



# **AOA General Meeting**

**November 4th, 2018**

**Caledon Ski Club**



# **2018 AGM EXECUTIVE DIRECTOR REPORT**



# TODAY

## UPDATE ON 2020 STRATEGIC PLAN

- *Quality Programs (Scott and Robyn)*
- *Organizational Capacity (Scott)*
- *Engaged Community (Scott and Kristin)*
  
- FINANCIAL REPORT (David Morrison)
- *Looking ahead....*



# AOA Vision: *Aspirational Goal*

## Our Vision

To be recognized as a world class organization and the provincial leader in Canada excellence in Alpine Ski Racing, Para Alpine Ski Racing and Skier Cross Racing

## Key Elements of Vision

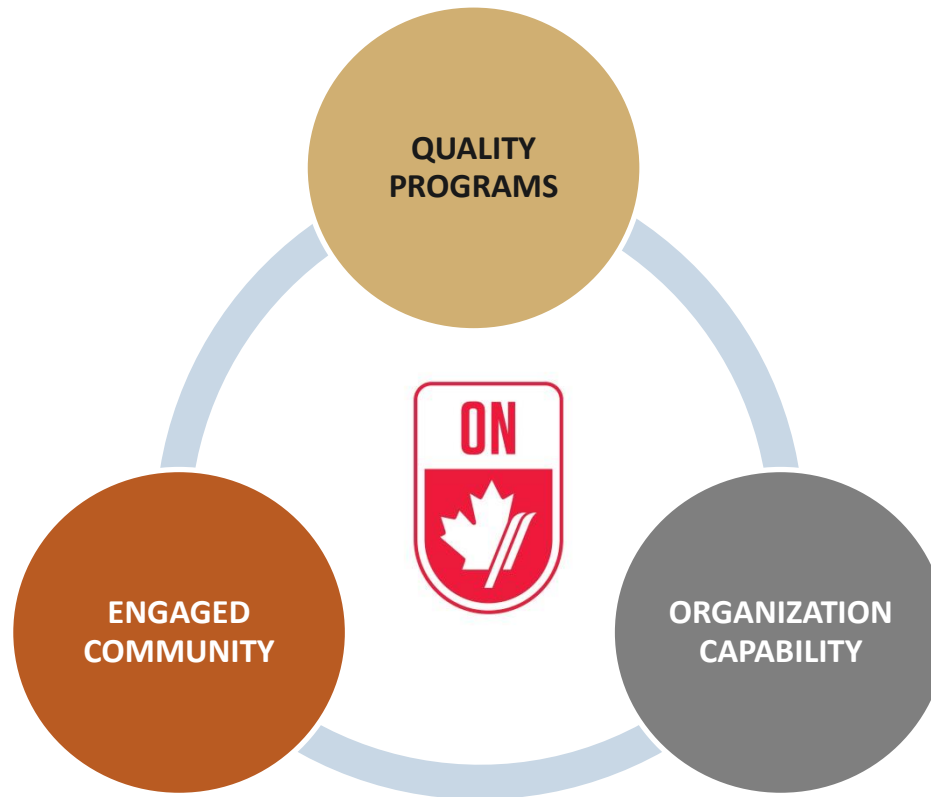
*Aspiration to be “world class” and “leader” indicate:*

- Innovative and high quality programming and services from grass roots to highest level of competition
- Recognized for building an engaged and active alpine and para alpine skiing community across the province
- Strong representation of Ontario athletes on the Canada ski team and other high performance pathways, and on podiums nationally and internationally



# 2020 Objectives: *What We Will Achieve?*

There are six objectives to achieve by 2020 that fall into three **key areas**:



# Summary Strategic Framework



## 2020 OBJECTIVES

1. Retain more athletes at all levels / all stages
2. Increase pipeline of accredited coaches and officials
3. Have the highest level of provincial participation on the national alpine ski team
4. Be recognized and valued by the Ontario alpine ski community for the services we provide as an organization
5. Create long term financial and organizational sustainability to ensure consistent year over year programming
6. Continue to focus on the establishment and adherence to robust governance in Management and Board practices

