

2018/19 Curl BC

ANNUAL REPORT & FORECAST



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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.



Team Jenkins score an 8-ender

Curl BC has stepped up face-to-face visits with member clubs. Issues discussed have included: club governance, club operations, grant applications, camps, workshops, membership reporting and more. Many more clubs got their reports in on time, or contacted Melissa Sim to make arrangements for reporting.

A number of clubs have connected with, or are actively working with Jack Bowman, on gaming grant applications or other grant applications, including:



Curl BC Chair Peter Muir (back right) completed a tour of Northern BC clubs

- 100 Mile House
- Comox Valley
- Gibsons
- Grand Forks
- Lumby
- Mackenzie
- Nelson
- Parksville
- Penticton
- Powell River
- Prince Rupert
- Royal City
- Salmon Arm
- Victoria
- Armstrong
- Cranbrook

Curl BC chair Peter Muir visited a number of clubs in Regions 5 and 6 as part of a northern tour. He had very positive meetings with the clubs and learned about some of the challenges facing curlers in these regions.

Curl BC has worked closely with some of the clubs that are facing challenges due to aging infrastructure or other costs. The Nelson Curling Centre and Juan de Fuca Curling Centre Association leaders were able to present solid business plans to their respective local authorities to get support for curling. In the case of Nelson, they were able to secure \$30,000 in funding towards the replacement of their ice plant. Juan de Fuca Curling Centre is still awaiting news on whether their fight to keep their facility has been successful.

Curl BC is also assisting the North Shore Curling Association and the Coquitlam Curling Association in their fight to find a new home for curling in their communities.

MEMBER ENGAGEMENT

Education

Goal:

- Ensure educational programming meets clubs' and 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, assisting 36 clubs/communities. There were coaching courses and/or evaluations taking place in all but two regions. This season also featured:

- 48 professional development (PD) events
- Hosting of four webinars: three for coaches and one for officials

Curl BC also increased support for Competition Coach Certified Coaches to maintain their active certification status.

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

Curl BC hosted our first online Business of Curling webinars this year:

- Gaming Grants Part 1
- Gaming Grants Part 2

More webinars will be planned for 2019-2020 after Business of Curling Symposium feedback.



Participants at a Club Coach Workshop in Vancouver



Officials at the 2019 Everest Canadian Senior Curling Championships

Course/Workshop	Number of Workshops	Number of People	Location of Courses by Region
Coaching - Club Coach	7	56	1, 7, 8, 9, 11
Club Coach Youth	1	4	11
Coaching - Competition Coach	3	17	3, 7, 11
Making Ethical Decisions	4	29	3, 7, 11
Competition Coach Evaluation	N/A	20	3, 4, 7, 8, 11
Officiating - Level 1	5	48	1, 4, 5, 11
Officiating - Level 1 Refresher	N/A	3	1, 4, 5, 11
Officiating - Level 1 Practical	N/A	31	1, 3, 4, 5, 8, 9, 11
Officiating - Level 2	4	38	1, 4, 5, 11
Officiating - Level 2 Practical	N/A	18	1, 4, 5, 8, 9, 11
Ice Tech - Level 1	2	11	2, 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.



Curl BC staff

Curl BC was rated one of BC's top performing PSOs in viaSport's triennial organizational audit which was conducted again in Fall 2018. Curl BC received an average score of 89% on the 42 areas reviewed and an overall score of 15 out of 16 on the four pillars of Sport for Life, Excellence, Coaching & Officiating and Organizational Readiness. This has led to increases in both Curl BC's core grant and high performance grant. Total Provincial Grants increased from \$369,000 to \$407,000 this year.

Curl BC facilitated a \$100,000 hosting grant for the 2020 World Women's Curling Championship in Prince George and a \$11,800 hosting grant for the 2020 Canadian Junior Curling Championships in Langley.

Curl BC worked with the City of Coquitlam, the City of Burnaby, the Coquitlam Curling Association and consultant Brian Johnston to advance a Business Plan for a new Regional Curling Hub. A feasibility study is now under development.

Philanthropic

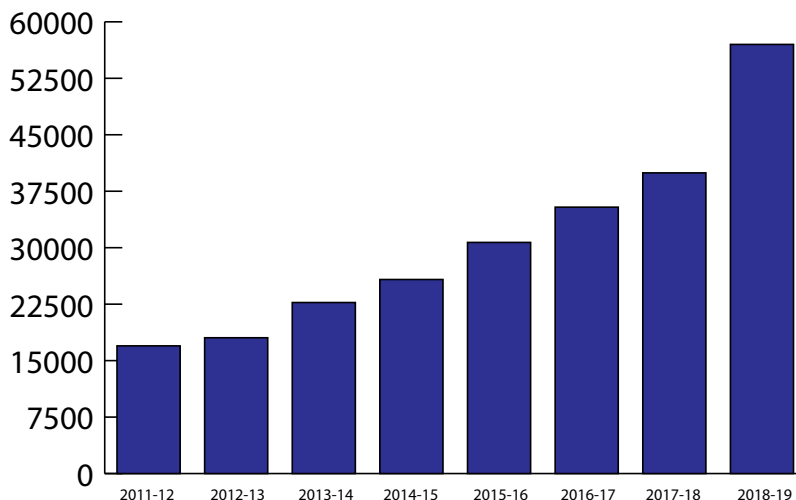
Goal:

