

2021-22 ANNUAL REPORT

# ALPINE CANADA ALPIN





# WELCOME BIENVENUE

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.

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Together we can **#CANSkiTeam**

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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.

Dans ce lieu ou une communauté de skieurs passionnés se rassemble, vous êtes une personne accueillie, acceptée et respectée.

Lei, peu importe qui vous êtes ou d'où vous venez, vous êtes chez vous sans égard à la race, l'origine nationale ou ethnique, la couleur, la religion, l'âge, le sexe, l'orientation sexuelle, l'identité ou l'expression de genre, l'état matrimonial, la situation de famille, les caractéristiques génétiques, les déficiences ou les croyances.

Tout ce que nous demandons, c'est que vous fassiez preuve d'excellence, de respect, de responsabilité, de courage et de leadership.

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Ensemble, nous sommes **#CANSkiTeam**

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Nous reconnaissons que les activités de Canada Alpin, qui consistent à inspirer et à unir les gens par le sport, se déroulent sur les territoires ancestraux des nations autochtones du Traité no 7 du sud de l'Alberta et de la Metis Nation of Alberta, region 3.







# TABLE OF CONTENTS

01

WHO WE ARE AND WHAT WE DO

03

MESSAGE FROM CHAIR & CEO

05

NATIONAL TEAMS

10

SAFE SPORT

15

SPORT DEVELOPMENT

19

2021 - 22 CANADIAN SKI RACING AWARDS

20

MARKETING AND COMMUNICATIONS

22

OUR PARTNERS

23

FUNDRAISING & PHILANTHROPY

24

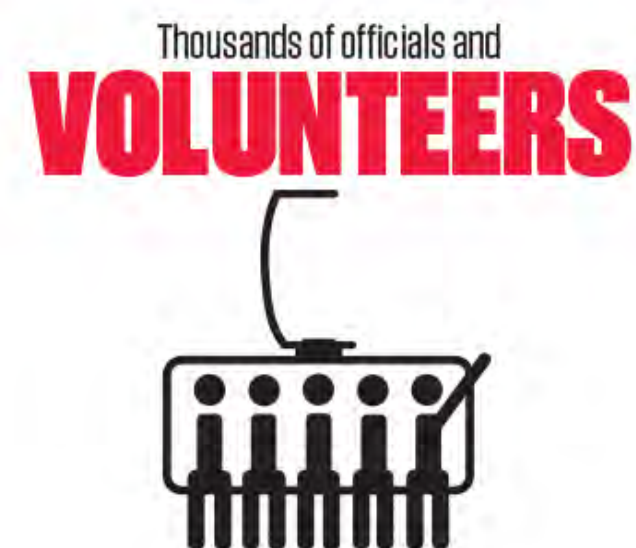
FINANCIAL OVERVIEW



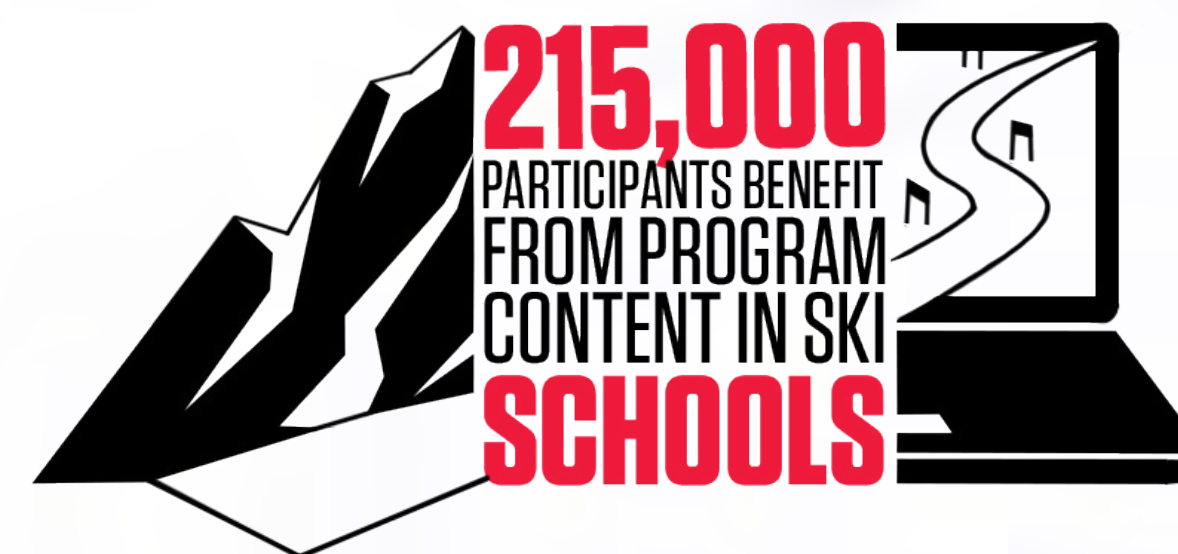


WHO IS

# ALPINE CANADA



Founded in 1920, Alpine Canada is the national governing body for Alpine, Para-Alpine and Ski Cross racing in Canada. With the support of valued corporate partners along with the Government of Canada, Own the Podium and the Canadian Olympic Committee, we develop Olympic, Paralympic, World Championship and World Cup medalists to stimulate visibility, inspiration and growth in the ski community





# WHAT WE DO



SAFE SPORT ENVIRONMENT





# MESSAGE FROM CHAIR & CEO



TIM DATTELS

CHAIR OF THE BOARD OF DIRECTORS

The 2021-22 season was a breakout year for Canada's National Ski Team with 40 World Cup podiums, 150 top 10s and an amazing Olympic Winter Games with two Olympic and six Paralympic medals. Highlights of the Games included Jack Crawford's bronze medal, Canada's first Olympic alpine podium in eight years, and Mollie Jespen leading Team Canada into the stadium at the closing ceremony of the Paralympic Winter Games. Our athletes, teams and coaches demonstrated remarkable creativity, agility, and resilience to prepare for and execute at a COVID Games in Beijing.

Another highlight of the season was the performance of our Alpine World Junior team in Panorama, BC with 11 Top 10s and a gold medal in the mixed team event beating Germany, Italy, USA and Austria. These results come from the initial roll-out of the Alpine Excel Program which is critical to making the shifts needed to elevate the system. All three high-performance programs have been focused on building out robust Podium Pathways (PP) and Gold Medal Profiles (GMP) to enable evidence base talent ID, progression of athletes along the pathway, and alignment with PTSOs on what "needs to be true" to progress athletes toward the podium.

