

ENHANCE YOUR CLUB'S POTENTIAL

WITH CURLING ONTARIO

Understanding Your
Club's Value in Curling
Ontario Services



CONTENT

3 Welcome

4 Our Role

5 Club Services

8 Organizational Expertise

9 Marketing

10 Sport Development

11 Curling Canada Programs

13 Competitions

14 Risk Management

WELCOME



Welcome to Your Curling Ontario Community

At Curling Ontario, we believe in more than just a game — we believe in the power of community, the spirit of perseverance, and the shared passion that unites us all. We recognize that club boards and staff can change over time, so this resource is designed to serve as a clear, easy-to-navigate guide to highlight the many benefits, opportunities, and resources available to our member clubs, empowering you to grow, engage, and thrive in the sport you love.

Our commitment is to support every club, every player, and every member's journey. Whether you're just starting out or competing at the highest level, you are the heart of Ontario curling. We're dedicated to fostering a vibrant, inclusive, and inspiring curling family — one that celebrates progress, values connection, and champions the legacy of this iconic sport.

This is more than just a proposal; it's a testament to our shared commitment to excellence and community. We invite you to explore, engage, and be part of something bigger — because together, we're redefining what curling can be.

THE ROLE OF CURLING ONTARIO

Curling Ontario encompasses the network of programs, resources, partnerships, and support systems that your club is part of. These initiatives are designed to help grow, promote, and sustain curling across Ontario and Canada. As a member club, you benefit from and contribute to this larger community.



Advocacy and Development for Ontario Curling Club

We advocate on behalf of local and provincial governments, as well as Curling Canada, to promote the sport and benefit all Ontario clubs. Our efforts aim to secure support, resources, and policies that strengthen the growth of the sport, improve opportunities for members, and ensure a vibrant future for curling across the province.

Enhanced Participation Reporting & Funding

By being a member of the provincial sport system through Ontario Curling Council, Curling Ontario can accurately report participation numbers. This leads to increased funding not only for curling but also benefits the broader sport and recreation community across Ontario.

Support for the Sport & Curling Clubs

Curling Ontario relies on its affiliated clubs and Member Associations. Together, we support the sport's growth and visibility. Without these partners, iconic events like the Brier and Scotties, and national teams — key drivers of curling awareness — would not be possible.

Connecting to National Resources & Programs

We serve as a key connector, providing access and guidance to resources, programs, and personnel at the national level. Whether seeking information or external services, Curling Ontario helps members navigate opportunities beyond our scope to support their development and success.

CLUB SERVICES



Free Webinars for Member Clubs

We offer a diverse selection of **FREE** webinars covering a wide range of topics, including club operations, marketing, instruction, grant writing support, facility maintenance, ice services, and more.



Host a Club Clinic with Trained Professionals

Enjoy season-long clinics led by expert instructors. Options include six clinics, 2-3 hours each, tailored to your needs. Popular choices like Stick Clinic and Skills Analysis help players of all levels improve their game.



Boost Your Visibility with Street Curl

Gain access to Street Curl, a promotional kit designed to increase your club's visibility in the community. Use it to promote curling events, attract participants, or showcase your presence at larger venues and gatherings in your area.

Elevate Your Club's Governance

We offer governance expertise and resources—such as templates, job descriptions, board training, and tools—to help your club's board improve liability, risk management, fiduciary duties, and transition to good governance.



Access Curling Ontario's Insurance Program

Gain access to Curling Ontario's insurance program, specifically designed for curling clubs, through Co-operators. This program offers tailored coverage that meets the unique needs of your club.



Access a Growing Collection of Operational Resources

Gain access to a continually expanding hub of practical tools, resources, policies, and templates that clubs can utilize to enhance your club's operational needs.

CLUB SERVICES



Enhance Leadership with Inclusion, Diversity, Equity and Accessibility (IDEA) Tools

Access an interactive online module designed specifically for club leaders and club boards to understand and implement IDEA practices within your club.



Annual Conference for Club Excellence

Join our Annual Conference featuring world-class speakers, learning, and networking opportunities to help refine your club. With 100% of last year's attendees reporting strong value and 90% highly recommending it to peers, discover insights and strategies from industry leaders to elevate your club's impact.