## CORE STRATEGIES

|                            |  |                               |                               |                               |  |
|----------------------------|--|-------------------------------|-------------------------------|-------------------------------|--|
| <b>1.</b>                  | <b>2.</b>                              | <b>3.</b>                     | <b>4.</b>                     | <b>5.</b>                     | <b>6.</b>                                  |
| <b>Athlete development</b> | <b>Growth of coaches and officials</b> | <b>Stakeholder engagement</b> | <b>Provincial consistency</b> | <b>Revenue sustainability</b> | <b>Not-for-profit / PSO best practices</b> |



# Objective 1, 2 & 3: *Quality Programs*



## Four Year Objective to Year 2020

1. Retention and Development of Athletes to further build AOA pipeline and develop Ontario Athletes, ready for the National stage
2. Continued development of coaching education opportunities: Coaching Education Summit – Augment offering and courses
3. Have highest level of provincial participation on the national alpine ski team



# QUALITY PROGRAMMING

- **ATHLETIC COMMITTEE**

- *Consistency and Alignment*
- *Clarity and Transparency*

- **STRONGER PATHWAYS**

- *U16*
- *Division Programs (U19 High Performance)*
- *OST & CAST (Canadian Sport Institute Ontario)*





# QUALITY PROGRAMMING

- **ONTARIO SKI TEAM (OST) 2017/18**
  - Graduated Declan McCormack to CAST
  - Injuries on the woman's
- **LOOKING AHEAD**
  - *CSIO, Dana Sinclair, Totem Wellness*
  - *Teams are healthy*
  - *Goal to have 3 athletes qualify for WJ's*



# Objective 4:

## *Engaged Community*



### Four Year Objective to Year 2020

4. Be recognized and valued by the Ontario alpine ski community for the services we provide as an organization



# ENGAGED COMMUNITY

- **EVENTS**

- OSRA

- ☐ *Awards Committee*

- *Fall Conference*

- *Spring Golf – AOA/NZ*



# ENGAGED COMMUNITY

- **CLUB EXCELLENCE**

- *Rossiter Raffle*

- Over \$35,000 raised*

- Best PSO in Canada at EL/DL conversion*

- **ON HILL**

- *3 & 3 (NOD, SOD and NCD)*



# Objectives 5 & 6:

## *Organizational Capability*



### Four Year Objective to Year 2020

5. Create long term financial and organizational sustainability to ensure consistent year of year programming
6. Continue to focus on the establishment and adherence to robust governance in Management and Board practices



# ORGANIZATIONAL CAPABILITY

- **BUDGET GROWTH**

- *U16 Investment.. (Nationals and Program)*
- *Para Integration*
- *SOD Ski Team*

- **SPONSORSHIPS & FUNDRAISING**

- *Flat line*
- *Re-Structured (see handouts)*



# ORGANIZATIONAL CAPABILITY

- **SUPPORT ACROSS THE PROVINCE**

- Lake Superior

- Club/Division Agreements*

- Northern Ontario

- Venue Expansion/ Club Visits*

- National Capital

- Eastern Finals*



# WHATS NEXT

- **EVENTS**

- *We need your Support!!!*

- **CLUB EXCELLENCE**

- *Athlete Development & Coach Edu*

- **EDUCATION**

- *Secondary & Post Secondary*

- **PATHWAYS**

- *Clubs / Divisions / Ontario Ski Team*





**THANK YOU**



# AOA ATHLETIC REPORT



# ATHLETICS' OVERVIEW – QUALITY PROGRAMMING

- Alpine Ontario Athletic Committee
- U12 Committee
- Ski Cross (SX)
- 2018 Events successes
- 2019 Events looking forward



# AOAC UPDATE

- Revising and updating selections and criteria from U14 and above
- Integration strategies from the new ACA Long Term Athlete Development (LTAD) model
- Creating more age group curriculum resources
- Developing coaching tools to address skill improvement needs
- Understanding athlete retention



# U12 COMMITTEE

- Chaired by Bennett Carter
- To support the growth and development of all U12 athletes in the province through existing and new initiatives, to adhere to the LTAD as closely as possible, and to establish a skills focused curriculum to enhance the overall skill level of U12's.
- Creating skills based resources and tools for clubs to implement and measure at marquee events in March
- Top girl's and boy's will be profiled on S-Media platforms
- Integrate into Year 2 Club Excellence Athlete Development



# SKI CROSS (SX)

- Opportunity for Ontario to become a leader and create new partners
- Continuing to invest in our ambassadors
- Full integration of terrain into U12 programming any beyond including regional teams and OST
- Blue Mountain World Cup an opportunity
- Annual FIS event a Sir Sam's
- U16 athlete's will access up to 3 tracks this year



