

GRITT

2024 plan & vision

The Problem

Barriers exist preventing kids and young adults from outdoor recreation, adventure sport participation and high achievement. Gear and transport are expensive, coaching is needed to excel, and there is a lack of diverse leadership and mentorship roles.

Our Purpose

Gritt creates pathways for a fun intro to adventure sports, and fosters progression to the highest level.

This will be achieved through inspiration, coaching, mentorship, and funding. Acting on all of these factors and having repeating interactions with kids makes Gritt a unique program that can expand the accessibility of adventure sports.

Inspiration

Founded by the best adventure athletes in NZ. The wider team features Olympic gold medallists, Freeride World Tour winners, and Enduro World Series winners. United by a shared love of the outdoors we want to pass on our knowledge to inspire more participation in the sports we love.

Coaching

The Gritt team has run youth skiing camps for five years and mountain bike camps for one year, based in the South Island of NZ. The coaching team is world class, the camps are open access, and costs are minimised or waived to avoid pricing anyone out. We've reached kids that would otherwise be unsupported and grown the level of freeride skiing in NZ. Two athletes who have participated from the beginning have now competed in the 2023 Freeride Junior World Champs. The goal is to continue scaling the camps to include other adventure sports and a wider range of youth. For 2024 we're branching into climbing with a camp focusing on skills and ethics to be hosted at Castle Hill in April.

Mentoring

Excelling in action sports is a complex pathway, especially for youth outside a standard sporting demographic. We are offering a mentoring program focusing on youth progression. Whether it's simply exposing them to the outdoors, getting them going in a sport, or taking their skills to the biggest stages in the world. We'll connect the best athletes with motivated up and comers to smooth out their journey and help the next generation succeed in not just their sport but also wider athlete life.

Funding

Adventure sports are expensive, there's no way around it. It's great that gear is improving and boundaries are being pushed, but if this prices out a large portion of the population then adventure sports are moving in the wrong direction. Our aim is to bridge this gap, connecting kids with sources of funding and gear from inside and outside the adventure industry. We want to bring more kids into adventure sports, increase the diversity and ensure expense is not a barrier.

Safety

Mountain safety is something we value, and many of us wish we had better access to knowledge at a young age. Role models are key for young people, and our team can make safety cool and help kids realise it's importance. We're aiming to showcase the different ways you can learn about first aid, avalanches, and what to do in an emergency in the outdoors. In 2024 we're bringing to life a unique program for kids combining formal avalanche (ASC1) education with a day learning to apply their skills through skiing with athletes they look up to. It's our belief this will set the kids up for safer mountain travel and on a path to further learning.

Who We Are

- Craig Murray
- Charlie Murray
- Jamesa Hampton
- Jess Hotter
- Kenji Boekholt
- Nick Pascoe
- Nico Porteous

What We've Done

- Freeride World Tour titles
- World Cup Enduro titles
- Enduro World Champions
- X Games Gold
- Olympic Gold
- Award winning films

Roles

Vision & Strategy

- Craig Murray
- Charlie Murray
- Jamesa Hampton

Business & Ops

- Nick Pascoe
- Kenji Boekholt

Coaches & Mentors

- Kenji Boekholt
- Jess Hotter
- Fiona Murray
- Adie Lawrence
- Konstantin Ottner
- Andrew Pollard
- Nico Porteous
- Zoi Sadowski-Synnott
- Ben Richards

Our Motivations

Why do we want to do this? What are each of our individual reasons on why Gritt is important to us?

Our Motivations

Nick – what are my motivations?

My motivations for Gritt come from the example set by my kayaking mentors. I rocked up to a club session when I was 11 and away we went. The focus was on fun, the technical coaching was great, and I quickly had a great group of friends my age. As we progressed we could take kayaking in any direction we wanted, but the mentorship remained. Gear, coaching, and travel, were all kept cheap through grants, fundraising, and countless hours of volunteer time so that kayaking was accessible and kids weren't priced out. My friends have gone on to be the best in NZ and world-class athletes. There are different takes on the sport, but it's a lifelong passion and a defining part of how we approach challenges, teamwork, and having fun outdoors. Why can't we bring a similar model to skiing, snowboarding, riding bikes, and other outdoor adventures?

Our Motivations

Craig – what are my motivations?

My motivation is to facilitate knowledge sharing for all kind of relationships. I believe the prospect of success in sports should be broader, and that we can achieve this by different backgrounds not being disadvantaged as much - diverse perspectives and styles are important.