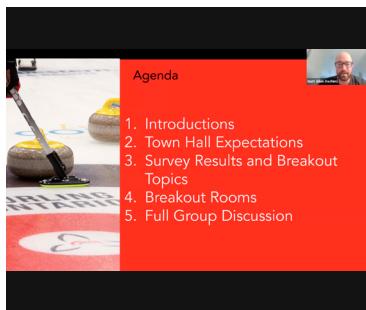
Benefit from our Club Accreditation Program

This optional accreditation program supports curling clubs with the tools to become more inclusive, accessible, and safe, providing criteria, resources, and templates for practical implementation.



Stay Updated on Club Development

Receive our monthly Club Development newsletter to stay updated on resources and support tailored for member clubs. Focus on timely updates that enhance your club's growth and success.



Engage and Learn at Our Virtual Town Halls

Join our virtual Town Halls to network, share information, and learn from fellow club leaders on a variety of relevant topics. Enhance your club's operations through collaboration and discussion.



Enhance Leadership with Growth Mindset Training

Does your club struggle with status-quo mindsets and managing innovative progress? Our eLearning module on Growth Mindset equips leaders with skills and perspectives to foster growth and adapt to new challenges.

CLUB SERVICES



Streamlined Fundraising Support

Secure a discounted lottery license with full administrative support from Curling Ontario, making it easier for your club to boost fundraising efforts.



Provide Feedback with Our Satisfaction Survey

Participate in our annual satisfaction survey to help us evaluate and enhance our services. Your feedback guides our improvements, ensuring we continue delivering what your club needs most.



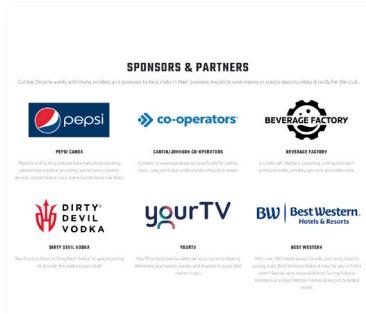
Unlock Fundraising Potential

Gain access to the National Sports Trust Fund to receive donations and gifts that are eligible for tax receipts. This powerful tool can make your fundraising efforts more impactful and rewarding for your supporters, helping your club grow and thrive.



Ice Team Consultations for Curling Clubs

Our ice experts provide on-site consultations to diagnose and solve your club's ice-related challenges. Whether dealing with consistency issues, maintenance concerns, or performance problems, our team will assess your situation and deliver actionable solutions to improve ice quality and member experience.



Exclusive Discount Programs

As a member club, you and your members can access special discounts on a range of services. Visit our [partnership page](#) to discover more!



Access Resources and Support from Ontario Recreation Facilities Association (ORFA)

Curling Ontario collaborates with ORFA to provide clubs valuable resources, including webinars, training programs, and industry insights. This partnership helps your club stay informed, develop leadership skills, and improve operations.

ORGANIZATIONAL EXPERTISE



Your Industry Knowledge Hub

Curling Ontario is the go-to resource for industry questions and challenges, backed by our diverse operations team, clinic instructors, officials, ice specialists, and more.



Stay Informed with Our Monthly Newsletters

Keep up to date with all the latest curling news, club updates, and industry insights through our comprehensive BackLine and Club Development newsletters.



Support & Expertise from Curling Canada

With your Curling Ontario membership, you gain access to Curling Canada's extensive team of experts, providing support and resources at the national level.



Expertise in Sport & Business

We offer leading expertise in sport development, the business of curling, club operations, and related areas to help your organization thrive. If we don't have the answer, Curling Ontario has access to a wide network of sport professionals and can connect you with the best resources and guidance for all your needs. We encourage you to reach out proactively so we can provide our world-class member service and support you or direct you to the right experts.



Data-Driven Insights & Advocacy

Our new data collection strategies and affiliation process provide valuable insights into participation, demographics, and accessibility. This allows us to advocate effectively for funding and infrastructure investments in Ontario.

MARKETING

ONTARIO CLUB BONSPIELS

ARE YOU HOSTING AN UPCOMING BONSPIEL IN ONTARIO?