On the domestic front, training, racing and registration have mostly recovered back to 2019-20 levels. Coach certification has accelerated with the return of the ability to conduct practical on-hill evaluation. We also hosted a full calendar of Nor-Am races and National Championships that allowed for the execution of a fitness and technical skills combine for the first time ever at the U16 Nationals. We built a permanent ski cross training center at Nakiska that is serving our ski cross national team and club athletes well, where we also executed a successful Ski Cross World Cup and last chance Olympic qualifier.

We have been unwavering in our commitment to create a healthy, safe, and inclusive sport experience for all participants and continue to make it a priority. It is the foundation for a culture of excellence where every athlete, coach and team staff member can be at their very best. We have been monitoring the current National Sport culture and safety landscape closely and have been proactive in fostering best in class culture, safety, and risk management with the oversight of the HR & EDI committee. We are executing against our Safe Sport strategy, which is grounded in the policies (Conduct Policy suite, EDI etc), education, and action plans initiated last year. Our expanded support of PTSOs in policy development, education, and complaint/case management was a service much appreciated by PTSOs this past year. We are supporting our athletes in strengthening the Athletes' Council to ensure the athlete voice and input is heard on matters of importance to athletes. Finally, we are preparing to implement the mandatory National Independent Mechanism once it is ready.

We closed FY 2022 in a strong financial position the result of a healthy year from a financial perspective, leveraging one time Sport Recovery Funding and Board donations, and generating +\$1.1mm in new partnerships revenue to sustain our programming and begin to build an operating reserve. The funding was allocated to 1) Alpine Excel program elements we could initiate this year (U16 Nationals & talent ID camps, U21 WJC training camps & competition, equipment purchases and software licensing; coach support); 2) Staff support in the Domestic Sport & Partnerships/Marketing departments; 3) SnowReg national registration database expansion and 4) incremental SX WC costs due to COVID. While we have much work ahead to carve a better future for ski racing in Canada, we are proud, but not satisfied with the progress made. It would not have been possible without all our stakeholders and the ski racing community across Canada, thank you!



THERESE BRISSON

PRESIDENT & CEO





# THE BOARD



ANNE-MARIE BOUCHER

VICE CHAIR OF THE  
BOARD OF DIRECTORS



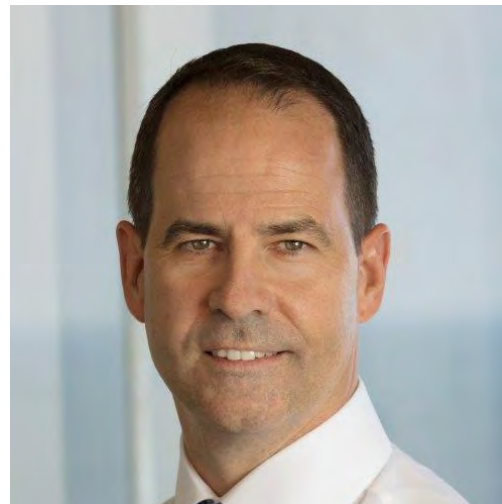
BLAKE HUTCHESON

DIRECTOR



BRUCE CHAPPLE

CHAIR OF GOVERNANCE AND  
NOMINATING COMMITTEE



DARRYL WHITE

DIRECTOR



DEBORAH ORIDA

DIRECTOR



DON LINDSAY

DIRECTOR



ERIK GUAY

DIRECTOR



KAORI ZAGE

DIRECTOR



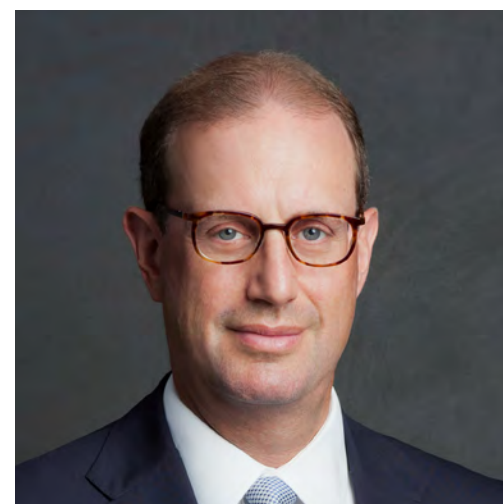
KELLY VANDERBEEK

DIRECTOR



MARC LANOQUETTE

DIRECTOR



MARK WISEMAN

CHAIR OF FINANCE AND AUDIT COMMITTEE



SARAH EVANS

CHAIR OF HUMAN RESOURCES,  
ED&I COMMITTEE



TRACEY PEARCE

DIRECTOR





# NATIONAL TEAMS

JOINING OUR ALUMNI COMMUNITY ARE **ERIN MIELZYNSKI**, **ALANA RAMSAY**, AND **CHRIS DEL BOSCO**.  
ACA IS THANKFUL FOR THE COMMITMENT AND LEADERSHIP ERIN, ALANA AND CHRIS DISPLAYED IN  
PROUDLY REPRESENTING CANADA ON AND OFF THE SNOW!





# ALPINE

**21** — NATIONAL TEAM ATHLETES  
**34** — TOP 10's  
**3** — WORLD CUP PODIUMS  
**1** — WORLD JUNIOR PODIUM (11 TOP 10's)



