

# CURL BC POLICIES

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# **SECTION 1 – STAFF AND VOLUNTEERS**

## **1.1 ELECTION OF DIRECTORS**

- a) Only individuals nominated by a member facility in good standing shall be eligible for election by a regional board as a director of the society.
- b) The board of directors may at any time and from time to time appoint a person eligible for election as a director to fill a vacancy on the society's board of directors, and that person shall hold office only until the conclusion of the next annual general meeting of the society, but is eligible for re-election by the region.
- c) A director must not be remunerated for being or acting as a director but a director must be reimbursed by the society for all receipted expenses necessarily and reasonably incurred by the director while engaged in the affairs of the society in accordance with Board policy.
- d) The term of an elected director shall commence at the conclusion of the Curl BC AGM that follows the regional election.

## **1.2 DRESS CODE – BOARD OF DIRECTORS**

- a) The Board of Directors dress uniform shall consist of a navy blazer; white shirt or blouse, gray or black pants or skirt.
- b) The Board of Directors casual uniform shall be their directors' name tags and Curl BC beige jackets with logo.

## **1.3 DUTIES OF REGIONAL REPRESENTATIVES**

The regional representatives not elected as directors of the society shall serve as chairperson for the regional boards, act as a committee chair, or core committee as the case may be, and under guidance from the society, be responsible for the delivery of programs and services, including regional playdowns, within their respective regions and service areas, and shall act as conduits of communication between the society and its member facilities.

## **1.4 REGIONAL BOARDS**

- a) Structure
  - i) Each region within Curl BC shall have a separate regional board to administer curling activities within the region.
  - ii) Regional Boards shall hold elections as needed. The election of members to fill the roles of Regional Director, Regional Alternate, Secretary and Treasurer (or Secretary-Treasurer) are to be held in accordance with Curl BC bylaws regarding gender representation, for the term of the position. Elections for regional representatives shall be held prior to the Curl BC Annual General Meeting.
  - iii) Immediately following every regional meeting at which a regional election is required (odd-numbered years for odd-numbered regions; even-numbered years for even-numbered regions) each regional board shall send a copy of the minutes of that meeting to the Curl BC office, confirming that elections have taken place as required by Curl BC, and providing all contact information for that elected regional director and/or regional alternate.
  - iv) The Regional board chair or core committee may form committees to assist with various tasks within the region
  - v) Regional Boards may maintain a pool of advisors in the areas of coaching, officiating, ice-making, and marketing. These volunteers can provide recommendations to the Regional Alternate and/or Regional Board regarding programs and services
  - vi) Regional Boards shall maintain an e-mail address, fax number and telephone number that are advertised.

- b) Meetings
  - i) Regional boards are expected to hold a minimum of two meetings per year, either in person or by teleconference.
  - ii) The Regional Secretary shall provide minutes after each meeting to each member of the regional board.

*NOTE: The existence of quorums in the Curl BC Bylaws means that Regional Alternates must follow conflict of interest guidelines, ensuring that club delegates have adequate notice of meetings and access to all regional meetings, and that there is no appearance of conflict.*

- c) Financial
  - i) Regional Boards shall set a budget and receive funds from Curl BC each year to administer the region and the first level of playdowns, and shall follow appropriate financial controls regarding those funds.
  - ii) Regional Boards shall open bank accounts entitled "Curl BC Region (*number of region*)".
  - iii) The Regional Treasurer shall provide financial reports at each regional board meeting or as required.
  - iv) At the end of the season (by May 1 of each year) Regional Treasurers/Regional Boards shall provide Curl BC with financial statements and receipts for expenses, including all GST paid, and a statement of the funds remaining in the regional account at year end.
- d) Planning
  - i) Regional Boards shall provide input to the Curl BC business plan on the programs and services that are a priority in the region by giving recommendations to each Provincial Representative
  - ii) Regional Alternates shall contact the Curl BC office directly if services are required during the year.
- e) Communication with Member Facilities
  - i) Regional Alternates shall communicate on a regular basis with the club delegates and facilities.
  - ii) Regional Alternates shall encourage each member facility to provide two delegates, one of each gender, to the Regional Board, and shall also encourage delegate attendance and participation in Regional Board meetings and other projects.
  - iii) Regional Boards are encouraged to ensure that member facilities recognize their delegates by providing picture frames for member facilities to display club representatives' photographs.
  - iv) Regional Alternates shall work with member facilities to ensure that complete and accurate club membership data is submitted via disk or CD using Excel software.
- f) Playdowns
  - i) Regional Directors and Regional Alternates shall encourage facilities in the region to bid on provincial and other high level competitions, in accordance with site guidelines for each event, and to submit those bids by June 1 each year for the season two years from that date.
  - ii) Regional Directors and Regional Alternates shall provide Curl BC with a list of all regional playdown sites and dates for the following season by April 1 of each year.
  - iii) Regional Directors and Regional Alternates shall provide a three-year plan for regional playdowns for all categories in each region, in accordance with timelines set by Curl BC.

## SECTION 2 – MEMBERSHIP, AFFILIATION & REGISTRATION

### 2.1 MEMBERSHIP

- a) Membership in the Society shall be divided into three classes, as outlined in Section 4 of the Bylaws:
  - i) Member facilities
  - ii) Honorary Life Members
  - iii) Life Members
- b) Member facilities shall each be considered a “member” of the society within the meaning and application of the provisions of the *Society Act* of British Columbia.
- c) Any curling facility within the province of British Columbia may be eligible for membership, provided it fulfills the following conditions:
  - i) It offers regularly organized curling activities within a building properly equipped and maintained for curling;
  - ii) It permits identical membership for both genders and equal participation in decision making by adults of both genders;
  - iii) It operates its curling activities under the guidance of an executive, board of directors, curling committee, or any other body empowered to manage the sport of curling in a facility.
- d) A curling facility may apply to the directors for membership in the society and on acceptance by the directors, shall be a member facility within the region where it is physically located.
- e) Every member facility must uphold the constitution and comply with the bylaws.
- f) Upon being admitted to membership, each member facility is entitled to, and the Society shall give them, without charge, a copy of both the Constitution and Rules of the Society.
- g) The Board of Directors of Curl BC shall determine the amount, time and method of payment, of annual dues for the member facilities.
- h) Each member facility shall annually submit to the society, by a date designated by the Board of Directors, a list of names of all curlers participating in regularly organized curling activities within its facility, along with any other information required by the association.
- i) A curling facility ceases to be a member of the society;
  - i) Upon delivery of its resignation in writing to the secretary of the society or by mailing or delivering it to the address of the society, and such delivery or mailing shall be a forfeiture by the member facility of all right and claim upon the society; or
  - ii) On being expelled; or
  - iii) At the discretion of the Board of Directors, on not having paid its annual dues or supplying a list of members of that facility within the time as established by the Board of Directors; or
  - iv) as a result of conduct tending to bring the society and/or sport of curling into disrepute; or
  - v) upon the member facility no longer being eligible for membership pursuant to Section 6 of the bylaws.
- j) A member facility may be expelled by a special resolution of the members passed at a Board meeting, provided:
  - i) the notice of special resolution for expulsion is accompanied by a brief statement of the reasons for the proposed expulsion; and
  - ii) a representative of the facility subject to the proposed resolution for expulsion is given an opportunity to be heard at the Board meeting before the special resolution is put to a vote.
- k) A facility that is not a member of Curl BC shall no longer be eligible to receive any services from Curl BC.
- l) Staff shall advise directors on a weekly basis during competition season (November 15 to March 1) whenever one or more of the member facilities in their regions have failed to affiliate for that season, as curlers from a non-affiliated facility may not take part in Curl BC competitions.

