

# Canadian Ski Summit

June 20<sup>th</sup> – 22<sup>nd</sup>, 2022





## Day 2



## Summary of Day 1

- Really good engagement from the group on a number of topics – setting the bar high!
- Many of examples of the **positive affect** that Covid had on the industry – families super keen to come back, alpine benefited by being an outdoor sport for participants
- Idea of an awareness campaign promoting the value coaches and coaching programs bring to a Club/Ski area
- Concept of a marketing program – needs to be targeted – by region – by need
- Looking at real on-snow opportunities in Canada in the shoulder seasons – where we can drive scale and efficiencies i.e. Sima, Sun Peaks







# Overview of the Day

Day 2 – June 21st



## Agenda

	Day 2 – June 21 <sup>st</sup> , 8:30-12:15 pm MT and 1:00 – 6:30 MT			
4.  Brand Strength	5. Revenue Generation	60min	Paul B	<ul style="list-style-type: none"><li>• GMS/Eds</li><li>• All PTSO staff</li></ul>
2.  Domestic Sport Capacity	6. Member Services <ul style="list-style-type: none"><li>a. Insurance</li><li>b. 2022/23 Calendar</li><li>c. Affinity Program</li></ul>	75min	Brent Brandham Ashlie A Jeff T	<ul style="list-style-type: none"><li>• Board Chairs</li><li>• All PTSO staff</li></ul>
1.  Next Gen Athlete Development	7. National Teams Update <ul style="list-style-type: none"><li>a. CCAST</li><li>b. SX</li><li>c. CAST</li></ul>	60min	Matt H Dave E Phil M	<ul style="list-style-type: none"><li>• GMS/Eds</li><li>• Tech Directors</li><li>• Head Coaches</li></ul>
LUNCH BREAK 12:15 – 1:00 pm MT				
1.  Next Gen Athlete Development	8. Closing the Gap to Podium Performance <ul style="list-style-type: none"><li>a. 2022/23 Excel Program</li><li>b. Owning the podium @ World Juniors</li><li>c. Athlete Pathway</li></ul>	120 min	Jeff & HPDs ALL	<ul style="list-style-type: none"><li>• GMS/Eds</li><li>• Tech Directors</li><li>• Head Coaches</li></ul>
TEAM BUILDING ACTIVITY/DINNER– 4:00 pm – 6:30 pm MT			ALL	







# Revenue Generation





# Sponsorship & Fundraising

Summit 2022



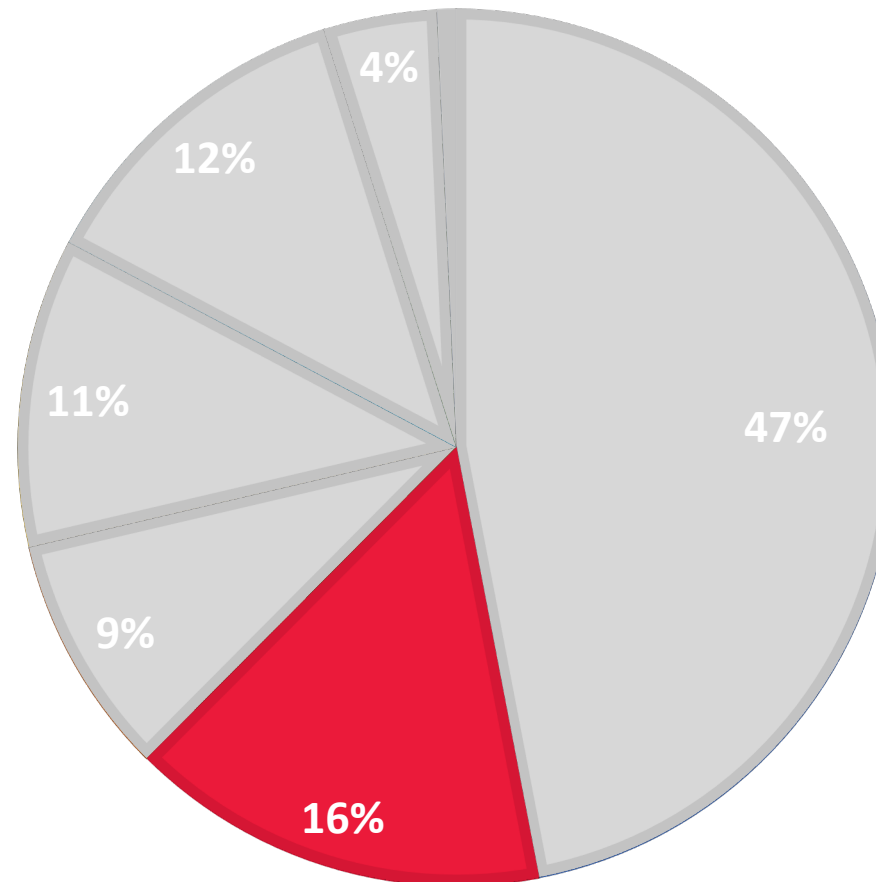


## ACA FY22' FUNDING SOURCES

■ Government ■ Sponsorship ■ COC/CPC ■ Fundraising ■ Domestic ■ Team Fees ■ Other

**\$18.26M**


Total Revenue (FY22)





# NSO Revenue Landscape

- Only the “Big Six” NSOs generate more revenue than ACA at >\$20MM by leveraging strong events/broadcast properties and/or strong membership
  - ⇒ Engaging a Large FAN base with the right CHANNEL, CONTENT, and DATA to create an experience FANS **value** is critical to driving NSO revenue
- Other NSOs with revenue <\$20MM is primarily from government

	The "Big Six"											
	Hockey (est)	Curling	Skate	Golf	Tennis	Soccer	ACA	Rugby	Swim	SnowBD	Freestyle	
<b>Total Revenue (\$'000)</b>	\$40,000	\$18,783	\$22,203	\$48,929	\$68,000	\$24,383	\$18,081	\$14,908	\$11,907	\$5,906	\$7,652	
<b>Biz Dev &amp; Partnerships</b>	\$17,200	\$4,659	\$1,168	NA	NA	\$8,900	\$2,825	\$1,754	\$569	\$1,224	\$668	
<b>Broadcast / Events</b>		\$9,274	\$6,467	\$35,418	\$58,480		\$1,834	\$2,152				
<b>% of Total Revenue</b>												
<b>Biz Dev &amp; Partnerships</b>	43%	25%	5%	NA	NA	37%	16%	12%	5%	21%	9%	
<b>Broadcast / Events</b>	0%	49%	29%	72%	86%	0%	10%	14%	0%	0%	0%	
<b>Revenue Driver</b>												
	Partners/Events	Events	Events	Events	Events	Part/Members	Gvt/SC	Gvt/SC	Gvt/SC	Gvt/SC	Gvt/SC	





# FY2022 PARTNERS

## PREMIER PARTNERS



**Teck**

## NATIONAL PARTNERS



**Invest**Alberta.ca

**SPORTING** life

## SUPPORTERS



**POINTS**BET



**TELUS**

## SPORT & MEDIA PARTNERS



**CBC**  
SPORTS



# GOALS FOR GROWTH

## PREMIER PARTNERS



Teck

PARTNER

## NATIONAL PARTNERS



InvestAlberta.ca SPORTING life

PARTNER

PARTNER

## SUPPORTERS



POINTS BET



TELUS

PARTNER

PARTNER

## SPORT & MEDIA PARTNERS



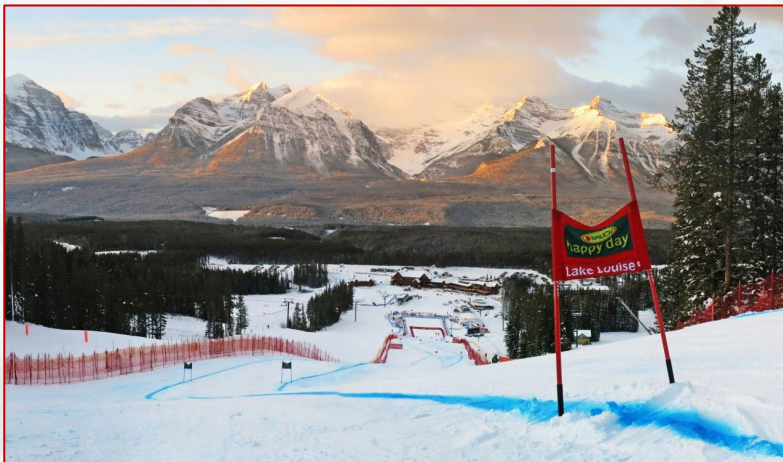
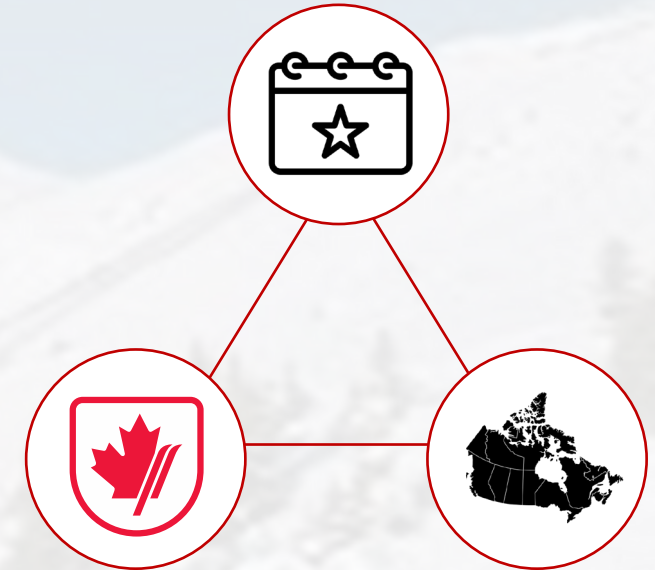
CBC SPORTS





# EVENT PARTNERS – OPPORTUNITIES FOR COLLABORATION

- World Cup events provide a different appeal – Nationally & Provincially
- There are several opportunities for ACA to work with the PTSO's
  - Membership Engagement
  - Mutual Sponsor Engagement
  - PTSO Activation at WC Events





# ACA PTSO INTEGRATION OPPORTUNITIES



## 1. Shared Partner

- Extend reach, leverage shared partners programs



## 2. ACA partners with a regional strategy

- Brands that need a stronger presence in a specific market
- Doubling down in the region of importance





# CASE STUDY #1 – MACKENZIE



PREMIER PARTNER

## Partnership Overview

To find Canada's top peak, Mackenzie launched a national competition with the winning community being rewarded with a \$50,000 investment into their community. Mackenzie Investments leveraged ACA's social/digital platforms and affiliation to directly engage with their target audience, driving entries and awareness.







# CASE STUDY #1 – SPORTING LIFE



SPORTING life

NATIONAL PARTNER

## Partnership Overview



Alpine Canada and Sporting Life have developed natural content and storytelling via digital channels through ACA events, athletes and coaches that connect the Sporting Life brand authentically to their target audiences/consumers (sport fans, skiers, families) in the winter season to build association driving conversion (sales) to Sporting Life locations by establishing them as a premier sports retailer in Canada.

## Business Objectives & Outcomes



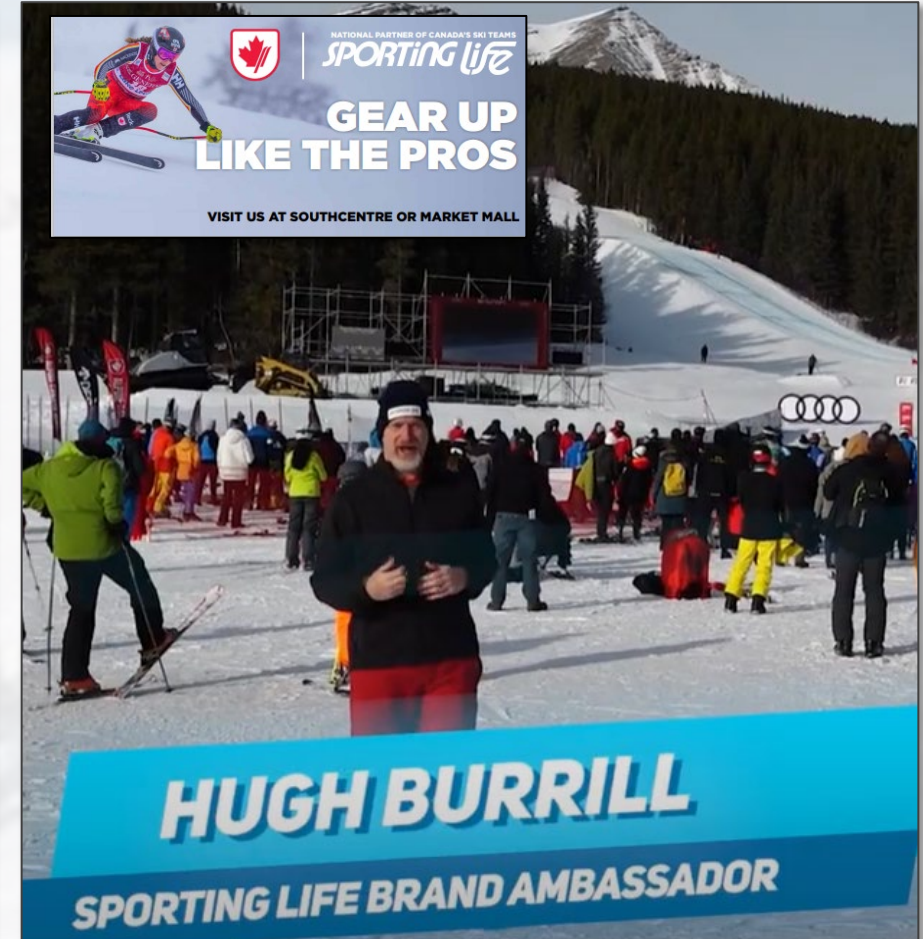
BRAND AWARENESS & AFFINITY



DRIVE RETAIL & SALES CONVERSION



ATHLETE, COACH & SPORT SYSTEM STORYTELLING







# CASE STUDY #1 – COLD-FX



**COLD  
FX**

OFFICIAL SUPPORTER

## Partnership Overview

Alpine Canada and Cold-FX created a unique 4-part content series leveraging ACA's athlete ambassadors across all teams to authentically story tell around Cold-FX business objectives. The 4-part series focuses on the pre-season highlighting the product, sales and brand where Cold & Flu season is at it's peak building consumer engagement with Cold-FX's target audience.

## Business Objectives & Outcomes



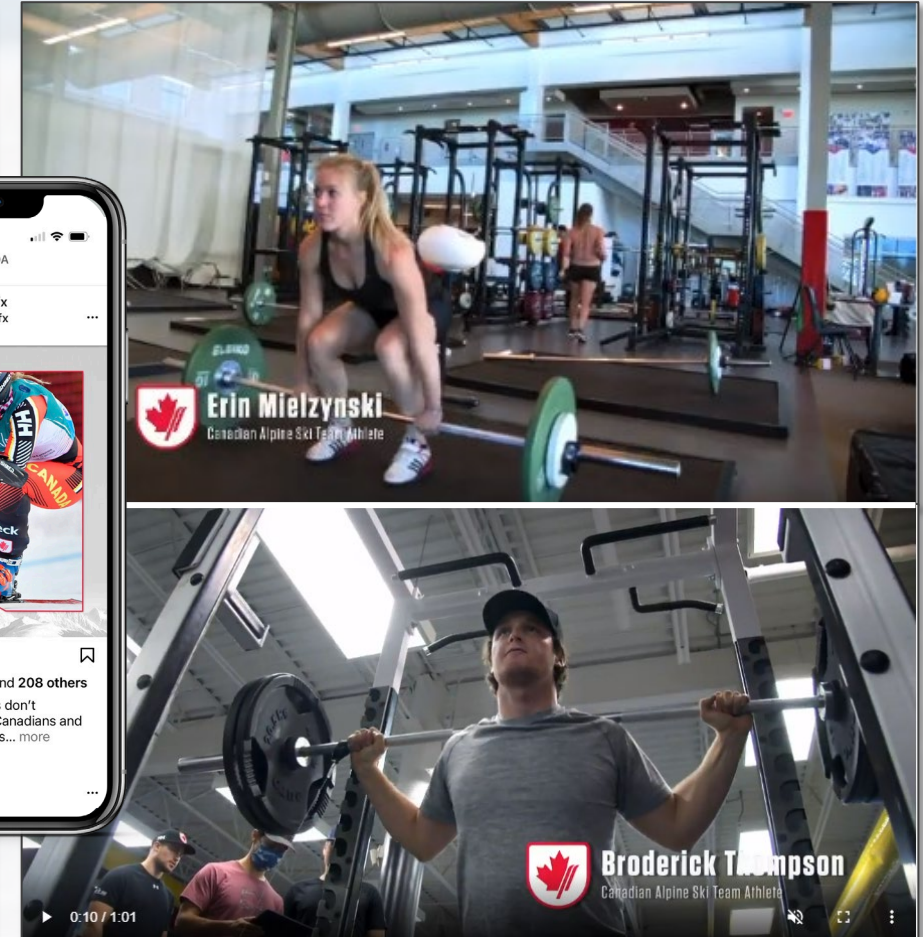
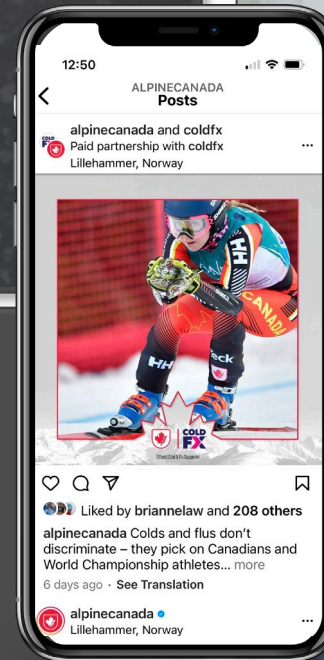
BRAND INTEGRATION & AWARENESS



AUTHENTIC ATHLETE STORYTELLING & HIGHLIGHTING OF PRODUCTS



DIRECT CONSUMER & FAN ENGAGEMENT







# PTSO SUCCESSES







# BC ALPINE AND TECK



## Partnership Overview

Title sponsor Teck U14 and U16 race series

Teck give BC Alpine \$ - BC Alpine gives Teck:

Teck branding at all events, race kits, website. exp, BC Ski team, table at Peak to Peak fundraiser

Teck values: Community investment, Impact at a local level in BC especially where they have plants (Fernie, Kamloops, Rossland), athletic development, alignment with skiing and mining in BC

## Business Objectives & Result Metrics

\$200k per year. Measurable value: number of events in communities (e.g. 19 in 22), membership growth, local news coverage, BC Alpine social media coverage, emails and letters from BCST athletes, year end report,





# SKI NOVA SCOTIA & SPORT NOVA SCOTIA



## Partnership Overview

Ski Nova Scotia is primarily funded through the “Sport Development Tool” a multi-year funding cycle administered by Sport Nova Scotia .

This three-pronged fund provides funding for: Organizational Development, Participation Projects & High-Performance Funding. 2018/2019 – 2022/2023: \$27,550 per fiscal.

## Business Objectives & Result Metrics

Membership Data, Regional Breakdown, Gender Breakdown, Age & LTAD Stage Aligned Programming





## Partnership Overview

*GMC is a new sponsor for Alberta Alpine, they supply vehicles to both the Alberta Ski Teams and to the organization. GMC supports all activation. We have recreated the GMC Cup Series in Alberta, which is our FIS racing series. Through this race series GMC gets promoted through being the title sponsor, bibs, panels, banners, feather flags, printed material, uniform logo, vehicle branding and social media. As well as local GMC dealers are offered engagement opportunities with local branded vehicles placed in high visible areas on resort, during the award ceremony and interaction with the general public on special sales and local brand awareness.*

## Business Objectives & Result Metrics

*Value to the PTSO is important with vehicles and cash that reduces the cost of the AST program and direct costs to the organization. We measure not only the social engagement but also the volume of general public that are at the resort skiing on a race day, number of racers, volunteers and officials. The local connections with a new potential customer for the dealer is important to the local GMC dealer.*







**Fundraising**







# FY23 FUNDRAISING ARCHITECTURE

**BUDGET**

**Major Gifts**



**Podium Club**



**Annual Gifts**



**Events**



**Scholarship/Bursaries**



**Upside Potential** *(not-budgeted)*

**VIP World Champs Experience**

**3<sup>rd</sup> Party Fundraising Activities**



# MAJOR GIFTS STRATEGY

- Focus will be on Alpine Excel, EDI, Para Carving the Future
- Identify prospects (through BoD and Regional Chairs) and cultivate relationships for solicitation (meetings in person/virtually)
- Inviting to cultivation events, VIP events, athletes appearances
- Prospect research – looking at 4 main ski areas – Whistler, Banff area clubs, Escarpment and Tremblant to identify key individuals to approach.



Tools for success – Case for Support, Donor videos, Introductions to donors







# PODIUM CLUB STRATEGY

- Regional Chairs + BoD identifying prospects for PC membership
- Cultivation events – Mining new donors through PC introduction events
- In person/virtual meetings
- Retention : Frequent touchpoints with current donors to encourage renewals
- Invites to WC, events, etc.

Tools for success - Program videos, athlete testimonials, introductions





# ANNUAL GIVING

- Focused on online giving
- Multiple e-blasts promoting “donate now” (min. 5 eblasts)
- Social media posts promoting “donate now” (includes ask in message)
- General donations
- Giving Tuesday

**MAKE A DONATION**

**Gift Information**  
Choose your donation program:

Standard Gift:

\$50	\$100	\$250	\$500	\$1,000	Other Amount	\$
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Tools for success - digital call to action with frequency, paid campaign ads - SM, integrated communications strategy







# EVENTS

VIP hosting/fundraising events

## Fundraising events (Spring/Fall) – Ontario, Alberta, BC and Quebec

- **ON** (Spring or Fall) – BMO Tower – Megan will coordinate all logistics - focus will be on cultivation and soliciting donations
- **AB**: (Sept) - focus will be on cultivation and soliciting donations
- **QC/BC** (Oct) — let by regional chairs – focus will be on cultivation and soliciting donations
- **BC** - Winter – Whistler – inviting key people who have capacity to support

## VIP Donor Hosting Opportunities

- Lake Louise World Cup and Ski Cross World Cup



Tools for success – Promotional videos customized to fundraising, athletes, alumni appearances





# SCHOLARSHIP AND AWARDS

- Minogue Award
- Switzer-Foster Scholarship



Not an area of focus, but requires support







# INCREMENTAL OPPORTUNITIES

Outside of FY23 Budget - Requires Resourcing

## 1. VIP Experience Trip

- FY23 Pilot year estimated @ 25 people total- 20 guests + 5 staff (Alumni/BoD/Staff)
- Euro WC Trip: Wengen/World Champs/Kitzbuhel – Location TBD
- 2-year pledge agreement over FY 23/24 = 1 trip (winter 2023)

## 2. Escarpment Fundraiser/Whistler Fundraiser

- Targeted support for CAST (Men/Women)
- Organized by CAST athlete parents/fundraising committee
- Supported by Megan (weekly meetings, attending and supporting event, eTap event donation platform, sign-off for branding and marketing, etc.)