—  
**ALI NULLMEYER**  
TORONTO, ON



—  
**AMELIA SMART**  
INVERMERE, BC



—  
**ASHER JORDAN**  
NORTH VANCOUVER, BC



—  
**BRITT RICHARDSON**  
CANMORE, AB



—  
**BRODERICK THOMPSON**  
WHISTLER, BC



—  
**BRODIE SEGER**  
NORTH VANCOUVER, BC



—  
**CAM ALEXANDER**  
NORTH VANCOUVER, BC



—  
**CASSIDY GRAY**  
INVERMERE, BC



—  
**ERIK READ**  
CANMORE, AB







ERIN MIELZYNSKI  
COLLINGWOOD, ON



JACK CRAWFORD  
TORONTO, ON



JEFF READ  
CANMORE, AB



KYLE ALEXANDER  
NORTH VANCOUVER, BC



LAURENCE ST-GERMAIN  
ST. FERRÉOL-LES-NEIGES, QC



LIAM WALLACE  
CALGARY, AB



MARIE-MICHÈLE GAGNON  
LAC-ETCHEMIN, QC



RILEY SEGER  
VANCOUVER, BC



RONI REMME  
COLLINGWOOD, ON



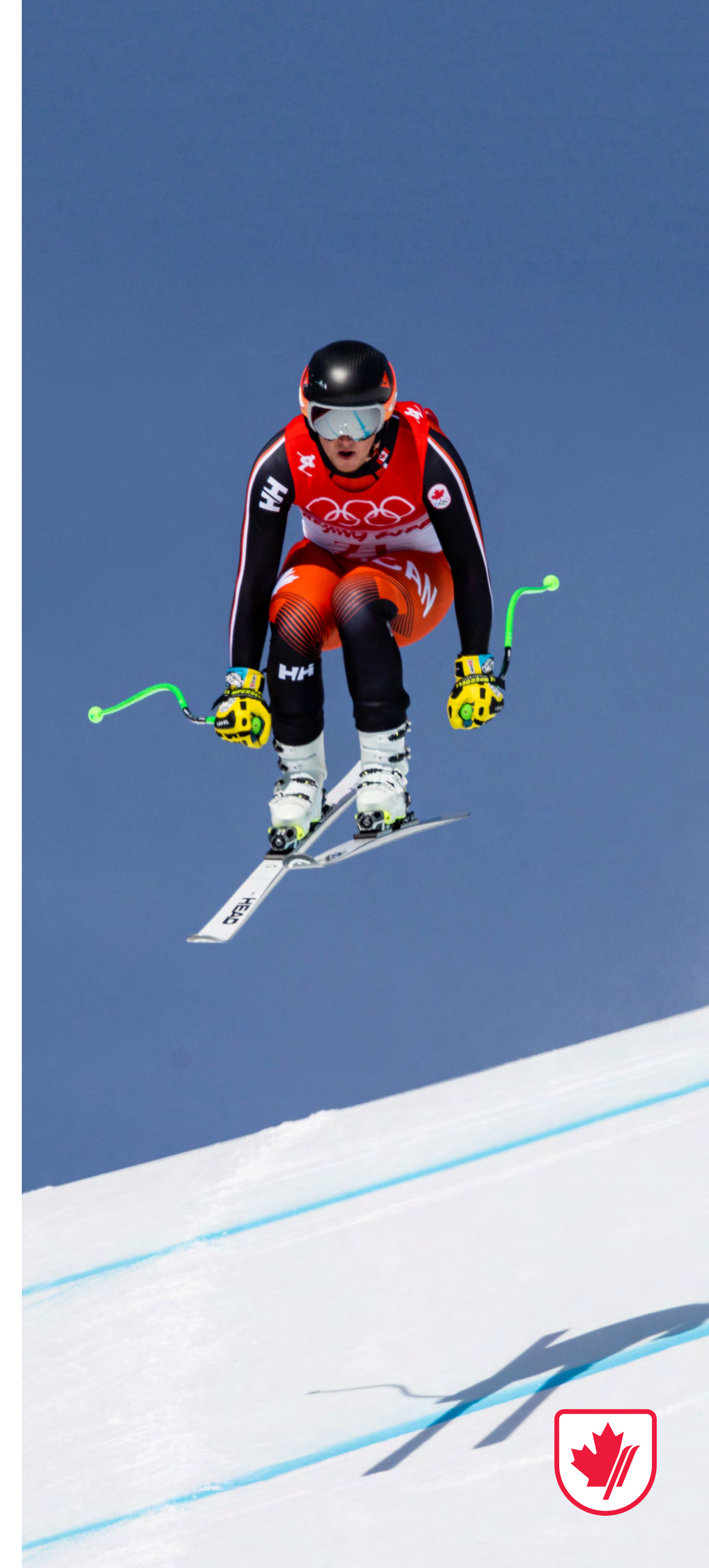
SAM MULLIGAN  
VANCOUVER, BC



TREVOR PHILP  
CALGARY, AB



VAL GRENIER  
MONT-TREMBLANT, QC





# SKI CROSS

18

NATIONAL TEAM ATHLETES

54

TOP 10's

18

WORLD CUP PODIUMS



ABBY MCEWEN

EDMONTON, AB



ANTOINETTE TANSLEY

CALGARY, AB



BRADY LEMAN

CALGARY, AB



BRITTANY PHELAN

MONT-TREMBLANT, QC



CARSON COOK

EDMONTON, AB



CHRIS DEL BOSCO

VAIL, COL., MONTREAL, QC







COURTNEY HOFFOS

WINDERMERE, BC



GAVIN ROWELL

PRINCE GEORGE, BC



HANNAH SCHMIDT

OTTAWA, ON



INDIA SHERRET

CRANBROOK, BC



JARED SCHMIDT

OTTAWA, ON



KEVIN DRURY

TORONTO, ON



KRIS MAHLER

CANMORE, AB



MARIELLE THOMPSON

WHISTLER, BC



REECE HOWDEN

CULTUS LAKE, BC



TIANA CAIRNS

PRINCE GEORGE, BC



ZACH BELCZYK

BANFF, AB



ZOE CHORE

CRANBROOK, BC





# PARA-ALPINE



ALANA RAMSAY  
CALGARY, AB



ALEXIS GUIMOND  
GATINEAU, QC



BRIAN ROWLAND  
MERRICKVILLE, ON



FRÉDÉRIQUE TURGEON  
CANDIAC, QC



JULIEN PETIT  
QUEBEC, QC



KURT OATWAY  
CALGARY, AB



LOGAN LEACH  
LUMBY, BC



MAC MARCOUX  
SAULT STE. MARIE, ON



MICHALEA GOSSELIN  
COLLINGWOOD, ON



MOLLIE JEPSEN  
WEST VANCOUVER, BC



TRISTAN RODGERS  
OTTAWA, ON

**12** — NATIONAL TEAM ATHLETES  
**62** — TOP 10's  
**19** — WORLD CUP PODIUMS







SAFE  
**SPORT**





TRANSITION TO OFFICE OF THE SPORT INTEGRITY

# COMMISSIONER

Alpine Canada is committed to and strongly supports the need for an independent safe sport entity through the SDRCC and the establishment of Office of the Sport Integrity Commissioner (OSIC) to ensure our athletes, participants and members can compete and participate in sport free from abuse, harassment and maltreat of all kinds.



