



ALPINE CANADA ALPIN
**ANNUAL
REPORT
2023-24**



Within this space where a passionate ski community comes to gather, you are welcomed, accepted, and respected.

Here, no matter who you are or where you are from you are at home, regardless of your race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics, disability, or conviction.

All we ask is that you be excellent, respectful, accountable, courageous, and a leader.

Together we are #CANskiteam

We acknowledge that Alpine Canada's work to inspire and unite people through sport occurs on traditional territories of the peoples of the Treaty 7 Nations in Southern Alberta and the Metis Nation of Alberta Region 3.

TOGETHER WE ARE



CANskiteam

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MESSAGE FROM THE CHAIR AND CEO



TIM DATTELS
CHAIR OF THE BOARD OF DIRECTORS



THERESE BRISSON
PRESIDENT & CEO

“As we head into the last two years of this Olympic quadrennial on the Road to Cortina 2026, we proudly look back on the 2024 ski season where progress was made on several pillars of the strategic plan. At the same time, we continue to face strong headwinds with rising costs, reduced government support, corporate and private sectors struggling following a “bad winter” for sales, and increasing competition for partnerships with the rise of professional sport.

This past season was highlighted by the launch of the Tremblant World Cup that delivered on all our objectives. We left important legacies of engaged volunteers, as well as race and safety equipment for the region. We also delivered the redtag.ca Ski Cross World Cup at Nakiska in January and we are finalizing exciting plans with FIS and Craigleith to host a ski cross World Cup for the next three years at the Craigleith ski club in Collingwood, Ontario.

Our national teams had a very good season with alpine equaling the five World Cup (WC) podiums from last year, ski cross winning the Nations Cup, Marielle Thompson winning her fourth Crystal Globe and para alpine delivering several WC podiums from team veterans and rookie rising star Kalle Ericson with guide, Sierra Smith. Canada’s future looks bright with three athletes claiming Junior World Championships: Britt Richardson in women’s GS and Kaleb Barnum and Emeline Bennet in ski cross.

After much work by the Project Excel Working Group and the Provincial and Territorial Sport Organizations on high performance system priorities, the upcoming season will see the implementation of the CAST D program to elevate and accelerate development of athletes who are on a podium pathway with the objective of achieving podiums at Junior Worlds and eventually WC, World Championships and Olympic Winter Games.

Looking ahead to the 2025 and the 2026 seasons with World Cup races in Tremblant and Craigleith, World Championships and the 2026 Milano-Cortina Olympic Winter Games, we are going to have to continue to adjust and focus on the things we can control to operate successfully in what continues to be a challenging environment to land a sustainable business model and the incremental revenue to deliver fully on our strategic plan.”