# MEMBER SERVICES





# Member Services



## OBJECTIVES

- Information sharing session
- Provide an update on:
  - 2022-2023 Insurance policies
  - Participant registration metrics
  - 2023 Canada Winter Games - PEI
- 2022 – 2023 Calendar update / discussion
- Update on ACA “Affinity” Program







**2022/2023 CGL INSURANCE**





# Alpine Canada Alpin

Brent Brandham | June 21, 2022

Vice President, Sports & Recreation  
Gallagher Insurance



Insurance | Risk Management | Consulting



# Proposed New Program

## I. **General Liability Insurance**

II. Limit – \$10,000,000 per Occurrence/No General Aggregate

Including:

- I. • Provincial Associations/Clubs as Insureds (excludes Quebec)
- II. • Blanket Additional Insureds
- III. • Bodily Injury & Property Damage (third party)
- IV. • Personal & Advertising Injury (libel and slander)
- V. • Cross Liability
- VI. • Non-Owned Automobile \$2,000,000
- VII. • Tenants Legal Liability \$2,000,000
- VIII. • Abuse Liability \$1,000,000 per Claim/Aggregate – Claims Made Basis
- IX. • Sports & Social Activities
- X. *A deductible of \$50,000 applies to bodily injury, property damage and legal expenses.*



# FAQ

- I. What is Liability Insurance?
- II. Who Is insured?
- III. What is Covered?
- IV. What is Sanctioning?
- V. Who is a Member?
- VI. What is a Participant?

# Certificate of Insurance Process

- I. Certificate Request Form (available on ACA website) can be submitted to [IBAM.Stoneycreek.Sports@ajg.com](mailto:IBAM.Stoneycreek.Sports@ajg.com) and cc: [brent\\_brandham@ajg.com](mailto:brent_brandham@ajg.com)
- II. COIs will be processed within a maximum of 24 hours



# Questions?

Brent Brandham

VP, Sports & Recreation

[Brent\\_brandham@ajg.com](mailto:Brent_brandham@ajg.com)

416.408.5457

# INSURANCE – SAIP POLICY

## Provider - **AIG Canada – BFL Canada**

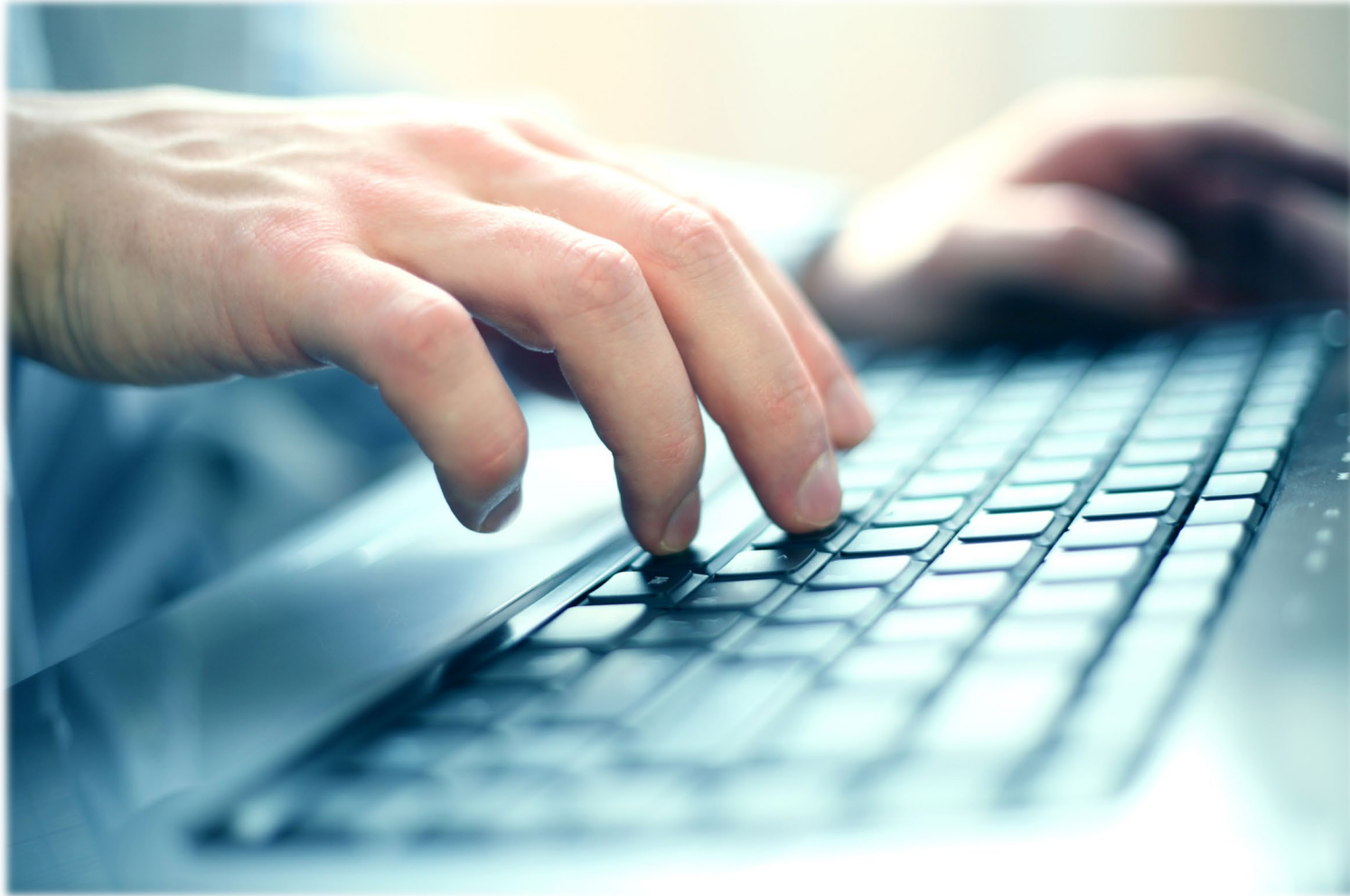
Managed By Canadian Snowsports Association (CSA)

2022-2023 SAIP Insurance		
Level	Price	Comments
SAIP 1	\$866	60 days out of country with sanctioned activity
SAIP 2	\$377	30 days out of country with sanctioned activity
SAIP 3	\$71	In Canada coverage only
SAIP 4	\$105	7 days USA coverage + In Canada coverage
SAIP 5	\$123	14 days USA coverage + In Canada coverage
** Insurance taxes applicable in some provinces		

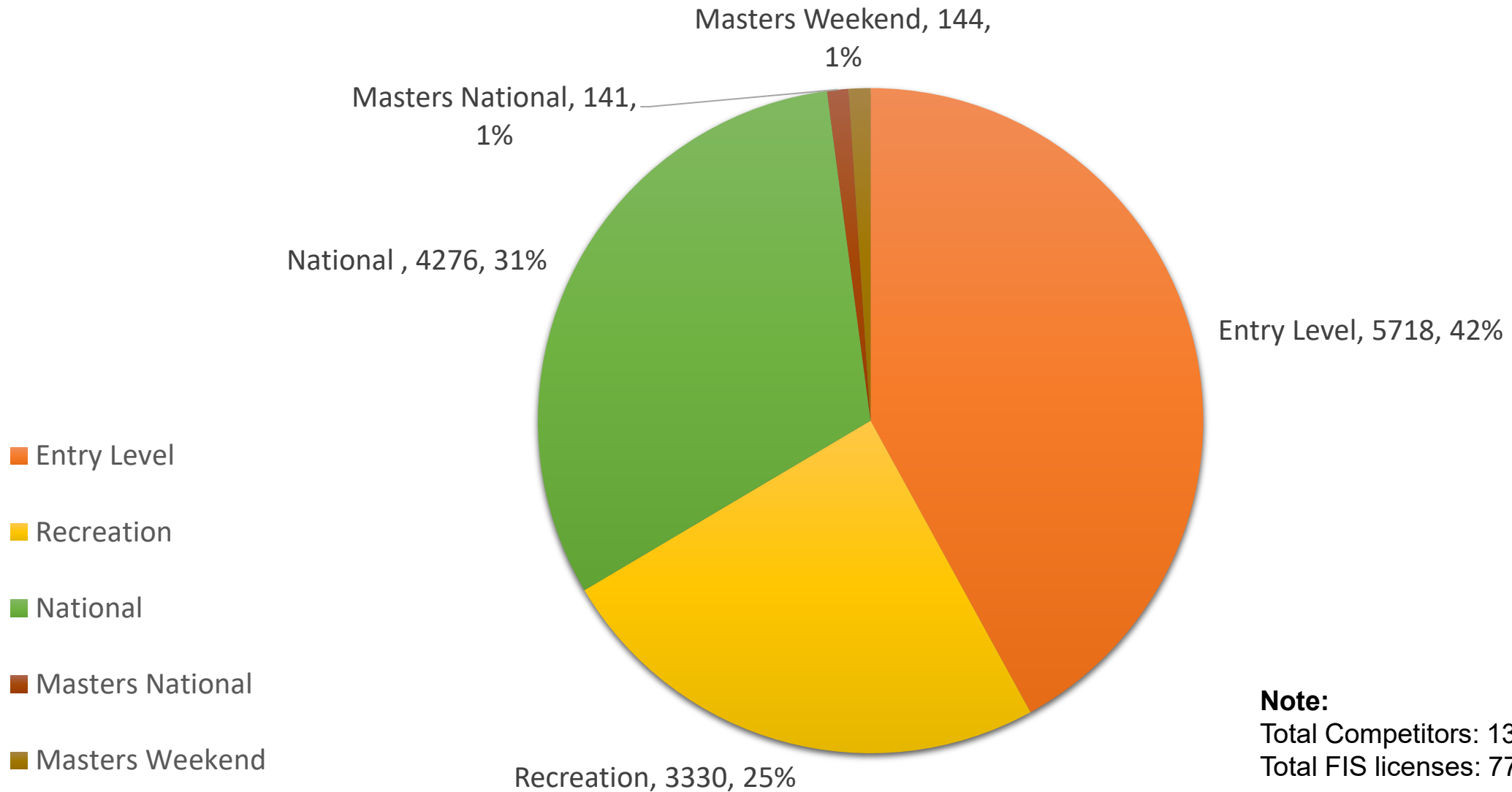




# REGISTRATION



# 2021-2022 MEMBERSHIP OVERVIEW



**Note:**

Total Competitors: 13,609

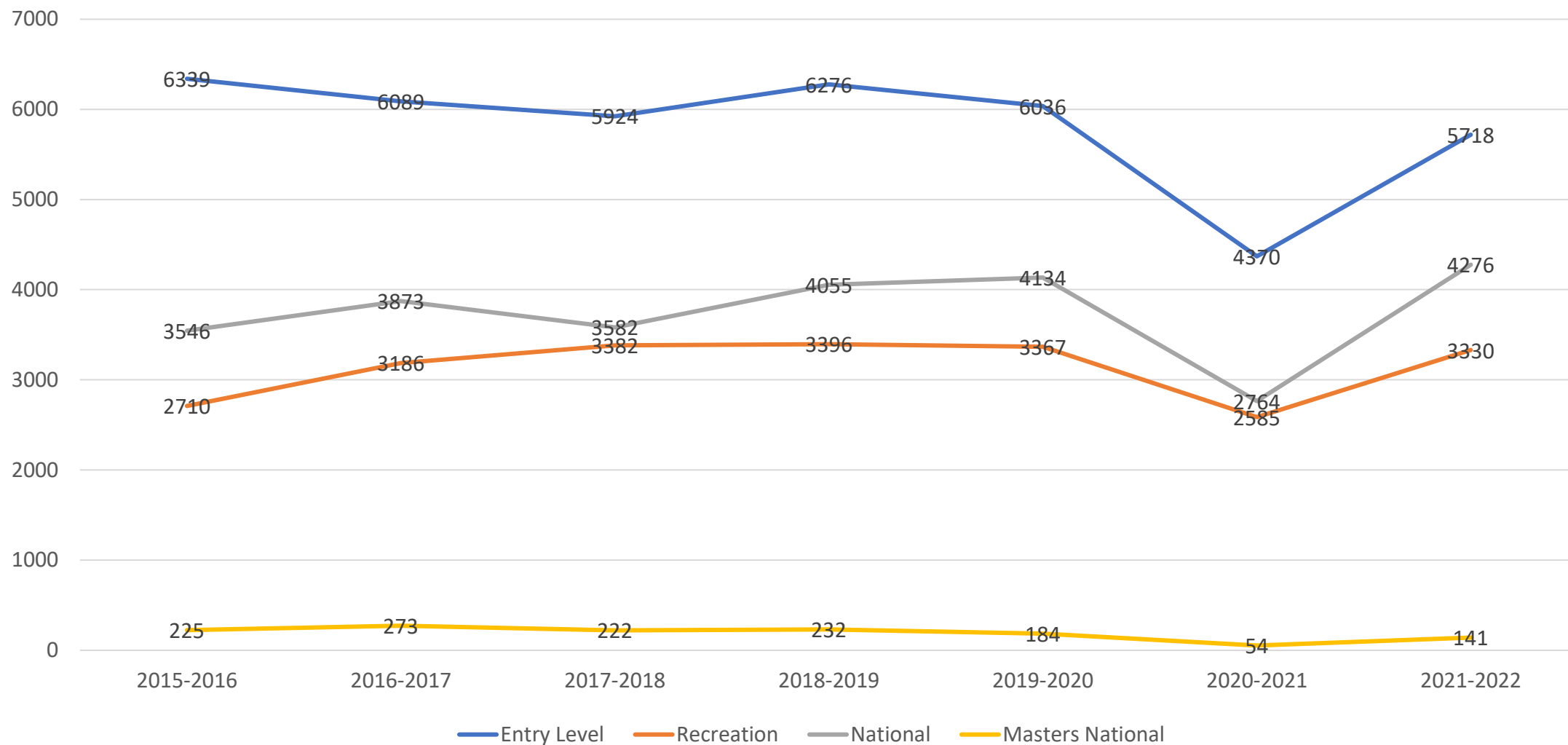
Total FIS licenses: 771



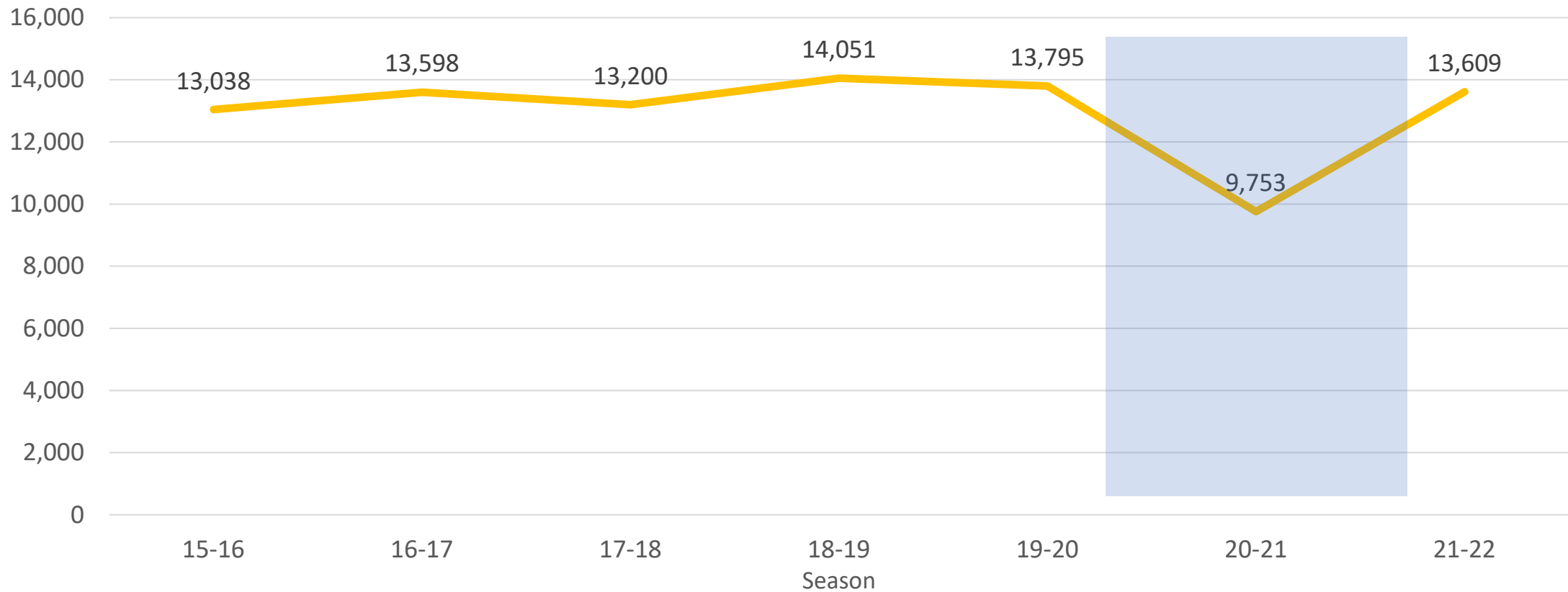


# HISTORICAL OVERVIEW - BY CATEGORY

Registration 2015-2022



# TOTAL REGISTRANTS – 2015-2022



Categories Captured: Entry Level, Recreation, National, Masters National, Masters Weekend

Covid





# 2022 – 2023 REGISTRATION – FEES – STRUCTURE - REPORTING

## FEES:

- Reflective of service by category, simplification, insurance risk shift to ACA
- Registration per competitor decreases in almost all cases
- Anticipating 1.5-2% year over year increase

## STRUCTURE:

- Same competitor categories for registration as 2021-2022
- Integration of CGL into ACA competitor fees

## REPORTING:

- Requirement for General Member reporting
- Integration into ACA's National registration system
- Review of membership fee payment processing and timelines

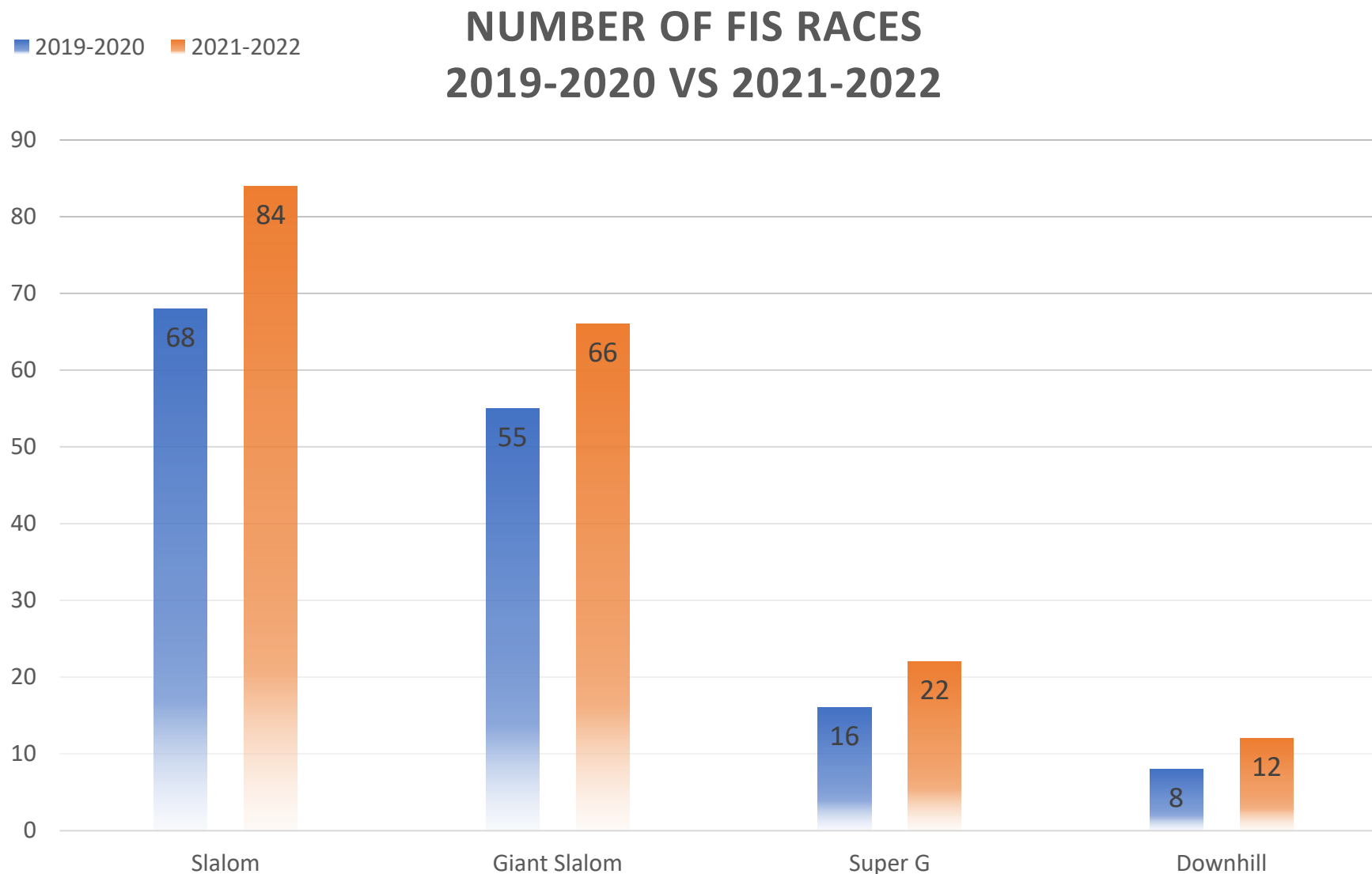


# CALENDAR DISCUSSION





# CALENDAR DISCUSSION – 2021-2022 FAST FACTS



### ITEMS OF NOTE:

- Participation in FIS racing increased
- Speed events impacted due to Kimberley Resort (BC) lift fire
- Quota management an identified priority for 2022-2023



# NATIONAL CALENDAR - STRATEGIES

- Long term calendaring
  - 3 year citing for key events (NAC / NC)
- Alignment with key international competitions
- Bid Process for allocation of key CAN events
- Event Manual





# CALENDAR – HIGHLIGHTS OF BID PROCESS

- Standard way to bid on events
- Highlights ACA contributions
- Identifies needs / expectation of host Club and or Resort
- Requirement to advise on budget and legacy
- Opportunity for 2024 eastern venue Alpine Nationals
- Used for 2023 citing of NC and NAC finals



