



2026



ENHANCE YOUR CLUB'S POTENTIAL

Understanding Your Club's Value
in Curling Ontario Services

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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.

Whether you're introducing a beginner to their first slide or supporting athletes on the national stage, your club is the heart of Ontario curling. We are dedicated to fostering a vibrant, inclusive, and inspiring curling family, one that celebrates progress, values deep connection, and champions the legacy of this iconic sport.

To better serve you, Curling Ontario, the Northern Ontario Curling Association, and the Ontario Curling Council have officially merged into a single, member-focused organization.

This historic, unified approach streamlines our services and governance to deliver sharper value, sustainable growth, and stronger support for clubs and athletes across the entire province, all while ensuring Northern Ontario proudly continues to field its own teams at national championships.

We know that club boards, volunteers, and staff evolve over time. This resource is built to be your ongoing, easy to navigate guide highlighting the full suite of benefits, opportunities, and tools available to your club, empowering you to grow, engage, and thrive.

This is more than just a value proposition; it's a testament to our shared commitment to excellence and community. We invite you to explore, engage, and step onto the ice with us, because together, we're redefining what curling can be!

THE ROLE OF CURLING ONTARIO

As the Provincial Sport Organization (PSO), 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 Clubs

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, 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.



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. Visit the [Club Resource Library](#).



Youth Programming Templates

Access ready-to-use U9 & U12 youth **program templates** and U15-U18 recreational programs (created by Curling Canada). These resources include session plans, activity outlines, equipment lists, and coaching tips to help your club deliver age-appropriate, engaging programs that build skills and boost retention.



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.



Annual Conference for Club Excellence

Join club leaders for speakers, practical workshops, and networking to strengthen governance, operations, and member engagement — attendance is up 135% in three years and 85% of delegates recommend the conference. Gain actionable strategies and new connections to elevate your club. [Learn more >](#)

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.



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.



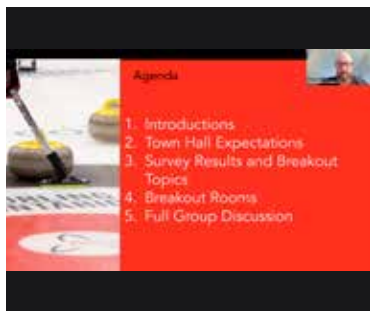
Benefit from our Club Accreditation Program

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 and workshops to network, share information, and learn from fellow club leaders and industry experts on a variety of relevant topics. Enhance your club's operations through collaboration, education, 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

Take advantage of fundraising tools and support designed to help your club succeed. Secure a lottery licence with full administrative support from Curling Ontario, and access the National Sports Trust Fund to receive tax-receiptable donations and gifts that help your club grow and thrive.



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.



Recognition & Achievement Pins

Celebrate your club's athletes and volunteers with high-quality 8-ender, 6-ender and volunteer pins from Curling Ontario. Order easily through our [website](#), and use these meaningful tokens to honour milestone games, and the volunteers who keep your club thriving.



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.

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.



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



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](#).



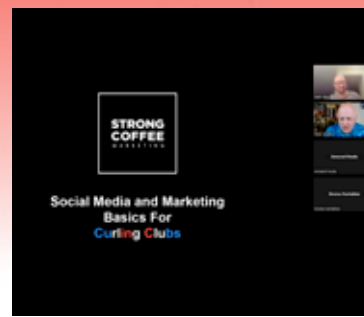
Wider Audience for Classified Ads

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.



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.



Promoting the Sport with Marketing Support

We help your club expand its reach with targeted campaigns promoting tournaments, open houses and youth programs, and we provide ready-to-use social media templates and flyers. We also support awareness events like Try Curling to attract new members.



Find a Club

[Find a Club](#) helps members, clubs and newcomers quickly locate Curling Ontario member clubs across the province. Search by location or club name to view contact details, programs and how to get involved.

SPORT DEVELOPMENT



Adult Learn to Curl Train-the-Trainer

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.



Officiating & Timekeeping Training

We provide training for [officials and time keepers](#), ensuring consistent, high-quality officiating that maintains fairness and sport integrity.



Coaching Certification & Development

We are the official deliverer of the National Coaching Certification Program (NCCP) in Ontario and provide [coaching courses at all levels](#), including Club Coach, Club Coach Youth, and Competition certifications.



Inclusive & Adaptive Curling Support

We support clubs in establishing and enhancing wheelchair, stick, visually impaired and other [adaptive curling](#) programs by providing athlete recruitment and integration, coach and volunteer training, and resources to create inclusive, meaningful participation opportunities.



Ice Technician Development

Curling Ontario runs the foundational [training](#) for Ontario's world-class ice techs, delivering the Assistant and Head Ice Technician programs. We provide blended online and hands-on courses, ongoing support, and resources to ensure facilities across the province have skilled staff who create exceptional ice surfaces.

As a result of the merger, Curling Ontario has launched a **BRAND NEW** Sport Development department with dedicated staff focused on delivering development programs, youth participation initiatives, and curler development pathways. This team will coordinate province-wide programming, support clubs with resources and training, and drive initiatives to grow participation and performance at every stage.

SPORT DEVELOPMENT



NextGen Program

[The NextGen Program](#) specifically supports top youth curlers as they transition into adult competition, preparing them for the next stage of their curling journey.



Youth 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.



Premier Youth Curling Camps

Curling Ontario runs two elite week-long [camps](#)—Amethyst (North Bay) and Trillium (Waterloo)—for youth curlers with 1-2 years' experience. Coach-led programs develop on-ice skills, team play, fitness and off-ice learning in a fun, community-focused setting.



Multisport Pathways

We manage qualifying for multisport events like the Ontario Winter Games, the Ontario Paraspport Winter Games, and the Canada Winter Games, giving Ontario athletes seamless pathways to compete. This empowers athletes of all abilities to reach their best, build regional pride, and strengthen the province's sports system from grassroots to podium.



CURLING CANADA PROGRAMS



Building a Skilled Curling Workforce with ACP

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.



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 Curling Resource Library

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.



Ice Technician Certification & Standards

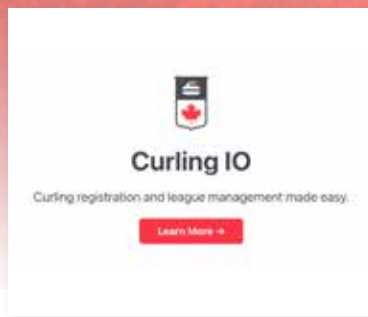
Curling Canada offers elite Level 3 and 4 Ice Technician programs. These certifications set the industry standard for excellence in ice management, ensuring optimal playing conditions at all levels.



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.

CURLING CANADA PROGRAMS



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.



Empowering Women, Strengthening the Sport

The [Women in Curling](#) program promotes female participation and leadership within the sport. Through targeted initiatives, mentorship, and events, the aim is to create inclusive pathways that inspire women of all ages.



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.



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.

COMPETITIONS



Competitive Opportunities for Every Curler

We host **18 premier Provincial Championships**, naming both Northern Ontario and Ontario Champions for 13 of them, and organize over **120 annual events** for athletes aged 7 to 70+, including formats for beginner, youth, elite, wheelchair, and stick.



Excellence in Officiating

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



A Mark of Excellence

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



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** by offering pre-made draws that are available for all clubs to access and use.



Hosting Opportunities that Drive Visibility and Revenue

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