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

The number of clubs that have a National Sport Trust Fund (NSTF) project has increased from 8 to 11, with the establishment of club projects at Parksville Curling Club, Nelson Curling Centre and Quesnel Curling Club. The number of total NSTF donations is building.

The Curling for Life Endowment Fund added an additional \$17,000 to the fund. It has grown from \$40,000 to \$57,000 in one year – the best year yet!

Looking ahead to the 2019-20 fundraising totals, Robbie Gallagher, a coach and competitive curler, raised more than \$1,000 for the fund by running the Vancouver Marathon. For the first year, Curl BC has organized a Golf Tournament in Kamloops in support of the Endowment Fund.



Corporate Sponsorship

Goals:

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



Sponsor signage at Quesnel's West Fraser Centre

Connect Hearing became a new sponsor of the BC Masters Championship, OpenRoad Auto Group joined as a digital sponsor and NuFloors became a presenting sponsor. Sad good bye to Travelers and Boston Pizza.

belairdirect and Connect Hearing agreements now include a direct financial benefit to clubs hosting events to promote these partnerships.

Optimist Clubs of BC, through Al Kersey, raised \$15,000 that will be used to sponsor curling camps, junior coaches, and the Rockslide Summer Curling Camp. This is the highest total yet.

Total sponsorship value was \$175,000 this year.

External Communications

Goals:

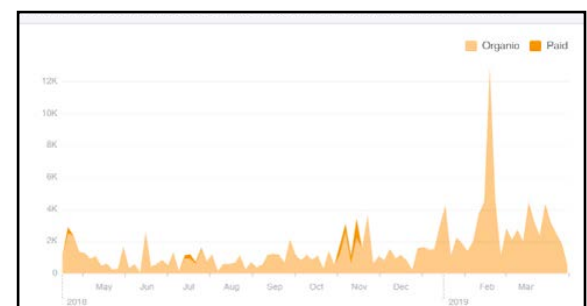
- Continue to build collaborative working relationships with external organizations and media.
- Raise Curl BC's profile and build our audience.

Curl BC's website's steady traffic has increased, with over 95,100 unique visitors (up from 78,400 last year) and over 630,639 page views. Curl BC's social media accounts have also seen an increase in followers. This year Curl BC's followers rose to 2,263 on Facebook and 1,842 on Twitter. Curl BC's Instagram followers rose to over 1,200 followers.

Curl BC saw more than 40,000 engagements on our Facebook page during the January to March competitive season, up from 27,000 in 2018.

Curling events and announcements have continued to have been regularly reported on, with more than 530 reports during the 2018-19 season across the province.

Member curling clubs have also increased their social media presence, with all but two member clubs with a Facebook page. Thirty-one members have Twitter accounts and 22 members have Instagram accounts.



Facebook post reach

PARTICIPATION

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

Youth Development (U15 - Fundamentals & L2T)

Goal:

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



Participants in the U15 Challenge Cup in Kamloops

Together with the Optimist Clubs of BC, Curl BC ran three Getting Started in Curling Camps in Creston, Port Hardy and Golden Ears. These one day on-ice events are designed to introduce kids to curling.

Twelve U15 teams from around the province gathered at Kamloops Curling Club in January to discuss their curling goals. This activity was one component of the inaugural Curl BC U15 Challenge Cup. The event included on- and off-ice player and team development sessions on the Friday, a curling competition on the Saturday and the Sunday, and coach and parent professional development sessions throughout the weekend.

Curl BC participated in the CAN (Canucks Autism Network) summer camps, and hosted a coach training for working with kids with behavior challenges at the 2018 Rockslide camp. CAN presented the workshop.

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 Podium Preparation and On My Way camps in Kitimat. These camps were designed for youth curlers and their support team who were at the 'Learn to Train' and 'Train to Train' stages of the Long Term Athlete Development (LTAD) model as they explored and learned more about competitive curling in BC.

The BC High School Curling Championships took place at Golden Ears Winter Club. Thanks to the BC High School Curling Commission and the provincial championship organizers Janet Duncan and Dave Romani for conducting this event.