# 2018 EVENTS

## U16 Nationals Collingwood



# 2018 EVENTS

## U14 OCUP Finals Searchmont, Sault St Marie





# 2018 EVENTS

## U16 OCUP Finals Calabogie, Ottawa Valley



**THANKS CALABOGIE PEAKS & RESORT!!**



# 2019 EVENTS

- Nor-AM Ladies GS, Parallel, SL Jan 2-6 Collingwood
- World Cup SX Jan 26 Blue Mountain
- 2 Nor-AM SX Calabogie and Blue Mountain
- U14 OCUP Finals Thunder Bay March 7-11
- U16 OCUP Finals Collingwood March 11-15
- U16 Eastern Finals Calabogie March 28-31



# COMMUNICATIONS REPORT



# 2018-19 COMMUNICATIONS REPORT

## **Engaged Community:**

1. Website refresh
2. Focus on video
3. New Parent Handbook

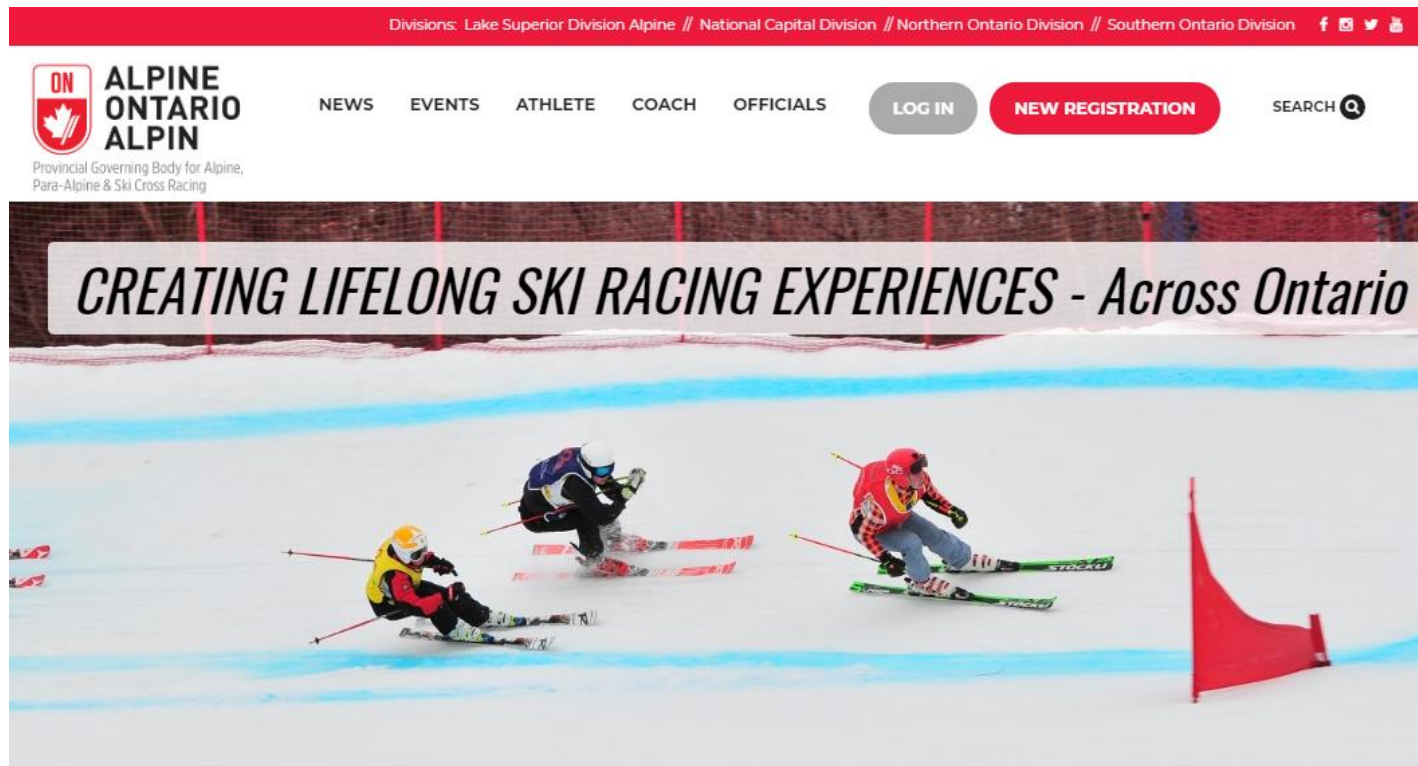
## **Organizational Capability:**

1. Consolidate Web platforms



# 1. WEBSITE REFRESH

1. AOA completed an internal re branding initiative
2. Addressed the Q of what does AOA do with a new logo
3. New tag line
4. Simplicity of images to include Alpine, Para, SX



