

Canadian Ski Instructors' Alliance (CSIA) Foreign Program Policy

Policy Owner: Managing Director
Policy Operator: Senior Director of Programs and Education
Policy Approver: National Board of Directors
Effective: July 1, 2024
Next Revision Date: June 30, 2027

References: Conflict of Interest Policy
Branding Manual
Foreign Reseller Agreement
Programs Candidate Guides and Course Conductor Manuals
Code of Ethics
Course Conductor Code of Conduct
Annual Course Conductor Contract Agreement
CSIA Mission and Vision Statements
Safe Sport Policy

1. Definitions

CSIA – Refers to the incorporated body in Canada that oversees the entire alpine ski instructor organization and its strategic direction, membership services, brand management, certification, and education standards.

Resellers – Privately owned businesses that seek approval from CSIA to administer CSIA programs in foreign countries based on a set of criteria and standards developed by CSIA. Agreements are signed between CSIA and the resellers approved to administer CSIA certification programs.

Programs - includes the development courses and exams portion of CSIA certification programs, as well as CSIA professional development programs, providing additional training opportunities.

2. CSIA Mission and values

The Canadian Ski Instructors' Alliance provides excellence in education for the profession of ski teaching, contributing to the growth and enjoyment of skiing.

At the Canadian Ski Instructors' Alliance, we value our sport and its environment, our members, our partners, and the skiing public.

3. Policy Purpose

- 3.1. This policy has been written to provide direction to all applicable parties on matters of foreign education programs delivered by those other than the CSIA. Current program delivery practices are outlined in this policy along with the management control procedures applied to ensure brand and program standards are maintained in every circumstance. The policy outlines the internal and external factors that must be taken into consideration prior to approving CSIA program delivery in a foreign country.
- 3.2. The CSIA's Foreign Program Policy objectives include:
 - 3.2.1. Serving CSIA members abroad;
 - 3.2.2. Assisting countries with no certification system or organizing body;
 - 3.2.3. Increasing CSIA membership abroad that once certified can work within Canada or internationally.

4. Overview

- 4.1. CSIA offers programs in select foreign countries through agreements, with various resellers. These educational programs allow new and existing CSIA members living abroad, to gain access to further professional development and/or access to CSIA certification.
- 4.2. In all cases, the CSIA brand and program standards must be adhered to by the reseller, including the requirement to hire currently trained and certified CSIA course conductors.
- 4.3. The relationship between the CSIA and the reseller is managed through a reseller Agreement that describes the resellers responsibilities including, but not limited to:
 - a. Responsibility for course conductor hiring and for assuming all related expenses;
 - b. Obligation with respect to accredited course conductor standards as stated in Section 6 below;
 - c. The requirements for insurance coverage;
 - d. The process for managing issues arising from potential disputes between the reseller and the hired course conductor;
 - e. The confirmation of the fee per program participant payable to the CSIA;
 - f. The terms, duration and deliverable timelines;
 - g. The promotion and delivery obligations pertaining to CSIA approved programs; and
 - h. Obligations with respect to audits of delivery standards through onsite visits conducted by CSIA appointee as stated in section 7.7 below.

5. Process, Required information and Approval.

The following must be met by any reseller wanting to deliver CSIA programs in foreign countries:

5.1. Request submission, inquiries, and documentation.

- 5.1.1. The reseller must submit to CSIA an official approval letter or document from any foreign country (including approval from the resort operators and foreign countries certifying body, if any) wishing to host CSIA programs. This condition must be met by the reseller before any further agreement is considered.
- 5.1.2. All requests to offer CSIA programs in foreign countries, must be submitted to the CSIA Senior Director of Programs and Education. Complete documentation related to this request (including the formal proposal, the application form, official letters, etc.- see application form for complete list of documents required) must be submitted as per timeline provided on the application form. An evaluation of the application will be completed, and a response will be provided as per the timeline provided on the application form.
- 5.1.3. Resellers must make a separate request and application for each country they wish to operate in and specify at which ski area/station/resort(s) they have letters of invitation to host CSIA programs. CSIA will not allow more than one reseller to operate in a resort during the same agreement period. Previous CSIA program activity by resellers at host resorts will be considered should operating agreements at any resort be contested.
- 5.1.4. The formal proposal must include the following information to enable the CSIA to make a proper decision:
 - a. A description of the reseller experience;
 - b. A copy of the reseller organizational chart;
 - c. Brief introduction of the individuals involved in the CSIA program delivery administration (in Canada and on-site);
 - d. A list of requested programs to be offered;
 - e. The locations/resorts where they are proposing to offer CSIA programs;
 - f. Submission of a dispute/complaint resolution policy for participants and a refund policy;
 - g. Accident record for the past 3 years (CC's and participants);
 - h. If approved, confirmation of reseller insurance coverage as per the agreement.
- 5.1.5. Inquiries of any kind related to a request to administer CSIA programs should be directed to the CSIA Senior Director of Programs and Education or their designate.

5.2. Program offering.

- 5.2.1. The program offerings in a foreign country are restricted to Level 2 & Level 3 professional development programs and, where appropriate, to Snow Park Certification, and to Trainer Designation. The CSIA may approve Level 1

certification program delivery in a country if the reseller has received from that country's government or certifying body an official approval to fulfill that certification program and makes the request to the CSIA to do so. This prioritizes course candidates that are CSIA active members and limits any potential damage to international relations with other foreign instructor certifying bodies.

- 5.2.2. In such circumstances where there is no alpine ski instructor certifying body in a foreign country:
 - a. CSIA program offerings may include CSIA Level 1 certification courses and/or those enumerated in section 5.2.1.
 - b. All requests for providing assistance with the development and implementation of a certification body in such countries must be directed to the CSIA Senior Director of Programs and Education.
- 5.2.3. All CSIA programs are designed and developed exclusively in French or English. The delivery of CSIA programs in a third language may be considered upon application if:
 - a. The CSIA approved course conductor can independently demonstrate a level of proficiency in a third language as validated by CSIA National; and
 - b. The relevant written supporting material, either online or in hard copy, are available to course conductors and candidates in a third language as validated by CSIA National (process to be established in the agreement); and
 - c. Expanded period for program delivery as required and approved by CSIA National.
- 5.2.4. The use of third-party translators to convey instruction and content delivery from the course conductor to candidates who speak neither French or English may be considered if:
 - a. The third-party translator has achieved a minimum CSIA L2 certification and is a current CSIA member in good standing; and
 - b. The third-party translator can independently demonstrate a level of mastery in translating for either French or English to a third language as validated by CSIA National.
- 5.2.5. Upon request, and based on local needs, resellers may request course conductor Training to be held at one of their authorized locations. If authorized by the CSIA, a course conductor will be selected by the CSIA. All course conductor travel expenses will be covered by the reseller.
- 5.2.6. Throughout the term, resellers must remain active in each of the locations they have been approved to offer programs. A reseller who is not active in a location during any, one-year period, regardless of the term of their agreement, may be subject to review and the location reassigned if requested by other qualified resellers.

- 5.2.7. Requested locations must feature appropriate terrain to properly develop and evaluate participants according to the requested programs' performance criteria and guidelines.

5.3. Agreement terms and renewal

- 5.3.1. **1-year term:** Resellers may apply for CSIA reseller status and consideration will be made on submission of all required documents and authorizations outlined in the application form. The application and authorizations must be received by the CSIA by June 30 each year. Reseller agreements will be valid for a 12-month period from October 1 to September 30.
- 5.3.2. **3-year term:** Resellers may apply for a 3-year, (36 month) CSIA reseller status provided that:
- a. The reseller has previously been a CSIA reseller in that country for at least the 1 full season.
 - b. The reseller remains in good standing with CSIA and has no outstanding remittances (older than 30 days), and all documentation has been received and for whom no complaint is pending investigation.
 - c. The reseller offers CSIA programs exclusive of any other Canadian alpine ski instruction body in the locations they are authorized for.
 - d. The reseller maintains and adheres to all applicable CSIA's policies and procedures.
 - e. The application and authorizations must be received by the CSIA by June 30 during the year the agreement is set to start and must cover the full term of the 3-year agreement. The reseller agreement will be valid for a 36-month period starting October 1.
- 5.3.3. **Renewal:** The reseller agreements for each location, will not be renewed automatically. The CSIA may consider another qualified reseller interested in applying for the location, particularly if the location has been serviced by the same resellers for the previous 6 years. The selection of a reseller will be based on criteria and feedback received, and distance to other locations assigned to other qualified resellers. Renewal requests must follow the application process and timeline set in 5.3.1 or 5.3.2.