BOARD OF DIRECTORS



ANNE-MARIE BOUCHER
VICE CHAIR OF THE
BOARD OF DIRECTORS



BRUCE CHAPPLE
CHAIR OF GOVERNANCE &
NOMINATING COMMITTEE



ERIK GUAY
DIRECTOR



DON LINDSAY
DIRECTOR



TRACEY PEARCE
CHAIR OF HUMAN
RESOURCES



DARRYL WHITE
DIRECTOR



MARK WISEMAN
CHAIR OF FINANCE & AUDIT COMMITTEE



KAORI ZAGE
DIRECTOR



DEBORAH ORIDA
DIRECTOR



SARAH ABELL
DIRECTOR



KELLY VANDERBEEK
DIRECTOR



MARC LANQUETTE
DIRECTOR



JEAN RABY
DIRECTOR



LUKE GOULD
DIRECTOR



PURPOSE



POWER A NATION TO
PEAK PERFORMANCE

VISION



TO BE A WORLD-LEADING SKI RACING
NATION INSPIRED BY THE PASSION
AND PERFORMANCE OF CANADA'S
SKI TEAMS

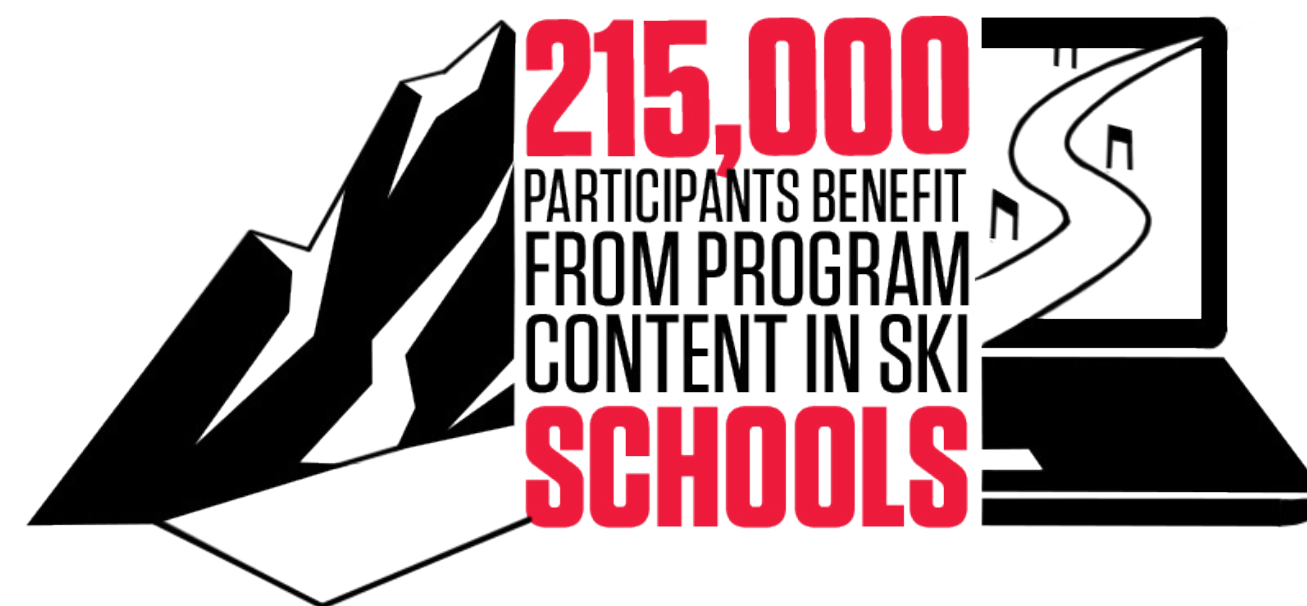
MISSION



INCREASE PODIUM PERFORMANCE
AND INSPIRE GROWTH IN
PARTICIPATION AND FANS

TOGETHER WE ARE ALPINE CANADA

7



HOW ALPINE CANADA SUPPORTS THE SKI RACING COMMUNITY



SPORT GOVERNANCE, DELVELOPMENT & NATIONAL TEAMS BENEFITS



- Govern the sport in Canada
- Influence public and government policy to advance the sport
- Represent the sport federal agencies & IF (FIS)
- Communication and information sharing via ACA owned plaforms (e.g. website, social media,CRM)



- Provide evidence-based Long-Term Development Pathways
- Provide access to National development programs (ie Nancy Greene Ski League, Snow Stars etc)



- Provide Athlete & Coach access to National Team programs, Continental & World Cup competitions
- Provide high-performance program & development projects



- Develop coach licensing & certification programs through NCCP to ensure robust sport specific coaching standards are met
- Provide coach access to ACA's coach certification & licensing program through the CAC's NCCP
- Provide Coach access to specialized coach training & content



- Provide ACA Official certification and licensing program
- Provide access to Official mentorship & training & ROC development



BRITTANY PHELAN

REVENUE, RACE COMPETITION, CULTURE, SAFETY & RISK BENEFITS



- PTSO recognition as ACA member that enables access to provincial government funding
- Generate revenue from government, fundraising, sport and corporate partners



- Provide Access to FIS/IPC Licenses



- Access to FIS/ACA sanctioned events & National Championships
- Provide access to Race Registration system & Alpine Points



- Liability, D&O, and Sport Accident Insurance Program
- Safety and Risk Management program

SAFE SPORT ENVIRONMENT



- Lead support of a healthy, safe & inclusive sport experience
- Policy development & support
- Education Initiatives & support to PTSOs & clubs
- Independent Third-Party Complaint Management (ex SQA)

ALPINE

SEASON HIGHLIGHTS

TOP 8:

19 IN 2023 & 22 IN 2024

ATHLETES ON THE PODIUM PATHWAY:

3 IN 2023 & 6 IN 2024



VALÉRIE GRENIER



VALÉRIE GRENIER

1ST PLACE GIANT SLALOM | KRANJSKA, SLO

&

3RD PLACE DOWNHILL | CORTINA D'AMPEZZO, ITA



JEFFREY READ

2ND PLACE SUPER-G | KVITFJELL, NOR



CAMERON ALEXANDER

3RD PLACE DOWNHILL | BORMIO, ITA & KVITFJELL, NOR



BRITT RICHARDSON

JUNIOR WORLD CHAMPION GIANT SLALOM |
HAUTE-SAVOIE, FRA



SKI CROSS

SEASON HIGHLIGHTS

12

TOP 8 : 45

(30 BY WOMEN – 15 BY MEN) EXCLUDES PODIUMS

ATHLETES ON THE PODIUM PATHWAY:

PODIUMS = 32 (24 WOMEN – 8 MEN)

CANSKITEAM:

11 NATIONS CUP TITLES

JUNIOR WORLD CHAMPIONS SKI CROSS IDRE FJÄLL (SWE) :

EMELINE BENNETT (NORTH VANCOUVER, BC) AND KALEB BARNUM (FERNIE, BC)



MARIELLE THOMPSON

4TH CRYSTAL GLOBE WIN



REECE HOWDEN

2 WINS & 5 PODIUMS



PARA ALPINE

SEASON HIGHLIGHTS

TOP 8:

8 IN 2023 | 5 IN 2024

ATHLETES ON THE PODIUM PATHWAY:

8 ATHLETES FOR 2026

AN ADDITIONAL 6 ON THE PROSPECT TEAM ON
THE PODIUM PATHWAY FOR 2030



ALEXIS GUIMOND

8 PODIUMS



13



KALLE ERICSSON & GUIDE SIERRA SMITH

7 WORLD CUP PODIUMS IN ROOKIE SEASON



KURT OATWAY

MULTIPLE WC PODIUMS



ATHLETES' COUNCIL

The Athletes' Council is an elected group of current and recently retired athletes that serve as the collective voice for Canadian National Ski Team athletes. It provides input and recommendations and engages directly with ACA staff, Committees, and Board of Directors.



