

# 2017/18 Curl BC

## ANNUAL REPORT & FORECAST



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# 2018 CANADIAN MASTERS



## THANK YOU

*Peace Arch Curling Club, Cloverdale Curling Club, and the Host Committee for hosting and organizing the 2018 Coastland Engineering & Surveying Canadian Masters Curling Championship!*



The Host Committee received much praise for the event from the athletes, including:

- “[The] Committee did a wonderful job with the Masters and raised the bar for next year.”
- “I want to thank you for an unbelievable experience. You and your committees did a fabulous job.”
- “We have really appreciated our stay in BC. Thanks for the good work you did during that week.”



In 2017, the Curl BC Board revised the organization's foundational, mantra and END statements and the organization's brand was relaunched as part of Vision 2020, the strategic plan leading towards the 125th anniversary of curling in BC in 2020. This Annual Report provides you with an update on the progress made so far.

## **MISSION STATEMENT**

*Active, fun and social, the Curl BC community promotes, develops and supports curling throughout BC.*

## **VISION**

*Curling is an integral part of the lifestyle, culture and heritage of BC.*

## **CORE VALUES**

### **Family**

*We are a community that acts like a family; connected and passionate about the sport of curling.*

### **Excellence**

*We are committed to meeting or exceeding the highest standards at all times.*

### **Commitment**

*We align personal and corporate goals so that the Curl BC community will successfully serve all curlers.*

### **Integrity**

*We are fair, consistent and forthright.*

### **Respect**

*We show respect by communicating, cooperating and collaborating with all of our members, partners and stakeholders.*

### **Transparency**

*We act openly, professionally and inclusively.*

## **MANTRA**

*Our House is Your House.*

# MEMBER ENGAGEMENT

**END 1: Curl BC serves as the hub of the curling industry in BC, working with its members to act as a collective by sharing best practices, support services and educational programming.**

## Membership

### Goals:

- Provide support to member facilities across BC and ensure they are aware of the benefits of membership.
- Build collaborative working relationships with members and other internal audiences.



Curl BC continues to offer numerous benefits to its members clubs. Wufoo, an online form builder, is offered to clubs to use for collecting data and registrations. This year Curl BC also conducted a pilot test of Curling I/O, a registration and information system designed by Curling Canada, with four clubs. These four clubs were Delta Thistle Curling Club, Marpole Curling Club, Port Moody Curling Club, and Victoria Curling Club.

Curl BC has continued to provide operational assistance to its member facilities. For example, consultant Jack Bowman assisted with grant applications and board governance matters for 25 curling clubs in eight Curl BC regions, and in the Peace Curling Association. Membership Services Manager Melissa Sim helped clubs with grant applications and planning, membership initiatives and league development. Vice Chair Peter Muir assisted clubs with bylaw reviews and revisions to comply with the new Societies Act.



This year Curling Canada put out a survey for Canadian member curling clubs and 27 BC curling clubs completed it. The results from this survey will be used to help plan the Business of Curling program as well as other programs and initiatives to help grow curling across the country.

In October, Curl BC conducted a 'Curl BC community programs and initiatives' survey. The survey received 444 responses from curlers, volunteers, facility board and staff members, parents and coaches. Questions were asked about what Curl BC programs and resources individuals are familiar with, which ones they use, and which ones they find most and least valuable.

Results from a sample of the responses show that individuals are most familiar with benefits such as the Curl BC Yearbook/Bonspiel Calendar, floor curling programs, coaching workshops/courses and marketing materials. The benefits that members reported as using the most are the Yearbook/Bonspiel Calendar and marketing materials. Respondents listed educational workshops/courses and programs for school kids and youth curlers as being the most valuable member benefits. When asked about which benefits members find least valuable, the most common response was 'I don't know' or 'unsure.'



# MEMBER ENGAGEMENT

## Education

### Goal:

- *Ensure educational programming meets clubs' and other curlers' needs and continues to be "Best in Class".*

Educational workshops and professional development opportunities for coaches, officials and ice technicians were held in the majority of the regions, with coaching courses and/or evaluations taking place in all 11 regions.

In order to actively work towards meeting the educational needs of clubs and curlers, workshop participants completed feedback surveys following workshops. Requests that were made through the Curl BC Request a Workshop form were met.

Thanks go to our Provincial Ice Technician Team, Provincial Officiating Coordinator Patti Caldwell, Coach Development Coordinator Karen Watson, and Provincial Stats Coordinator Mike West for their leadership with Curl BC's educational programs. Special thanks also goes out to their teams of Head Statisticians, Coach Developers and Course Conductors who have enhanced the quality of courses, programs and events throughout Curl BC centres.

