



**DIVERSITY  
AND INCLUSIVITY**

Creating Meaningful Change

Curling is a place for everyone.



**Curling is a place for everyone.**

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## Introduction

An exciting opportunity lies before us. An opportunity to enrich our sport and cultural experience and an opportunity to learn from each other. This resource guide is a chance to extend our love of curling to new members of your community through participation, volunteering, and becoming fans. An individual's journey into curling begins with community facilities. Beginning with small steps in the right direction, we at the community facility level and Curling Canada as a whole, can welcome a wider demographic into our house.

This guide has been broken down into areas that primarily focus on helping bring further inclusion and diversity into Canadian Curling. Barriers to Diversity, Equity and Inclusion that many organizations face have been considered and suggestions are provided. Remember that every organization and community is different; therefore there is no one correct or one-size-fits-all path to take. The steps, suggestions, and resources below are recommendations for you to take and adapt to what best suits your facility, your members, and your community.



Curling is a place for everyone.

# Why is Diversity Important in Curling and Your Facility?

The Canadian Curling community is strong, successful, and welcoming. And, it's a group that can grow even stronger and more sustainable with increased inclusivity and diversity. The Canadian population demographics, from an aging population to immigration, are rapidly changing. Taking steps to encourage the involvement of people of all ages, from a variety of cultures, ethnicities, and races in curling provides growth opportunities, as well as new perspectives and ideas for all involved. Potential benefits of such efforts include:

- Improved cross-cultural communication;
- New volunteer base and board members that can provide fresh insight and ideas;
- Stronger community engagement and deeper relationships.
- Opportunity to promote your facilities' values (i.e. equality, diversity, inclusion, respect, defining ethics, etc.);
- New potential partnerships and opportunity to expand the curling market resulting in new revenue streams;
- Improved membership;
- Improved facility sustainability;
- An expanded fanbase;
- A raised level of play; and
- Fun and dynamic experiences in a safe environment.

Over the years, communities across Canada have been transformed by immigration. By 2030, immigration will account for all of Canada's net population growth, according to a 2014 report by the Institute for Canadian Citizenship (ICC). Newcomers to Canada have introduced their culture, heritage, and traditions, including their sporting passions that are not typically traditional Canadian sports (e.g. curling, hockey, skating, etc.). It is anticipated that participation and popularity in these traditional Canadian sports may drop while new sports such as table tennis, cricket, and badminton start to grow. According to the ICC, 0% of new citizens played curling before immigrating to Canada and only 5% have tried it once in Canada. These new citizens, together with already established Canadians from diverse backgrounds and their communities, are significant areas of untapped opportunity.

Curling can be adapted to fit anyone who wants to play. So how do we get more people who want to play? *Changing the perception of a "stereotypical curler" is a critical piece of attracting more people who want to play.* The current image of the conventional curler has been identified as a barrier to attracting a diverse membership, therefore efforts to broaden this image to include all newcomers (all ages, ethnicities, abilities, gender identities, incomes, etc.) is a cornerstone to "rebranding" the sport of curling.

The intent of this resource kit is to commit a vision of these opportunities to an action-based approach that can inspire a place to start or enhance the systems already in place, and promote consistent action going forward.

