funding initiatives. Ongoing.</p>					
<p>3. TOP TIER FUNDING: Submit all federal government applications and reports at a standard that positions FC in contention for top tier funding. Deadlines determined by federal government and agencies.</p>					
<p>4. a. NATIONAL IMPACT: Provide PTSOs with the frameworks, rules, structures, and mentorship needed for a nationally aligned sport system to be delivered in 8 or more provinces or territories. Minimum of 8 or more PTSOs operate each year.</p>			<p>4. b. NATIONAL IMPACT: 9 Freestyle Canada recognized PTSOs operating by end of FY2025.</p>	<p>4. c. NATIONAL IMPACT: 10 Freestyle Canada recognized PTSOs operating by end of FY2026 and ongoing.</p>	
<p>5. NATIONAL SYSTEM STABILITY: Implement PTSO 'buddy system', where established PTSOs mentor developing PTSOs. To be formalized by the end of FY2024.</p>					

BUSINESS SUSTAINABILITY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>FINANCIAL</p> <p>Generate the revenue needed to support this strategic plan. Revenue should be generated from both government and non-government sources.</p>	<ol style="list-style-type: none"> 1. GOVERNMENT REVENUE: Secure all available and relevant federal high performance sport funding at a top tier level. Deadlines determined by federal government and agencies. 2. SPONSORSHIP: Maintain sponsorship revenue of \$XXX,XXX each year. 3. MEMBERSHIP: Membership revenue increases by XX% each year. 4. FUNDRAISING: Fundraising revenue increases by XX% each year. 5. NON-GOVERNMENT REVENUE: Increase non-government revenue by XX% each year. 6. DIVERSIFIED REVENUE: Explore opportunities to diversify FC's revenue, while ensuring that these new revenue sources align with the mission of this plan. Ongoing. 				
<p>CAPACITY</p> <p>Expand FC's administrative staff capacity to a point where this strategic plan can be implemented without creating staff burnout.</p> <p>Maintain the engagement and motivation of the national network of stakeholders.</p>	<ol style="list-style-type: none"> 1. STAFF: Each department has enough staff to efficiently produce a high standard of output and meet all operational requirements both reactively and proactively. FC has the staff capacity in the fiscal years that correspond with the needs of the initiatives outlined in this strategic plan. 2. FULFILLING EXPERIENCES: All staff and stakeholders are provided with freestyle experiences that are socially and emotionally rewarding. Annual internal and external satisfaction reviews to be performed annually. A 'satisfactory' rating to be achieved by end of FY2024. 3. TECHNOLOGY: Explore opportunities to expand FC's capacity through technology. Ongoing. 				

BUSINESS SUSTAINABILITY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>LEADERSHIP</p> <p>Lead a world-class Olympic streamed national sport system.</p>	<p>1. CONNECTED LEADERSHIP: Maximize FC's representation in forums that have the ability to influence the amateur sport industry and shape the service offerings to FC's membership. Ongoing.</p>				
	<p>2. a. GOVERNANCE: Set NSO/PTSO/Club governance standards that ensure aligned and responsible sport governance models. Sport governance model to be provided in FY2024.</p> <p>3. a. SUCCESSION OF INFORMATION: All operational documents, formalized procedures, and intellectual property is stored on a secure cloud based platform. Cloud based system to be introduced with all FC staff by end of FY2024.</p>		<p>2. b. GOVERNANCE: NSO/PTSO/Clubs comply with the sport governance model. Ongoing.</p> <p>3. b. SUCCESSION OF INFORMATION: All operational documents, formalized procedures, and intellectual property is stored on a secure cloud based platform. Ongoing.</p>		

BUSINESS SUSTAINABILITY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>GROWTH</p> <p>Grow Freestyle Canada's membership in ways that support the financial health, succession, relevancy, program quality, and/or marketability of Freestyle Canada's NSO/PTSO/Club system.</p>	<p>1. MEMBERSHIP GROWTH: Grow individual membership by XX% each year.</p> <p>2. EVENT LEGACIES: All Freestyle Canada events leave behind a legacy that enhances the capacity of the sport community. Event legacy report to be produced annually.</p>	<p>3. b. MARKETING: Project a public image of Canadian freestyle skiing as being a sport that people want to be involved with. Leverage the excitement, fulfillment, success, and sophistication that the Canadian freestyle community has created over the years. Implement marketing strategy.</p>	<p>4. b. PTSO EXPANSION: 9 Freestyle Canada recognized PTSOs operating by end of FY2025.</p> <p>5. a. PTSO EXPANSION: Freestyle Canada works with 1 new province in launching a new PTSO in the next fiscal year.</p>	<p>3. c. MARKETING: Capitalize upon Olympic attention by implementing a heightened marketing operation that focuses on increasing freestyle skiing participation and FC sponsorship. Implement heightened marketing operation.</p> <p>4. c. PTSO EXPANSION: 10 Freestyle Canada recognized PTSOs operating by end of FY2026.</p>	<p>3. e. MARKETING: Project a public image of Canadian freestyle skiing as being a sport that people want to be involved with. Leverage the excitement, fulfillment, success, and sophistication that the Canadian freestyle community has created over the years. Implement marketing strategy.</p>
<p>STRATEGIC PLAN DELIVERY & ACCOUNTABILITY</p> <p>Operationalize & monitor the delivery of this strategic plan.</p>	<p>1. REVIEW & ADJUST: The delivery of this strategic plan is evaluated and evaluated and reevaluated annually by FC's leadership. If any developments or shortcomings in one fiscal year effect future fiscal years, the operational plans are adjusted to best honour the intentions of this plan. FC senior staff annual performances reflections tied to strategic plan progress. Strategic plan progress reviewed annually by FC Board of Directors at fall meetings.</p> <p>2. PROGRESS CHECK-INS: Strategic plan progress is discussed quarterly at staff meetings.</p>				

SYSTEM ALIGNMENT



SYSTEM ALIGNMENT

Engagement in freestyle skiing should be a positive, rewarding, and enjoyable experience. The pursuit of Freestyle Canada's mission should always foster a culture where people feel welcome, regardless of a person's gender identity, sexual orientation, ethnicity, or race.