5.4. Conflict of Interest

- 5.4.1. Should the CSIA staff in charge of reviewing the request application or making recommendations on its acceptance be in a real or perceived conflict of interest situation with the reseller, its employees, the foreign resort and/or others involved with the request/application must transfer their involvement to the next unaffected level of authority within the CSIA.

5.5. Approval criteria and process

- 5.5.1. Criteria considered for the approval of a request are listed on the application form and include, but is not limited to, the following:
 - a. Receipt of complete proposal, application, and required documentation;
 - b. Prior history of compliance with all CSIA policies and procedures;
 - c. Reputation and experience of the reseller;
 - d. Participant and/or course conductor complaint history;
 - e. Potential impact of the proposal on the CSIA's reputation and relationship with its partners and stakeholders;
 - f. All proposals fall within the CSIA's Foreign Program Policy objectives;
 - g. Projected participant volume across various planned program offerings;
 - h. Resellers participant accident record;
 - i. Ties to the Canadian ski industry and potential for a bridge to offer opportunities for instructors to work in Canada.

- 5.5.2. Staff recommendations pertaining to new foreign program reseller requests and/or requests by existing resellers to operate in a new country shall be ratified by the CSIA National Board of Directors prior to the decision being communicated. Any modifications to an existing agreement for addition of new type of programs or locations may be reviewed and approved by CSIA staff.

6. Course Conductors

- 6.1. All course conductors hired to deliver CSIA programs must be active members in good standing of the CSIA, have the appropriate course conductor status and must be appropriately accredited by the CSIA (having followed the current course conductor training and having signed and abide by the yearly course conductor agreement).

- 6.2. All course conductors hired by the resellers to deliver CSIA programs must be approved for out-of-Canada representation by the CSIA prior to being assigned by resellers. It is the responsibility of the resellers to seek and confirm approval from CSIA for all course conductors hired and assigned to work on CSIA programs they will administer.

7. Course delivery, agreements, and administration

- 7.1. CSIA Course guidelines and published standards must be followed when delivering CSIA programs.

- 7.2. CSIA program results or attendance must be submitted to CSIA National within 14 days of the completion of the course, through the reporting process established by the CSIA.

- 7.3. CSIA online evaluation forms must be filled out and provided to the candidates by the course conductors, through the process established by the CSIA.