## Definitions

- **Ally:** An individual who acts to support another person and actively includes them through positive and intentional efforts.
- **Discrimination:** Action of treating an individual less favourably than another because of their human traits. It is unequal treatment and/or harassment that results in harm to an individual or group of people.
- **Diversity:** To understand, as well as respect, the individuality of each person and the demographic characteristics that they possess. Celebrating differences among individuals demonstrates respect and shows the value of a variety of communities.
- **Equality:** The quality or state of being equal. Equality works toward allowing everyone the same opportunities and advantages.
- **Equity:** To actively create, make decisions, and work to provide similar opportunities for all participants within an organization. Identification of barriers that prevent people from fully enjoying their experience is needed to inform the establishment of equity. Equity is different than equality in that sometimes people are treated differently in order to make it fair (e.g. giving financial aid to a family who may not be able to afford a program).
- **Ethnicity/ethnic group:** A group of individuals who share cultural heritage including religion, language, nation or origin, etc.
- **Inclusion:** An organizational effort to create an environment that allows people of all backgrounds to feel like they belong, are valued, and included. By being inclusive, a understands and welcomes diversity and actively encourages all groups in their community to participate. A culture of inclusion cannot come from just one person's initiatives; it requires everyone's efforts.
- **Intersectionality:** Understanding and addressing all potential road blocks and the relationship between these to an individual and their well-being. Acknowledging that each individual is experiencing unique oppressions and discrimination based on their demographic characteristics (e.g. gender, race, culture, etc.) It conceptualizes individuals' overlapping identities and realities to start to understand the complexity of prejudices they have to face.
- **New Canadian:** An individual who is a recent immigrant to Canada.
- **Newcomer (to curling):** An individual new to the curling world who has never played the sport, intentionally watched the sport, or been educated about the sport.
- **Race:** Is a *social categorization* that divides individuals who share biological traits and their appearance.
- **Racialized:** Act of being "raced" or seen as someone belonging to a particular race.
- **Racism:** Belief that an individual's race (see definition above) explains their traits and abilities that are lesser or better to another race. Prejudice towards an individual or group of people based on their racial identities.
- **Safe space:** A positive space where individuals can participate free from abuse, maltreatment, misconduct, bullying, harassment, and hazing. A space where every person is treated with respect.
- **Unconscious bias:** A stereotype about specific groups of people that a person forms without conscious awareness.
- **Welcoming:** Creating an environment that guarantees everyone involved in your facility feels encouraged, included, and valued. Achievement of this environment requires intently learning about barriers that have previously made people feel ostracized and making the necessary changes that allow your facility to be more open to potential new members.
- **Xenophobia:** Fear and hatred of strangers or foreigners or of anything that is strange or foreign

# Understanding Unconscious Bias and its Effect

Everyone has an automatic unconscious bias/biases that contribute to individuals making quick assessments about different social groups. Unconscious bias can act as a significant barrier in a facility's road to inclusion and diversity. People tend to generalize groups and recruit people similar to themselves rather than people outside of their community without even realizing it.

The first step is to recognize how unconscious bias may be influencing your facility and what steps you can take to reduce it. Use this resource kit along with the assets provided to start challenging the stereotypes. The kit is intended to break down biases and result in understanding how to expand your facility's community.

Check out this eLesson on Unconscious Bias to deepen your understanding:

[Unconscious bias eLesson](#)

Check out the Government of Canada's resources to help understand and address unconscious bias: [Government of Canada, Unconscious Bias Resources](#).



Photo: Infinite Eye Photography

# How to Include Diversity and Be Inclusive at Your Facility

## Get to know your facilities and community

### *On a Canadian national level*

- 64% of curlers are male and 36% are female
- 77% of curlers indicated their ethnicity as white

### *Understand your local community*

- A major barrier to creating a more inclusive facility is lacking understanding of the local community and its make-up. This barrier can easily be overcome by researching local demographic and community groups, such as schools, community centres, after-school programs, etc. It is important to understand where your facility is located and who makes up your local community.
- Check the [Statistics Canada 2016 Census](#) for information about your community.

### *Understand your facility and its members*

- Understanding your facility's demographic can allow you to compare your community's diversity to your facility's diversity. You can identify where your facility is successfully reflecting the community and where there are gaps.
- Check out the [Canadian Paralympic Diversity and Inclusion Self-Assessment Tool](#)
- Visit the [Canadian Women & Sport website to use the Gender Equity Self-Assessment Tool](#)

### *Challenge the stereotypes*

- Make no assumptions about the race, culture, sexuality, or any other characteristics of a “typical” curler. Often this is done unconsciously. Breaking of stereotyping first requires becoming aware of its existence.
- Consider seeking out and “reaching out” to local community-group leaders and start an open conversation. First understand the interests and values of their group and then understand if curling might be an interest. Why they may not have tried the sport of curling? What are the barriers for them and how can you work to overcome them?
- Reaching out and “outreach” are the two terms that will define how we welcome and include interest in Curling to all individuals, and truly demonstrates how inclusive and welcoming we are as a sport.