# NATIONAL CALENDAR – 3 Year Outlook

EVENT	2023		2024	2025
Alpine World Cup	Lake Louise, AB Nov/Dec 2022			
SX World Cup	Craigleith, ON March 16/17 - WC Finals		Nakiska, ALB, Jan	EAST - TBD
Alpine Senior National Championships	Kimberley Alpine Resort BC, March		EAST - TBC *	RED Mtn Resort, BC
SX Senior National Championships	Craigleith, ON March		TBD	TBD
U16 National Championships (Alp/SX)	CWG - PEI (ALP- Crabbe, SX - Brookvale) Feb/Mar		WEST – TBC*	TBD
Alpine NorAm's	USA = Dec / Jan	CAN = Feb / March	TBD	TBD
SX NorAm's	USA = Jan / Feb	CAN = Dec / Jan / March	TBD	TBD
Work underway for the allocation of all 2024 & 2025 sites, bid process to be activated for a number of events				



# NATIONAL CALENDAR – 2022-2023

## NOVEMBER 2022

KEY EVENTS	
LOCATION	DATE(S)
WC Lake Louise, CAN MEN DH, SG	24-27, 2022
WC Killington, USA WOMEN GS, SL	26-27, 2022
OPPORTUNITIES	
Canada Cup	

### Note:

DEC 1 – Nakiska SX Training Centre Open

## DECEMBER 2022

KEY EVENTS	
LOCATION	DATE(S)
WC Lake Louise, CAN WOMEN DH, SG	1-4, 2022
WC Beaver Creek, USA MEN DH, SG	2-4, 2022
NOR AM ALPINE	
USA West DH, SG, AC**	5-10, 2022
USA West 2 SL, 2 GS, PAR**	11-17, 2022
NOR AM SX	
Nakiska , CAN	15-18, 2022
OPPORTUNITIES	





# NATIONAL CALENDAR – 2022-2023

## JANUARY 2023

KEY EVENTS	
LOCATION	DATE(S)
WJSC, St. Anton SL, GS, PAR, SG, DH	17-25, 2023
University Games, Whiteface (ALP&SX)	11-22, 2023
EUROPA CUP	
Wengen SG MEN	6-7, 2023
Tarvisio DH MEN	10-13, 2023
Berchtesgaden SL MEN	15-16, 2023
Orcieres Merlette DH, SG MEN	27-31, 2023
Zauchensee DH, SG WOMEN	8-12, 2023
Hasliberg SL WOMEN	14-15, 2023
Vaujany SL WOMEN	27-28, 2023
NOR AM ALPINE	
USA EAST 1 SL, 1 GS, 1 SG	3-8, 2023
NOR AM SX	
Gore, USA	19-21, 2023
Calabogie, CAN	26-29, 2023
OPPORTUNITIES	

## FEBRUARY 2023

KEY EVENTS	
LOCATION	DATE(S)
WSC, Meribel	6-19, 2023
CWG, NB / PEI	27-28, 2023
EUROPA CUP	
TBD, SG MEN	3-4, 2023
Folgaria, GS, MEN	6-7, 2023
Juan, SL, MEN	10-11, 2023
TBC, DH, SG, MEN	27-03, 2023
Chatel, DH WOMEN	30-02, 2023
Sarntal, SG, WOMEN	6-7, 2023
Maribor, GS, WOMEN	9-10, 2023
TBC, SG, WOMEN	13-14, 2023
Crans Montana, DH, WOMEN	16-19, 2023
NOR AM ALPINE	
CAN EAST, 2 SL, 2 GS, PAR**	7-11, 2023
NOR AM SX	
USA TBC.	
OPPORTUNITIES	

### Note:

JAN/FEB – Europa Cup/European FIS Racing



# NATIONAL CALENDAR – 2022-2023

## MARCH 2023

KEY EVENTS	
LOCATION	DATE(S)
WC Finals Soldeau	13-19, 2023
NCAA Finals East	8-11, 2023
CAN ALP Nationals	13-17, 2023
SX WC Craigleith	15-18, 2023
CAN SX Nationals Craigleith	19-22, 2023
CWG, NB/PEI	1-5, 2023
NOR AM ALPINE	
Whistler Finals DH, SG, GS, SL, AC & PAR**	18-28, 2023
NOR AM SX	
Craigleith	19-22, 2023
OPPORTUNITIES	

## APRIL 2023

KEY EVENTS	
LOCATION	DATE(S)
Whistler Cup, CAN	13-18, 2023
OPPORTUNITIES	

### Note:

FIS CHI Racing Opportunities; Folgaria, Barcelonnette, Val d'isere, Abetone, Taernaby etc.



# 2022 – 2023 CALENDAR OPPORTUNITIES / DEADLINES

## Opportunities to Leverage Championships

- Training or development opportunities for PTSO or club programs
- Venue legacy for PTSO calendar planning
- Coach education opportunities – i.e. training or certification for events i.e. CWG

## Deadlines to Be Aware Of

- Alpine FIS calendar submission – **August 31st, 2022**, penalties for late submission / alteration
- Freestyle (SX) FIS calendar submission – **October 31st, 2022**, penalties for late submission / alteration
- ACA Points National Codex – Calendar open, ongoing submissions season wide





# CANADA WINTER GAMES (PEI)

February 27<sup>th</sup> – March 5<sup>th</sup> , 2023



**PEI • ÎPÉ**  
**2023**  
**JEUX DU**  
**CANADA**  
**GAMES**



# CANADA WINTER GAMES (PEI) - KEY INFORMATION

- Replaces U16 National Championships for 2023
- Alpine events (SG, GS, SL) held at Crabbe Mtn, New Brunswick.
  - Feb 27 SG Training, Feb 28 SG, Mar 1 GS, Mar 2 SL
- Ski Cross held at Brookvale Ski Area, PEI
  - Mar 4 SX Training, Mar 5 SX Finals
- Technical package available July 1, 2022\*\*
- Quota:
  - Alpine / Ski Cross – 7M, 7W per PTSO\*\*
  - Para alpine – 2 M, 2 W Per PTSO
- Coaching accreditation:
  - Head Coach – Alpine Canada NCCP Performance Level Trained + Ski Cross Trained
  - Assistant Coach – Alpine Canada Development Level Certified + Ski Cross Trained
  - Para Alpine Coaches - Alpine Canada NCCP Para Alpine Development Level Certified
- Contacts: Ashlie Avoledo – Alpine, Kara Delaney – Ski Cross, Mark Newton – Para Alpine



**FIS - 2022-2023**

**F I S**





# FIS UPDATES – CONGRESS 2022

## HIGHLIGHTS

New Canadian FIS Council Member – Diedra Dionne, Senior Executive, Rodgers Sports & Media – Bronze medallist, Aerials 2002 Olympic Winter Games.

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### Changes 2022-2023

**Category Adder:** Category adder deleted from the penalty calculation, therefor no longer published on the '1st page' of the FIS Points list from list 1, 2022-2023.

**Photo Finish:** Mandatory for level 0 competitions (WC, WSC, OWG etc.)

### Open discussion for Fall 2022-2023

**SG 2runs:** Ongoing conversation on level of race, course reset, vertical drop and maximum direction changes.

**Airbag use in speed events:** Ongoing review until more information is provided to FIS, i.e. fit, manufacturers etc.



# FIS UPDATES – CONGRESS 2022

## COMMITTEE REPRESENTATION

**Alpine Rules** – Brian Lynam  
**Youth and Children** – Jeff Thompson  
**Alpine World Cup** – Phil McNicol  
**Alpine Classifications** – Ashlie Avoledo  
**Alpine Courses** – Julie Lemieux  
**Citizen Racing** – Ashlie Avoledo  
**University Racing** – Julie Lemieux / Ashlie Avoledo  
**Masters Racing** – Julie Lemieux  
**Alpine NorAm** – Ashlie Avoledo, Jeff Thompson, Phil McNicol, Kip Harrington, Patrick Gillespie  
**Alpine-Ski Cross** – Dave Ellis  
**Ski Cross NorAm** – Kara Delaney  
**Para- Snowsports** – Matt Hallat



# SUMMARY – DISCUSSION – RESOURCES



- Feedback
- Areas for concern / consideration
- Take-aways / next steps
  - Insurance material release
  - 2022-2023 registration material release
  - NAC Meeting – Calendar (priorities, sites etc.)
  - PTSO calendar meeting – National review

## RESOURCES

[www.alpinecanada.org](http://www.alpinecanada.org)

[www.fis-ski.com](http://www.fis-ski.com)

[www.alpinepoints.ca](http://www.alpinepoints.ca)

[www.2023canadagames.ca](http://www.2023canadagames.ca)

Sharepoint – ACA shared resources, link enabled







# ACA AFFINITY PROGRAM





# ACA AFFINITY PROGRAM

*Working Name*



## What It Is

- Membership program which will allow us to identify, communicate & engage with Canadian skiers and/or fans of Canadian ski racing (this group represents the largest opportunity to grow our membership base)
- Target audience is not existing registered participant but would/could include them
- ACA will offer relevant and meaningful value to ski community through this program
- The intent is to generate meaningful revenue for the organization (ACA and PTSO's potentially) both directly (through the program – individuals signing up, partners who want to be involved) and indirectly (awareness created through the program – 3.4M people that ski once a year\*).

\* Chalton Insights - 2021



# ACA AFFINITY PROGRAM



## Establishing Value Within The Program

### 3 Drivers

1. Provide unique experiences
2. Providing access to equipment for less
3. Ski for less

### Potential Value Ad Components to Explore

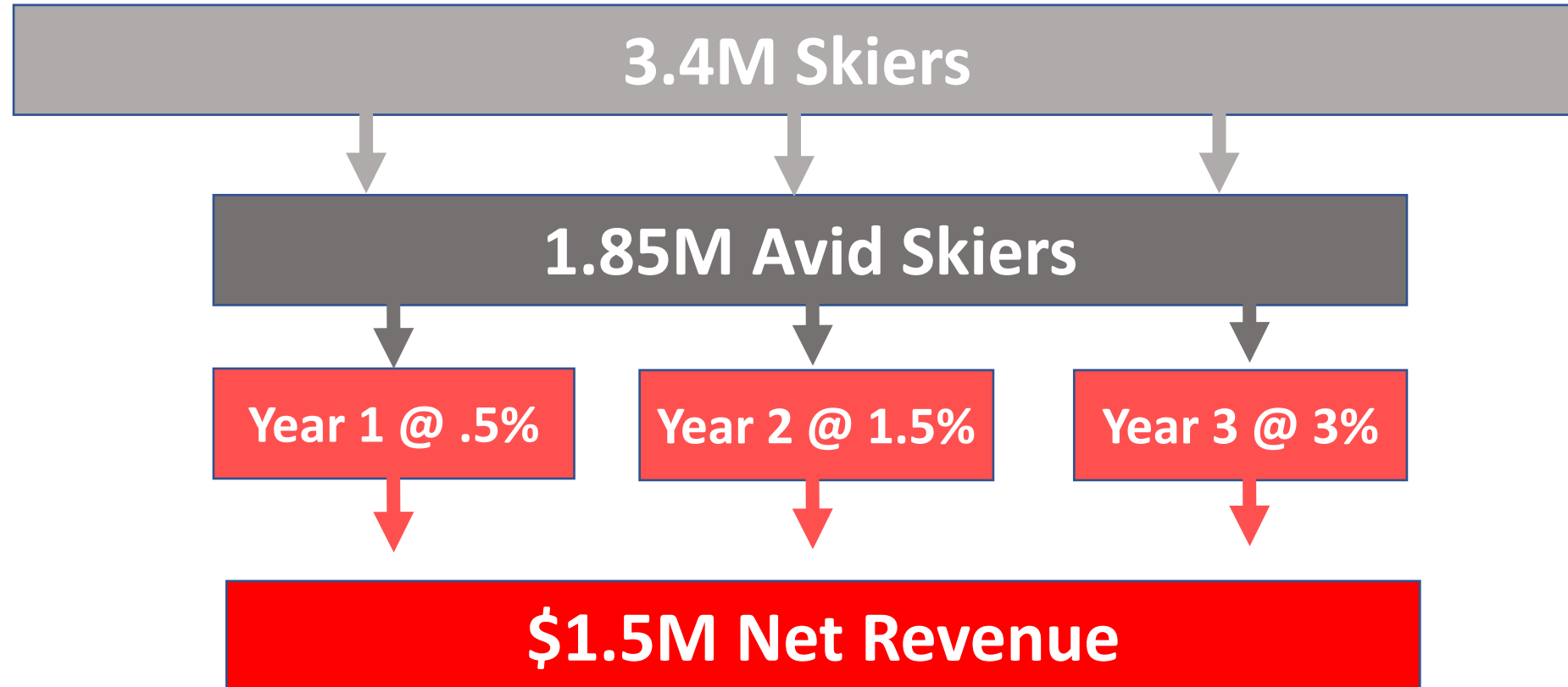
Unique ACA experiences - Athletes/Events	Access to equipment offers	Access unique resort offers
Reduction in overweight for ski equipment when travelling	Unique ski equipment protection/insurance	Accommodation offers
Opportunity to be a part of the Olympic dream – creating tomorrows champions		

ACA partners will be invited to participate to drive value  
to the program





# Overview of Revenue Generation Model



# ACA “AFFINITY PROGRAM”



## The Opportunity

Growth Assumptions	<u>2023</u> (.5% of TA)	<u>2024</u> (1.5% of TA)	<u>2025</u> (3% of TA)
Target Audience (TA) - 1.85M (Cdns ski 7+ times a year)	9,740	27,750	55,500
Gross Revenue (@ \$30)	\$292,200	\$832,500	\$1,665,000
Projected Investment (platform, staff, resource material, contracting 3 <sup>rd</sup> party Digital Marketing)	\$250,000	\$185,000	\$160,000
Cost of Fulfillment (\$7 per. membership)	\$68,180	\$194,250	\$385,000
Net Revenue (@ \$30)	(\$25,980)	\$453,250	\$1,120,000







# PARTNERSHIP FRAMEWORK





# ACA

## Investment \$ ↓

- Program Development
- Partner Acquisition
- Investment in Program Platform and Program Resources
- Secure 3<sup>rd</sup> party provider and Invest \$ in National Digital Marketing Campaign

## Upside \$ ↑

- 60% of net revenue generated through program



# PTSO

## Investment \$ ↓

- Assist in Driving Program Awareness through Existing Channels
- Pool Marketing \$ Invest In A National Digital Marketing Campaign (geotargeted)

\$ ↑

## Upside

- 40% of net revenue generated through program i.e. 40% of revenue generated in SK stays in SK

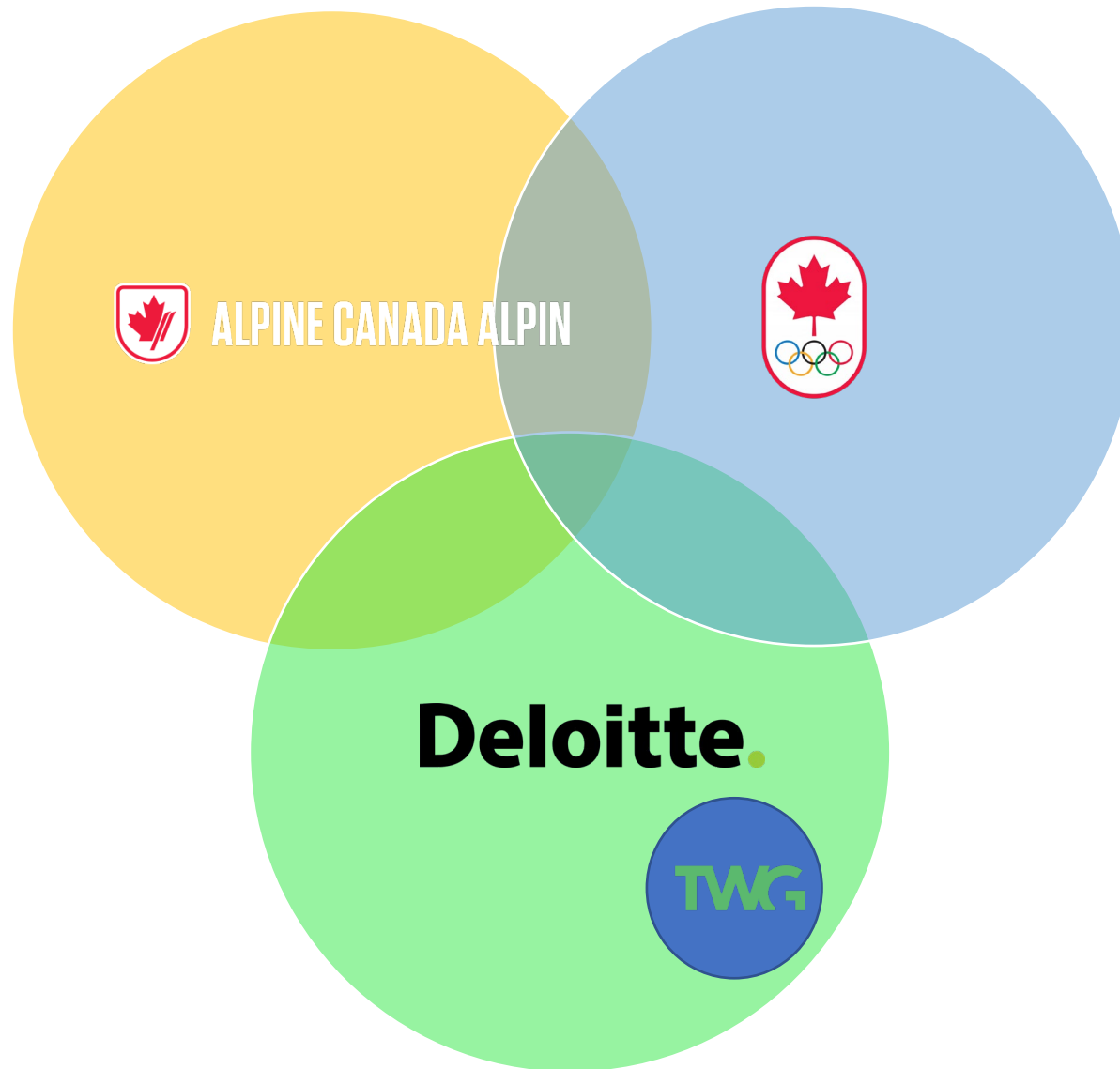




**PROGRESS MADE**



# RESEARCH PARTNERSHIP







# Our Project Goals

Collaborate to define the product vision for Alpine's first generation loyalty program through research and design.

01

Understand **the desirability**, and test elements of a customer value proposition for a new loyalty/fan engagement program.

02

**Conceptualize a product and experience**, based on research insights, which align to the needs of Alpine members.

# Outcomes & Key Questions

## Understand Target Audience Needs

- What groups are we looking to target with this program?
- What does each group value in a loyalty program?
- What would they want to see?

## Determine Product Viability

- Is a loyalty program something that skiers would value and pay for?
- What might members be willing to pay for a loyalty program?
- Is this 'one size fits all' or tiered to serve broader needs, behaviour?

## Conceptualize User Experience

- What might the user experience for a loyalty program directed at affinity members look like?
- Is this best suited as an app or something accessible only on web?

# Project Timeline

Over the past 10 weeks, a combination of quantitative and qualitative methodologies were applied to arrive at a recommendation for the Alpine loyalty program and visualized key aspects of the experience.

We're here!



## Onboarding & Alignment

Week 1-2 (April 13-22)

- Stakeholder interviews
- Identify assumptions and knowledge gaps related to persona(s), problem space, and value proposition
- Establish understanding of the target member segments
- Start research planning

## Problem Framing

Week 3-4 (April 25-May 6)

- Co-design Workshops
- Comparative research
- UX Research
- Start of Quantitative Research (Survey)

## Synthesis & Ideation

Week 5-6 (May 9-20)

- Synthesize Quantitative Research (Survey Results)
- Proto-persona development
- Design Ideation

## Test & Iterate

Week 7-9 (May 24-June 10)

- Qualitative interviews to validate design concepts and gain a deeper understanding of target member group behaviours
- Iterate conceptual designs
- Business Use Case Analysis

## Finalize

Week 10 (June 13-17)

- Synthesize Qualitative research
- Finalize desirability recommendation
- Finalize Design Concepts



# Our target users

We segmented respondents into three proto-personas based on our target market to capture a range of affinity to the sport, and uncover key needs.

PROTO-PERSONA		KEY INSIGHT
SECONDARY TARGET	 <b>Competitive Ski Ecosystem</b> Athletes, coaches, volunteers, officials, and athlete support involved in competitive skiing.	→ The Competitive Ski Ecosystem is highly engaged with the sport and values exclusive experiences.
PRIMARY TARGET	 <b>Avid Skiers</b> Non-competitive, recreational skiers who ski 7 or more times per year.	→ Avid Skiers balance socializing with improving their skills, but lack a meaningful connection with the competitive sport world.
SECONDARY TARGET	 <b>Casual Skiers</b> Non-competitive, recreational skiers who ski 1-6 times per year	→ Casual Skiers are unlikely to have a membership, but are most willing to pay for one.



# Concepts for Qualitative Study

Based on our comparative research and survey results, we have identified key trends and target audience needs/wants to explore and validate further

## Friends and Family benefits

A chance to bring more of the people you care about on your next ski adventure. Use your membership to extend exclusive deals and offers to your personal network.

### Guest pass

- Bring a friend or family member to the resort for free

### Referral code

- Invite your friends to sign up for an Alpine network to unlock extra deals and discounts for both of you

### Exclusive discounts

- Share deals and discounts for gear

TWIG



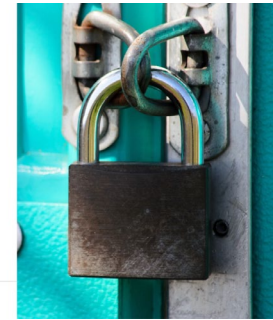
## Incident Protection

Broke a ski? Lost a pole? Don't worry! Alpine loyalty members are insured for lost, stolen, or damaged items.

### Reimbursement

- Alpine Loyalty members get incident protection on all their ski equipment. You can now ski without the worry of any damages to your equipment.
- We reimburse your members for damaged, broken, or stolen equipment.

TWIG



## Athlete Access

An opportunity to connect directly with Canada's top ski athletes. See content and tips from competitors, track competitions, and even get the chance to ski alongside Olympians.

### Pro Tips and Tricks

- Updates from athletes including tips for improving, insight into their personal training routines, and updates on the latest ski news

### Ski with an Olympian

- Enter for a chance to share the slopes with one of Canada's top athletes

### Competition tracker

- Follow along with ski competitions for the chance to unlock even more prizes

TWIG



## Ski Hill Status

How long is the lineup? What are the hill conditions? No one answering your phone call? Fear not, the Alpine community is here to help!

