



2025 EXECUTIVE DIRECTOR **REPORT**

October 31st, 2025

MICHAELA GOSSELIN – CPAST – OSLER BLUFF

— TOGETHER, WE ARE ONTARIO UNITED

It is an immense honour, as both a lifelong participant and passionate fan of alpine skiing, to serve the Ontario Ski Community.

This year has brought us the shared joy of an exceptional snow season across Ontario; one that reminded us of the magic that happens when nature and sport align. Our collective excitement reached new heights as we watched an Ontario athlete stand proudly at the top of the world's biggest ski race, a moment that inspired every corner of our community.

For every young skier, this moment is an invitation to dream boldly, to ignite an inner spark that could take them down a journey in ways they never imagined. As coaches, you hold the power to positively shape that journey—to guide, to encourage, and to lead with passion. Together, let's use this moment to draw inspiration, be courageous in the face of the challenges we have in front of us, and build the pathways for our young racers.



Jack Crawford– Canadian Alpine Ski Team



COACH EDUCATION

- ✓ Double the number of female learning facilitators delivering courses (12)
- ✓ 50% increase in DL participants (46)
- ✓ Collaborated with SQA to deliver PL course at Tremblant. 17 participants (up from 6)

803 Registered coaches (down from 894)

34 Courses

321 coaches trained

22 Hosting Clubs

35 Learning Facilitators (12 Women)

SPEED MODULE PARTICIPANTS - 39 (up from 24)

SKI CROSS MODULE PARTICIPANTS - 14 (up from 0)



COMMUNITY, EVENTS, INITIATIVES

- Mackenzie Sheskis
- Women in Coaching Initiative
- Parent educational series – Normerica
- Fitness initiatives (Green Bib, Regional Testing)
- Live format Ontario Ski Racing Awards in Toronto
- Additional U18 racing opportunities, Canadian University Championships



ORGANIZATIONAL AND GOVERNANCE

- Released new Code of Conduct
- 100% compliant to Ministry requirements





ATHLETIC AND HIGH PERFORMANCE

- OST athlete Colton Bartholomew Ranked #1 in Canada for age and younger
- Filip Armstrong WR GS 926 -> 289 - NAR 2
- Lily Sewel WR SL 377 -> 271
- Elli Clarke WR SL 556 -> 302
- CAST-D – Kyle Blandford 4th NAC SG/DH standings
- Jayden Buckrell – NCAA Slalom Champion
- Para – James Budrow – Huntsman cup winner
- Ontario athletes competing at highest levels
- Ali Nullmeyer WC 3x top15 WR 22
- Michaela Gosselin – Double WC DH winner!
- Hannah Schmidt – Winner SX Reiteralm
- Kevin Drury – 6X Podium (SX World Cup)
- Jack Crawford - Kitzbuhel winner!

2024-25 STRATEGIC PLAN INTERVAL REPORT

ACTION PLAN ITEMS UPDATE

SEPT / 24





1

Identify and support the diverse needs among clubs and athletes to provide programming that fosters participation and retention.

STATUS

ON TRACK

BENEFITS

- A community that provides programming for varying skill, development, and performance levels across all divisions
- New models of access and entry to ski programs

CURRENT ACTIVITIES

✓ Host the first ever Canadian University Championships
□ Schedule U18 events that unite racers and offer an alternative to FIS
✓ Integrate team racing component in SCUP series (SOD)

2

Proactively safeguarding participants through robust Safe Sport policy and promoting safe and inclusive environments.

STATUS

ON TRACK

BENEFITS

- A growing ski racing Community that embraces inclusiveness and belonging

CURRENT ACTIVITIES

✓ Securing independent third-party Safe Sport case manager
✓ Safe Sport training for participants
□ Developing new safe sport policy suite

ACTION PLAN ITEMS UPDATE

SEPT / 24





3

Providing relevant and clear information & resources for clubs to onboard new families into the ski community.

STATUS

ON TRACK

BENEFITS

- A growing ski racing Community that embraces inclusiveness and belonging

CURRENT ACTIVITIES

✓ Increased equipment gear guide for families
✓ Develop parent information video series

6

More Cowbell - Increase community engagement and participation through organized and meaningful events & competitions.

STATUS

ON GOING

BENEFITS

- A growing ski racing Community that embraces inclusiveness and belonging

CURRENT ACTIVITIES

✓ Develop events that excite and draw fans and engagement – 2024 NorAms

ACTION PLAN ITEMS UPDATE

SEPT / 24





8

Identifying critical gaps in performance infrastructure and athlete pool (location, education, \$) and collaboratively developing short/medium/long term solutions.

STATUS

ON TRACK

BENEFITS

- Pathways and programs that allow Ontario athletes to progress to the highest level of the sport.

