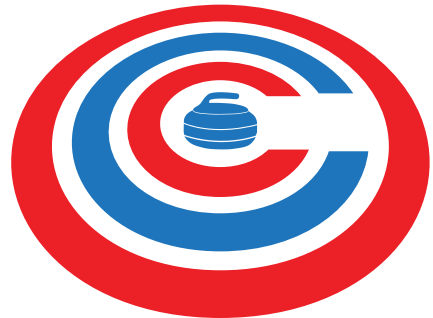


# Strategic Plan | 2016 - 2018



## Ontario Curling Council

Provincial Sports Organization | Curling

### Mission

To promote, develop, and grow curling as a recreational and competitive sport in Ontario.

### Vision

To be a leader in developing programs, services, and athletes in the sport of curling.

### Values

#### Excellence

We will strive for excellence in all aspects of our sport and business, embracing innovation, technology, and positive change.

#### Accountability

We honour our commitments, accept responsibility for our actions and ensure sustainability of the organization.

#### Equity

We ensure equal access to all programs and services.

#### Integrity

Our actions are fair, ethical and transparent.

#### Teamwork

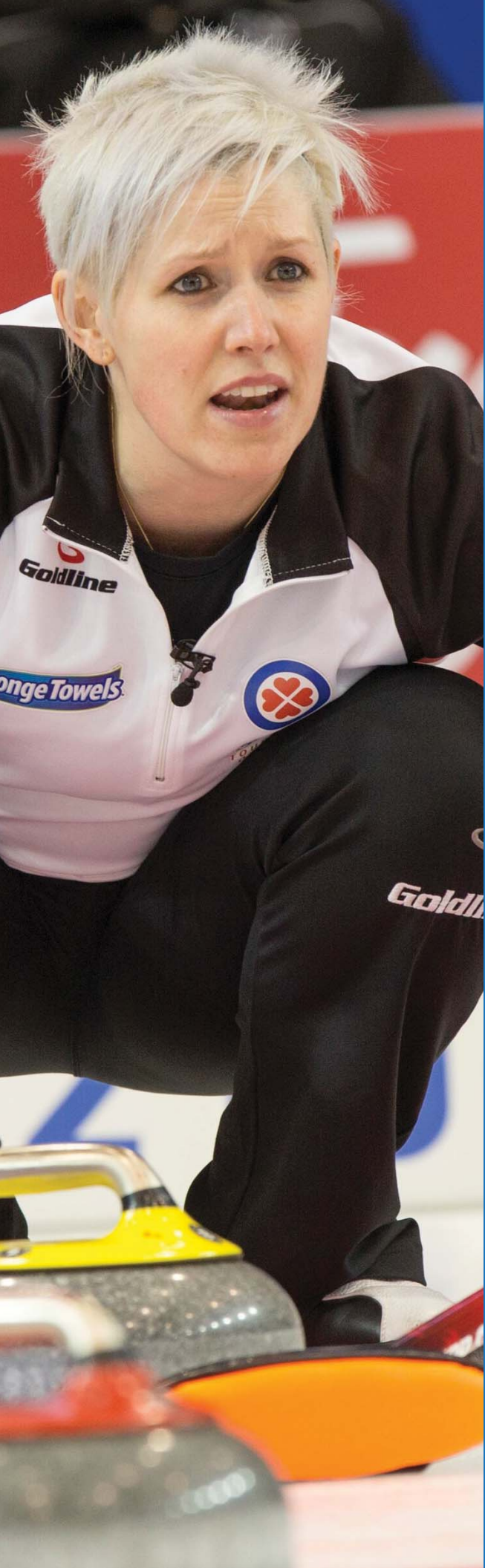
We will work collaboratively with our partners, stakeholders, staff and members.

