



2017 AGM Executive Director Report

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Toronto Pan Am Sports Centre



TODAY

- Where we are?
 - Stability and Structure
- Report on our progress
- Looking to the future....



AOA Mission: *Core Reason for Being*

Our Mission

To promote lifelong enjoyment of, and excellence in, Alpine Ski Racing, Para Alpine Ski Racing and Skier Cross Racing



Key Elements of Mission

- Contribute to the growth and promotion of the sport
- Deliver programs and services to develop athletes from grass roots to the highest level of competition in accordance with the Long Term Skier Development framework (LTSD)
- Collaboratively work with clubs to develop and nurture athletes to progress to high performance competitive levels in Canada and beyond
- Ensure coaching and officiating excellence
- Provide overall leadership and structure for the sustainable delivery of high quality, affordable and consistent programs across Ontario, accessible to all



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



AOA Values: *Recognizing who we are*

Our Values

Excellence, Passion, Competition, Fun, Safety, Sportsmanship & Fair Play, and Personal Development

Key Elements of Values

Recognize & Reward the Values of our sport at all levels, in all roles.

- Excellence and passion in all aspects of PSO staff, member clubs and their staff, officials and coaches.
- This excellence and passion at the leadership level will create excellence on the ski hills and in our competitions leading to a fun, safe sport.
- Excellent in our competitions will create athletes where sportsmanship, fair play are recognized



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

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

- New OST Program Director
- Athletic re-structure
- Launched new U16 Development Program
 - Raising the game



QUALITY PROGRAMMING

- CSIO partnership
 - OHPSI

- Club Excellence - Rossiter Raffle
 - Retention
 - Engagement



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

- New AOA Athletic committee
- Awards and bursary committee
 - Ontario Ski Racing awards
 - On-line campaign



ENGAGED COMMUNITY con't

- Major events (Nationals OCUP Finals)
- Division MOU's and major event contracts
 - Road to the OCUP Finals
- Website enhancements
 - Raising the profile



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

- Ministry of Tourism Culture and Sport
 - Recognition Status
 - Polices
- Creation of e-commerce platform
 - AOA merchandise
- Maintaining corporate level support
 - New partnership with pizzapizza, Rossiter



ORGANIZATIONAL CAPABILITY

- Financial stability
- Fundraising
 - Staff expansion
 - Events and annual campaign
- Southern Ontario Division
 - Team size and operations



WHATS NEXT?



THANK YOU