## **2.2 MEMBERSHIP DUES**

- a) The annual fee for each member facility shall be calculated based on a formula and baseline fee approved annually by the Board of Directors.
- b) Fees for each member facility are calculated on all curlers of both genders and all ages, 11 years of age and older, participating regularly in any scheduled league in that member facility.
- c) Member facilities shall be sent an invoice from Curl BC no later than October 15 of each curling season, stating the amount of its annual membership fee.
- d) Member facilities must pay at least 50% of their total affiliation fees by November 15 each season, with the balance paid in full by December 1.
- e) Those member facilities who have not requested an audit and fail to pay their annual affiliation fees in full by December 1 shall be subject to a fine of 2% of the unpaid balance, calculated monthly, to a total of 10% of the unpaid balance.
- f) In accordance with Curl BC's Bylaw 9, any member facility that fails to pay its annual affiliation fees in full by three days prior to the Annual General Meeting each year shall be deemed no longer to be in good standing with Curl BC, and shall no longer be eligible to receive services from Curl BC, nor shall any members of that club be permitted to take part in any Curl BC events or competitions until all outstanding fees are paid.
- g) The Board of Directors shall vote at the Board meeting immediately preceding the Annual General Meeting to advise the Board of Directors of the any member facility (or member facilities) not complying with the bylaw that the facility is no longer in good standing.
- h) Before a member facility can be reinstated in good standing with Curl BC, the president of the member facility no longer in good standing must request reinstatement in writing.

## **2.3 MEMBERSHIP AUDITS**

- a) Any member facility that experiences a drop in membership of twenty percent (20%) or more may apply to the Board for a review and audit of its membership lists, in order to have its annual fee reduced by the actual membership percentage reduction.
- b) Any clubs requesting an audit must do so before December 1 of the current season.
- c) The Finance Committee shall be advised of all requests for audits.
- d) Upon receiving a request for a membership audit, the Finance Committee shall appoint an auditor and supply him or her with the contact information for the facility, and copies of all membership information and assessments on file with Curl BC. The auditor shall then speak with the person designated by the member facility as the contact person.
- e) Curl BC must be prepared to complete an audit within two months if a member facility has requested one by December 1. Results of the audit must be communicated to the facility in writing by February 15, with a copy to the Treasurer. The Finance Committee shall decide if the results of the audit warrant a reduction in fees, and to what degree, and shall provide a recommendation to the Board at its spring meeting.
- f) The Curl BC office shall send a letter to the member facility along with a revised invoice if one is warranted, by February 28 of each year.
- g) Member facilities must remit the membership dues deemed owing in compliance with Section 5.2(g) above.
- h) A copy of the audit guidelines is included in Appendix D of this policy document.

## **2.4 MEMBERSHIP LISTS**

- a) If a member facility accepts money from any curler to participate in a scheduled league, whether or not the club itself or a rental group is responsible for that league, (other than School Instructional leagues), that curler is considered to be a dues-paying member of that facility, whether or not he or she is also considered to be another type of club "member" because of payment of additional club assessments.

- b) Affiliated Member facilities are required to submit to Curl BC by February 15 of each season, an alphabetical list of curlers who compete in a regularly scheduled league in that facility including information required by Sport BC for its demographic participation data, such as postal codes, gender, and year of birth.
- c) All member facilities operating School Instructional programs shall provide to Curl BC by the close of each season a list of schools and numbers of students participating each day of a School Instruction league. Names of participants are not required. Reporting forms are available from the Curl BC office.
- d) Any member facility failing to supply Curl BC with its alphabetical list of names and information required by Sport BC by February 15 of each season shall be advised by mail, to the Board of Directors of the member facility, that the facility shall be declared not to be in good standing if the list is not submitted by three days prior to the Annual General Meeting each season.

## **2.5 ASSOCIATE MEMBERSHIP**

For the purposes of competition and communication only, Curl BC shall offer Associate memberships to any groups (such as the RCMP, Police, Firefighters, and Telecommunications Workers), with a competitive curling program open to both genders whenever possible.

- a) Such groups shall be granted associate memberships upon payment of a fee as determined annually by the Board of Curl BC.
- b) Associate members shall not have a vote on behalf of their membership in connection with any Curl BC matters.
- c) Associate members shall be included in all general communications sent by the Curl BC office to members.
- d) Associate members shall be entitled to advertise in and to have their provincial champions listed in the Curl BC yearbook.
- e) Associate members shall be entitled to have a link on the Curl BC website.
- f) Associate members may, upon application to Curl BC, avail themselves of services offered to all affiliated members, at the price set by the Board of Directors of Curl BC.
- g) Qualifying teams made up of players from associations who compete in national curling events shall be permitted to purchase white BC team jackets and crests, at no cost to Curl BC, upon application to the Curl BC office. Only qualifying curlers or their association shall be permitted to purchase the Curl BC jackets, and the associations and curlers shall be advised that the jackets are to be worn by curlers only.

## SECTION 3 – COMPETITIONS

The seven guiding principles used in setting policy and considering changes to existing policy for competitions are as follows:

1. Curl BC competitive playdown processes will be structured so as to declare the best championship team possible.
2. Curl BC competitive playdown processes will be structured and operated in a financially responsible manner.
3. Curl BC competitive playdown processes will be structured and operated in a manner that respects the time and financial commitments of the participating curlers.
4. Curl BC competitive playdown processes will be structured and operated in a manner that respects the time commitment of all volunteers.
5. Curl BC competitive playdown processes will be structured and operated in a manner that respects the contribution and operational requirements of the host facility.
6. Curl BC competitive playdown processes will be structured and operated in a manner that respects the goals and requirements of our funding partners and sponsors.
7. Curl BC competitive playdown processes will be structured and operated in a manner that contributes to the development of competitive teams and encourages participation throughout the province.

### 3.1 REGISTRATION AND ENTRY FORMS

Regions shall receive a stipend, the amount of which shall be decided annually by the Board of Directors, to reimburse the region for ice costs for all regional, inter-regional and open bonspiel events, and to pay a per-draw fee to the head official at each event. The cheques, based on the number of teams entered, shall be sent to the Regional Director for disbursement to the host club and official. Cheques may not be distributed prior to the first date of any competition, but shall be sent to the applicable regional director within one month following the competition. The regional director may apply to Curl BC for additional funding for the head official's expenses.

### 3.2 FUNDING FOR PROVINCIAL QUALIFIERS

- a) Each team qualifying for and competing in provincial championships shall receive travel assistance provided by Curl BC, at a rate to be determined each year by the Board of Directors.
- b) Each team qualifying for and competing in the Men, Women, Seniors, Masters, and Mixed provincial events shall be provided a subsidy as determined by the Board of Directors each year for two rooms hotel accommodation.
- c) Each team qualifying for and competing in the Junior provincial event shall be provided a subsidy as determined by the Board of Directors each year for two and one-half (2.5) rooms' hotel accommodation.
- d) Each team qualifying for and competing in the Juvenile provincial event shall be provided a subsidy as determined by the Board of Directors each year for two and one-half (2.5) rooms' hotel accommodation.
- e) Per diem allowances shall not be given to any teams participating in Men's, Women's, Senior Men/Women's, Masters Men/Women's and Mixed events, including provincial events.
- f) The host committee for the Combined Junior provincial event shall be paid the equivalent of \$50 per team by Curl BC to fund a hospitality suite at the host hotel. Per diem allowances shall not be paid to teams.
- g) Juvenile teams shall have all meals provided to them by the host committee upon payment from Curl BC of \$200 for each qualifying team. Per diem allowances shall not be paid to teams.
- h) In BC Games years, Curl BC shall pay the registration fee to the BC Games Society. Expenses for the participating teams are covered by that organization.

