

PILLARS, GOALS & STRATEGIES

Safety, Education & Member Services

Empower members by delivering timely and responsive programs, services and impactful member engagement opportunities.

Safety & Risk Management

- Facilitate key initiatives to improve safety and reduce claims costs for both workers and visitors
- Continue to share best practices
- Improve public safety education

People & Talent Development

- Facilitate business leadership skills within the entire industry, including mentorship
- Job skills specific training
- Improve staff recruitment within the industry

Events & Member Services

- Deliver a Spring Conference
- Conduct Fall & Division Meetings
- Deliver effective member services and organizational support

Economic Contribution

Position members as key contributors within their communities while undertaking deeper analysis to support policy priorities

Economic Impact

- Communicate the value of the ski sector through clear data, storytelling and industry engagement
- Curate additional data insights to enhance the association's economic narrative and support its policy priorities
- Undertake research to anticipate and effectively respond to emerging issues

Communication

- Clearly articulate the ski sector's impact through clear and engaging communication with key stakeholders

Sustainability

Advance sustainable practices that balance economic growth with social sustainability and responsible stewardship

Climate Change

- Amplify the ski sector's leadership in climate action by promoting initiatives that minimize environmental impact and align with regenerative tourism practices
- Position sustainability measures as a competitive advantage by aligning with community values and leveraging initiatives such as the Canada 2030 Pledge
- Support knowledge-sharing on responsible stewardship through best practices in areas such as wildfire mitigation

Social Responsibility

- Purposefully facilitate education efforts with Indigenous organizations to foster relationships and promote reconciliation
- Advance inclusivity in snowsports by curating and sharing best practices that break-down barriers for diverse population segments

Growth

Lead impactful, partner-oriented policy and advocacy efforts that enable growth to advance the economic and social contributions of western Canada's ski sector.

Prioritized Policy & Regulatory Issues

- Strengthen land stewardship frameworks by advocating for balanced policies on permitting, land access and tenure renewal

Government Relations & Communications

- Develop an annual advocacy plan that aligns with the association's key priorities and establishes clear metrics for measuring impact

MISSION

To ensure the viability of our members in the alpine industry

VISION

Our members are thriving and prosperous