## Take action to become an even more inclusive facility

### *Educate*

- Have the option for existing members, employees, boards and committees to learn more about inclusivity and diversity as well as how they can be a part of a positive change. Workshops are great options to create a safe space to discuss these topics. How can the facility break down barriers? Invite local ethnic community leaders to share their experiences on such matters.
- Break down WHY certain terminologies and/or actions are inappropriate or offensive. It is important to make sure people understand why they shouldn't behave a certain way rather than just making it a "rule" that they comply with, but don't agree with. You can be a real agent for change this way.
- The more you educate, the more you illustrate the facility's inclusive plans, thereby providing a clear picture for members about zero-tolerance situations. *While it may be necessary to identify inappropriate behaviour, it is even more important to shine a light on examples of positive behaviours in your facility.*

### *First impressions are everything*

- A lack of inclusivity can result in an uncomfortable first impression for some new members, making it difficult to keep them.
- Even though curling facilities are known for being very warm and welcoming, it's not always seen that way by newcomers.
- A newcomer could be facing barriers that have not been considered. Some curlers may be thinking "curling is for everyone", while some newcomers could be thinking "curling isn't made for me".
- An easy first step is to look at changing what is on the walls or adding relevant information to your bulletins or newsletters that will help all feel welcomed and encouraged.
  - Examples include the poster included in this resource package, other imagery to illustrate the diversity in your facility, such as new inclusion and diversity plans or policies, or any information that newcomers might find helpful such as a "curling 101" video and links to online resources (i.e. <https://www.curling.ca/basics/>).

## *New perspective*

- The key to understanding the needs of potential new community group members is to first understand them and then look at your facility through their eyes. What would their experience look like? What might turn them away from becoming a member at the facility? How can you solve this barrier?
- Look at a newcomer's experience from every angle. How might they view your marketing and decision-making? What do they see when they enter the facility? What do they experience when they go into the ice shed? What needs or barriers might be present at each stop?
- As it is difficult to see beyond your own perspective, it may be helpful to ask a new member or a local ethnic community leader to walk through the facility with you and tell you what they see.

## *Create a new role for welcoming and reporting*

- A small team made up of facility members and/or employees could be welcoming officers. They could be the main point of contact for new members. A group of friendly faces who are prepared to not only answer any questions but seek greater input and engagement from newcomers. They could provide orientation sessions to introduce newcomers and their families to curling and the layout of the facility.
  - Ensuring your welcoming officers are comfortable and well prepared is a key first step—we strongly encourage taking advantage of the value-added impacts of the various free or inexpensive training available (some link options below) even as a refresher.
- Create a confidential reporting system where an individual can bring forward their concerns in a safe and anonymous environment. This will make reporting issues easier and the anonymity allows for individuals to be comfortable to speak up.
  - For example:
    - Anonymous Reporting Box
    - Online Anonymous Report Form
    - Dedicated phone line to call and leave a report
- Check out some free or inexpensive training resources for education and training:
  - [The Canadian Diversity Initiative - Course Catalogue](#)
  - [Canadian Centre for Diversity and Inclusion-Webinars](#)
  - [Sport for Life](#)
  - [Unconscious Bias eLesson](#)
  - [Ontario Human Rights Commission - eLearning](#)



Photo: Jean-Baptiste Benavent

Questions? For more information Contact us at [info@curling.ca](mailto:info@curling.ca)