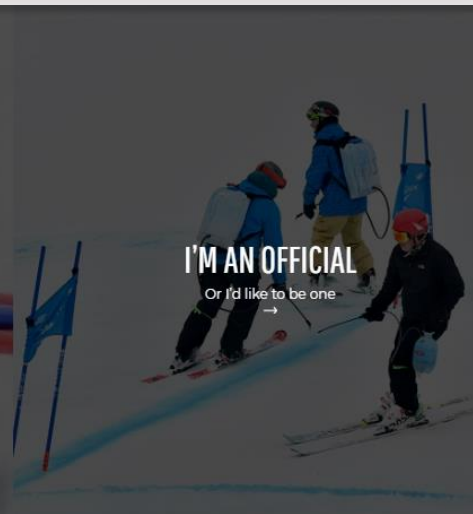
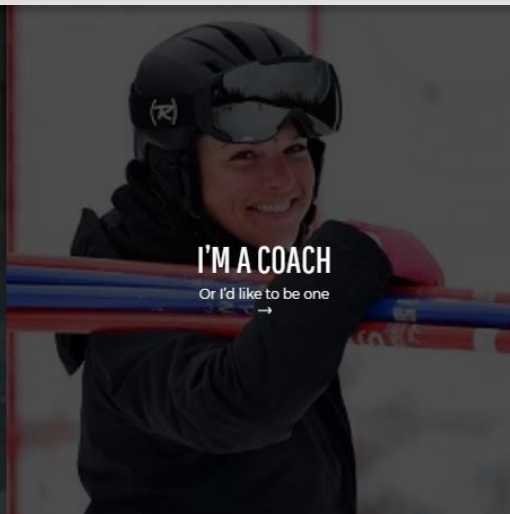
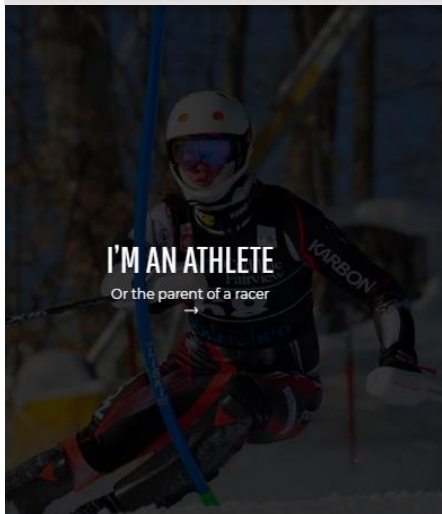
# 1. WEBSITE REFRESH

1. Addressed the reality that many members do not understand what AOA does and therefore experience some sort of 'dissatisfaction' over paying AOA fees.
2. Simplified the site to eliminate excess headings at the top – now it is focused on ATHLETE – COACH – OFFICIAL

## HOW DOES ALPINE ONTARIO HELP YOU?

Alpine Ontario Alpin – commonly referred to as AOA – helps promote the development of skiers at all levels. Alpine Ontario has ski clubs in all corners of Ontario including the **Lake Superior Division (LSDA)**, **Northern Ontario Division (NOD)**, **National Capital Division (NCD)** and the **Southern Ontario Division (SOD)**. We encourage new skiers to get involved in the sport of ski racing, as well as guide our next generation of competitive skiers to the pinnacle of the sport.