### 3.3 PARTNER EVENTS

- a) BC Club Challenge
  - i) Club Challenge events shall comply with the rules of the BC Club Challenge, and shall be held in every region of Curl BC, amongst all affiliated member facilities that wish to participate.
  - ii) Dates for BC Club Challenge regional events shall be included in the Curl BC yearbook.
  - iii) Each member facility shall be permitted to choose the selection process for its club champions, provided the process is in compliance with the BC Club Challenge rules, including eligibility requirements that allow each team only one curler who has qualified in a men's, women's, mixed or senior regional playdown in the current or previous year.
- b) Optimist Under 18 International Curling
  - i) Curl BC shall support the participation at the Optimist Under 18 Curling Competitions by our provincial Juvenile winners (one male and one female team)
  - ii) In years when there are no BC Winter Games, the winners of the Juvenile Provincial event shall attend the Optimist Under 18 International Championship
  - iii) In years that there is a BC Winter Games, the winners from the BC Winter Games shall attend the Optimist Under 18 International championship in the current year.
- c) Blind Curling

Curl BC shall continue to support the activities of the BC Blind Sports Association, by means of an annual grant for Blind Curling, approved by the Board of Curl BC
- d) High School Curling

Curl BC shall continue to support the activities of the BC High School Curling association, by means of an annual grant approved by the Board of Curl BC
- e) Daytime Masters Associations (Pacific Coast Masters and BC Interior Masters Curling Associations)

Curl BC shall continue to support the activities of the two daytime masters associations, by means of an annual grant approved by the Board of Curl BC.

## **SECTION 4 - DEVELOPMENT PROGRAMS**

### **4.1 PREMIER'S SPORTS AWARD PROGRAM**

The Premier's Sport Award Program presentations shall be offered annually

### **4.2 YOUTH COORDINATORS SEMINARS**

Youth coordinators' seminars shall be offered annually in selected regions.

### **4.3 PROGRAMS FOR NON-AFFILIATED FACILITIES**

Non-affiliated clubs or members of those clubs may participate in Curl BC programs (excluding playdowns) but will be subject to an additional program fee depending on the program. Curl BC reserves the option of refunding this additional fee if the club joins Curl BC within one year's time.

## **SECTION 5 - POLICIES ON PARTICIPATION, CONDUCT AND SAFETY**

### **5.1 CODE OF ETHICS/CONFLICT OF INTEREST**

- a) As a general rule, Staff Member or Volunteer must not act while in a conflict of interest.
- b) As a general rule, the society must not enter into:
  - i) A transaction with a staff member or volunteer.
  - ii) Any transaction in which a staff member or volunteer has a direct or indirect interest, except as outlined in 8.1.c.
- c) The Board Of Directors may authorize a transaction provided the individual first discloses the conflict of interest and establishes that the transaction is fair and reasonable to the society, and the transaction meets community expectations about the conduct of the society's activities.
- d) Curl BC's guidelines for all staff and volunteers, including course conductors and facilitators, requires that materials and course content are free of information on the course conductor's own business. When representing Curl BC, staff and volunteers must follow Curl BC's guidelines on the development of course content and budgets; staff and volunteers may not suggest or comment on specific products or suppliers; and staff and volunteers must collect the appropriate fees from all course participants. Curl BC does not allow endorsement of a particular equipment manufacturer, supplier, or retailer over another. Under no circumstances can the position of a staff or volunteer, including a course conductor, be utilized as a "selling opportunity."
- e) Engagement in educational, professional, philanthropic, social and recreational activities is encouraged by the Board of Directors, provided individuals do not make unseemly use of their position with the organization, or permit association with an organization which may be detrimental to Curl BC'S business, nature, role, or reputation.
- f) Staff are required to disclose any related curling activities.
- g) Every staff member must:
  - i) Focus his/her efforts on the mission of the organization and not on personal goals.
  - ii) Not use the organization for his/her own personal advantage or for the individual advantage of his/her friends or supporters.
  - iii) Not exploit any relationship established to further personal, political or business interests at the expense of the best interest of the organization and participants.
  - iv) Avoid situations that might present a conflict of interest or reduce the ability to be objective and unbiased in the determination of what is best for the organization and participants.
  - v) Declare conflicts of interest when they arise and seek to manage them in a manner that respects the best interest of all those involved.

### **5.2 COACHING CODE OF CONDUCT**

- a) Any Provincial or Regional Coach appointed by Curl BC is expected to join the Coaches' Association of BC and sign the code of conduct.
- b) The Coaching Association of Canada has developed an NCCP Coaching Code of Ethics and a series of workshops to enable coaches to understand the importance of making ethical decisions. (Appendix D.)

### **5.3 RISK MANAGEMENT**

- a) Curl BC shall adopt a risk management plan that encourages good practices in risk management with curlers, event committees, curling member facilities, ice technicians, coaches, officials, and others, to protect the physical and mental well being of all participants.
- b) At the Provincial Level, Curl BC is concerned with:
  - i) Policies covering harassment, codes of conduct, drug and alcohol use, and appeals of decisions of the Board of Directors and others

- ii) Training programs and required certification levels for coaches and officials
  - iii) Templates for organizing provincial events
  - iv) Training programs and required certification levels for Ice Technicians
  - v) A policy that Curl BC appointed coaches shall not work alone (without a team coach) with youth teams, or otherwise must undergo a Criminal Records Check. (Note that this is a BC Government requirement.)
  - vi) A policy that Curl BC appointed coaches must sign the Coaching Association of BC Code of Conduct
  - vii) Purchasing liability insurance
  - viii) Providing sport safety information to member facilities
- c) Member facilities are encouraged to look into:
- i) Facility design (including structural, lounge and ice surface materials, locker room design, furniture type and layout, access areas, fire safety tools, food service preparation areas) to provide a safe environment
  - ii) First aid procedures
  - iii) Supervision of novice groups
  - iv) Careful equipment storage
  - v) Having a qualified ice technician in charge of the plant
  - vi) Providing curling instruction on an annual or more frequent basis
  - vii) Using experienced instructors in a satisfactory athlete-to-coach ratio
  - viii) Providing clear instructions when moving athletes to the ice surface
  - ix) Having a policy that appointed coaches do not work alone (without utilizing teachers or parents in a supervisory role) for youth programs, or otherwise they must undergo a Criminal Records Check
  - x) Purchasing liability insurance annually

## **SECTION 6 – MEETINGS**

### **6.1 ANNUAL GENERAL MEETINGS**

The Annual General Meeting of Curl BC shall be held annually at a date and place to be determined each year by the Board of Directors

### **6.2 BOARD MEETINGS**

- a) There shall be at least three meetings of the Board of Directors, in the fall, spring, and immediately before and after the Annual General Meeting.
- b) Upon Board approval, all Regional Alternates shall be invited to the final day of the Annual General meeting weekend of the Board of Directors for an in-service learning session, at Curl BC's expense.

### **6.3 SPECIAL MEETINGS**

The Executive Committee may call special meetings of the Board of Directors if matters warrant.

### **6.4 TELECONFERENCE/ELECTRONIC MEETINGS**

- a) Teleconference or electronic meetings of the Board of Directors may be scheduled at the President's discretion.
- b) Whenever possible, reports to be discussed at a teleconference or electronic meeting should be distributed to the Board in advance of the meeting date.

### **6.5 OBSERVERS**

Attendance by observers at a Curl BC meeting is welcome; however, Curl BC shall pay none of the costs of travel, accommodation or per diem except as approved by the Board.

### **6.6 AGENDAS AND REPORTS:**

- a) Agenda items and reports for Board of Directors' Meetings of the Board and the Annual General Meeting are to be submitted to the Curl BC office at least three weeks in advance of the meeting date.
- b) Agendas and reports are to be circulated by email two weeks prior to any Board of Directors' Meeting or Annual General Meeting.

### **6.7 MINUTES OF THE ANNUAL GENERAL MEETING**

Minutes of each Annual General Meeting are to be circulated to all member facilities, Board members and staff within three weeks of the Annual General Meeting,

### **6.8 MINUTES OF MEETINGS**

Minutes of any Board of Directors' Meeting, Special Meeting, and Teleconference or Electronic Meeting are to be circulated no more than three weeks following the applicable meeting to members of the Board and staff.

### **6.9 COMMITTEE MINUTES**

Minutes of all Curl BC Committees of the Board, including the Executive Committee, are to be circulated within two weeks (fourteen days) of the date of the meeting to members of the Board and staff.

