



CURLSASK

STRATEGIC PLAN

2023 - 2028

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INTRODUCTION

CURLSASK is the sport governing body for curling in Saskatchewan. CURLSASK strives to ensure the viability of curling for years to come through innovation and ingenuity when developing programs and processes.

Our Curling Centres and associate partners benefit from our passion for the sport which drives everything we do. Our events and programs bring excitement and foster lifelong participation in curling from any age and ability at any level from grassroots to elite.

CURLSASK continues to lead our sport through strong governance, advocacy and communication with all our Curling Centres. Our board and staff continue to work towards a strong, passionate province wide provincial curling community that endeavor to grow curling through education, experiences, training and excellence.

MESSAGE ON TRUTH AND RECONCILIATION

We are committed to using our events as a source to share Indigenous stories as a commitment towards Truth and Reconciliation.

We are committed to providing opportunities for increased participation by Indigenous athletes and increasing long-term Aboriginal athlete development and growth through increased programming and initiatives with the specific needs of the Indigenous community in mind. This includes providing increased support to the First Nation Winter Games and the North American Indigenous Events.

CURLSASK is committed to increasing the number of Indigenous coaches and instructors that ensure more presence of Indigenous Peoples in leadership roles in curling.

We will ensure CURLSASK Policies align with the Truth and Reconciliation Calls to Action.

We will collaborate with provincial and territorial organizations to enhance access to community sports programs that reflect the diverse cultures and traditions of Indigenous Peoples.

We will work towards increased high performance and elite athlete development of Indigenous Curlers.

This message is in alignment with the Truth and Reconciliation Commission of Canada's Calls to action no. 87-91.

MESSAGE FROM CURLSASK

We believe in the power of sport to positively influence growth and change on an individual level, at a community level and on a deeper social and cultural level. Curling is a fantastic exponent of these broader benefits of sport: it embodies teamwork and team spirit, is founded in a strong history and is a truly global sport. Curling is a fun and exciting sport willing to adapt and change to appeal to growing and changing audiences. What better a sport to capture the Canadian spirit than one rooted in inclusion, openness, with global appeal and diverse ethnic and cultural engagement.

This is an exciting time for Curling in Saskatchewan. Our teams are strongly positioned for future success on the National stage and curling is steadily increasing in the province wide after the devastation of the pandemic on our sport. We are aiming to deliver excellence and quality in all areas. We will achieve this through living our strategic plan and truly embrace that "We are all Team Sask."

Change and growth inevitably come with challenges of their own. This Strategic Plan will ensure we keep on track. It outlines our strategic priorities to ensure that we grow our sport as one community and in a sustainable way. Our community exists across the province and we need the support of all the curling centres across Saskatchewan to deliver our priorities. As a team sport we know the value of working together to achieve more as a collective than we might as individuals. CURLSASK looks forward to working with all our members throughout Saskatchewan to create a viable and sustainable delivery model.

WE ARE **ALL** TEAM SASK!



VISION AND MISSION

Vision

To share the power of sport through our passion for curling.

Mission

To promote and develop curling in Saskatchewan by providing leadership, services and programs for the curling community, from grassroots to elite in a safe and inclusive environment.

"The power of sport is lifelong! It instills purpose, develops relationships, and is a platform for growth, development and change." ~ Kelly Schafer

"The power of sport is creating a safe and empowering space to practice and develop skills." ~Colleen Reddekopp

"The power of sport is the journey an athlete embarks on and the lessons along the way that can be used in all aspects of life and shape who we become." ~ Pat Simmons

"The 'power of sport' means to unite communities, inspire people, and create positive change in the world." ~Dustin Mikush

SASK SPORT PILLARS



Develop and maintain relationships with members, the public, stakeholders and partners.

Facilitate and support a sustainable delivery system to meet the needs of communities.

Provide leadership and resources to support all levels of community curling.

