

PRESS RELEASE

Tuesday 7 February, 2023



The Shooting Federation of Canada (SFC) is pleased to announce the hiring of Jasmine Northcott who will be joining the organization as its new Executive Director on March 21, 2023.

Jasmine joins us from Water Ski and Wakeboard Canada, where she was the Chief Executive Officer since 2015. With over 20 years of experience in the Canadian sport system, and as Co-Chair of the Summer Sport Caucus, Jasmine brings with her a wealth of experience that will serve her and SFC well in this new leadership position.



In her role with Water Ski and Wakeboard Canada - a national sport organization that spans five distinct towed water sport disciplines, each with specific needs, objectives, varying levels of support and multiple stakeholders - Jasmine was responsible for cultivating a robust organization that is focused on pursuing high performance excellence; growing the sport; diversifying its finances; nurturing its diverse network of stakeholders; and effectively managing risk.

Jasmine cares about building positive cultures, developing system integration, and creating stakeholder synergies to maximize resources and opportunities. "These skills have enabled me to build dynamic organizations, overcome differences, and bring diverse groups together as a change agent, connector, enabler, and ambassador and I look forward to joining the SFC community and contributing to the growth, development and excellence of the Sport" says Jasmine.

The SFC has made significant strides in the last year to transition to a governance Board and the hiring of the SFC's first Executive Director is an exciting step in the growth and evolution of the organization.

"We are very pleased to welcome Jasmine to the team! Jasmine truly appreciates the challenge and opportunity as our new Executive Director as this is an exciting time in the organization's evolution. She has a wealth of government relations experience as well as advocacy experience in influencing change in a variety of National sports organizations and multi-discipline environments. Jasmine is a strong communicator, is passionate about leadership development and brings with her the business skills and strategic leadership to excel as the Executive Director of the Shooting Federation of Canada."

The Shooting Federation of Canada looks forward to welcoming Jasmine to the new role of Executive Director on March 21st, 2023 – welcome Jasmine!

About the SFC

The Shooting Federation of Canada (SFC) is the National Sport Organization and the national sport governing body responsible for the promotion, development and governance of organized, recreational, and competitive target shooting in and for Canada. We offer programs for recreational and high-performance shooters. We also provide professional development for coaches and officials. Regardless of the discipline, age, gender or ability of the individual, there is a place for everyone in our sport.



For More Information:

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