## SECTION 7 – FINANCE

### 7.1 DIRECTORS AND STAFF EXPENSES

- a) Directors and staff are expected to use the least expensive options for travel to Curl BC meetings and scheduled events.
- b) Mileage to Curl BC meetings and other scheduled events shall be reimbursed at \$0.43/km.
- c) When directors or staff must travel by air, Curl BC shall pay the lowest excursion fare available. Air travel expenses may be submitted to the office for reimbursement at the time the booking is confirmed. Details should include the amount of GST paid. All flights must be booked through Merit Travel.
- d) Ferry and/or highway tolls, if applicable, shall be paid for travel to and from Curl BC meetings. Receipts must be supplied.
- e) The per diem meal rate for Curl BC shall be \$44 per day, which includes \$10 for breakfast, \$14 for lunch and \$20 for dinner.
- f) When a meal is provided at a meeting or other event, no per diem shall be paid for that meal.
- g) Per diem costs, calculated by each director, and excluding any meals that are provided by Curl BC, may be e-mailed or faxed on a Curl BC Expense Form to the Curl BC office immediately following the meeting involved, for payment within three weeks.
- h) Accommodation, when required, shall be supplied for all directors attending Curl BC meetings. Shared accommodation (two directors per room) shall be the standard. Whenever possible, Curl BC shall pre-pay all shared hotel accommodations with the Curl BC credit card or by other means, rather than requiring directors to pay for hotel rooms out of pocket. A director who does not wish to share accommodation must advise Curl BC in advance of the meeting, pay for all room costs and submit a claim for 50% of his or her accommodation expense to Curl BC.
- i) Hotel rooms shall be shared by two directors or volunteers of the same gender whenever possible. Staff members shall not be expected to share a room with a director. The President of the Board shall not be required to share a room with another director or volunteer at meetings of the Board or the Annual General Meeting.
- j) All non-Curl BC personal expenses related to the hotel accommodation such as movie rentals and phone calls must be paid separately by the director to the hotel.
- k) Any other expenses not directly related to accommodation, travel or per diem that are to be reimbursed by Curl BC should be included on an expense form, itemized as "Other" expenses, and should include receipts showing GST amounts, if any.
- l) If a Curl BC Expense Form is submitted by e-mail or fax, original receipts must follow by post immediately to the Curl BC office.
- m) All payments shall be made following receipt of invoices and/or expense claims, or through the minutes of the Board of Directors meetings. Expense claims must be submitted on the proper form, must include receipts, and must be presented within 90 days of the activity.
- n) The President or Executive Director/CEO must approve all expense claims.

### 7.2 VOLUNTEER AND CONTRACTOR EXPENSES

Course	Level	Honorarium	Length of Course	Other
NCCP	Club Coach – Youth	\$100/day	1.5 days	Includes preparation and follow-up
NCCP	Club Coach	\$100/day	2 days	
NCCP	2	\$100/day	2.5 days	.5 day for marking exams
NCCP	3	\$100/day		Pre-approved fees for contractors
Marking Workbooks	Club Coach	\$5.00 per book		

Marking Workbooks	2	\$10.00 per book		
Marking Workbooks	3	\$20.00 per book		
Skill Analysis	2, 3	\$5.00 each		
Marking exams	3	\$5.00 each		
Officiating	1 or 2	\$100/day	1 day	
Statistician		\$100/day	1 day	
Course	Level	Honorarium	Length of Course	Other
Business of Curling	1	\$100/per day		
Business of Curling	2	\$100/day	2.5 days	An additional .5 day may be required
Ice Technician	1	\$250/day (head instructor) \$150/day (assistant)	3 days	Requires 4 students at \$300 per person
Ice Technician	2	\$300/day (head instructor) \$200/day (assistant)	5 days	Requires 5 persons at \$400 per person
Championship Ice Making		\$250/day	2 days	

- a) In addition to honoraria, the course conductors/learning facilitators shall be reimbursed at the Board rates for travel, accommodation and per diem expenses.
- b) All course expenses beyond honoraria must be part of a budget, and be approved in advance by Curl BC.
- c) The rental rate for equipment used in seminars, camps and other programs and that is owned by staff and volunteers, shall be up to 30% of the listed rental rate from a local company (or \$100 per day if no rental is available).
- d) Contractors to Curl BC may bill beyond two hours travel time per day upon approval in advance from the Executive Director/CEO.
- e) Harassment Advisors' expenses shall be paid at the same rates as the Board of Directors.

### 7.3 DIRECTORS' AND OFFICE STAFF CLOTHING

Directors and office staff shall be provided with a name tag and a casual jacket, complete with a Curl BC logo, at Curl BC's expense.

## SECTION 8 - TECHNICAL DEVELOPMENT

The Curl BC Technical Development Program offers courses and workshops on an ongoing basis in the following areas:

- NCCP Coaching Facilitator Training
- CCA Officials' Training
- CCA Ice Technicians Training
- CCA Business of Curling

### 8.1 PROGRAM DELIVERY

- a) All technical courses and workshops shall be conducted under the direction of Curl BC and be presented by instructors approved by Curl BC.
- b) Courses shall be provided to small groups, if necessary, but not to one individual only.
- c) National Coaching Certification Program courses and workshops shall be scheduled for at least six regions of the province annually. Every attempt shall be made to present at least one course in all eight BC Winter Games zones.
- d) Courses and workshops may be cancelled, based on a decision by the Executive Director/CEO, Regional Director and the Board Committee chair responsible for coaching matters.
- e) Nationally developed courses leading to certification for Officials and Ice Technicians shall be offered in those regions hosting provincial competitions or ice technicians' summer programs.
- f) Curl BC shall provide programs and services only to affiliated member facilities, unless otherwise approved by the Board of Directors.
- g) All instructors, course conductors and/or learning facilitators shall be reimbursed for travel, accommodation and per diem expenses, plus an honorarium as set by the Board of Curl BC and outlined in Section 11.6.

### 8.2 COACH/INSTRUCTOR CERTIFICATION

- a) Coach/Instructor development follows the educational curriculum of the National Coaching Certification Program (NCCP).
- b) Coaching courses are delivered annually throughout the province to member facilities affiliated with Curl BC. Member facilities wishing to host Club Coach – Youth Workshops, Club Coach Workshops or NCCP Level 2 courses should make a request to the Curl BC office by February 1 of each year, to enable scheduling to be completed by late spring for the following season.
- c) Curl BC submits all marks from technical courses to the CCA and the Coaches' Association of Canada (CAC).
- d) The existing certification process for NCCP Levels 1 to 3 includes the following three components. Beginning in 1968, Level 1 Technical has been replaced by Club Coach.
  - Technical: sport skills and techniques
  - Theory: general principles of coaching (Introduction to Competition)
  - Practical: evaluation of coaching experience

Once a potential coach has completed one component of the National Coaching Certification program, he or she shall receive a record of progress from the NCCP that is updated as more components are finished. Upon successful completion of all three components at one level, the coach shall receive the NCCP National Passport, acknowledging full certification at a particular level. Curl BC is responsible for approving the completion of each practical component. The Level 1 practical component currently consists of twenty (20) hours of coaching and/or instruction and requires the completion of a Practical Component Form.

Level 2 practical requires the completion of a workbook; Level 3 has a take-home assignment (practical workbook) and includes an on-ice assessment.

- e) Coaches who have begun working on the National Coaching Certification Program shall be assisted by means of the following:
  - i) The Curl BC website, yearbook and newsletter shall promote all scheduled coaching training on an on-going basis throughout the season and during the summer.
  - ii) Regional directors, regional boards, and junior coordinators within member facilities shall be encouraged to identify potential coaches in their regions.
  - iii) Upon the successful completion of Club Coach requirements, coaches shall receive a letter from Curl BC, outlining all the services available from the office and details of coaching assistance on the website.
  - iv) Curl BC shall maintain an up-to-date database of all certified and partially certified coaches in the province.
  - v) Coaches' names and information shall be entered into a Curl BC database following each competitive event in the province, on an ongoing basis.
  - vi) Professional development seminars shall be offered to coaches who wish to obtain more information on aspects of coaching.
  - vii) Entry forms for competitions shall place emphasis on coaches' information at the time of entry.
  
