



Purpose: <i>Why we Exist</i>	To create more Canadian curlers, more Canadian curlers curling better and more Canadian curling fans.
Vision: <i>What we aspire to achieve by 2025</i>	Curling Canada is the leading expert and growth engine for curling excellence in Canada
Mission: <i>What we do every day in pursuit of our vision</i>	We inspire and lead all Canadians, from playground to podium, to make curling a part of their lives in the way that they enjoy it most by fostering an environment and system that allows them to achieve their personal goals.
Values <i>Shared beliefs that guide our behaviour</i>	<ul style="list-style-type: none"> • Inclusivity through curling • Excellence in Performance • Genuine Fun • Fairness in Play • Authentic Stakeholder Engagement • Personal Growth
Strategic Targets <i>How we will measure success and know we have achieved our vision</i>	<ol style="list-style-type: none"> 1. Curling Growth: More people are playing or watching curling in places and at times that best suit their lifestyle 2. Podium Excellence: Canada's position as the World's #1 Curling Nation is maintained 3. Sustainability: A financial model that invests in and supports our national goals and whose strength is based in understanding and delivering curling growth and excellence.
Strategic Priorities <i>High level areas of focus which require incremental effort or resources beyond our day to day business</i>	<p>Financial Health and Sustainability:</p> <ul style="list-style-type: none"> • Create reserve and investment posture that reflects the inherent risks in our business model • Data-driven strategic investments in the curling system health and decisions based on same. • Diversify revenue base to protect from changes in curling broadcast consumption <p>Healthy Participation in Curling:</p> <ul style="list-style-type: none"> • Invest in youth and new Canadians to capture next generation of curlers. World class feeder system • National future-facing infrastructure strategy • Competition structure supporting healthy participation across all disciplines <p>Delivery of Exceptional Curling Experiences</p> <ul style="list-style-type: none"> • Strategy to ensure consistent high quality club experiences • Event revenue growth based on exceptional entertainment and sport value • Broadcast strategy that delivers curling experiences to fans when and where they want to have them. <p>Strengthen the Brand of Curling</p> <ul style="list-style-type: none"> • Brand architecture to develop unique & compelling engagement platform • Marketing strategy to drive both playing the game and attending events reaching new targets • Create safe, inclusive and positive environment of every curler <p>Organizational Excellence</p> <ul style="list-style-type: none"> • Leader in Canada's sport system in both sport delivery and risk management • Skills based board to develop strategy and manage risk • Employer of Choice <p>Deliver Exceptional Podium Results</p> <ul style="list-style-type: none"> • Invest to achieve world leading results across disciplines • Integrated partnership with WCF COC/CPC and Own the Podium
Operating Outputs	<ul style="list-style-type: none"> • Growth in curling participation • Thriving curling centres • Well attended and financially successful events • More broadcast fans • Success on the international podium • High employee engagement • Stakeholder success and support • Strong financial position