

Curling for Life

A Plan for Implementation in BC

March 2010



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“Curling for Life”

BC’s Implementation Plan for the Canadian Sport for Life Model of Curling

Introduction

Curling is one of the oldest sports in Canada and Canadians have long traditions in competitive achievement and recreational involvement in the game. You can play at virtually any age, beginning as young as 6 with some people curling into their 90s.

This document outlines the actions Curl BC will take to implement the Canadian Sport for Life national document - “Curling for Life”.

Long term athlete development (LTAD) provides guidelines to help curlers achieve their full potential. Using proven scientific research on optimal training, competition and recovery principles, coaches are able to guide athletes through sequential stages from childhood through to adulthood. There are two distinct streams in curling - the lifetime recreational sport and the elite competitive or high performance sport. The LTAD promotes and supports curlers, regardless of the stream they participate in, and guides them towards being “Active for Life”.

By developing athletes over the long-term, coaches are able to provide their athletes with the best possible support at each stage of their development, place them in appropriate programs and competitions, and identify and develop talent.

“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” - A Sport Specific Model

Canadian Curling Association (CCA) produced its LTAD in 2008. BC was fortunate that key coaches and volunteers from our province were instrumental in the production of this document, participating as part of the working group: Melissa Soligo, Sharon Delver-Morrison, Linda Moore, and Janice Mori.

The Curl BC Board of Directors and Regional Directors received its first opportunity to look at the national model in the spring of 2009. Information from the national office is being disseminated westward slowly.

Current Status

Staff:

Curl BC's office is located in Richmond as part of the Sport BC Campus with many other Provincial Sport Organizations. The office is staffed with four full-time staff: Executive Director and CEO, Communications and Administration Coordinator, Education and Technical Coordinator and Participation Manager. In addition, one full-time Provincial Coach works from her home office and travels throughout the province supporting high performance development. Other contractors employed by Curl BC include: 2 Regional Coaches, 7 Assistant Regional Coaches, 2 Business of Curling Facilitators, and a large number of Integrated Sports System Team members and Course Conductors.

Curling centres and Programs:

There are currently 100 curling centres¹ in BC. The province is divided into 12 regions within which volunteer representatives assist with communications, competitions/playdowns, and special events. Each curling centre and region provides a variety of programming including leagues for men, women, juniors and juveniles, annual playdowns, Open house curling centre events, school programs, and other social curling events. Curl BC works in cooperation with the regions and other related organizations to present Provincial Championships in a number of disciplines (Men, Women, Seniors, Mixed, Masters, Junior, Wheelchair, and Stick), Business of Curling Seminars, Courses (coach, ice technicians, officials, statistician), and School programming. Many curling centres provide specialized "Little Rock" introductory programs geared towards younger/smaller curlers using light weight rocks of a smaller size. There are curling centres in all areas of the province - from large cities to small rural communities - however, those in towns that rely on BC's dwindling forest industry are experiencing difficulty in maintaining their membership base and thus their future is in jeopardy.

Competitions:

Curl BC has a responsibility for the financial support and sanctioning of 66 competitions in 2009-2010. Curl BC is responsible for the direct administration of 9 competitions in 2009-2010. One of Curl BC's flagship events is the BC Club Challenge, which directly promotes province-wide participation in the "Active for Life" development stage.

(www.bcclubchallenge.ca)

¹ The term "curling centre" is used throughout this document to refer to facilities, traditionally called Clubs, where the sport of curling takes place. As many of today's curling centres are public facilities and not private clubs, we have chosen the more inclusive terminology for this document.

Research Methods:

We began by looking at our current resources and strengths through a program inventory. We looked for gaps and weaknesses during this time. Those areas with demonstrated gaps or weaknesses form the basis of our implementation plan with action items and timelines.

Curl BC conducted an audit of existing program and services beginning in the summer of 2009, with completion in December 2009. The audit included a review of national and provincial association directed programs, as well as an online survey of affiliated curling centre Presidents and/or curling centre Managers throughout the province. A summary of the online survey (including questions and answers) can be reviewed in the Appendix C. Also used was information available from the Canadian Curling Association's annual survey of curling centres in Canada. British Columbia's responses were the highest of all the provinces at 26.4%.

A complete listing of references used can be found in **Appendix E**.

“Active Start” Programming:

Curling is a late specialization sport. While individuals can begin to play the sport earlier, it is not recommended that they specialize in curling until between the ages of 12 and 15 in order to optimize their potential to reach world-class performance levels. Before that age, they are encouraged to participate in a variety of different sports in order to achieve a good “physical literacy”.