- f) Any registrant who is unable to attend for the duration of a course, or is prevented by a conflict of schedules from attending any section of the course, shall be encouraged not to register for a Club Coach or Level 1, 2, or 3 NCCP technical coaching course.
  
- g) If an unexpected family emergency or personal illness prevents a registrant from completing an NCCP Club Coach, Level 1, 2, or 3 course, the following guidelines shall apply:
  - i) A registrant who cannot begin the course due to family emergency or personal illness shall be given a full refund of course fees or shall be registered in the next available session, and any fees paid shall be applied to that session.
  
  - ii) A registrant who has begun the course but cannot continue shall be given the following options to consider. The objective is to provide the coach with every reasonable opportunity to complete his or her training.
    - the registrant may complete the missing component[s] during a similar course weekend as scheduled in British Columbia. Any registration fees shall be applied to the second course.
    - the registrant may complete the missing component[s] in another province or territory as arranged by the registrant, with the fee to be determined by the host association. Information on contact persons and dates shall be supplied by the Curl BC office or Master Course Conductor.
    - any other reasonable option as determined through a dialogue between the registrant and Curl BC.

### **8.3 OFFICIATING DEVELOPMENT AND CERTIFICATION**

- a) Curl BC shall maintain a current database of all certified and partially certified officials in the province.
  
- b) Levels of officiating are as follows:
  - i) **Level 1 Game Observer, Time Keeper and Hog Line Official**
    - Attend the Level 1 Officials' theory course
    - Complete the Level 1 Officiating exam (open book) with a 70%+ grade

- Complete the practical requirement, which consists of serving as an official at a System C or D officiated event for a minimum of 6 games, under the supervision of a certified minimum Level 3 head official, with at least 2 games in each of the three positions (timekeeper, game observer and hog line official) and receive a positive evaluation
- ii) **Level 2 Provincial Supervising Official; Regional Head Official**
- Attend the Level 2 Officials' theory course
  - Complete the Level 2 Officiating exam (open book) with a 70% grade
  - Complete the practical requirement which consists of serving as a supervisor at a System C or D officiated event for a minimum of 6 games under the supervision of a certified minimum Level 3 chief umpire, with at least 2 games in each of the 3 supervising positions (home, away, timing), and receive a positive evaluation.
- iii) **Curl BC Timer's Certificate**  
Individuals may take a Curl BC timers' training session and receive a certificate after working as a timer for the required number of games. There will be no credit given toward becoming a certified official unless a Level 1 officiating theory course has been taken.
- iv) **Level 3 Provincial Chief Umpire**  
Level 3 officials are awarded their certification by the Canadian Curling Association upon the recommendation of the Curl BC Officiating Coordinator and the Curl BC Board of Directors.
- v) **Level 4 National Supervising Official (National Championship)**
- Level 3 certification
  - A Level 4 official will have served as a supervising official at a CCA national championship and received a positive evaluation from the chief umpire
  - Level 4 certification is awarded on an 'as needed' basis by the Canadian Curling Association following a recommendation from Curl BC.
- v) **Level 5 National Head Official (National Championship)**
- Level 4 certification
  - A Level 5 official will have served as a chief umpire at a CCA national championship and received a positive evaluation from the competition director and host committee representative.
  - The official will have demonstrated qualities of leadership, ability to negotiate and arbitrate and ability to effectively liaise with players, media, supervising officials, association officials and host committees.
  - Level 5 officials are awarded their certification on an 'as needed basis' by the Canadian Curling Association.
- c) **Certification Process:**  
The development and certification process for Level 1 and Level 2 officials includes both theory and practical components. The theory component in a classroom focuses on rules and officiating procedures.
- d) Curl BC, in consultation with the Provincial Officiating Coordinator, shall maintain a current list of instructors authorized to provide Level 1 and Level 2 Officiating Theory courses.
- e) Curl BC offers Level 1 and Level 2 officiating theory courses each year based on requests from event host committees.
- f) The Level 1 and Level 2 officiating theory courses may be taken consecutively on the same weekend.
- g) The practical components for Level 1 may be competed at a single championship but Level 2 may not be completed at that same championship. Officials are encouraged to

seek opportunities for additional practical experience as a certified Level 1 official before proceeding to Level 2.

- h) Before any practical experience will be considered towards certification, the candidate must complete the appropriate level Canadian Curling Association theory course.
- i) Practical certification forms are available from the Curl BC office or at each course.

**j) Levels 1 and 2 Certification**

- i) Officials completing their Level 1 and Level 2 theory and practical requirements will submit their signed practical forms to the Curl BC Office.
- ii) Curl BC will forward the exam results and practical forms to the Canadian Curling Association, and the CCA will provide the official with a letter and a card indicating their level of certification.
- iii) A certified Level 1 or Level 2 official may take a refresher course at no cost to him or herself, but will not receive a new set of course materials.

**k) Level 3 Certification and Mentoring**

- i) A Level 2 official may apply in writing to Curl BC to participate in a mentoring process to become a Level 3 official. This application will include:
  - a letter of recommendation from a provincial/national chief umpire with whom the candidate has worked as a supervising official at a provincial event.
  - verification that the candidate has been actively involved as a supervising official in the previous three years or has taken a refresher Level 2 officiating theory course during that time
  - verification that the candidate has experience recruiting and scheduling officials for, and at a provincial/national event
- ii) If approved by Curl BC for mentoring, the Curl BC Officiating coordinator will attempt to arrange pre-mentoring at a provincial event, with an experienced Chief Umpire, as close as possible to the candidate's home city
- iii) Pre-mentoring, Level 3:  
The pre-mentoring candidate will observe and perform some of the Chief Umpire's duties and responsibilities under the direction of the Chief Umpire. This will include pre- and post-event procedures. The Chief Umpire will provide a written report to the Curl BC Officiating Coordinator on the suitability of the candidate to progress to Mentoring, Level 3.
- iv) Mentoring, Level 3:
  - Upon receiving a positive evaluation following a pre-mentoring candidate's work at an event, the Curl BC Officiating Coordinator will arrange an opportunity for the candidate to assume full responsibility and decision-making authority at a provincial under the supervision of an experienced Chief Umpire. The experienced Chief umpire must be available at all times to provide an evaluation and critique to the candidate. The experienced head official will provide a written report to the Curl BC Officiating Coordinator.
  - Based on a positive evaluation, the Provincial Officiating Coordinator will recommend to Curl BC that the Board designate the mentored official as a Certified Level 3 official. No further mentoring should be necessary.
  - The candidate will be given two attempts to receive a successful evaluation in Pre-Mentoring before proceeding to Mentoring. Similarly, the candidate will be allowed two attempts to successfully complete the second level of Mentoring.
  - Curl BC will not reimburse expenses incurred by a candidate at the Pre-Mentoring level.
  - During the first mentoring opportunity, Curl BC will pay one-half of the expenses for travel, accommodation (shared, if possible with the mentor) and per diem for the candidate, with no reimbursement for meals supplied by the host committee or others.

- Curl BC will reimburse 100% of travel, accommodation and per diem expenses for the mentor official, under the same conditions as the candidate.
- Costs of attending an event will be borne by the candidate for any repeat of the Mentoring phase if there is no satisfactory assessment provided after the first attempt.

