



ANNUAL REPORT

2024-2025



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HONOURING TRADITIONAL TERRITORY

Curling Ontario acknowledges that we participate in the sport of curling on Indigenous land that has been inhabited by Indigenous people from the beginning.

As settlers, we are grateful for the opportunity, and we thank all generations of people who have taken care of this land – for thousands of years.

We recognize and appreciate their historic connection with the land. We acknowledge the contributions of Métis, Inuit, and other Indigenous peoples, shaping and strengthening our communities, our province, and our country as a whole.

We are all treaty people and accept our responsibility to honour all our relations.



MESSAGE FROM CURLING ONTARIO'S BOARD CHAIR AND EXECUTIVE DIRECTOR

We want to start by sincerely thanking both the operations and governance teams of Curling Ontario for their unwavering dedication and tireless efforts on behalf of the organization. Across both levels, we have a dedicated team focused solely on ensuring our member clubs, stakeholders, and the broader community are thriving—helping Ontario remain a leader in our sport, not only nationally but on the global stage. Our primary goal is that our members—athletes, coaches, officials, volunteers, and clubs—reap the rewards of our work and experience improved curling every day.

Within this Annual Report, you will find many of the key accomplishments from the 2024-25 fiscal year. Building on the strong foundations established last year, we increased our focus on delivering exceptional services, programs, and resources to our membership.

It's an exciting time for curling in Ontario. While we acknowledge that turbulent times in the sport system of Canada and Ontario present ongoing challenges, Curling Ontario remains a vital backbone—navigating those obstacles and supporting your success. As we approach the final year of our current strategic plan, we look forward to developing a new roadmap later this year. We value the continued collaboration with Ontario Curling Council and Northern Ontario Curling Association, our closest partners, and are eager to pursue future initiatives together. We also thank Curling Canada for their ongoing support and leadership.

We encourage all curlers, clubs, and partners to keep lines of communication open. We are fully committed to leading Curling Ontario with transparency, driven by innovation, collaboration, and curiosity.

Wishing everyone a successful 2025-26 season. We look forward to seeing you on the ice.

Good curling.



Tim McChesney

Tim McChesney
Chair - Board of Directors



Matt Allen

Matt Allen
Executive Director

VISION

**Be the standard of excellence
for sport development and
participation in Ontario.**

MISSION

**To inspire and energize Ontarians
to be involved in curling.**

VALUES

**Inclusiveness
Integrity
Accountability
Synergistic
Progressiveness
Excellence**

BOARD OF DIRECTORS

Tim McChesney, Board Chair

Gerry Sundwall, Board Vice-Chair

Rick Helm, Finance Chair

Carmelinda Del Conte, Director

Renée Reddick, Director

Gina Grosenick, Director

Margo Burgess, Director

Mike Anderson, Director

Jill Hopkins, Non Voting Board Member



ORGANIZATIONAL HIGHLIGHTS

Membership Update

As of this year, Curling Ontario is proud to serve a vibrant community of 51,025 registered curlers (45,519 in 23-24) across 167 member clubs (173 clubs in 23-24). We recognize the hard work and dedication of our clubs and their members who contribute to the growth and success of curling in Ontario. This year marked a significant milestone as we launched our new affiliation process via CurlingReg. The rollout was a major transition, and we know we fell short in some areas, which led to frustration among clubs. We sincerely thank you for your patience. We've taken valuable lessons from this experience and have now implemented new, streamlined procedures to make the affiliation process smoother and more efficient this season.



New Partnerships

This year, we strengthened our community and event presence through several exciting partnerships. Street Curl presented by AMJ, brought accessible curling directly into local communities. We also secured sponsorships from Pure Spirits Distillery for our Annual Conference cocktail reception, and Co-Operators as the Title Sponsor for the conference. Additionally, Dirty Devil Vodka joined us as a sponsor, further supporting our initiatives. We developed a strategic relationship with the Ontario Recreation Facilities Association (ORFA), greatly enhancing support and resources available to our member clubs through collaborative education and resource-sharing.



Member Club Satisfaction Survey

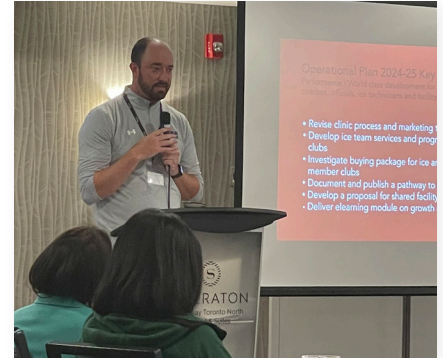
This year, we launched our most robust ever Member Club Satisfaction Survey, which provided us with valuable insights. This survey will be an annual survey so we continue to give you the platform to provide us feedback and we can adequately measure our areas of focus for you.