### Members



[ontariocurlingcouncil.com](http://ontariocurlingcouncil.com)

- Ontario Curling Council
- @ONCurlCouncil
- OntarioCurlingCouncil



## From the OCC

The Ontario Curling Council (OCC) is the recognized provincial sport organization for the sport of curling in Ontario. Together with our members, the Ontario Curling Association (OCA) and Northern Ontario Curling Association (NOCA) we provide programs and services to nearly 55,000 Ontarians, and 240 member clubs.

It is with pleasure that the OCC adopt this strategic plan. We directly attribute the successes of the council in recent years to having a clear strategic plan which has provided focus to our decision making and daily operations. We are confident that this plan will continue to move the sport of curling in Ontario forward so that our members, Ontario Clubs and curlers of any age and ability will be successful.

We are excited that our plan is aligned with those of our members the OCA and NOCA, with a shared mission of promoting and developing curling as a recreational and competitive sport in Ontario.

During the participatory planning process, five clear strategic priorities emerged: Participation, Development, Excellence, Operations and Member Engagement. These are also priorities of our largest funding partner, the Ministry of Tourism, Culture and Sport.

We are committed to uphold our mission, vision and our decisions and daily operations will be guided by our values of Excellence, Accountability, Equity, Integrity and Teamwork. This plan will serve as our roadmap to continued success to ensure that the sport of curling and our members remain vibrant and strong. This is a "Living" plan and will be revisited often so that we may remain focused on achieving our goals.

## Good Curling

Ian Tetley | Chair  
Rick Helm | Secretary/Treasurer  
Heather Houston  
Doug Kreviazuk  
Sandra Lahti  
Steven Meunier  
Trevor Wall

## Contact Us

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Manager, Programs and Operations  
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**Ontario Curling Council**

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Strategic Plan | 2016 - 2018

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# ASPIRATIONS

By 2018, the OCC will strive to be

- Recognized as a leading Provincial Sport Organization (PSO)
- Provide opportunities for more people of all ages and abilities to curl
- Ensure development for officials, and any athlete or coach with podium aspirations
- Ensure Curling evolves in innovative ways
- Establish a structure to ensure curling's success into the future

## STRATEGIC PRIORITIES

### PARTICIPATION

- Alignment with Curling Partners
- Create New Opportunities for Ontarians to Curl
- Support Growth Potential
- Marketing and Social Media

### OPERATIONS

- Financial Strength
- Build Relationships with Stakeholders
- Governance
- Human Resources

### DEVELOPMENT

- Athlete | Coach | Official

### ENGAGEMENT

- Build OCC Brand
- Club Engagement
- Share Best Practices

### EXCELLENCE

- Athlete Development
- Coach Development
- Celebrate Excellence



# STRATEGIC PRIORITY PARTICIPATION

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## PARTICIPATION

**Goal** 20% increase in the number of participants directly receiving services provided by OCC.

### Alignment with Curling Partners

- Continue to work cooperatively with our members, Ontario Curling Association and Northern Ontario Curling Association, Curling Canada our National Sports Organization (NSO), and other stakeholders to effectively maximize opportunities for Ontario curlers and to bridge any gaps in programs and services.

### Create New Opportunities for Ontarians to Curl

- Work with our Members to develop and implement a Curling Recruitment Program to attract new curlers inclusive of youth, families, and new Canadians to the sport.
- Learn to Curl Program - Expand on successful Adult Learn to Curl Program to include a Youth Learn to Curl and a Campus Learn to Curl Program by creating programming for our members and Ontario clubs, ensuring the conversion of new participants through a positive, safe first experience and age/stage appropriate instruction.
- Be a leading PSO in the development of the Curling Canada's "Youth Curling Feeder System"

### Support the membership's growth objectives to grow the sport and the number of registered participants.

- Work with members and the National Sports Organization to establish an accurate membership system through an Individual Membership Fee.

### Engaging Marketing and Social Media

- Utilize new and innovative tools to communicate/promote timely, relevant and interesting information on programming and opportunities for the curling community.