### Real time wait updates

- Check the updates on all resort and hill wait times! Skiers can check in ahead of time and plan their trip accordingly

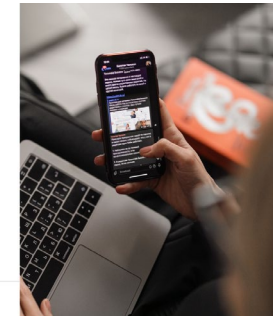
### Hill Updates

- Our fellow ski members helping-out the community by giving real time updates on ski hill conditions, and any other information that can help their ski buddies out

### Weather reports

- We want to help you prepare for your ski trip by letting you know the type of weather you can expect

TWIG



## Ski Enthusiast Community

Ever wanted to find other skiers like you? Or tap into a community of knowledge and people to ski with? Join our community to share your likes, accomplishments and chat with others just like you!

### Personalized profile

- Create a profile for others to get to know you. Share with others your experience level, interest or places you want to go ski

### Find a ski buddy

- Find and connect with other skiers in community with similar skill level as you
- See in real-time others in the community who are skiing at the same location as you are

### Join a group trip

- Find others in the community interested in going to the same ski trip that you are to coordinate a group rate

TWIG



## Ski Tracker

Want to track your ski performance for the day or over the season? Going skiing with friends but find it hard to stay connected on the hill? Stay up to date in real-time and track and compare your stats with friends.

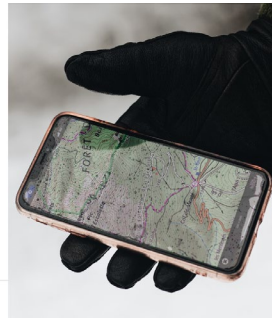
### Skiing with friends

- When you're skiing with friends, use our feature to help you see in real-time which runs your friends are on so you never have to wonder where they are

### Monitor your personal performance

- Track your ski performance and key stats and compare them with your friends for a little friendly competition

TWIG



## Level Up

Connect with the ski community to improve your ski abilities, prepare for your next ski trip, or share your own expertise. Chat on forums, connect with other members, and even find a coach or coachee.

### Expertise forums

- Ask or respond to any ski related inquiries and take advantage of the network of knowledge from members

### Community challenges

- Compete with other members in mini challenges throughout the season and compare stats

### Coach connect

- Find additional help from coaches, or extend your expertise as a coach

TWIG



## Exclusive Offers

Alpine wants to make skiing cheaper to the ski community by offering members exclusive discounts

### Gear Discounts

- Broke a ski? Need new goggles? Alpine members get better rates and discounts for their gear/equipment needs

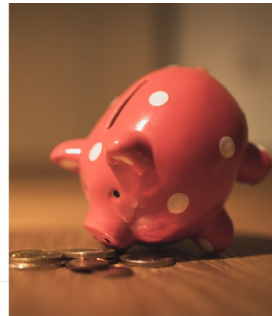
### Clothing Specials

- Get winter sport ready with discounts on clothing and outerwear

### Resort Exclusive Offers

- Alpine members get special offers and discounted rates on Alpine partnered resorts

TWIG



## Personalized Experience

Alpine Canada wants to help personalize your ski experience. Join our program to select benefits just for you and track your ski achievements.

### Personalized rewards

- Tell us your favorite resorts, places to eat or favorite brands so we can curate discounts that can match your needs

### Track your achievements

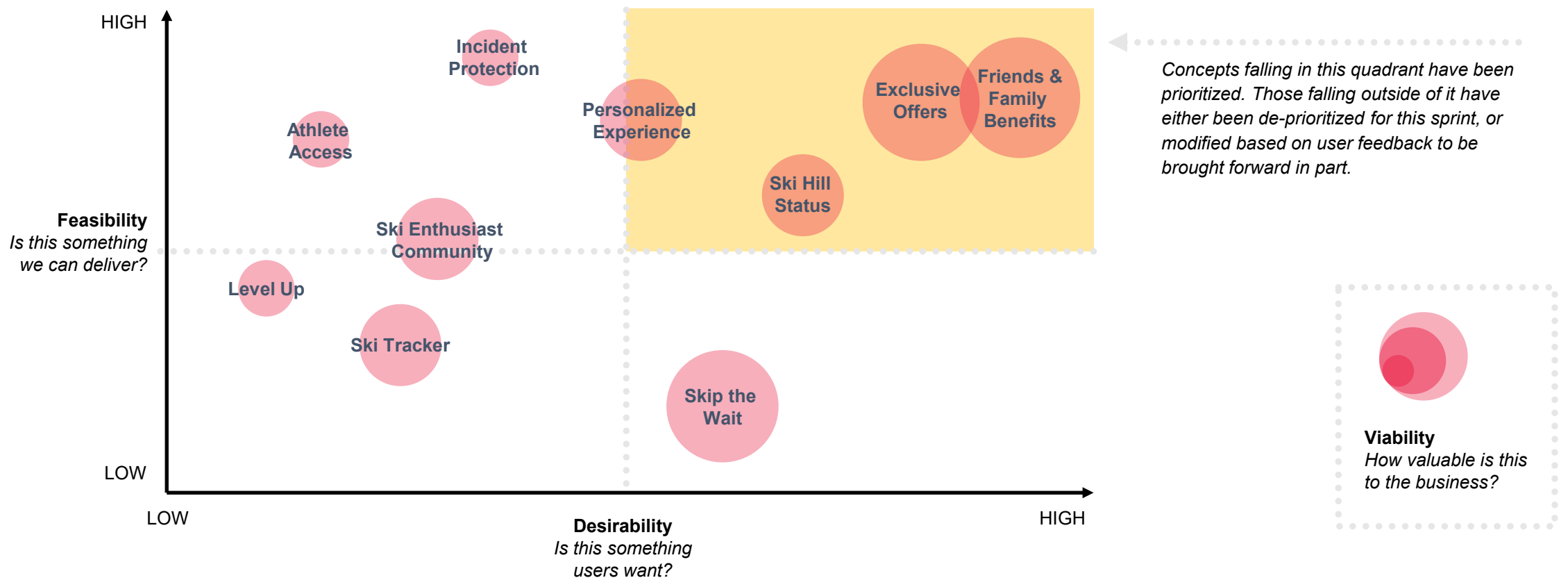
- Using our ski passport, you can share your ski achievements to earn badges to unlock unique experience rewards (e.g. skied 10 times this year, skied at over 10 locations)

TWIG



# Concept prioritization

Concepts based on identified needs were generated and tested with our target audience. They have been prioritized primarily based on user desirability, with high-level consideration for feasibility and viability\* to identify those we have the most confidence in.



\*Detailed prioritization criteria is provided in the appendix. Viability and feasibility considerations have been conducted only at a high level for the purpose of initial prioritization, further analysis is required.



# Pricing recommendations

Through our qualitative research, we explored price sensitivity with users to better understand the value of the program, and “t-shirt size” what price ranges were perceived as most acceptable.

USER VALUE EQUATION	USER PRICE POINT SENSITIVITY	RECOMMENDATION
<p><i>Two key value equations emerged based on user feedback:</i></p> <p><b>1. The price must be less than the perceived value of the program – members want to feel like they're getting a good deal</b></p> <p><i>E.g. ski pass offers were perceived as the highest value, having tangible impact on the assumed cost of the program</i></p> <p><b>2. The price is relative to other ski costs</b></p> <p><i>E.g. A reasonable price comparison for the membership was to a single day pass. The price of seasons pass was far too expensive.</i></p>	<p><i>Three general price ranges emerged from users when asked a series of price sensitivity questions.</i></p> <p>1. <i>At what price would it be so low that you start to question this product's quality?</i> <b>\$0-\$15:</b> About a quarter of the respondents noted that they would not question the quality even if it was free, and the rest provided a range up to \$15</p> <p>2. <i>At what price do you think this product seems like a bargain?</i> <b>\$25-50:</b> Respondents provided a range of answers between \$25 and \$100, though the vast majority fell below \$50.</p> <p>3. <i>At what price does this product seem too expensive?</i> <b>\$75-\$200:</b> Respondents provided the largest range of answers with this question, providing price points between \$75 and \$200.</p>	<ul style="list-style-type: none"><li>• <b>\$25-\$50/year represents a comfortable baseline range for the offering. Final pricing will be dependent on the value of the offer bundle</b></li><li>• <b>Current athletes/registrants will have access to a discounted rate by providing their license information</b></li><li>• <b>There is opportunity to explore a tiered or add-on offering to stretch into the \$50-\$75+ range.</b><ul style="list-style-type: none"><li>• <i>add-on items may include more niche items to the user, like region-specific ski passes and/or insurance</i></li></ul></li></ul>

# Platform considerations

The pros and cons of pursuing a native or web-based app

	NATIVE APP	WEB-BASED APP	KEY TAKEAWAYS
<b>Desirability</b>  <i>What are user needs and expectations?</i>	<ul style="list-style-type: none"> <li>✓ The vast majority of users had the baseline expectation of having the option of an app</li> <li>✓ An app supports users' desire to easily access features on a frequent basis</li> <li>✓ There is an overall upwards trend in app usage in the market (mobile app downloads are up 23.3% since the pandemic<sup>1</sup>)</li> <li>✗ App download creates higher barrier to entry for users</li> </ul>	<ul style="list-style-type: none"> <li>✗ A website doesn't align with users' baseline expectations</li> <li>✗ Web gives limited access to features on a frequent basis</li> <li>✓ Web access creates a lower barrier to entry for users</li> </ul>	<b>User expectation broadly aligns to a native app.</b>
<b>Feasibility</b>  <i>Does it align to feature req's?</i> <i>How complex is it to implement?</i>	<ul style="list-style-type: none"> <li>✓ An app better supports personalized settings and experience, including notifications</li> <li>✓ An app supports offline use, allowing users to access features in remote locations</li> <li>✗ Apps are more complex to build and require separate code bases for individual platforms</li> <li>✗ Some features, including planning and completing payments on third party sites, may be better suited to desktop access</li> </ul>	<ul style="list-style-type: none"> <li>✗ Though an account can still be personalized through web, it gives less direct access to features like notifications</li> <li>✗ Web requires network access</li> <li>✓ Web is less complex to build and uses a single code base</li> <li>✓ Web supports desktop access for planning and payment features</li> </ul>	<b>Though a native app is more complex to build, it supports more robust and personalized features.</b>
<b>Viability</b>  <i>How cost effective is it?</i>	<ul style="list-style-type: none"> <li>✓ Apps support increased user interaction, resulting in higher retention rates and more active engagement</li> <li>✓ Apps allow more sophisticated user tracking and data collection, supporting larger partnership opportunities</li> <li>✗ The initial build is expensive and time-consuming</li> <li>✗ The maintenance costs can also be very high (15 to 20% of app development cost<sup>2</sup>)</li> </ul>	<ul style="list-style-type: none"> <li>✗ Though web provides lower barrier entry, user engagement may be lower resulting in less retention</li> <li>✗ Web provides less sophisticated user tracking and data collection</li> <li>✓ Initial build is less expensive and quicker</li> <li>✓ Web requires less maintenance costs</li> </ul>	<b>A native app comes at a higher build/maintenance cost, but also allows greater opportunity for data collection.</b>

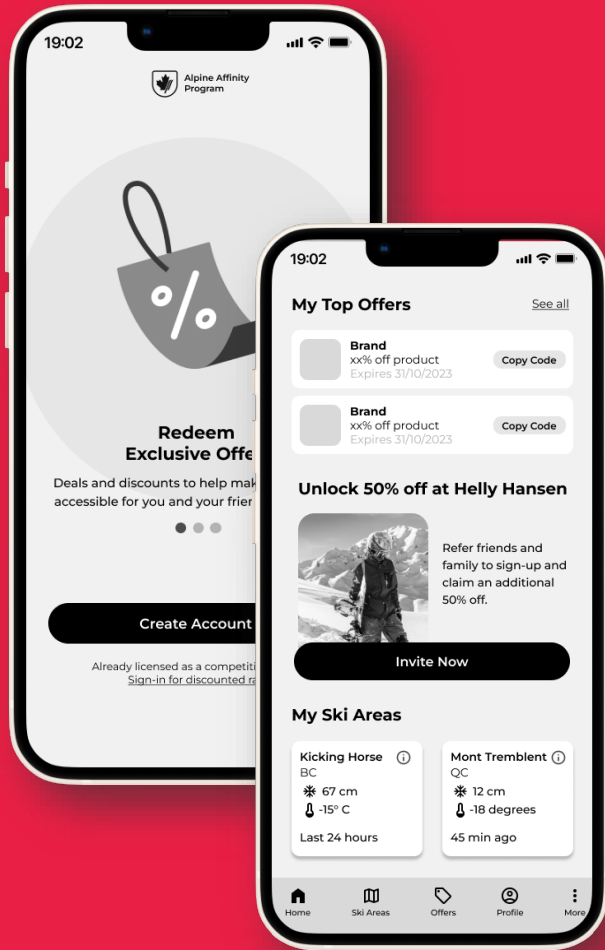




# Desirability Recommendation







# A new loyalty offering

This paid, yearly membership aims to make skiing more accessible and encourages skiers to feel more connected to the community. It is envisioned as both an app and web experience, targeted primarily to avid skiers.

## CORE VALUE PROPOSITION\*

- 1 Redeem Exclusive Offers**  
 Deals and discounts to help make skiing more accessible for you and your friends and family.
- 2 Explore Ski Areas**  
 Real time updates and reviews from ski areas to help you optimize your next ski trip.
- 3 Stay Connected**  
 Features to help you track your ski season and share your expertise.

## WHAT WE HEARD FROM USERS

*"This would make me excited to go skiing. It would make me want to go more often and even check out ski events near me."*

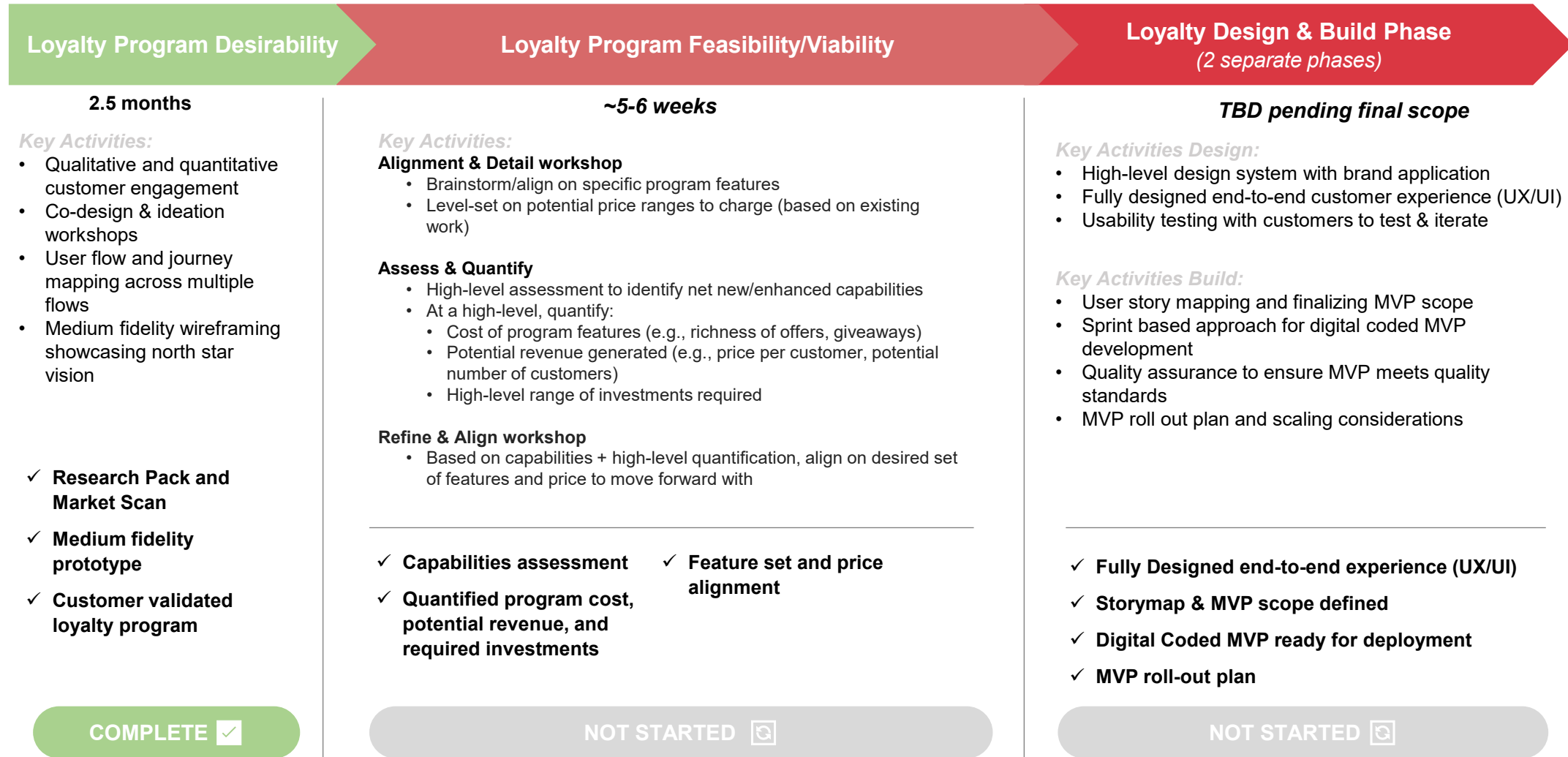
- Avid skier

*"This would help me get out more. I could see myself planning with it and encouraging my friends to come."*

- Casual skier

*\*Additional and/or secondary features may be included beyond those listed here with further validation*

# Next Steps



# TEMPERATURE READ ON THE CONCEPT

How do PTSO's feel about the concept? Is there still interest in the partnership opportunity?

## EXISTING MEMBERS

How is this positioned with existing members? Concept of a tiered product – members get access @ significant reduction?







# NATIONAL TEAMS UPDATE





# Para-Alpine – PTSO Meetings

June 21, 2022







## Para-Alpine



## Performance at Games

- 6 medals – tie 3<sup>rd</sup> Para-Alpine for total medals
  - All nations total eroded by China's performance
- Subjective Performance Review
  - Could have gone either way
  - Injury's hurt
  - Emotional
- **Depth of field all round improved in all categories – nations are investing in Para-Sport**





# Para-Alpine



## 2026 - Athlete Pool

- Link to [GMP](#)
- Mac Marcoux (Tristan Rodgers)
- Mollie Jepsen
- Kurt Oatway
- Alexis Guimond
- Brian Rowland
- Michaela Gosselin
- Frederique Turgeon
- Alana Ramsay
- Logan Leach (Julien Petit)
- Katie Combaluzier



# Para-Alpine



## 2026 - Athlete Pool

- Tess Beasant
- Abbey Van Duzer
- Rebecca Mideros
- Hannah Chilson
- Matt Leach (Guide: TBC)
- Hayden Denouden (Guide: TBC)
- Florence Carriere
  
- **Guides needed**



**Para-Alpine**



## **High Performance Plan**

### Coaching and Technical Leadership

- Transition into New Head Coach – Will Marshall
- Mark Newton – Para-Alpine Domestic Programs and Pathways
- Kayla Dodson – IST Lead and S&C
- Gavin McNutt NextGen Coach





# Para-Alpine



## High Performance Plan

### Training

- Whistler Dryland
- El Colorado – August 25 – September 10
- Sass Fee – August 25 – September 10
- Corralco – September 30 – October 15<sup>th</sup>



# Para-Alpine



## Domestic

### Carving the Future

- Aim to host 4-6 Carving the Future camps across the country at strategic points in the season
- Canada Games
- CAC/NCCP – Para-Module – pushing for certification of the program



# Para-Alpine



## External factors

- Joining FIS – July 1, 2022
  - A lot of Para-Alpine programs not part of their NSO





# Questions

June 21, 2022







**2026 – Nations Cup Crystal Globe Champions**



# PERFORMANCE HIGHLIGHTS

- Nations Cup (9<sup>th</sup> for CSCT)
- 17 Podiums by 8 different athletes
- Silver Medal – Beijing 2022 – Marielle Thompson
- All 4 women in top-8 at Beijing 2022

Name	Secret Garden CHN	Val Thorens FRA	Val Thorens FRA	Arosa SUI	Innichen ITA	Innichen ITA	Nakiska CAN	Nakiska CAN	OWG CHN	Reiteralm AUT	Veysonnaz SUI
Reece Howden	27	36	7	34	3	24	13	13	9	1	13
Brady Leman	2	38	30	8	46	16	10	4	6	8	3
Kevin Drury	31	30	38	17	5	5	2	11	12	17	
Kris Muller	14	32	14	52	10	17	28	1		6	6
Chris Delbosco	22	20	33	38	21	27	12	40		16	17
Jared Schmidt	39	15	29	3	43	41	33	44	30	21	9
Carson Cook	46	38	41	7	40	48	36	29			
Gavin Rowell	52	40	48	31	44	50	35	46		48	
Zach Belczyk							49	43		50	
Britt Phelan	5	2	4	30	3	6	7	20	5	3	5
Tiana Galim	8	6	6	15	20	14	12	7		8	9
Hannah Schmidt	14	5	11	8	14	4	5	6	7	4	4
Zoe Choe	21	22	29	3	21	22	15	18		11	9
Mari Thompson		11	3	1	5	3	13	2	2	2	2
Court Hoffos		8	10	5	9	5	6	11	6	7	9
India Sherret		38	18	13	15	17	9	DNS			



# ATHLETE POOL

11 Athletes – Strong podium potential for 2026

12 Athletes – Strong podium potential for 2030

CSCT ATHLETE POOL									
WOMEN									
	DOB	Age In 2026	Age In 2030	Years from PP	2026	2027	2028	2029	2030
PHELAN, Brittany	1991	35		0	L1				
THOMPSON, Marielle	1992	34		0	L1				
SCHMIDT, Hannah	1994	32	36	0	L1				
SHERRET, India	1996	30	34	1	L1				L1
GAIRNS, Tiana	1998	28	32	1	L1				L1
HOFFOS, Courtney	1997	29	33	1	L1				L1
CHORE, Zoe	1998	28	32	2	L2				L1
MCEWEN, Abby	1996	30	34	2	L2				L1
TANSLEY, Antoinette	1997	29	33	3	L2				L1

