
Report to the Community

2018 - 19

Canadian Adaptive Snowsports -
Alberta Association



Report to the Community 2018-19

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 – 2018/19 Provincial Board

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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 included, 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 would ensure that Alberta be a strong contender at the 2019 Canada Winter Games.

At the conclusion of the 2018-19 season, as of April 1, 2019, CADS Alberta has come to the conclusion of its 2016-2019 Long Term Strategy, and will embark on the development and implementation of a 2020-2023 Long Term Strategy that will reflect the foundation pillars of the organization of development, education, equipment access and competition opportunities in both alpine skiing and snowboard, all of which are reflected in our core goals.

These goals remain the focus of our reporting to our CADS Alberta Membership as to the health and progression of the organization.

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 2018-19 as the final implementation year of the 2016-2019 CADS-AB Quadrennial and Strategic Plan. The 2018-19 season saw the implementation of the Strategic Plan in its final 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 third season in 2018-19 but was limited to two events at Rabbit Hill and Canyon Ski Area. Cancellations due to extreme cold over the month of February 2019 limited the ability to deliver the events, but the plan is to have a full series of Slide & Ride events available for 2019-20.
 - 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.

- Continued expansion of CADS Alberta Zones continues, with the formal creation of CADS Crowsnest Pass and CADS Tawatinaw. Both of these new Zones resulted from interest from groups of individuals committed to bringing adaptive snowsports to their regional area and continues to demonstrate CADS Alberta's role in providing outreach opportunities in the province.
- CADS Alberta continues its partnership with a corporate group in the development of the online resource called the Alberta Adaptive Contact (AACT) Database. The AACT Database allows any Albertan the ability to access information on adaptive programming available in the sport and recreation community in Alberta allowing for inclusive opportunities for participation at any point along the LTA/PD pathway.
- The goal of introducing the AACT Database 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 (Competition)**

- Following the 2016-17 season in which the Alberta Disabled Ski Team was disbanded in its former structure, CADS Alberta continued its focus for 2018-19 on creating and supporting the growth of CADS Alberta Zone-Club programs throughout the province. The goal of the Zone-Club strategy continues to be to ensure that coaching become 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 competition programs in Calgary and Edmonton for 2018-19, with a focus on providing funding support to the CADS Alberta Canada Winter Games Para-Alpine Team. The Canada Winter Games Team included athletes from Alliance, Calgary, Canmore, and Edmonton.
- A key goal of the CADS Alberta 2016-19 Strategic Plan was to build to a successful delivery of a CADS Alberta Team to represent our province at the Games in 2019. Team Alberta was successful in winning the Gold medal in all four podium opportunities in Para-Alpine. Our successful athletes included:
 - Giant Slalom (Women) – February 26, 2019
 - Tess Beasant – Gold
 - Hanna Chilson – Bronze
 - Giant Slalom (Men) – February 26, 2019
 - Spencer Allen (Guide Sophie Morrish) – Gold
 - Slalom (Women) – February 27, 2019
 - Hanna Chilson – Gold
 - Slalom (Men) – February 27, 2019
 - Ethan Gillese (Guide Kirk Schornstein) – Gold
- **Team Alberta – Para-Alpine – Canada Winter Games Included:**
 - Athletes (Female) – Tess Beasant, Hanna Chilson, Anya Morgan

- Athletes (Male) – Matt Afaganis, Spencer Allen, Ethan Gilles
 - Visually Impaired Guides – Madeleine Luntley, Sophie Morrish, Kirk Schornstein
 - Coaches – Amelia Gillese, Jamie McCulloch
 - We wish Team Alberta all the best representing our province, and hope that everyone comes out to Nakiska to support our athletes and support staff!
- Each CADS Alberta Zone program continues to establish programs best suited to both their Zone-Club needs, and the LTAD level of the program.
- The goal remains to create equitable competition opportunities including an annual series of competitions and camps, which took place over the 2018-19 season for the first time and will continue into 2019-20.
- 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 with Special Olympics Alberta over the 2018-19 season 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 success of the 2019 Canada Winter Games in 2019, the ability to continue LTAD growth will continue to evolve province wide.
- **Revenue Generation**
 - New funding opportunities
 - Acquisition of funding support through the Binnion Foundation in partnership with CADS National, and Alberta Parks and Recreation provided key support in both Zone expansion and development (Slide & Ride).
 - Other grants are presently in progress or awaiting confirmation that will continue to provide support to CADS Alberta programming.
 - Successful Casino operation also provided key funding that supports many CADS Alberta initiatives.
- **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, Tawatinaw Ski Area (Westlock) and a series of other key ski area partnerships will continue to be a focus of on-going relationship building into 2019-20, as was the focus over the 2018-19 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 2019-20 season. The 2018-19 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.
- Discussions have also been initiated to create a CADS Prairie Working Group, which will involve Alberta, Saskatchewan and Manitoba. This initiative will move forward with a formal process for the 2019-20 season.
- 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 as of June 2019.

- **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 2018-19 in support of these areas.

- Slide & Ride Alpine-skiing and snowboard come and try it events
 - Rabbit Hill (Edmonton)
 - Canyon Ski Area (Red Deer)
- CADS Training and Certification 2018-19
 - Alliance – Valley Ski Hill
 - 5 Completed Training
 - Blairmore - Pass Powder Keg
 - 6 Completed Training
 - CADS Calgary
 - 3 Full CADS Level 1 Certifications

- Cold Lake
 - Clinic cancelled – hill closure due to temperature
- CADS Edmonton
 - 1 Full CADS Level 2 Certification
 - 1 Individual took VI and 3-4 Track Modules to Complete Full Level 2 Certification
 - 3 Full CADS Level 1 Certifications
 - 1 Individual took VI, 3-4 Track and Sit Ski Modules to complete Full Level 1 Certification
 - 1 Level 1 ASD/CI Module, 1 VI Module and 1 3/4 Track Module
- Rabbit Hill - Edmonton
 - 16 Level 1 ASD/CI Modules
- Grand Prairie
 - Clinic cancelled – hill closure due to temperature
- **Governance**
 - CADS Alberta has completed its bylaw and policy review, and all documents are available to membership at www.cadsalberta.ca
- **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)
 - Edmonton (Rabbit Hill)
 - Grande Prairie (Nite Hawk)
 - Lethbridge (Castle Mountain)
 - Medicine Hat (Hidden Valley) – In progress for 2019-20
 - Red Deer (Canyon Ski Area)
 - Jasper (Marmot Basin) – In Progress for 2019-20
 - Banff (Sunshine Village) – Not a CADS Zone, but an affiliate through RMASC (Rocky Mountain Adaptive Sport Center)
 - Tawatinaw (Westlock)
 - 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 2018-19 membership:

▪ Volunteers	600
▪ Student	318
▪ Coach	162 (coach/instructors – CSIA, CASI, ACA)
▪ Athlete Slide & Ride	59
▪ Athlete One Day	3
▪ Volunteer Slide & Ride	34
▪ Volunteer One Day	19
▪ Student One Day	41
▪ Total	1236
- The 2017-18 membership:

▪ Volunteers/Student	945
Coach	
▪ Athlete Slide & Ride	101
▪ Volunteer Slide & Ride	196
▪ Volunteer One Day	7
▪ Student One Day	42
▪ Total	1291
- Our goal is to ensure retention of these new membership numbers and ideally to continue to increase these numbers.

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, and the support of Sharon Veeneman, the CADS Alberta Executive Coordinator. 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.