



WOMEN IN CURLING



ROADMAP TO GENDER **EQUITY** IN CURLING

2024-2028

MISSION & VISION

Vision

Curling in Canada is an equitable, inclusive, and safe community for women and girls to achieve their potential and personal aspirations, both in curling and beyond.

Mission

We are dedicated to helping create an equitable and inclusive curling system that empowers girls and women – as active participants and leaders – within and through curling.

Curling Canada is proud to be a leader in gender equity and equality in sport, and is committed to raising the bar on desired impacts and positive outcomes for girls and women in curling.



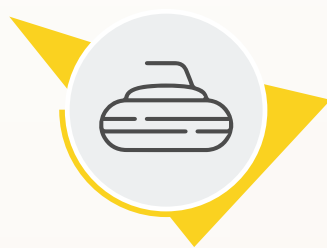
Through the hands-on leadership of the Women in Curling executive council and the Roadmap to Gender Equity in Curling, Curling Canada will foster meaningful relationships, invest resources and create environments to welcome greater female representation at all levels of curling, and empower girls and women to realize their potential on and off the ice.

Together, we will address the issues and imbalances within gender equity, diversity, inclusion, and sport safety.

Four strategic pillars of impact



Healthy Participation



Strong Brand of Curling



Financial Health & Stability



Organizational Excellence



Healthy Participation

GOAL:

To support the delivery and promotion of relevant programs and services, with a focus on participation growth and retention, from a diverse representation of girls and women.

STRATEGIES:

- Develop meaningful relationships with internal and external partners for greater impact, collaboration and reach.
- Empower our leaders, volunteers, and partner organizations to bring gender equity to life in their work and activities.
- Foster a sport-wide culture and expectation for consistent, high-quality experiences for girls and women of all ages and abilities.
- Invest in the next generation of female leaders and sport delivery experts, through personal and professional development opportunities.
- Advocate for equitable development, advancement, and competition opportunities for our next generation of elite female athletes - with targeted supports for U-25 and younger.

MEASURES OF SUCCESS:

- Increased participation among girls and women
- Greater female representation in key leadership and sport delivery roles

Strong Brand of Curling



GOAL:

To enhance awareness and perceptions of curling as the sport of choice for girls and women through well-established, engaging, and relevant methods of promotion and communication.

STRATEGIES:

- Influence and support Curling Canada brand architecture and targeted marketing initiatives to promote gender equity and achieve greater national, regional and community market penetration.
- Capitalize on the grassroots momentum of annual key events and initiatives, such as the Scotties Tournament of Hearts and National Girls & Women in Sports Day, to drive increased awareness participation, and fan engagement.
- Seek story-telling opportunities to profile curling as relatable, inclusive, enjoyable, and empowering for girls and women of all ages and abilities.
- Advocate for ongoing resources, policies and training, to support the creation of safe, inclusive, and positive environments for girls and women.

MEASURES OF SUCCESS:

- Increased key social media engagement metrics
- Evidence of influence through tracking-related policy, program and services of provincial/territorial Member Associations
- Enhanced profile and perception of gender equity safety and inclusivity in curling





Financial Health & Stability



GOAL:

To remain a valued and prioritized function of Curling Canada, with increased supplemental revenue generation and data collection opportunities, to strategically direct back into gender equity programs and services.

STRATEGIES:

- Ensure demonstrated and documented stakeholder perceived value of gender equity programs, initiatives, and services.
- Explore diversified revenue and funding opportunities, utilizing merit-based outcomes and achieved deliverables.
- Enhance relationships and/or impact partnerships with external but aligned organizations.
- Influence the Curling Canada Risk Registry; aim to establish a one-year contingency reserve for sustainable gender equity investments in event of unforeseen financial concerns or adversity.

MEASURES OF SUCCESS:

- Increased revenues and investments in gender equity initiatives
- Investment strategy reflects risk position and long-term priorities



Organizational Excellence



GOAL:

To establish accountability systems and procedures to monitor achievements and learnings, ensure consistency with Curling Canada values, and meet the evolving needs and aspirations of female curlers and leaders.

STRATEGIES:

- Utilize this Roadmap for Gender Equity in Curling as an accountability anchor to the collective purpose, desired gender equity impact goals, and supporting strategic deliverables.
- Execute an annual systems and procedures assessment of the Women in Curling executive council and the gender equity programs and services, to identify and provide education, training, and succession planning needs.
- Establish an enhanced network of skill-based female leaders in curling through the Women in Curling executive council and functional working groups.
- Create enhanced alignment and implementation of best practices through strengthened partnerships and consultation processes.
- Ensure strong staff leadership and collaboration Curling Canada staff functional leads.

MEASURES OF SUCCESS:

- Improved skill-based representation and self-evaluation scores
- Integrated structured functional working groups
- Enhanced Women in Curling executive council satisfaction and partner engagement