MEN									
	DOB	Age In 2026	Age In 2030	Years from PP	2026	2027	2028	2029	2030
LEMAN, BRADY	1986	39		0	L1				
DRURY, KEVIN	1988	37		0	L1				
MAHLER, Kris	1995	30	34	0	L1				L1
HOWDEN, Reece	1998	27	31	0	L1				L1
SCHMIDT, Jared	1997	28	32	2	L1				L1
BELCZYK, Zach	1996	29	33	2	L2				L1
COOK, Carson	1998	27	31	3	L2				L1
ROWELL, Gavin	1999	26	30	3	L2				L1

# ATHLETE POOL

## 2026 Target Group



### WOMEN

- Marielle Thompson – WCRank 3<sup>rd</sup>
- Britt Phelan – WCRank 4<sup>th</sup>
- Hannah Schmidt – WCRank 5<sup>th</sup>
- Courtney Hoffos – WCRank 6<sup>th</sup>
- Tiana Gairns – WCRank 9<sup>th</sup>
- India Sherret – WCRank 22<sup>nd</sup> \*RTS season

### MEN

- Reece Howden – WCRank 6<sup>th</sup>
- Brady Leman – WCRank 10<sup>th</sup> \*2026?
- Kevin Drury – WCRank 11<sup>th</sup>
- Kris Mahler – WCRank 12<sup>th</sup>
- Jared Schmidt – WCRank 28<sup>th</sup>

# ATHLETE POOL

## 2030 Target Group



### WOMEN

- India Sherret
- Tiana Gairns
- Courtney Hoffos
- Zoe Chore – WCRank 15<sup>th</sup>
- Abby McEwen – RTS 2022 season
- Annie Tansley – RTS 2022 season

### INVITEES?

- Emeline Bennett
- Hayley Cunningham – Alpine/RTS
- **Alpine transition athletes**

### MEN

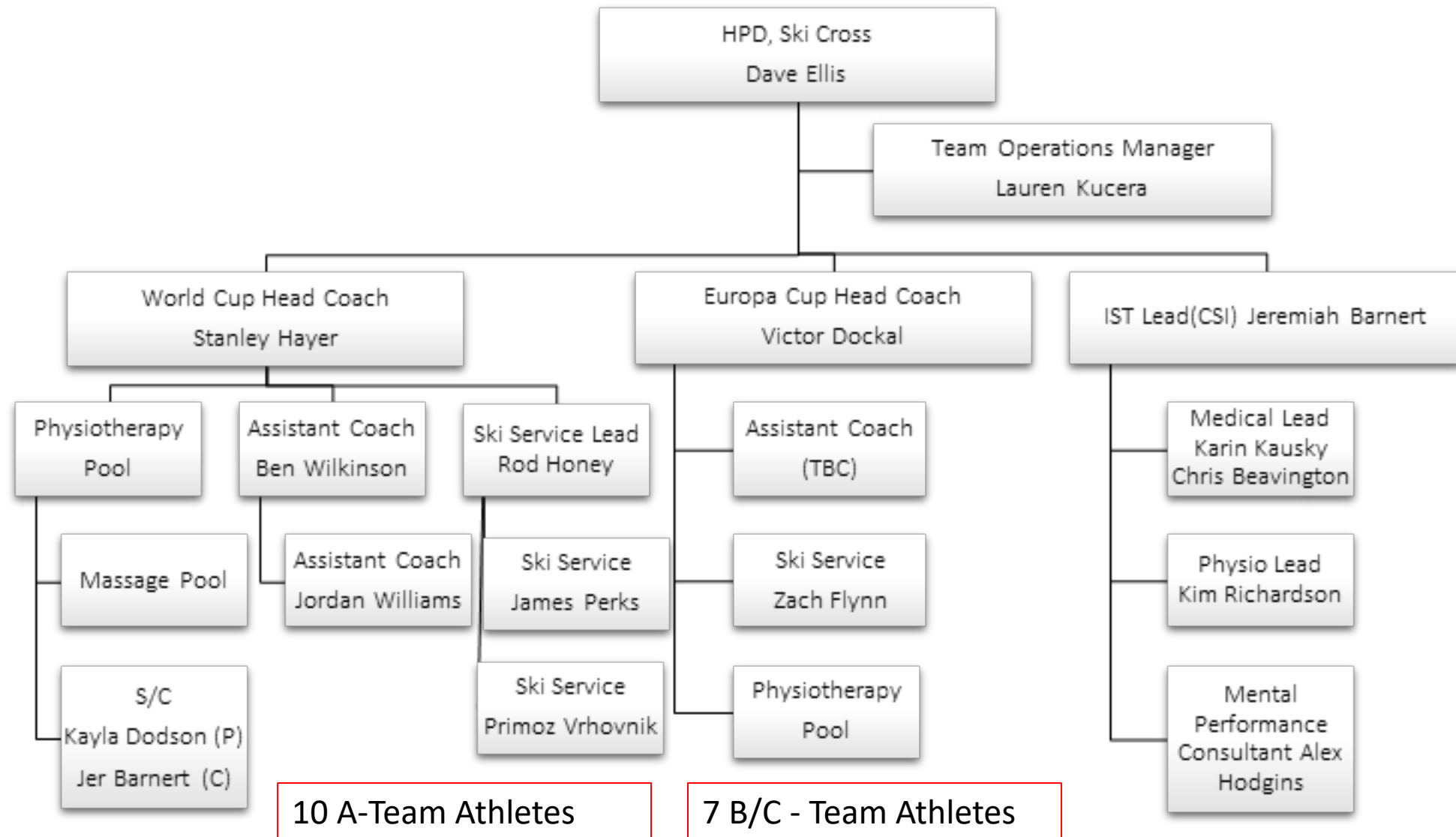
- Reece Howden
- Kris Mahler
- Jared Schmidt
- Carson Cook – WCRank 35<sup>th</sup>
- Zach Belczyk – RTS 2022 season
- Gavin Rowell

### INVITEES?

- Callum McEwen
- Caden Carruthers – Alpine transition
- **Alpine transition athletes**



# CSX – National Team Structure





**CAST UPDATE – JUNE 2022**







## PERFORMANCE HIGHLIGHTS

CAST Performance	2018	2019	2020	2021	2022
	OWG	WSC		WSC	OWG
<b>Major Games</b>					
<i>Podium</i>	0	0		0	1
<i>Top 10</i>	2	4		5	6
<b>World Cup</b>					
<i>Nat's Cup</i>	12	10	11	10	8
<i>Victory</i>	0	0	0	0	1
<i>Podium</i>	0	1	0	1	2
<i>Top 10</i>	8	14	8	11	24
<i>Ath. @ Finals</i>	3	5		6	11
<b>NorAm Cup</b>					
<i>Title spots WC</i>	10	4	4		13



World Cup Rank Comparison						
Women		Rank				
Name	2019/2020	2020/2021	2021/2022	Key Rank Movement 2021	Key Rank Movement 2022	Classification 23'
St-Germain L 94'	18 SL	8 SL	15 SL	SL Movement into top 10		2026
Grenier V. 96'	Injured	24 GS	12 GS	GS Movement into Top 30	GS Movement into Top 15	2026
Gagnon M 89'	30 DH	16 DH	15 DH		DH Movement into Top 15	2023 WSC
	27 SG	9 SG	24 SG	SG Movement into top 10		
	27 AC	AC No Rank	AC No Rank			
Nullmeyer A 98'	33 SL	30 SL	11 SL	SL Movement into Top 30	SL Movement into Top 15	2026
Smart A 98'	40 SL	44 SL	21 SL		SL Movement into Top 25	2026
Gray C 01'	GS No Rank	51 GS	GS No Rank	GS Movement into Top 60		2030
Richardson B 03'	GS No Rank	GS No Rank	48 GS		GS Movement into Top 60	2030
Men		Rank				
Name	2019/2020	2020/2021	2021/2022	Key Rank Movement 2021	Key Rank Movement 2022	Classification 23'
Crawford J 97'	DH No Rank	51 DH	12 DH	DH Movement into Top 60	DH Movement into Top 15	2026
	22 SG	21 SG	5 SG		SG Movement into Top 5	
	AC No Rank	4 AC	3 AC	AC Movement into Top 5	AC Rank Maintained	
Alexander C 97'	35 DH	Injured	21 DH		DH Movement into Top 25	2026
Seger B 95'	42 DH	52 DH	42 DH			2026
	37 SG	21 SG	32 SG	SG Movement into Top 30		
	45 AC	AC No Rank	9 AC		AC Movement into top 10	
Read J 97'	DH No Rank	44 DH	37 DH	DH Movement into Top 60	DH Rank Maintained	2026
	SG No Rank	40 SG	50 SG	SG Movement into Top 60	SG Rank Maintained	
Thompson B. 94'	Injured	DH No Rank	55 DH		DH Movement into Top 60	2026
	Injured	51 SG	20 SG	SG Movement into Top 60	SG Movement into Top 25	
	Injured	11 AC	8 AC	AC Movement into Top 15	AC Movement into top 10	
Read E 91'	23 GS	20 GS	16 GS		GS close to top 15 Rank	2023 WSC
	35 SL	38 SL	27 SL		SL Movement into Top 30	
	28 PAR	21 PAR	7 PAR		PAR Movement into top 10	
Philp T 92'	23 GS	30 GS	21 GS		GS Movement into Top 25	2023 WSC
	58 SL	Not racing	Not racing			
	AC No Rank	10 AC	AC No Rank	AC Movement into top 10		
	SG No Rank	SG No Rank	30 SG		SG Movement into Top 30	
	38 PAR	35 PAR	5 PAR		PAR Maintained Top 5	



## PROGRAM HIGHLIGHTS

- Increased Leadership around our communication & integration between CAST and PTSOs – Jeff Thompson.
- Leadership and culture making successful impact on our Men's Team and we are poised to cascade this into our Women's Team.
- Success managing through COVID and executing proper training loads without remaining on the road for unrealistic lengths of time as was identified in 2020/2021.
- Cam Alexander's success with our IST approach.
- Continued improvement with our in the field physical testing and athlete monitoring.



# LESSONS LEARNED

## 2021/2022

- We continue to have a long way to go with integrating PTSO development programming into the National Program.
- IST dual gender approach was successful. We are now shifting our focus to elevate our strength and conditioning oversight across both genders.
- We continue to suffer with a one dimensional approach with limited capacity outside of WC competitions. This disrupts development but also detracts from WC performance outcomes.
- Last year's demands around COVID-19 had negative impact on our Olympic preparation & execution as well as our overall team environment.





ATHLETE POOL

## PERFORMANCE GROUP 2023 WORLD SKI CHAMPIONSHIPS (WSC) AND 2026 OLYMPICS (WOG)

### Identification Benchmark:

- Top 15 World Cup Rank (WC)  
within medal contested events

1. Marie-Michele Gagnon
2. Laurence St-Germain
3. Val Grenier
4. Ali Nullmeyer
5. Jack Crawford
6. Brodie Seger
7. Broderick Thompson
8. Erik Read
9. Trevor Philp



## ATHLETE POOL

## PERFORMANCE GROUP FOR 2026 OLYMPICS (WOG)

### Identification Benchmark:

*Men under 28 and Women under 26 years of age*

- Top 30 WCSL/WC in events contested for medals; or
- Top 10 WAR combined with top 60 WCSL/WC/WR Rank

1. Amelia Smart
2. Britt Richardson
3. Cam Alexander
4. Jeff Read



ATHLETE POOL

## NEXTGEN PERFORMANCE GROUP FOR 2030 OLYMPICS (WOG)

- Top 80 World Rank (WR); or
- Top 15 WAR

1. Cassidy Gray
2. Sarah Bennett
3. Kiki Alexander
4. Arianne Forget
5. Simon Fournier
6. Asher Jordan
7. Kyle Alexander
8. Riley Seger
9. Liam Wallace
10. Raphael Lessard





## Prep Calendars



MAY	(Day)	(CAMP)	JUNE	(Day)	(CAMP)	JULY	(Day)	(CAMP)	AUG	(Day)	(CAMP)		SEPT	(Day)	(CAMP)		OCT	(Day)	(CAMP)	(CAMP)
1	Sunday	Sunshine	1	Wednesday		1	Friday		1	Monday			1	Thursday	NZ Cont.	Portillo	1	Saturday	Fly EUR	
2	Monday	CAMP	2	Thursday		2	Saturday		2	Tuesday			2	Friday		Camp	2	Sunday	ARRIVE EUR	
3	Tuesday		3	Friday		3	Sunday		3	Wednesday			3	Saturday			3	Monday		
4	Wednesday		4	Saturday		4	Monday		4	Thursday			4	Sunday			4	Tuesday	TECH TEAM	
5	Thursday		5	Sunday		5	Tuesday		5	Friday			5	Monday			5	Wednesday	EC TEAM	
6	Friday		6	Monday		6	Wednesday		6	Saturday			6	Tuesday			6	Thursday		
7	Saturday		7	Tuesday		7	Thursday		7	Sunday			7	Wednesday			7	Friday		
8	Sunday		8	Wednesday		8	Friday		8	Monday			8	Thursday	FLY HOME		8	Saturday		
9	Monday		9	Thursday		9	Saturday		9	Tuesday			9	Friday		FLY HOME	9	Sunday		
10	Tuesday		10	Friday		10	Sunday		10	Wednesday			10	Saturday			10	Monday		Travel EUR
11	Wednesday		11	Saturday		11	Monday		11	Thursday			11	Sunday			11	Tuesday		Arrive EUR
12	Thursday		12	Sunday	Arrive	12	Tuesday		12	Friday			12	Monday			12	Wednesday		
13	Friday		13	Monday	WEST	13	Wednesday		13	Saturday	FLY NZ	FLY NZ	13	Tuesday			13	Thursday		Speed
14	Saturday		14	Tuesday	DRYLAND	14	Thursday		14	Sunday			14	Wednesday			14	Friday		
15	Sunday		15	Wednesday	CAMP	15	Friday		15	Monday	ARRIVE NZ	ARRIVE NZ	15	Thursday			15	Saturday		
16	Monday		16	Thursday		16	Saturday		16	Tuesday	TECH Team	Combi Team	16	Friday			16	Sunday		
17	Tuesday		17	Friday	Depart	17	Sunday	Arrive	17	Wednesday	EC TEAM		17	Saturday			17	Monday		
18	Wednesday		18	Saturday		18	Monday	WEST	18	Thursday			18	Sunday			18	Tuesday		
19	Thursday		19	Sunday	Arrive	19	Tuesday	DRYLAND	19	Friday			19	Monday			19	Wednesday		
20	Friday		20	Monday	EAST	20	Wednesday	CAMP	20	Saturday			20	Tuesday			20	Thursday		
21	Saturday		21	Tuesday	DRYLAND	21	Thursday		21	Sunday			21	Wednesday			21	Friday		
22	Sunday		22	Wednesday	CAMP	22	Friday	Depart	22	Monday			22	Thursday			22	Saturday	SOLDEN WC	
23	Monday		23	Thursday		23	Saturday		23	Tuesday			23	Friday			23	Sunday	FLY HOME	
24	Tuesday		24	Friday	Depart	24	Sunday	Arrive	24	Wednesday		FLY Portillo	24	Saturday			24	Monday		
25	Wednesday		25	Saturday		25	Monday	EAST	25	Thursday		OFF	25	Sunday			25	Tuesday		
26	Thursday		26	Sunday		26	Tuesday	DRYLAND	26	Friday		OFF/Portillo	26	Monday			26	Wednesday		
27	Friday		27	Monday		27	Wednesday	CAMP	27	Saturday			27	Tuesday			27	Thursday		
28	Saturday		28	Tuesday		28	Thursday		28	Sunday		Combi	28	Wednesday			28	Friday		
29	Sunday		29	Wednesday		29	Friday	Depart	29	Monday			29	Thursday			29	Saturday		
30	Monday		30	Thursday		30	Saturday		30	Tuesday			30	Friday			30	Sunday		
31	Tuesday		31			31	Sunday		31	Wednesday			31				31	Monday		

May 22	CAST Men May 2022			
	DH / SG	SG / GS	GS / SL	COC
01	Sunshine	Sunshine	Calgary	0
02	Sunshine	Sunshine	Sunshine	0
03	Sunshine	Sunshine	Sunshine	0
04	Sunshine	Sunshine	Sunshine	0
05	Sunshine	Sunshine	Sunshine	0
06	Calgary	Calgary	Sunshine	0
07	Calgary	Calgary	Calgary	0
08	Sunshine	Sunshine	Calgary	0
09	Sunshine	Sunshine	Sunshine	0
10	Sunshine	Sunshine	Sunshine	0
11	Sunshine	Sunshine	Sunshine	0
12	Sunshine	Sunshine	Sunshine	0
13	Calgary	Calgary	Sunshine	0
14	Calgary	Home	Calgary	0
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17	0	0	0	0
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27	0	0	0	0
28	0	0	0	0
29	0	0	0	0
30	0	0	0	0
31	0	0	0	0

Jun 22	CAST Men Jun 2022			
	DH / SG	SG / GS	GS / SL	COC
01	0	0	0	0
02	0	0	0	0
03	0	0	0	0
04	0	0	0	0
05	0	0	0	0
06	0	0	0	0
07	0	0	0	0
08	0	0	0	0
09	0	0	0	0
10	0	0	0	0
11	0	0	0	0
12	0	0	0	0
13	Whistler	0	Whistler	0
14	Whistler	0	0	0
15	Whistler	0	0	0
16	Whistler	0	0	0
17	Whistler	0	0	0
18	Whistler	0	0	0
19	Whistler	0	0	0
20	Whistler	0	0	0
21	Whistler	0	0	0
22	Whistler	0	0	0
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27	0	0	0	0
28	0	0	0	0
29	0	0	0	0
30	0	0	0	0

Jul 22	CAST Men Jul 2022			
	DH / SG	SG / GS	GS / SL	COC
01	0	0	0	0
02	0	0	0	0
03	0	0	0	0
04	0	0	0	0
05	0	0	0	0
06	0	0	0	0
07	0	0	0	0
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13	0	0	0	0
14	0	0	0	0
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17	0	0	0	0
18	0	0	0	0
19	0	0	0	0
20	0	0	0	0
21	0	0	0	0
22	0	0	0	0
23	0	0	0	0
24	0	0	0	0
25	0	0	0	0
26	0	0	0	0
27	Travel	Transit	0	0
28	Travel	Transit	0	0
29	Ushuaia	Ushuaia	0	0
30	Ushuaia	Ushuaia	0	0
31	Ushuaia	Ushuaia	Transit	0

Aug 22	CAST Men Aug 2022			
	DH / SG	SG / GS	GS / SL	COC
01	0	Ushuaia	Ushuaia	0
02	0	Ushuaia	Ushuaia	0
03	0	Ushuaia	Ushuaia	0
04	0	Ushuaia	Ushuaia	0
05	0	Ushuaia	Ushuaia	0
06	0	Ushuaia	Ushuaia	0
07	0	Ushuaia	Ushuaia	0
08	0	Ushuaia	Ushuaia	0
09	0	Ushuaia	Ushuaia	0
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16	0	Home	Ushuaia	0
17	0	0	Ushuaia	0
18	0	0	Ushuaia	0
19	0	0	Ushuaia	0
20	0	0	Ushuaia	0
21	0	0	Ushuaia	0
22	0	0	Ushuaia	0
23	0	0	Ushuaia	0
24	0	0	Ushuaia	0
25	0	0	Ushuaia	0
26	0	0	Ushuaia	0
27	Travel	Transit	Ushuaia	0
28	Travel	Portillo	Home	0
29	Ushuaia	Portillo	0	0
30	Ushuaia	Portillo	0	0
31	Ushuaia	Portillo	0	0

Sep 22	CAST Men Sep 2022			
	DH / SG	SG / GS	GS / SL	COC
01	Portillo	Portillo	0	0
02	Portillo	Portillo	0	0
03	Portillo	Portillo	0	0
04	Portillo	Portillo	0	0
05	Portillo	Portillo	0	0
06	Portillo	Portillo	0	0
07	Portillo	Portillo	0	0
08	Portillo	Portillo	0	0
09	Portillo	Portillo	0	0
10	Portillo	Portillo	0	0
11	Home	Home	Transit	0
12	Portillo	0	Saas Fee	0
13	Portillo	0	Saas Fee	0
14	Portillo	0	Saas Fee	0
15	0	0	Saas Fee	0
16	0	0	Saas Fee	0
17	0	0	Saas Fee	0
18	0	0	Saas Fee	0
19	0	0	Saas Fee	0
20	0	0	Saas Fee	0
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23	0	0	Zurich	0
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25	0	0	0	0
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27	0	0	0	0
28	0	0	0	0
29	0	0	0	0
30	0	0	0	0

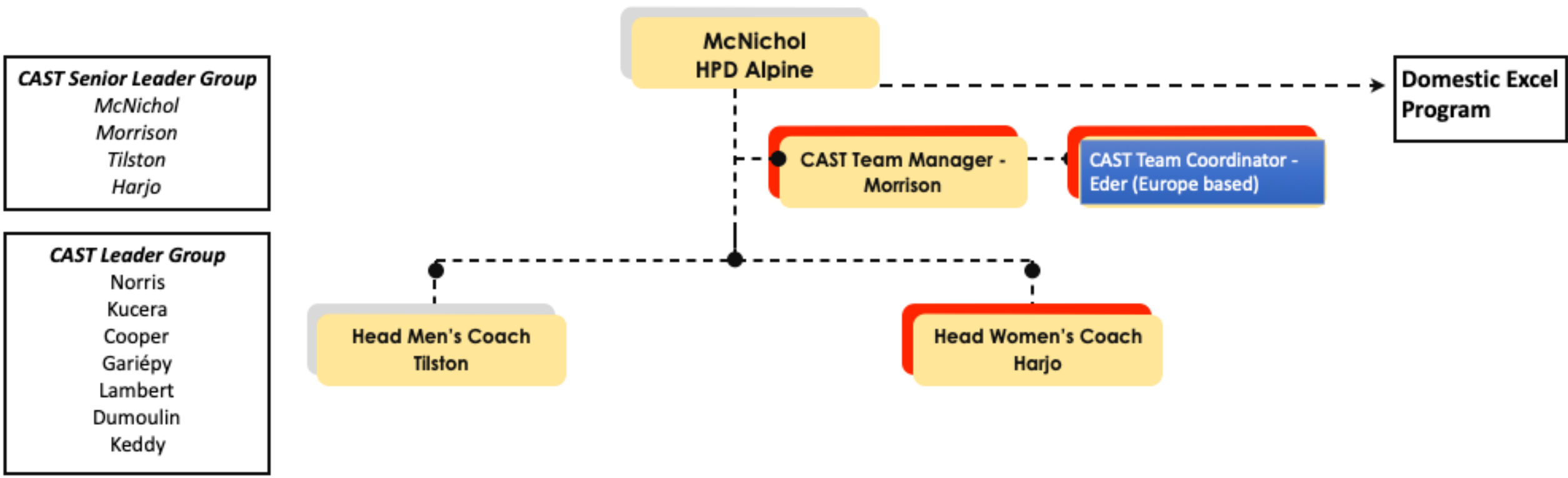
Oct 22	CAST Men Oct 2022			
	DH / SG	SG / GS	GS / SL	COC
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02	0	Transit	Transit	0
03	0	Saas Fee	Saas Fee	0
04	0	Saas Fee	Saas Fee	0
05	0	Saas Fee	Saas Fee	0
06	Travel	Saas Fee	Saas Fee	0
07	Soelden	Saas Fee	Saas Fee	0
08	Soelden	Saas Fee	Saas Fee	0
09	Soelden	Soelden	Soelden	0
10	Soelden	Soelden	Soelden	0
11	Soelden	Soelden	Soelden	0
12	Soelden	Soelden	Soelden	0
13	Soelden	Soelden	Soelden	0
14	Soelden	Schnalstal	Schnalstal	0
15	Soelden	Schnalstal	Schnalstal	0
16	Pitztal	Schnalstal	Schnalstal	0
17	Pitztal	Schnalstal	Schnalstal	0
18	Pitztal	Schnalstal	Schnalstal	0
19	Pitztal	Schnalstal	Schnalstal	0
20	Pitztal	Schnalstal	Schnalstal	0
21	Pitztal	Soelden	Soelden	0
22	Pitztal	Soelden	Soelden	0
23	Pitztal	Soelden	Soelden	0
24	Zermatt	Munich	0	0
25	Zermatt	Home	0	0
26	Zermatt	0	0	0
27	Zermatt	0	0	0
28	Zermatt	0	0	0
29	Zermatt	0	0	0
30	Zermatt	0	0	0
31	Travel	0	0	0