Fundamental movement skills should be learned during childhood through fun and games, introduced in early childhood education settings such as the home, preschool, and daycare. This constitutes the “Active Start” programming on which an individual builds future sport skills such as basic running, jumping, throwing, and movement skills. The basic skills in balance, agility, coordination and strength that children gain through a variety of childhood sports will serve them well when they specialize in curling. These skills can be developed in sports such as **gymnastics** (balance, agility, coordination, and strength skills), **athletics** (“Run, Jump, Throw” program), **soccer** (balance & agility skills), and **cycling** (balance skills).

Results

Identified Organizational Strengths:

1. **Curling is a sport for life.** The sport does not rely solely on physical strength which allows individuals to play well into their senior years, often improving with age. The further adaptations to equipment have allowed individuals to play successfully longer.
2. **Curling is open to all.** Individuals with all kinds of disabilities are able to participate fully in the sport with very minor adaptations to the rules of the game. Curling is available for all ages from the very young (generally 6+ years), to the 70+ Master's Division.
3. **Curling Centres offer a wide range of programming options** with the majority of centres offering leagues in the following categories: Men, Women, Open, Mixed, Daytime Open, Juniors (including age categories Under 16 and 16-20 years), and Schools. More than 80% of Canadian Curling Centres offer programs in these areas².
4. **Curling is social as well as physical**, therefore meeting multiple needs of participants
5. **Curling Centres are found in small communities** (66% in communities with population under 25,000³), and the majority (65.9%) are the only curling facility in their town. Curling Centres are often considered the "Heart of a Community".⁴
6. **Curling Centres have used a business approach to their management** since the introduction of the "Business of Curling" national program. 40% of Curling Centres have a strategic plan, 70% operate on an annual budget, and all have multiple sources of revenue⁵. All have been affected by recent cuts to government and lottery funding.
7. While the majority (94.5%) of Canadian curling centres have been in operation for more than 25 years⁶, **most curling centres in BC feel that their equipment and resources are in "Adequate / Good condition."** Less than 6% of BC curling centres feel that their building needs complete replacement.⁷
8. **Recently aligned competitions, programs and services to the Sport pillars of Participation (*Training to Train - Juveniles, and Active for Life*) and Performance (*Training to Compete and Training to Win.*)**
9. **BC curlers have traditionally had success at the National and International level of competition.** Past Olympic and Paralympic teams, led by these British Columbians: Linda Moore (Olympic Gold 1988), Julie Skinner (Olympic Silver 1992), Chris Daw (Paralympic Gold 2006), Jim Armstrong (Paralympic TBD 2010).

² Canadian Curling Association, *2008 Annual Curling Club Survey*

³ Ibid.

⁴ Fan 590 Radio Show, "*Grapeline with Don Cherry and Brian Williams*", Wednesday January 20, 2010

⁵ Canadian Curling Association, *2008 Annual Curling Club Survey*,

⁶ Ibid.

⁷ Curl BC, *2009 Online Program Audit*, www.surveymonkey.com, created: November 2009, closed December 31, 2009, Section 11, Question 1

10. **Hosting of the 2010 Winter Olympic and Paralympic Games** at which curling is one of the most successful and popular sport events.⁸

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⁸ Maclean's *Special Commemorative Issue*, March 15, 2010, p. 150

Overall Challenges:

1. **Weak programming** in Canadian Curling centres for certain sectors: Juveniles (51%), High School (53%), University (9%), Adult novice instructional (38%), and two-person teams (14%).⁹
2. 75% of all BC curling centres offer some form of youth (under 12) “Learn to Curl” program in their facility but **participation rates in these programs is low**, with the majority (66%) having fewer than 20 people registered in their program¹⁰
3. **Declining participation rates in sport of curling** across Canada (57% of curling centres have identified that membership has decreased¹¹)
4. **Overloaded programming calendar:** Athletes have many competitive options to choose from and, at times, unclear direction to which competition is appropriate for their stage. Curling centres have a lot of options to choose from in programming and are trying to do it all for everyone. (See Appendix A for an overview of Curl BC programs available within the various CS4L stages; Appendix B shows the 2009-2010 Playdown Calendar)

Programming Gaps Identified and related to CS4L:

1. **Weak Coaching Development:** BC Curling centres and teams often rely on “experts” or “consultants” that volunteer their time and are qualified on the basis of past curling success/experience. Furthermore; **there is a lack of incentive to seek coaching certification with few paid professional coaching positions.** The need for more trained coaches and instructors has been identified by the Canadian Curling Association (69.3% Canadian curling centres feel we need more trained instructors)¹²
2. **Low emphasis on competitive curler development** at the majority of BC’s curling centres (55% of BC curling centres do not have programs in the “Training to Compete” stage or higher) meaning that curlers have a hard time transitioning from recreational to competitive play. Their success may be dictated by their geographical location, their proximity to competitive leagues, coaches, and competitions, and their dedication and commitment to travel for sport.
3. **Lack of Development Opportunities specifically for Junior and Juvenile players:** Our next generation of adult competitive curlers currently lacks opportunities to play competitively. Ontario junior curlers have opportunities to compete and learn year-round at a multitude of summer performance camps, bonspiels, and provincial championships, and their curlers are meeting with success at the national level as a result.
4. The majority of BC curling centres are **managed by volunteer boards** and have no paid staff