LAURENCE ST-GERMAIN
CAST W REP



BRODIE SEGER
CAST M REP



MARIELLE THOMPSON
CSCT REP



KURT OATWAY
CPAST REP



ERIN MIELZYNSKI
CHAIR



MATT HALLAT
ACA EXECUTIVE LEAD



MAC MARCOUX

RETIREMENT

2013 - 2024

5 WORLD CHAMPIONSHIP TITLES

WON GOLD IN 4 OF HIS 5 RACES AT
THE 2017 WORLD CHAMPIONSHIP

6 PARALYMPIC MEDALS

Sochi 2014, Pyeongchang 2018, Beijing 2022

52 WORLD CUP PODIUMS

WON ALL **8** WORLD CUP RACES
HE ENTERED IN 2019-20



TREMBLANT WORLD CUP



16

2023 EVENT BY THE NUMBERS



15,000+
FANS ON-SITE



18 NATIONS
REPRESENTED BY
61 ATHLETES



1.9M SOCIAL MEDIA
IMPRESSIONS WITH
5.5% ENGAGEMENT RATE



300+ VOLUNTEERS
SUPPORTED THE
EVENT DELIVERY



GLOBAL VIEWERSHIP
ESTIMATED AT
59 MILLION



DRIVING \$ 15.8M
IN ECONOMIC ACTIVITY

..... AND A VISITOR SATISFACTION RATE OF **93%**

SKI CROSS

WORLD CUP

2023 EVENT BY THE NUMBERS

 **100**
VOLUNTEERS

 **12 NATIONS**
FROM