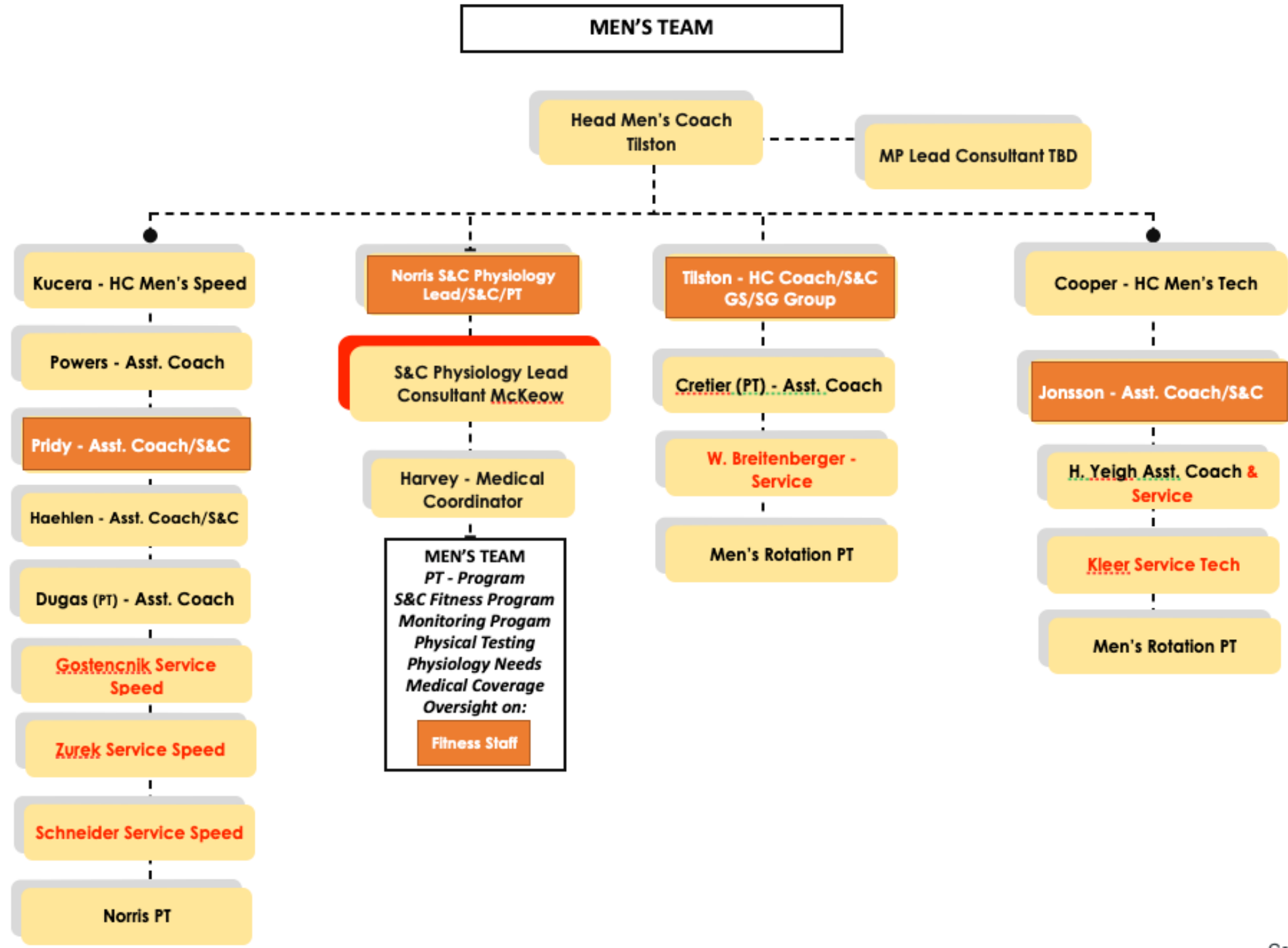


# Staff and Team Structure



CAST ORGANIZATIONAL CHART 2022-2023 **Draft June 19**







## WOMEN'S TEAM

Head Women's Coach  
Harjo

MP Lead Consultant TBD

Dumoulin - HC WC

Caron - Asst. Coach

D. Kaps Service - Lau

F. Datraglache Service -  
Ali/Amelia

Women's Rotation PT

Lambert - S&C Physiology  
Lead

S&C Physiology Lead  
Consultant McKeow

WOMEN'S TEAM  
PT - Program  
S&C Fitness Program  
Monitoring Program  
Physical Testing  
Physiology Needs  
Medical Coverage  
Oversight on:

Fitness Staff

Gariépy - Lead PT/  
Paramedical (S&C)

Harvey - Medical  
Coordinator

Praz - HC WC Speed/GS

Gillio Service Mitch

Dolinar Service Val

Women's Rotation PT

Keddy - HC COC/WC

Boullanne - Asst. Coach/  
S&C

Quaquarelli Asst. Coach/  
Service

TBD - Asst. Coach/Service

Women's Rotation PT

**Budget overview: Target requirement for basic programming is 6MM for 20 to 24 athletes, both genders within all medal contested events**

2021/2022 budget started at 4.8MM – elevated to 5.3MM – closed at 5.6MM (*an over spend by CAST*)

Forecast for 2022/2023 is 4.9MM

We currently operate on limited training volume – 30 to 40 days of training from May through Nov 15. This should be between 55 and 70 days. We are also limited in access to the best quality of training

We have limited sports science, sports medicine, mental performance and S&C support

We have limited technology, research & innovation support

We have limited technical staff to cover all disciplines as well as vertical movement from inter-continental cup to world cup competitions

The CAST budget does not have the financial ability to provide developmental programming in the U21 and inter-continental cup activities. This is a priority to provide long-term success and flatten the performance curve





# ATHLETE PATHWAY





# ATHLETE PATHWAY



## Objective

- Update on Alpine Excel
- World Junior Championships
  - Reflection on 2022
  - Discussion around elevating performance moving forward
- Discussion on Optimizing the Athlete Pathway
  - FIS
  - SX
  - Recreational Racing



# ALPINE EXCEL PROGRAM



# Our strategy will address these challenges and help us deliver on our mission

## MISSION:



*Increase podium performances*

+



*Inspire growth in participation & fans*

1.



**Next Gen Athlete  
Development**

Lead **earlier Next Gen** Talent ID starting at U14 and **National HP** programs that **progress athletes to podium**

2.



**Domestic Sport  
Capacity**

Build **Domestic Capacity** for Ski Racing Excellence in **Coaching, Membership Service & Safe Sport**

3.



**Race Events that  
Excite**

Produce **Race Events** that **Excite Canadians** at World Cups, NorAms & Nationals

4.



**Brand  
Strength**

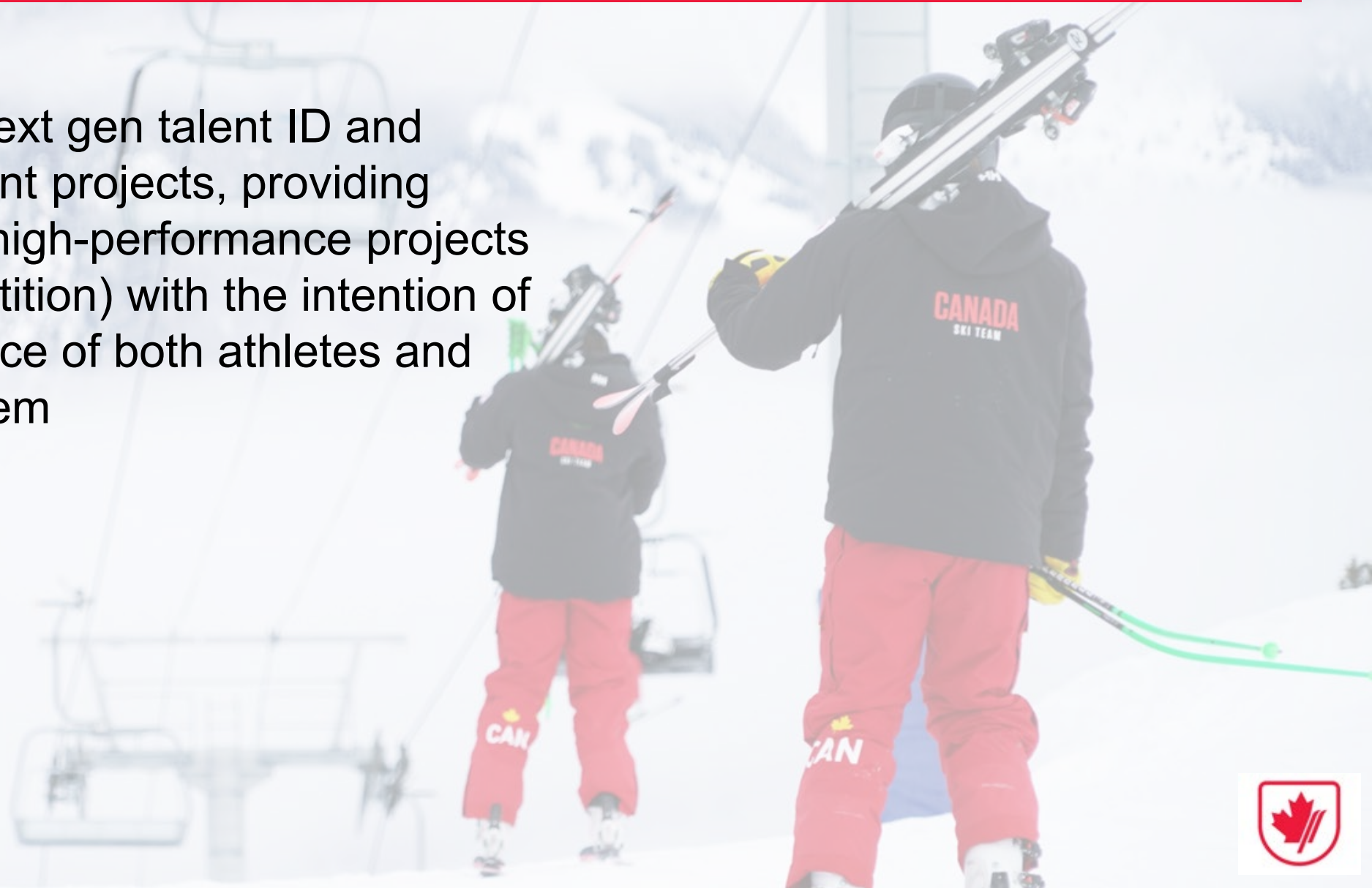
Build **Brand Strength** and Value Proposition with a **Broader Audience** to **Drive Revenue Growth**





# PROGRAM OBJECTIVE

Earlier (U16-U21) next gen talent ID and targeted development projects, providing access to focused, high-performance projects (training and competition) with the intention of elevating performance of both athletes and coaches in our system



# KEY PROGRAM ELEMENTS

Focused primarily on 3 age cohorts – U21, U18 and U16

ACA lead, with high level of collaboration with the PTSO's

Providing purposeful and focused development opportunities to athletes (and coaches) who are demonstrating potential

70-90 athletes engaged in projects at the various levels when program is fully operational

Development of tools to support a systematic approach to tracking, monitoring and measuring performance



# WHAT SUCCESS LOOKS LIKE

Podium performances at World Junior Championships

Elevation in the number of athletes achieving CAST criteria





# PROGRESS TO DATE

## Staffing

- Program Director/HC – TBD
- Program Manager/ Data Analytics – Jenni Stielow
  - Primary Responsibilities
    - Working to build and develop system tools that will elevate performance i.e. tracking / monitoring
    - Work with PTSO to assist in collaboration projects
      - i.e. Fitness Combine
      - GMP

## Primary Program Focus for 2022/23

- Focused on U21 Support
- World Junior Ski Championships
  - Pre camp
  - Event Prep and Delivery



# EXCEL PROGRAM UPDATES

JUNE 21, 2022







# GMP UPDATE

June 21, 2022





# GOLD MEDAL PROFILE MATRIX (IN PROGRESS)

FRAMEWORK					BENCHMARKS							
LTAD STAGE	SKILL DEVELOPMENT PARAMETERS	ANNUAL TRAINING DAYS (12 periodized months per year) including Comp training days - some days may include multiple sessions, coach supervised	COMPETITION QUANTITY <sup>90</sup>	COMPETITION QUALITY	COMPETITION PERFORMANCE (PODIUM PATHWAY)	COMPETITION EVENT TYPES	COMPETITION PERFORMANCE BENCHMARK/FIS RANKING	TECHNICAL SKIING SKILLS	STRATEGY/TACTICAL SKILLS	FITNESS BENCHMARKS	MENTAL PERFORMANCE BENCHMARKS	LIFESTYLE
<b>Train to Train (U16)</b>	Consolidate skiing skills & apply technical skiing skills in competition environment (intro to tactical strategy)	100 + days per year includes 1-3 out of season camp (10 to 30 days on snow) <i>Recommended 30 days on-snow training prior to 1st competition</i>	16 - 24 race days per year	Compete in regional and provincial events. International exposure for top Canadian U16's	Canadian Championships CanAms European Childrens benchmark events w/top ski nations	Giant Slalom, Slalom, Super Giant Slalom, Parallel events	Top 3 U16 Canadian Champs/Top 3 European Benchmarking Childrens FIS	Skiing Skills Combine Top 3		Built in Fitness Combine TBC April 2022 release May 1 integrated tracking in Smartabase	TBC	
<b>Train to Race Stage One (U19 Post Adolescent Growth Period) 10-12 years sport specific training</b>	Refine fundamental skiing skills & transfer to competition - continue to build fitness foundation, athleticism and establish mental performance plan	120+ days per year *based on individual performance plan includes 2-4 out of season camps (30 to 40 days on-snow) <i>Recommended 40-50 days on snow prior to first competition</i>	25-45 race days * based on individual performance plan	Compete in Internationally in FIS (national, provincial series)	Canadian Champs - NorAm -European FIS exposure (training & racing) Youth Olympic Games (1st year FIS) World Junior Championships	Giant Slalom, Slalom, Super Giant Slalom, Downhill, Parallel Events including competition simulation races & time trials (sprint formats)	Pull from criteria - track in Smartabase on athlete profile			Built in Fitness Combine TBC April 2022 release May 1 integrated tracking in Smartabase	TBC	
<b>Train to Race Stage Two (U19 - U21) 10-14 years sport specific training</b>	Refine fundamental skiing skills, apply tactical strategy to competition - continue to build fitness foundation, athleticism and establish mental performance plan. Begin to specialize in 1-2 disciplines	130+ days per year *based on individual performance plan includes 2-5 out of season camps (40 to 70 days on-snow) <i>Recommended 40 to 60 days on-snow prior to 1st competition</i>	33 - 50 race days * based on individual performance plan	Compete in International, National, Provincial and Regional Events International FIS	& FIS University Competitions (NCAA) NorAm & European Cup World Junior Championships European exposure NorAm Transition to World Cup full time		Pull from criteria - track in Smartabase on athlete profile	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Built in Fitness Combine TBC April 2022 release May 1 integrated tracking in Smartabase	TBC	
<b>Race to Win Stage One (Podium Pathway National Team) U21+ entry between 22 and 24 yrs</b>	Perfecting Discipline Specific Skiing Skills, Fitness, Execution of winning strategies	130 to 150 days per year *based on individual performance plan includes 3 to 5 out of season training camps					Pull from criteria - track in Smartabase on athlete profile	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Built in Fitness Combine TBC April 2022 release May 1 integrated tracking in Smartabase	TBC	
<b>Race to Win Stage Two (Major Game Podium Contenders)</b>	Individualized based on identified skill attributes in the athlete individual performance plan	130 to 150 days per year *based on individual performance plan includes 3 to 5 out of season training camps					Pull from criteria - track in Smartabase on athlete profile	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Review with TD's/CAST HC's?HPD's - include items listed in IPP	Built in Fitness Combine TBC April 2022 release May 1 integrated tracking in Smartabase	TBC	







# ACA FITNESS COMBINE

June 21, 2022





# ACA FITNESS COMBINE

SKI SUMMIT JUNE 2022



## UPDATES

- ACA Fitness Combine inclusive from U10 to U21+ and National team athletes
- Movement competency = separate protocol
  - Can use more frequently i.e., monthly check-in
  - Functional competence & movement skill
- Growth and Maturation calculation spreadsheet available for use by clubs and coaches
  - Implemented at FC Arsenal Youth Academy
    - Longitudinally tested
    - Proven effective tool to ensure appropriate programs were built and implemented
- June 2022 Final edits (FR/EN) to ensure no typos, correct formatting etc.
  - Scoring templates and result forms to be completed (FR/EN)
- July/Aug 2022 Tracking set up in Smartabase





# ACA FITNESS COMBINE FIELD TESTING



Exercise	Fitness Component	U10	U12	U14	U16	U18*	U21	U23	Senior	PTSO Teams	ACA Teams
20m Beep (AIS)	Aerobic capacity										
Hexagonal Obstacle/Modified Hexagon	Coordination & speed										
Standing Long Jump	Lower body speed-strength & coordination										
Double Leg Penta* Jump	Lower body speed-strength & coordination										
Single Leg Penta* Jump	Lower body speed-strength & coordination										
Max Push Ups Tempo Imposed	Upper body strength endurance & stabilization										
Pull Ups/Bar Hang*	Upper body strength endurance										
Sit Ups*	Abdominal strength										
Brutal Bench	Abdominal Strength										
45sec Box Jump	Anaerobic Capacity										
60sec Box Jump*	Anaerobic Capacity										
90sec Box Jump*	Anaerobic Capacity										



# ACA FITNESS COMBINE GYM TESTING

Exercise	U10	U12	U14	U16	U18	U21	U23	Senior	PTSO Team	ACA Team
<b>Squat Technique</b>										
<b>Submaximal Squat</b> 0.50x BW (W) 0.75x BW (M)										
<b>Submaximal Squat</b> 0.75x BW (W) 1.00x BW (M)										
<b>Submaximal Squat</b> 1.00x BW (W) 1.25x BW (M)										
<b>Submaximal Squat</b> 1.25x BW (W) 1.50x BW (M)										
<b>Deadlift Technique</b>										
<b>Submaximal Deadlift</b> 1.00x BW (W) 1.25x BW (M)										
<b>Submaximal Deadlift</b> 1.25x BW (W) 1.50x BW (M)										
<b>Submaximal Deadlift</b> 1.50x BW (W) 1.75x BW (M)										
<b>Submaximal Deadlift</b> 1.75x BW (W) 2.00x BW (M)										

\*Transitioning to the full testing battery occurs when athletes turn 16 years old.

Transition must be considered for each individual athlete based on their maturity and training history.

Safety and quality in the execution of the tests should always be a top priority and athletes should only transition when they are physically ready.



