VISION 2030

CURL BC STRATEGIC PLAN

2026-2030

(i) Introduction

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- Mantra
- Values

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STRATEGIC PLAN
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(i) Introduction

VISION 2030 -- the Curl BC Strategic Plan – serves as the framework for the advancement of curling throughout British Columbia. Building on our vision, mission and mantra, and reflecting our intrinsic values, it outlines the strategic priorities we will adhere to in the pursuit of excellence at all levels of the sport, from education and recreational programming to competitions and high performance.

The VISION 2030 Strategic Plan emphasizes the fundamental commitment made by Curl BC to work with member facilities to provide them with the tools required to promote and develop curling across British Columbia.

It is comprised of eight (8) strategic ends, four (4) in each of two overarching pillars of work: Curling Operations and Business Operations. This includes but is not limited to educational resources and member services squarely directed at member facilities, along with recreational curling, competitions & events and high performance.

This plan is designed to act as a living document, one that provides the strategic backdrop for the governance of Curl BC, from policymaking and resource allocation to performance evaluation. Its aim is to be measurable, adaptable, and accountable — with progress reviewed annually against the Curl BC operating plan (annual business plan) and with the strategic plan to be formally updated every four years.

VISION 2030 serves as the strategic foundation for the tactics and execution of the Curl BC operating plan, along with the organizational KPIs and Risk Registry.

1. FOUNDATIONAL STATEMENTS

Our Vision

Curling is an inclusive sport for all, enriching every community in British Columbia.

Our Mission

We grow, develop and celebrate curling as a social sport for life by inspiring participation, performance and partnership at every level across British Columbia.

Our Mantra

Our House is Your House

Our Values

Integrity
-- We are fair, consistent, inclusive and forthright.

Excellence
– We are committed to meeting or exceeding our highest standards at all times.

Collaboration
-- We engage, communicate and cooperate with all of our members, partners and stakeholders.

Commitment
– We align individual and organizational goals to meaningfully serve all curlers in BC.

Community
– We foster relationships that ignite passion in the sport of curling throughout BC, for all ages, genders and curlers' abilities.

2. ORGANIZATIONAL FOCUS

CURLING OPERATIONS

1. Technical Education
2. Programs & Resources
3. Competitions
4. High Performance

BUSINESS OPERATIONS

5. Member Services
6. Revenue Generation
7. Marketing, communications & recognition
8. Partnerships and Innovation

3. END STATEMENTS

Pillar #1 – Curling Operations

End #1 – Technical Education

For coaches, officials and ice technicians

1.1 Grow certification in British Columbia.
1.2 Optimize development and related resources.
1.3 Enhance professional development opportunities.

End #2 – Participation Programs & Resources

2.1 Building on the entry points of the Long-Term Curler Development (LTCD) model, develop best-in-class try programs and other community-building initiatives.

2.2 Engage with member facilities to deliver accessible resources and opportunities for recreational and instructional programming (learn-play) from children to adults.

2.3 Expand resources for adaptive programming at the club level.

End #3 – Competitions

3.1 Provide a strong and sustainable competition system that offers events across the LTCD model.

3.2 Enhance member facilities' social, economic and community impact.

3.3 Leverage exposure, awareness and legacy opportunities from BC, Canadian and World Curling Championships hosted in BC.

End #4 – High Performance

4.1 Work with key external partners to deliver the High Performance Program.

4.2 Provide learn-play and early development opportunities for competitive youth that integrate talent identification to support timely entry into the competitive LTCD stream.

4.3 Enhance the daily training environment at Regional Training Centres through the integration of advanced technology.

Pillar #2 – Business Operations

End #5 – Member services

5.1 Support the long-term health and sustainability of member curling facilities throughout BC.

5.2 Collaborate with member facilities to grow participation and engagement at all levels of the sport.

5.3 Provide impactful, province-wide services and resources that would be difficult for individual member curling facilities to deliver independently.

End # 6 – Revenue Generation

6.1 Develop and implement a Fundraising Advisory Committee to assist initiatives at all levels.
6.2 Diversify revenue streams to support growth and resilience throughout the curling sector particularly for facility renewal and development.
6.3 Seek sponsorships that offset the costs of competitions, generate economies of scale and help reduce costs incurred by member facilities and individual participants.

End #7 – Marketing, Communications & Recognition

Collaborate with and support member facilities
7.1 Expand the reach of Curl BC digital communications.
7.2 Leverage content marketing on the provincial website, member facility websites and other sport sector stakeholders.
7.3 Optimize the nomination, announcement and induction processes for member-based recognition programs.

End #8 – Partnerships & Innovation

8.1 Work in tandem with partner organizations, increase information-sharing and collaboration wherever possible.
8.2 Facilitate support for facility development and infrastructure renewal.
8.3 Develop and maintain a comprehensive assessment of the status of the 100+ curling facilities in BC