
Report to the Community

2017 - 18

Canadian Adaptive Snowsports -
Alberta Association



Report to the Community 2017-18

Vision

Our vision is an inclusive Alberta in which adaptive snowsports are accessible to all.

Mission

CADS Alberta is a volunteer based provincial sport organization whose mission is to provide all Albertans recreational and competitive adaptive snowsport opportunities through a safe, inclusive learning and training environment; supported by strong leadership, advocacy and partnerships.

Targets

- Individuals with Adaptive Physical, Cognitive and/or Sensory Needs
- LTAD Learn to Train to Train to Race Competition Stream Alpine Skiing and Snowboard Athletes
- Volunteers
- Partners / Stakeholders

Goals

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

CADS - Alberta – 2017/18 Provincial Board

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CADS - Alberta – 2017/18 Provincial Staff

CADS Rep. Ozzie Sawicki
Program Director (Staff) Ozzie Sawicki
CADS-AB Coordinator (Staff)
Sharon Veeneman
Slide & Ride Alpine Coach (Seasonal Staff)
Nadia Smith
**Slide & Ride Snowboard Coach
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CADS – Alberta Strategic Goals

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

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.

At the conclusion of the 2017-18 season, as of April 1, 2018, CADS Alberta will enter its new fiscal year end period, a change from what had been an August year end period. The goal being to better parallel Alberta Sport Connection, our key provincial funding partners, and to have our balance sheet better reflect the reality of our winter seasonal timeline.

Following the 2016-17 season, the 5 areas that were the foundation goals in the 2013-2016 Plan, had been expanded to the following list of six core goals, and remain 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 2017-18 as part of the continued implementation of the 2016-2019 CADS-AB Quadrennial and Strategic Plan. The 2017-18 season saw the implementation of the Strategic Plan in its second year which focused on the following key areas, reflecting all six goals of the CADS Alberta Strategic Plan, as follows:

- **Leadership Development**
 - The Slide & Ride program continued into its second season in 2017-18 with the opportunity to further develop leadership positions involving Nadia Smith undertaking the alpine lead role and Julie Christensen, from Edmonton, replacing Thom Griffith to provide the snowboard lead role.
 - In addition, Trinity Tratch, a former CADS Alberta athlete also assisted with the Slide & Ride program in an intern role, ensuring that CADS Alberta also promote opportunities for adaptive individuals as part of the organization's staff strategy.

- The CADS Alberta Slide & Ride program continues to provide a significant outreach aspect of CADS Alberta. The goal is to reach all Albertans, and expose them to local regional CADS Alberta Zone programs, and in areas in which a CADS Zone program does not yet exist, the identification of individuals or groups to become the next program builders are being identified.
 - In 2016-17 Slide & Ride was hosted in Cold Lake, and for the 2017-18 season, they have formalized a CADS Zone program, and have initiated the acquisition of adaptive alpine and snowboard equipment to move forward with a program supported through both the Kinsoo Ridge Ski School and competition program.
 - In 2017-18, Slide & Ride events in Medicine Hat and Crowsnest Pass have set the stage for a resurgence of the Hidden Valley program in Medicine Hat for the 2018-19 season; while a collaborative effort between the CADS Lethbridge Zone program, and the Municipality of Crowsnest Pass is moving forward in a coordinated effort to expand the programming in southern Alberta. Plans to build the program are already underway and have become a key growth area for CADS Alberta membership and program delivery.
- CADS Red Deer, through involvement through the new CADS Alberta President for 2017-18, Brandi Heather, has seen this program evolve to three times its 2015-16 size of 17 members to what now stands at 59 members and growing.
- Continued recruitment of new Board members and CADS Alberta Zone leadership remains a key directive for CADS Alberta.
- CADS Alberta is also partnering with a corporate group to develop an online resource that allows any Albertan the ability to access information on adaptive programming available in the sport and recreation community in Alberta that allows for inclusive opportunities for participation at any point along the LTA/PD pathway. The information housed in the database, at its basic level, will include:
 - Any sport, recreation organization or service provider that delivers an adaptive program option. These would include:
 - Provincial adaptive organizations;
 - Provincial sport organizations;
 - Club programs;
 - Local service providers (yoga programs, community recreation centres, nutrition service providers, etc.);
 - Education programs;
 - Entry level programs (such as the CADS Alberta Slide & Ride come and try it initiatives);
 - Community/municipal programming;
 - Primary Contact Person;
 - Contact Information;
 - Adaptive Services:
 - Sport programming;
 - Recreation programming;
 - Life Services;
 - Accessible facilities;
 - Transportation options;
 - Funding and support options;