The 2018 Rockslide Summer Curling Camp had 102 camper attendees ranging in age from 8 to 18. The camp featured BC's top coaches as well as guest coaches like Kristen Streifel and Karsten Sturmay who represented Canada at the 2019 Winter Universiade. The next generation of BC curlers were introduced to updated curriculum focused on best practices in mental skills, physical training, team dynamics, bio mechanics, strategy and tactics.

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. (Active for Life)*

Across the province, 18 clubs reported some 20,000 people (children and adults) who were introduced to curling this season, either through a school program or through a learn to curl program/private rental. If all clubs reported their new curler program numbers, we estimate that number could be closer to 30,000.

There was an increase in the number of regular curlers from 20,083 to 21,770. Despite the closure of Glen Meadows Curling Club and the Arbutus Curling Club, it is heartening to see that curling membership continues to grow. Much of the growth can be attributed to Learn to Curl programs and leagues such as the ones run by the Vancouver Curling Club, the Golden Ears Winter Club, the Port Moody Curling Club, and the Comox Valley Curling Club. Comox Valley Curling Club's introductory curling programs were so successful that the club increased its membership from 413 members in 2017-2018 to 654 in the 2018-2019 season. Growth in curling membership does not just happen in the larger urban areas!

This was the first year Curl BC hosted the Club Challenge Provincials in the 20th year of that event. There were 50 teams that participated, province-wide, representing over 200 curlers. The provincial finals were held in Abbotsford and 24 teams took part. All participants were offered skill development opportunities including access to High Performance Program webinars.

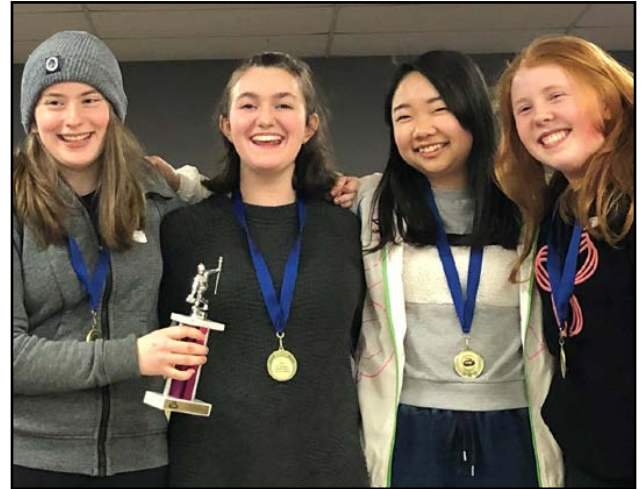
Curl BC participated in Sport BC's Canada Day Warm Up, Pride Sports Day (mostly the Pacific Rim Curling League), marched in the Pride Parade, and presented at the YMCA Canadian Fitness Connection programs. We also worked with the 55+ Games Society to provide a curling clinic for stick and sturling curlers.

There is growing interest in learning how to use the stick and starting more stick curling leagues. The Okanagan leads the province with strong stick curling participant numbers.

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.

It was BC's turn to host the Western Blind Curling Regional Championships, which was hosted in Kamloops in March. Curl BC helped the Curling Council for the Blind obtain a hosting grant to help the CCB and the West Coast Blind Curling Association host the event.

Vancouver Curling Club continued to run its Blind and Visually Impaired League. They also host a Brazilian league and the Pacific Rim Curling League, which is BC's premier curling league for LGBTQi2S persons and straight allies. The Nisei League for curlers of Japanese heritage and their families and friends runs at Richmond Curling Club.



Team McCallum, who won Novice Gold at Comox Valley Curling Centre



The participants in the 2019 BC Club Challenge held in Abbotsford

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. (Train to Train, Train to Compete, Train to Win)

Athlete Development and Achievement

- Create and provide a culture of excellence through training and development opportunities for identified athletes.
- Enhance and guide teams to podium performances at national and international competitions.

Team Tardi won both the 2019 Canadian Junior Curling Championships (third year in a row) and the 2019 World Junior Curling Championships (second year in a row) and made their second Grand Slam of Curling appearance. Team Tardi is one of the 23 teams that took part in the Curl BC High Performance (HP) and Development program, which was refocused and refined in 2018-19.

Thanks to BC's 2018 results, we were represented by two teams at this year's Canadian Wheelchair Championships (Team Neighbour and Team Austgarden).

Tyrel Griffith along with teammate Nancy Martin finished with a silver medal at the 2019 Canadian Mixed Doubles Championship. Tyler Tardi and Dezaray Hawes made it to the quarter-finals and Cody Tanaka and Catera Park made the round of 16.