CURRENT ACTIVITIES

✓ Community outreach meeting and surveys conducted
✓ System expert/consultant hired to analyze and make recommendations
□ Publish actionable steps

12

Increase access & exposure to SX and Super-G environments.

STATUS

ON TRACK

BENEFITS

- Pathways and programs that allow Ontario athletes to progress to the highest level of the sport.

CURRENT ACTIVITIES

✓ Develop annual plan of events for AOA supported SX and SG camps
✓ Collaborate with Ontario Snowboard to offer SX race series
□ U16 SG Camp in Quebec/USA

ACTION PLAN ITEMS UPDATE

SEPT / 24





13

Enhance Skill Development and General preparation for more U14 athletes through AOA led initiatives

STATUS

TO BE STARTED

BENEFITS

- Pathways and programs that allow Ontario athletes to progress to the highest level of the sport.

CURRENT ACTIVITIES

□ U14 Summer Development Camp
□ U14 mid-season project
□ U14 dryland camp

18

Make coach education and professional development more accessible in the field and to new coaches.

STATUS

ON TRACK

BENEFITS

More opportunities for 'on hill learning'

CURRENT ACTIVITIES

✓ Flexible DL delivery model implementation
✓ Increased camp modules for coaches

ACTION PLAN ITEMS UPDATE

SEPT / 24





20

Developing a team of learning facilitators that will inspire the next generation of AOA coaches.

STATUS

ON TRACK

BENEFITS

-Increased investment in coaches and officials' development
-Clear pathways to elevate and maximize potential

CURRENT ACTIVITIES

✓ Increased focus on coach developer training and recruitment

24

Developing, executing and communicating aligned multi-year actions with clear KPI, roles and responsibilities, and review process.

STATUS

ON TRACK

BENEFITS

Pathways and programs that allow Ontario athletes to progress to the highest level of the sport.

CURRENT ACTIVITIES

✓ Development of AOA Action Plan update through tracker
✓ Ministry Tracked KPIs

ACTION PLAN ITEMS UPDATE

SEPT / 24





26

Develop a robust and transparent revenue generation plan with fiscal responsibility to create a sustainable stream of revenue for the organization.

STATUS

ON TRACK

BENEFITS

- Strong finances with revenue growth
- Transparency to stakeholders aligned with ethical behavior

CURRENT ACTIVITIES

✓ 150k growth in new sponsorship revenue and VIK
✓ 50k Growth in new grant funding
□ Fundraising Revenue Generation Plan

27

Strengthen Alpine Ontario governance practices and align with current strategic plan.

STATUS

ON TRACK

BENEFITS

- Stable and sustainable best-in-class athletic leadership and programming

CURRENT ACTIVITIES

✓ Bylaws update in alignment with ONCA
□ Code of Conduct policy update and Club/Division policy review
□ Division MOU updates

PTSO ROLES AND RESPONSIBILITIES



Ontario's Sport Recognition Policy sets out the mandatory requirements provincial sport organizations and multi-sport organizations must meet to be recognized by the province.

PSO RESPONSIBILITIES

- ✓ developing their sports
- ✓ providing a competitive pathway for athlete development
- ✓ selecting provincial teams
- ✓ recruiting and training coaches, officials and volunteers
- ✓ conducting provincial championships
- ✓ ensuring they operate within their National Sport Organization (NSO) rules

FOR THE PUBLIC, A PROvincially RECOGNIZED PSO/MSO PROVIDES

Assurance the organization operates in a safe and effective manner

- follows national standards when developing and offering a sport
- offers high quality programs to their members
- has certified coaches and officials
- has established risk management policies (discipline, harassment, anti-doping, screening for volunteers etc.)
- is working to promote participation from under-represented populations in Ontario



WHAT HAVE WE SET OUT TO DO?



VISION

A thriving ski community for all

MISSION

Lead, support, and promote the joys of ski racing while delivering a trusted pathway to podiums, community, competitions, and careers

CORE VALUES

Respect, integrity, passion, accountability, inclusivity

ONTARIO UNITED – A place of belonging through positive experiences fostering growth, inclusiveness, and collaboration



SEPT / 25



The AOA strategic plan interval report is aimed to help showcase progress against the priorities set forth in our 2023-2028 strategic plan.

The Ontario United logo is centered, featuring the word "ONTARIO" in red above "UNITED" in dark blue, with a red maple leaf. Surrounding the logo are four dark blue circles connected by a red line, each containing a pillar name in white: "ATHLETIC DEVELOPMENT" (top), "INSPIRED COMMUNITY" (left), "COACHES & OFFICIALS" (bottom), and "ORGANIZATIONAL EXCELLENCE" (right).

