



YEAR IN REVIEW 2020-2021



NORDIQ CANADA



MESSAGE FROM OUR CEO

Since assuming the role of chief executive officer of Nordiq Canada in the fall of 2020, my focus has been on working with the dedicated team of professionals in the office, along with the Board of Directors and our Divisions, to provide strong leadership, clear communication, strengthen relationships and operate in full transparency and accountability.

The organization has made significant progress in my foundation year as chief executive officer and Kate Boyd's first season as high-performance director while working with our partners to overcome the challenges of COVID-19.

Our community rallied together to find creative ways for our athletes and coaches to train at home while abiding by public health officials' guidelines and the advisory to stay local.

With our safety framework in hand, we developed an objective criteria to select a group of 27 athletes to travel to Europe in January to compete in five World Cup races, the FIS Nordic Junior/U23 Cross-Country World Ski Championships, and the Nordic World Ski Championships. Nordiq Canada also sent a small team of five athletes to Finland in March for the final Para-Nordic World Cup event.

The goal in fielding a team for these targeted events was to achieve the necessary points for Canada to maintain, or improve, the nation's rankings to allow us to secure maximum quota spots for the 2022 Olympic and Paralympic Winter Games and the 2021-22 World Cup season. Without hesitation, the athletes responded.

Our juniors enjoyed historic results with Olivier Léveillé becoming just the third Canadian ever to win an individual medal at the Junior World Championships. Graham Ritchie and Antoine Cyr led the way in our senior group with a seventh-place finish in the team sprint at the World Championships; while Brittany Hudak, Brian McKeever and Russell Kennedy stormed the podium at the Para-Nordic World Cup.

The wins also continued in our quest to get more Canadians on Skis. Nordiq Canada welcomed a 50 per cent increase in our membership across the country, which now totals 77,000 skiers.

With more Canadians than ever clicking into skis, Nordiq Canada created the [NordiqPlus+ Cross-Country Savings Program](#) for vets and rookies alike. This program featured 18 unique suppliers, who supported our membership by providing discounts on Nordiq Canada's favourite brands.

With the generous support of our corporate and government partners and donors across Canada, we now shift our attention to the 2022 Olympic and Paralympic season and begin our planning for an even more promising future – a future that sees Canadian cross-country ski athletes on the international podiums, and more Canadians on trails across the country.

Sincerely,





HIGH PERFORMANCE

This was the year of the Gold Medal Profile, a tool that sets the standard for what it takes to win at the highest levels. Winning remains the focus for the National Ski Teams. The team adjusted to the pandemic by training close to home and competing only when and where it made sense and was safe to do so. Great results led to increased quota spots for the 2022 Paralympic and Olympic Games. The following are key highlights from our Paralympic and Olympic streams.



Paralympic Stream

- Graham Nishikawa was named NextGen coach
- The leader of our Paralympic program, Brian McKeever, along with head coach Robin McKeever, travelled with the World Cup Team to provide additional support while the Para-Nordic Team trained close to home. Brian also joined the wax and ski testing team at the World Ski Championships and Junior/U23 World
- Five athletes traveled to the lone WPNS World Cup, returning with one gold, one silver and three bronze medals
- Athletes took part in a Beijing simulation camp and domestic WPNS-sanctioned race

Olympic Stream

- 12 athletes met objective criteria
- 9 athletes shared \$25,000 in performance bonuses
- 6 career-best performances
- 4 World Cup top-20 results
- 4 top-12 results at Junior/U23 World Championships
- Olivier Léveillé wins bronze medal at World Junior Championships



DEVELOPMENT

Nordiq Canada's focus on development in 2020-21 was on building capacity. Significant investments were made in coaching and club development as we continue to work across the country to inspire and develop athletes of all ages and abilities, as well as the coaches, officials and wax techs who support them. A new Domestic Development Committee was formed to guide this work.



Highlights

- \$100,000 in Community Coaching grants resulted in doubling coaches trained (1068 coaches impacted by funding)
- 22 learning facilitators were trained
- English and French L2C workshops completed
- \$96,500 club support grants to 14 projects ranging from infrastructure to programming
- \$40,000 AltaGas Ski at School grants to 7 clubs impassioned to introduce cross country skiing to thousands of school children



RECREATION

Nordiq Canada is on a bold mission to get all Canadians on skis and more athletes on podiums. We want to welcome everyone to find their own greatness in our sport, whether it's skiing for country or for fun and fitness. In the last year, Nordiq Canada's membership reached 77,000 skiers. Programs, such as NordiqPlus+ were introduced to increase membership value as well as to direct the community to our trusted partners.



