



Strategic Plan 2018-2020



Mission

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

Vision

To be a leading Member Association demonstrating excellence in programs and services with an engaged membership.

Values

Excellence, Trust, Integrity, Equity, Accountability and Team

“Working together to bring value to OUR members”

Development: Create and evolve tools to grow curling

- Understand and respond to the changing needs of curling in Ontario
- Enhance Club excellence thru targeted business programs and services
- Enhance the suite of programs and products to grow memberships
- Establish and promote tailored competitive events/programs

Excellence: Foster a culture of excellence

- Promote a transparent and responsive governance structure to address current and emerging needs
- Establish quality standards and best practices for CurlION competitions
- Celebrate competitive successes and commitments to curling development

Operations: Continually strive for the optimal allocation of resources

- Ensure financial transparency & soundness
- Develop a process/tool for assessing the health of curling club infrastructure
- Enhance future business and operational planning
 - Succession planning
 - Retention
- Maintain an effective data registry and business management tool for clubs and stakeholders

Engagement: Influence community partners

- Focused and effective outreach to secure input from curling clubs
- Evolve affiliations with a broad base of commercial stakeholders
- Implement an advocacy strategy to influence policies and programs
 - Government , Media, Stakeholders
- Enhance an “easy-access” information database with resource material for member clubs