Build and support a high performance curling program



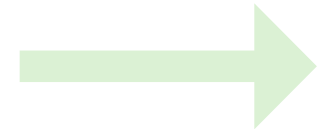
INTERACTION



CAPACITY



PARTICIPATION



EXCELLENCE

OUR VALUES & GUIDING PRINCIPLES

RESPECT

We respect the individuality of all our Curling Centres and the unique needs of each member.

We strive to earn the respect of our members through open, honest, transparent and collaborative communication.

We respect that we have limitations and are realistic and honest about our capabilities.

Have each other's back , listen openly and honestly and respect individual values and opinions regardless whether they differ from our own.

COURAGE

We will make decisions for the good of curling and have the courage to make the right decision even if it is difficult and not the most popular one.

We acknowledge that mistakes are an integral part of life and are an opportunity to learn and improve. We will acknowledge our mistakes to become better in the future.

We will stand up for our members and have the courage to speak up to ensure a fun and safe environment for all!

INCLUSIVITY

Our members are our friends first. We will treat each person with utmost respect and integrity we would our closest family members.

We recognize the uniqueness within our membership and encourage diversity, equity and inclusion on our sport.

We are committed to strengthening our Indigenous supports and programming and ensuring we follow Truth and Reconciliation Calls to Action for sport.

TEAMWORK

Curling is a community and a team. We are united by a passion for our sport.

We will foster strong cohesion through teamwork, collaboration, and cooperation to support the collective curling community.

We are united by shared team goals that drive collective decisions that are for the betterment of the sport as a whole.

WE ARE **ALL** TEAM SASK!



FINANCE AND OPERATIONS



FINANCE AND OPERATIONS: INTERACTION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Foster a more cohesive relationship with Curling Canada and the other Member Associations (MA's).	Executive Director to attend at least 2 in person meetings with Curling Canada. President to attend all MA president meetings and one face to face. Staff to engage in National initiatives that support their roles and responsibilities.	All MA's are actively engaged and supported and part of the National decision making process to ensure individual Provincial needs are being included in the process.
Alignment with SaskSport to enhance our relationship with other sports and share best practices.	Develop a relationship with at least 5 other sports that we meet at least twice a year to share ideas and successes.	Participate in any SaskSport multisport events or programs. Engage in education and data collection that can be valued by all sports.

FINANCE AND OPERATIONS: CAPACITY

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Increase access for all affiliated Curling Centres to access increased MAP funding.	More Curling Centres are eligible for a greater amount of MAP funding by reallocating hosting grant. All Curling Centres feel more value from CURLSASK through increased uptake in our programs.	Increased engagement of Curling Centres that are utilizing CURLSASK programs to increase revenues and membership.
Ensuring that curling continues to be a safe and inclusive environment through sound Safe Sport Policies and initiatives.	Continued partnership with Safe Places to maintain a database of screened coaches and volunteers. Annual Safe Sport policy review and alignment with SaskSport and Curling Canada. Development of a transparent and accessible reporting procedure for all incidences.	Our sport is incident free and all members are comfortable and confident to speak up should an incident arise.

FINANCE AND OPERATIONS: PARTICIPATION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Research and develop a better membership database.	Increased knowledge and tracking of who are members. Enhanced ability to contact members more readily based on demographics. More data collected on Indigenous and athletes with a disability engaged in curling. Comprehensive database of coaches, umpires and ice techs across the province.	Target programming to the needs of our members and Curling Centres by better understanding who they are. Align with the needs of the change face of Canadians and encourage increased diversity to enhance sustainability long-term.

FINANCE AND OPERATIONS: EXCELLENCE

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Increased funding for NextGen and Future Best athletes and policy adjustment that ensures the right athletes receive funding for success.	Annual Policy and budget review to ensure NextGen athletes receive adequate funding for success.	Increased Junior athlete succeeding and progressing into the Tour Events and National successes.

MARKETING AND MEDIA



MARKETING AND MEDIA: INTERACTION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Cross promote curling with other sports to promote curling to non-curlers.	Develop a marketing committee with a minimum of 5 other sports to cross promote and share resources.	Increased awareness of curling to non-members.