3 CONTINENTS

 **CANADA**
ACHIEVED 56% OF THE
PODIUMS

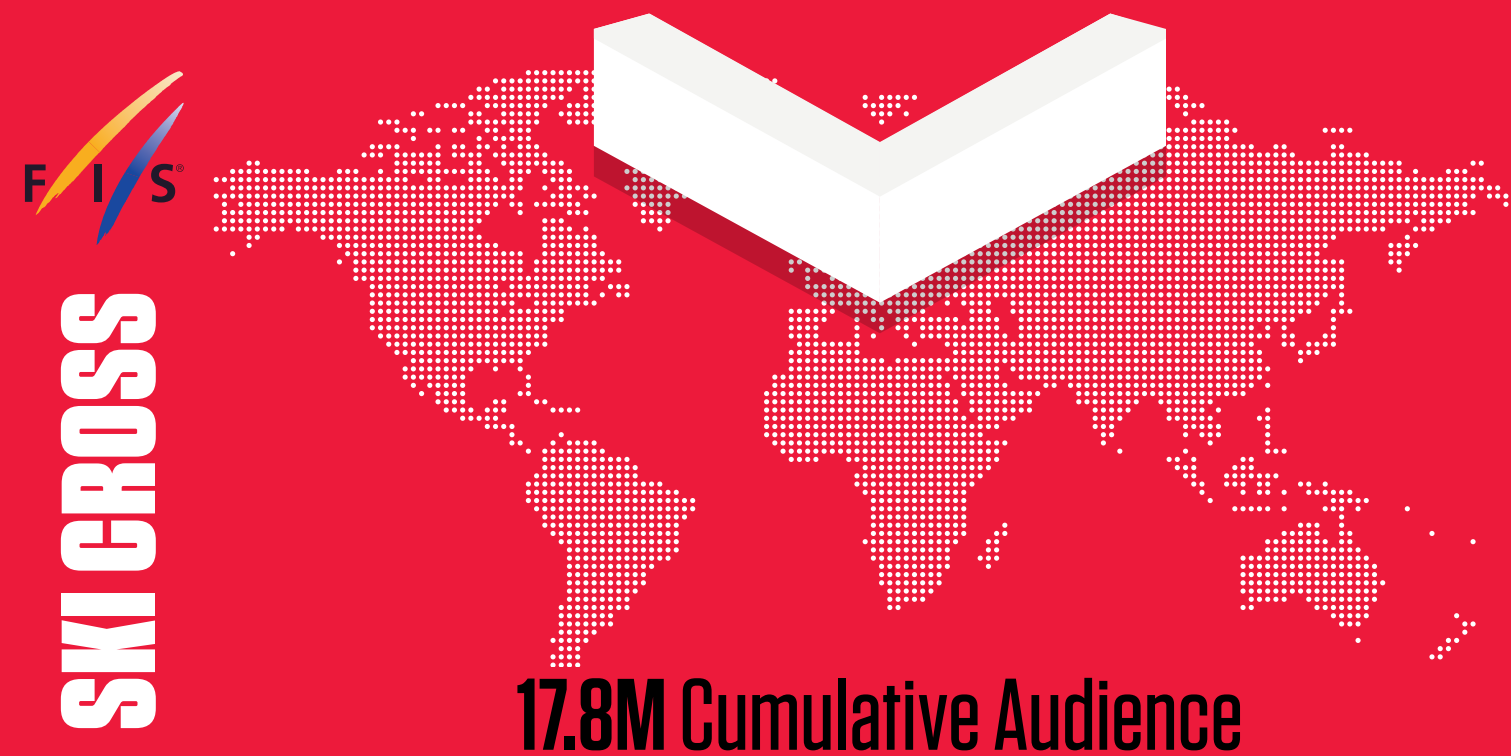
NAKISKA WORLD CUP

17

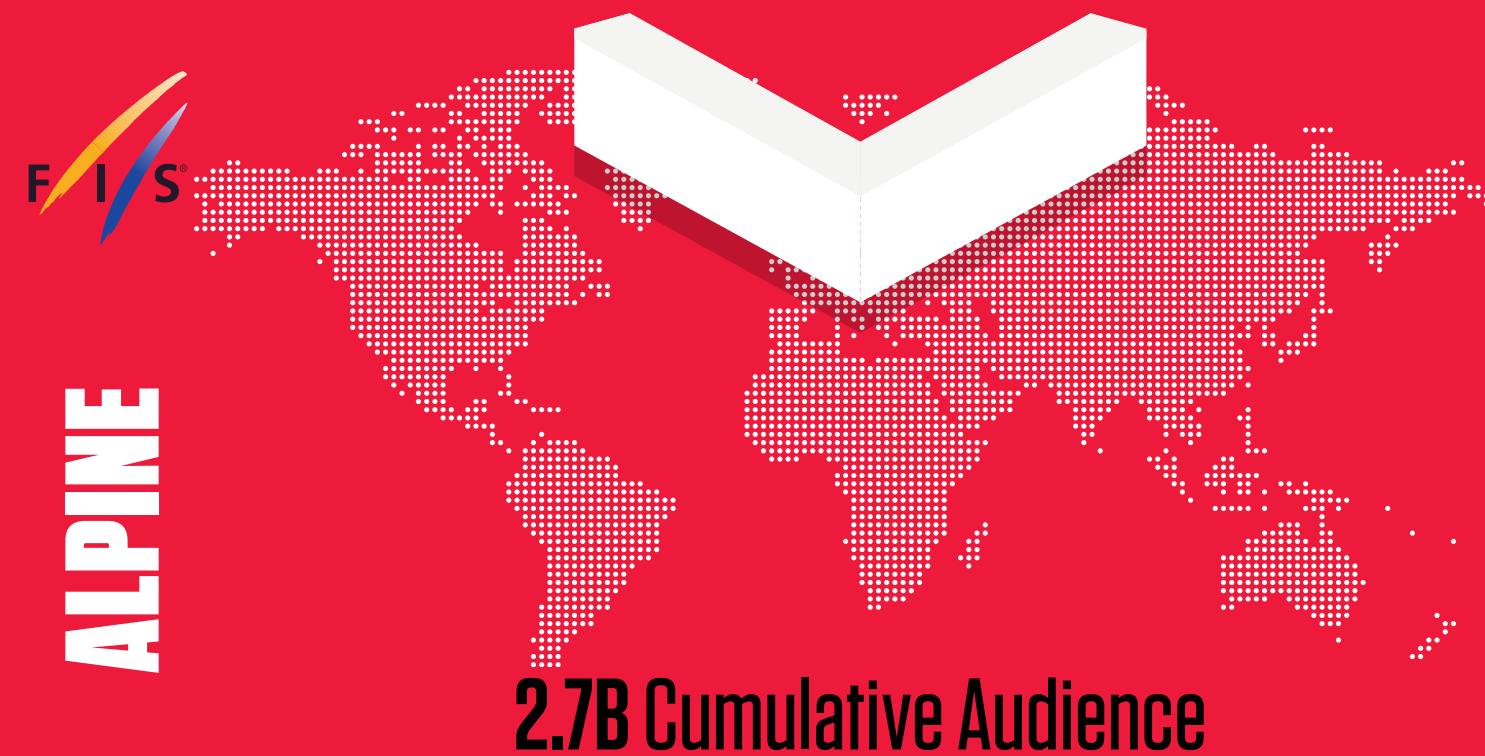


GLOBAL VIEWERSHIP IN 2023-24

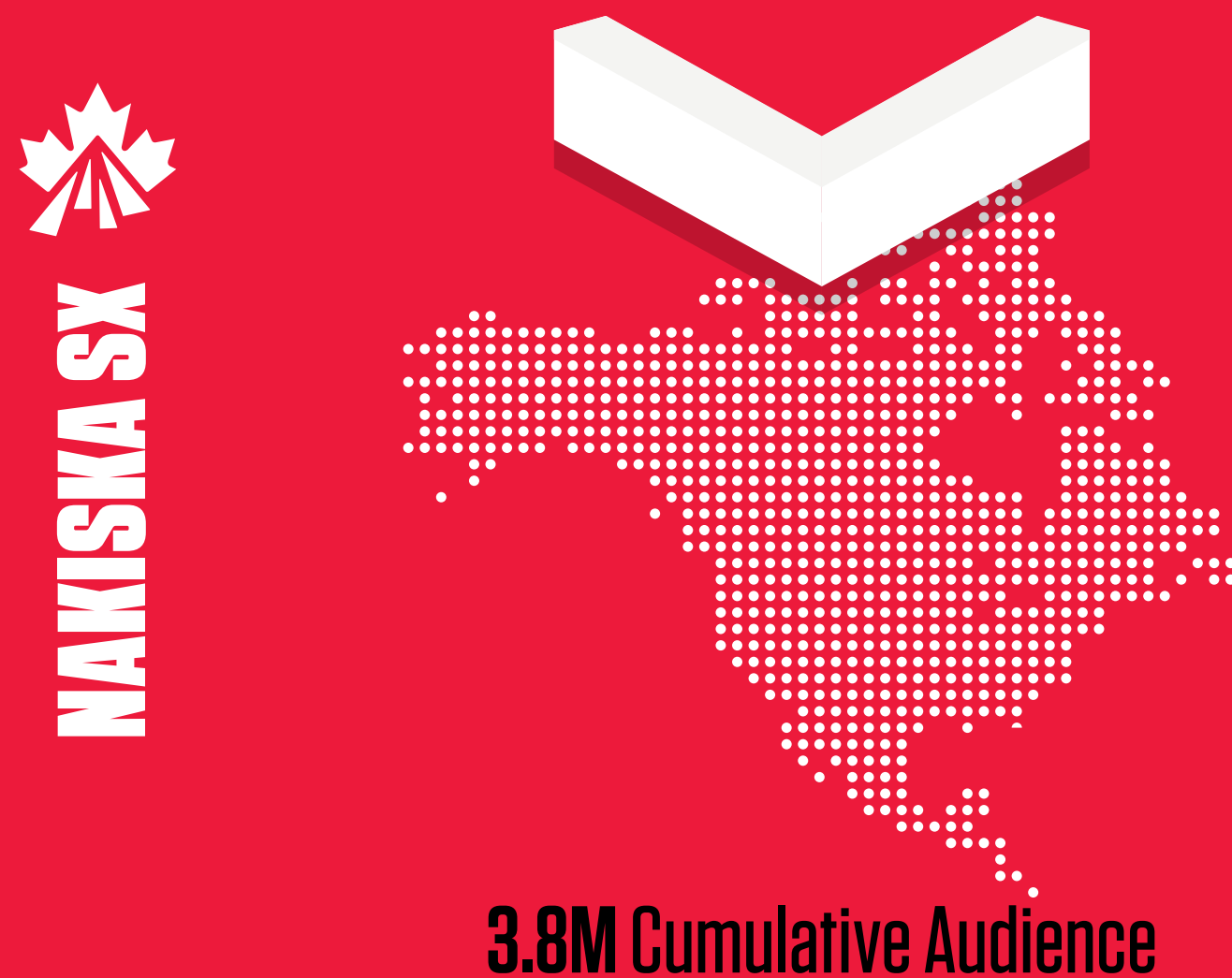
TOTAL VIEWERSHIP



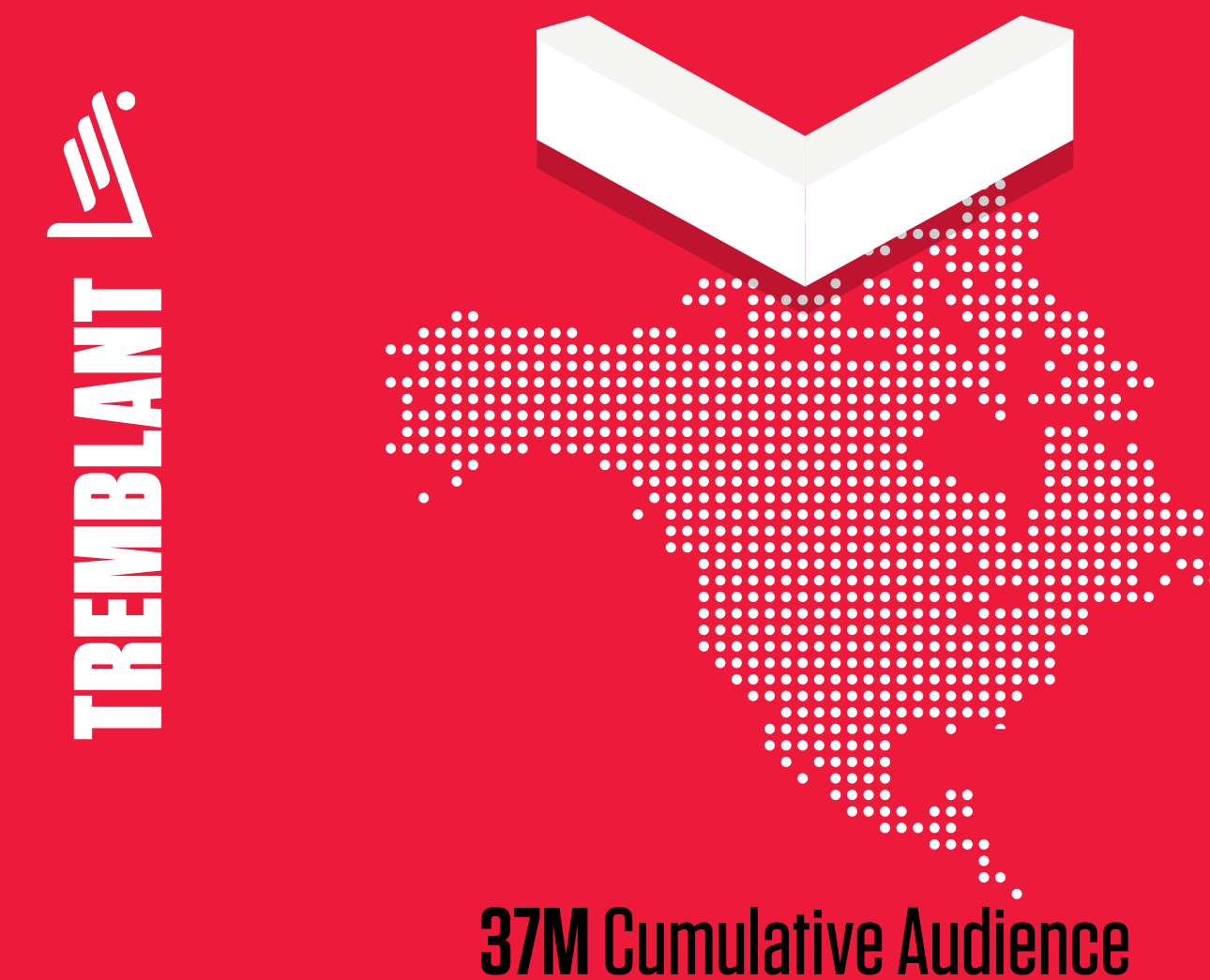
TOTAL VIEWERSHIP



TOTAL VIEWERSHIP



TOTAL VIEWERSHIP



TOTAL GLOBAL SKI VIEWERSHIP
2.88 BILLION



19

DOMESTIC SPORT PROGRAMS & EVENTS

GROWTH YOY (3 YEARS)

