

2010 – 2011 CurlManitoba Operational Report **by Shane Ray, Executive Director**

Long Term Athlete Development

The 2010-2011 year continued CurlManitoba's evolution and change towards implementing Curling Long Term Athlete Development Plan. To assist in this change a Task Force was struck made up of a people representing a variety of stakeholders including rural, urban, education, coaches, officials, clubs and athletes. The objective of the Task Force is to develop a comprehensive and coordinated Framework that corresponds CurlManitoba programs, services and events in Manitoba to Curling's Long Term Athlete Development Plan. The primary scope will be at the Fundamentals, Active Start, Learning to Train and Training to Train levels. Secondary consideration will be given to the Training to Compete level.

They group has met twice and continues to work towards to accomplish its' objectives. We anticipate this to be an ongoing process over the next 18 to 24 month's.

Strategic Area's

To guide and prioritize our actions and decisions CurlManitoba has chosen the three strategic areas. The area's and supporting goals, objectives and activities have been selected in response to an analysis of our strengths, and the weaknesses of our organization as well as the opportunities and threat facing us as we move forward. Staff work plans have been developed to implement the activities of the strategic plan.

The three strategic areas' we have chosen to focus on are:

Strategic Area #1-PARTICIPATION - To have a significant proportion of Manitobans participating in the sport of Curling from the grass roots to elite levels.

In support of this CurlManitoba has:

School Clinics

Delivered Schools Clinics to 713 participants

Rocks and Rings

Supported the Rocks and Rings program that visited over 70 schools and had over 10,000 participants

Strategic Area #2-SPORT DEVELOPMENT and ENHANCED PERFORMANCE - To provide a framework that will allow our stakeholders to grow, develop and achieve personal excellence through the best possible programs and services.

In support of this CurlManitoba has:

Lessons and Technical Tune ups

We provided lessons to 62 beginning and intermediate curlers with developing their skills. We provided 40 technical tune-ups to individuals looking to enhance their skills through the High Performance centre

Performance Enhancement Program

This past year marked the first year of our Performance Enhancement Program. 4 teams were selected to participate in intensive training with the top male and female teams were our representatives at the Canada Games in Halifax. The Male team won bronze while the Female team fell just short of the medal round. Evaluation of this program was very positive and we will be continuing it into the upcoming year.

Junior Curling High Performance Camp

On September 18th and 19th five competitive junior men's teams and six competitive junior women's teams and coaches participated in a Junior Curling High Performance Camp at the Fort Rouge Curling Club. The camp provided teams and coaches with an opportunity to fine-tune and expand their curling skills and knowledge in areas of delivery and brushing skill analysis, mental training, team dynamics, goal setting, physical and nutritional training and strategy and tactics.

Coaching

We continued to offer Coaching Coaches or support coaching development in Manitoba.

- 4 coaches mentored 2010-2011
- 24 coaches attended Club Coach Courses
- 36 coaches attended Competition Coach Courses
- 24 practical evaluations and reviews completed

High Performance

This 2010-11 season was CurlManitoba's High Performance Centre's 7th season and focused on providing programs and services to the 'next generation' of athletes that fit within the "Training to Compete" Stage who are progressing through the pathway towards the "Training to Win" Stage of the sport Development Long Term Athlete Development Model (LTADM).

The High Performance Centre membership consisted of athletes who have qualified for the Canada Games Training Program as well as Team Carey (Women's), Team Kraichy (Men's), and Team Meakin (Jr. Women's) and four athletes (Sam Owen, Jolene Rutter (Team Fallis – Women's), Reid Carruthers (Team Stoughton – Men's) and Dawn Askin (Team Jones – Women's).

This past season, the High Performance Director mentored Rob Lamb as he began his first year of a 2-year NCCP Level 4 Program

Early Ice

CurlManitoba once again offered its early ice program to all Manitoba teams. Over 65 teams took part in the program in September at the Fort Rouge.

Strategic Area #3-OPERATIONS AND INTERACTIONS - To have a structure in place to manage the growth and sustainability of curling.

In support of this CurlManitoba has:

Ice Technicians

This year the following Manitobans received Certification in the following levels

- Level 1 12
- Level 2 4
- Level 4 1

Our Provincial Ice Technicians continued to support Manitoba curling clubs thru facility evaluations.

Our ice technicians visited the following Manitoba clubs this past season. Lac Du Bonnet, Carman, Lorette, Carberry, Pinawa, Swan River, Bowsman, Boissevain, Neepawa, Glenboro, Altona, Beausejour, St Vital, Gimli, Assiniboine Memorial, Carberry

Sponsorship

We continue to enjoy strong support from our many corporate sponsors. Most of our provincial title sponsors have been signed in for 2 or 3-year agreements.

We were very excited to welcome new sponsors on board. Manitoba Canola Growers as the Junior Provincial Championship, Kwik Kopy, Jet Ice, CIMCO and Tim Hortons

Marketing and Communications

This year CurlManitoba partnered with the Winnipeg Free Press to do a bi-weekly full-page feature on curling. Information ranged from curling tips, to information on the bonspiels. Feedback was very positive and we hope to once again be able to take advantage of this opportunity to educate and inform Manitobans about curling and CurlManitoba, Resby Coutts and I attend regional meeting in every region in Manitoba with the exception of Norman. While the primary goal was to present on the new affiliation model this was also an excellent opportunity to interact with clubs. In total we have met with over 45 clubs. CurlManitoba delivered over 15 e-newsletters to more than 1300 individuals to receive our bi-weekly email. This is another important tool to communicate with curlers and supporters. We have also added social networking and have stated a Facebook page, Twitter account and Youtube page. On Facebook we have a combined 422 followers, Twitter has 267 followers and our Youtube page, with only 9 videos on it has over 2400 views.

Staffing

CurlManitoba was very sad to see one of our Administrative Assistants, Linda Knight retire. Linda was a vital part of the organization, a great supporter of curling. CurlManitoba took this opportunity to review our staffing and have made a number of changes that will take effect in the upcoming season. We have created an Office, Partner and Membership Coordinator position. This position was created to help fulfill once of our strategic activities and that was to create a position to better the service the needs of our members.