MARKETING AND MEDIA: CAPACITY

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Provide a clear and consistent brand for Curling.	Development of a Marketing Plan that engages new stakeholders, redefined sponsorship “experiences” through our social media and other platforms.	Increased brand recognition that tells the story of curling. Increased unique sponsorship opportunities through developing sellable experiences.

MARKETING AND MEDIA: PARTICIPATION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Market curling to a diverse group of potential curlers.	Create a detailed plan that is to be shared with Curling Centres to better support their initiatives in promoting the sport of curling to New Canadians, Indigenous, and special interest groups.	Curling centres are more sustainable by finding new members through enhanced programming for diverse groups.

MARKETING AND MEDIA: EXCELLENCE

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Promoting all CURLSASK programs to ensure all events are well attended and a clear pathway from grassroots to elite is evident to all curlers.	Increased participation in our Provincial events through promotion of the next steps to success in curling to all Curling Centres.	A re-growth particularly in our youth numbers that ensure the viability of the future of curling in Saskatchewan.

COMMUNITY DEVELOPMENT



COMMUNITY DEVELOPMENT: INTERACTION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Support Curling Centres through best practices, education and resources.	Minimum of two virtual Town Halls and one in person symposium per season. Curling Centres adopt enhanced business standards.	Curling Centres feel supported by CURLSASK and value the membership fee with CURLSASK and Curling Canada. Enhanced relationships through the development of personal connections with all Curling Centres.

COMMUNITY DEVELOPMENT: CAPACITY

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Curling Centres engage in the development of a Curling Professional position.	One Curling Professional present in each of our regions.	Curling Centres experience a significant gain in curler recruitment, retention and satisfaction and will be stronger enterprises as a result.
Enhance the quality of Curling Centres ice conditions.	Minimum of 3 active Certified Curling Ice Technician Developers by 2028 with provincial representation.	Curling Centres feel confident in their ability to properly install and maintain quality curling ice.

COMMUNITY DEVELOPMENT: PARTICIPATION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Enhanced focus on development programs that increase participation at the grassroots level.	Curling Centres are adopting programming that align with Curling Canada's Long Term Curler Development Guide.	Curling Centres are enhanced through the provision of exceptional experiences.

CHAMPIONSHIPS



CHAMPIONSHIPS: INTERACTION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Enhanced partnership and communication with host sites earlier in the season to ensure all events are successful.	One in person meeting in the spring with all host chairs for the following season.	Enhanced trust of CURLSASK through in person and more direct access. Events are consistent and all hosts feel valued and supported.

CHAMPIONSHIPS: CAPACITY

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Enhance hosting opportunities for Curling Centres.	Development of an event hosting rotation for major events. Creation of clear hosting requirements to be able to host CURLSASK Programs and Events.	Ensures regional representation of hosting CURLSASK Events through consistent and advanced planning initiatives.

CHAMPIONSHIPS: PARTICIPATION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Assess the current structure of our events to determine how to increase the number of teams participating in CURLSASK Events.	Annual review of our events that ensures formats mirror the number of teams and ensures accessibility to the maximum number of participants.	Members and athletes in all levels feel supported and valued in their respective division.

CHAMPIONSHIPS: EXCELLENCE

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Playdown process should mirror the National event to properly prepare our Champions for the next level.	All Provincial events must meet the ice standards detailed in the hosting agreement. Provincial draw format should mirror National formats when possible.	Increased chance of success at the National level.

HIGH PERFORMANCE



HIGH PERFORMANCE: INTERACTION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Cohesive relationship with Curling Canada and PSO/TSO's.	3 or more interprovincial high performance or development webinars. Involvement with 1 or more NSO/PSO/TSO Committee.	Stay current and continue to lead new initiatives for developing athletes and ensuring CURLSASK continues to be a leader in curling across Canada.
Continued development and maintenance with High Performance stakeholders.	Develop continued relationships with: Provincial Training Centre Sponsors and founders SaskSport SMSCS Support	Have strong relationship with all HP stakeholders through proper planning and strong communication.

