
Report to the Community

2016 - 17

Canadian Association for Disabled
Skiing - Alberta



Report to the Community 2016-17

Vision

The vision of CADS-AB is to achieve integration so that person with disabilities may participate in alpine skiing and snowboarding, recreationally or competitively, throughout Alberta.

Mission

CADS-AB will provide support through partnerships, leadership, training and advocacy, so that persons with disabilities have the opportunity to ski and snowboard, either recreationally or competitively.

Targets

- Individuals with Physical Disabilities
- LTAD Learn to Train to Train to Race Competition Stream Alpine Skiing and Snowboard Athletes
- Partners / Stakeholders
- Volunteers

Goals

- Leadership Development
- Long Term Athlete Development (alpine skiing and snowboarding)
- Revenue Generation
- Developing Stakeholder and Partnership Relationships
- Advocacy and Outreach
- Governance

CADS - Alberta – 2016/17 Provincial Board

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Slide & Ride Alpine Coach (Seasonal Staff)
Thom Griffith

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CADS – Alberta Strategic Goals

The following goal areas were identified and developed at the June 2013 CADS – Alberta Strategic Planning session and became the foundation for the CADS-Alberta 2013-2016 Strategic Plan.

Following an internal review of the organization that was initiated in June, 2015, the CADS-Alberta Board made the decision to create an interim position of Program Director, which as of May, 2016 will be assessed with respect to the role becoming a permanent positional role with CADS-Alberta. As of January, 2016, the position of Program Director was filled by Ozzie Sawicki, who was tasked with a series of directives, one of which was to look at a plan that would include a strategy leading to the 2019 Canada Winter Games to be hosted in Red Deer, Alberta as a home province opportunity.

The outcome of this directive was the creation of an updated 2016-2019 CADS-Alberta Quadrennial and Strategic Plan that has built on a number of the goals that were included in the 2013-16 Strategic Plan, while expanding to create a plan that includes, amongst other areas, a defined movement towards a clear LTAD pathway progression, outreach that includes participation opportunities throughout the LTAD pathway for all geographical areas of the province, and delivers a comprehensive competition strategy for both alpine skiing and snowboarding that will ensure that Alberta be a strong contender at the 2019 Canada Winter Games.

The 5 areas that were the foundation goals in the 2013-2016 Plan, have been expanded to the following list of six core goals, that are now the priority focus of CADS-Alberta.

Core Goals

- Leadership Development
- Long Term Athlete Development (alpine skiing and snowboarding)
- Revenue Generation
- Developing Stakeholder and Partnership Relationships
- Advocacy and Outreach
- Governance

The reporting that is provided below provides an update as to activities that have taken place for 2016-17 as part of the implementation of the new 2016-2019 CADS-AB Quadrennial and Strategic Plan. The 2016-17 season saw the implementation of the Strategic Plan in its first full year that focused on the following key areas, that fulfill elements in all six goals of the CADS Alberta Strategic Plan, including the following breakdown:

- **Leadership Development**
 - Involvement of Slide & Ride Leadership positions with Nadia Smith undertaking the alpine lead role, while Thom Griffith provided the snowboard lead role, both of which delivered excellent work at all Slide & Ride events throughout the season
 - Recruitment of new Board members with a focus on a broader provincial reach, and allowing these individuals the opportunity to engage their communities in

expanding the opportunities for CADS programming. Significant strides were made Cold Lake, Grande Prairie and Red Deer in membership growth, but more importantly with solidifying CADS program management in these communities.

- **Long Term Athlete Development**

- The decision was made to remove the Alberta Ski Team as the competition focus in the province, and to expand to a provincial competition structure that will allow the creation of CADS Zone-Clubs who can apply for support through CADS Alberta to run competition programs for both alpine and snowboard in specific Zone programs.
- The focus will be on creating coaching knowledge in each zone and to ensure leadership direction from CADS Alberta in establishing these programs.
- The goal was to ensure that LTAD become an outreach strategy versus a centralized or limited program reach with respect to competition. Competition should be available to all Albertans, and with the opportunity to build towards the Canada Winter Games in 2019, the transition to this new program structure is well suited to developmental benefits to all CADS Zones.

- **Revenue Generation**

- New funding opportunities
 - Makadiff Sports as a key Slide & Ride Partner
 - Canadian Paralympic Committee in support of Slide & Ride the initiative
- Along with other smaller grants, over \$60,000 new dollars were generated in 2016-17, with an additional \$60,000 already generated for the 2017-18 season for various program initiatives that were not considered prior to 2016-17 as opportunities.

- **Developing Stakeholder and Partnership Relationships**

- This continues to be an area under development. CADS Alberta continues to work with partners such as the Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard as core partners. The addition of groups such as the Red Deer College Adaptive Program, the Wolverines Adaptive Club program in Grande Prairie, Makadiff Sports as a key funding partner, and a series of other key ski area partnerships will continue to be a focus of on-going relationship building.
- Corporate partnership discussions were initiated in 2016-17 which we feel will move forward in 2017-18 with announcements of strategic partnerships that will be sustainable for the long term in support of programs implemented through CADS Alberta and its Zone programs.
- Strengthening the ties between CADS Alberta and its Zone programs will remain a primary initiative of the organization, with efforts to deliver program benefits in instructional and coach certification, equipment support, CADS certification and supporting program delivery.

