

CCSAM Executive Director
2021-2022 Annual Report
October 22, 2022
Karin McSherry

I acknowledge our sport activities take place on Treaty 1, 2, 3, 4 & 5 which is the ancestral and territorial homelands of the Anishinaabeg, Cree, Oji-Cree, Dakota, Dene, Assiniboine, Inninnowuk, Saulteaux & Métis Nations. 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.

2021-2022 Highlights & Challenges

Windsor Park Nordic Centre

- We expanded Laurie Penton's employment status from seasonal to full time which has been extremely helpful to me as well as immensely improving services/operations at WPNC.
- We were granted \$75,000 Sustainable Communities Grant (matching grant) from the Province to purchase new grooming equipment, Yamaha, and snow making equipment.

Events

- We signed a 2-year partnership with ULLA Wax, providing us with wax and equipment for WPNC and our travelling ski teams.
- Inaugural Grooming Workshop was a success with 34 groomers from across the province in attendance. Many thanks to Laurie and Marlow Wilson for this.
- Provincial Championships in March was a success, close to 100 each day. Many thanks to Kenora Nordic for this.
- 2022 Manitoba Games, Manitoba Loppet, the Floppet, Jackrabbit Jamboree, Pumpkin Creek Mystery Tour, Awards Banquet, and Swap Shop all cancelled due to Covid.

Promotion

- Lots of interviews with CBC including an especially fun time on skis with Marina Von Stackleberg.
- Energy 106 radio ads helped get the word out about our Nordic Centre.
- Winnipeg Free Press published an article on ski trail groomers which featured Jim Kulson.

Programs

- Partnered with the City of Winnipeg SPIN (Sport Programs in Inner City Neighbourhoods) to offer learn-to-ski at WPNC
- Covid inspired great communication with our clubs – new monthly Zoom chats with club leaders. Lots of health mandate interpretations were needed and it was just good to connect with club leaders on a regular basis.
- How many athletes/coaches in PDP?
- Still struggle to develop a Para program without an accessible building. Major safety concerns

Coaches & Instructors

- Community Coaching – 7 new coaches trained.
- Competition Coach Advanced (Training to Train) workshops – 7 new coaches trained.

- Some of our new club coaches (or prospective coaches) need support to improve ski technique. This was identified as a barrier for new Jackrabbit coaches – the lack of confidence in their skiing ability. Exploring options for a club coach mentoring system.
- CCSAM relationship with CANSI is so valuable (and unique here compared to other provinces/territories). We need more Instructors to support the massive increase in general public entering our sport over the past 2 years. In 2022-2023 CCSAM will subsidize CANSI certification for provincial team alumni.

Membership

In 2021-2022 CCSAM has 24 Member Clubs and 2171 members.

Clubs by region:

- Winnipeg – 6 clubs (1 less), 598 – 27% of total membership
- North – 2 clubs, 54 members – 2% of total
- West – 3 clubs, 126 members – 6% of total
- East – 6 clubs, 469 – 22% of total
- South – 6 clubs, 924 members – 43% of total

Quick stats:

Membership is 46% male, 54% female with gender parity consistent across all ages categories.

67% of members are 18+ years (74% are 40+). 74% of our youth members are 6-12 years old.