HIGH PERFORMANCE: CAPACITY

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Succession plan for Learning Facilitator.	One new Learning Facilitator and Coach Evaluator trained and certified per season.	Provide increased access and training provincially. Ensure new Learning Facilitators meet the growing demand of our sport.
High Performance Consultants group and mentorship plan.	Increased annual Professional Development opportunities for coaches and mentorship of HP consultants.	Diversity, delivery and specialization of a consistent message.
Quality High Performance training tools, equipment, and facilities.	Annual inventory and upgrade to HP tools for both training centre and province wide training.	Enhanced athlete development through improved training conditions.

HIGH PERFORMANCE: PARTICIPATION

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Enhanced coaching pathway.	Minimum 2 Club coach and Competition Coach courses planned annually. Planned evaluation sessions and follow-ups to encourage an increase in certified coaches. Better tracking of active coaches.	Increased number of certified coaches so all teams can participate. Increased number of trained community coaches/instructors that will filter into the competitive stream.
Pathway from introduction to elite incorporating all stages of development.	Continue to grow and develop the High Performance Pathway through National Alignment with Curling Canada initiatives and LTCD.	Increased exposure to the sport in the pursuit of athletic excellence. Development of a rounded athlete that embraces fair play, sportsmanship and skill.

HIGH PERFORMANCE: EXCELLENCE

OBJECTIVE	PERFORMANCE INDICATOR	PLANNED OUTCOME
Inclusive HP program incorporating all ages and stages of development.	Open entry to all age levels and determined by the budget and HP coach commitment.	Teams in the HP program continue to develop and succeed at higher levels as they move through the pathway.
National results and number of teams succeeding at the National events.	Top 3 in the MA Cup And Foundation Cup 9.5+ average	Consistency of the National stages and rebuilding the legacy of Sask teams.
Regional and Provincial Talent ID through provincial camps.	Minimum 5 new athletes identified annually and incorporated in the HP Program.	Create an avenue that creates opportunities for new high performance athletes in all our Curling Centres.

TIMELINE

2023

We will work with the Board and Staff to adopt the new Vision, Mission and Values in order to develop an action plan that will ensure the success of the Strategic Plan.

Through this we will work towards strengthening our curling community to develop strong partnerships and a solid organizational and operational foundation on which to build.

A year of rapid growth of our aligned system. Our pathways and structure will be built, our aligned development program will be flourishing and communities are alive with new curling programming.

Our Provincial and High Performance teams will be challenging the world's best and inspiring communities back home.

A year to focus on our members and centres. This is the time to assess if we have reached our goals of increasing participation in diversity and ensure we are better able to track our membership.

An Olympic year where our High Performance teams are peaking towards Owning the Podium and where we benefit by inspiring new generation with a new cohort of players fuelled by fun, driven by dreams and supported by an outstanding community.



2028

This is a time to review and evaluate our work. A point of re-set where we will re-engage our communities to map out our next plan as well as to celebrate our collective successes.

It is a time to reflect, to analyze and collect data for the future of curling.

CONCLUSION

The 2023-2028 Strategic Plan will create an inclusive and safe future for curling in Saskatchewan. It will result in more curlers of diverse backgrounds and abilities at all levels in the sport. Our ultimate goal is to ensure the success and viability of all our Curling Centres for years to come. Sport as a whole is professionalizing and CURLSASK is intentional in helping ensure we move with the times and the changing culture of Saskatchewan.

We address that curling must emphasize our Indigenous ancestors and ensuring we align with the Truth and Reconciliation Calls to Action for sport. It is imperative that we create programming specific to Indigenous peoples and encourage more Indigenous Coaches and Instructors in our Curling Centres and in our sport.

With increased safety and diversity opportunities for all who participate will be able to pursue excellence at all levels of curling. Sport will be used to help achieve broader community goals. This plan balances the needs of community sport development with achievements in high performance.

We are all in the game together and are working to ensure curling thrives for years to come. We know that increased communication and accessibility to our centres is paramount in achieving success. We will work together towards strategic alignment to meet our goals, and use our strengths and opportunities to get the best results.