- Accessible Health Care options;
 - Other areas of opportunity, which may extend to topics such as accessible housing as an example.
 - A comprehensive data model will be developed to ensure that the information content maximizes the ability for the adaptive audience to access information that can get them connected to sport and recreation opportunities province wide. The goal is to offer a one-stop search option for the adaptive community that remains current and is continuously updated.
 - Ultimately, CADS Alberta believes that it can act in a leadership role bringing the adaptive community together in developing access to recreation and sport of all types. Promoting the need for Alberta to expand its potential as an inclusive province, and a province that provides the necessary information for all Albertans, through a simple online tool, allowing access to adaptive programming throughout the province.
- **Long Term Athlete Development**
 - Following the 2016-17 season in which the Alberta Disabled Ski Team was disbanded in its former structure, CADS Alberta has focused on creating and supporting the growth of CADS Alberta Zone-Club programs throughout the province. The goal of the Zone-Club strategy was to ensure that coaching became an available resource for all CADS Alberta Zones, and that localized competition programs could evolve leading to a growth in competition participation throughout the province.
 - CADS Alberta funded four competition programs including Calgary, Cold Lake, Edmonton and Red Deer. Each CADS Alberta Zone program is establishing a program best suited to both their Zone-Club needs, and the LTAD level of the program, of which each of the four differ at this point in time. But as all four programs evolve, equitable competition opportunities are being developed including a series of competition camps, and a three race provincial series that will be available to all CADS Alberta Zone participants for the 2018-19 season.
 - The competition strategy is intended to grow both alpine skiing and snowboard competition options for those showing the interest, beginning with qualified coaching, equipment and by extension logistical support. The CADS Alberta Program Director is acting in the lead role in the implementation of this program offering.
 - CADS Alberta has also entered discussions the Special Olympics Alberta to provide the ability for CADS Alberta to support Special Olympics Alberta competition programming under the CADS Zone-Club program structure. This joint venture will allow an extensive increase in participant numbers allowing for cost effective competition delivery, and volunteer support to ensure events can be run in both alpine skiing and snowboard.
 - CADS Alberta continues to work with its partners including Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard to ensure that competition delivery be a seamless and well supported program area at the entry level, the Learn to Train and Train to Train level, through to the higher levels of national and international competition opportunities.
 - The change in competition strategy and culture was a goal established 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
 - Community Initiatives Program Grant in support of the Slide & Ride initiative for 2017-18
- Along with other grants presently in progress or awaiting confirmation that support programming, equipment and volunteer education as per the mandate of CADS Alberta.

- **Developing Stakeholder and Partnership Relationships**

- CADS Alberta continues to work with partners such as the Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard and CADS National as core partners. The addition of groups such as the Red Deer College Adaptive Program, the Wolverines Adaptive Club program in Grande Prairie, the Municipality of Crowsnest Pass, and a series of other key ski area partnerships will continue to be a focus of on-going relationship building into 2018-19, as was the focus over the 2017-18 season.
- Corporate and sponsor relationships continue to be explored, of which a series of initiatives will provide CADS Alberta members with further discounted services for the 2018-19 season. The 2017-18 season saw CADS Alberta members continue to receive extensive lift ticket and other discounts at snowsport resorts throughout Alberta.
- 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.
 - In 2017-18 the resurgence of programming for Medicine Hat, and a collaborative solution for growing the Lethbridge program is being developed in partnership with the Municipality of Crowsnest Pass, and specifically Pass PowderKeg ski and snowboard resort.
 - CADS Alberta will deliver CADS Certification programming for these areas to ensure that a knowledgeable instructor volunteer pool can be prepared for the 2018-19 season to deliver the optimal CADS Zone programs.
- CADS Alberta, as already mentioned earlier, is embarking on the AACT Database project, which is designed to build collaboration with all adaptive provincial, regional and local programming throughout the province. CADS Alberta believes that this initiative will be instrumental in allowing CADS Alberta members access to every adaptive opportunity, regardless of whether it includes the winter sport access of ski or snowboard, or any other recreation, lifestyle or sport option. CADS Alberta believes that in taking on this leadership role, the organization can become a highly effective facilitator between the many adaptive interests in Alberta, but in creating an improved communication strategy and sharing strategy with the many existing and potential partners and key stakeholders in the province.
- The AACT online resource will be a live system for the 2018-19 CADS Alberta season.