[Learn More](#)



# 1. WEBSITE REFRESH

1. IF LOST! USE THE SEARCH BUTTON & THE SITE MAP AT THE BOTTOM!



**ABOUT AOA**

- Who is AOA?
- Alumni
- Athletic Committee
- Board of Directors
- Clubs
- Club Excellence
- Divisions
- FAQ's
- Fundraising
- Ontario Ski Racing Awards (OSRA)
- Sponsors & Partners
- Staff
- The Legacy Club

**PROGRAMS**

- Alpine Programs
  - U8/10
  - U12
  - U14
  - U16
  - U16 HPP
  - U19
  - Regional FIS
  - Ontario Ski Team
  - University
  - Masters
  - Skills Camps
- Skier Cross (SX)
- Para-Alpine

**REGISTER**

**RESOURCES**

- AOA Club Calls
- Buy & Sell
- Bursaries
- Insurance
- Jobs
- Quest for Gold
- Resources - current
- Resources - archive
- Useful Links

**COACH**

- Coaching Courses
- Coaching Pathway
- Responsible Coaching
- Coaching Resources
- Technical Tips for coaches
- OST Camp #1: Technical Update
- OST Camp #2: Technical Update

**NEWS**

- Press releases
- Raceline Newsletter
- RaceReport Newsletter

**EVENTS**

- Results/Live Timing
- Events Calendar
- OCUP Schedule
- Special Events
- Volunteer

**OFFICIALS**

- Officials Committee
- FIS TD Updates

**SUBSCRIBE**

Raceline is a e-newsletter sent to over 5,000 Alpine Ontario Alpin email recipients.

[Subscribe](#)

**CONTACT**

Alpine Ontario Alpin  
39A Stewart Road  
Collingwood, Ontario,  
Canada  
L9Y 4M7

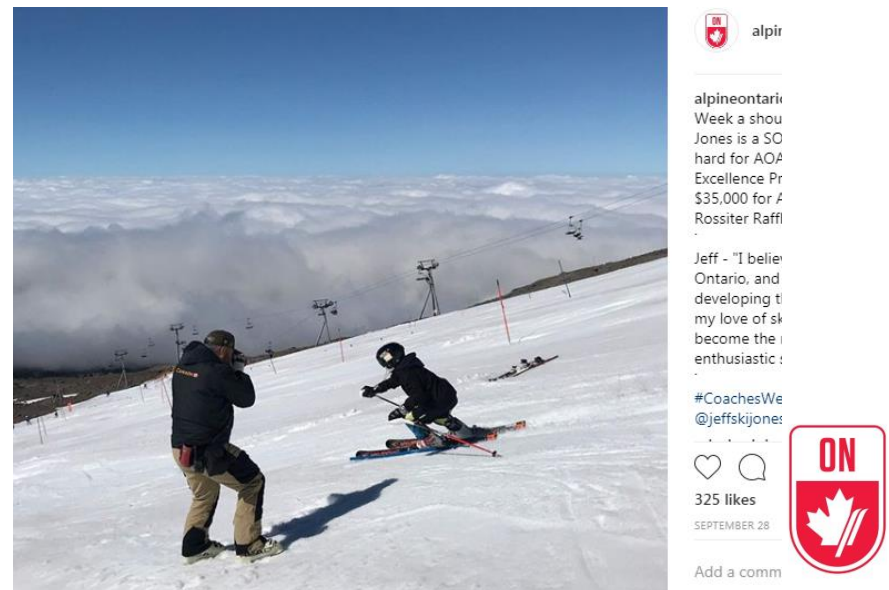
(705) 444-5111  
 admin@alpineontario.ca  
 Shop

## 2. VIDEO

Working with a videographer to produce three videos:

1. U16HPP Video
2. OST
3. About AOA

Aim to post more video on social media & website





# 3. PARENT HANDBOOK



Provincial Governing Body for Alpine,  
Para-Alpine & Ski Cross Racing



## 2018 PARENTS HANDBOOK



Helping you ensure a safe, healthy and meaningful first experience with Alpine Racing for your child

1. Many PSO's are creating:  
Nashball, Ontario  
Volleyball, etc.
2. PDF online (34 pages)
3. Contains basic AOA  
information – WHO,  
WHAT, WHERE, etc.
4. Positive Parenting Do's &  
Dont's
5. Concussion information
6. Important dates



## 4. CONSOLIDATED WEB PLATFORMS



1. AOA has shifted its web platforms from 3 different providers to one.
2. WordJack now hosts the AOA website offering technical and marketing support.
3. Cost savings to the organization and a local company