## Revisit facility policies

- Create new inclusive policies and programming (some examples are below). Continuously be re-evaluating your diversity and inclusion plan. What is your facility doing well? What needs more attention? Who in the local community can you talk to for insight?
- Consistently revisit your facility's mission, vision, and values. Keep them updated for your facility and your members.
  - The vision statement should be structured with both achievable goals and steps as to how your facility is going to attain these goals. Look to include the diversity you want to see in your facility.
  - Address what your facility is going to do on a daily basis to achieve the vision of diversity and inclusion (e.g. encouraging ideas and innovation from all members of the facility, improving community engagement and partnership with ethnic groups.)
  - Check out Curling Canada's mandate and mission as a starting point: <https://www.curling.ca/about-curling-canada/what-we-do/our-mandate-and-mission/>
- Look to introduce new policies or modify existing ones with an intentional purpose to protect and make all members, new and old, feel safe.
  - If not already in place, it is recommended to add a non-discrimination policy to your membership by-laws, focusing on sexual orientation, gender identity, race, ethnicity, etc.
- Ensure people are aware of the codes of conduct and zero-tolerance policies surrounding racism and discriminatory acts.
  - Share any new articles, research, or codes of conducts on notice boards, newsletters, or other best internal channels to get the message across.
- Check out Curling Canada's code of conduct and ethics: <https://www.curling.ca/files/2019/05/Code-of-Conduct-and-Ethics.pdf>
- Check out a guide to developing codes of conduct by the Canadian Centre for Ethics in Sport: <https://cces.ca/sites/default/files/content/docs/pdf/cces-developingcodes-e.pdf>



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# SAMPLE TEMPLATE: CODE OF CONDUCT POLICY

*(Adapted from Work in Culture Sample Code of Conduct)*

The [name of facility] has a legacy of providing a caring and supportive environment for its employees, members, and volunteers together with outstanding services and quality programming for its patrons. The [name of facility] is dedicated to maintaining and enhancing an environment free of harassment, discrimination, and intimidation for employees, members, and volunteers.

The [name of facility] strives to provide a wide range of services in safe, accessible and welcoming surroundings. The Code of Conduct is intended to promote a harmonious and respectful working/sport/recreation/leisure environment; to prevent disruptions to service and to maintain the security of the [name of facility's] property.

Employees, members, and volunteers are expected at all times, on and off the ice, to:

1. Treat one another and the public with dignity, respect, and hospitality;
2. Act with honesty, integrity, and professionalism;
3. Observe high standards of appearance and conduct;
4. Make an effort to avoid conflicts of interest; and
5. Conduct themselves in a manner that reflects positively on our public image, and fully supports our mission and mandate.

All individuals participating in [name of facility] activities are asked to cooperate and participate in maintaining a positive environment through treating all individuals with respect and dignity.

Threatening, abusive, discriminating or harassing language or behaviour towards an employee, member, or volunteer of the facility is prohibited and where it may occur is to be reported immediately to a [name of facility] supervisor or senior staff member.

Willful, deliberate or reckless damage to (name of facility) equipment and property or theft of property may result in prosecution.

Policy reviewed and approved on \_\_\_\_\_ (date).

- Check out Work in Cultures Inclusive HR Toolkit to see other policy templates and tips for writing policies: <https://workinculture.ca/Resources/Inclusion-in-the-Creative-Workplace/Inclusive-HR-Toolkit/Visioning-Diversity-and-Inclusion/Policy>

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## Be deliberate with your communication and marketing

- It is important that current marketing materials such as; signage, posters and brochures, are inclusive and diverse in their representation to offer people of any ethnicity, race, disability, gender, age, and sexuality, a relatable sense of welcome within the curling community.
- Attending various community events can introduce your facility to a broader representation of your community. Becoming actively engaged in the community, outside of the curling facility, can foster opportunities to build rich cross-cultural relationships and new authentic reciprocal partnerships.
- Curling Canada is committed to creating more readily available marketing resources, for use at all levels of our sport, that reflect greater diversity in our sport and across our curling community. **See the Inclusive and Diverse Marketing Ideas and Assets section for social media imagery and details on how to include diversity with your marketing.**