Thanks to viaSport, Curling Canada, Optimist Clubs of BC, and the Northern BC Coaching and Officiating Development Fund, Curl BC was able to offer more educational workshops and train more coaches, officials and ice technicians through a variety of projects in more rural centres in BC.

Curl BC has also endorsed the Coaching Association of Canada Responsible Coaching Movement pledge, committing to ensuring that our athletes and coaches are protected.



Course/Workshop	Number of Workshops	Number of People	Location of Courses by Region
Coaching - Club Coach	7	64	4, 8, 9, 11
Club Coach Youth	1	5	11
Coaching - Competition Coach	6	53	1, 3, 5, 7, 9, 11
Making Ethical Decisions	5	42	1, 3, 5, 7, 9
Competition Coach Evaluation	N/A	26	1, 2, 3, 4, 6, 7, 8, 9, 10, 11
Officiating - Level 1	6	63	4, 8, 9, 11
Officiating - Level 2	3	15	8, 11
Officiating - Level 1 Practical	N/A	26	4, 8, 9, 11
Officiating - Level 2 Practical	N/A	6	8, 11
Ice Tech - Level 1	5	38	4, 8, 10, 11
Ice Tech - Level 2	2	7	4, 11

# PARTNERSHIPS

**END 2: All levels of government, business and the media - along with other like-minded community organizations - see curling as an important part of the BC community.**

## Government

Goals:

- Maximize access to annual and one-time grants from the Provincial and Federal Governments.
- Maximize matching infrastructure grants from all three levels of government.



In regards to major hosting grants, Curl BC helped access a \$100,000 hosting grant for the 2018 Scotties Tournament of Hearts in Penticton.

In collaboration with Curling Canada, Curl BC increased CSI Pacific/viaSport's High Performance (HP) grants from \$30,000 to \$50,000, and has sustained that amount for the next year.

Curl BC received two large federal grants, one from the Canadian Paralympic Committee (\$10,000) and one from the New Horizons for Seniors Program (\$15,000), which was used for the 2018 Canadian Masters Curling Championship.

Curl BC received a total support of \$369,000 from the provincial government, which is similar to the previous year, and \$193,000 for National projects and programs, which is up significantly from \$32,000 in 2016-17.

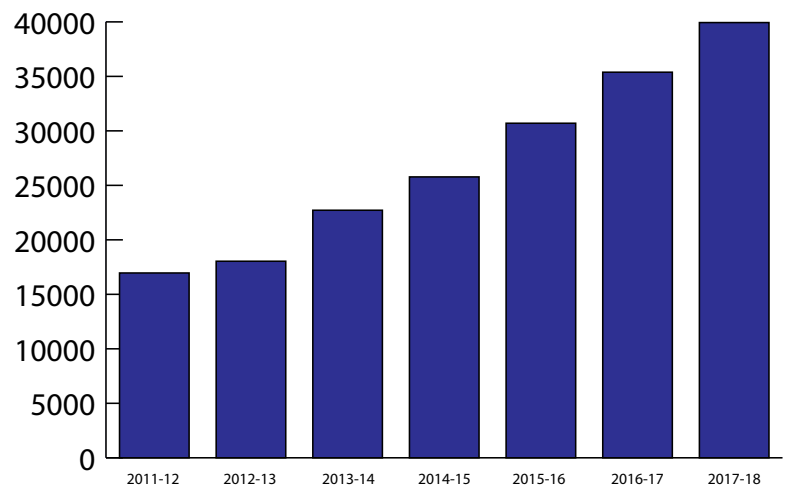
## Philanthropic

Goal:

- Create more awareness of opportunities to increase fundraising for curling in BC.

Curl BC continued to promote and assist centres with the use of Sport BC's National Sport Trust Fund. The number of clubs that have a NSTF project has increased from 6 to 8, with the establishment of club projects focused on addressing identified plant safety issues at Victoria Curling Club and Richmond Curling Club.

The Curling for Life Endowment Fund added an additional \$7,300 this year, with \$4,650 coming from donors and \$2,650 coming from a silent auction spearheaded by Janice Mori. This amount is over triple the \$2,230 contributed to the Fund in 2016-17. The Fund is now valued at \$40,000.



## Corporate Sponsorship

### Goals:

- Maximize revenue and fully sold out program.
- Include direct benefits to member clubs where possible.