SYSTEM ALIGNMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>NATIONAL LEADERSHIP Lead a world-class Olympic streamed national sport system.</p>	<p>1. NATIONAL SYSTEM ALIGNMENT: Provide PTSOs with 'ready to share' documents that outline the frameworks, rules, structures, and mentorship needed for a nationally aligned sport system to be delivered in 8 or more provinces or territories. This includes:</p> <ul style="list-style-type: none"> a. Athlete Program Guides for FUNdamentals, Learn to Train, Train to Train, Learn to Compete, and Train to Compete. See Athlete Development Pathway for timeline. b. Canada Cup rules. Canada Cup rules to be updated in FY2023. Ongoing and reviewed annually. c. Coach Development Pathway. Ongoing. d. Officials Development Pathway. Pathway to be updated in FY2023. Ongoing afterwards. e. Judge Development Pathway Pathway to be reviewed and updated in FY2024. Ongoing afterwards. 				
	<p>2. COMMUNICATION: Create and implement a defined and easy to access communication framework across all sectors of the organization. These strategies should ensure that all stakeholder groups are well informed of operational developments. Communication system to be formalized in FY2024. Ongoing afterwards.</p>				
<p>INTERNAL ORGANIZATIONAL ALIGNMENT Be an organization where all staff work together as one team toward a shared mission and vision.</p>	<p>1. TOWN HALLS: All Freestyle Canada Staff (administration and coaches) meet 2 times each year for an interdepartmental town hall to share current operational directions and philosophies. Meetings are to be recorded and made available to staff who cannot attend.</p>				

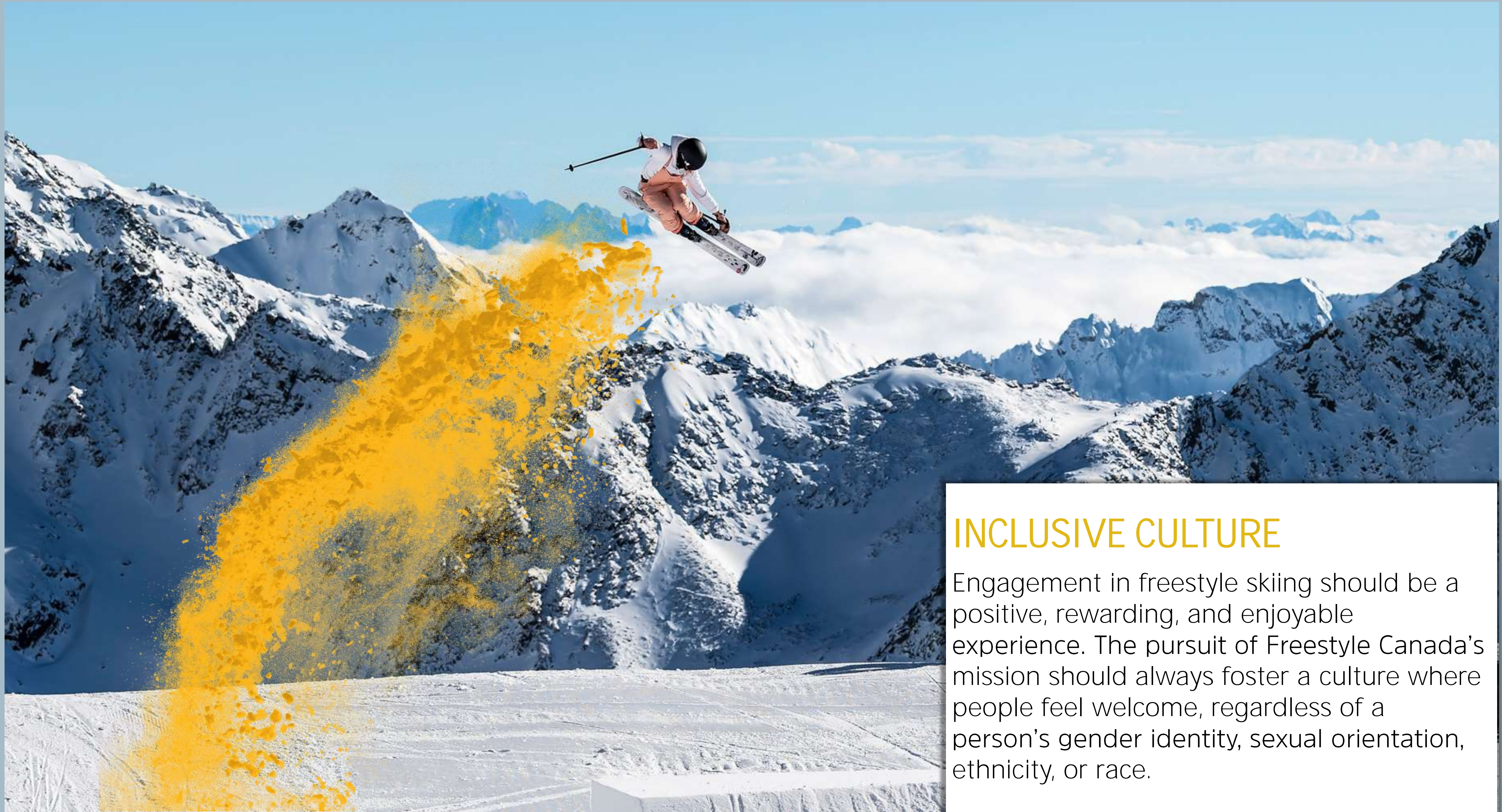
SYSTEM ALIGNMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>CONNECTED PATHWAYS Connect the various developmental pathways to create a unified system that works collectively toward one mission and vision.</p>	<p>1. ATHLETE DEVELOPMENT & EVENTS: Connect the athlete development pathway with the event system by:</p> <p>a. Running a working group for each discipline that consists of representatives from the event official, judge, coach, and athlete stakeholder groups. Working groups are to meet twice a year with the goal of aligning that the event system with the athlete development priorities for each LTAD stage. Working groups to be launched in FY2023. Ongoing afterwards.</p>				
<p>FORMALIZED STRUCTURES & ACCESSIBLE RESOURCES Have defined, formalized structures that are easily accessible to their relevant stakeholder groups.</p>	<p>1. a. WEBSITE RESOURCES: Review and update as needed 2 or more website resource topics (e.g. Coaching, Safe Sport, CanFee Programs, etc.)</p>	<p>1. b. WEBSITE RESOURCES: Review and update as needed 2 or more website resource topics (e.g. Coaching, Safe Sport, CanFee Programs, etc.)</p>	<p>1. c. WEBSITE RESOURCES: Review and update as needed 2 or more website resource topics (e.g. Coaching, Safe Sport, CanFee Programs, etc.)</p>	<p>1. d. WEBSITE RESOURCES: Review and update as needed 2 or more website resource topics (e.g. Coaching, Safe Sport, CanFee Programs, etc.)</p>	<p>1. e. WEBSITE RESOURCES: Review and update as needed 2 or more website resource topics (e.g. Coaching, Safe Sport, CanFee Programs, etc.)</p>
	<p>2. ACCOUNTING SYSTEM: Create and share an accounting policy that outlines the accounting procedures for Freestyle Canada's staff, volunteers, contractors, and athletes. Policy to be launched in FY2024.</p> <p>3. CENTRALIZED DATABASES: Manage centralized databases for each developmental pathway that list the qualifications of each individual within each pathway. Responsibility for overseeing the maintenance, delegation, accessibility, and accuracy of each database will be assigned to a Freestyle Canada staff member. Specific databases include:</p> <p>a. COACH DATABASE (i.e. The Locker). FY2024 and onwards. b. COACH DEVELOPER DATABASE To be launched in FY2024. c. JUDGE DATABASE To be launched in FY2024. d. OFFICIALS DATABASE To be launched in FY2024.</p>				