⁹ Canadian Curling Association, *2008 Annual Curling Club Survey*, Section: Programs & Activities, Question #17

¹⁰ Curl BC, *2009 Online Program Audit*, www.surveymonkey.com, created: November 2009, closed December 31, 2009, Section 5, Questions #1 & 2

¹¹ Canadian Curling Association, *2008 Annual Curling Club Survey*, Section: Membership & Rentals, Question #41-42

¹² Ibid, Question #20-22

Implementation Plan

Objectives

The objectives of the CS4L Implementation plans in BC are to:

1. **Inform the Curling Community** (curlers, coaches, parents, curling centre administrators and Board members, teachers, community leaders) of the LTAD, its mandate, purpose and goals
2. **Promote advanced training for coaches** delivering programs at the Training to Compete through Training to Win stages
3. **Rework the competition and playdown calendar** to reduce costs and streamline athlete progression
4. **Promote curling at all levels of schools** (primary through to University/College) to increase awareness of the sport and local curling centres
5. **Increase opportunities** for activities specific to “Learning to Train” through to “Train to Compete” stages of the LTAD where weakness currently exists, thereby increasing retention of Junior and early adult curlers.
6. **Develop strategies** and/or programs to meet the additional stages of “Awareness” and “First Contact” for athletes with a disability
7. **Continue to improve** and strengthen the quality of programs offered by curling centres

The following section outlines the **Action Plan** - the steps/tasks associated with each objective, indicating the priority level, steps, scope, and timelines.

Action Plan

1. Inform the Curling Community of the LTAD, its mandate, purpose and goals.

The 2009 Program Audit clearly demonstrated that the majority of our curling centres, participants, and parents do not have a clear understanding of the concept of LTAD, Canadian Sport for Life and the different stages. Extensive education of the curling public is planned, and will continue on an ongoing basis. Presentations, promotional materials, and online resources will all be used to continue educating our curling community.

Priority	Action Plan	Scope	Timeline
1	Presentation at Curl BC AGM	Member facilities, curlers, and coaches	June 2010
2	Distribute "Curling for Life" information to all BC Curling centres	Member facilities and their curlers	August 2010
3	Improve website communication of the "Curling for Life" message	Website visitors	May 2010 to July 2010

2. Promote advanced training for coaches delivering programs at the Training to Compete through Training to Win stages

Our program audit revealed that 85% of our curling centres do not employ professional coaches, meaning that individuals have little incentive to pursue coach training. Our first step in increasing the skill level of our coaches is to promote the concept of professional coaches.

Currently 79% of our curling centres use individuals with a Level 1 or lower certification to coach athletes at what they believe is the “Training to Win” stage.¹³ Based on our profiles and research, these athletes are actually “Training to Train” or “Training to Compete” as the “Training to Win” athletes are coached by national level coaches. Regardless, a problem still exists in that the individuals coaching may not have the coaching certification or expertise backing them up. These individuals are chosen to coach based on past curling experience and success, and not necessarily on their skill level as a coach. Coaches at these levels should have a higher certification than Level 1 in order to properly support our developing athletes.

Priority	Action Plan	Scope	Timeline
1	Promote professional coaching to curling centres	Member facility managers & board of directors	July - August 2010
2	Explore new revenue sources and/or business models to help curling centres employ professional coaches	Member facilities and Curl BC staff	August - October 2010
3	Organize, offer and promote advanced coaching courses	Fundamentals to Train to Compete Coaches	Spring 2011

¹³ Curl BC, 2009 Online Program Audit, www.surveymonkey.com, created: November 2009, closed December 31, 2009, Section 10, Question #4

3. Rework the competition and Playdown calendar to reduce costs and streamline athlete progression

Our competition calendar is overloaded and there is no clear progression of events as athletes develop through the LTAD. Further organizational concerns are the costs involved in the running so many events and the staff and volunteer time involved in organizing each event. There is a lack of consistency between different categories (men, women, mixed, Junior) of competitions.

