

**BC ADAPTIVE SNOWSPORTS
2019 ANNUAL GENERAL MEETING: STAFF REPORT**

Dear Members,

We would like to thank you for all of your time and support of BC Adaptive Snowsports. We would like to especially thank our clubs, and the amazing volunteers, who deliver the services in our communities across British Columbia. This report is in no way intended to be a comprehensive summary of all activity over the last season, but rather to summarize some of our key metrics from 2018-2019 (last season) and look forward to the 2019-2020:

Membership

Membership for BC Adaptive Snowsports remained similar to years previous in 2018-2019. In total, 2043 individuals registered across the 15 member clubs as listed below:

2018-2019 Registrations (Last Season Numbers)	
Participants	891
Volunteers	951
CSA Instructors	155
Special Event	46
Total	2043

Club	Acronym	Mountain(s)
Adaptive Sports at Sun Peaks	ASSP	Sun Peaks
Baldy Blue Jays Adaptive Sports	Blue Jays	Baldy Mountain
Caledonia Snowsports Society	CASS	Caledonia Mountain
East Kootenay Adaptive Snowsports	EKAS	Kimberly
Fernie Adaptive Snow Program	FIRE	Fernie
Northern Adaptive Snowsports Club	NASS	Hudson Bay Mountain
Panorama Adaptive Sports Society	PASS	Panorama
Powderhounds Adaptive Snowsports	PAS	Big White
Red Adaptive Ski Program	RASP	Red Mountain
Revelstoke Adaptive Sports Program	RAD	Revelstoke
Sasquatch Mountain / Hemlock Ski Club	Sasquatch	Sasquatch Mountain
Silver Star Adaptive Snowsports	SSASS	Silver Star
Vancouver Adaptive Snowsports	VASS	Grouse / Cypress / Seymour
Vancouver Island Society for Adaptive Snowsports	VISAS	Mount Washington
Whistler Adaptive Sports Program	WASP	Whistler Blackcomb

Courses & Events

A total of 25 full courses and 32 module courses were delivered between December 4, 2018 and May 7, 2019. 18 course conductors lead the training across 12 mountain locations in collaboration with 11 different clubs. This resulted in 428 participants being trained last season:

2018-2019 Course Participants (Last Season Numbers)	
CADS Level 1	382
CADS Level 2	43
CADS Level 3	3
CADS Level 4	0
Total	428

Events directly organized by BC Adaptive Snowsports last season featured the 2018 Summit at Sun Peaks, where 52 instructors from seven different clubs attended. We piloted our SheCan event for instructors (14), athletes (5), and new participants (4) at Silver Star and will refine this offering in 2020. SheCan 2020 will focus on delivering (at Silver Star in February) a two-day event providing our CADS Certified instructors and club leaders/administrators with the skills and confidence to continue on the certification pathway, inspire other instructors, retain volunteers and build and grow their local programs. Anyone with any questions or to get involved should contact Fannie Smith (see contact info below).

In 2019 the All Mountain Camps (AMC) were held in two locations (Sun Peaks – 29 participants + 9 coaches) and Sunshine (18 participants). Looking forward, we are excited for the following events to complete the 2019-2020 season:

Event Date	Event Title	Location
January 23-26, 2020	All Mountain Camp	Sun Peaks Resort
February 7-9, 2020	SheCan Camp	Silver Star Mountain
March 16-20, 2020	CADS Festival	Sun Peaks Resort
April 2-5, 2020	All Mountain Camp	Sunshine Village Ski Resort

Celebrating our Volunteers

As discussed in the proposed draft of the strategic plan, BC Adaptive Snowsports will be actively promoting and celebrating our amazing volunteers. We encourage you to send us stories and pictures of activity in your community. We also encourage you to put forward nominations for the BC Adaptive Snowsports annual awards, including the Instructor of the Year and President's Award. We are very interested in learning more of the amazing volunteers who make adaptive snowsports happen on your local mountain!

Strategic Plan – Growth Through Partnership

We will be presenting for adoption at the AGM, our new strategic plan for the period ending April 30, 2023. In preparing the draft plan we were able to reach out and connect with several BCAS stakeholders, including club leaders and system partners. We wanted to get a better understanding of "what BCAS can do to better support your program / club"? Thank you for your conversations and feedback and we are confident the draft plan will provide a roadmap for the next 3+ years. Below is a thematic analysis from the various conversations. What is clear is there is a wide variance in the structure and operations of each club. However, it is a welcome challenge - to identify areas of growth that can benefit all and invigorate our community under a renewed vision, mission, and plan. Our Board of Directors has been amazing in providing leadership as we put together a new plan and we are all deeply appreciative of the input from our clubs and volunteers. Here are the key themes and sub themes we discussed, and based on a variety of input from stakeholders:

1. INSTRUCTOR TRAINING

1.A. Instructor Capacity: the need for more trained instructors was the most referenced gap in our existing programming. This included more instructor training opportunities to alleviate wait-list concerns, groom future course conductors, and target areas requiring more technical instructors (i.e. level 3s).

1.B. Safety Protocol: discussed was the suggestion for greater clarity on existing safety protocol, specifically as it relates to more recent safety concerns (i.e. concussion protocol), as well as instructor techniques to enhance participant safety.

2. EVENT ACTIVATION

2.A. Volunteer Engagement: a desire to leverage BCAS events as a means to educate, acknowledge, and retain volunteers was expressed by several individuals. Clarity on the strategic intent of all events was discussed, as was the request to send more volunteers to events including Summit, Pre-Course, and CADS Festival.

2.B. Participant Unity: evident from feedback regarding BCAS events was the power of bringing participants together. The impacts extended beyond the participants, and included their family members. This was identified as a positive force for all involved – participants, participant families, and volunteers.

2.C. Collaboration: the opportunity to collaborate on events was raised. In club interviews in particular, the opportunity to collaborate as clubs was best articulated in the following quote:

“We all work in vacuums. I go to Summit and meet other people, but I don’t have a clear sense on how others operate. There is no gathering of us as a group to brainstorm and understand what others are doing. Instead of reinventing the wheel and have each club in a silo, wouldn’t it be nice to have more of a networking event. I don’t seem to see that. We each run very individually. Connect us all - we are not connected. That’s #1 for me.”

3. COMMUNICATIONS

3.A. Technology: it was largely acknowledged that the BCAS website is in need of a substantial update on all levels. A new comprehensive and intuitive website was identified as an area for improvement. There was also discussion regarding implementing new technology to manage databases (registration, donations, etc.).

3.B. Branding: there was discussion that the time may be right for a brand update. There appeared to be general consensus that the organization logo (and affiliated properties) is due for a renewal, but that this should be done professionally and with a process of collaboration outlined in advance of any rebrand.

3.C. Marketing: it was mentioned at several points that BCAS could, and should, benefit from enhanced marketing efforts. This included developing partnerships with industry companies who can support, enhance awareness, and validate BCAS related programming.

We are here to serve you and please never hesitate to reach out to our staff with any questions, comments or concerns:

Staff			
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Thank you all again sincerely for all you do for adaptive snowsports in British Columbia!

Respectfully submitted,



Jeff Sauvé,
Executive Director