Boston Pizza became the new title sponsor for the BC Junior Curling Championship and The Hearing Loss Clinic became a new sponsor of the BC Masters Championship. Along with these new partnerships, Curl BC has continued to maintain its partnerships with sponsors such as belairdirect insurance, Best Western, Travelers Insurance, Shaw TV, Optimist International, Kruger (Scotties), AMJ Campbell Van Lines, Ambrosia Apples, Ice King, Jet Ice, Wolrige Mahon and Canada Curling Stone.

Optimist International had its most successful raffle over the past 10 years, raising close to \$15,000. The proceeds from the raffle were used to sponsor curling camps, the BC U18 Championships, junior coaches, and the Rockslide Summer Curling Camp.

Curl BC's total cash and contra sponsorship value has reached over \$238,000.

Curl BC has completed its fourth year of a 10-year partnership with Fortius Sport & Health. Curl BC also commissioned a business plan to partner with Coquitlam Curling Association and the City of Coquitlam on the development of a Regional Curling Hub.

## External Communications

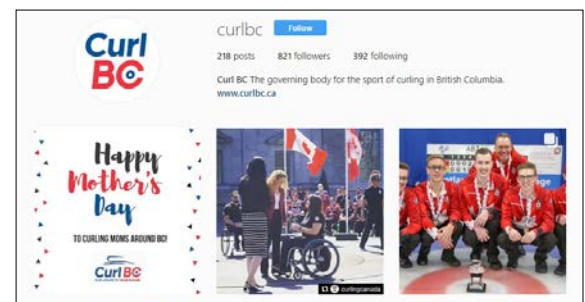
### Goals:

- Continue to build collaborative working relationships with external organizations and media.
- Raise Curl BC's profile and build our audience.

The Curl BC website's steady traffic has increased, with over 78,400 unique visitors (up from 63,000 last year) and over 527,200 page views. Curl BC's social media accounts have also seen an increase in followers. This year Curl BC's followers rose to over 1,660 on both Facebook and Twitter. Curl BC's Instagram followers increased to over 700, a number that continues to grow.

News regarding Curl BC events and announcements has continued to be regularly reported on by news outlets across the province. Team Tardi's success on the international stage was detailed by large news outlets such as Sportsnet, TSN, CBC and Global.

The new Curl BC logo was launched in October in preparation for the 125th anniversary of curling in BC in 2020. The logo features a stylized rock with three prongs, which represent the leading attributes of curling (active, fun, social) and the attributes that make curling a sport for life (camaraderie, teamwork, strategic play). The colours of the logo were inspired by the colours of curling and BC's provincial flag, and the logo incorporates Curl BC's mantra: Our House is Your House.



# PARTICIPATION

**END 3: Curl BC collaborates with member curling centres to develop and grow curling as a Sport for Life.**

## Youth Development (U15 - L2T)

*Goal:*

- *Increase youth participation in the sport of curling at all levels, from new curlers to developing strong recreational and/or competitive curlers.*



The Curling Canada Egg Farmers' Rocks & Rings program, which is run by Curl BC and Rock Solid Productions in this province, was delivered to more than 30,000 youth in 2017-18. This program visits elementary schools to introduce curling to children in a gym setting.

Together with the Optimist Clubs of BC, Curl BC ran four Optimist 'I Rock the House' Curling Camps in Victoria, Smithers, Prince Rupert, and Vernon. These one day on-ice events are designed to introduce kids to curling.



Curl BC held Podium Preparation and BC Winter Games camps in 2017-18 in Elkford and Prince George. These camps are designed for youth curlers and their support team who are at the 'Learn to Train' and 'Train to Train' stages of the Long Term Athlete Development (LTAD) model as they explore and learn more about competitive curling in BC.

## Youth Athlete Retention (U18 - L2T)

*Goal:*

- *Facilitate the growth of the sport by ensuring there are opportunities for young curlers to progress beyond introductory leagues.*

Curl BC held three Canada Winter Games Preparation Camps in Victoria, Richmond and Kelowna. These camps help prepare teams for the Canada Winter Games Qualifier and are aimed at athletes and teams at the 'Train to Train' and 'Train to Compete' stages of the Long Term Athlete Development (LTAD) model.

The BC Junior Curling Tour (BCJCT) provided U18 and U21 teams with a bonspiel circuit that advanced four junior men's and four junior women's teams to the 2018 Boston Pizza BC Junior Curling Championships. Teams were able to take part in five BCJCT events across BC, with points being awarded at each event. The BCJCT events featured championship ice conditions, officiating, timing, banquets, and more. The intention of this tour is to prepare teams for the U18 and U21 playdowns and is modeled after events on the World Curling Tour.

The BC High School Curling Championships took place at Royal City Curling Club March 1 to 3. Thanks to the BC High School Curling Commission and the provincial championship organizer Janet Duncan for conducting this event.