Priority	Action Plan	Scope	Timeline
1	Survey athletes to determine wants and needs for competition schedule	Competitive athletes	Summer 2009
2	Compare competitive format with other Canadian provinces; Make recommendation for changes	Provincial associations, Performance Committee	Fall 2009
3	Develop new competitive format, include LTAD stages on calendar for tracking purposes	Curl BC, Provincial Coaches, Performance Committee	Winter 2010
4	Explain rationale and Educate curlers in BC	Athletes, Member Curling centres, Coaches, Curl BC	AGM 2010 and ongoing

Our initial steps include surveying current competitive athletes and coaches to determine what they desire in a competitive calendar and competition formats. We will also compare our current competitive format with those in other provinces to determine what has worked elsewhere. Then we will analyze this information and discuss changes with the technical consultants, including the Provincial Coach. Any changes will include well documented and communicated LTAD stages on the calendar. Finally, the rationale for any changes will be explained to member facilities, curlers, and coaches. This will be an ongoing task.

4. Promote curling at schools to increase awareness of the sport and curling centres

In the fall of 2009, Curl BC piloted the “Capital One Rocks & Rings” program to Elementary Schools in the Metro Vancouver region. This is part of the FUNdamentals stage of LTAD. As this was met with great enthusiasm and success, our goal is to expand the program to include more regions until, by 2013, all BC Regions have the “Capital One Rocks & Rings” program available to them.

The Capital One Rocks & Rings program introduces children in Grades 2-5 to the sport of curling in a highly engaging and active way. The sport is brought to the school gym for a day and up to 7 classes of students participate throughout the day. They are introduced quickly to the essential elements of the sport including skills in sweeping, running, throwing rocks accurately, and scoring games.

Schools pay a user fee of \$150 + GST which allows most schools to participate, whether classified as an “inner school” or not. This allows us to bring the sport to new populations that may not have experienced curling previously, and may know very little about the sport already.

Youth participation beyond the Elementary School level (Rocks & Rings target age group) is necessary to ensure the future of curling. Curl BC will work with high school curling leagues to promote the sport and incorporate more school activities in our Curling Centre programming. Curl BC will further work with curling centres to promote school programs, school curling leagues, and curling centre run programs. We will explore the possibility of using our existing Assistant Regional Coaches as liaisons to clubs wishing to develop high school programming opportunities.

Priority	Action Plan	Scope	Timeline
1	Explore new revenue sources (grants and sponsors) to allow for program expansion	Curl BC	ASAP & Ongoing
2	Explore partnerships with other organizations delivering in-school active programming in order to reduce costs	Curl BC, Action Schools! BC	Ongoing
3	Develop follow-up programs that link directly with local curling centres to provide skill progression and curling centre connection	Member facilities, curlers, coaches	September 2010
4	Work with Curling Centres to promote High School Curling programs & leagues	Curl BC, Member Facilities	Winter 2011

5. Increase opportunities for LTAD stage-specific activities

There is a drop off in participation in the sport of curling between the ages of 19 and 30, as young adults attend university or college, begin families, and change home communities. While they often return to the sport later in life (the “Active for Life” stage is very strong in curling), there is a significant drop in participation (competitive and recreational) after the “Training to Train” stage. Retention strategies are necessary to keep curlers active throughout university years, as part of the “Active for Life” model for recreational curlers.

None of the responding curling centres identified programs that targeted university and colleges specifically. There were no participants in interuniversity leagues either. Junior (age 16-20) leagues are less often found than Adult (21+) leagues (33% have Junior leagues vs. 91% have Adult leagues).

Curlers in the Junior to Juvenile age groups have very few competitive development opportunities compared with other provinces. Developing year-round high performance program opportunities for these younger curlers will help to secure success at the national level for future BC curlers.

Priority	Action Plan	Scope	Timeline
1	Explore program opportunities marketing to 20-30 year olds such as student training camp (for university-age athletes)	Participation Committee	Winter 2010 and ongoing
2	Consider cross-sport promotion with summer sports (i.e. golf)	Participation Committee, Curl BC	Winter 2010 and ongoing
3	Share information between Curling Centres on successful, innovative programs for young adults	Participation Committee, Curl BC	Fall 2011 and ongoing
4	Research LTAD programming in other provinces to determine strategies and funding models	Curl BC, Participation Committee	Fall - Winter 2011
5	Develop year-round programming opportunities for youth competitive curlers	Curl BC	2011-2012 Season

6. Develop Strategies for creating “Awareness” and “Recruitment for Athletes with a Disability

The period following acquisition of a disability is one of transition and great change for most individuals. Awareness of sports and activities that are adapted to accommodate the new abilities and skills of an individual with a new disability may be limited. The “Awareness” Stage is therefore critical in the development of an athlete with a disability and is intended to inform them of the range of activities in which they can participate in.

There is currently a void in this area and attempts at developing awareness programs have been met with limited success. There is need to liaise with disability organizations and service groups, as well as with other disability sport organizations, to determine what are the best strategies to use to meet the needs of athletes within the “Awareness” stage.

