

CCSAM Executive Director
2023-2024 Annual Report
October 28, 2024
Karin McSherry

I acknowledge CCSAM programs and activities take place on Treaty 1, 2, 3, 4 & 5, the ancestral and territorial land of the Anishinaabeg, Cree, Oji-Cree, Dakota, Dene, Assiniboine, Inninnowuk, Saulteaux & the homeland of the Métis Nation. Without equitable access to and responsible stewardship of this land, skiing cannot happen. I commit to learning about the land where we ski and listening to Indigenous people who were first to live here.

CCSAM Strategic Plan 2021 – 2025
Based on the 4 Pillars of Sport Development

Sport Initiation – CCSAM strives to introduce Manitobans to the sport of cross country skiing, providing support and guidance for participants at all levels.

- Sport Manitoba funding for Sport Initiation programs increased 20% based on a review of our programs.
- New club interest in Hecla/Grindstone, Lundar, and Clearwater. Hope they come back after a sad snow year.
- Instructor stream introduced – need to train Learning Facilitator(s).
- Multisport program relaunched (post covid), Speed Skating, Nordic, Triathlon (duathlon), Cycling, now joined by Biathlon, Rowing, Athletics. Full program (lots of kids and adults added this year), able to spend time with laser rifles since there was no snow to play with.
- Very active Recreational Skiing committee, maintaining an important relationship with Manitoba Parks.
- 7 clubs running SDP (Jackrabbits) programs for ~190 kids.

Windsor Park Nordic Centre

- Plans for ancillary building are progressing. We need to match the \$300K from Manitoba Arts, Culture, Sport in Community Fund.
- Snow making started in March after an abysmal snow year. It was successful but far more labour intensive and financially draining than expected.
- Once again (Laurie and Derek) represented Windsor Park Nordic Centre at a Winnipeg City Council meeting in reaction to the Report on Repurposing Golf Courses.
- Clubhouse and trails open for 28 days only, a new record.

Performance Pathway – CCSAM works as a community to identify and train athletes to achieve their highest level of competitive performance.

- Sport MB funding increase and 45% PP based on review of our programs.
- Very active PDP Committee. 33 athletes + 15 coaches in the Provincial Development Program. Committee meets monthly.
- 18 of 28 events (64%) cancelled due to warm temps and/or lack of snow. PDP teams able to travel to US and Nationals for races.

- Thanks to the staff and volunteers of BTNC and Windsor Park Nordic Centre staff for snow making and hosting a late March event on manufactured snow.
- New Tier 3 event sanction and criteria announced to address issue of large participation event registrants benefiting from our liability insurance without contributing financially.
- Community meeting pre-awards banquet well attended, good conversations, Kyla Harris (Sport Manitoba) joined us.

Technical Leadership – CCSAM supports the development of certified coaches, instructors, officials, and volunteers to foster excellence in sport leadership.

- 9 coaches attended National conference for Nordic Coaches, thanks to funding from Sport Manitoba Coaching.
- CCSAM pays for 9 accounts with Nordic Ski Lab – distributed to interested club coaches, contact me for more information.
- Community Coaching – 2 new LFs Alex, Jennie. No workshops (no snow).
- Learning to Train (L2T) – no workshops filled
- Training to Train (T2T) – 4 coaches training
- Learning to Compete (L2C) – interested coaches but timing not great

Organizational Effectiveness – CCSAM demonstrates clear direction and leadership CCSAM acts strategically to support participation, excellence, community involvement and accessibility to the sport as well as the ability to govern effectively.

- Safe Sport Policies adopted April 2024
 - Safe Sport
 - Screening
 - Athlete Protection
 - Code of Conduct and Ethics
 - Discipline and Complaints
 - Event Discipline
 - Social Media
 - Dispute Resolution and Appeal
 - Whistle Blower

Promotion and communication

- Website redesigned and launched in December.
- Brent Bottomley inducted into MB Sports Hall of Fame, lots of skiers in attendance.
- new Manitoba Parks Trails Advisory Body created – I represent xc skiing.
- E-newsletter subscription has ~2000 subscribers.
- Energy 106 radio ads helped get the word out about our Nordic Centre.
- Continue to connect with club leaders over Zoom on a regular basis.

2023-2024 Membership

- 21 Member Clubs and 1895 members – 30% decrease over previous year
- Clubs by region – no change in distribution from previous year:
 - Winnipeg – 6 clubs, 784 members – 40% of total membership
 - North – 0 clubs
 - West – 4 clubs, 1114 members – 6% of total
 - East – 6 clubs, 450 – 24% of total
 - South – 6 clubs, 548 members – 30% of total

- Quick stats – no change from previous year:
 - Membership is ~53% female and ~47% male (1 person indicating neither gender). This relative gender parity is consistent across all ages categories.
 - 63% of members are 23 years and older (half of these members are 40+).
 - 54% of our youth members are 6-12 years old. 26% are 13 – 22 years old.

CCSAM Mission / Vision / Values

Mission

CCSAM is dedicated to the promotion and development of cross country skiing in Manitoba.

Vision

Cross country skiing will be the chosen winter activity of more Manitobans.

Come Ski With Us!

Values

Respect – We believe in providing a safe, inclusive, and enjoyable environment for all participants.

Community – We are proud of our ski clubs and our volunteers. We believe in working collaboratively with engaged and passionate skiers of all ages and abilities.

Excellence – We are committed to providing opportunities and developing quality programs for all participants to achieve their personal health, fitness, and performance goals.