All Canadians on Skis

- 77,000 members across Canada
- Promotion to all Canadians through the Find Your Winter Groove campaign that aired on CBC's Road to the Olympic Games
- NordiqPlus+ cross country savings introduced to increase membership value

nordiqplus⁺ CROSS COUNTRY SAVINGS

find out more... 

Sandman
HOTELS | INNS | SUITES

CRAFT

 **The Sutton Place Hotel**
REVELSTOCK MOUNTAIN RESORT

GLOBO
SHOES

 **BLUE MOUNTAIN Lodge**
BED & BREAKFAST

Fairmont
CHATEAU LAKE LOUISE

 **Days Inn**
BY WYNDHAM

zizu OPTICS

by **exero**

skiwx.ca

BEET IT.

KVH

KALTIRE

xact
nutrition
#fuelyourgoals

AUCLAIR

 **AURORA HEAT**

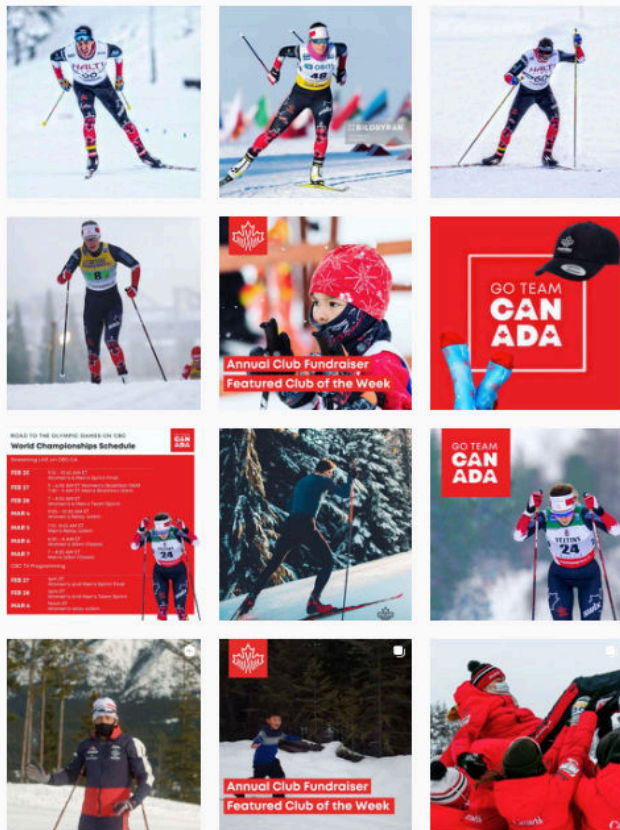
 **HIGH SIERRA**

 **Buff**



ENGAGEMENT

With the formation of our new in-house engagement team, Nordiq Canada reached the next level in marketing, communications, and outreach. Featuring a full-scale commercial on CBC's Road to the Olympic Games, our focus was on driving attention to the sport, both at the high performance level and recreation. With tremendous increases in organic reach through our social media platforms, Nordiq Canada is ready to capitalize on the Olympic and Paralympic year to maximize the opportunity to promote the stories of our athletes and programs to all Canadians.



[Find Your Groove Campaign](#)



[NordiqCanada.ca](#)



Users

57,284



New Users

55,308



Pageviews

239,611



Pages / Session

2.18





DONATIONS & SPONSORS

Donations to Nordiq Canada play a critical role in making young Canadian skiers' Olympic and Paralympic dreams a reality. Financial support from hundreds of generous Canadians has helped Nordiq Canada provide programs at all levels to introduce and develop more Canadians to our sport. These important contributions are also the backbone to delivering an elite level high-performance program to our National Ski Team. We would like to extend our most sincere thanks to the donors who have supported us, and gotten us where we are today.



General Fund encouraging all Canadians to get on skis, as well as helping Olympians and Paralympians to reach the podium. Heading into next year we are excited to have hired a full time philanthropy coordinator to focus on fund development.

Development Fund an endowment fund that supports development opportunities for our athletes. This year it supported a training camp in British Columbia, roller ski treadmill projects in Ontario and Alberta and a roller ski race series in Quebec.

Club Directed Donations were raised and directed to club projects for infrastructure improvements and programming. We are proud of the impact this is having for our grassroots programs across Canada.



**Our greatest priority
is the health and safety
of our ski community.**

Nordiq Canada developed
XCSKISAFE as a COVID-19 safety
and support resource for clubs
across Canada.

XCskisafe
CANADA

find out more... 