



# Curling For Life

*A Plan for Implementation in BC*

Canadian Sport for Life is a movement to **increase sport's contribution** in Canadian society **recognizing sport as an important part of everyone's life** by promoting each person's **healthy and logical development** in a sport or physical activity.

# Why a new Model?

**Canadian Sport for Life** tries to get everyone in the 'physical activity' system on the same page: one country, one vision, one system

Recommends that parents, teachers, schools, coaches, clubs, recreation centres, and governments **coordinate their efforts** for the **greatest welfare of the children** in their programs.

# Basic CS4L Model



“This *long-term approach* will help curling centres to develop the *ideal training environment for all curling participants*, so that they may *enjoy curling as a lifetime sport and flourish* under appropriate training programs with every opportunity to reach their genetic potential and optimal performance levels.”

*(Curling For Life, Canadian Curling Association, 2008)*

# Curling for Life

- The Long term Athlete Development (LTAD) model for curling in Canada was developed over the past 10 years
- Identifies the optimal training, competition and recovery principles and practices for athletes through sequential stages from childhood to adulthood

# LTAD – 2 streams

- Lifetime recreational sport
- Elite competition arena
- The model is designed to promote and support participants in both streams



# LTAD – 7 stages

- Stage 1 – 3: encourages physical literacy and sport for all
  - Active start, FUNdamentals, Learning to Train
- Stages 4 – 6: focus on excellence
  - Training to Train, Training to Compete and Training to Win
- Stage 7: encourages lifelong physical activity
  - Active for Life



# Why do we need LTAD?

- To ensure Canada continues to excel internationally
- To ensure there are opportunities provided to enter the system



# LTAD

- Main Focus – long term planning and athlete development
- It is a framework that addresses the needs of every athlete at any age and level of participation

# Advantages

- ✓ Training and competition programs are gender appropriate
- ✓ Preparation – long term goals will focus on *process* rather than short term *outcome*
- ✓ Developmental age (rather than chronological age) will provide basis for planning training and competition
- ✓ Competition system will be aligned with athlete development

# The Plan for Implementation in BC:

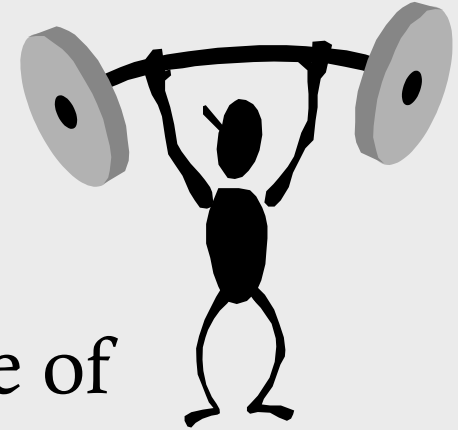
1. Review of Current Programs and Situations:
  - a. At BC Curling Clubs
  - b. At Curl BC
  - c. At Canadian Curling Association
  - d. In all Canadian Sport
2. Online Survey
3. Identified Strengths
4. Identified Challenges & Gaps
5. Created Objectives to address challenges and gaps
6. Developed Action Plan with Timelines
7. Implementation

*Funding from 2010 Legacies Now was provided for this process*



# Some of our Strengths...

- Curling is a Sport for Life
- Curling is Open to All
- Curling Centres offer a wide range of participation options
- Curling provides social and physical benefits
- “Business of Curling” management
- National & International performance success
- 2010 Winter Olympic & Paralympic Games



# *Some of our Challenges*

- Weak programming in certain sectors:  
Juveniles, High School & University, Adult  
novice instructional
- Declining Participation Rates overall
- Overloaded calendar



# Current Gaps to CS4L

- Weak Coaching Development
- Low emphasis on competitive curler development
- Lack of development opportunities for Junior and Juvenile players
- Volunteer driven management of curling centres