Ontario Curling Council Strategic Plan 2016 - 2018

PARTICIPATION | DEVELOPMENT | EXCELLENCE | OPERATIONS | ENGAGEMENT

# STRATEGIC PRIORITY DEVELOPMENT

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## DEVELOPMENT

**Goals** Improve National Championship Average Finishes\* at U21 and U18 events

Launch a comprehensive Ontario Winter Games/Canada Winter Games Trial Process

With the assistance of our members, train/certify 10%\*\* more coaches each year

Establish “Networks” for Coaches and Officials to share best practices and develop professionally.

\*2008-2016 Average finishes for Canadian Juniors – NONT Jr Boys = 5.8, ONT Jr Boys = 4.5, NONT Jr Girls = 7.2, ON Jr Girls = 4.4. U18 Historical data not available – U18 National to commence in 2017.

\*\*# of Coaches Trained/Certified – 2016 = 778, 2015 = 662, 2014 = 378

### Athlete Development

#### Talent Identification

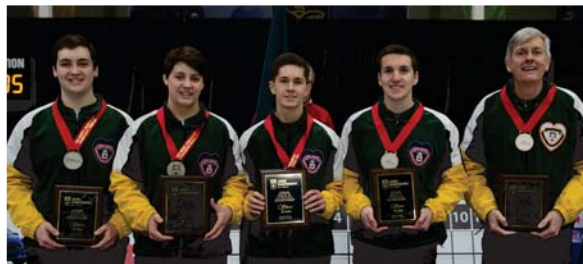
- Work collaboratively with NSO to refine ideal training and talent identification protocols for athletes in the Learning to Train, Training to Train, Training to Compete stages of the Long Term Athlete Development Model
- Establish metrics for potential Gold Medal Profile Athletes at the beginning stages of the pathway

#### Programming

- Provide additional development programming (skills clinics, development leagues) for Learning to Train athletes, Para athletes
- Gain entry into the Canadian Sport Institute of Ontario's – Ontario High Performance Sport

#### Competition

- Create an innovative, fair and winning qualification system for Ontario Winter Games, Ontario Paraspport Winter Games and Canada Winter Games
- Provide more competitive opportunities for Para athletes



Ontario Curling Council Strategic Plan 2016 - 2018

PARTICIPATION | DEVELOPMENT | EXCELLENCE | OPERATIONS | ENGAGEMENT

# STRATEGIC PRIORITY DEVELOPMENT

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## Coach Development

- Work to develop more quality coaches in partnerships with our members by delivering best in class athlete-centred coach programming by trained and certified Coach Developers.
- Work with the NSO to continually improve coach programming
- Maximize opportunities for coaches to access Professional Development Opportunities
- Train more Wheelchair Curling Coaches
- Establish a Coaches “Network” – to engage and develop active coaches, share best practices, connect athletes and coaches, aid with continual learning

## Officials Development

- Work with members to clarify the officials development training and certification pathway
- Establish a clear selection policy for officials
- Establish an Officials “Network” – to engage and develop active officials, share best practices, and aid with continual learning.
- Establish and provide development opportunities where possible, for officials



Ontario Curling Council Strategic Plan 2016 - 2018

PARTICIPATION | DEVELOPMENT | EXCELLENCE | OPERATIONS | ENGAGEMENT

## EXCELLENCE

**Goals** Be a National Best Practice for the development of Next Gen Athletes working collaboratively with the NSO.

Gain entry into Ontario High Performance Sport Initiative (OHPSI)

Celebrate the Achievements of Ontario athletes, coaches, officials, volunteers, and staff.

