

Ski NB
Quality Sport Initiative – Final Report
September 2019

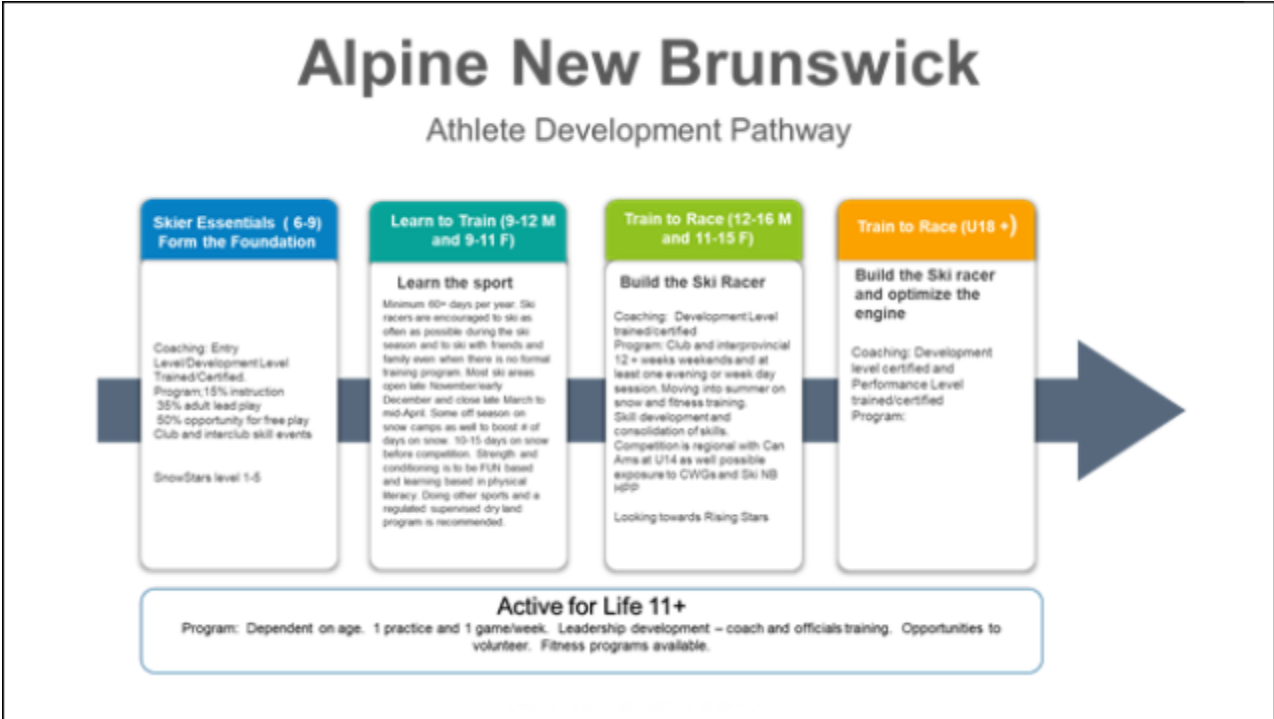


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Executive Summary

The Quality Sport Initiative was driven by the Government of New Brunswick's Sport and Recreation Branch and the Canadian Sport Centre Atlantic. Its goal was to lead provincial sport organizations through a thorough review of the athlete development pathway in their sport to identify areas of weakness and plans to address them. The ultimate vision is that each sport will have a plan in place to implement a seamless development pathway for participants that leads them from entry into the sport through to national development programs. It will be aligned with the long-term athlete development (LTAD) models and competition structures of the national sport organization Alpine Canada Alpin (NSO) and have the recommended level of trained coaches, as a minimum at each stage of development.

Ski NB has 3 clubs in 4 regions of the province for a total of 420 members.

Ski NB and the Atlantic provinces have a regional competition system for athletes U12 and older. At U14 and U16 there are regional teams for U14 Can Am championship as well as U16 Eastern Championships where the athletes are selected from the results of the Atlantic competitions calendar. At U16 there is also Whistler Cup for regional selection. Provincially for U16 athletes there are U16 National Championships where athletes are selected to represent the province based on results from the Atlantic competitions calendar.

Clubs implement the Alpine Canada Alpin program – "SnowStars" at the U8- U12 age which focuses on technical and fundamental movements skills and the discovery of the sport. At U14 and U16 we find there is a marginal drop in athlete numbers through attrition and this sometimes makes it more expensive for athletes however this can be offset by working in conjunction with the other Atlantic Provinces to create more opportunities for more athletes, thus keeping the costs down and exposure higher.

For the 2019/2020 season it appears that development is working as Ski NB will have 9-11 athletes competing at the next level – "FIS". All of these athletes competed for a spot or represented New Brunswick at the Canada Games in 2015 or 2019.

NB has had success at National events since 2008 and before. With top 10 results and even a National Champion in 2009 at the K2 level (U16). At 2019 Canada Games we had a 6th place in men's Ski Cross.