SYSTEM ALIGNMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>COACH SYSTEM ALIGNMENT Coaches working at every stage of the athlete development pathway are operating in an aligned system.</p>		<p>1. MENTORSHIP: Partner with PTSOs to facilitate a system where every coach within Canada has at least one in-person engagement annually with a coach who works at the LTAD stage above and below them in the athlete development pathway. Mentorship working group to be launched in FY2024. Ongoing afterwards.</p>			
<p>2. TOWN HALL: Run a national online town hall where all Freestyle Canada coach members are invited to attend. The town hall should address Freestyle Canada's national coaching vision, mission, strategy, and pathway. Town hall to be hosted annually, starting in FY2024. Meetings are to be recorded and made available to coaches who cannot attend.</p>					

INCLUSIVE CULTURE



INCLUSIVE CULTURE

Engagement in freestyle skiing should be a positive, rewarding, and enjoyable experience. The pursuit of Freestyle Canada's mission should always foster a culture where people feel welcome, regardless of a person's gender identity, sexual orientation, ethnicity, or race.

INCLUSIVE CULTURE

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>POSITIVE SPORT EXPERIENCE: Through their engagement with the freestyle community, all stakeholder groups gain experiences that are both fun and rewarding.</p>	<p>1. VALUES DRIVEN OPERATIONS: Staff and volunteer sport leaders remain mindful of honouring and promoting Freestyle Canada's core values of Unity, Empowerment, Fun, Respect, Progressive, and Excellence in all operational initiatives. Values are presented at each town hall.</p>				
<p>DIVERSITY, EQUITY, AND INCLUSION Take action to make freestyle skiing a community where people feel welcome, safe, and comfortable, regardless of their gender identity, sexual orientation, ethnicity, or race.</p>	<p>1. a. STAFF TRAINING: All full-time Freestyle Canada administrative and coaching staff participate in diversity, equity, and inclusion ("DEI") training that addresses topics of gender identity, sexual orientation, ethnicity, and race every 4 years.</p>		<p>2. a. PTSO/CLUB SYSTEM: 1 member of each member club/PTSO's Board or leadership team to attend FC approved DEI training. 1 training webinar provided by FC, a list of FC approved DEI training made available for those who do not attend.</p>		<p>2. b. PTSO/CLUB SYSTEM: Club registration requires that 1 member of each club/PTSO's board or leadership team has taken FC approved training within the past 2 years.</p>
			<p>3. a. DEI PARTICIPATION STRATEGY: Create a DEI participation strategy that supports introducing freestyle skiing to people who are either indigenous, part of a visible minority, and/or identify as being LGBTQ. Strategy to be created in FY2025.</p>		<p>3. b. DEI PARTICIPATION STRATEGY: Implement DEI participation strategy that supports introducing freestyle skiing to people who are either indigenous, part of a visible minority, and/or identify as being LGBTQ. To be implemented in FY2025 and onwards.</p>

INCLUSIVE CULTURE

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
DIVERSITY, EQUITY, AND INCLUSION (CONTINUED) Take action to make freestyle skiing a community where people feel welcome, safe, and comfortable, regardless of their gender identity, sexual orientation, ethnicity, or race.	4. EQUAL OPPORTUNITY EMPLOYER: Support being an equal opportunity employer through publicly posting and circulating all Freestyle Canada staff positions through both internal and external online hiring resources (e.g. Sport Information Resource Centre, FC Website, FC Newsletter, etc.) To occur with each hiring process.				
	5. STATEMENT: Issue a public statement that communicates FC's intentions in Diversity, Equity, and Inclusion.	6. EQUAL OPPORTUNITY EMPLOYER: Launch employment policy that aligns employment/hiring practices with current industry Diversity, Equity, Inclusion and Safe Sport standards.			
WOMEN & GIRLS Achieve a more balanced ratio of female to male participants in all stakeholder groups.	1. EQUAL OPPORTUNITY EMPLOYER: Support equal employment opportunities for women by publicly posting and circulating all full time national team coaching positions. To occur with each full time hiring process				
	2. BOARD OF DIRECTORS: Align with the Canadian Sport Governance Code by ensuring that all new Freestyle Canada Board of Director nominations support the code's requirement that no more than 60% of board members are male or female. Ongoing, starting in FYXXXX.				
	1. a. WOMEN & GIRLS ATHLETE PARTICIPATION RATES: Launch one working group tasked with improving the number of female FC member athletes by XX% between the 2021/22 and 2025/26 memberships years. Working group to be launched in FY2023.	1. b. WOMEN & GIRLS ATHLETE PARTICIPATION RATES: Working group works toward goal of improving the number of female FC member athletes by XX% between the 2021/22 and 2025/26 memberships years. Working group operates.			1. c. WOMEN & GIRLS ATHLETE PARTICIPATION RATES: Working group debriefs on progress, and formulates strategy moving forward. Working group debriefs.

INCLUSIVE CULTURE

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>WOMEN & GIRLS Achieve a more balanced ratio of female to male participants in all stakeholder groups.</p>			<p>1. OFFICIAL & JUDGE GENDER EQUITY: Ensure an equitable balance of female to male judges and officials by developing the following:</p> <ul style="list-style-type: none"> a. OFFICIALS: 2 new female FIS Officials by end of FY2025. a. MO JUDGE: 2 new FIS female mogul judges by end of FY2025. a. AE JUDGE: 1 new female FIS aerial judges by etc. end of FY2025. a. SS/BA JUDGE: 2 new female FIS slopestyle/big air judges by etc. end of FY2025. a. HP JUDGE: 1 or more new female FIS halfpipe judges by etc. end of FY2025. 		