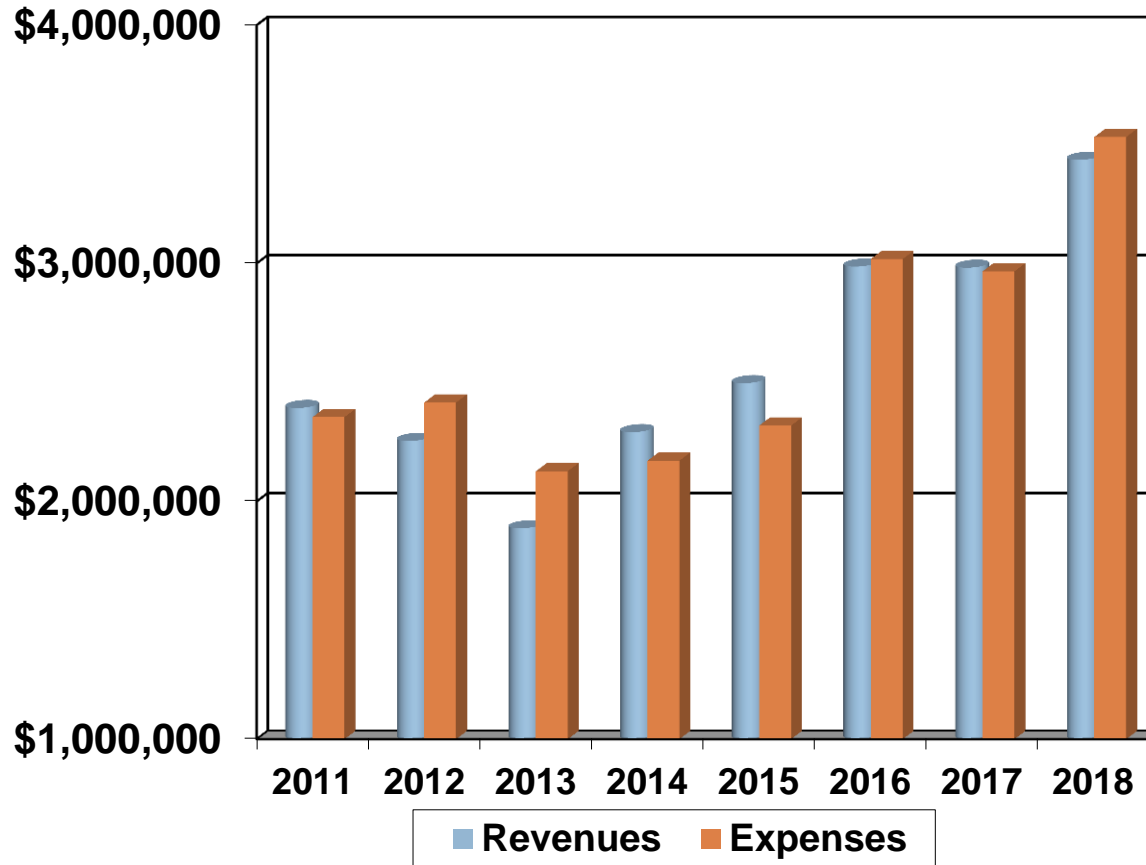


# FINANCIAL REPORT

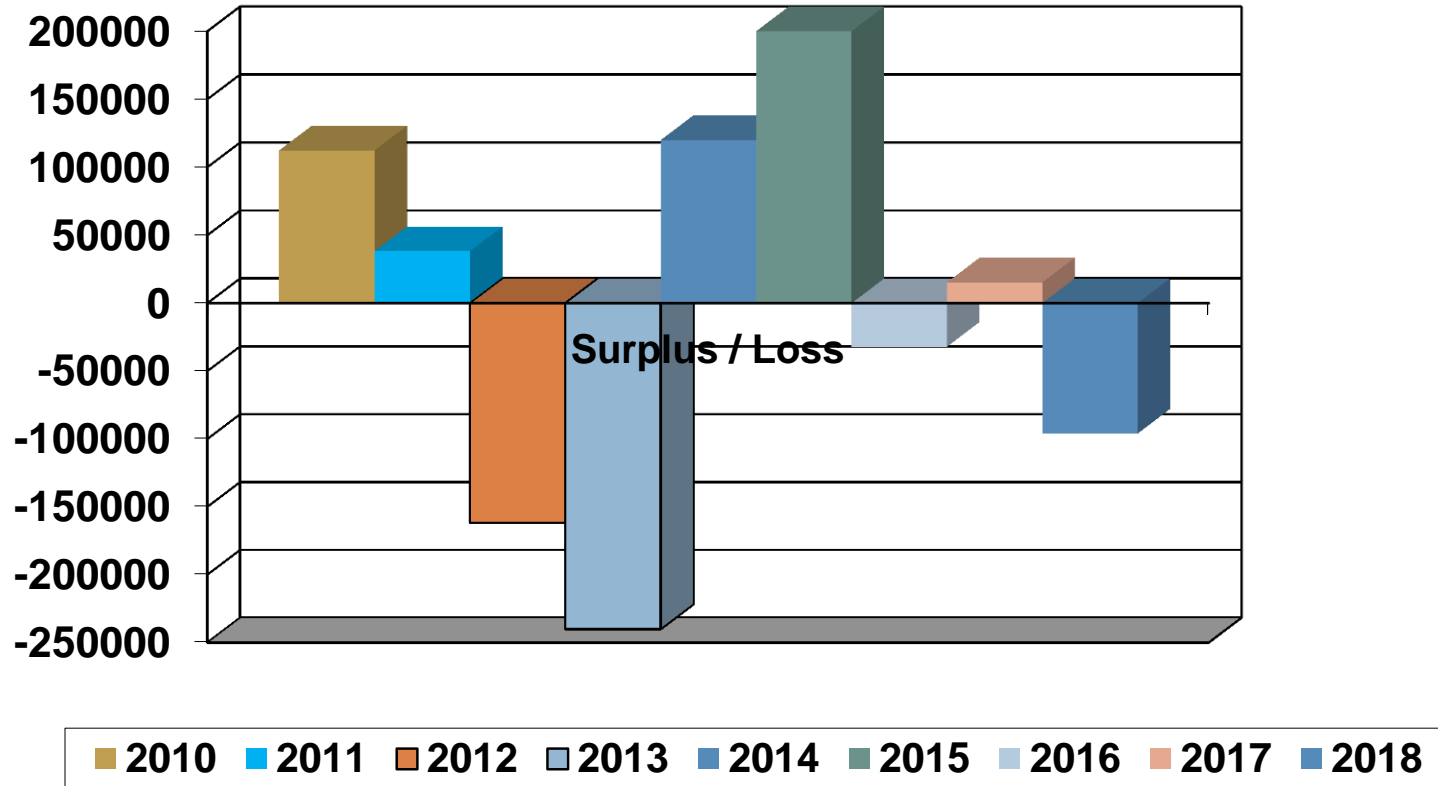
2017/2018