We want to help you connect the world! Please fill out the form below to submit your new event, including all the necessary details. Please allow 3-4 business days for the bonspiel to be posted. If you have an update to an event/poster you have already submitted, please email karen@curlingontario.ca

[ADD YOUR EVENT](#) [FIND A BONSPIEL WITH OCCL](#)

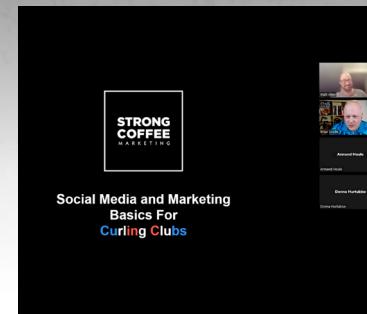
YOUTH EVENTS OPEN/ALTERNATIVE EVENT WOMEN'S EVENTS MIXED EVENTS MEN'S EVENT

STICK BONSPIEL WHEELCHAIR EVENTS

TORONTO HOPE BONSPIEL - LEADSIDE - NOV 8, 2023
THE TEA CUP - COLLINGWOOD - NOV 15, 2023
KUB JUBILEE WOMEN'S BONSPIEL - MARKDALE - NOV 22, 2023

Boost Your Event Reach with Free Bonspiel Listings

Ensure your upcoming events are seen by a larger audience and boost your registration numbers by listing your bonspiels for free on our [Ontario Club Bonspiels webpage](#).



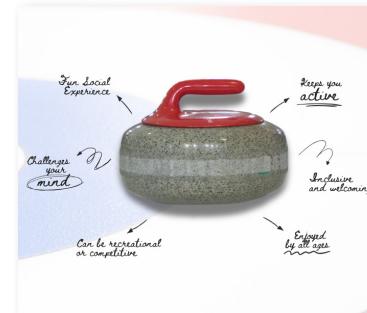
Marketing and Educational Resources

Access our library of previous webinars like Social Media 101, stay updated with upcoming sessions, and use our marketing resources to maximize your club's marketing efforts and engagement.



Wider Audience for Classified Ads

Post your club's classified advertisements at discounted rates on our website, reaching a broader community.



Social Media Resources for Clubs

Access Canva templates, an image bank, and other social media tools to help your club craft engaging content and increase visibility.

Promoting the Sport with Marketing Support

We help your club expand its reach with targeted campaigns like promoting local tournaments, community open houses, and youth programs. You'll receive ready-to-use social media templates, posters, and flyers. Additionally, we support organizing awareness events—such as Try Curling or open houses—to attract new members and introduce more people to the sport across Ontario.

SPORT DEVELOPMENT



Diverse Programs to Grow the Sport

Explore a wide array of programs designed to expand participation, including Hit Draw Tap, Girls' Rock, Rockfest, and others. These initiatives help clubs attract new players and foster community engagement.



Officiating & Timekeeping Training

Through the Ontario Curling Council, we provide training for officials and time keepers, ensuring consistent, high-quality officiating that maintains fairness and sport integrity.



Adult Learn to Curl Train-the-Trainer

Through the Ontario Curling Council, we train individuals to become qualified instructors using a defined curriculum. Trainers can then implement effective coaching at the club level directly from the manual, helping grow adult participation and skills across Ontario.



Coaching Certification & Development

Through the Ontario Curling Council, we provide coaching courses at all levels, including Club Coach, Club Coach Youth, and Competition certifications.

LEARN MORE

Explore the various ways Curling Ontario supports sport development, from athlete growth to technical certification. To discover programs including athlete development initiatives, coach training, officiating and umpire certification courses, and ice technician programs, visit curlinginontario.com.

CURLING CANADA PROGRAMS



Comprehensive Youth Curling Programs

Curling Canada is the prime resource for youth programming, providing everything from drills and practice plans to structured activity guides. They aim to make youth development straightforward and accessible.



Player and Coach Development Initiatives

Curling Canada's technical and development programs are designed to enhance the skills of players and coaches alike. Through targeted training and ongoing education, they support continuous improvement across the sport.



Ice Technician Certification & Standards

Curling Canada offers elite Level 3 and 4 Ice Technician programs. These certifications set the industry standard for excellence in ice management, ensuring optimal playing conditions at all levels.



CURLING DEVELOPMENT FEE

WHAT IS CDF?
Curling Canada's Curling Development Fee (CDF) is a per capita fee collected from every individual curler, at every affiliated club in Canada.

THE GOAL
The goal is to transform individual contributions into collective impact, and to use those contributions to empower the curling system to move forward.

CURLING CANADA'S CDF
Curling Canada has a long-standing partnership with the CCA and the CDF has proven to advance the sport of curling. Together, the CCA and the CDF are working together to develop the sport of curling in Canada.

WHAT WE DEVELOP

- COMMUNITY** We are a community of curlers and coaches who work together to support each other and the curling community.
- KNOWLEDGE** We are a community of curlers and coaches who work together to support each other and the curling community.
- LEADERS** We develop coaches, officials, and administrators to lead the sport of curling into the future.
- MARKETS** We are a community of curlers and coaches who work together to support each other and the curling community.
- PROGRAMS** We are a community of curlers and coaches who work together to support each other and the curling community.
- TECHNOLOGY** We are a community of curlers and coaches who work together to support each other and the curling community.