The stage of “First Contact” is also critical to the successful recruitment of sport participants. A positive first experience will increase the likelihood of returning to the sport, and continuing with lifelong physical activity. Further to a positive response from curlers and centre managers, a first impression begins from an individual’s initial contact with the organization, whether via the phone, internet, email or word of mouth. A positive approach and accessible platform will go a long way to recruiting new curlers with disabilities.

Accessibility of curling centres in BC is currently a big barrier to participation in the sport by athletes with a disability. The majority of curling centres were built long before the current building codes and minimum disability standards of accessibility, meaning that access to the curling centre, the ice, the bar, the bathrooms may all be limited or non-existent for most curling centres. Information needs to be circulated to let curling centres know of cost effective adaptations that can be made to increase accessibility, what the standards are, and any sources of funding to make accessibility changes.

Priority	Action Plan	Scope	Timeline
1	Work with disability sport organizations and partners to develop strategy for Awareness of adapted curling	Participation Committee	Winter 2011 and ongoing
2	Evaluate “Getting Started” adapted program of CCA	Participation Committee	Summer 2010 and ongoing
3	Communicate accessibility information to Curling Centres	Staff	Winter 2011
4	Explore funding opportunities for increasing accessibility of Curling Centres	Staff	Ongoing

7. Continue to improve the strength and quality of programs offered by curling centres

It is Curl BC's member curling centres that deliver programming. We know that curling centres are under-resourced and, according to our Program Audit, over 50% of our curling centres either have no Manager or volunteers acting as curling centre managers.¹⁴

The Canadian Curling Association's *Business of Curling* program has been instrumental in supporting Curling Centres across Canada. This program provides curling centres with the opportunity to develop a working business plan for the operation and ongoing growth of its curling centre. Unfortunately, due to budget constraints, Curl BC was unable to offer the program in 2010. We are hoping that future years will allow us to re-instate the program to continue to support the business approach to curling centre management.

The Participation Committee will explore the concept of "Curling Centre Connections" - connecting strong and successful curling centres with curling centres that are struggling - in order to build our overall strength as an organization. Curling centres that have had success are our best resource for supporting other member curling centres.

Many of our core program materials are outdated and require updating. Some of these include: Curl BC Skill Awards Manual & Program, "Let's Rock" and "Let's Rock & Roll" instructional booklets, "20 Weeks of Curling" instructional program, and the "Your First End" marketing materials. Summer is an excellent time to devote to updating resources.

Priority	Action Plan	Scope	Timeline
1	Participation Committee to explore "Curling Centre Connections" as a method to support our struggling curling centres	Participation Committee, Member Curling Centres	Fall / Winter 2010-2011
2	Re-instate the "Business of Curling" program; Promote and deliver it	Member Curling centres, CCA, Consultant	Fall 2010 and ongoing
3	Update and promote existing program resources (Skill Awards Program)	Curl BC	Summer 2010

¹⁴ Curl BC, 2009 Online Program Audit, www.surveymonkey.com, created: November 2009, closed December 31, 2009, Section 12, Question #4-5

Conclusion

This sport-specific LTAD implementation plan was created by Curl BC, the provincial sport organization responsible for delivery of development of curling and curlers in British Columbia. Curl BC developed this plan using an online program audit, review of nationally produced statistical analysis of the sport, government documents, and anecdotal information from volunteers and curling centre managers.

This plan was developed to address specific challenges facing curling in Canada and, more specifically, BC while ensuring that we are aligned with LTAD and Sport For Life principles.

The biggest challenge facing Curl BC will be to educate BC curlers about LTAD. We plan to use a multitude of resources to assist with this education process. Presentations, workshops, online resources, and the repositioning of current information to include the LTAD reference are some of the primary tools that we will use for this communication program.

Advanced Coaching education will be improved through direct promotion of courses and opportunities to individuals who have been talent identified. Furthermore, funding will be sought to subsidize targeted individuals living in more remote areas of the province where advanced coaching courses rarely meet the minimum enrollment required.

Work has already begun to revise the competition and Playdown calendars in order to maximize our resources and the player's time. Athlete progression through the LTAD will be clearly identified in future calendars.

Increased participation numbers will be achieved through the increased exposure to the sport in early childhood years through our new school program (Rocks & Rings), as well as through improved retention of curlers through their early adult years.

Increased attention will be paid to creating awareness of adapted curling and ensuring that our first contact with a person with a disability is positive. Work must be done to improve the physical access to Curling Centres in the province and also to improve the knowledge and skill level of our curling centre volunteers on adapting curling for a variety of ability levels.

Finally, we recognize the quality of programming delivered at the ground level by curling centres in BC and will continue to build on this strength in future years. Matching curling centres that struggle with ones that have overcome difficulties is one approach that will help build on our strength as an organization.