PEOPLE DEVELOPMENT

With a healthy business structure, an aligned community, and a welcoming culture in place, we are now ready to engage in what we do best: people development. The success of freestyle skiing events is contingent upon the community being made up of a well-trained, experienced, and driven network of stakeholders. Additionally, if Freestyle Canada and its staff are to continue to support its community, the organization must engage in an ongoing process of personal and professional development.



PEOPLE DEVELOPMENT

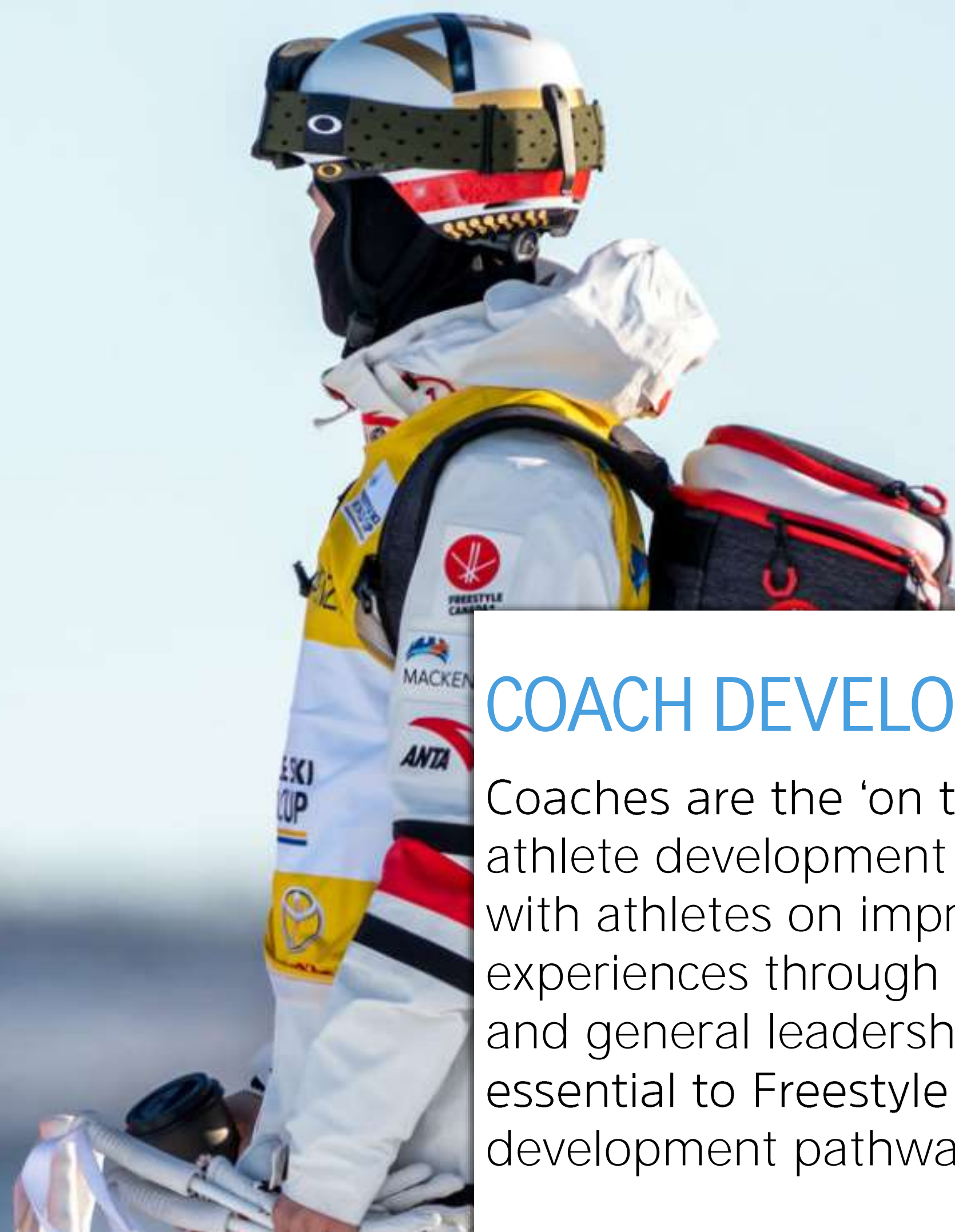
STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
EVENT HOSTING CAPACITY Be an international leader in event hosting capacity.	1. a. JUDGE PROCTOR CAPACITY: Work toward FY2025 Judge Proctor Capacity goals.		i. b. JUDGE PROCTOR CAPACITY: Maintain a minimum of: <ul style="list-style-type: none"> i. SS/BA/HP: 4 provinces or territories that have a slopestyle and big air FIS judge proctor. ii. MO: 4 provinces or territories have a mogul FIS judge proctor. iii. AE: 1 or more provinces or territories (one of which must be Quebec) have a aerial FIS judge proctor. 		
	2. a. OFFICIAL & JUDGE CAPACITY SUSTAINABILITY: Maintain current event hosting capacity and support PTSO event hosting capacity by working toward FY2025 and FY2026 Official & Judge Capacity goals.		2. b. OFFICIAL & JUDGE CAPACITY SUSTAINABILITY: Maintain current event hosting capacity & support PTSO event hosting capacity by developing: <ul style="list-style-type: none"> i. OFFICIALS: Training of 5 new FIS Officials in 5 PTSOs has begun. ii. MO JUDGE: 5 new FIS mogul judges in 5 PTSOs by end of FY2025. iii. AE JUDGE: 3 new FIS aerial judges in 2 PTSOs by end of FY2025. iv. SS/BA/HP JUDGE: Work toward FY2026 goals. 		2. c. OFFICIAL & JUDGE CAPACITY SUSTAINABILITY: Maintain current event hosting capacity and support PTSO event hosting capacity by developing the following: <ul style="list-style-type: none"> i. OFFICIALS: 5 new FIS Officials in 5 PTSOs by end of FY2025. ii. SS/BA JUDGE: 6 or more new FIS slopestyle/big air judges in 6 or more provinces/territories by 2026. iii. HP JUDGE: 4 or more new FIS halfpipe judges in 2 or more provinces/territories by end of FY2026.
	3. JUDGE TRAINING RESOURCES: Review and update the online mogul judge training workshop by end of FY2024.				