SUPPORTING YOUR CURLING JOURNEY, EVERY STEP OF THE WAY

FOR MORE INFORMATION PLEASE VISIT CURLING.CA/OUR-ORGANIZATION

Business of Curling

Curling Canada's Business of Curling program equips clubs with the insights, tools, and strategies needed to thrive. We foster sustainable growth and operational excellence within the curling community.

Youth Empowerment & NextGen Program

Our youth initiatives are designed to empower young athletes, guiding them through skill development to elite competition. The NextGen Program specifically supports top youth curlers as they transition into adult competition, preparing them for the next stage of their curling journey.

Curling Canada's Curling Development Fee (CDF)

The CDF is a per capita fee collected from every curler at affiliated clubs nationwide. It transforms individual contributions into a collective effort, helping the sport grow and reach its full potential. Curling Canada is committed to advancing the sport—together.

CURLING CANADA PROGRAMS



Curling IO

Curling registration and league management made easy.

[Learn More →](#)



Streamlined Registration to Support Growth

Curling Canada's Curling IO platform makes event registration and membership management easier for clubs. This user-friendly system streamlines administration, allowing your club to focus more on the sport.



Inspiring Youth Engagement and Scholarships

This initiative includes youth engagement programs, scholarships, and campaigns designed to introduce young people to the sport and keep them involved for the long term. By nurturing the next generation of curlers, we ensure a vibrant future for curling in Canada.



Support for Clubs and Organizations

The Curling Assistance Program (CAP) offers grants and resources to clubs and associations in need of financial support to grow and improve their facilities and programs. More details and application information will be available soon on our website.



Building a Skilled Curling Workforce

The Association of Curling Professionals (ACP) provides professional development, training, and resources to develop skilled coaches, officials, and club leaders. This program ensures the sport's workforce is equipped with the latest knowledge.



Investing in Quality Coaching

Curling Canada's coach development pathway provides training, certification, and ongoing education for coaches at all levels. Well-trained coaches are vital to player development and growing the sport, and this program ensures coaches are supported every step of the way.

COMPETITIONS



Competitive Opportunities for Every Curler

We host **18 premier Provincial Championships** and organize over **100 different events** annually, including qualifiers and various competitive opportunities for all curlers. This range of experiences includes introductory competitions for adults, development events for youth, as well as elite,



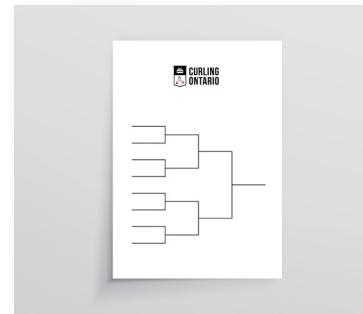
Excellence in Officiating

We have a dedicated officiating team spread throughout Ontario, who deliver top-notch competitions for all participants.



Ice Team Consultations for Quality Playing Surfaces

Our experienced ice team consults with host clubs to ensure a quality playing surface for every game at a Curling Ontario event.



Streamlined Draw Creation

We provide assistance with creating draws and make pre-made draws available to all clubs for access and use.



A Mark of Excellence

The Curling Ontario Championship banner is a rare honour coveted by all competitive curlers in Ontario. These provincial banners will be proudly hung in the curling clubs represented by our provincial champion teams, symbolizing their dedication and achievement.



Hosting Opportunities that Drive Visibility and Revenue

We provide hosting opportunities that empower clubs to showcase their facilities, promote their teams, and generate revenue.

RISK MANAGEMENT



Financial Sustainability Support

We provide member clubs with key insights and strategies to ensure long-term financial health and sustainability, including webinars on grant writing led by industry experts and access to club funding programs.



Compliance with Governance Requirements

We assist clubs in meeting provincial governance requirements, helping your club stay compliant and well-governed.



Safety and Risk Management

We offer recommendations and guidelines to help clubs implement comprehensive safety protocols that promote the well-being of all members. This includes resources on the Rule of Two, concussion education, and policies related to ethics and the code of conduct.



Safe Sport & Inclusive Environments

Through templated Safe Sport policies, processes, and codes of conduct, we support clubs in maintaining a safe, respectful, and inclusive environment.