# ACA FITNESS COMBINE PROGRESSION

U10	U12	U14	U16	U18+
Warm Up – 30 mins	Warm Up – 30 mins	Warm Up – 30 mins	Warm Up – 30 mins	Warm Up – 30 mins
20m Beep Test (AIS)	20m Beep Test (AIS)	20m Beep Test (AIS)	20m Beep Test (AIS)	20m Beep Test (AIS)
Modified Hexagon	Modified Hexagon	Hexagon	Hexagon	Hexagon
Standing Long Jump	Standing Long Jump	Standing Long Jump	Standing Long Jump	Standing Long Jump
15 Minute Break	15 Minute Break	Penta Jump (Double leg)	Penta Jump (Double leg)	Penta Jump (Double leg)
Max Push Ups Tempo Imposed	Max Push Ups Tempo Imposed	Penta Jump (Single leg)	Penta Jump (Single leg)	Penta Jump (Single leg)
Pull Ups/Bar Hang*	Pull Ups/Bar Hang*	15 Minute Break	15 Minute Break	15 Minute Break
Sit Ups	Sit Ups	Squat Technique**	Squat Technique**	Submaximal Squat
Squat Technique**	Squat Technique**	Deadlift Technique**	Deadlift Technique**	Submaximal Deadlift
15 Minute Break	Deadlift Technique**	Max Push Ups Tempo Imposed	Max push-ups (Tempo Imposed)	15 Minute Break
45 second Box Jump	15 Minute Break	Pull Ups/Bar Hang*	Pull Ups	Max push-ups (Tempo Imposed)
	60 second Box Jump	Sit Ups	Brutal Bench	Pull Ups
		15 Minute Break	15 Minute Break	Brutal Bench
		60 second Box Jump	90 second Box Jump	15 Minute Break
				90 second Box Jump
<ul style="list-style-type: none"> <li>The bar hang exercise is an alternative for U14, and younger athletes and it is not included as part of the scoring system.</li> <li>Squat and Deadlift technique exercises are not included as part of the scoring system.</li> <li>The gym tests may be excluded if a proper gym facility and trained S &amp; C staff are unavailable.</li> </ul>				





# ACA FITNESS COMBINE SCORING U10 - U14

**U14 Combine Score Calculation**

Exercise	Possible Points	% Of Total Score	Female Performance Score to obtain Max Points	Male Performance Score to obtain Max Points
20m Beep (AIS)	325	23%	15,13 (level, shuttle)	15,13 (level, shuttle)
Hexagon Obstacle	145	10%	20.60 sec	20.60 sec
Standing Long Jump	125	9%	3.15m	3.75m
Double Leg Penta Jump	125	9%	13.5m	13.5m
Max Push Ups (Tempo Imposed)	125	9%	70 reps	70 reps
Pull Ups/Bar Hang*	105	8%	25 reps	25 reps
Sit Ups	125	9%	70 reps	70 reps
60 sec Box Jump	325	23%	98 reps	100 reps
<b>Total Possible Points</b>	<b>1400</b>			

\*Bar Hang is not included in the combine score calculation

**U10/U12 Combine Score Calculation**

Exercise	Possible Points	% Of Total Score	Performance Score to obtain Max Points
20m Beep (AIS)	325	25%	15,13 (level, shuttle)
Modified Hexagon Agility	145	11%	9.37 sec
Standing Long Jump	125	10%	3.15m/3.75m
Max Push Ups (Tempo Imposed)	125	10%	70 reps
Pull Ups/Bar Hang*	105	8%	25 reps
Sit Ups	125	10%	70 reps
45 sec Box Jump	325	25%	65 reps
<b>Total Possible Points</b>	<b>1275</b>		

\*Bar Hang is not included in the combine score calculation



# ACA FITNESS COMBINE SCORING U16 - U18+

## U18+ Combine Score Calculation

Exercise	Possible Points	% Of Total Score	Female Performance Score to obtain Max Points	Male Performance Score to obtain Max Points
20m Beep (AIS)	325	16%	15,13 (level, shuttle)	15,13 (level, shuttle)
Hexagon Obstacle	145	7%	18.10 sec	9.37 sec
Standing Long Jump	125	6%	3.15m/3.75m	3.15m/3.75m
Double Leg Penta Jump	125	6%	13.5m	16.1m
Single Leg Penta Jump	125	6%	12.2m	13.9m
Max Push Ups (Tempo Imposed)	125	6%	70 reps	70 reps
Submaximal Squat	260	12%	45 reps	45 reps
Submaximal Deadlift	260	12%	45 reps	45 reps
Pull Ups	105	5%	25 reps	25 reps
Brutal Bench	161	8%	70 reps	70 reps
90 sec Box Jump	325	16%	110 reps	120 reps
<b>Total Possible Points</b>	<b>2081</b>			

## U16 Combine Score Calculation

Exercise	Possible Points	% Of Total Score	Female Performance Score to obtain Max Points	Male Performance Score to obtain Max Points
20m Beep (AIS)	325	21%	15,13 (level, shuttle)	15,13 (level, shuttle)
Hexagon Obstacle	145	9%	18.10 sec	9.37 sec
Standing Long Jump	125	8%	3.15m/3.75m	3.15m/3.75m
Double Leg Penta Jump	125	8%	13.5m	16.1m
Single Leg Penta Jump	125	8%	12.2m	13.9m
Max Push Ups (Tempo Imposed)	125	8%	70 reps	70 reps
Pull Ups	105	7%	25 reps	25 reps
Brutal Bench	161	10%	40 reps	40 reps
90 sec Box Jump	325	21%	110 reps	120 reps
<b>Total Possible Points</b>	<b>1561</b>			



# ACA FITNESS COMBINE BENCHMARKING

## 90 Second Box Jump Benchmarks - Female (repetitions):

Age	12	13	14	15	16	17	18	19	20	21	22	23	24	25+
Target Goal	75	80	84	87	89	91	92	93	94	95	95	95	95	95
Good	58	62	67	71	75	78	81	84	86	87	88	89	90	90
Needs Training	40	45	50	55	60	65	70	74	77	80	81	82	83	85

## 90 Second Box Jump Benchmarks - Male (repetitions):

Age	12	13	14	15	16	17	18	19	20	21	22	23	24	25+
Target Goal	85	89	93	97	100	103	106	108	110	111	112	113	114	115
Good	70	75	85	90	94	97	100	102	103	104	105	105	105	105
Needs Training	50	56	62	67	73	78	83	86	90	92	94	95	95	95

## Women 90 sec Box Jump

# Jumps	Points
39	0
40	7
41	13
42	20
43	26
44	33
45	38
46	43
47	49
48	54
49	60
50	65
51	71
52	76
53	81
54	87
55	92
56	98
57	103
58	108
59	114
60	119
61	124
62	130
63	136
64	140
65	146
66	152
67	157
68	163
69	168
70	173
71	179
72	184
73	190
74	195
75	200
76	206
77	211
78	217
79	222
80	228
81	233
82	238
83	244
84	249
85	255
86	260
87	266





# FUTURE INITIATIVES RELATED TO ACA FITNESS COMBINE

- Reports need to be provided to athletes/coaches within a week of completion
- Creation of National Leaderboard – by age group – inspire/motivate
- Exploring possibility of providing recognition awards for athletes achieving outstanding scores within their age cohort
- Support sites through ACA social media channels for sites running ACA Fitness Combines
  - Calendar of events, How to register etc.







# U16 SKILLS COMBINE

June 21, 2022





# U16 NATIONALS

SKILLS COMBINE



## 2022 Season – ACA SKILLS COMBINE

- U16 Nationals – Mont Tremblant, QC
- 149 U16's participated in the ACA Skills Combine
- Awards given to top 3 overall combine winners
- Results were distributed to all PTSOs
  - Overall calculations worksheet
  - 149 Individual athlete reports within 7 days

## Future

- Results to be tracked in Smartabase
  - More professional report in the future displaying individual result to result performance overtime
  - Results report generated automatically vs. manually
- Inclusion in CWGs unknown
  - If not able to include in CWGs, pivot to completing at Eastern/Western Championships?





# U16 SKILLS COMBINE ATHLETE REPORT



## ACA Skills Combine Result Profile For:

YOB 2006 Province/Territory AOA  
Sex Male Club ALPIN  
ACA Number Combine Location U16 Nationals 2022 Tremblant, QC



### OVERALL ACA SKILLS COMBINE RESULTS

Overall Skills Combine WC Points Earned	Overall Skills Combine Placing	Skiing Skills Combine WC Points Earned	Skiing Skills Combine Placing	Fitness Skills Combine WC Points Earned	Fitness Combine Points	
					Earned Individual Performance	Fitness Skills Combine Placing
743	11	445	20	298	251	10
Top Score	1037	1	738	1	456	364

\*Top scores not the same athlete

### SKIING SKILLS COMBINE RESULTS

Spless Raw		Spless WC Points Earned	Outside Ski Turns (OST)		OST WC Points Earned	Timed Starts Time (sec)	Timed Starts Placing	Timed Starts WC Points Earned
Score	Spless Placing		Raw Score	OST Placing				
3.00	40	61	4.33	5	140	3.56	61	40
Top Score	5.00	1	200	4.67	1	200	3.16	1

Wave Track Time (sec)	Wave Track Placing	Wave Track WC Points Earned	Timed Skating no Poles Time (sec)	Timed Skating Placing	Timed Skating WC Points Earned	Total Skiing Skills Combine	
						WC Points Earned	Skiing Skills Combine Placing
15.05	57	44	5.40	74	27	312	43
Top Score	11.83	1	200	4.42	1	200	738

### FITNESS SKILLS COMBINE RESULTS

Penta Jump Trial 1 distance (m)	Penta Jump Trial 2 distance (m)	Penta Jump Trial 3 distance (m)	Best Penta Jump Distance (m)	Penta Jump Fitness Combine Points		Penta Jump Percentile Rank	Penta Jump Placing	Penta Jump WC Points Earned
				Combine Points Earned*	Combine Points Earned*			
10.0	10.3	10.3	10.3	60	45	42	59	59
Top Score	15.1	15.6	0.0	15.6	117	90	1	200

Number of Max Push-Ups (Tempo Imposed) Completed	Max Push-Ups (Tempo Imposed) Combine Points Earned*	Max Push-Ups (Tempo Imposed) Percentile Rank	Max Push-Ups (Tempo Imposed) Placing	Max Push-Ups (Tempo Imposed) WC Points Earned	Total Fitness Skills Combine		
					WC Points Earned	Fitness Skills Combine Placing	ACA Fitness Combine Points Earned*
18	40	30	39	62	204	34	252
Top Score	46	98	75	1	200	456	1

Total # Box Jumps Completed (first 30s)	Total # Box Jumps Completed (60s)	Total # Box Jumps Completed (90s)	90 sec Box Jumps Percentile Rank	90 sec Box Jumps Fitness Combine Points Earned*	90 sec Box Jumps Placing	90 sec Box Jumps WC Points Earned
28	49	66	45	152	18	83
Top Score	28	70	96	60	195	1

### NOTES

\*Fitness Skills Combine Scores equal the points athletes would earn in the regular "ACA Fitness Combine".  
WC points earned in the Fitness Skills Combine were awarded on placing in the individual event and used to calculate the overall ACA Skills Combine winners by adding the total WC Points Earned in Skiing & Fitness Skills Combine  
For more information please review the protocol here in both French and English  
<https://ttad.alpincanada.org/news/aca-skills-combine>



MONT TREMBLANT, QC  
28 mars - 3 avril 2022

CLUB DE SKI



# U16 OVERALL RACE PERFORMANCE VS. COMBINE EVENTS - WOMEN

Events Compared	Pearson Correlation Score	Notes
<b>Overall Race Performance vs. Skiing Skill Combine Result</b>	The value of R is 0.4938 The P-Value is < .00001. <b>The result is significant at <math>p &lt; .05</math></b>	Technically a positive correlation, the relationship between the variables is weak (The nearer the value is to zero, the weaker the relationship)
<b>Overall Race Performance vs. Fitness Skill Combine</b>	The value of R is 0.1677. The P-Value is .156143. <b>The result is not significant at <math>p &lt; .05</math></b>	Technically a positive correlation, the relationship between the variables is weak (The nearer the value is to zero, the weaker the relationship)
<b>Fitness Skill Combine vs. Skiing Skill Combine</b>	The value of R is 0.3033. The P-Value is .009096. <b>The result is significant at <math>p &lt; .05</math></b>	Technically a positive correlation, the relationship between the variables is weak (The nearer the value is to zero, the weaker the relationship)



# U16 OVERALL RACE PERFORMANCE VS. COMBINE EVENTS - MEN

Events Compared	Pearson Correlation Score	Notes
Overall Race Performance vs. Skiing Skill Combine Result	The value of R is 0.5588. The P-Value is < .00001. <b>The result is significant at <math>p &lt; .05</math>.</b>	This is a <b>moderate positive correlation</b> , which means there is a tendency for high X variable scores go with high Y variable scores (and vice versa)
Overall Race Performance vs. Fitness Skill Combine	The value of R is 0.1026. The P-Value is .394532. <b>The result is not significant at <math>p &lt; .05</math></b>	Technically a positive correlation, the relationship between the variables is weak (The nearer the value is to zero, the weaker the relationship)
Fitness Skill Combine vs. Skiing Skill Combine	The value of R is 0.2264. The P-Value is .057624. <b>The result is not significant at <math>p &lt; .05</math></b>	Technically a positive correlation, the relationship between the variables is weak (The nearer the value is to zero, the weaker the relationship)







# SMARTABASE

June 21, 2022



# WHERE ARE WE – PERFORMANCE METRICS?

Lack consistency in terms of data collected on snow, physical testing, performance metrics

- Collected in a variety of locations – Excel spreadsheets, various databases, laptops, coach paper notebooks...

No collaboration on tracked performance data = lack ability to formally review systemic trends

- Currently an independent approach rather than systematic

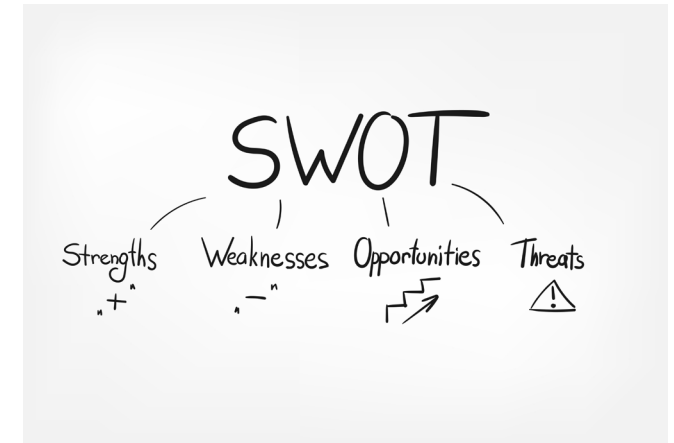




# WHERE CAN WE GO – PERFORMANCE METRICS?

**Begin to utilize an athlete data management solution to build a seamless objective alpine performance review system**

1. **Make informed decisions** - training programs/plans/establish true long-term development benchmarking to establish the steps along the pathway with objective measures
2. **Objectively analyze training and performance data** across athletes within the same age group from same club, different clubs, within province, outside province, nationally
3. To **manage and understand** how effectively we are, or are not developing athletes



**Requires 4–5-year commitment to ensure we have consistent/valid data to make well informed program and athlete development decisions at all levels.**





# ACA INVESTMENT IN SMARTABASE

- Spring 2022 ACA invested in a standalone site for CAST and ACA Domestic Sport
  - Inclusive of licenses for PTSO coaches and staff
  - Enhanced support and onboarding from Smartabase dev team included
- Location for all performance related metrics
  - ACA Fitness Combine
  - U16 Skills Combine
  - CAST Performance Metrics
  - On Snow Tracking (DTE)
  - Athlete Tracking (Work Loads/Performance)
- Build out summer 2022
  - Integrated with COPSI Network (CSI Pacific/CSI Ontario)



# SMARTABASE INITIAL FOCUS

## Measure Performance at 3 levels within our system:

1. CAST
2. PTSO programs
3. Club programs and coaches with athletes demonstrating high levels of performance

## Tools will be tailored to flow from context to context

- i.e., CAST templates do not equal templates for use with U16/FIS/PTSO but feed into same database tables.
- These metrics will provide longitudinal tracking

**All levels will have line of sight to the metrics that are being achieved.**



# SMARTABASE ATHLETE APP – WELLNESS & WORKLOAD

< BACK

## WELLNESS CHECK

Answer the following questions as truthfully as possible based on the way you feel. After reading each question, choose an answer.

**STATUS \***  
Indicate your readiness status for training/competition

Full Performance - Training/Comp

**HOW FATIGUED ARE YOU TODAY? \***  
Indicate your fatigue level today

Normal

No fatigue Exhausted

**HOW WAS YOUR SLEEP LAST NIGHT? \***  
Rate the quality of your sleep last night

Normal

Outstanding No Sleep

12:48  
Search

< BACK

PLEASE RATE YOUR MUSCLE SORENESS \*

Better than normal

No soreness Extremely sore/tight

**HOW ARE YOU FEELING PSYCHOLOGICALLY [MENTALLY]? \***

Normal

Very relaxed Very anxious/depressed/stressed/irritable

**COMMENTS**  
Add comments related to your current status

TOTAL WELLNESS SCORE

17

12:50  
Search

< BACK

## POST SESSION ATHLETE REPORT [REVISED]

\* INDICATES A REQUIRED FIELD

**ENTRY DATE AND TIME**

Thu 07 Oct 2021 - 12:45 PM to 01:45 PM

**WORKLOAD CALCULATION**

**SESSION NUMBER**  
Which training/competition session of the day are you currently recording?

Session 1

**TYPE OF SESSION**  
Select the type of training/comp completed during the selected session

Ski (tech/tact) training

12:51  
Search

< BACK

**MOOD**  
How do you feel at the completion of the training or competition session?

OK

Bad Great

**DURATION**  
Enter the duration of your training session in minutes

115

**RPE**  
RPE Scale (1 = nothing, 2 = very easy, 3 = Easy, 4 = Comfortable, 5 = Somewhat Difficult, 6 = Difficult, 7 = Hard, 8 = Very Hard, 9 = Extremely Hard, 10 = Exhausted)

5

0 5 10

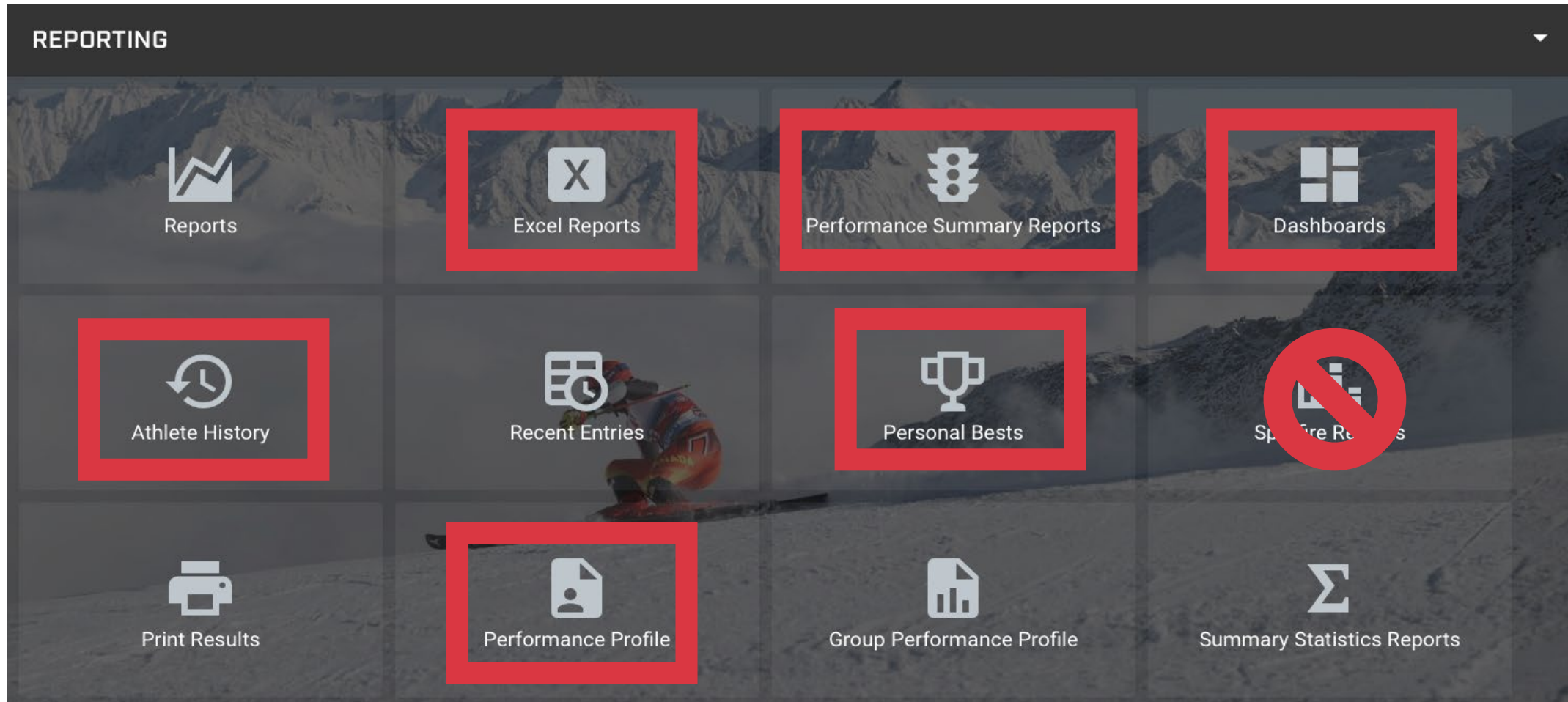
**SESSION WORKLOAD**  
Sessional RPE calculation

575





# SMARTABASE DASHBOARD (COACH/ATHLETE VIEW)



Dashboard is the navigation page to access reporting and athlete data/metrics



# SMARTABASE FITNESS COMBINE EXAMPLE

Fitness Test for Samuel Brown

Mon 20 June 2022, 16:45PM

Details

Name

Sex

Date of birth

Height

Weight

Brown Samuel

Brown Samuel

Brown Samuel

85cm

75.00kg

Score Sheet

MDL 1st Attempt

MDL 2nd Attempt

MDL Score

MDL Initials

SPT 1st Attempt

SPT 2nd Attempt

SPT Score

SPT Initials

HRP Reps

HRP Score

HRP Initials

SDC Time

SDC Score

SDC Initials

LTK Reps

LTK Score

LTK Initials

2MR Time

2MR Score

2MR Initials

215.00

219.00

100

js

16.45

16.00

95

js

120

100

js

1:15

100

js

94

85

js

16:54

65

js

Scoring

Physical Demand Category

Significant

Additional Files

Scorecard Upload

Details

On Date

Mon, 20-06-2022

from

4:45 PM

to

5:45 PM

Name

Brown Samuel

Sex

Brown Samuel

Height

85

cm

Weight

75.00

kg

Score Sheet

3 Repetition Maximum Deadlift (MDL) - 1st Attempt

215.00

lbs

3 Repetition Maximum Deadlift (MDL) - 2nd Attempt

219.00

lbs

Score (MDL)

100

Points

Grader Initials (MDL)

js

Standing Power Throw (SPT) - 1st Attempt

16.45

meters

Standing Power Throw (SPT) - 2nd Attempt

16.00

meters

Score (SPT)

95

Points

Grader Initials (SPT)

js

Hand-Release Push-up (HRP)

120

Repetitions

Score (HRP)

100

Grader Initials (HRP)

js

Samuel Brown

Male, 1927, 03-02-95

MESSAGE

HISTORY

Email

sbrown@smartabase.com

Phone

Home +



# WHAT NEEDS TO BE TRUE?



Start simple – collect  
baseline metrics that we  
KNOW make a difference



Less is more



Make system accessible  
and easy to navigate



Commitment from  
stakeholders



*“Everything should be  
made as simple as  
possible, but simpler.” ~  
Albert Einstein*





# U21 – 2022 WORLD JUNIORS REFLECTIONS



# 2022 WORLD JUNIOR CHAMPIONSHIP OBSERVATIONS

## **Arguably strongest team Canada has fielded in past 8 years**

- Men 6 top 10's / 9 top 15's
- Women – 5 top 10's / 10 top 15's

### Next Best Year

2018 - Men- 3 top 10's / 4 top 15's

2016 - Women – 6 top 10's/ 6 top 15's

## **Performance Highlights**

### Men –

- Speed – DH/SG/AC – Lessard– 6<sup>th</sup> DH, T Jordan-10<sup>th</sup>, VanSoest-6<sup>th</sup> SG, Lessard 12<sup>th</sup>, Dunn 9<sup>th</sup> AC, Mazellier 11<sup>th</sup>, Lessard 13<sup>th</sup>.
- Lessard 2<sup>nd</sup> in 2<sup>nd</sup> run of GS