Competition	Championship Team Members	Canadians
BC Junior Men	Tyler Tardi, Sterling Middleton, Matt Hall, Alex Horvath, Coach: Paul Tardi	GOLD *also won gold at Worlds
Canada Winter Games Boys	Hayato Sato, Josh Miki, Dawson Ballard, Troy Chong, Coach: Bryan Miki	GOLD
BC Junior Women	Sarah Daniels, Kayla MacMillan, Jessica Humphries, Sarah Loken, Coach: Katie Witt	SILVER
BC U18 Boys	Erik Colwell, Mitchell Kopytko, Ben Morin, Tyler Powell, Coach: Dale Hofer	SILVER
BC Master Women	Janet Klebe, Kerri Miller, Jane Adam, Laurie Shimizu, Coach: Vic Shimizu	SILVER
BC U18 Girls	Kaila Buchy, Katelyn McGillivray, Hannah Lindner, Arissa Toffolo, Coach: Tom Buchy	BRONZE
BC Wheelchair	Darryl Neighbour, Bob MacDonald, Gary Cormack, Janice Ing, Coach: Vic Shimizu	
Scotties BC Women	Sarah Wark, Kristen Pilote, Carley Sandwith, Jen Rusnell, Michelle Dunn, Coach: Rick Fewster	
BC Men	Jim Cotter, Steve Laycock, Tyrel Griffith, Rick Sawatsky, Brad Wood	
BC Senior Men	Wes Craig, Steve Waatainen, Craig Burton, Keith Clarke	
BC Senior Women	Marilou Richter, Dawn Everest, Cindy Curtain, Deirdre Riley	
BC Stick	Tim Smith and Chris Pieper	
BC Master Men	Lyle Boyce, John Lapointe, Don Pennell, Tom Green	
AMJ Campbell Van Lines BC Mixed	Cameron de Jong, Taylor Reese-Hansen, Alex Horvath, Mariah Coulombe, Coach: Carley Sandwith	*Canadians November 2019
BC Club Challenge Women	Mary Ellen Konyer, Sharon Wright, Karen Hungar, Kellie Rice	*Canadians November 2019
BC Club Challenge Men	Will Sutton, Cody Johnston, Bruce Currie, Christopher Summers	*Canadians November 2019

Team Sato won gold and the 2019 Canada Winter Games as part of Team BC, BC's first ever boys' curling win, and at the 2019 CCAA Curling Championships, Douglas College won the women's gold, our first-ever.

Team Yamada (Boys) of Kamloops and Team McGillivray (Girls) of Kelowna won the BC High School Curling Championships held at Golden Ears Winter Club in March.

Team Chan has qualified for the 2019 Deaflympics that will take place Italy in December 2019.

Competitions Marketing Plan

- *Ensure playdowns meet Curl BC's guidelines.*
- *Ensure BC Championships are professionally run, well attended, and consistent with the Curl BC brand.*
- *Leverage national and international curling events hosted in BC.*



A member of the film crew in Quesnel

Curl BC signed a five-year streaming agreement with CBC Sports. That meant that, beginning this season, CBC featured BC Men's, BC Women's, and BC Junior Curling Championships on cbcspports.ca and via the CBC Sports app. Curl BC worked with Roll Focus Productions and Shaw to produce the shows. The 2019 BC U18 Curling Championships were also broadcast on Shaw TV.

Special thanks to the host committee in Quesnel who did a great job of hosting the 2019 Combined BC Men's and Scotties BC Women's Curling Championship, presented by Best Western and Nufloors. The event was held at the West Fraser Centre so athletes were given the opportunity to curl on arena ice.

The 2019 Everest Canadian Senior Curling Championships took place in the newly opened Chilliwack Curling Club. The event was well attended and put the spotlight on curling in the community.

The year 2020 is set to be a banner year for curling in BC as the province celebrates the 125th anniversary of the sport with not one, but four, world curling championships. The 2020 World Mixed Doubles and Senior Men's and Senior Women's Curling Championships will take place at the Kelowna Curling Club April 18-25. This is in addition to the 2020 World Women's Curling Championship which is planned for Prince George March 14-22.

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, was a 4 day coach camp that ran concurrently with Rockslide Curling Camp, providing mentorship and maintenance of certification opportunities with the Rockslide Coaching Team for BC's up and coming competition coaches. Nine coaches, including a coach from Budapest, attended the coach camp which was led by Darryl and Kate Horne of Salmon Arm.

Twenty 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.



THANKS FOR A GREAT 2018/19 SEASON!

STAFF

Scott Braley | CEO

Melissa Soligo | HP Coach & Director

Will Sutton | Competitions Manager

Rebecca Connop Price | Communications & Marketing Manager

Kim Dennis | Education and Camps Coordinator

Melissa Sim | Member Services Manager

Lindsay Shannon | Administrative Coordinator

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

OFFICERS

Peter Muir | Chair & Governor at Large

Janice Mori | Vice Chair & Governor at Large

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

GOVERNORS

Tracey Amy | Regions 1 & 2

George Horner | Regions 3, 4 & 7

Gord Judzentis | Regions 5 & 6

Dale Gregory | Region 11

Keith Switzer | Governor at Large

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