PEOPLE DEVELOPMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>PERSONAL & PROFESSIONAL GROWTH FC is made up of a staff who are constantly evolving professionally and personally, and are at the cutting edge of industry standards.</p>	<ol style="list-style-type: none"> 1. PERFORMANCE REFLECTIONS & PERSONAL/PROFESSIONAL GROWTH: All staff go through an annual performance reflection and personal/professional growth process. 2. SUCCESSION PLANNING: All FC staff are mentoring one or more people in their role or portfolio. Ongoing. 3. BOARD OF DIRECTORS: The Board of Directors performs an annual competency matrix assessment that identifies any experience, skills, or knowledge gaps within the board. 				
	<ol style="list-style-type: none"> 4. PROFESSIONAL DEVELOPMENT: Based upon the outcomes of their personal/professional growth meetings and FC operational needs, all staff are engaged in annual professional development plans. Coaching staff professional development includes non-NCCP training where appropriate. 5. BOARD OF DIRECTORS: Based upon the outcomes of their annual competency matrix assessment, the Board of Directors engages in an annual professional development plan. 				



COACH DEVELOPMENT



COACH DEVELOPMENT

Coaches are the 'on the ground' leaders of athlete development pathway. They work with athletes on improving their abilities and experiences through both technical teachings and general leadership. Coaches are essential to Freestyle Canada's athlete development pathway.

COACH DEVELOPMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>COACH DEVELOPMENT Govern a coach development pathway that ensures that the NSO/PTSOs/Clubs all have the capacity to deliver on current programming needs, provide sufficient succession for future coach turnover, and grow its membership.</p>	<p>1. COACH PATHWAY: Maintain an NCCP aligned coach development pathway that supports all disciplines and LTAD stages. Ongoing.</p> <p>2. PATHWAY CLARITY: PTSOs understand the coach development pathway, so they may implement it within their provinces and communicate it to their clubs/coaches. This will be achieved by:</p> <ul style="list-style-type: none"> a. Hosting 1 annual coach pathway training seminar annually. b. FC maintains an online resource that outlines all coach pathway requirements, and how they align with the LTAD programming requirements. Resource to be reviewed annually and updated as needed. Ongoing. c. FC employs a staff member who's portfolio includes assisting the PTSOs in understanding the pathway. Ongoing. 	<p>2. d. PATHWAY CLARITY: FC coach pathway resource to be provided through a multimedia approach (e.g. video, written, 'info-graphic', etc...) Multimedia resource to be launched in FY2024.</p>	<p>3. a. COACH PATHWAY: Review effectiveness of coach development pathway. Completed by end of FY2025.</p>	<p>3. b. COACH PATHWAY: Update pathway based on FY2025 review. All updates to be completed the by end of FY2027.</p>	
	<p>4. COACH DEVELOPER CAPACITY: Ensure that there is sufficient coach developer capacity nationwide by:</p> <ul style="list-style-type: none"> a. Working with B.C., Alberta, Ontario, and Quebec toward the goal of maintaining 1 or more Coach Developers within these provinces for each FUNdamentalz and Comp-Intro FC coaching workshop. Ongoing, starting in FY2024. b. Work with Yukon, Saskatchewan, Manitoba, and Nova Scotia toward the goal of maintaining 1 or more Coach Developers who reside within these provinces/territories for the FUNdamentalz, Skiing Skillz, Air 1, and Air 2 FC coaching workshops. Ongoing, starting in FY2024. 				

COACH DEVELOPMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>COACH DEVELOPMENT (CONTINUED) Govern a coach development pathway that ensures that the NSO/PTSOs/Clubs all have the capacity to deliver on current programming needs, provide sufficient succession for future coach turnover, and grow its membership.</p>		<p>5. COACH DEVELOPER CAPACITY: Ensure that there is sufficient Coach Developer capacity nationwide by:</p> <p>a. Certifying 1 new Comp-Dev Coach Developer in the west and 1 new Comp-Dev Coach Developer in the east by end of FY2024 in each discipline. CDs must Skills commit to running 1 course every 2 years.</p>	<p>5. COACH DEVELOPER CAPACITY: Ensure that there is sufficient Coach Developer capacity nationwide by:</p> <p>a. Maintaining 1 Comp-Dev Coach Developer in the west and 1 Comp-Dev Coach Developer in the east in each discipline. CDs must Skills commit to running 1 or more courses every 2 years.</p>		
	<p>6. SUPERCOACH ACADEMY: Host the SuperCoach Academy annually.</p>				
	<p>7. COMP-DEV: 1 or more Comp-Dev technical workshops in every discipline is run each year, alternating between the eastern and western provinces each year. Annually.</p>				

COACH DEVELOPMENT

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>COACH RETENTION Make the Canadian freestyle skiing system an industry that is a desirable place for coaches to pursue their careers.</p>	<p>1. NATIONAL TEAM: Make the National Team Program a top tier coach employer by:</p> <ul style="list-style-type: none"> a. REFLECTION & GROWTH: Performing individual performance reflection & personal/professional growth meetings with each national team coach. To be performed annually. b. PUSUIT: Ongoing application of the Own The Podium and Coaches Association of Canada's Pursuit tool with national team coaches. Ongoing. c. ADMINISTRATIVE SUPPORT: Provide an ongoing effective administrative support system for National Team coaches (e.g. accounting systems, travel arrangements, high level program leadership, human resources support, and other administrative tasks). Ongoing. 				
		<p>c. COMPENSATION: Monitoring the international coach compensation and coach wellness standards, and compare them to FC's practices. Internal matrix to be created in FY2024. To be reviewed annually.</p>			
<p>2. IMPROVED CAREER OPTIONS: Improve the career options available to coaches by:</p> <ul style="list-style-type: none"> a. JOB POSTING: Publicly post and circulate every new National Team coaching position, and encourage PTSOs and clubs to do the same. 					
		<p>a. PTSO/CLUB PROGRAM FRAMEWORKS: Partner with PTSOs in creating PTSO/club models that expands the scope of responsibilities of the clubs' Head Coaches. Framework to be launched in FY2025.</p>			

FACILITIES



FACILITIES

Athletes must have access to terrain and facilities that support their specific stage in the pathway. Quality terrain drives programming, events, and athlete development. The community's pursuit of its collective mission is aided through partnering with facilities and stakeholders who share a love and commitment to freestyle skiing.