**l) Appointment of Officials**

Competitions involving certified umpires and umpires working toward certification shall include the following procedures:

- i) The Provincial Officiating Coordinator shall be responsible for the appointment of Chief Umpires for all System C and D events (provincial events). Preferences shall be given to certified Level 3 umpires in the regions where the provincial events are to be hosted.
- ii) Appointment of umpires at regional playdowns shall be the responsibility of the regional boards. The Provincial Officiating Coordinator shall supply a list of names and contact numbers of certified umpires upon request from a regional board or its representative.
- iii) Regions hosting provincial events are encouraged to host Level 1 and 2 officiating courses prior to the event.
- iv) Each regional hosting a provincial event should be encouraged to permit as many umpires as wish to participate to do so, in order to upgrade their officiating skills and to be mentored by senior umpires.
- v) The Provincial Officiating Coordinator shall prepare a package to be sent at least one month in advance of the event to each Chief Umpire for every provincial championship, outlining all Curl BC special rules as approved by the Board, and including a copy of every form required for the championship.
- vi) The Provincial Officiating Coordinator shall ensure that all timing and radio equipment necessary for the System C and D events is in good working condition prior to delivery to the event.
- vii) The use of timing and radio equipment shall be scheduled by the Provincial Officiating Coordinator and delivered in a timely fashion prior to each System C and D event.
- viii) An adequate space for officials shall be required at all provincial events with provision for privacy, separate from the public viewing areas, locker rooms, and the ice surface.

**m) Evaluation of Officials:**

- i) Volunteers in the Curl BC officiating program shall be evaluated at all events. This assessment is essential to maintain the high standards expected by competitors and to ensure that volunteers involved in the program are accredited fairly with the appropriate level of certification. Evaluation of officials at a competition shall be completed as follows:
  - The chief umpire shall conduct an assessment of all supervising officials at the event and those umpires who have previously been identified as candidates for advancement in the program.
  - All supervisors shall provide an assessment of the chief umpire and the other supervisors on the officiating team.
  - The host committee chair and Curl BC liaison shall be asked to provide an assessment of the chief umpire. (This assessment is critical to understanding the chief umpire's relationship with those running the event, not his or her knowledge of the rules).
- ii) Volunteer umpires who receive a positive assessment shall be advised that they are performing their tasks effectively and as expected. Volunteer umpires who receive an unsuccessful evaluation shall be advised by the chief umpire in a tactful, private discussion that their performance is not up to standard, as soon as possible after the

- game or competition. Areas where improvements must be made shall be pointed out, and assistance offered to help each volunteer reach the required standard.
- iii) All evaluations shall be forwarded to the Provincial Officiating Coordinator no later than fourteen (14) days following an event.

#### **8.4 ICE TECHNICIANS' CERTIFICATION**

Curl BC shall schedule at least one Level 1 and one Level 2 Ice Technicians' courses each year. Sites for the courses shall be chosen to serve all areas of the province equally. Certificates shall be issued to those successfully completing the courses.

The Board of Curl BC shall approve funds in each year's budget to offset costs of presenting Level 1 and 2 and Championship Ice-making courses. Curl BC shall from time to time supply additional funds toward assisting any Ice Technicians' courses that require minimal funding to break even, in order to ensure that the courses will take place as scheduled. The Executive Director/CEO and the Chair of the Technical Committee (Ice Technicians) will determine which courses, if any, shall receive additional funds, based on regional needs and geography.

Curl BC shall allocate funds to assist certified and qualified Level 2 Ice Technicians to attend a Level 3 Ice Technician training course when it is held in either BC or Alberta.

##### **a) Instructors for Ice Technician Courses**

In order to teach ice-making courses on behalf of Curl BC, an instructor must have the following qualifications:

##### **i) Level 1**

- Must have been a certified Level 2 Ice Technician for three years.
- Must have assisted with a Level 1 course under the direction of a Curl BC instructor, or
- Must be certified in writing by that instructor that he or she is qualified to teach a Level 1 ice making course.

##### **ii) Level 2**

- Must be a certified Level 3 Ice Technician
- Must have assisted with a Level 1 or Level 2 course under the direction of a Curl BC instructor
- Must be certified in writing by that instructor that he or she is qualified to teach a Level 2 course.

##### **iii) Championship Ice Making**

- Must be a certified Level 3 Ice Technician
- Must have worked as an assistant at two provincial, national or international events, under the supervision of a certified Level 4 Ice Technician
- Must have worked as an assistant at a Championship Ice Making Course taught by a certified Level 4 Ice Technician.
- Must receive a positive evaluation from the certified Level 4 Ice Technician.

b) Head Instructors for all ice technicians' technical courses must utilize a qualified certified assistant.

c) No ice technicians shall be permitted to challenge the Level 1 or 2 courses. Before advancing, Level 1 certified ice makers must have two years of working as an ice technician. Certified Level 2 certified ice technicians must have six years of ice making before taking the Level 3 course.

d) Courses offered by Curl BC

- i) A **Level 1** course lasts two days, and contains information on all aspects of curling ice maintenance, such as using a scraper and burner, plus sweeping and pebbling techniques. There is an exam on the second day of the course.
  - ii) A **Level 2** course is a four day program, and includes a refrigeration segment, classroom instruction, and ice installation. The prerequisites for Level 2 are Level 1 certification and two year's experience as a curling club ice-maker. A workbook must be completed during the course, and shall be marked by the instructor. An exam shall be completed on the last day of the course.
  - iii) A **Level 3** course is conducted through attendance at events. To become a certified Level 3 Ice Technician, a Level 2 Ice Technician must work a minimum of two arena-based provincial, national or international championships, and receive a positive evaluation from a certified Level 4 Ice Technician at each event. As well, the Ice Technician should have worked at two other championships, preferably but not necessarily in an arena setting. An Ice Technician may apply to write the Level 3 exam three years after the completion of Level 2 certification, following the above-mentioned training and experience, which must be documented by a Curl BC practical form and signed by the appropriate ice technicians and competition chairs. The Level 3 exam shall be returned to Curl BC and marked by a Level 4 Ice Technician. At the conclusion of this experience, a practical form must be submitted, showing completion of all requirements.
- e) **Levels 4 and 5** are national programs administered by the Canadian Curling Association.
- f) **Championship Ice Making**
- i) This course, introduced by Curl BC in 2006 and taught by Level 4 Ice Technicians, is not a prerequisite for certification, but shall address curling club issues and problems by providing solutions and information that club ice technicians may lack; for example, scrape patterns, pebbling patterns, temperatures, ice maintenance, etc. It shall be open to all interested ice technicians, both professional and volunteer, and is aimed at improving the quality of the ice surface for both competitive and recreational curlers, and to ensure the best possible playing surface for all curlers in any club in BC. Curl BC shall issue a certificate to all participants upon their successful completion of the course.
  - ii) Sponsors for Championship Ice Making course shall be actively sought by the Technical Committee and Ice Technician course conductors. Any funds donated by sponsors shall be payable to Curl BC and deposited in the Curl BC bank account. Any goods donated shall become part of the Curl BC inventory.
  - iii) All sponsorship financial donations are to be used solely for the promotion of Championship Ice Making courses, with the first priority being the scheduling of additional courses.
  - iv) Additional courses may be approved based on the following criteria:
    - a region has a number of member facilities that do not have qualified ice makers
    - member facilities in a region lack funds to assist ice makers to attend an already scheduled Championship Ice Making course elsewhere in the province
    - a region shall be holding a number of playdowns in the coming season and the ice makers shall need help with the principles of ice maintenance
    - a minimum of 75% of ice makers in regions with seven member facilities or less and a minimum of 50% of ice makers in regions with eight or more member facilities are willing to attend an additional course
  - v) The Board of Curl BC shall budget annually to assist with costs for regions to host Championship Ice Making if the following conditions apply:

- a regional director has recommended that a member facility needs assistance due to poor ice conditions in the facility
  - a member facility requests assistance because of poor ice conditions, lack of a certified ice technician, or other financial reasons
  - remote geographical location of the member facility
- vi) The Board of Curl BC shall have the final decision as to whether or not additional Championship Ice Making course are warranted and whether sufficient sponsorship funds have been collected to offset the costs.

g) **Additional Ice Technician Courses:**

- i) The Recreation Facilities Association of British Columbia (RFABC) in partnership with Pacific Institute of Power Engineering (PIPE) offers a study program in Fifth Class Power Engineering (Refrigeration Endorsement). This program is not provided by Curl BC, and is directed primarily at persons currently working in ice arenas and curling facilities who are interested in obtaining the appropriate level of certification. This course provides the examinations. Instruction is provided through home study (correspondence).
- ii) A two-week course has been added to the list through the RFABC and is approved by the BC Government. It is offered in the lower mainland and on Vancouver Island.
- iii) One day Professional Development seminars may be held in as many areas of the province as possible, to assist ice technicians to upgrade their skills.