# The objectives of the CS4L implementation plan:

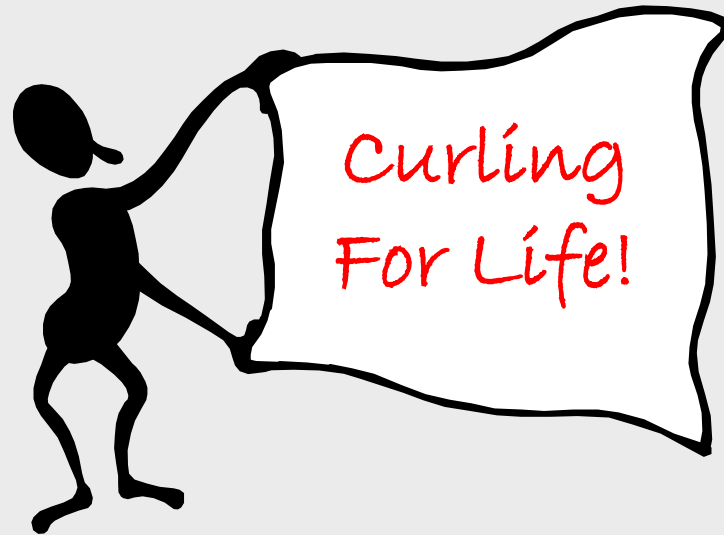
- Inform the Curling Community
- Promote Advanced training for Coaches
- Rework competition and playdown calendars
- Promote curling at all levels of schools
- Increase Opportunities, leading to recruitment and retention of Adult, Jr. & Juv. players
- Develop strategies for Athletes with a disability
- Continue to improve and strengthen

# OUR ACTION PLAN



# 1. Inform the Curling Community

- AGM presentations
- Written materials
- Website communications
- Ongoing



## 2. Promote advanced training for coaches

- Promote professional curling to curling centres
- Explore revenue sources to support employment
- Organize, offer and promote advanced coaching courses



# 3. Rework competition & playdown calendars

- Survey athletes
- Compare other provinces
- Develop format, include LTAD stages for guiding participation and for tracking
- Explain and Educate
- Ongoing



# 4. Promote Curling at Schools

- Capital One Rocks & Rings
- Partnering with: BC Schools Curling Association, Action Schools! BC, other
- Link to Clubs
- Promotion of targeted leagues and programs



## 5. Increase opportunities for LTAD stage-specific activities

- Explore options for 20-30 age group
- Cross-sport promotions
- Share successes between clubs
- Research LTAD programming in other provinces
- Develop year-round programming opportunities

## 6. Strategies for Athletes with a Disability

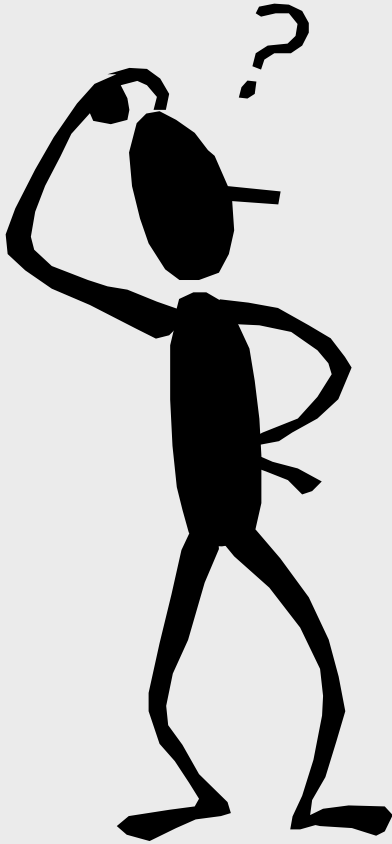
- “Awareness” and “Recruitment” stages are unique to AWAD
- Partner with Disability Sport organizations
- Evaluate “Getting Started” CCA program
- Communicate accessibility
- Explore funding options



## 7. Continue to improve the strength and quality of BC Curling Centre programming

- Curling Centre Connections
- “Business of Curling” program promotion
- Update and promote existing program resources





Questions?