## Create or expand programs to welcome new communities

- As your marketing engages a new community of curlers, it is important to provide various registration options. Is there enough versatility in the leagues and bonspiels/events offered for newcomers to try or participate in?
- Beginner programs for adults and children are key to introducing them to curling in a comfortable setting. Having resources like the buddy program, Curling 101, or community curling nights can create a fun atmosphere as well as encourage new community members to share their culture with the facility.
- Look to promote opportunities for new members to be involved off the ice as well through paid or volunteer positions and committees.
- For new ideas to introduce to your facility, check out the inclusive program ideas for your facility section.

# Inclusive and Diverse Marketing Ideas and Assets

## Assets

- Facility poster
- Facebook graphic
- Twitter graphic
- Instagram graphic

### **Curling Canada's journey, like yours, is underway.**

Like many curling facilities, diversity and inclusion are at the forefront of Curling Canada's values and priority impacts. We acknowledge there is considerable room for growth within Curling Canada's national marketing visuals and assets, to better portray the strength of diversity that we all seek to achieve. The included marketing assets are but one step of many on the path to creating meaningful change together.

## Ideas

### *Change the picture*

- When sharing on your communication channels (social media, website, newsletters, posters, media, etc.), be aware of the image you are selecting—does it portray your facility's desire to be relatable and welcoming? Imagery is a powerful marketing tool that can help illustrate the steps your facility is taking to nurture an inclusive environment.
- It is important that people see themselves and see people who look like them in the curling facility.
- Evaluate the information you are providing on your communication channels. Is the information provided engaging and relevant?
  - Does it lay out how a newcomer can easily get involved?
  - Does it provide a contact who can answer any questions?
  - Does it show how your facility is structured to encourage everyone?
  - Do you offer anything special for new groups?
  - Do you illustrate how accessible your facility is?



Photo: Infinite Eye Photography



### ***Build new relationships and trust***

- Building authentic and mutually representative relationships will require genuine connections and a true understanding of the leaders and the groups they represent. It is critical to understand not only your facility's needs but those of the groups you are connecting with as well.
- Reach out to your local political, ethnic and community program leaders (school board members, local elected officials, after-school program heads, Indigenous leaders, religious leaders, LGBTQ community groups, persons with disabilities, etc.) with open forms of communication, to better understand their group's needs and ambitions, as a meaningful first step in building trustworthy interactive relationships with them and the groups they represent.
- For example, if trying curling is of interest to a certain group, then look to provide them with information that is customized to fit their needs (translated to their language, tailor information to what will benefit them, make it a basic overview of how to get involved, use diverse imagery, etc.)
  - According to the 2018 Curling Facility Survey conducted by Curling Canada, 83% of facilities across Canada have an established relationship with schools (elementary, high school, university or college.) Many schools have relationships with local community groups potentially bridging the gap of communication between curling facilities and communities.

### ***Examples of community groups & organizations:***

- Local church groups and after school programs
- [Aboriginal Sport Circle](#)
- [Big Brothers & Big Sisters of Canada](#)
- [Boys and Girls club of Canada](#)
- [Canadian Council for Refugees Member Organizations](#)
- [Ethnic Community Associations](#)
- [Special Olympics Canada](#)
- [YMCA Canada](#)

### ***Get out into the community***

- Proactively step out of your facility bubble and into the local community. Going out to different community events and engaging with various groups can allow you to learn more about needs and barriers, which in turn informs your marketing strategy.
- Research what events may be happening in the community and attend to get to know the members within the community. See if there is an authentic way for your facility to be a part of the event and, as a follow-up, if your facility could provide information or offer an opportunity to try curling.
  - You can usually find a community calendar on your province's, town's, and neighbourhood/community association's website.
  - According to the 2018 Curling Canada Facility Survey, 34.9% of facilities across Canada have increased their membership since 2010. *Community engagement was one of the reasons listed along with active marketing, new recruitment, and open houses.*
- Any time your facility may be having a Curling 101, learn to curl, fun night, or any other introduction to curling events, go to local community groups such as the ones listed above and personally invite them or look to organize another night the community groups or families can participate in. A tailored event may make them feel more welcome and comfortable to come and try.