FACILITIES

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>TERRAIN STANDARDS Provide national standards and best practices for terrain development.</p>		<ol style="list-style-type: none"> 1. TERRAIN GUIDELINES: The FC Terrain Guidelines for every discipline and stage of the LTAD are reviewed and updated. Completed by end of FY2025. 2. CHIEF OF COURSE WORKSHOP: Create a learning module that is designed to train and certify a Chief of Course in how to build and manage terrain for: <ol style="list-style-type: none"> a. MOGULS: Moguls/dual moguls by end of FY2024. b. HALFPIPE: Halfpipe by end of FY2024. c. AERIALS: Aerials by end of FY2024. d. SLOPESTYLE/BIG AIR: Slopestyle/Big Air by end of FY2024. 	<ol style="list-style-type: none"> 3. MODIFIED TRAINING TERRAIN: Make it easier & cheaper for resorts to support freestyle by: <ol style="list-style-type: none"> a. Creating a resort/club guidebook. Guidebook to demonstrate how freestyle programming can be delivered on terrain that is easier and cheaper to build than what is required for competitions. Guide to be released in FY2025. 	<ol style="list-style-type: none"> 3. MODIFIED TRAINING TERRAIN: Make it easier & cheaper for resorts to support freestyle by: <ol style="list-style-type: none"> b. Developing the following Modified Training Terrain Builders: <ol style="list-style-type: none"> i. MOGULS: 2 Modified Training Terrain Builders developed from 2 provinces in FY2026. ii. AERIALS: 1 Modified Training Terrain Builders developed in FY2026. iii. SLOPESTYLE/BIG AIR: 2 Modified Training Terrain Builders developed from 2 provinces in FY2026. iv. HALFPIPE: 2 Modified Training Terrain Builders developed from 2 provinces in FY2026. 	<ol style="list-style-type: none"> 3. MODIFIED TRAINING TERRAIN: Make it easier & cheaper for resorts to support freestyle by: <ol style="list-style-type: none"> c. Developing the following Modified Training Terrain Builders: <ol style="list-style-type: none"> i. MOGULS: 2 Modified Training Terrain Builders developed from 2 provinces in FY2026. ii. SLOPESTYLE/BIG AIR: 2 Modified Training Terrain Builders developed from 2 provinces in FY2026.

FACILITIES

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>MARKETING Demonstrate to potential venues how freestyle can benefit their business.</p>			<p>1. MARKETING PACKAGE: Create a marketing package that shows the return on investment freestyle terrain can bring to a resort. Package to outline how FC's member clubs will assist with building and maintaining the terrain. To be launched in FY2025.</p>		
<p>FACILITY DEVELOPMENT Establish a nationwide network of high performance freestyle skiing facilities.</p>	<p>1. PTSO TERRAIN INITIATIVES: Support the PTSOs in terrain development initiatives. Support may include terrain/facility design consultation, funding support, project proposal support, and/or national teams training at PTSO venues. Ongoing.</p>				
			<p>2. EVENT LEGACIES: Leverage the Canada Cup, NorAm, and World Cup circuits to leave behind facility legacies that support the facility needs of the national, provincial, club programs. To be launched in FY2024.</p>		
	<p>3. REVENUE OPPORTUNITIES: Explore opportunities to generate revenue through terrain development, while still supporting FC's Mission. A report to be completed by end of FY2024.</p>		<p>4. REVENUE OPPORTUNITIES: If the FY2024 report indicates that generating revenue through terrain development is a possible and beneficial endeavour for FC, design and implement a business plan that pursues this initiative. To be launched in FY2025.</p>		

FACILITIES

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>FACILITY DEVELOPMENT (CONTINUED) Establish a nationwide network of Centres of Excellence facilities.</p>	<p>1. CENTRES OF EXCELLENCE NETWORK: Push for a network of Centres of Excellence* to operate within in Canada.</p> <p>a. Establish a criteria and process for designating a facility as a Centre of Excellence. Criteria created in FY2023</p>	<p>1. CENTRES OF EXCELLENCE NETWORK: Push for a network of Centres of Excellence* to operate within in Canada.</p> <p>b. FC pushes for the following Centres of Excellence to operate within Canada in FY2024:</p> <ul style="list-style-type: none"> i. 1 eastern & 1 western on-snow MO Training Centre ii. 1 eastern & 1 western water ramp MO Training Centre. iii. 1 eastern water ramp AE Training Centre iv. 1 western on-snow HP Training Centre v. 1 western on-snow SS/BA Training Centre. vi. 1 eastern <i>or</i> western downslope airbag SS/HP/BA Training Centre. 	<p>1. CENTRES OF EXCELLENCE NETWORK: Push for a network of Centres of Excellence* to operate within in Canada.</p> <p>c. FC Centres of Excellence operating in FY2025:</p> <ul style="list-style-type: none"> i. All of the Centres of Excellence listed in FY2024. ii. 1 eastern & 1 western downslope airbag SS/BA/HP Training Centre. iii. 1 eastern on-snow HP Training Centre 		
			<p>2. CENTRES OF EXCELLENCE NETWORK: Explore possibility of launching an additional on-snow AE Centre of Excellence.</p>		

**To achieve "Centres of Excellence" status, the facility must meet a set of standards established by Freestyle Canada, have a community impact, and be approved by Freestyle Canada as being a Centres of Excellence. Training centres do not need to be owned by FC to be a Centre of Excellence.*



ATHLETE DEVELOPMENT PATHWAY



ATHLETE DEVELOPMENT PATHWAY

With the previous strategic priorities in place, the sport is well positioned to deliver in a thriving athlete development pathway. This means:

1. Operating world-class national teams;
2. Supporting the emotional and mental well-being of its athlete membership;
3. Being a valued member of the international sport community;
4. Providing system-wide program frameworks;
5. Leading a best-in-class event hosting system; and
6. Driving the development of all of its freestyle disciplines.

Through this, Freestyle Canada will lead a safe and ethical national community that drives Canadian freestyle skiers along a pathway toward winning Olympic medals. Through pursuing this mission and staying true to its values, Freestyle Canada will fulfill its vision of running a world-class Olympic-streamed athlete development community.