**8.5 BUSINESS OF CURLING WORKSHOPS:**

*The Business of Curling*® program, developed by the Canadian Curling Association, is a three step process designed to help curling member facilities understand the business they are in. Meeting the challenge of survival in the marketplace has prompted member facilities to adopt selected management tools from the private sector. Curling member facilities are turning to marketing as a means of providing their customers with improved products and services.

- a) Phase 1 Workshops are introductory in nature, noting trends, marketing principles, membership, volunteers, and revenue generation and involving sharing program ideas that work. They are developed to work best with representatives from four to five member facilities (approximately 16 - 20 participants) in a one-day time frame.
- b) Phase Two Workshops are a full weekend strategic planning workshop with a single club and its Board of Directors (a minimum of 80% of the Board). Participants are guided through the planning process by a CCA facilitator. As a group, they shall envision where they want their club to be three to four years down the road. They shall analyze the club's current situation while better understanding the trends affecting the business. Finally, they shall describe the steps or strategies they shall need to get from where they are today to where they want to be in the future and produce a draft of a Five Year Strategic Business Plan for adoption and implementation.

This aspect of Business of Curling is enjoying a good return on investment as it allows our member facilities to look more closely at their operations; it asks them to find out what their customers want; and, most importantly, it hands them a written plan they can follow to improve their business without taxing their volunteers. (To be eligible for a Phase Two workshop, the entire Board of Directors must commit to the two-day session and to work at the completed plan.)

c) A Phase 3 Business of Curling Workshop is in the developmental stages at the moment.

## 8.6 COURSE EXPENSES

- a) The Board of Curl BC shall set course fees for each course or workshop upon the recommendation of the applicable Board Committees.
- b) More than one participant is required for any course to be scheduled.
- c) All participants attending a Curl BC course shall pay the full fee for each course.
- d) Special technical courses requested after the season's schedule has been distributed shall be subject to approval by the Board Committee responsible and the Executive Director/CEO.
- e) Course Fees are as follows:

Course	Level	Fee	Comments
Club Coach	Youth	\$50	
Club Coach	Refresher	\$60	
Coaching, Technical	Competition Coach	\$165	
Coaching, Technical	Competition Coach Evaluation (if taken the workshop)	\$75	
Coaching, Technical	Competition Coach Evaluation (if did not take the workshop)	\$125	Includes mentoring and materials
Coaching, Technical	3	\$300	
Coaching, Technical	Level 3 Refresher	\$150	
Officiating	1	\$35	
Officiating	2	\$35	
Ice Technician	1	\$300	
Ice Technician	2	\$400	
Ice Technician	Championship Ice Making	\$250	
Business of Curling	1	\$100 per club	Covers four participants per club. Extra participants pay \$15 each. There must be at least four clubs attending the seminar
Business of Curling	2	\$400 per club	Only one club takes part in a Level 2 seminar

## SECTION 9      **MARKETING**

### 9.1      **OBJECTIVES**

To ensure that Curl BC, its athletes, members and event organizers, and partners are provided with the necessary direction and guidelines to develop to their optimal marketability the various marketable properties of the Association, while respecting its philosophy and values.

### 9.2      **FIELD OF APPLICATION**

This policy shall apply to Provincial Team athletes, all events sanctioned by Curl BC, all partners associated with Curl BC, and any other programs, activity or product associated with or under the auspices of Curl BC.

### 9.3      **DEFINITIONS**

- a) **Marketing properties** are defined as sponsorable elements of Curl BC programs, including High Performance and Provincial Teams.
- b) **Competition properties** are defined as sponsorable elements of an event.
- c) **Athlete's properties** are defined as sponsorable athlete clothing, uniform or activities, including endorsements and appearances.
- d) **Marketing revenues** are defined as those revenues derived from the sale or the exploitation of some specific marketing, athletes or competition properties.
- e) **Marketing Unit** consists of the Executive Director/CEO and the Chair of the Marketing Committee.
- f) **Partner** is an organization, person or group of persons as well as group of organizations interacting directly or indirectly with Curl BC, its members and/or its marketing properties.

### 9.4      **PRINCIPLES**

Curl BC believes in ensuring financial stability not only via funding but also through the active sale of its marketable properties. We also believe that these marketable properties should benefit the sport, the organization and its member facilities, and the athletes.

### 9.5      **POLICY STATEMENT**

Curl BC must utilize marketing to continue to operate and work towards the accomplishment of its organization's strategic objectives.

### 9.6      **PROVISIONS**

- a) The Curl BC programs shall be developed for their respective marketability in conjunction with the marketing philosophy of the organization and its guidelines.
- b) It is recognized that media liaison is the key to enhanced visibility that shall translate to our ability to penetrate the market place to generate interest.
- c) The use of an appropriate spokesperson is critical to the realization of our marketing objectives. Curl BC also recognizes the sensitivity of marketing relations and endorses the

use of a single marketing unit operating from the Curl BC Office. Only those individuals identified by the Board are to interact with our sponsors and suppliers.

- d) Considering that Curl BC recognizes the need to spend financial resources to attract sponsorship dollars, public relation expenses shall remain an integral part of our annual budget and such expenses shall be perceived as an investment toward marketing revenue generation.
- e) In order to ensure that event organizers have the necessary tools and properties to fully present their events, Curl BC recognizes the need to transfer the rights inherent to the various marketing properties. Hosting a Curl BC event should be perceived by the organizers as a privilege and an opportunity.
- f) Curl BC owns the other marketable rights such as its Provincial Teams and programs, its Provincial and Regional Training Centers and any other programs related to the activities of any of its operational committees.
- g) Provincial Team properties shall be identified on an annual basis and their use shall be regulated by the Curl BC Marketing guidelines.
- h) Specific athlete properties shall also be identified on an annual basis and their use shall be regulated by the Curl BC Marketing guidelines. A section of the guidelines shall be incorporated into the publication of the Yearbook.
- i) It shall be the responsibility of the Marketing Unit to ensure that all supplier and sponsor properties are made available and fully developed.
- j) All Curl BC event properties shall be identified on an annual basis and shall correspond to the event hosted and the availability of any of the properties to the organizers. The utilization and the transfer of the marketing rights to organizers shall follow the guidelines
- k) Each of the operational committees of Curl BC shall have the responsibility to inform the Marketing unit of the availability of any marketable program property.
- l) The management of such properties shall be made by the Marketing Unit and the respective committees shall be kept fully informed.
- m) Any Training Center marketable properties shall remain the property of Curl BC and the transfer of such properties shall be negotiated with the respective Center on a case by case basis.

## APPENDIX A

### MATRIX FOR PROVINCIAL AND MAJOR REGIONAL EVENTS

Sites in bold print have already been awarded.