The 2017 Rockslide Summer Curling Camp had 92 attendees ranging in age from 8 to 18. The camp featured BC's top coaches as well as guest coaches like Adam Kingsbury (2018 Olympic Coach) and Kristen Streifel (2017 Canadian Junior Champion and 2018 U Sports National Champion). Campers were introduced to updated curriculum focused on best practices in mental skills, physical training, team dynamics, technical skills, tactics, and fun.



## Provincial and Regional Marketing Plan for Participation and Inclusion

### Goal:

- Together with clubs, create significant increases in interest and engagement in curling in BC for both able-bodied and disabled/adaptive curling.



With a \$10,000 grant from the Canadian Paralympic Committee (CPC), Curl BC has been able to invest in supporting not just BC athletes who have competed in wheelchair curling internationally (at the Paralympic and World Championship level), but also those who will be competing at that level in eight to 12 years. This grant has also assisted with equipment purchase.

An introduction to wheelchair curling clinic was held at Tunnel Town Curling Club in September 2017 and at Langley Curling Centre in March 2018. Curl BC also held a “Wheels in the House” introductory wheelchair clinic with Let’s Play which introduced wheelchair curling to 14 kids under the age of 15.



Curl BC ran the Travelers BC Club Challenge, the finals of which is run in conjunction with the Pacific International Cup, for a second year in a row. This year there were 17 additional teams that participated with a total number of 76 teams. Team Sawyer of Nanaimo Curling Club, the winners of the 2016-17 BC Club Challenge, won the 2017 Travelers Curling Club Championship in Kingston. Team Shimizu of Richmond Curling Club and Team Olsen of McArthur Island Curling Club will be representing BC in the 2018 tournament.

Curl BC took part in a number of community events, including Canucks Autism Network Summer Camps, Sport BC Canada Day Warm Up, Pride Sports Day, Pride Parade, Girl Guides at Camp Olave, Girl Guides ParticipACTION 150, Ritchie Bros Corporate Kids Challenge for Kidsport and the YMCA Immigrant Fitness Programs.



Armstrong Curling Club still has the largest number of stick curlers, but there is growing interest in learning how to use the stick and starting more stick curling leagues.

The BC Deaf Women’s team, led by Cecilia Tung, volunteered to teach floor curling to two classes at the BC School for the Deaf at South Slope Elementary. The BC Deaf Men’s team won gold at the 2018 Canada Deaf Games and will now represent Canada at the 2019 Deaflympics.

Vancouver Curling Club continued to run its Blind and Visually Impaired League.

# PERFORMANCE

**END 4: Guided in their pursuit of the podium pathway by Curl BC regional and provincial programming, committed performance curlers will realize their full potential and thereby help inspire the next generation of curlers.**

## Athlete Development and Achievement

Goal:

- Create high quality training and development opportunities for identified athletes.

Team Tardi, who won the Canadian Junior Curling Championships for a second year in a row and the World Junior Curling Championships, is one of the 18 teams that took part in the Curl BC High Performance (HP) and Development Program, which was refocused and refined for the 2017-18 season. One of BC's top Next Gen teams, Team Tardi utilized aspects of Curl BC's HP program such as the Integrated Support Team (IST), support for playing outside of the province, and the Yearly Training Plan (YTP). Team Tardi is one of the many teams from the HP program that were successful at playdowns, with 93% of HP program members qualifying for a provincial championship.



BC Competition	Team Members	Nationals
BC Junior Men	Tyler Tardi, Sterling Middleton, Jordan Tardi, Zachary Curtis, Coach: Paul Tardi	<b>GOLD</b> *also won gold at Worlds
BC Junior Women	Taylor Reese-Hansen, Catera Park, Jordan Koster, Sydney Brilz, Coach: Todd Troyer	
BC Wheelchair Championships	Darryl Neighbour, Bob MacDonald, Gary Cormack, Janice Ing, Coach: Cody Tanaka	<b>BRONZE</b>
Scotties BC Women	Kesa Van Osch, Marika Van Osch, Kalia Van Osch, Amy Gibson, Coach: Bill Tschirhart	
BC Mixed Doubles	Megan Daniels and Nicholas Meister	
belairdirect BC Men	Sean Geall, Jeffrey Richard, Andrew Nerpin, David Harper, (fifth) Brad Wood, Coach: Gerry Richard	
BC Senior Men	Craig Lepine, Stan Walker, Craig McLeod, Mike Pelech, Coach: Karen Lepine	
BC Senior Women	Lynne Noble, Penny Shantz, Colleen Robson, Karen Lepine	
BC Stick	Derrell Sears and John Campbell	<b>BRONZE</b>
BC U18 Boys	Dawson Ballard, Hayato Sato, Joshua Miki, Troy Chong, Coach: Bryan Miki	
BC U18 Girls	Jaelyn Cotter, Kaila Buchy, Katelyn McGillivray, Cassidy Schwaerzle, Coach: Jim Cotter	
BC Master Men	Craig Lepine, Neil Houston, Craig McLeod, Kevin Jeannotte, Coach: Karen Lepine	<b>SILVER</b>
BC Master Women	Pat Sanders, Lorraine Gagnon, Sherry Findlay, Roselyn Craig	<b>GOLD</b>
AMJ Campbell Van Lines BC Mixed	Cody Tanaka, Shawna Jensen, Travis Cameron, Catera Park, Coach: Vic Shimizu	*nationals November 2018