I think that this program can help keep the diversity and culture within sport. Individuals can be confident and comfortable in who they are, and how they want to execute their visions. We live in a world where knowledge and information sharing can be instantaneous, so why not try to use this to help kids outside of privileged circles, both socially and geographically.

Our Motivations

Jamesa – what are my motivations?

Coaching and guidance was non existent when I was growing up. I was lucky enough to find myself in a competitive friend group where progression was encouraged by pushing each other to our limits. Not everyone has this luxury and I want to be able to fill the gap that is currently missing. There is an abundance of talent out there and I want to ensure any barriers are removed that could be preventing these individuals from progressing.

A culture of looking out for each other, enjoyment and tenacity is what I would like to pass onto the younger generation.

Our Motivations

Charlie – what are my motivations?

Seeing young athletes soaking up experience and knowledge reinforces how much of a difference the coaching and mentoring can pave the way for future world class athletes.

Collaborating with people who have a vision for the future. People willing to pass on their talents inspire me to do what I can to help talent emerge onto the world stage.

The opportunities I want to provide for young athletes is the guidance I wish I had growing up. Positive role models and someone who is always in your corner that you can turn to when the going gets tough.

How and When

Years 1 - 5
(2018 - 2022)

- Ski coaching clinics at Canterbury Clubfields
- Increased numbers from 20 to 100 kids
- Went from 1 day of coaching, to 3 x two-day camps at different ski areas

Years 6 - 7
(2023 & 24)

- Spread the ski camps wider throughout NZ
- Kick-off mountain-bike and climb camps
- Launch the mentoring program
- Launch an avalanche education program

Years 8 - 10

- Take coaching and mentoring international
- Roll out funding partnerships and solutions to ensure adventure is accessible
- Bring international athletes and younger kiwis into the team

How and When – 2024 Coaching

Freeride Skiing and Snowboarding:

2 x camps of two days each, + a pop-up open access intro day

Locations: Mt Olympus, Broken River, and intro day at Cheeseman

Increased emphasis on coaching girls and snowboarders

Timelines: July - September 2024

Mountain Biking:

2 x camps of two days each

Location: locations TBD within South Island NZ

Timelines: September - December 2024

How and When – 2024 Coaching

Avalanche Education:

Three day camp for kids featuring a formal ASC1 assessment and a day applying their skills with coaches and guides supporting them.

Locations: Cheeseman backcountry

Timelines: mid July 2024

Climbing:

Initial single day camp focussing on technical skis and climbing ethics

Location: Castle Hill

Timelines: April 6th 2024

Mentoring Details

- Free for kids/mentees
- Initial in-person relaxed meet up – 1 hour
- Try to get out for a ski or bike together as soon as possible
- 20 minute video call every two weeks – 9 hours total per year
- Mentor available for text, email, facebook, etc, questions and advice
- Aim for 4 ski/bike sessions
- 2 x categories:
 - Junior (14 - 18) focused on improving their riding, keeping them excited, minimising costs, making the right intros, getting them on early overseas trips.
 - Pro (16 - 20) focused on getting them to the top and making a career from it; FWT, EWS. Coaching and training tips, riding partners, intros, sponsors, professionalism, attitude and sports psychology help
 - Both have a considerable focus on attitude and mental skills.

Mentoring Selection Process

Mentees will be selected based on a combination of:

- Attitude
- Talent
- How much support they're currently receiving

We want to enable kids to go further in sports than they otherwise would have. Mentoring kids that have got skills and are really stoked and driven, but don't have access to good coaching, gear, or the connections needed to compete well at high levels, is the best use of our time and resources.

We want the mentorship program to be open access and not a case of who you know. That being said, good references carry weight and so does seeing a stoked kid shredding their home hill. Applications for the program will be advertised on the Gritt website, through social media, and through our partners.

Mentoring Camp

Aim for an in person meet up for skiing, riding, and filming at Temple Basin in NZ. This would occur in the second half of the season, as conditions permitted. Led by Craig Murray it would feature insights into the world of filming, safety, and how to pursue a career in the mountains. Mentees from within and outside the program would be invited and costs to them minimised. The goal would be to inspire the kids to and give them tools to push to a higher level in their riding.

Examples to Draw From

Live Ocean: Sailing team and foundation dedicated to ocean conservation

SAFE AS: female focussed avalanche clinics

She Jumps: increasing female participation in the outdoors

Arcteryx Academy: community building coaching and experiences

Sister Summit: bringing together top female skiers and snowboarders to raise the bar overall

The North Face Explore Fund: brand led grantmaking program

Indigenous Life Sport Academy