Together with 55 National Sport Organizations (NSO's) and Multi-Sport Organizations (MSO's), we have been working with the Sport Dispute Resolution Centre of Canada (SDRCC) to finalize a core service agreement.

Alpine Canada will transition to OSIC by December 31st 2022.







.....

An Independent, alternative dispute resolution service for all National Sport Organizations (NSO's) sport disputes.



**abuse-free sport**  
Office of the Sport  
Integrity Commissioner

.....

Created by the SDRCC, this body oversees the central hub of Canada's safe sport ITP through the administration of the Universal Code of Conduct to Prevent & Address Maltreatment in Sport

abuse-free  
**SPORT**  
sans abus

.....

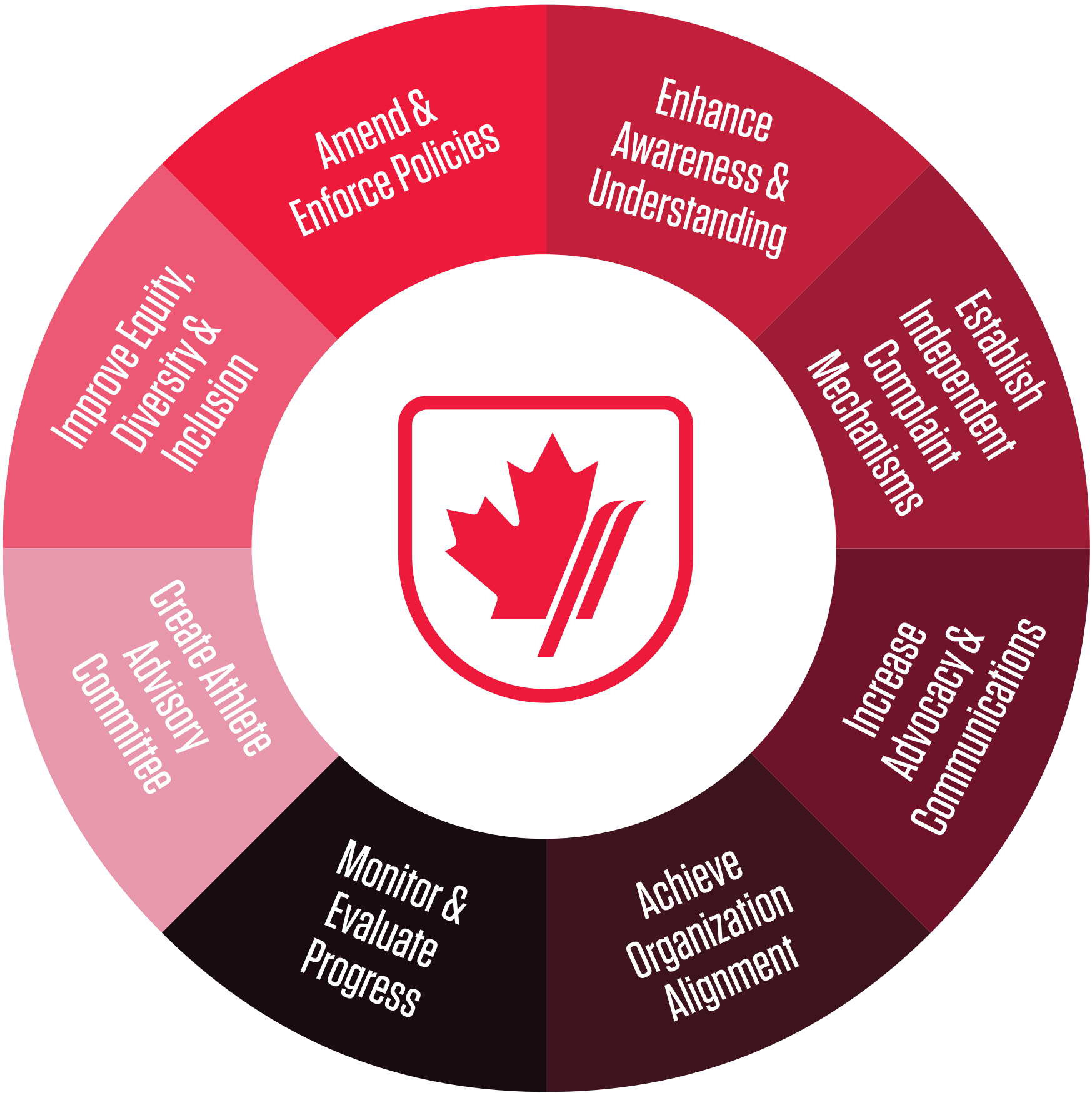
The operational program of OSIC to receive, assess, investigate, support & resolve all maltreatment in sport complaints at the NSO level.





STRATEGY FOR ADVANCING & SUSTAINING

# SAFE SPORT



- Prevention of maltreatment against everyone in sport
- Elimination of behaviors that impairs the development of others

- Ensuring everyone received safe and effective care in sport; and
- Ensuring everyone can obtain the best possible outcomes in sport





ACA ATHLETE COUNCIL & COC ATHLETES'

# COMMISSION

Our athletes continue to thrive on and off the snow. Including working for their peers and future Olympians to improve the athlete pathway.



The ACA Athlete Council was launched this season with the aim to be the mechanism to link the teams and athletes to the rest of ACA, creating a process that supports the athletes' voice throughout all levels of the organization.



ACA is excited to have an alumni on the Canadian Olympic Committee Council with Phil Brown joining the Athletes' Commission. Phil is one of four athletes elected by their peers after the Beijing 2022 Olympic Winter Games to join the COC AC. These winter Olympians will join their summer counterparts and serve on the volunteer commission until the election after Milano-Cortina 2026:





SPORT

# DEVELOPMENT

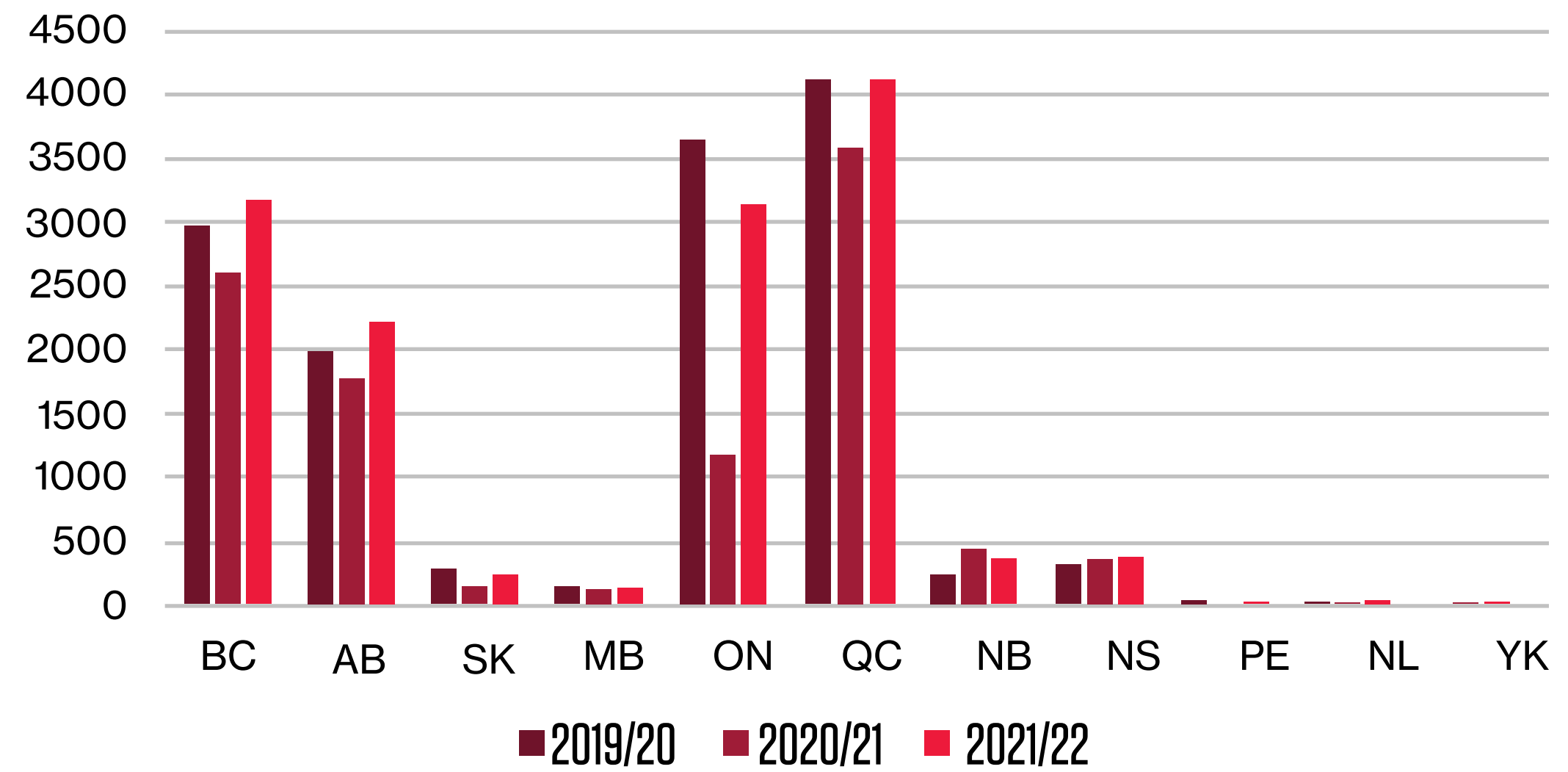




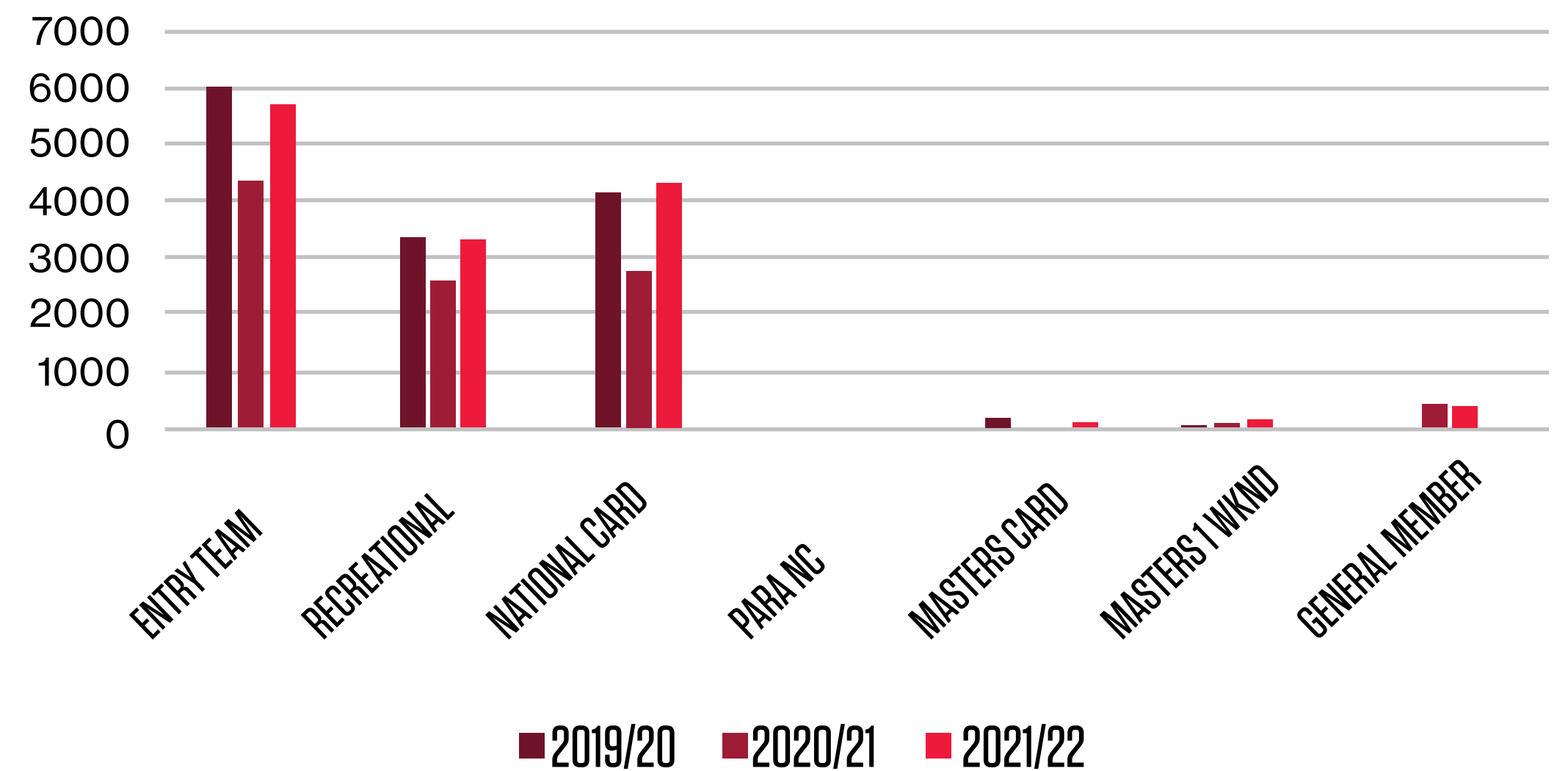
# REGISTERED PARTICIPANTS / COMPETITORS



## MEMBERSHIP BY PROVINCE



## MEMBERSHIP BY CATEGORY

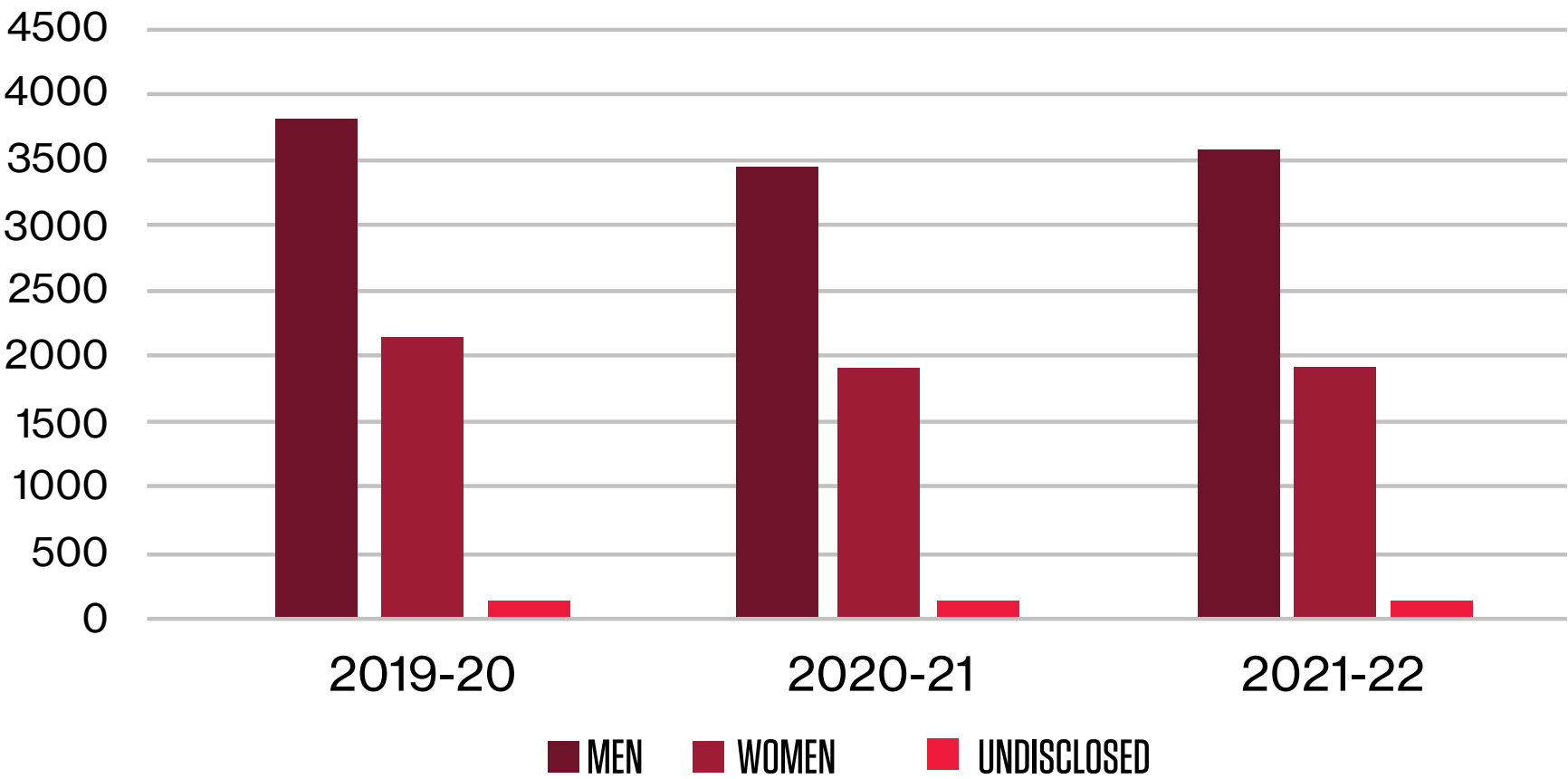




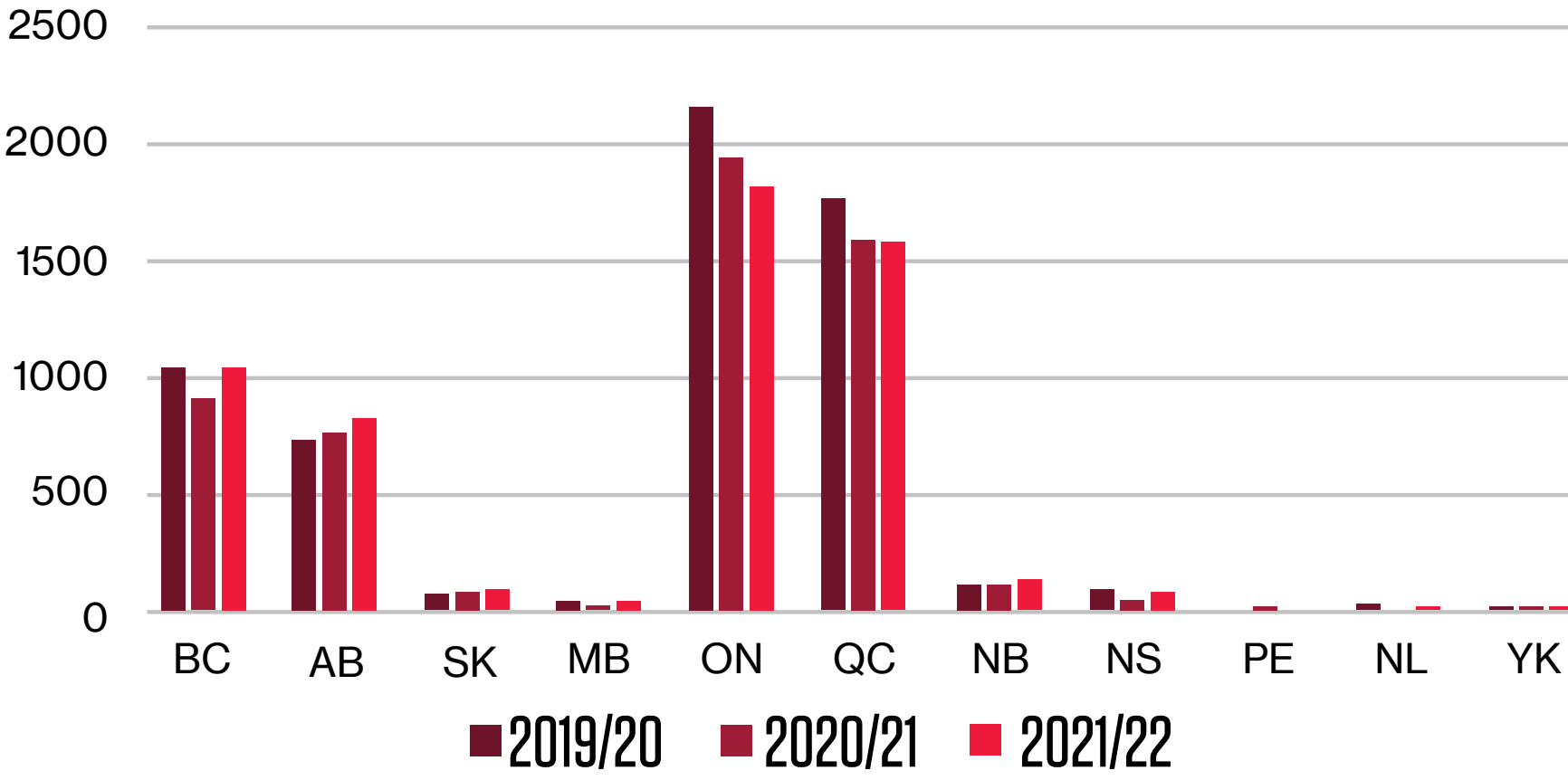
REGISTERED

# COACHES

COACHES BY GENDER



COACHES BY PROVINCE





# BY THE NUMBERS

Thanks to many clubs, LOCs, resorts, PTSOs ,  
sport & funding partners, and hundreds of  
volunteers...

- Championships Manual
- Host Grants
- Host Agreements
- Covid Protocols
- Vaccine Policy



- Alpine World Cups (M&W) @ Lake Louise
- SX World Cup @ Nakiska
- World Junior Champs @ Panorama
- NorAms - Alpine & SX
- National Champs - Alpine & SX
- U16 Alpine National Champs

 **204** DOMESTIC EVENTS





# AWARDS

ACA celebrates those who have excelled in our sport with the annual Canadian Ski Racing Awards recognizing the best in Canadian ski racing performances and contributions over the past season.