“Reaching out to community leaders and groups has worked well for us. It can feel overwhelming for a curling club to reach out to “new Canadians.” The good news is that there are leaders and groups in the community who are dedicated to coordinating group events. If a club can make a positive contact with a community organization then the pieces of coordination should fall into place. I know in my own experience I just reached out with some phone calls. These newcomer groups are looking for events that are culturally unique to Canada and that can be enjoyed by all ages and abilities. Curling fits this bill remarkably well for these community organizers.”

***Chris McTavish, Shamrock Curling Club***



# Inclusive Program Ideas for your Facility

## *Beginner programs are key*

- If your facility already offers several programs such as youth beginner programs (e.g., Curling 101, Little Rocks, Hit Draw Tap) and learn-to-curl sessions, look into offering a larger range of times when these programs are offered or add more days that may line up with the availability of local community groups. Be considerate, and plan around any cultural festivals or religious holidays that can affect newcomer's attendance at these events. If it is financially feasible, offer some no- or low-cost learn-to-curl sessions, run by existing volunteers to help keep facility expenses at a minimum.
- It is important to try to incorporate a league or learn-to-curl program for adult newcomers, as well as youth curlers. For minority communities that are new to curling and do not yet understand the sport, these programs can break down the basics and demonstrate that there isn't just one type of curler. Consider visible diversity that reflects your local community when recruiting for volunteer positions to help with these leagues or events. Anyone can participate and have fun!
  - For detailed tips and recommendations, check out the [Curling 101 Manual](#).
  - According to the 2018 Curling Canada Facility Survey, 69.4% of facilities across Canada do not have a scheduled rookie or novice league for adult curlers with 0-to-3-years experience.

## *Offer a shorter season option*

- Consider adding options that allow for a shorter season, such as bi-weekly nights and/or spring or summer leagues, that reduce the time commitment and cost. A newcomer to curling can still get the experience of the sport without having to fully commit to an entire season.

## *Try the buddy system*

- A fear of the unknown largely contributes to people's reluctance to try curling, especially those who are not at all familiar with the sport. Make deliberate steps to ease this fear by introducing a new member process that makes them feel welcomed. One idea is to partner new community members with an existing member during learn-to-curl programs or special events that introduce the sport to new groups.

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### *Create events tailored to recognizing new members*

- Hosting a community night or bonspiel, that celebrates different minority groups involved in your facility, can encourage a welcoming atmosphere, offer awareness within the facility of the new groups, and create connections with existing members.
  - For example, many curling facilities across Canada have introduced LGBTQ2S+ friendly curling leagues. Check out the leagues and other bonspiels: [https://gaycurl.ca/?fbclid=IwAR2FRMfIORiYWjXv8\\_kvaCzoYHlThbo7\\_IefFMiG5PKzdQ2oZa2YwtNhKig](https://gaycurl.ca/?fbclid=IwAR2FRMfIORiYWjXv8_kvaCzoYHlThbo7_IefFMiG5PKzdQ2oZa2YwtNhKig)
- Funds raised from these events could be reinvested into future initiatives that attract new cultures and minorities to the game.