- **Advocacy and Outreach**

An integral part of the CADS Alberta mandate is to ensure the advocacy of quality of governance process as an organization, a strong collaborative Board structure, and a focus on reaching as many Albertans as possible with quality programs in skiing and

snowboarding. To facilitate this CADS Alberta provided the following initiatives in 2016-17 in support of these areas.

- Slide & Ride Alpine-skiing and snowboard come and try it events
 - Alliance
 - Calgary
 - Cold Lake
 - Edmonton
 - Grande Prairie
 - Red Deer
- Instructor/coach education
 - CSIA Level 1 Courses (Edmonton and Calgary)
 - CASI Level 1 Courses (Edmonton and Calgary)
 - CSCF Para-Module Coaching Courses (Alliance and Cold Lake)
- Education
 - In 2016-17 CADS Alberta created a Communications Committee. The intent being to focus the key Board knowledge in this area to drive a process as to ways in which to better educate a province in disability sport and recreation, learn more about snowsports and the fun of a winter setting for activity, and to promote an inclusive setting for all Albertans.
 - To accomplish the above, a focus leading to 2017-18 will be the creation of displays and activities, such as Slide & Ride, that can be utilized in the school programs in Alberta
 - A stronger advertising reach for the Slide & Ride program which will again be implemented for the 2017-18 season
 - A rebuild of the CADS Alberta website to a content management based site.
 - The initial change of the website is complete. The final changes will be implemented in May of 2017 to ensure an excellent information resource for Albertans on CADS Alberta programs being offered leading into 2017-18.
- Media outreach with stories on members of CADS programming in Alberta
 - Slide and Ride program gives Edmontonians with disabilities a ski experience <http://globalnews.ca/news/3211751/slide-and-ride-program-gives-edmontonians-with-disabilities-a-ski-experience/>
 - <http://edmontonjournal.com/opinion/letters/thursdays-letters-mob-censorship-of-play-a-shame> (Second letter when scrolling down “One Last Day on the Slopes”)
 - The letter to the editor about Peter Winters and his Slide & Ride adventure has morphed into a "front page story" on CBC Edmonton’s website. Here’s the link: <http://www.cbc.ca/news/canada/edmonton/skiing-disabled-volunteers-alberta-1.3966537>
 - <http://www.bonnyvilleneuve.ca/article/Expanding-athletic-opportunities-for-persons-with-disabilities-20170131>

- <http://www.dailyheraldtribune.com/2017/02/23/slide-and-ride-day-set-for-saturday>
- **Governance**
 - CADS Alberta has undergone a thorough policy and bylaw review, and will be putting forth bylaw revisions to the membership at the June 3, 2017 Annual General Meeting for vote. The goal being to ensure that our bylaws be recent and include elements necessary to best manage the organizational needs of our membership.
 - All policies are presently being rewritten and updated or new policies being developed in the case in which a policy is not available that should be an organizational requirement. Completion of this process is anticipated for June 2017.
- **Membership**
 - The Zone programs in Alberta include:
 - Lethbridge (Castle Mountain)
 - Calgary (Canada Olympic Park)
 - Red Deer (Canyon Ski Area)
 - Edmonton (Rabbit Hill)
 - Jasper (Marmot Basin)
 - Banff (Sunshine Village)
 - Rocky Mountain Adaptive Sport Center – Bow Valley
 - Cold Lake (Kinosoo Ridge)
 - Alliance (Valley Ski Hill)
 - Grande Prairie (Nite Hawk)
 - CADS – Alberta participant membership is made up of people with spinal cord injury; amputees; spina bifida; cerebral palsy; blind; deaf; brain injury; cognitive disabilities and many others.
 - The six CADS Alberta core goals, with a focus on outreach, have led to a significant increase in membership within CADS Alberta. Prior to 2016-17, membership had been consistent around the 840 mark, with a total of 845 members in 2015-16, 834 in 2014-15 and 851 in 2013-14.
 - The 2016-17 membership is now:
 - 953 Full Members
 - 154 One-Day Members (primarily through Slide & Ride as an initiative)
 - A total of 1107 CADS Alberta Members!
 - Our goal is to ensure retention of these new membership numbers and ideally to continue to increase these numbers, as we believe that snowsports can be a physically and socially healthy activity for families to engage in to have fun participating in winter sport and recreation as a great alternative for an inclusive representation of Albertans with and without disabilities.

The above work was made possible through a highly innovative and dedicated CADS Alberta Board, without whom the above initiatives would not have been possible. CADS Alberta continues to have a goal as being a Provincial Sport Organization that expects to be viewed as a leader in sport delivery in Alberta, for all Albertans in an inclusive and safe setting.