Event	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
<b>Men</b>	Langley	Penticton	<b>Golden Ears</b>	Heartland	Okanagan	Major Centre
<b>Women</b>	Kamloops	Trail	<b>Parksville</b>	Open	Okanagan	Coast
<b>Seniors</b>	<b>Golden Ears</b>	<b>Cowichan/ Grand Forks</b>	Okanagan	Major Centre	Coast	Open
<b>Juniors</b>	Terrace	Port Alberni	<b>Kelowna</b>	Okanagan	Major Centre	Coast
<b>Masters</b>	Parksville	Revelstoke	<b>North Shore WC</b>	Coast	Open	Okanagan
<b>Mixed</b>	Duncan	<b>Qualicum Beach</b>	<b>Invermere</b>	Okanagan	Coast	Heartland
<b>Juvenile</b>	Lake Cowichan	<b>Cranbrook/ Kimberley</b>	<b>Winfield</b>	<b>Terrace (BCWG)</b>	Heartland	Okanagan (BCWG)

2nd Level	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
<b>Men's Coast</b>	Royal City	Victoria	Royal City	Island	Mainland	Island
<b>Men's Interior</b>	Smithers	Summerland	<b>Sparwood</b>	Region 7	Region 5	Region 1

#### Definitions

**Major Centre:** has an airport and good access to highways

**Open:** any location

**Heartland:** regions 1,2,5,6,10   **Central:** regions 3,4,7   **Coast:** regions 8,9,11

## APPENDIX B

### CLUB MEMBERSHIP AUDIT GUIDELINES

1. The Finance Committee of Curl BC will approach a volunteer (a regional representative or other qualified person) to conduct an audit for any member facility which has experienced a drop of 20% or more in membership numbers from a previous season and which has requested an audit of membership numbers.
2. Upon the selected and acceptance of the task by the identified volunteer, the Curl BC office will send to the volunteer auditor the contact information for the facility, as well as the previous two years' affiliation numbers and lists of names submitted by that facility.
3. The volunteer auditor will contact the member facility's manager or president to set up a mutually convenient time to review the records. The audit process should take no more than two hours.
4. The volunteer auditor will confirm with the contact person (manager or president) that the last two years' financial income statements as well as their roster books must be available at the time of the audit. If there is no roster book, then the club league sheets must be available.
5. The membership audit should include a comparison of membership lists from the years under consideration, and a comparison of the weekly draws to the membership list. This can be done by randomly selecting a league or the square/block draw, requesting a list of the teams and the members on each team, and comparing it to the membership list submitted. If it is noted that an entire league has not been documented, the auditor will ascertain that the league is not still operating without being declared.
6. It is important that a volunteer auditor be helpful but firm in ascertaining numbers of curlers in commercial, cash, & daytime masters' or seniors' leagues.  
  
***If a member facility accepts money from any curler to participate in a scheduled league, whether or not the club or a rental group is responsible for that league, (other than School Instructional Leagues), that curler is considered to be a dues-paying member of that facility, whether or not he or she is also considered to be another type of club "member" because of payment of additional club assessments.***
7. Once a reduction in numbers has been verified and all curlers have been accounted for, the volunteer auditor will advise the member facility contact person (manager or president) that the findings will be sent to the Curl BC Finance Committee for review.
8. The auditor will send all information along with recommendations to the Curl BC office as soon as possible, for review by the Finance Committee.
9. It will be the responsibility of the Curl BC office to advise the member facility of the decision of the Finance Committee and to issue any new invoices as required.

## APPENDIX C

### **CURLING CODE OF ETHICS PARTICIPANTS**

**I will play the game with a spirit of good sportsmanship.**

**I will conduct myself in an honourable manner, both on and off the ice.**

**I will never knowingly break a rule, but if I do, I will divulge the breach.**

**I will take no action which could be interpreted as an attempt to intimidate or demean my opponents, team mates, or officials.**

**I will interpret the rules in an impartial manner, always keeping in mind that the purpose of the rules is to ensure that the game is played in an orderly and fair manner.**

**I will humbly accept any penalty which the governing body, at all levels of curling, deems appropriate, if I am found in violation of the Code of Ethics, or Rules of the Game.**

### **FAIR PLAY CODE FOR COACHES**

**I will be reasonable when scheduling games and practices, remembering that young athletes have other interests and obligations.**

**I will teach my athletes to play fairly and to respect the rules, officials and opponents.**

**I will ensure that all athletes get equal instruction, support and playing time.**

**I will not ridicule or yell at my athletes for making mistakes or for performing poorly. I will remember that children play to have fun and must be encouraged to have confidence in themselves.**

**I will make sure that equipment and facilities are safe and match the athlete's ages and abilities.**

**I will remember that children need a coach they can respect. I will be generous with praise and set a good example.**

**I will obtain proper training and continue to upgrade my coaching skills.**

## **COACHING ASSOCIATION OF BC (CABC) COACHING CODE OF CONDUCT**

### **Coaches Have a Responsibility to:**

1. Treat everyone fairly within the context of their activity, regardless of gender, place of origin, color, sexual orientation, religion, political belief or economic status.
2. Direct comments or criticism at the performance rather than the athlete.
3. Consistently display high personal standards and project a favorable image of their sport and of coaching.
  - Refrain from public criticism of fellow coaches; especially when speaking to the media or recruiting athletes.
  - Abstain from the use of tobacco products while in the presence of her/his athletes and discourage their use by athletes.
  - Abstain from drinking alcoholic beverages when working with athletes.
  - Discourage the use of alcohol in conjunction with athletic events or victory celebrations at the playing site.
  - Refrain from the use of profane, insulting, harassing or otherwise offensive language in the conduct of his/her duties.
4. Ensure that the activity being undertaken is suitable for the age, experience, ability and fitness level of the athletes and educate athletes as to their responsibilities in contributing to a safe environment.
5. Communicate and co-operate with registered medical practitioners in the diagnoses, treatment and management of their athletes' medical and psychological problems. Consider the athletes' future health and well being as foremost when making decisions regarding an injured athletes' ability to continue playing or training.
6. Recognize and accept when to refer athletes to other coaches or sport specialists. Allow athletes' goals to take precedence over their own.
7. Regularly seek ways of increasing professional development and self-awareness.
8. Treat opponents and officials with due respect, both in victory and defeat and encourage athletes to act accordingly. Actively encourage athletes to uphold the rules of their sport and the spirit of such rules.
9. In the case of minors, communicate and co-operate with the athlete's parents or legal guardians, involving them in management decisions pertaining to their child's development.
10. In an educational institution, be aware of the academic pressures placed on student-athletes and conduct practices and games in a manner so as to allow academic success.

### **Coaches Must:**

1. Ensure the safety of the athletes with whom they work.
2. At no time become intimately and/ or sexually involved with their athletes. This includes requests for sexual favors or threat of reprisal for the rejection of such requests.
3. Respect athlete's dignity; verbal or physical behaviors that constitute harassment or abuse are unacceptable (definition of harassment is attached).

4. Never advocate or condone the use of drugs or other banned performance enhancing substances.
5. Never provide under age athletes with alcohol.

## **APPENDIX D**

### **Sanctioning of National and International Curling Events in BC as of August 25, 2011**

The Board of Curl BC has developed the following policy in order to permit Curl BC to more fully represent the economic scope of curling in BC and thus better position the sport to receive additional government and corporate support. This policy will strengthen the economic ties between Curl BC and a potential host committee so that both organizations are motivated to produce as financially successful an event as possible.

- a) To receive sanctioning from Curl BC, a potential host committee must make a request to Curl BC, outlining the year and the name of the national or international event they wish to host.
- b) Curl BC's Board of Directors will approve the sanction based on the understanding that the host committee, if awarded the event, agrees to pay a 15% sanction fee (of net post-event revenue) to Curl BC.
- c) Once Curl BC has received confirmation in writing from the potential host committee agreeing to the sanction fee, Curl BC will provide the Canadian Curling Association with an official sanction letter.

In order to meet the criteria of the above sanctioning policy, the Canadian Curling Association (CCA) will allocate 1.5% of net ticket revenue to Curl BC (the Host Committee will receive 8.5%).

The lottery laws vary from province to province, but, if it is within the lottery jurisdiction of the Province of British Columbia, the CCA will advise the host committee that it must allocate 15% of the net revenue from the event's 50/50 draws to Curl BC (the Host Committee will receive 85%).

Finally, the CCA will provide Curl BC with a financial summary from the event to assist with demonstrating the economic scope of curling in BC each year. This is all in addition to the CCA providing Curl BC with 10% of CCA's share of the net profit from the event if a net profit is generated.