### Women –

- GS/SG/AC- Gray 6<sup>th</sup> SG, Bennett 7<sup>th</sup>, Richardson 13<sup>th</sup>. AC - Bennet 7<sup>th</sup>, Alexander 11<sup>th</sup>, GS – Bennett 8<sup>th</sup>, Richardson 9<sup>th</sup>
- Women very competitive in GS and SG

# 2022 WORLD JUNIOR CHAMPIONSHIP OBSERVATIONS

## Performance Highlights (cont'd)

Mixed Team Victory – only happened one other time

Comments:

- No question, being on speed track benefited our men
- Women not competing in DH could have impacted their SG results negatively. Not a challenging DH – may have done this differently if done again

## Performance Lowlights

- SL performance as a team. Men were hindered by start numbers – lowest start number mid 30's. Women were positioned well to strike but did not convert

Interesting to note that athletes that have opportunity to compete in 2 or more WJC's tend to elevate their performance. Examples – Crawford, Lessard, Mulligan. Will be interesting for Richardson, Forget and LaMontagne



# 2022 WORLD JUNIOR CHAMPIONSHIP OBSERVATIONS

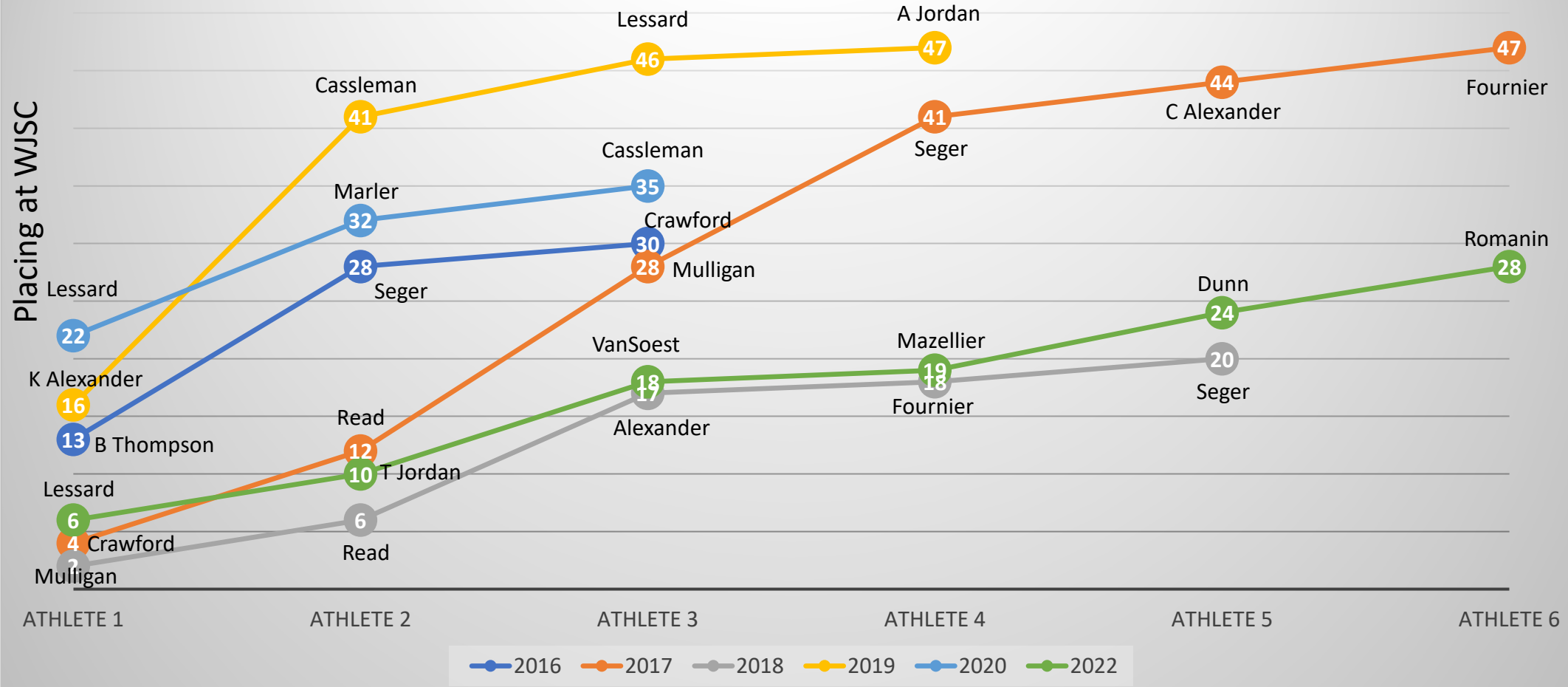
## Staffing

- Lead coaches did a phenomenal job of leading a group of individual coaches from the Provinces. By the end of they were clearly a team
- ACA facilitating the process was important
- Well organized as a result
- Having ACA cover all expenses made a HUGE difference in bringing this team together
- Staffed to the max – 4 service and a physio – ACA has not provided that kind of support in the past

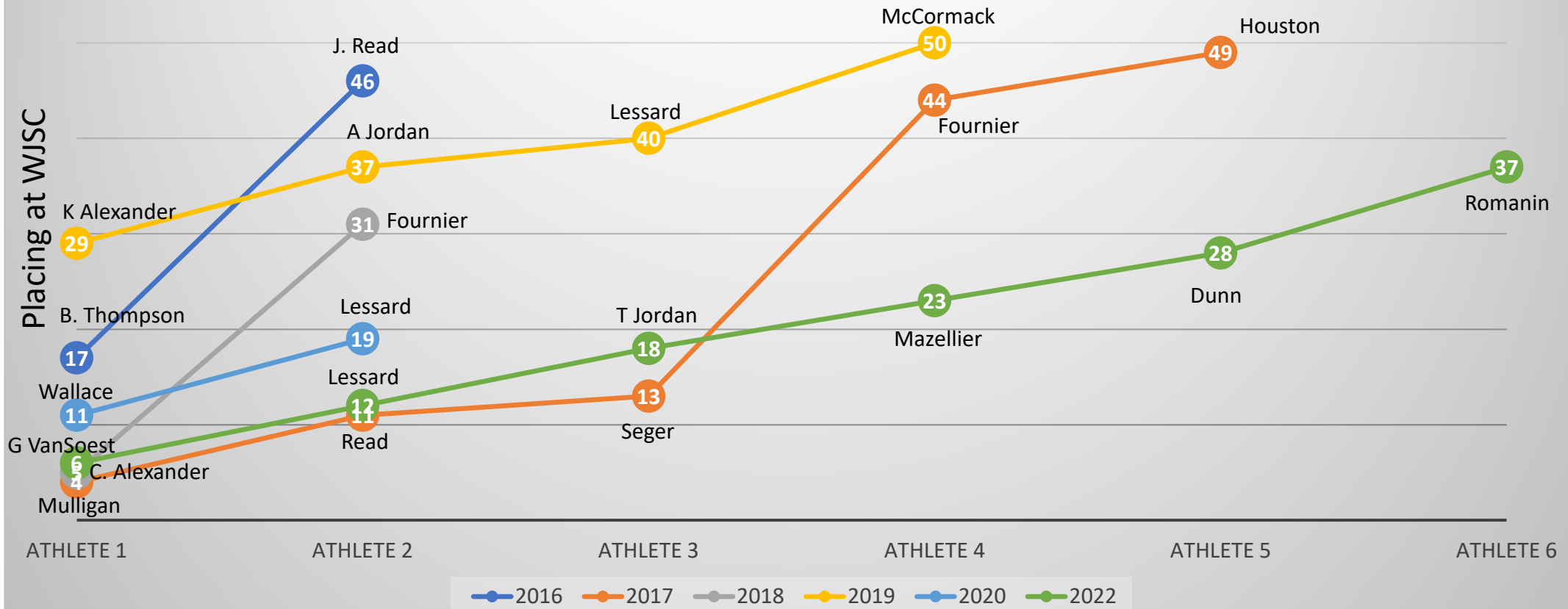
## Planning

- Started in July with selecting lead coaches – would recommend continuing with this
- Criteria should be finalized by Oct 1<sup>st</sup> – some tweaks to be made to the criteria but overall criteria was solid – right athletes were selected
- Outfitting team as a team critical moving forward
- Pre camp with long list athletes was really good and received well (2-3 days at this time of year is the max you need). Potentially having an earlier camp in the summer alongside CAST would be interesting. Pre camp directly in front of event was great due to access to the speed track. Made for a long event – potentially fatigue by the end.

## Canadian Men's DH Performance at World Junior Ski Championships - 2016-2022

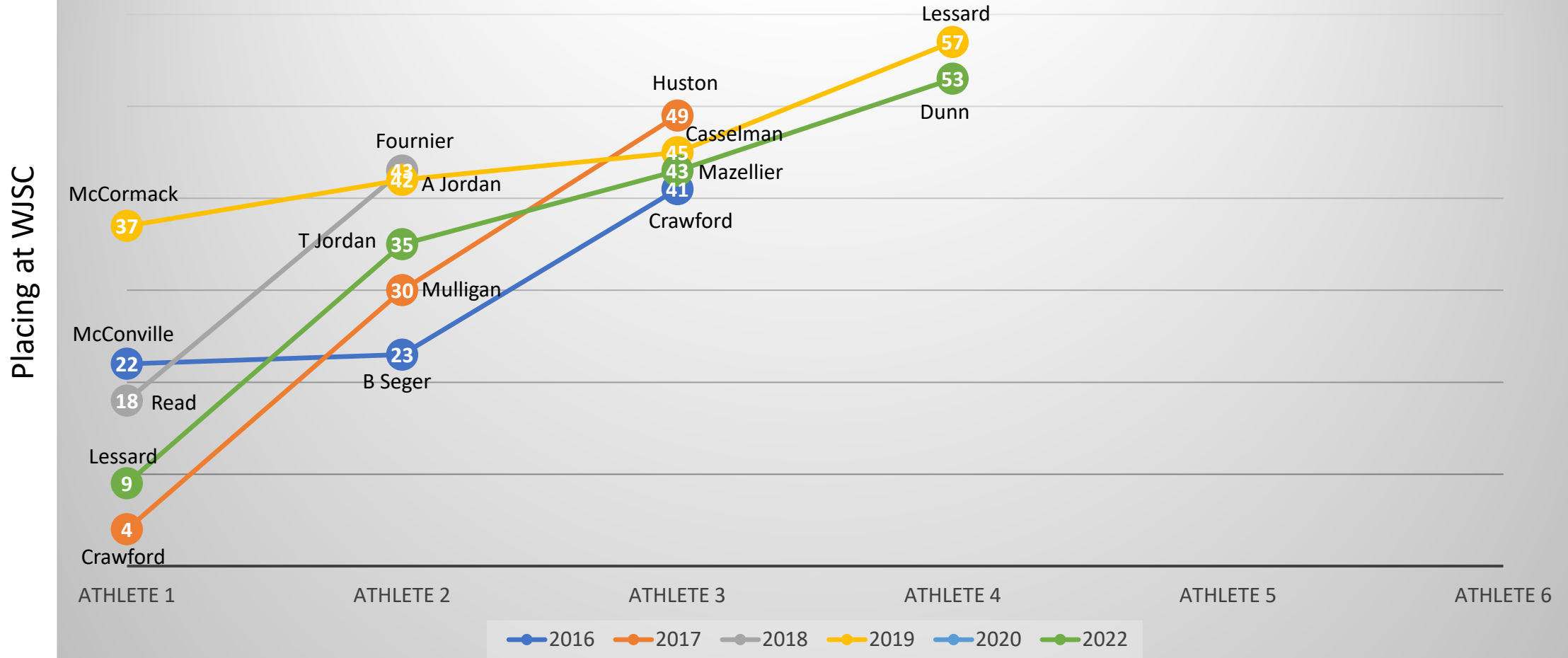


## Canadian Men's SG Performance at World Junior Ski Championships - 2016-2022

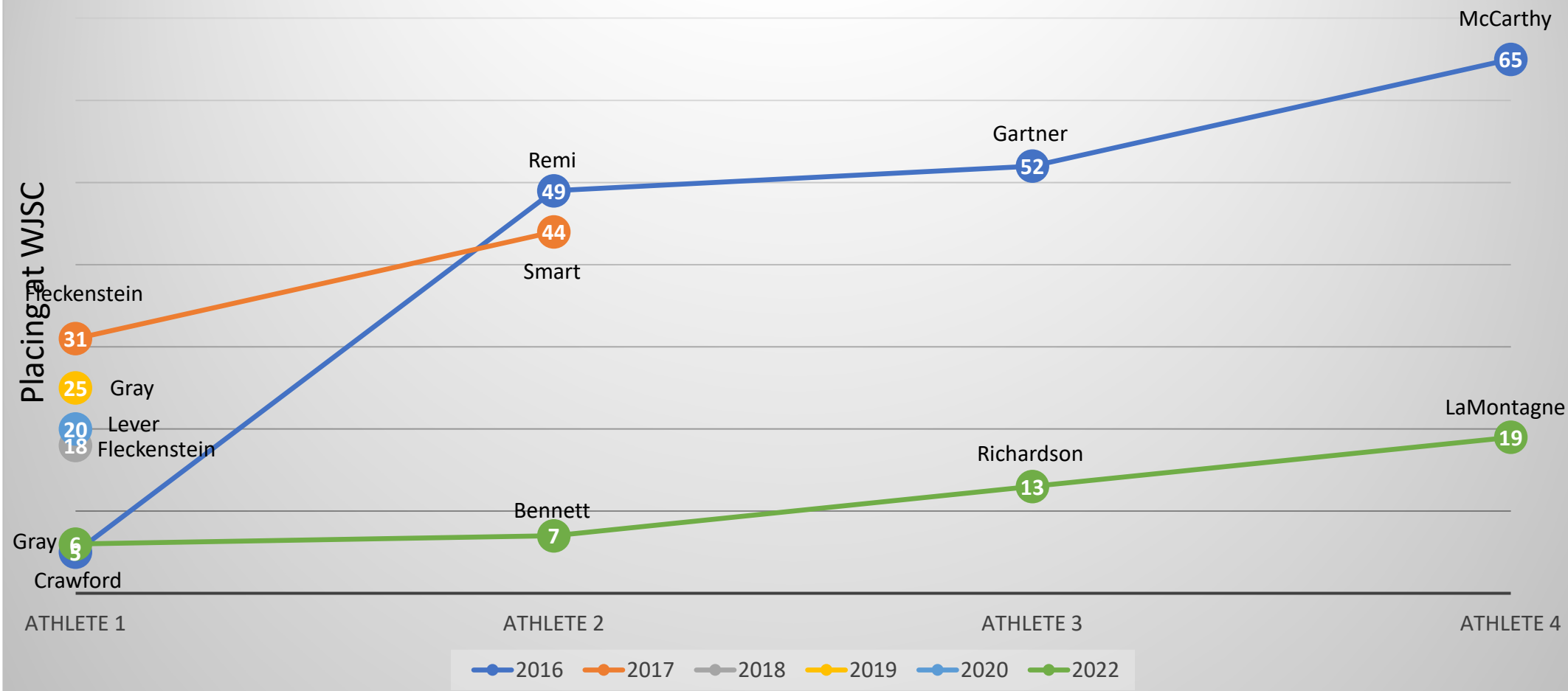




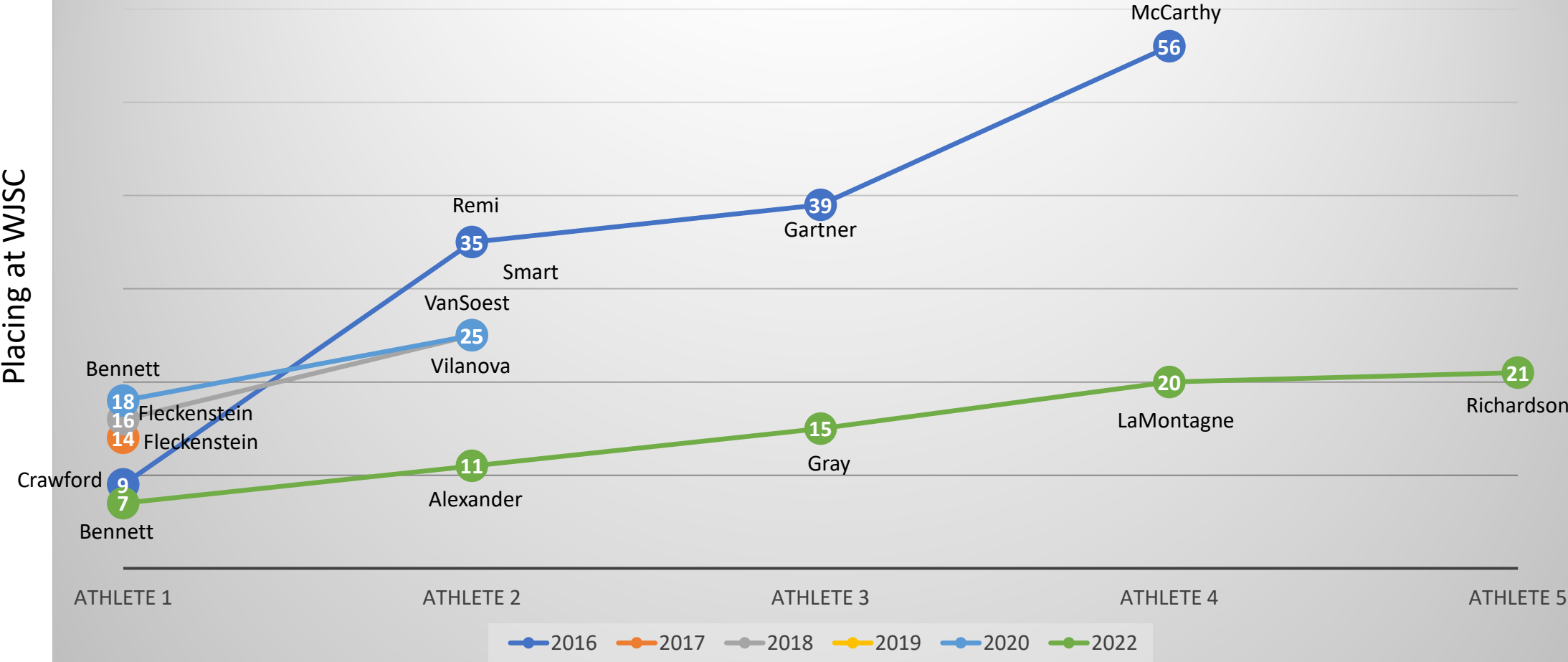
## Canadian Men's GS Performance at World Junior Ski Championships - 2016-2022



# Canadian Women's SG Performance at World Junior Ski Championships - 2016-2022

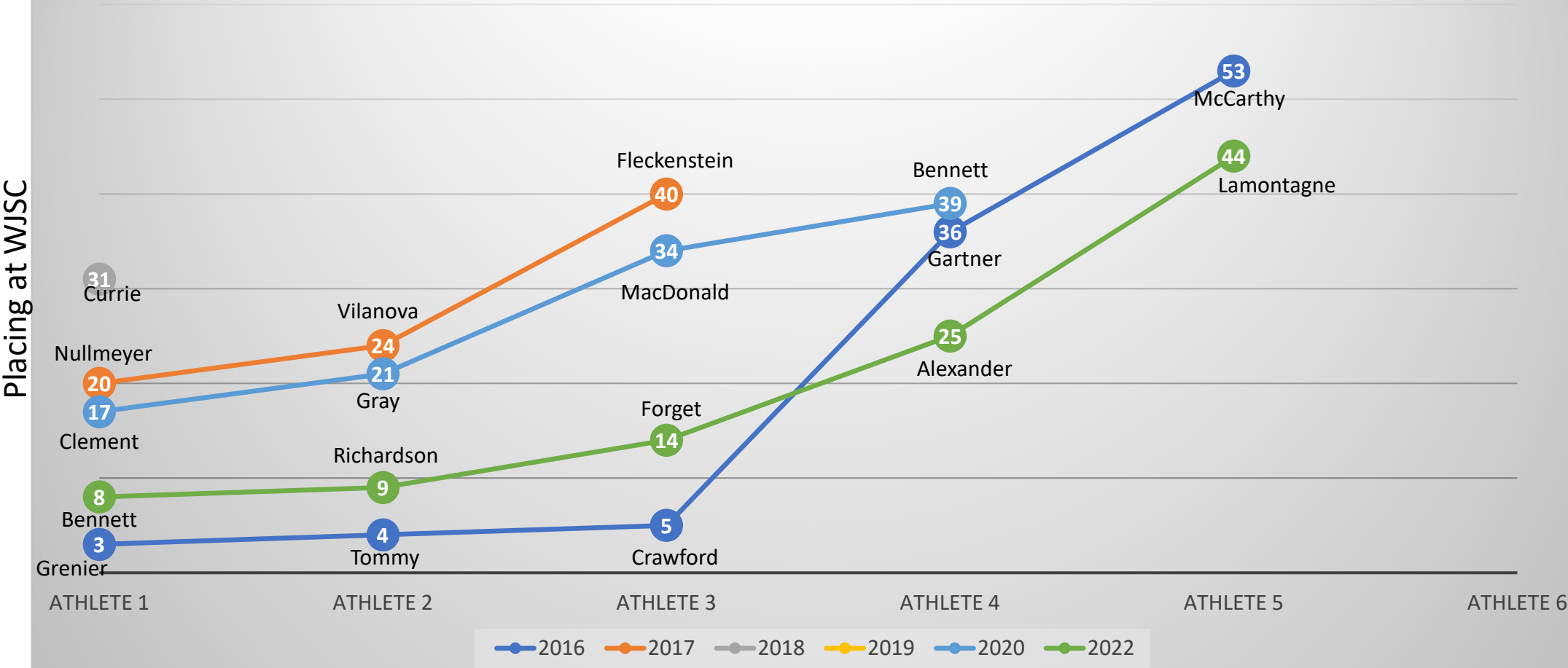


# Canadian Women's AC Performance at World Junior Ski Championships - 2016-2022





# Canadian Women's GS Performance at World Junior Ski Championships - 2016-2022



# ELEVATING PERFORMANCE @ ST ANTON – 2023 – OPEN DISCUSSION

## Topics To Consider:

- Preparation Camps
  - When?
  - Where?
  - How many?
  - Who?
- Staffing
  - Are there things that could be done better?
- Communications
- Other?





An aerial photograph of a demolition site. A yellow excavator is positioned at the top of the frame, and a yellow bulldozer is on the left. They are working on a large, rectangular building with blue corrugated metal walls. The building's interior is visible, showing a staircase and various debris. The surrounding ground is dark and covered with rubble, including wooden planks, metal scraps, and other construction materials. The text "END OF DAY 2 – TEAM BUILDING" is overlaid in white, bold, sans-serif font across the center of the image.

END OF DAY 2 – TEAM BUILDING