- I. A growing ski racing community that embraces inclusiveness and belonging
- II. A trusted growth and development pathway that delivers value and performance success
- III. AOA supporting coach and officials development across the province
- IV. Commitment to excellence in governance, financials and operations



29 KEY ACTIONS

ONTARIO UNITED - ALPINE ONTARIO ALPIN STRATEGIC 2023-2028



A PLACE OF BELONGING THROUGH POSITIVE EXPERIENCES FOSTERING GROWTH, INCLUSIVENESS, AND COLLABORATION



2025-26 STRATEGIC ACTIONS

Organizational Excellence

Develop a robust and transparent revenue generation plan with fiscal responsibility to create a sustainable stream of revenue for the organization.

Establishing clear roles, responsibilities and lines of communication to ensure the achievement of AOA's vision.

Athletic Development

Enhance Skill Development and physical preparation by offering turnkey tools and resources aligned with ACA and accessible to all clubs and levels.

Develop & communicate clear, simple pathways for Athletes who aspire for provincial and national careers

Coaches + Officials

Foster, recruit, develop, and support coaches and officials across the province.

Make coach education and professional development more accessible in the field and to new coaches.

Inspired Community

More Cowbell - Increase community engagement and participation through organized and meaningful events, competitions & communications.

Providing relevant and clear information & resources for clubs to onboard new families into the ski community.

2025 ACTION PLAN ITEMS UPDATE



25/26
FOCUS

SKILL DEVELOPMENT PILOT PROJECT PATCH PROGRAM



25/26
FOCUS

FITNESS RECOGNITION + STANDARDS



ONTARIO WINTER GAMES

Wed Feb 25 – Fri Feb 27



**Orillia
2026**

Ontario
Winter Games
Jeux d'hiver de
l'Ontario

2025 ACTION PLAN ITEMS UPDATE



25/26
FOCUS

ALPINE FUND



- ✓ Build the Next Generation of Mentors
- ✓ Create a Coaching Powerhouse
- ✓ Sharpen Our Competitive Edge
- ✓ Fuel a National Dream

PATH TO THE PODIUM

Kitzbühel Champions Dinner Event:
The Path to the Podium 2025
Supporting Escarpment Excellence on the World Cup!

This year's goals are to directly support five Canadian World Cup athletes with roots in the Escarpment as well as to assist Alpine Ontario to achieve key funding priorities.

ERIK READ, JACK CRAWFORD, ALI MULLMEYER, KYLE BLANDFORD, JEFF READ

Please join us for an incredible evening featuring the first ever gathering of Canada's Hahnenkamm Champions, including Jack Crawford by video link to discuss his historic win and Canada's legacy at Kitzbühel and on the White Circus.

This year's exclusive Canadian Kitzbühel Champion panel will be moderated by **Rod Black** – a 40 year sportscaster with CTV Sports and TSN

Steve Podborski (CAST 1974-1984, 8x World Cup Winner, 1982 World Cup Downhill Crystal Globe, 1981 and 1982 Kitzbühel Champion, Olympic Bronze Medalist)

Ken Read (CAST 1974-1983, 5x World Cup Winner, 1980 Kitzbühel Champion)

Todd Brooker (CAST 1977-1987, 3x World Cup Winner, 1983 Kitzbühel Champion)

100% of the proceeds from the event will go directly to our 5 athletes as they prepare for Milano Cortina as well as support Alpine Ontario in achieving key funding priorities to help Ontario athletes find their Path to the World Cup.

Dinner is limited to 200 Participants who want to make a difference by supporting these athletes directly (Dinner Gala tickets are \$500 per person, \$5,000 per table of 10). All tickets and donations are eligible for a tax receipt from Alpine Canada.

LOCATION: Georgian Peaks Ski Club
DATE: November 22nd at 6pm
RSVP & QUESTIONS: 705-444-4777 or nick.hamilton@rbc.com

In support of: ALPINE CANADA

RSVP or DONATE NOW!

This event is hosted by Nick Hamilton of: Wealth Management Dominion Securities

This event is produced by Jeff MacInnis of: WINTHINKING.ORG



ALPINE ONTARIO ALPIN

2025 ONTARIO SKI RACING AWARDS



ONLINE AUCTION

CELEBRATE & BID TO WIN



Skiis & Bliques **KARBON**

FASKEN
Own tomorrow



Normerica
Timber Homes

**WHITE
RAVEN**
ENERGY INC.



THOUGHTS OF THE DAY
???



THOUGHT OF THE DAY **10% MORE**

10% MORE STOKE/FUN
10% MORE RUNS
10% BETTER TRAINING
10% MORE KNOWLEDGE