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>NATIONAL TEAMS</p> <p>FC National Teams win 1 or more medals at the 2026 & 2030 Olympics in each of the following 4 discipline in either the male or female categories:</p> <ol style="list-style-type: none"> 1. Moguls <i>or</i> Dual Moguls 2. Slopestyle <i>or</i> Big Air 3. Halfpipe 4. Aerial <i>or</i> Aerial Team 	<ol style="list-style-type: none"> 1. NATIONAL TEAM PROGRAMS: Freestyle Canada runs a female and male national team programs in the disciplines of moguls/dual moguls, slopestyle/big air, halfpipe, and aerials/aerials team. Ongoing. 2. SELECTION PROCESS: Freestyle Canada runs a national team athlete selection process that is effective in selecting the highest potential athletes, transparent in its process and outcomes, aligned with the rest of the freestyle sport system, and protects athlete safety and wellbeing. Performed annually. 3. STAFFING: The national teams leaders and coaches are world-class, and continue in a pathway toward personal development. Ongoing. 4. SPORT SCIENCE/SPORT MEDICINE: National team athletes physical/mental health and performance is supported by a best in class team of sport science/sport medicine professionals. Ongoing. 5. ASSESSMENT/COMPETITION PERFORMANCE TRACKING: Holistic athlete assessments and competition performance assessments are completed annually. 6. PARTNERSHIPS: Maintain an excellent working relationship with all High Performance Program partners. Ongoing. 7. DEBRIEFS: Engage in a debrief process that reflects on the effectiveness of the High Performance Program. Ongoing. 				
<p>INTERNATIONAL COMMUNITY</p> <p>Contribute to the ongoing development of the international freestyle community.</p>	<ol style="list-style-type: none"> 1. INTERNATIONAL COMMUNITY: Engage in opportunities to contribute to the international freestyle and sport communities. This involves joining and contributing to international committees and working groups (e.g. FIS). Ongoing. 				

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>ATHLETE WELLNESS Protect the emotional and mental health of Freestyle Canada’s member athletes.</p>	<ol style="list-style-type: none"> 1. SAFE SPORT: Support safe and healthy athlete development through aligning with the Safe Sport movement by: <ol style="list-style-type: none"> a. COACH: All Freestyle Canada member coaches complete the following training prior to working with FC member athletes: <ol style="list-style-type: none"> i. NCCP Make Ethical Decisions <i>or</i> NCCP Make Ethical Decisions Online Evaluation ii. NCCP Safe Sport Training iii. NCCP Making Headway in Freestyle Ski b. FEDERAL STANDARDS: Full alignment with all standards provided through the Universal Code of Conduct to Prevent and Address Maltreatment in Sport and the Office of the Sport Integrity Commissioner. Beginning in FY2023 and ongoing afterwards. 2. ATHLETE WELLNESS COMMITTEE: Launch an Athlete Wellness Committee whose goal is to support the emotional and mental well being of Freestyle Canada’s national team athletes. Committee to be launched by end of FY2023. Ongoing afterwards. 3. POST ATHLETIC CAREER GUIDANCE: Guide athletes toward healthy and fulfilling post-athletic lives through: <ol style="list-style-type: none"> a. FACILITATION: Connect athletes with the available resources (e.g. Game Plan) to help them in their post athletic career. Ongoing. b. FC PATHWAYS: Familiarize athletes with non-athletic freestyle skiing pathways as possible post-athlete career options (e.g. coaching, judging, officiating, volunteering, governance, administration, etc.) Ongoing. c. COACH SUPPORT: Train coaches in how to guide and support their athletes as they approach or enter retirement. Coaches to be trained in FY2024. 				

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>PROGRAM FRAMEWORKS Provide Freestyle Canada member clubs and PTSOs with frameworks that are current, easy to understand, marketable, and effective.</p>		<p>1. PROGRAM GUIDES:</p> <ul style="list-style-type: none"> a. LEARN TO TRAIN: Launch a Learn to Train program guidebook for use by clubs by end of FY2024. b. TRAIN TO TRAIN AERIALS: Review and ratify Train to Train program guidebook for aerial clubs by end of FY2024. <p>2. LTAD: Release a Long Term Athlete Development package that is comprehensive & marketable by end of FY2024.</p> <p>3. a. LEARN TO COMPETE & TRAIN TO COMPETE: The skill matrix for L2C and T2C for all disciplines is reviewed & updated in FY2024.</p>	<p>1. PROGRAM GUIDES:</p> <ul style="list-style-type: none"> c. TRAIN TO TRAIN MOGULS: Launch a Train to Train program guidebook for use by MO clubs by end of FY2025. d. TRAIN TO TRAIN SLOPESTYLE/BIG AIR: Launch a Train to Train program guidebook for use by SS/BA clubs by end of FY2025. e. TRAIN TO TRAIN HALFPIPE: Launch a Train to Train HP guidebook for halfpipe clubs by end of FY2025. 	<p>1. PROGRAM GUIDES:</p> <ul style="list-style-type: none"> f. FUNDAMENTALZ: Review and update the FUNdamentalz program guide by end of FY2025. <p>3. b. LEARN TO COMPETE & TRAIN TO COMPETE: The skill matrix for L2C and T2C for all disciplines is reviewed & updated in FY2026.</p>	

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>EVENT SYSTEMS Freestyle Canada runs a best in class national and international event hosting system.</p>	<ol style="list-style-type: none"> 1. WORLD CUPS: Freestyle Canada hosts 1 or more World Cups annually for each freestyle discipline. (SS to be included in FY2024). 2. NORAMS: Freestyle Canada hosts 2 or more NorAms annually for each freestyle discipline. (HP to be explored for FY2024) 3. CANADA CUPS & NATIONAL CHAMPIONSHIPS: In partnership with the PTSOs and local clubs, FC annually hosts a Canada Cup and/or National Championship series in each freestyle discipline. 				
	<p>4. CANADA CUP GUIDELINES: Review and update the Canada Cup Guidelines by end of FY2023.</p>	<p>4. CANADA CUP GUIDELINES: Review and update the Canada Cup Guidelines by 90 days prior to the first Canada Cup.</p>			
	<p>5. a. CANADA WINTER GAMES: Participate in the 2023 Canada Winter Games. FY2023.</p>	<p>5. b. CANADA WINTER GAMES: Work toward goal of participating in the 2027 Canada Winter Games. Ongoing for FY2024-26.</p>	<p>5. a. CANADA WINTER GAMES: Participate in the 2027 Canada Winter Games. FY2027.</p>		