REGISTERED PARTICIPANTS	2023/24	2022/23	2021/22
AB	2,325	2,289	2,216
BC	3,104	3,308	3,182
CAN	202	154	146
MB	201	206	146
NB	440	364	365
NL	43	55	43
NS	382	331	391
ON	3,700	3,653	3,150
PEI	43	41	21
QC	4,225	4,332	1,145
SK	240	220	236
YK	81	19	23
TOTAL	14,986	14,972	11,064

SAFE SPORT

2023-24 Review

Office of the Sport Integrity Commissioner (OSIC):

Total complaints/reports received: 13

Total cases deemed admissible: 6

Total cases open: 1

Total cases closed: 12

Independent Third Party (ITP):

Total complaints/report received: 5

Total cases deemed admissible at the national level: 0

Total cases deemed outside of jurisdiction: 1

Total cases withdrawn: 1

Total cases referred to the Provincial level: 3

Total cases closed: 5



PARTICIPANTS PROFILE

Registered Participants

Female 48.8%

Male 51.1%

Total 14,986

Coaches

Female 47.6%

Male 52%

Total 5,371

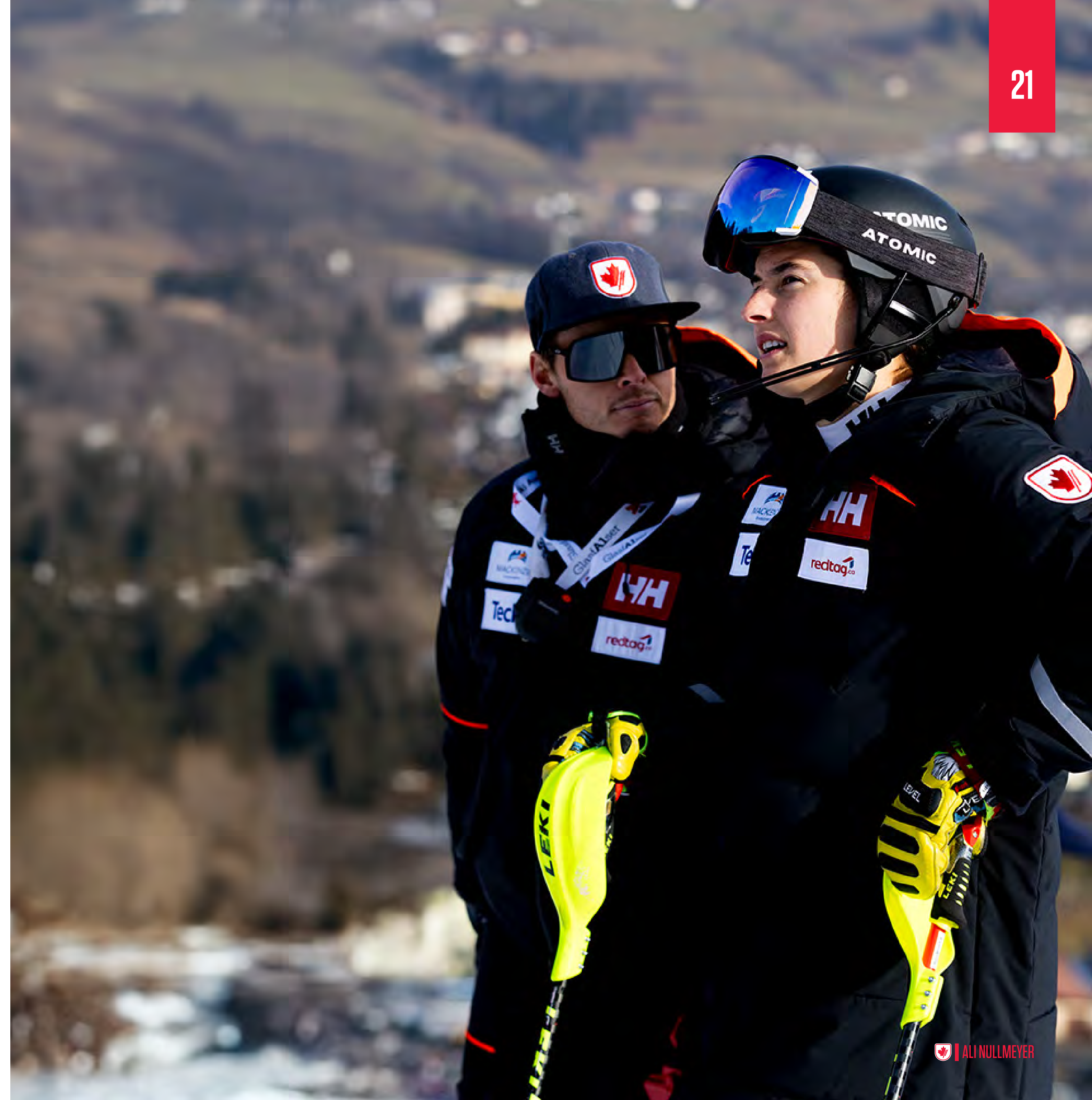
Board of Directors: 40% women

SKI COMMUNITY

*Canadians who reported alpine skiing at least once in the last 12 months:

- 56.4% male reporting that they skied compared to 42.9% of female participants

*Source: Sport Information Resource Centre (SIRC)



2023-2024

AWARD WINNERS

22

Female Alpine Athlete of the Year

VALÉRIE GRENIER

Athlète de l'année Alpin

Male Alpine Athlete of the Year

CAMERON ALEXANDER

Athlète de l'année Alpin

Female Ski Cross Athlete of the Year

MARIELLE THOMPSON

Athlète de l'année Ski Cross

Male Ski Cross Athlete of the Year

REECE HOWDEN

Athlète de l'année Ski Cross

Female Para-Alpine Athlete of the Year

FRÉDÉRIQUE TURGEON

Athlète de l'année Para-Alpin

Male Para Athlete of the Year

ALEXIS GUIMOND

Athlète de l'année Para-Alpin

Female Coach of the Year National Team

KYA FAIRLEY

Entraîneuse de l'année Équipe Nationale

Male Coach of the Year National Team

VICTOR DOCKAL

Entraîneur de l'année Équipe Nationale

Female Coach of the Year Provincial Team

CLAUDEL MEY-PLOUFFE

Entraîneuse de l'année Équipe Provinciale

Male Coach of the Year Provincial Team

YVES PAYER

Entraîneur de l'année Équipe Provinciale

Female Coach of the Year Domestic Program

SARAH BRYNE

Entraîneuse de l'année Programme Domestique

Male Coach of the Year Domestic Program

LUKE PATTERSON

Entraîneur de l'année Programme Domestique

Volunteer Of The Year

CAROLINE PAGEAU

Bénévole de l'année

Nancy Greene Builder Award

HELMUT SPIEGL

Prix du Bâisseur Nancy Greene

Minogue Award Of Excellence

**BRITT RICHARDSON
SAM OUSHER SWITZER
JARED SCHMIDT**

DOMESTIC FIS RACES

7 NORAMS

ALPINE

- Mont Tremblant
- Mt Ste Marie
- Georgian Peaks
- Devils Glen
- Panorama – Finals

SKI CROSS

- 2 events @ Nakiska

U16 REGIONALS

- Mount Ste Anne
- Norquay

SENIOR NATIONALS

- Red Mountain



PHILANTHROPY

24



Hosted regional fundraising events in Montreal and Toronto.



Working with BC Alpine launched the first ever Car Raffle in support of ski racing in BC.

FAN GROWTH


FAN GROWTH +10%
(DATABASE/SOCIAL MEDIA PLATFORMS)


+5M
(VIDEO VIEWS)


+4M
SOCIAL MEDIA REACH



PARTNERSHIPS

26

PREMIER PARTNERS



NATIONAL PARTNERS



OFFICIAL SUPPORTERS



SPORT & MEDIA PARTNERS



FINANCIALS

REVENUE	(\$) 2024	(\$) 2023
SPORT FUNDING PARTNERS	8,201,333	8,554,567
PARTNERSHIPS, SPONSORSHIP AND SUPPLIERS	4,755,364	3,196,442
FUNDRAISING	2,300,393	2,678,748
MEMBERSHIP FEES	1,177,527	991,236
SPORT DEVELOPMENT INITIATIVES	380,334	624,654
ATHLETE TEAM FEE	633,251	498,979
COACH EDUCATION	625,694	494,917
PROVICIAL GRANTS	945,000	383,853
EVENTS	365,952	340,708
OTHER	286,594	221,891

19,671,44217,985,995

EXPENSES	(\$) 2024	(\$) 2023
CANADIAN ALPINE SKI TEAM	5,482,989	6,176,446
CANADIAN SKI CROSS TEAM	2,389,513	2,293,970
EVENTS	2,835,810	1,940,269
SPORTS DEVELOPMENT PROGRAMS	2,030,449	1,850,815
CANADIAN PARA-ALPINE SKI TEAM	1,744,015	1,614,553
ADMINISTRATION	1,666,329	1,413,754
SUPPLIERS	1,234,250	1,069,078
PARTNERSHIPS AND SPONSORSHIPS	818,746	680,728
COMMUNICATIONS & MARKETING	386,746	350,428
COACH EDUCATION	366,240	249,482
AMORTIZATION OF PROPERTY AND EQUIPMENT	173,832	190,890
FUNDRAISING	217,465	179,052

19,345,80718,009,462