### *Options to get involved off the ice*

- Encourage and recruit new members into leadership positions within your facility. Look to appoint these members to your facility board or membership recruitment committee to add new perspectives and educate. Listen to their opinions and bring them into the decision-making process. They may not be overly knowledgeable about curling itself, but they have outside perspective and ideas that can bring a new view to your facility.
- Open up opportunities to work or volunteer at the facility that extend beyond your members. Get the word out to minority communities of opportunities to work or volunteer for the facility. Use all forms of your facility's communication channels and relationships with local communities to spread the word about opportunities.
- Volunteers from diverse local communities can bring fresh ideas, help meet the needs of different communities, and spread the word that your facility is inclusive and open to everyone. Potential players and parents can look and see people in the facility who look like them, people with whom they can identify.

“We are tied to Kelowna Community Resources and host a “New Canadian” lesson and meal for the whole family a couple times a year. It is taught by volunteers and they have a light meal with them to encourage the social side of the game. All the children are given free curling in our junior program which encourages the parents to come down and watch; it works.”

*Jock Tyre, Kelowna Curling Club*

# Inclusive Membership Options

A significant barrier for some potential new curlers is the cost to play. Low-income groups, especially those with multiple family members wanting to participate, struggle to afford increased equipment costs, program registrations, transportation, and membership fees. It is acknowledged that the examples below may not be financially sustainable options for all facility, however, they offer ideas for further discussion within your facility, as appropriate.

## *Different payment options and discount examples*

- *Newcomer discount* – Offer new curlers a discount off their first-time membership.
- *Pay-as-you-go* – Provide a membership option with which families can pay in installments throughout the season rather than a large upfront fee.
- *Family discount* - If multiple members of a family want to become members, offer a discounted membership fee (i.e. two for the price of one.)
- *Referral discount* – Discount existing members' fees for each new member they recruit. This is a great way for new minority members to earn a discount, as well as increasing community member involvement.
- *Volunteer option* – Provide options to volunteer for your membership in exchange for a partial or fully discounted membership. This allows the member to feel involved in the facility and alleviate personal financial worries.

## *Allocate funds for financial aid*

- Allocate money to financial aid programs and diversity initiatives for potential new members who still need help despite discounted offerings.
- Focus funding on starting initiatives that will help draw in a more diverse membership. In the long run, this will result in increased sustainability and profit.
- Fundraise
  - Host bonspiels, special league nights, or teaching clinics where the registration fee, or part of it, is reserved for a financial aid program.
  - Raise funds via 50/50s, door prizes, silent auctions, etc.

# Research New Partnership and Funding Opportunities

## *Explore new partnership opportunities*

- Seek out mutually beneficial partnerships with local businesses. Once authentic trust-based relationships have been established with new community contacts, you can explore partnership opportunities that offer reciprocal equally beneficial impacts.
  - This could come in the form of a sponsorship agreement, where local businesses pay to advertise throughout your facility (ice shed walls, in the ice, on the scoreboards, in the clubhouse, in publications, league sponsorships, 50/50 prizing, etc.)
  - This promotes revenue for your facility and a broader exposure for these local businesses as well as reaching a new community of potential curlers who may feel more at ease to see that their local community businesses are also involved with your facility.
  - When your curling facility isn't operating in the summer, offer the space to these businesses or community groups. The community groups can get familiar with your facility in a comfortable environment.

## *Check out new funding opportunities*

- Taking actionable steps to become more inclusive can increase your eligibility to qualify for funding grants specific to program and organizational work for enhanced diversity and inclusion. The grants can help with diversity initiatives, financial aid, and scholarship opportunities.
- Have a look at your provincial and town websites (usually under Grants and Funding) and see what potential grants are available to your facility.
- Keep openly communicating with your Provincial/Territorial Member Association for any potential collaborative provincial/territorial-wide opportunities that could benefit your facility.
- Investigate whether there are community donors who could help with financial aid, possibly creating a program designed to help with membership and equipment costs. In-kind donation can also help (i.e. partnering with a local curling store or brand that donates shoes, brooms, grippers, helmets, etc.)