Above all, we hope that through the implementation of the Canadian Sport For Life principles of Long Term Athlete Development, Curl BC will be a stronger organization and will support BC curlers through all stages of participation, from FUNdamentals through to Active For Life! This is a long-term plan and we expect to see results in 5-10 years.

Acronyms / Glossary

CCA	Canadian Curling Association
CS4L	Canadian Sport For Life
LTAD	Long Term Athlete Development

Age Categories of Competition

Juvenile	Under 16 years
Junior	16-20 years
Adult	21 - 49 years
Senior	50 - 59 years
Master	60 +

Note: Some competitions may include a 70+ Masters division

Appendices

Appendix A - Overview of Current Curl BC Programs

Appendix B - Chronological Playdown Calendar 2009-2010

Appendix C - Curl BC Program Audit 2009 Results

Appendix D - Capital One Rocks & Rings School Program Information

Appendix E - References Used

Appendix A

Overview of CS4L Programs

-	<u>Chronological Age</u>	<u>Talent Id BY:</u>	<u>Programs & Initiatives</u>	<u>Organizing Body</u>
<u>ACTIVE START</u>	Under 6	Family Unit	Fundamental Movement skill programs	Other Sport Organizations (Gymnastics, Soccer, etc.), daycares, community centres, family
<u>FUN-DAMENTALS</u>	F: 6-8	Curling centre	“Come and Try Curling” / Open House opportunities	Curling centre
-	M 6-9		Little Rocks	Curling centre
-			“Learn to Curl” Program (Introductory), 1X/week	Curling centre
-			Optimist’s “Cluster Camp” / Introduction to Curling	Curling centre / Curl BC
-		Primary Schools	Rocks & Rings – Basic intro for lower primary grades	Curl BC
<u>LEARNING TO TRAIN</u>	F: 8-11	Curling centre	Youth curling centre Team (Competitive), 1-2X/week	Curling centre
-	M: 9-12		Junior League (Recreational), 1X/week	Curling centre
-			BC Skill Awards Badge program	Curl BC
-		Primary Schools	Rocks & Rings – Full intro for mid to higher primary grades	Curl BC
-		High Schools	Interscholastic (high schools)	BC School Sports
-			Getting Started in Curling (high school visits)	CCA / Curling centre / schools
-			Premier Sports Awards	JW Sporta / PSAP & Schools
-		Curl BC	Summer Curling Camp program	Curl BC / Curling Centre
<u>TRAINING TO TRAIN</u>	F: 11-15	Curling centre	Youth curling centre competitive program, 2-3X/week on ice	Curling centre
-	M: 12-16		League competitions / bonspiels, 1X/month	Curling centre
-			Regional playdowns	Curling centre / Curl BC
-		Curl BC	High Performance Training Program	Curl BC
-			BC Winter Games / Northern Winter Games	BC Games Society / Curl BC
-			Provincial Championship	Curl BC / Curling Centre
-		Canadian Curling Association	Canada Games	Curl BC
-		University	World University Teams & Games	

	<u>Chronological Age</u>	<u>Talent Id BY:</u>	<u>Programs & Initiatives</u>	<u>Organizing Body</u>
<u>TRAINING TO COMPETE I</u>	F: 15-17 +/-	Curling Centre	Competitive League, 2-4X/week on ice	Curling Centre
-	M: 16-18 +/-		Bonspiels	Curling Centres
		Regions	Regional Playdowns	Curling Centre / Curl BC
		Curl BC (Coach)	High Performance Training Program	Curl BC
			Provincial Championships	Curl BC
			Canada Games	Curl BC / CCA
			Other sports & Sport-specific training	Curl BC, athlete
		Canadian Curling Association	National Championships	CCA
			World Championships	World Curling Federation
		International Olympic Committee	Youth Olympics	IOC
<u>TRAINING TO COMPETE II</u>	F, M: 18-20 +/-	Curling Centre	Competitive League, 2-4X/week on ice	Curling Centre
			Bonspiels	Curling Centres
		Regions	Regional Playdowns	Curling Centres
		Curl BC (Coaches)	High Performance Training Program + Technical Training on ice	Curl BC
			Provincial Championships	Curl BC / Curling centre
			Sport specific training	Curl BC, athlete
		Canadian Curling Association	National Championships	CCA
			World Championships	World Curling Federation
<u>TRAINING TO WIN I</u>	F, M: 21-25 +/-	Curling Centre	Competitive League, 3-4X/week on ice	Curling Centre
			Bonspiels & Cashspiels (2-3/month)	Curling Centre
		Regional	Playdowns	Curl BC / Curling centre
		Curl BC	High Performance Training Program, technical training on ice	Curl BC
			Provincial Championship	Curl BC / Curling centre
		National	National Training Centre / Excellence Centres	CCA
			Ntl Development Team programs	CCA