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>SLOPESTYLE/BIG AIR</p> <p>Evolve the current slopestyle/big air athlete development system.</p>		<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> a. INFORMAL CHECK-IN ENVIRONMENTS: Environments for national team coaches to check-in with provincial team program coaches are operating, and the PTSOs are made aware of these opportunities when appropriate. PTSOs are made aware of and encouraged to engage in opportunities where national teams and PTSO teams may train alongside one another. b. TOWN HALLS: Town halls are held where national team coaching staff update PTSO coaches on athlete development related matters. 1 or more town halls held annually. c. PTSO OUTREACH: Explore the possibility of contracting an expert who is equipped to provide mentorship, feedback, and/or technical skill development to PTSO coaches. Expert is to be aligned with the national teams, and available to work with the PTSO coaches. Possibility to be explored in FY2024, and to be implemented ongoing afterwards if feasible. 			
			<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> c. L2C PROGRAM REVIEW: Review the implementation of the L2C SS/BA program frameworks in all provincial team programs. 	<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> d. T2T PROGRAM REVIEW: Review the implementation of the T2T SS/BA program frameworks in each PTSO. 	<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> c. L2C PROGRAM REVIEW: Review the implementation of the L2C SS/BA program frameworks in all provincial team programs.

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>MOGULS/DUAL MOGULS</p> <p>Evolve the current mogul athlete development system.</p>		<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> a. INFORMAL CHECK-IN ENVIRONMENTS: Environments for national team coaches to check-in with provincial team program coaches are operating, and the PTSOs are made aware of these opportunities when appropriate. PTSOs are made aware of and encouraged to engage in opportunities where national teams and PTSO teams may train alongside one another. b. TOWN HALLS: Town halls are held where national team coaching staff update PTSO coaches on athlete development related matters. 1 or more town halls held annually. c. PTSO OUTREACH: Explore the possibility of contracting an expert who is equipped to provide mentorship, feedback, and/or technical skill development to PTSO coaches. Expert is to be aligned with the national teams, and available to work with the PTSO coaches. Possibility to be explored in FY2024, and to be implemented ongoing afterwards if feasible. 			
		<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> c. L2C PROGRAM REVIEW: Review the implementation of the L2C MO/DM program frameworks in all provincial team programs. 	<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> d. T2T PROGRAM REVIEW: Review the implementation of the T2T MO/DM program frameworks in each PTSO. 	<p>1. NATIONAL TEAM/PROVINCIAL TEAM ALIGNMENT: Align the national team and provincial team programs by:</p> <ul style="list-style-type: none"> c. L2C PROGRAM REVIEW: Review the implementation of the L2C MO/DM program frameworks in all provincial team programs. 	

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>HALFPIPE Build upon the past developments and successes of Freestyle Canada's national halfpipe program.</p>	<ol style="list-style-type: none"> 1. INCUBATION: Continue to nurture Alberta as being Canada's incubator of halfpipe talent by: <ol style="list-style-type: none"> a. NATIONAL TRAINING CENTRE: The national halfpipe team continues to train in Alberta for 1 month or more each year. b. CULTURE OF COLLABORATION: Canada's halfpipe coaches and IST staff work together within the spirit of collaboration through sharing workloads and maintaining constant and open communication amongst one another. Ongoing. 2. EXPANSION: Increase participation in halfpipe and recruit new high potential athletes. <ol style="list-style-type: none"> a. INTERNAL RECRUITMENT: Identify potential HP talent in Canada's L2C SS/BA athletes, & recruit high potential athletes to HP at this stage. Athletes transfer potential to be assessed annually starting in FY2023. b. CLUB ENGAGEMENT: The national HP team coaches mentor targeted non-national team HP coaches, recruit athletes, and collaborate with targeted SS/BA/HP programs through hosting 1 or more club/provincial team halfpipe camps annually. 				

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>HALFPIPE (CONTINUED) Build upon the past developments and successes of Freestyle Canada's national halfpipe program.</p>		<p>3. EXPANSION: Increase participation in HP & recruit new high potential athletes.</p> <p>a. EXTERNAL RECRUITMENT - CROSSOVER SKILLS: Identify valuable crossover skills that are present in other sports and freestyle disciplines. Skills list to be created by end of FY2024.</p>	<p>3. EXPANSION: Increase participation in HP & recruit new high potential athletes.</p> <p>b. EXTERNAL RECRUITMENT - ATHLETE TRANSFER PROGRAM: Engage in RBC Training Ground or other athlete transfer programs to recruit new HP skiers. To be engaged in annually, starting in FY2025.</p> <p>c. HALFPIPE PROGRAMMING: FC works with non Alberta PTSO to integrate HP programming within 1 or more existing SS/BA program in FY2026.</p>	<p>3. EXPANSION: Increase participation in HP & recruit new high potential athletes.</p>	<p>d. HALFPIPE PROGRAMMING: 1 or more non Alberta programs are incorporating HP programming within their SS/BA programs by end of FY2026.</p>

ATHLETE DEVELOPMENT PATHWAY

STRATEGY	OPERATIONAL TACTICS				
	FY2023	FY2024	FY2025	FY2026	FY2027
<p>AERIALS Build upon the past developments and successes of Freestyle Canada's national aerial program.</p>	<p>1. INCUBATION: Continue to nurture Quebec as being Canada's incubator of aerial talent by:</p> <ul style="list-style-type: none"> a. NATIONAL TRAINING CENTRE: The national aerials team continues to train in Quebec for 1 month or more each year. b. CLUB ENGAGEMENT: Continue the culture of collaboration between the national team coaches and any interested acrobatic freestyle coaches. Ongoing. c. CULTURE OF COLLABORATION: Canada's aerial coaches and IST staff continue to work together within the spirit of collaboration through sharing national team workloads and maintaining constant and open communication amongst one another. Ongoing. <p>2. EXPANSION: Increase participation in aerials and recruit new high potential athletes.</p> <ul style="list-style-type: none"> a. INTERNAL RECRUITMENT: Each Jr. Nationals features an aerials event. FC provides introductory coaching support at this event for athletes and clubs with minimal aerial experience. To be hosted annually. b. EXTERNAL RECRUITMENT: Continue to recruit new aerial talent through annually engaging in RBC Training Ground or other athlete transfer programs. 				
			<p>3. EXPANSION: Evaluate interest in expanding aerials beyond the currently active aerials programs. 1 report created that evaluates potential for aerials expansion.</p>		



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