# Tips for Engaging your Board

## *Start the conversation; get the “lay of the land”*

- Introduce the topic of diversity and inclusion and establish why these conversations are important.
  - Identify the potential benefits; increased membership, reputational, improved marketing, sustainability of the facility in a changing demographic, etc.—See section - Why Diversity is Important
  - But be as open to identifying possible risks and concerns; lack of funds and time taken away from other urgent needs in the facility, upsetting current members, fear of being politically incorrect, etc.
- Ask the board members for their opinions/perspectives
  - What’s working well?
  - Where can we expand?
- Get outside perspective
  - Invite an organization or another facility that has introduced or acted on this topic to speak about their experience.
  - Invite a local community leader, ask how can the facility best address their interests.
  - Provide board members access to some of the resources listed in this document.

## *Use the “lay of the land” to inform the creation of an action plan*

- Outline which activities or initiatives your facility wishes to undertake and which ones they are able to realistically execute in the short-term vs long-term.
- Set measurable meaningful goals.
- Create a timeline; and be realistic about the timing of deliverables.
- List the resources needed to implement your initiatives including time commitment, materials, budget, etc.
- Identify the individual or team of individuals who will work on carrying out the initiatives.

## Acknowledgement

- This kit was created to provide Curling Canada as a whole with support resources for enhanced broader community representation and participation in our sport, and with the intention to encourage meaningful steps forward.
- Throughout the creation of this resource kit there were multiple rounds of pointed consultation, involving professionals from both inside and outside the curling world, including reviewers from various ethnic backgrounds.

The recommendations in this resource kit should be taken as suggestions, to be sculpted and adapted to fit your facility and your community throughout the journey for greater diversity and inclusivity. It is recognized that facilities across Canada are surrounded by unique communities and that no one knows your facility as well as you do. It is also recognized that there are many stages in this process and that your facility may already be well into the journey, and that not all stages or recommendations will work for every facility.



Photo: Infinite Eye Photography

Curling is a place for everyone.

# Educational Links

Below are links that provide more resources and information regarding creating a safe environment for you and your facility. They dig deeper into topics that you may want more knowledge on and use to educate your facility and yourself.

## *Persons with Disabilities*

- [Active Living Alliance for Canadians with a Disability \(ALACD\)](#)
- [Canadian Disability Participation Project](#)
- [Rick Hansen Foundation: Accessibility Resources](#)
- [Rick Hansen Foundation: Accessibility Checklist](#)

## *LGBTQI2S*

- [Athlete Ally Learning Tools](#)
- [LGBT Curling in Canada](#)
- [LGBTQI2S Inclusion Toolkit Checklist](#)
- [Canadian Women & Sport: Working with LGBT Athletes & Coaches](#)
- [You Can Play Project](#)

## *Women and Girls*

- [Canadian research Institute for the Advancement of Women: Toolkit for applying intersectionality](#)
- [Canadian Women & Sport – Case Studies, real examples](#)
- [Canadian Women & Sport – Guide to Getting Involved](#)
- [Actively Engaging Women and Girls – Sport for Life](#)

## *Indigenous Peoples*

- [Aboriginal Sport Circle](#)
- [Coaching Association of Canada – Aboriginal Coaching Modules](#)
- [Key Considerations For Engaging First Nations, Métis and/or Inuit Communities](#)
- [Sport For Life – Sport Organization Guide Engaging Indigenous Participants](#)
- [University of Alberta Indigenous Canada Free Course](#)

## *Anti-Racism*

- [Canadian Centre for Diversity and Inclusion – Resource guide of educational offerings](#)
- [Canadian Race Relations Foundation](#)
- [Government of Canada resources for combating racism](#)
- [Guide to Allyship](#)
- [SIRC: Anti-Racism Resources](#)

## *Diversity & Inclusion Overview*

- [Catalyst: How to Combat Unconscious Bias as an Individual](#)
- [Global Diversity and Inclusion Benchmarks](#)
- [Institute for Canadian Citizens \(ICC\): Playing Together](#)
- [Respect in Sport Training](#)
- [Sport for Life for all Newcomers to Canada](#)

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