Revamped Annual Conference

We completely redesigned our Annual Conference, introducing fresh themes and engaging educational programming. The event brought together 100 delegates onsite, creating a lively atmosphere for learning and networking.

Feedback from attendees was overwhelmingly positive: over 75% of clubs found great value in connecting with fellow club leaders, and all survey respondents rated the speakers 8/10 or higher. Nearly 90% of participants highly recommended the conference to others, reinforcing our commitment to delivering impactful content. We're excited to build on this momentum, continually improving each year's conference to make it even more valuable for every participant.



2024 AWARD WINNERS

Honorary Lifetime Achievement Awards - 2024

Builder: Brian MacLennon
Builder: Rick Thurston

Community Hero Awards - 2024

Alain Bourgeois
Lisa Taylor
Joe Muldoon

EDI Awards - 2024

Rebecca Purvis
Bill Malcolmson
Mary Malcolmson



ORGANIZATIONAL MILESTONES

167 MEMBER
CLUBS
IN 2024-25

 **51,025**
REGISTERED CURLERS IN ONTARIO

9  **WEBINARS**
AND 2 TOWN HALLS
HOSTED

48  **CLINICS**
DELIVERED

906
FEEDBACK
SURVEYS
RECEIVED
VS. 240 IN 2023-2024



100
MORE
TEAMS ENTERED
COMPETITIONS
711 IN 2024-25
VS **611** IN 2023-24

WE SAW
33 **MORE**
COACHES
AT COMPETITIONS

BEST WESTERN
CHALLENGE
RETURNED
WITH **78** **TEAMS**




19
CLUB
ICE
TEAM
VISITS

11 
CLUBS JOINED OUR PILOT
CLUB ACCREDITATION
PROGRAM

2024-2025 DEPARTMENT ACHIEVEMENTS

COMPETITIONS

Key Achievements & Highlights

- Feedback surveys sent to participants after every qualifier and Provincial competition with a response rate of 30%. This is a much better result than one survey sent at the end of the 23-24 season, which received a response rate of 20%. We are grateful to everyone who responded!
- On average our officiating and ice quality was rated at 4/5 or higher by 70% of respondents.
- The Best Western Challenge returned to the Ontario Competitions calendar with 78 teams registering for this revamped event that included two tiers.
- To standardize the competitor experience and help hosts more easily achieve their goals, we created a comprehensive host guide and a formal hosting agreement.
- We developed a guide to assist clubs in running their own Hit, Draw, Tap events in an effort to increase club participation in the program.
- We have integrated land acknowledgements into all events.
- For the 2025-26 season, we released our call for hosts in December, months earlier than the previous year, so clubs would have plenty of time to see what was available, plan ahead, and submit their expression of interest, making the process open and fair for all facilities.



MEMBER SERVICES

The 2024-2025 season was a year of growth, engagement, and impact for the Member Services Department. Our work focused on supporting curlers, clubs, and volunteers through accessible programming, resource development, and direct service delivery. The following highlights summarize key accomplishments across our core service areas.

Key Achievements & Highlights

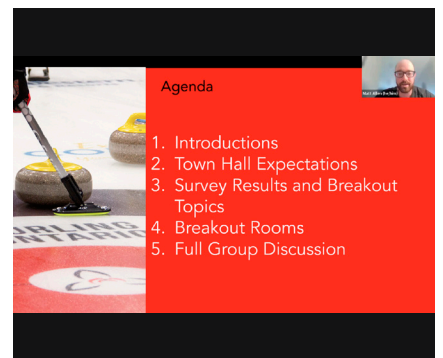
Clinics

Curling Ontario successfully delivered 48 clinics across the province, marking a 15% increase from the previous year. Over 645 curlers participated in skill development sessions, enhancing their game and building confidence on the ice.



Webinars & Town Halls

Curling Ontario hosted nine webinars covering a range of high-impact topics, including ice maintenance, insurance, Trillium grant applications, and club governance. These sessions attracted a total of 491 participants, demonstrating strong interest and engagement from clubs and volunteers across the province. Additionally, two town halls brought together 74 club leaders to share insights, discuss challenges, and collaborate on community-based solutions, fostering stronger connections within our curling community.



