

ENHANCED PERFORMANCE

Mission

Curl BC is dedicated to the promotion and development of curling in British Columbia and to the coordination of curling activities on behalf of the member clubs.

Purposes

To promote and develop the game of curling as a recreational and competitive sport in the province of British Columbia

To provide technical, marketing and other relevant assistance to member curling facilities in order to promote the sport of curling generally

To arrange and conduct playdowns and championships for the purpose of determining provincial championship teams

By 2013, all athletes, coaches, officials and ice technicians in BC will be guided in their pursuit of excellence through regional and provincial curling programs.

Athlete Development

Provide high quality training for identified athletes in order to improve BC's average team placement at the CCA's national championships by 15% by March 2013 using BC's results in 2009 as the baseline.

Athlete Talent Identification

Provide individual elite athletes with development and training opportunities through the establishment of a revised talent identification system beginning with the 2009/2010 season.

Development

Create a mentorship program for the development of high performance coaches, increasing the number of Level 3 certified coaches by 15% by March 2013.

Ice Technician and Officials Development

Provide high quality training for ice technicians and officials, through workshops, seminars and mentorship programs, to increase the number Level 3 certified ice technicians and officials by 15% by March 2013.

Competition

Continue to schedule Provincial Championships each year in the following categories: Juvenile (including bi-annual BC Winter Games), Junior, Men, Women, Senior, Master, Wheelchair and Mixed. The playdowns to these eight championships will be re-structured to follow Curl BC's seven Guiding Principles of Competition in order to increase the total number of teams competing by 20% by March 2013.

2009-2013 Strategic Plan

The 2009-2013 Strategic Plan has been developed to leverage the impact of hosting the 2010 Winter Olympic and Paralympic Games in BC. The challenge is to not only develop a dynamic plan to leverage this unparalleled promotion of curling and wheelchair curling in the province, but to ensure that the plan is implemented and evaluated. In order to do so, SMART (Specific, Measurable, Attainable, Realistic, Tangible) goal statements have been created under the structure of the four pillars of the Canadian Sport Policy: Enhanced Performance, Enhanced Participation, Enhanced Capacity Building and Enhanced Interaction.

For more information about the Curl BC Strategic Plan, please visit www.curlbc.ca or email info@curlbc.ca



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Curl BC

One House, Great Delivery

Strategic Plan
2009/2013

ENHANCED INTERACTION

Curl BC will actively engage with government, philanthropic organizations, corporations and the general public to raise awareness and generate interest in curling as a healthy, fun, lifetime activity for everyone.

Government

Increase Curl BC's annual core grant from \$120,000 to \$150,000 and its annual Direct Access grant from \$62,500 to \$125,000 for the 2010/11 fiscal year.

Philanthropic

Increase Curl BC's fundraising from \$7,500 in 2008 to \$40,000 in 2013 through doubling revenue from the Optimist International raffle, establishing an annual giving campaign and accessing support from foundations, particularly for adaptive curling. In addition, establish a Curl BC Endowment Fund through a Foundation by 2011.

Corporate

Increase Curl BC's corporate sponsorship and TV advertising from \$78,000 in 2008 to \$160,000 in 2013.

Inclusion

Partner with Disability Sport Provincial Sport Organizations in the development and delivery of adaptive curling programs to meet the needs of the visual, hearing, physical, and intellectual disability communities.

External communications and marketing

Establish a province-wide newspaper and radio campaign to promote registration in local clubs during the months of August to October each year beginning in 2009.

Secondary and Post Secondary Institution Curling

Develop formal partnerships with BC School Sports, BC Colleges Athletic Association (BCCAA) and Canadian Interuniversity Sport (CIS) to facilitate an increase in the number of schools/institutions and the number of curlers participating/competing at each of these levels by 20% by 2013.

ENHANCED PARTICIPATION

Curl BC will actively support the growth and development of member facilities to increase the number of people participating in curling by 20% by March 2013.

Youth Development

Partner with Curl BC clubs and their school districts in the delivery of a school-based, indoor curling program geared towards elementary to high school aged children. Provide lessons/clinics to 10,000 children annually by March 2013. Assist Curl BC clubs to increase school (youth) participation at their facilities from 18,000 to 25,000 by March 2013.

Club and Regional level

Continue to develop and implement club and regional level programs (such as The Dominion Curling Club Championship (BC Club Challenge) and the Region 11 Men's Tour) to increase the number of teams participating at this level in all divisions by 20% by March 2013.

Adult Program Development

Liaise with existing community groups and Multi-Service Organizations to develop curling outreach programs which will provide recreational opportunities to target groups: new Canadians, women and girls, ethnic minorities including aboriginals and lower income communities.

Existing Clubs

Provide support and programs as needed to existing curling clubs (both affiliated and non-affiliated) in order to increase overall enrollment in curling clubs in BC by 20% and increase the percentage of operational BC curling clubs which are members of Curl BC from 80% to 90% by March 2013.

Community Development

Ensure all participation programs are aligned with the Canadian Sport For Life framework (Physical Literacy and Active for Life) by conducting an inventory of all programs beginning in 2009.

ENHANCED CAPACITY BUILDING

Provide leadership to ensure the availability of curling facilities and programs through strong governance and operational excellence.

Governance and Human Resources

Revise Curl BC's by-laws to establish a Governance Board with corporate, professional, human resource and technical expertise. Begin the process in 2009 with a staggered move away from the current representative model over the next four years. This will include the establishment of a Provincial Advisory Committee with representatives from all regions and a Technical Committee to address all technical concerns, with sub-committees as required.

Internal Communications and Marketing

Publish an upgraded electronic newsletter monthly during the season and bi-monthly during the off season which is distributed directly to 10,000 curlers by 2011.

Finance and Revenue Generation

Generate a minimum of \$1,000,000 in revenue each year with membership revenue matched by a targeted ratio of 2 to 1 by other sources of revenue including government, sponsorship, philanthropic, special event, administrative, program and business venture as outlined in Curl BC's 2009-2013 financial plan.

Facilities

Assist Curl BC clubs with accessing the Federal Government's infrastructure renewal program, the Provincial Government's Capital Improvement Direct Access grants and other funding programs that become available. Facilitate and/or assist with the cumulative allocation of \$1,000,000 in capital grants to BC curling facilities by March 2013.

Education

Increase enrolment in coaching, officiating and ice technician courses by 15% by 2013. Between 2009 and 2013, Curl BC will offer a first level course in each of these disciplines at least once in each region of the province.

"I am thrilled to have been a part of the plan Curl BC has for the next 5 years. As we complete our strategic plan and we focus on all aspects of curling in the province I am optimistic that we will see the curling population grow in the very near future. It has been an honour and pleasure to sit as President of Curl BC for the past two years."
- Terry Vandale, Curl BC President