



All Canadians on skis to more
Canadians on podium
(XCSO 2021 AGM)

2020-21 highlights

- **Excellent performances from NST and PNST:**
 - 6 career-best performances on WC and at WSC
 - 4 World Cup top-20 results
 - 4 World juniors top-10 results
 - BRONZE MEDAL at World Junior Championships!
 - 9 athletes shared \$25,000 in performance bonuses
 - Five Para athletes traveled to the lone WPNS World Cup, returning with one gold, one silver and three bronze medals
- **Subsidized ICC and CC coach training led to more than 1500 coaches trained**
- **40% increase in membership to 77 000 members**
- **Supported Club Fundraiser topped \$700 000 raised for clubs**

Excellence

- ✓ Canada regularly wins World Championship, Olympic and Paralympic medals.
- ✓ Canada has a sustainable and growing cohort of developing World Championship, Olympic and Paralympic athletes.
- ✓ Athletes have a variety of training, education and competition options available that facilitate their development as high-performance skiers.
- ✓ Athletes are able to easily access their appropriate level and variety of competition within Canada, North America and abroad.
- ✓ Coaches, technicians and officials of all levels across Canada have the ability to access training and develop their skills and trade.

Sport Leadership

Athletes and the ski community thrive in a collaborative environment exemplifying a culture of transparency, respect and humility.

- ✓ Divisions and Clubs have the resources they need to grow participation and help Canadians of all ages and capabilities learn to ski and/or continue their development.
- ✓ The ski community has the resources needed to participate equitably and safely.
- ✓ The ski community progressively works toward environmentally responsible practices.
- ✓ The ski community has a financially thriving and sustainable national sport organization.

Sport Profile and Visibility

- ✓ Cross-country skiing participants reflect Canadian society.
- ✓ The profile of cross country skiing in Canada is improved by hosting international events.
- ✓ The international ski community recognizes Canada as a leader in Nordic skiing.

Investing for the future

Business Plan Priority	Notable Investments
<u>Excellence Short-Term:</u> Beijing 2022 (focused on NST athletes' DTE) and begin to establish sustainable NST Olympic Stream program	<ul style="list-style-type: none">➤ Funding to Training Centres more than doubled➤ NST athlete trip fees maintained despite 24% pandemic-related increase in costs➤ FREE NST camps maintained despite 312% pandemic-related increase in costs
<u>Excellence Medium-Term:</u> Strong talent pool of coaches and athletes and sustainable HP pathway	<ul style="list-style-type: none">➤ B-tour (Europe)➤ Development tour (USA)➤ Coaching experiences
<u>Excellence Long-Term:</u> Developed pipeline and program	<ul style="list-style-type: none">➤ Athlete Pathway Manager➤ FISU Games
<u>Strategic plan to 2030</u>	<ul style="list-style-type: none">➤ Fall in-person Division meetings
<u>Revenue generation:</u> leverage membership growth, new sponsors, increased donations	<ul style="list-style-type: none">➤ Fundraising support

Rebuilding based on DEVELOPMENT

- Building a solid permanent talent pool
- Building excitement, passion, ambition and perseverance
- It will take more money; revenue generation strategies are critical
- Strong foundation: we have great staff, great board, great partners and an amazing community!
- Pursuing excellence is never easy but we have the ingredients

Let's get cookin' together!

Thank you!