	<u>Chronological Age</u>	<u>Talent Id BY:</u>	<u>Programs & Initiatives</u>	<u>Organizing Body</u>
<u>TRAINING TO WIN II</u>	F, M: 24 +	Curling Centre	Competitive League, 3-4X/week on ice	Curling Centre
-			Bonspiels & Cashspiels (2-3/month)	Curling Centre
-		Regional	Playdowns	Curl BC / Curling centre
		Curl BC	High Performance Training Program, technical training on ice	Curl BC
			Provincial Championship	Curl BC / Curling centre
		National	National Training Centre / Excellence Centres	CCA
			National Team program	CCA
		International	Olympic / Paralympic Team	CCA

Can enter the following stages at any chronological age

<u>ACTIVE FOR LIFE</u>	<u>Any age</u>	Curling centre	Adult Leagues	Curling centre
-			Adapted / Inclusive Leagues	Curling centre
-			Seniors / Masters	Curling centre
-		Region	Regional Tours	Region
-			Playdowns / Bonspiels	Region
-		Provincial	BC Club Challenge	Curl BC / Dominion
-			Provincial Championships	Curl BC
-		National	Seniors / Masters	

<u>ADAPTIVE SPORT FOR PEOPLE WITH DISABILITIES</u>				
<u>AWARENESS STAGE</u>	Period of time following acquisition of disability	Curl BC	"Come and Try Curling"	Curl BC, Curling Centre, Disability Sport and Disability specific Organizations
			"Let's Rock & Roll" instruction booklet	Curl BC, Curling Centres
		National	"Getting Started in Curling" national initiative	CCA, Curling Centres
<u>FIRST CONTACT / RECRUITMENT</u>	Any age	Curling Centre	Adapted / Inclusive leagues & opportunities	Curling Centres
	Following initial introduction to sport	Curl BC	Accessibility Inventory	Curl BC

APPENDIX B: COMPETITION SCHEDULE 2009-2010



CHRONOLOGICAL PLAYDOWN CALENDAR 2009-2010

Category	Region	Event	Date	Location	Deadline	Spots
Juniors	3, 4 & 7	Interregional Playdown	Nov. 27-29	Barriere	Nov. 6	
Juniors	5 & 6	Interregional Playdown	Nov. 27-29	Fraser Lake	Nov. 6	
Men	8 - 11	Coastal Open Bonspiel	Nov. 27-29	Abbotsford	Nov. 6	
Men	1	Regional Playdown	Nov. 27-29	Nelson	Nov. 6	
Men	2	Regional Playdown	Nov. 28-29	Creston	Nov. 6	
Women	8 - 11	Coastal Playdowns	Nov. 28-30	Parksville	Nov. 6	
Women	5 & 6	Interregional Playdown	Dec. 4-6	Williams Lake	Nov. 13	
Juniors	8 - 11	Coastal Playdowns	Dec. 4-6	North Shore	Nov. 13	
Men	5	Regional Playdown	Dec. 4-6	Williams Lake	Nov. 13	
Juniors	1 & 2	Interregional Playdown	Dec. 5-7	Grand Forks	Nov. 13	
Women	1 & 2	Interregional Playdown	Dec. 11-13	Cranbrook	Nov. 20	
Men	6	Regional Playdown	Dec. 11-13	Terrace	Nov. 20	
Juvenile	Zone 1	West Kootenay Playdown	Dec. 12-13	Nelson	Nov. 20	
Juvenile	Zone 1	East Kootenay Playdown	TBA	TBA	Nov. 20	
Men	3, 4 & 7	Interregional Playdown	Dec. 18-20	Kelowna	Nov. 27	
Women	3, 4 & 7	Interregional Playdown	Dec. 18-20	Enderby	Nov. 27	
Women	8 - 11	Coastal Back Door	Dec. 18-20	Royal City	Dec. 1	
Men	8 - 10	Island Playdown	Dec. 18-20	Campbell River	Dec. 1	
Men	11	Regional Playdown	Dec. 18-20	Cloverdale	Dec. 1	
Men	1 & 2	Interregional Playdown	Dec. 19-20	Kimberley	Dec. 1	
Juniors	BC	Provincial Championship	Dec. 26-31	Juan de Fuca	n/a	
Women	BC	Provincial Championship	Jan. 4-10	Penticton	n/a	
Senior Women	1 & 2	Interregional Playdown	Jan. 8-10	Trail	Dec. 11	
Senior Men	1 & 2	Interregional Playdown	Jan. 8-10	Trail	Dec. 11	
Senior Women	3, 4 & 7	Interregional Playdown	Jan. 8-10	Salmon Arm	Dec. 11	