Marie-Michèle Gagnon

ATHLETE OF THE YEAR (ALPINE FEMALE)



Jack Crawford

ATHLETE OF THE YEAR (ALPINE MALE)



Reece Howden

ATHLETE OF THE YEAR (SKI CROSS MALE)



Marielle Thompson

ATHLETE OF THE YEAR (SKI CROSS FEMALE)



All Team Athletes

ATHLETE OF THE YEAR (PARA-ALPINE)



Cassidy Gray

MINOGUE AWARD OF EXCELLENCE



Chris Powers

COACH OF THE YEAR (NATIONAL TEAM)



Nick Cooper

COACH OF THE YEAR (PROVINCIAL TEAM)



Montana Molyneux

COACH OF THE YEAR (PROVINCIAL TEAM)



Dave Anderson

COACH OF THE YEAR (DOMESTIC TEAM)



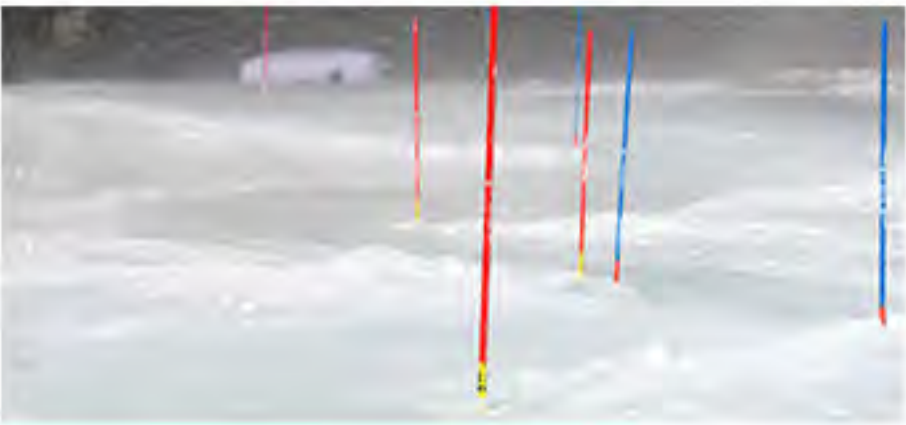
Claire Horton

COACH OF THE YEAR (DOMESTIC TEAM)



Mont Ste-Marie

SKI CLUB OF THE YEAR



All Resorts Across Canada

RESORT OF THE YEAR



Jake Robbins

NANCY GREENE BUILDER AWARD



John and Sue Mealey

VOLUNTEERS OF THE YEAR





PARTNERSHIPS AND

# MARKETING





# DIGITAL & SOCIAL RESULTS

**12%**  
GROWTH  
ACROSS  
SOCIAL  
PLATFORMS

**+8MM**  
SOCIAL PLATFORMS REACH

**15,8MM**  
TOTAL  
MEDIA  
REACH

**185.5%**  
MEDIA GROWTH  
2021/22 SEASON

**330,364**  
WEBSITE VISIT  
**+34% VYA**





FIVE NEW PARTNERS

# PARTNERSHIPS

PREMIER PARTNERS



NATIONAL PARTNERS



OFFICIAL SUPPORTERS



SPORT & MEDIA PARTNERS





# PHILANTHROPY

Canadian athletes stood on Olympic and World Cup podiums this season because of their determination, talent and hard work, and thanks to the support of many, including Alpine Canada supporters. Donors make possible pre-season on and off-snow training, access to ski camps, travel tonational and international competitions, essential mental performance support, and numerous other programs On-going support helps ensure success through hi-level coaching, building next generationtalent and providing current athletes with the resources to achieve their goals and aspirations.