Resources & Governance Support

Significant progress was made in developing and distributing six governance articles, guides and operational resources such as bonspiel templates, lottery insights and Hit, Draw, Tap tips and tricks to support club leadership. The resources already developed, with additional tools coming soon, are aimed to simplify club operations, boost board confidence, and align with best practices in non-profit sport management.



EDI Club Accreditation Program

This past year we had 11 clubs join our pilot club accreditation program aimed to support curling clubs in creating environments that prioritize inclusion, safety, and accessibility for all members and participants.

Lotteries

Eight lotteries were held across the province, raising a total of \$64,747. Over \$32,000 of this was directly returned to participating clubs and invested in Curling Ontario initiatives that support member services and club development. Lottery participation remains a valuable fundraising opportunity and an effective engagement tool that fosters stronger connections within local communities.

Street Curl

In 2024, Street Curl hit 46 communities across Ontario, creating fun and connection everywhere we went. Four Street Curl units and our giant inflatable rock brought the game to clubs, festivals, fairs, and community celebrations.

E-Learning Courses

We launched two new e-learning courses aimed at strengthening our community: *Building Successful Curling Experiences through Equity, Diversity, and Inclusion* and *Enhancing Leadership with Growth Mindset Training*. These programs provide valuable tools and insights for clubs and leaders to create inclusive, engaging, and inspiring curling environments.

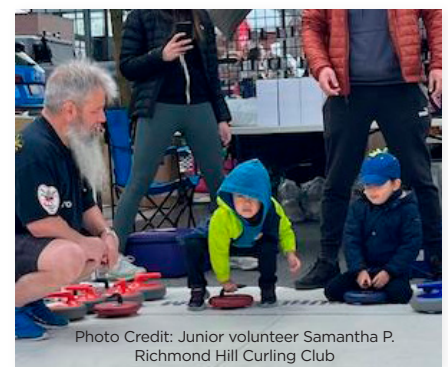


Photo Credit: Junior volunteer Samantha P.
Richmond Hill Curling Club

COMMUNICATIONS AND BRAND

This past year, Curling Ontario made significant progress in strengthening our communication strategies, enhancing our brand identity, and fostering a more inclusive and engaged community. Our initiatives focused on elevating diversity, expanding awareness, and improving how we share our story with members and partners across Ontario.

Key Achievements & Highlights

Brand Strategy and Visual Identity

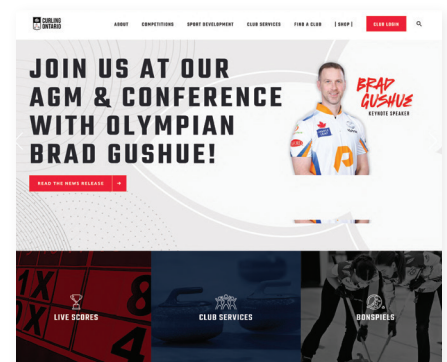
A top priority for the year was updating the Curling Ontario brand framework. We successfully developed and launched a refreshed visual identity, including updated messaging and brand guidelines, which were officially unveiled at our AGM in September. This new branding has been consistently applied across all platforms, reinforcing our identity and enhancing our recognition.



Digital Presence and Engagement

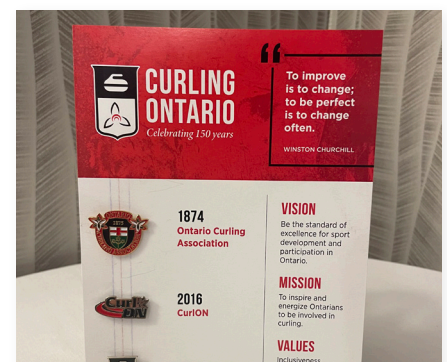
A major focus last year was the development of a new, user-friendly website designed to serve as a central hub for information, resources, and communication. The website has been well received, resulting in increased traffic and higher engagement levels across all platforms.

A key element of this update was creating a dedicated “About Us” page, aimed at clearly communicating who we are, what we do, and our role in supporting the curling community.



Curling Ontario 150th Anniversary

To commemorate our 150th anniversary, we developed the Curling Ontario 150 campaign centered around the theme “What curling means to you.” It featured interviews with curlers sharing their favourite memories and personal stories. This campaign resonated strongly within the curling community and beyond. Additionally, we created pin cards, which were distributed at the AGM, featuring pins from 1874, 2016, and 2024.