- **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 2017-18 in support of these areas.

- Slide & Ride Alpine-skiing and snowboard come and try it events
 - Calgary
 - Cold Lake
 - Crowsnest Pass
 - Edmonton
 - Grande Prairie
 - Medicine Hat
 - Red Deer
- Instructor/coach education
 - CADS Certification Training (Cold Lake, Red Deer) - completed
 - CADS Certification Training (Pass PowderKeg – Crowsnest Pass, Nite Hawk - Grande Prairie) -In Progress for March or early season 2018-19.
 - CSCF Para-Module Coaching Courses (Nakiska or Canyon Ski Area, Red Deer, November 2018)
- Education
 - In 2017-18 CADS Alberta continues to evolve its Communications Committee and strategy. Updates to the CADS Alberta website, facebook social media communication, and promotion of CADS Alberta programs remains a focus.

- **Governance**

- CADS Alberta has undergone a thorough policy and bylaw review.
- As of June 26, 2017, new bylaws were approved that incorporated key items that include:
 - The change of the organizations name to Canadian Adaptive Snowsports – Alberta Association (CADS Alberta), in recognition of CADS Alberta providing access to both alpine skiing and snowboarding as winter sport options for adaptive participants, family and friends in an inclusive setting;
 - A change of the fiscal year to parallel the key funding partner that is Alberta Sport Connection;
 - A move to on-line electronic voting increasing our outreach to all members across the province.
- All policies are presently being rewritten and completed, and will be posted as of June 2018.

- **Membership**

- The Zone programs in Alberta include:
 - Alliance (Valley Ski Hill) – Not a CADS Zone, but affiliate to CADS Red Deer
 - Calgary (Canada Olympic Park)
 - Cold Lake (Kinosoo Ridge)

- Crowsnest Pass (Pass PowderKeg) – In progress for 2018-19
 - Edmonton (Rabbit Hill)
 - Grande Prairie (Nite Hawk)
 - Lethbridge (Castle Mountain)
 - Medicine Hat (Hidden Valley) – In progress for 2018-19
 - Red Deer (Canyon Ski Area)
 - Jasper (Marmot Basin) – In Progress for 2018-19
 - Banff (Sunshine Village) – Not a CADS Zone, but an affiliate through RMASC
 - Rocky Mountain Adaptive Sport Center – Bow Valley - Not a CADS Zone, but an affiliate through RMASC
- 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 840, with a total of 850 members in 2015-16, 834 in 2014-15 and 851 in 2013-14.
- The 2016-17 membership is now:
 - 955 Full Members
 - 154 One-Day Members (primarily through Slide & Ride as an initiative)
 - 157 Slide & Ride total participants
 - A total of 1109 CADS Alberta Members!
- The 2017-18 membership is not fully complete, as there are some verifications to be completed, but the following summary of membership is provided to date:
 - 945 Full Members
 - 42 Edmonton One Day Students
 - 7 Edmonton One Day Volunteers
 - 101 Slide & Ride On Day Member participants
 - 196 Slide & Ride One Day Member volunteers
 - A total of 1291 CADS Alberta Members!
- Our goal is to ensure retention of these new membership numbers and ideally to continue to increase these numbers, which we are seeing once again for the 2017-18 season. 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.