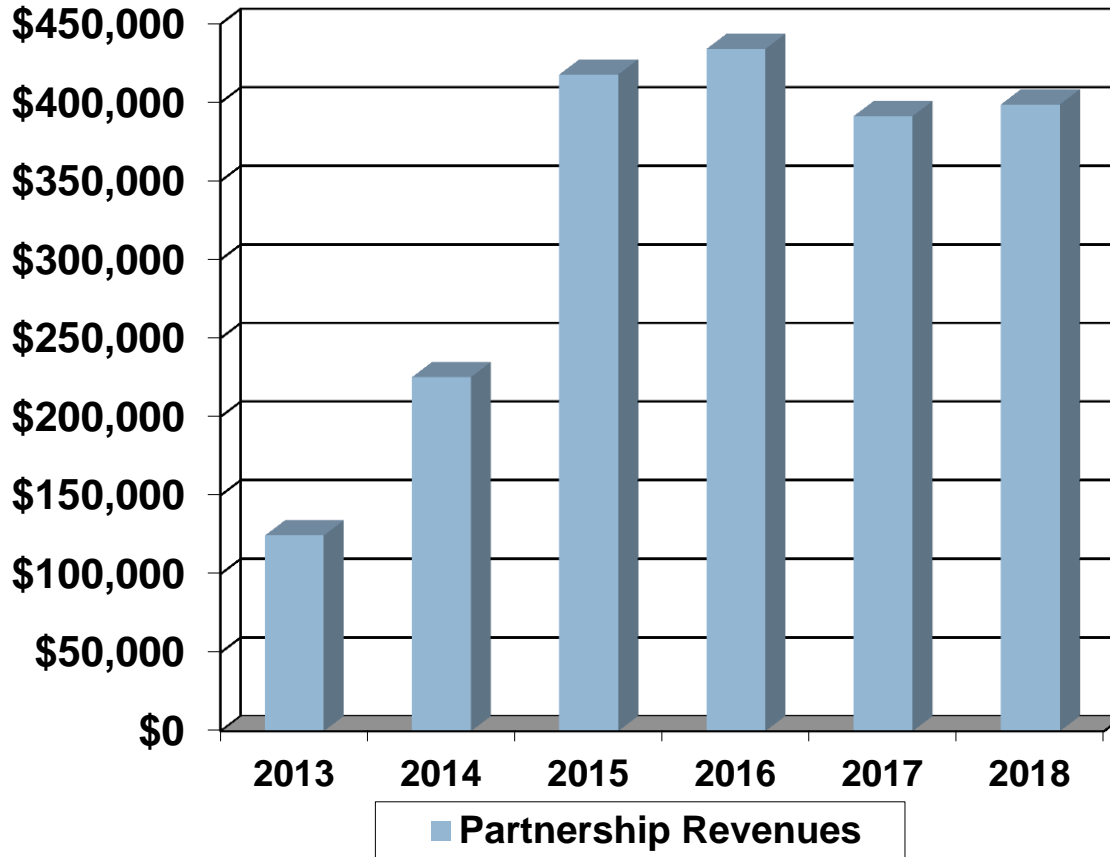
# SUMMARY OF OPERATIONS



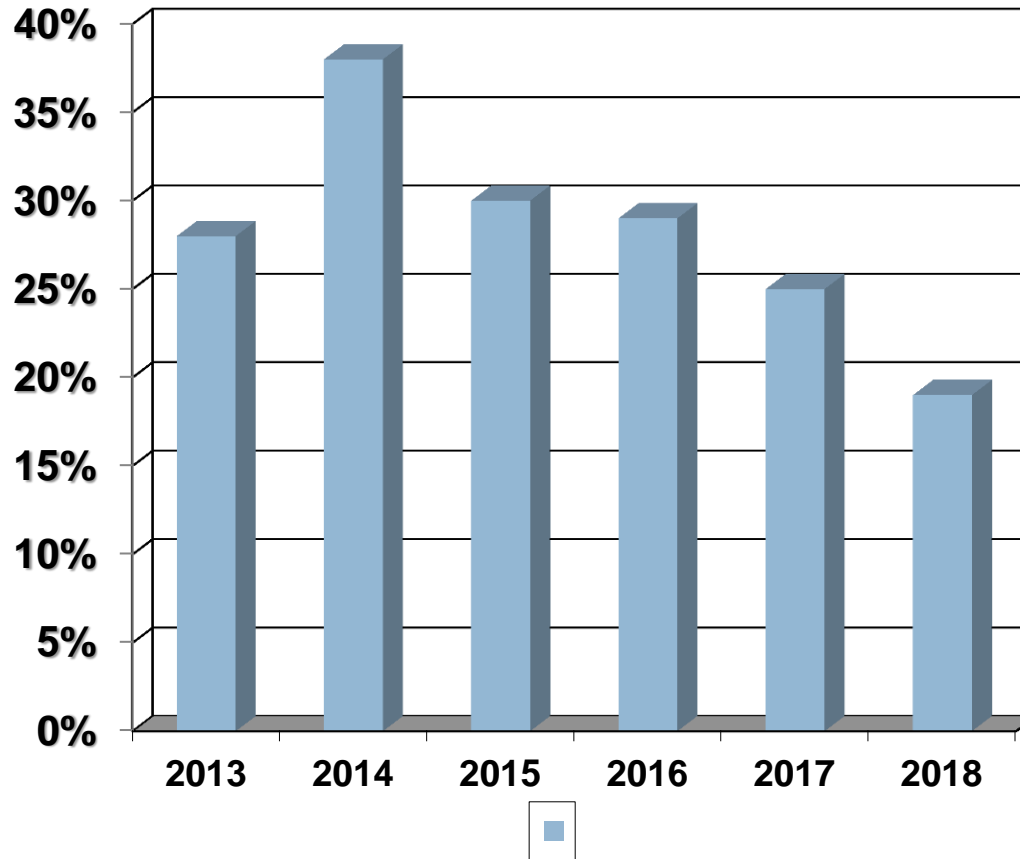
# NET SURPLUS/LOSS



# PARTNERSHIP REVENUES



# ADMINISTRATIVE EXPENSES AS PERCENT OF REVENUE



# NEW PROGRAMS 2017/18