Senior Men	3, 4 & 7	Interregional Playdown	Jan. 8-10	Salmon Arm	Dec. 11	
Senior Women	5 & 6	Interregional Playdown	Jan. 8-10	Prince Rupert	Dec. 11	
Senior Men	5 & 6	Interregional Playdown	Jan. 8-10	Prince Rupert	Dec. 11	
Senior Women	8 - 11	Coastal Playdowns	Jan. 8-10	Esquimalt	Dec. 11	
Senior Men	8 - 11	Coastal Playdowns	Jan. 8-10	Golden Ears	Dec. 11	
Juvenile	1	Zone Playdown	Jan. 9	Golden	n/a	
Juvenile	2	Zone Playdown	Jan. 8-10	Kamloops	Dec. 11	
Juvenile	7	Zone Playdown	Jan. 8-10	Smithers	Dec. 11	
Juvenile	8	Zone Playdown	Jan. 8-10	McBride	Dec. 11	
Men	1 - 7	Interior Championship	Jan. 14-17	McArthur Island	n/a	
Men	8 - 11	Coastal Championship	Jan. 14-17	Alberni Valley	n/a	
Juvenile	3, 4 & 5	Zone Playdown	Jan. 15-17	Langley	Dec. 18	
Juvenile	Zone 6	Zone Playdown	Jan. 15-17	Campbell River	Dec. 18	
Wheelchair	BC	Provincial Championship	Jan. 25-31	Juan de Fuca	Dec. 11	
Senior Women	BC	Provincial Championship	Jan. 25-31	Nanaimo	n/a	
Senior Men	BC	Provincial Championship	Jan. 25-31	Nanaimo	n/a	
Men	BC	Provincial Championship	Feb. 1-7	Vernon	n/a	
Masters	3, 4 & 7	Interregional Playdown	Feb. 5-7	Kelowna	Jan. 15	
Masters	5 & 6	Interregional Playdown	Feb. 5-7	100 Mile House	Jan. 15	
Masters	8 - 10	Island Playdowns	Feb. 5-7	Glen Meadows	Jan. 15	
Masters	11	Regional Playdown	Feb. 5-7	Mission	Jan. 15	
Masters	1 & 2	Interregional Playdown	Feb. 12-14	Elkford	Jan. 22	
Mixed	1 & 2	Interregional Playdown	Feb. 20-21	Sparwood	Jan. 29	
Mixed	3, 4 & 7	Interregional Playdown	Feb. 20-21	Lumby	Jan. 29	
Mixed	5 & 6	Interregional Playdown	Feb. 26-28	Houston	Jan. 29	
Mixed	8 - 11	Coastal Playdowns	Feb. 26-28	Powell River	Feb. 5	
Masters	BC	Provincial Championship	Mar. 1-7	Grand Forks	n/a	
Juvenile	BC	BCWG	Mar. 4-7	Terrace	Jan. 18	
Mixed	BC	Provincial Championship	Mar. 15-21	Chilliwack	n/a	

APPENDIX C: CURL BC PROGRAM AUDIT RESULTS

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Appendix D: CAPITAL ONE ROCKS & RINGS PROGRAM OVERVIEW



PROGRAM OVERVIEW

Capital One Rocks & Rings program visits participating schools for a full school day. We take over the gym as classes take turns visiting for 40 minutes sessions of fun and instruction.

Various drills, relays and team-building activities are used to introduce students to the sport of curling. It is a highly interactive program with the emphasis on fun!

Unique indoor floor curling equipment is used to provide a true curling experience without requiring ice! For more information on the equipment used in the program, please visit www.kurling.ca.



At the end, each participating child receives their own Capital One Rocks and Rings Graduation Certificate that they can share and discuss with their parents.

The best part is the cost. At only \$150 per school (thanks to our gracious sponsors!) it is an incredibly affordable curriculum-based program.

ROCKS & RINGS TEACHER TESTIMONIAL:

The students thoroughly enjoyed the experience of curling today. I am sure that the experience sparked student interest in the Canadian sport of Curling.

Megan was super. She presented the info about curling in a way that the students could understand and also get enthusiastic about. Every class was able to connect to the game of curling and to the Olympic spirit.

They are now more informed and interested in the sport either personally, or to watch the Canadian representation in the 2010 Olympics.

I loved that the local representatives were there to help, and just their presence was so influential in stimulating interest in the sport. You got together the Chilliwack Curling Club representor and three Chilliwack Provincial Youth Champions to help out for the day. Super.

I personally was surprised and enlightened by the lack of knowledge and experience the students expressed in the sport. Especially when Canada shows a strong, positive presence in attaining a high standard in the Winter Olympics. The students are now tuned in and inspired to show support in a Canadian way. Patriotism is a great influence.

Thank you,

Dianne,

Chilliwack, BC



Appendix E: References Used

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