### Athlete Development

- Work with NSO, and other stakeholders to leverage any opportunities to support Ontario athletes and coaches through Next Gen or OHPSI programming
- Support athletes in their daily training environment through access to quality coaching, training aids, equipment, technologies
- Enhance programs and services for Training to Compete and Training to Win athletes not currently supported by NSO
- Ensure continual development of Technical Leaders/Program Administrators and Coaches
- Gain entry into Ontario High Performance Sport Initiative
- Ensure OCC run competitions are meaningful and aligned with the Long Term Athlete Development Model

### Coach Development

- Support the training and certification of Master Coach Developers, Technical Leaders, Learning Facilitators and Coach Evaluators
- Provide support in certifying Competition Development Coaches
- Provide opportunities for mentorship, observation and participation of athlete development events.

### Celebrate Excellence

- Develop a means to recognize the achievements of our athletes, volunteers, coaches, officials, volunteers and staff.

# OPERATIONS

**Goal** Ensure organization's sustainability, build relationships, govern sport by example and foster the development of our employees.

## Financial Strength

- Maximize revenue opportunities through grants, base funding assessment, sponsorship, building financial reserves to ensure sustained financial viability.

## Building Relationships with Stakeholders

- Exhibit strong leadership on the multi-sport stage, promote unification and alignment within the sport to support the mission

## Governance

- Demonstrate strong leadership within the sport through good decision making guided by clear policies and bylaws and approved operational plans.
- Enlist the help of skilled volunteer committee members where required

## Human Resources

- Ensure staff have clear directives and policies, develop and engage them through clear professional development pathways and evaluations.
- Develop a succession plan for key personnel.



Ontario Curling Council Strategic Plan 2016 - 2018

PARTICIPATION | DEVELOPMENT | EXCELLENCE | OPERATIONS | ENGAGEMENT



## ENGAGEMENT

**Goal** Build on Brand awareness, support members in their plans to engage curling community, have an engaged coach and officials Network

### Building on OCC Brand Awareness

- Continue to build brand recognition and awareness within all levels of curling and among the provincial sport community
- Engage more curlers to partake in services provided by OCC

### Club Engagement

- Support members in their efforts to engage curling community through supporting programs, common messaging, shared benefits

### Sharing of Best Practices

- Develop a means for coaches, officials, ice technicians and clubs to share best practices and become engaged with members, OCC and each other



## Roles and Responsibilities

### Ontario Curling Council Members and Stakeholders

#### Why do we have a Provincial Sports Organization (PSO) for the delivery of curling programs and services in Ontario?

The Ministry of Tourism, Culture, and Sport and Curling Canada recognizes OCC as the PSO - the governing body for curling in Ontario - overseeing amateur curling in Ontario. The OCC is an affiliate member of Curling Canada.

#### What about my Association?

The OCC with the OCA and the NOCA, act as delivery partners to provide programs and services to support curling development across Ontario. Together this partnership supports programming for athletes, coaches, and officials. The Associations elect two representatives to participate on the OCC.

#### Why work together?

Collaboration for province-wide initiatives works for all Ontario curlers and because we work together and contribute resources to projects, human and financial resources are maximized. Together we promote Curling Canada's Long Term Athlete Development Model "Curling for Life", which ensures:

- Every athlete entering the sport (at any age) will have the potential for a positive, individualized experience, no matter what the level of participation or competition.
- Athletes with podium aspiration and promise will receive timely and appropriate development.



#### What are some examples of the provincial programs?

High Performance  
 Next Generation  
 Talent Identification & Development  
 Youth Camps  
 Wheelchair Curling Development  
 Paraspport Development & Competitions  
 Ontario-wide Competitions  
 Adult Development & Adult Learn to Curl  
 Coach Development  
 Officials Development  
 Ice Technician's Training  
 Curling Club Development

#### Where do I find out more about the OCC?

Check out the website, talk to a Board Member/Councillor, your Member Association or Jennifer Ferris, Manager, Programs and Operations  
[jennifer@ontcurl.com](mailto:jennifer@ontcurl.com)  
 289-527-0352

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# PARTICIPATION DEVELOPMENT EXCELLENCE OPERATIONS ENGAGEMENT



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