- 7.4. All proprietary material such as Course manuals and evaluation forms must not be re-sold or copied without the express permission of CSIA and authorization for usage of such material must be obtained by the CSIA Senior Director of Programs and Education.
- 7.5. Any and all agreements required to administer CSIA programs must be signed in advance of the course offering.
- 7.6. CSIA insurances (such as CGL, WCB or accident) will not cover any activities or course conductors working for resellers. Resellers will be responsible to contract their own insurance and provide proof as per specified conditions in the reseller agreement.
- 7.7. CSIA programs offered through resellers may be audited on an annual basis by CSIA National staff, or designate, to ensure quality of course delivery, adherence to course curriculum, venue suitability and testing standards.
 - a) Resellers will pay an annual audit fee.
 - b) Resellers will facilitate all travel, accommodations, and ground logistics for audits in a foreign location.
 - c) CSIA will invoice reseller for reimbursement of auditor expenses such as: travel, meals, and accommodation.
 - d) A copy of the audit report will be shared with the reseller which may include recommendations and requirements to remedy any deficiencies within a specific timeframe or risk potential suspension or cancellation of the reseller agreement.
- 7.8. All marketing and promotion of CSIA programs offered by the resellers will be audited by CSIA to ensure compliance with the organizations Brand Management manual and copyright restrictions.
- 7.9. All formal agreements with the resellers will be retained in a central filing system for reference as required at the CSIA head office.
- 7.10. Agreements entered into with the resellers will be reviewed by CSIA's legal counsel on a periodic basis to ensure all CSIA rights and privileges are maintained to the fullest degree possible, and liabilities of any kind are managed appropriately.
- 7.11. CSIA reserves the right to suspend a reseller's right to deliver CSIA programs in a foreign location at anytime, without notice for breach or violation of CSIA policies, procedures or any other act(s) or omission(s) and by whatever means that is deemed injurious to CSIA's reputation, participant safety, or reflects negatively on the brand or public perception of the CSIA.
- 7.12. CSIA reserves the right to limit the volume of programs offered by the reseller, if deemed to negatively impact the CSIA's capacity to offer its programs domestically.
- 7.13. The process for dispute resolution shall be outlined in the body of the agreement with the reseller.

Application Form to request the right to deliver CSIA programs in foreign countries.

General Information:

Please note that this application form must be submitted along with your proposal, as per the CSIA Foreign Program Policy. Proposals must comply with the CSIA Foreign Program policy to be considered.

Complete documentation related to this request must be sent to the CSIA Senior Director of Programs and Education and the CSIA Managing Director, by June 30th for an agreement that will cover a 1 or 3-year period starting on October 1st of the same year.

The CSIA will respond to requests received by August 15th of that year. Criteria that will be considered in the decision, include, but are not limited to:

- Reception of complete proposal and documentation
- Reputation and experience of the Reseller making the request and other Reseller considered or already involved in that region/country.
- Status and competency of the parties involved, including but not limited to:
 - CSIA Programs are organized and administered by a CSIA Course Conductor with Level 4 status.
 - The responsible person on site is a current accredited CSIA Course Conductor with Level 4 status.

To be considered, interested parties must submit the following information by June 30th.

- The formal proposal (see policy for information required at 5.1.4)
- Official letters as per 5.1
- This completed application form.
- The Resellers public CSIA product offering, pricing (in CDN\$), cancellation and refund policies.

Should the proposal submitted be accepted, the CSIA will prepare an agreement with complete details based on the proposal for the Foreign Reseller to sign.

In the event that an agreement is granted for a 3-year term, an application form with updated information as it relates to the following season's projected program dates must be submitted by June 30th every year. Should there be any other changes to the contract requested, the application in its entirety will need to be reconsidered and approved.

The application form to be completed and submitted is found in the next pages.

Application Form to request the right to deliver programs in foreign countries.

Date: _____

Applicant business Information

Business Name: _____

Address: _____

City: _____ Postal Code: _____

Country: _____ Telephone: _____

Owner name: _____ Years in business: _____

Provide a brief description of your business/services provided:

Main contact person: _____

Role in business: _____

Address: _____

City: _____ Postal Code: _____

Country: _____ Telephone: _____

email: _____

Onsite responsible person: _____

Role in business: _____

Telephone: _____ email: _____

Summary of proposal

Provide a brief summary of the objectives included in the proposal:

Provide a brief description of the proposals operations structure and parties involved (note: complete details of this should be included in the proposal):

Length of agreement requested (1 or 3-year term): _____

Other documents to provide with your application:

- Formal proposal (see policy for information required at 5.1.4)
- Letter from local certification body covering the term of the agreement.
- Letter from resorts where programs will be delivered covering the term of the agreement.
- CSIA program offering, pricing (in CDN\$), cancellation and refund policies (on annual basis)
- List of projected staff for each program offered and remuneration,
- Business registration or incorporation documentation
- If offering CSIA program in language other than French or English, provide list of CC name and/or translator name and credentials for CSIA validation.

Note: Proof of insurance naming CSIA insured and insurance for working CC, must be provided on an annual basis as per the agreement