Ski NB attended two workshops and had two additional face to face meetings facilitated by the leadership team. The ideal athlete development pathway was identified and contrasted with that existing in New Brunswick. Gaps were identified and prioritized. Goals, programs and key performance outcomes were then developed to address the priority gaps.

Introduction

Ski NB accepted an invitation to participate in the Quality Sport Initiative, which was driven by the Government of New Brunswick's Sport and Recreation Branch and the Canadian Sport Centre Atlantic.

A working group that included the executive director, technical director, vice president and the president of Crabbe Mountain racing club participated in the process and sought input from the board.

The process included two workshops, two intermittent meetings, a final wrapup meeting and substantial homework. The process was facilitated by staff of the Sport and Recreation Branch and the Canadian Sport Centre Atlantic.

The goal of the initiative was to lead provincial sport organizations through a thorough review of the athlete development pathway in their sport to identify areas of weakness and plans to address them. The ultimate vision is that each sport will have a plan in place to implement a seamless development pathway for participants that leads them from entry into the sport through to national development programs. It will be aligned with the long-term athlete development (LTAD) models and competition structures of the national sport organization (NSO) and have the recommended level of trained coaches, as a minimum at each stage of development.

Methodology

The ideal athlete development pathway was identified using the sports long term athlete development model, coaching pathway and other documentation such as the Competition Review. This was then contrasted with the pathway existing in New Brunswick. Gaps were identified and prioritized. Goals, programs and key performance outcomes were then developed to address the priority gaps.

To support implementation, each sport's group then wrote down the details of each program (Gap-Goal-Program-KPO) and completed a tracking tool to keep things on target.

Gap Development and Prioritization

A total of 18 +/- gaps were identified for Ski NB between the ideal and New Brunswick athlete development models. These gaps were then prioritized as High Impact-Medium Impact-Low Impact and Hard-Medium-Easy to address.

Goals – Programs – KPOs

1. Program: Marketing and Sponsorship Study

Goal: To develop a marketing and sponsorship program to raise funds for the Association to promote the Association and Athlete development.

Key Stakeholders: Executive Director / Technical Director / Board / UNB Kinesiology / Club Presidents / Ski Hill Operators / Sponsors

KPO's:

1. Marketing study raises awareness of Ski NB with Key Stakeholders
2. Sponsorship increase by 10% per year for three (3) years
3. Membership increases by 2% per year

Key Steps/Milestones:

1. Work with students in UNB Kinesiology course to develop marketing plan
2. Work with the Board, Club Presidents and Ski Hill Operators to review and approve the marketing plan
3. Work with students in UNB Kinesiology course to develop sponsorship plan
4. Work with the Board, Club Presidents and Ski Hill Operators to review and approve the sponsorship plan

2. Program: Program Evaluation

Goal: To develop an evaluation system to rate the effectiveness of its current and future programs

Key Stakeholders: Executive Director / Technical Director / Board / Club Coaches / Program Head Coach

KPO's:

1. To have an evaluation system in place
2. All programs will be evaluated using new rating system within one month of completion

Key Steps/Milestones:

1. Develop a committee structure
2. Develop a rating system for evaluating the effectiveness of current and future programs
3. Develop an evaluation form

3. Program: U18/U16_High Performance Program

Goal: To develop training opportunities for U16 athletes who meet high criteria to develop skills beyond what is able to be developed in regular Club programs. Develop U18 FIS program to add additional high

performance training opportunities for U18 athletes in order to prepare them for more advanced FIS circuits

Key Stakeholders: Technical Director / Executive Director / Club Presidents / Program Head Coach / Club Coaches

KPO's:

1. To have 10-15 athletes invited to participate in this program
2. Solid ratio of coaches/athletes 1:6-8 (year 1); 1:6 (year 2); 1:4 (year 3)
3. Minimum of 10 athletes per program in year 1

Key Steps/Milestones:

1. Create criteria for selecting U16 high performance athletes
2. Identify training opportunities for Spring and Summer, both on dryland and snow
3. Create an annual plan for U16 High Performance athletes
4. Identify coaches
5. Communicate program to Clubs, parents and athletes
6. Evaluate

4. Program: Coach Recognition

Goal: To recognize the significant contribution that Club coaches make to the Sport of Alpine skiing

Key Stakeholders: Executive Director / Technical Director / Club Presidents / Athletes / Parents

KPO's:

1. To see an increase in participation by coaches at the AGM by 10%
2. Winning coach(es) will be submitted to Sport NB Awards
3. Media exposure will promote Ski NB and its coaches

Key Steps/Milestones:

1. Develop criteria for winning coach(es) selection / check with other PSO's about similar programs
2. Distribute criteria to Clubs, Athletes and Parents
3. Launch a Coach recognition program
4. Develop scoring sheet
5. Request, recruit and judge submissions
6. Announce finalists and award trophy/monetary award at AGM

Next Steps

The QSI Final Report will be reviewed with the Board and presented to the regular members at the AGM in October 2019. If approved, it will be put on the Ski NB website for all regular members to review. Once approved, this plan will chart the course for all future development of Ski NB and its athletes, coaches and officials.

Concluding Remarks

The Board will use this document to initiate change and improvement to programs offered to the membership of Ski NB.