The total number of competitors increased to 1,334 in 17 categories, which is almost 20% higher than last year (1,120). This number is also higher than it was 10 years ago (1,256).

Armstrong's Ina Forrest was a member of the Canadian team that won bronze at the PyeongChang 2018 Paralympic Games. This bronze is her third Paralympic medal in wheelchair curling.

BC teams had success at the U Sports and CCAA level. Thompson River University (TRU)'s Team Brown won silver at the 2018 U Sports Women's Curling Championship. At the 2018 CCAA Curling Championships, Douglas College won the men's gold and Camosun College won the women's silver.

## Competitions Marketing Plan

### Goals:

- *Ensure our events are professionally run, well attended, and consistent with the Curl BC brand.*
- *Leverage national and international curling events hosted in BC.*



Curl BC has continued to work with Shaw to broadcast the BC Men's and Women's Championships and livestream the BC U18 Championship and with sportscanada.tv to livestream the BC Junior Championship.

Special thanks go to the host committees of the 2018 belairdirect BC Men's Curling Championship and the 2018 Scotties BC Women's Curling Championship; both were very successful. The Men's Championship, which was held in Parksville, was very well attended and drew in record spectator numbers. The Women's Championship, which was held in Victoria, was covered well on social media by the host committee. Both events showcased the talent pool of players that we have here in our province.



Penticton hosted the 2018 Scotties Tournament of Hearts Championship, showcasing BC's ability to host a top-notch, high-calibre event. In the 2018-19 season, Kelowna will be hosting the 2018 World Mixed Curling Championship from October 13-20, 2018, at the Kelowna Curling Club.

Prince George has put in a bid for the 2020 Tim Hortons Brier and Hosting Vancouver has put in a bid for the 2021 Roar of the Rings Olympic Trials.

## Coach Development

### Goals:

- *To have high quality coaches working with BC's competitive curling teams.*
- *To maintain a highly qualified group of consultant coaches.*

The Rockslide Coach Camp, which was targeted at Certified Competition Coaches, had nine coaches in attendance. Special thanks to Karen Watson who led the camp and all of the Rockslide coaches who contributed to presentations.

28 coaches became Competition Coach certified this year by completing an on ice evaluation with a Curl BC Coach Developer. Professional development opportunities were offered throughout BC, and coaches received NCCP points towards maintaining their certification for taking part in development opportunities.

The following BC coaches were recognized for their work this past season: Melissa Soligo (Joan Mead Award), Will Sutton (CCAA Men's Curling Canada Coaching Award), Bryan Miki (Curling Canada U18 Boys' Coach Fair Play Award and Boys' Coach Sportsmanship Award).



# THANKS FOR A GREAT 2017/18 SEASON!

## STAFF

**Scott Braley** | CEO

**Melissa Soligo** | HP Coach & Director

**Shannon Joanisse** | Competitions Manager

**Liz Montroy (Rebecca Connop Price on maternity leave)** |  
Communications & Marketing Manager

**Will Sutton** | Education Manager

**Melissa Sim** | Member Services Manager

**Lindsay Shannon** | Administrative Coordinator

**Maimie Li-Cleto** | Financial Coordinator (Part-Time)

## OFFICERS

**Paul Addison** | Chair & Governor at Large

**Peter Muir** | Vice Chair & Governor at Large

**Teri Palynchuk** | Vice Chair & Regions 8, 9 & 10 Governor

**Terry Vandale** | Past Chair

## GOVERNORS

**Tracey Amy** | Regions 1 & 2

**George Horner** | Regions 3, 4 & 7

**Gord Judzentis** | Regions 5 & 6

**Janice Mori** | Governor at Large

**Dale Gregory** | Region 11

**Michelle Ramsay** | Governor at Large

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