



Curling For Life

A Plan for Implementation in BC

Canadian Sport for Life is a movement to **increase sport's contribution** in Canadian society **recognizing sport as an important part of everyone's life** by promoting each person's **healthy and logical development** in a sport or physical activity.

Why a new Model?

Canadian Sport for Life tries to get everyone in the 'physical activity' system on the same page: one country, one vision, one system

Recommends that parents, teachers, schools, coaches, clubs, recreation centres, and governments **coordinate their efforts** for the **greatest welfare of the children** in their programs.

Basic CS4L Model



“This *long-term approach* will help curling centres to develop the *ideal training environment for all curling participants*, so that they may *enjoy curling as a lifetime sport and flourish* under appropriate training programs with every opportunity to reach their genetic potential and optimal performance levels.”

(Curling For Life, Canadian Curling Association, 2008)

Curling for Life

- The Long term Athlete Development (LTAD) model for curling in Canada was developed over the past 10 years
- Identifies the optimal training, competition and recovery principles and practices for athletes through sequential stages from childhood to adulthood

LTAD – 2 streams

- Lifetime recreational sport
- Elite competition arena
- The model is designed to promote and support participants in both streams



LTAD – 7 stages

- Stage 1 – 3: encourages physical literacy and sport for all
 - Active start, FUNdamentals, Learning to Train
- Stages 4 – 6: focus on excellence
 - Training to Train, Training to Compete and Training to Win
- Stage 7: encourages lifelong physical activity
 - Active for Life



Why do we need LTAD?

- To ensure Canada continues to excel internationally
- To ensure there are opportunities provided to enter the system



LTAD

- Main Focus – long term planning and athlete development
- It is a framework that addresses the needs of every athlete at any age and level of participation

Advantages

- ✓ Training and competition programs are gender appropriate
- ✓ Preparation – long term goals will focus on *process* rather than short term *outcome*
- ✓ Developmental age (rather than chronological age) will provide basis for planning training and competition
- ✓ Competition system will be aligned with athlete development

The Plan for Implementation in BC:

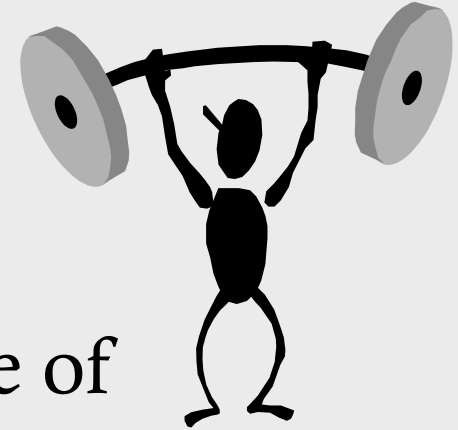
1. Review of Current Programs and Situations:
 - a. At BC Curling Clubs
 - b. At Curl BC
 - c. At Canadian Curling Association
 - d. In all Canadian Sport
2. Online Survey
3. Identified Strengths
4. Identified Challenges & Gaps
5. Created Objectives to address challenges and gaps
6. Developed Action Plan with Timelines
7. Implementation

Funding from 2010 Legacies Now was provided for this process



Some of our Strengths...

- Curling is a Sport for Life
- Curling is Open to All
- Curling Centres offer a wide range of participation options
- Curling provides social and physical benefits
- “Business of Curling” management
- National & International performance success
- 2010 Winter Olympic & Paralympic Games



Some of our Challenges

- Weak programming in certain sectors:
Juveniles, High School & University, Adult
novice instructional
- Declining Participation Rates overall
- Overloaded calendar



Current Gaps to CS4L

- Weak Coaching Development
- Low emphasis on competitive curler development
- Lack of development opportunities for Junior and Juvenile players
- Volunteer driven management of curling centres

The objectives of the CS4L implementation plan:

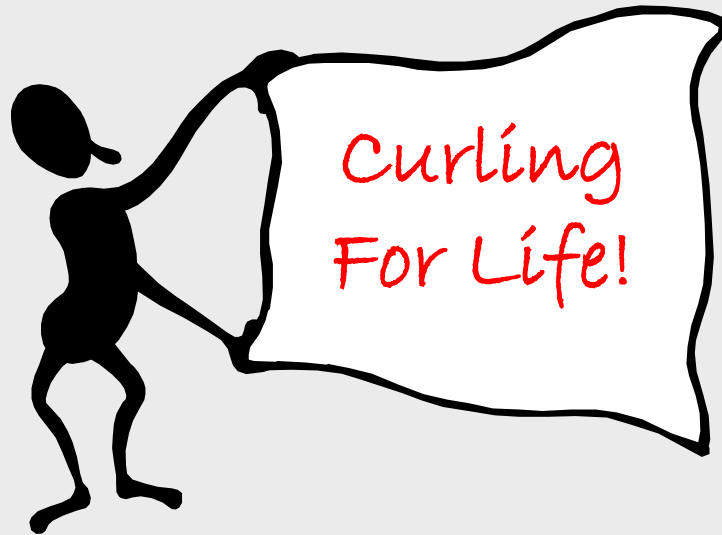
- Inform the Curling Community
- Promote Advanced training for Coaches
- Rework competition and playdown calendars
- Promote curling at all levels of schools
- Increase Opportunities, leading to recruitment and retention of Adult, Jr. & Juv. players
- Develop strategies for Athletes with a disability
- Continue to improve and strengthen

OUR ACTION PLAN



1. Inform the Curling Community

- AGM presentations
- Written materials
- Website communications
- Ongoing



2. Promote advanced training for coaches

- Promote professional curling to curling centres
- Explore revenue sources to support employment
- Organize, offer and promote advanced coaching courses



3. Rework competition & playdown calendars

- Survey athletes
- Compare other provinces
- Develop format, include LTAD stages for guiding participation and for tracking
- Explain and Educate
- Ongoing



4. Promote Curling at Schools

- Capital One Rocks & Rings
- Partnering with: BC Schools Curling Association, Action Schools! BC, other
- Link to Clubs
- Promotion of targeted leagues and programs



5. Increase opportunities for LTAD stage-specific activities

- Explore options for 20-30 age group
- Cross-sport promotions
- Share successes between clubs
- Research LTAD programming in other provinces
- Develop year-round programming opportunities

6. Strategies for Athletes with a Disability

- “Awareness” and “Recruitment” stages are unique to AWAD
- Partner with Disability Sport organizations
- Evaluate “Getting Started” CCA program
- Communicate accessibility
- Explore funding options



7. Continue to improve the strength and quality of BC Curling Centre programming

- Curling Centre Connections
- “Business of Curling” program promotion
- Update and promote existing program resources





Questions?