



# STRATEGIC PLAN 2026-2030

Building the Future of Curling in Alberta

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# OUR VISION

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**Curling will be the sport of choice in Alberta—where clubs are thriving businesses and vibrant community hubs.**

# OUR MISSION

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**We strengthen clubs and grow curling by providing leadership, programs, events, and services that support participation and development.**



# OUR VALUES

## Core Values

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### Health, Well-Being & Safety

We support safe, healthy, and inclusive participation while promoting lifelong physical, mental, and social well-being.



### Trusted Professionals

We deliver high-quality work, act ethically, collaborate with respect, and stay accountable.

## Supporting Values

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### Fearless Leadership

We set bold goals, embrace innovation, and learn from experience.

### Excellence by Design

We use data, planning, and clear goals to drive long-term success.

### Part of a Community

We connect people and ideas to strengthen curling's role in our communities.

### Valuing Our People

We respect and support our members, volunteers, and staff—because people drive

# WHAT MATTERS MOST



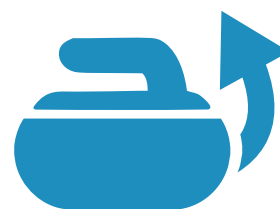
**Strong Clubs  
=  
A Strong Sport**



**People Drive  
Success**



**Better Data  
Leads To Better  
Decisions**



**We Must Evolve  
To Stay Relevant**

# OUR 4 STRATEGIC PRIORITIES

1.

Financial Health  
& Stability



2.

Club Development  
& Participation



3.

Strong Brand  
of Curling



4.

Organizational  
Excellence



# FINANCIAL HEALTH & STABILITY

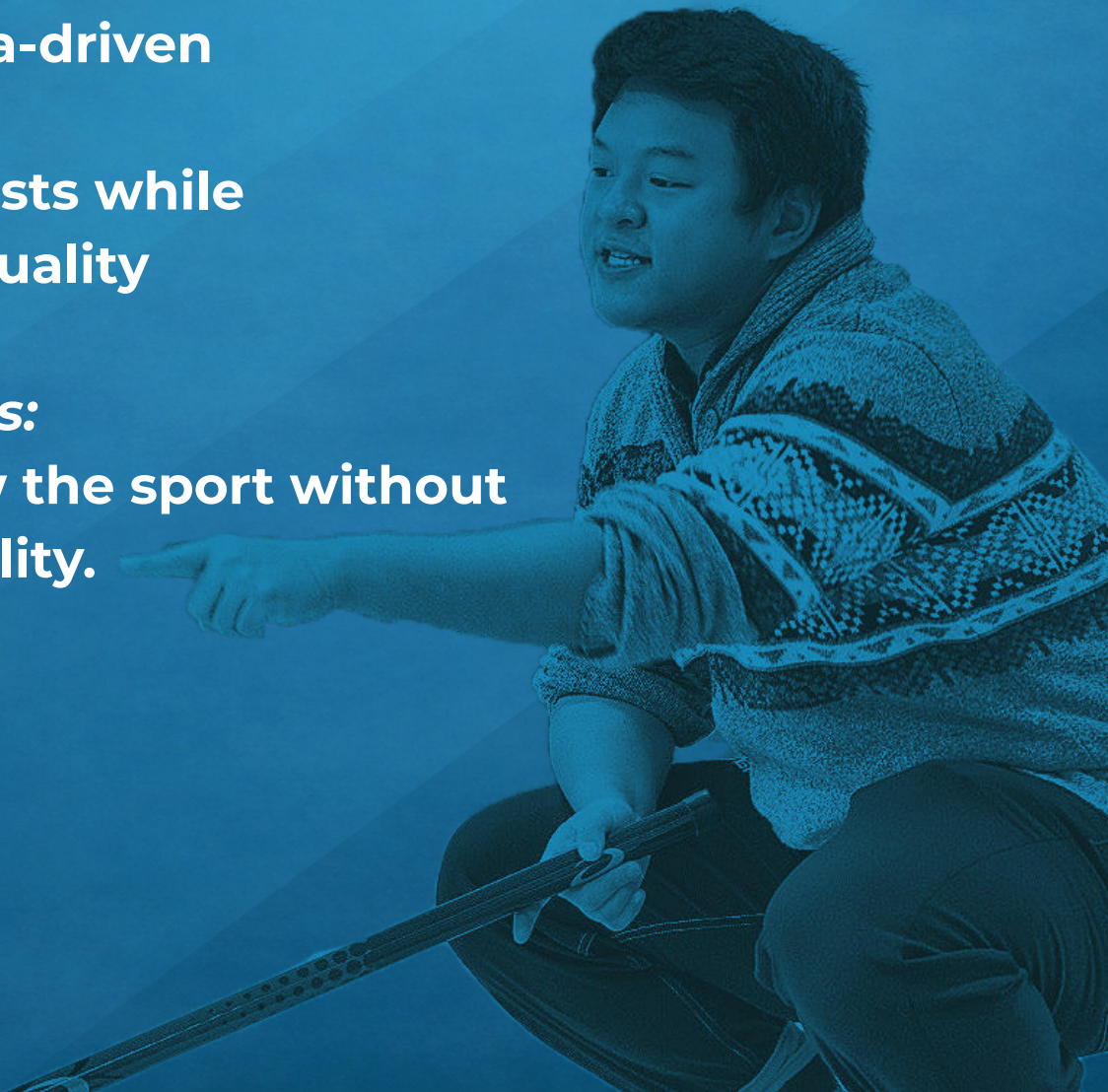
**We're building a more sustainable future for curling in Alberta.**

***What this means:***

- Less reliance on membership fees alone
- New revenue streams (events, partnerships, sponsorships)
- Smarter, data-driven investments
- Managing costs while maintaining quality

***Why it matters:***

**We can't grow the sport without financial stability.**



# CLUB DEVELOPMENT & PARTICIPATION

**This is the heart of the plan.**

***What this means:***

- Supporting clubs as strong businesses and community hubs
- Growing youth, family, and new curler participation
- Investing in leaders: coaches, volunteers, officials
- Strengthening the full pathway from beginner to high performance
- Making programs and competitions more accessible and relevant

***Why it matters:***

**If clubs struggle, everything else falls apart.**



# STRONG BRAND OF CURLING

**We need to tell a better story—and reach more people.**

***What this means:***

- Promoting curling as modern, inclusive, and social
- Aligning with national marketing efforts
- Giving clubs tools and content to promote locally
- Focusing on real people and authentic experiences

***Why it matters:***

**If people don't see themselves in curling, they won't try it.**



**CURLING  
ALBERTA**

# ORGANIZATIONAL EXCELLENCE

**We're strengthening how we operate and lead.**

**What this means:**

- Clear governance and decision-making
- Strong systems, data, and performance tracking
- Engaged and skilled Board and staff
- A culture that attracts and retains great people

**Why it matters: Strong execution turns strategy into results.**

**How We'll Measure Success**

- More curlers (especially youth)
- Healthier, more sustainable clubs
- Stronger leaders across the system
- Increased engagement in programs and competitions
- A more visible and relevant brand
- A financially stable organization

# BOTTOM LINE

**This plan is about strengthening clubs, growing participation, and setting curling up to thrive long-term in Alberta.**

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