**THANK YOU TO OUR SUPPORTERS!**

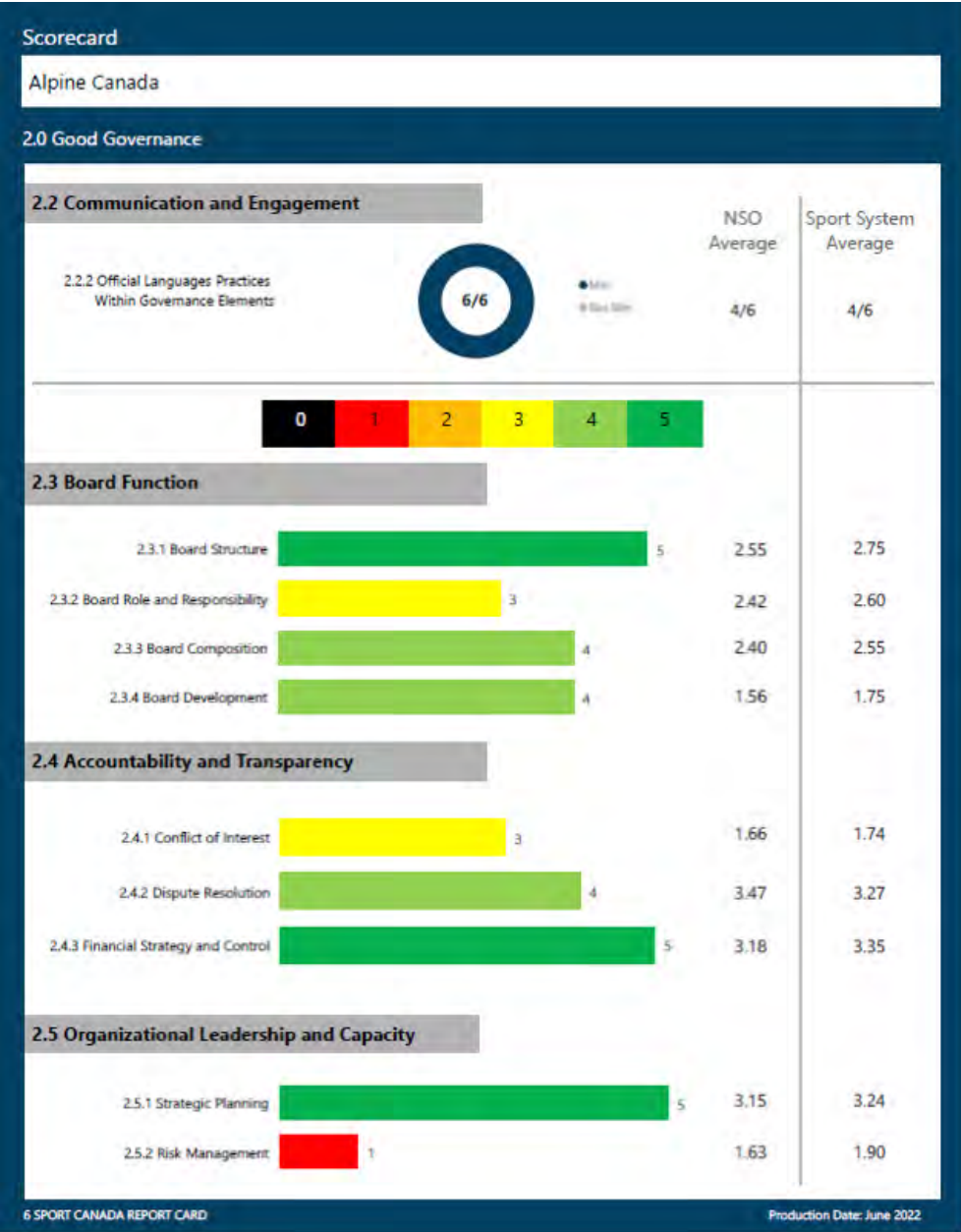




# ACCOUNTABILITY



SPORT CANADA REPORT CARD – PHASE 2 OPEN INTAKE JUNE 2022



Sport Canada Report Card Phase 2 focused on good governance principles. Clear definition of roles and responsibilities of the Board, as well as ensuring Board diversity and the creation and maintenance of key governance documents are among the processes, policies and systematic outcomes that were evaluated. Alpine Canada scored best in class when compared to NSO as well as Sport System Average.





# PERFORMANCE

	2022	2021
	-----	-----
Revenue	\$	\$
Government of Canada (note 3)	9,750,430	7,741,981
Sponsorship and Supplier Pool (note (2(d),10)	2,923,877	2,108,787
Fundraising (note 10)	2,081,309	1,993,989
Membership fees	807,523	576,389
Team fees	757,730	741,981
Domestic initiatives	651,956	592,163
Provincial education	455,000	-
Coach education	426,735	430,290
Events (excluding federal and provincial grants)	376,493	-
Other	126,624	143,624
	-----	-----
	18,357,677	14,328,800





	2022	2021
	\$	\$
Expenses		
Canadian Alpine Ski Team	5,524,258	4,112,649
Canadian Ski Cross Team	3,068,481	2,124,539
Events	2,239,037	111,609
Canadian Para-Alpine Ski Team	1,870,633	1,445,730
Administration (note 9)	1,445,555	1,795,616
Supplier Pool (note 2(d))	1,171,625	1,114,427
Membership Programs	1,016,728	682,241
Sponsorship	591,602	562,681
Coach education	513,412	230,994
Communications and marketing	273,503	190,755
Fundraising (note 8)	164,616	118,340
Amortization of property and equipment	146,283	126,412
	18,020,733	14,328,800

	2022	2021
	\$	\$
Excess of revenue over expenses	336,944	1,712,807
Net Assets - Beginning of year	359,030	(1,353,777)
Net Assets - End of year	695,974	359,030



FULL AUDITED FINANCIAL STATEMENTS ARE POSTED ON THE ALPINE CANADA WEBSITE AND CAN BE FOUND [HERE](#)







**#CANSKITEAM**

[alpinecanada.org](http://alpinecanada.org)