Promoting Diversity and Inclusion

We prioritized increasing diversity in our photographs and marketing collateral. Collaborating with event organizers and clubs, we captured a broad range of authentic images and videos that reflect the inclusivity of our events and the diverse community we serve. This initiative helped reinforce that curling is a sport for everyone and showcased our commitment to equity within our community.



Ongoing Member and Club Communication

We continue to publish the monthly Back Line newsletter, and this year we launched a new initiative: the Club Development newsletter. This newsletter reinforces our commitment to directly communicate club services, resources, and updates to Ontario curling clubs. With an average open rate above 65%, they are a vital tools for updates and community building.



Event Visibility and Brand Promotion

To further elevate our presence at events, we designed and printed four banners, including “Curling Ontario 150 Anniversary,” “Who We Are,” “Vision, Mission, and Values,” and “Team Ontario.” These banners effectively highlighted our brand and supported our messaging efforts throughout the season.



Value Proposition and Membership Support

To better serve our members, we developed a comprehensive document titled “Enhance Your Clubs’ Potential with Curling Ontario: Understanding Your Club’s Value and Services.” This resource clarifies the benefits and support available, empowering clubs to maximize their potential within our organization.

Social Media and Digital Engagement

Over the past year, our social media reach has expanded significantly, with impressions surpassing 2 million and engagement levels showing remarkable growth—up 12.6%. Our audience has grown by over 11,000 followers, reflecting increased interest and active participation from our community.



WHAT'S AHEAD FOR CURLING ONTARIO

Competitions

Looking ahead, Curling Ontario plans to expand support for both new and returning competitors through resources such as our Ready, Set, Rock webinar and an enhanced Rules Ready, Game On guide. In response to athlete feedback, we are also developing improved documentation, standards, and support for our Officials team to deliver consistent officiating quality across all qualifiers and provincial events this season.

Building on the success of our Provincials Host Guide from the previous year, we have created a dedicated Qualifier Host Guide and formal hosting agreement. These resources are designed to better prepare hosts and competitors, ensuring procedures are standardized and the experience is seamless for everyone involved. To strengthen club development and member engagement, we will introduce a calendar of webinars and town halls tailored for clubs, alongside operational resources to streamline club management and promote consistency across Ontario.

Additionally, we are excited to launch a new, user-friendly website that will serve as a central hub for information, resources, and communication. We will clarify our value proposition and outline the services available to our members to foster greater engagement. To support sound governance and accountability, we are developing new financial reporting controls and updating our bylaws to facilitate a skills-based nomination process for the board. Lastly, a formal host agreement for all provincial championships will be implemented, along with new staff and operational playbooks to ensure clarity of roles and responsibilities within our organization.

Member Services

The Member Services Department remains committed to providing practical, timely, and relevant support to clubs across Ontario. Building on the momentum of this season, we look forward to further expanding our programming, strengthening engagement, and helping clubs thrive in 2025-2026.

In the year ahead, we'll be expanding our club resources with a new standard operating procedure for clubs, complete with practical templates and guides to strengthen day-to-day operations. This fall, look out for an HR toolkit, youth curling resources, a lottery guide, and the launch of the Club Accreditation Program. Looking ahead further in the upcoming year, we'll

continue developing governance tools and templates to further support clubs. Building on last year's successful webinar series, we'll also introduce a full calendar of webinars covering a wide range of topics — from on-ice sport development to sport business best practices.

Communications and Brand

The Communications and Brand Department will focus on strengthening member engagement and club support through the rollout of a comprehensive training and onboarding program for new club representatives. This initiative will help clubs maximize access to Curling Ontario resources and online tools, ensuring smooth operations and communications. We will also introduce an “Olympics Opportunity” resource, providing clubs with strategies to leverage the excitement of the Olympics to boost member involvement and attract new participants.

To enhance visibility and sales, we plan to develop engaging displays for the AGM and provincial championships, along with pre-sale options to increase sales at key events. A detailed content calendar will be established to coordinate social media posts, news releases, newsletters, and upcoming webinars, ensuring consistent and timely communication throughout the season. Additionally, we will create a website management guide to streamline content updates, especially during staffing transitions, and develop a storytelling project to celebrate award winners by sharing their achievements across our digital platforms. Finally, targeted mailouts to both affiliated and unaffiliated clubs will communicate membership benefits and highlight opportunities clubs may be missing, fostering stronger connections across Ontario's curling community.

