



THE **FUTURE** OF CANADIAN CURLING

THE GOAL IS **SIMPLE**

THINK DIFFERENTLY



THE **FUTURE** WE'RE BUILDING TOGETHER



Creating experiences where everyone belongs and contributes



Working together toward shared outcomes



Fostering sustainable infrastructure and welcoming spaces



Demonstrating curling's value far beyond the ice

EVERYONE HAS A ROLE TO PLAY

CURLERS & PARTICIPANTS

- Create meaningful experiences and belonging.
- Encourage participation through connection and community.

TAKE ACTION

Stay involved. Welcome someone new. Create lasting memorable experiences.

CLUBS & FACILITIES

- Become essential community hubs.
- Focus on engagement and retention through experience, value and belonging.

TAKE ACTION

Focus on the entire customer experience and welcome change.

HIGH-PERFORMANCE ATHLETES & COACHES

- Focus on discipline, habits, and continuous improvement.
- Invest in building environments where athletes can become their best to facilitate growth.

TAKE ACTION

Focus on long-term improvement. Do the right things, the right way, for the right reasons.

MEMBER ASSOCIATIONS

- Align goals, services, approaches, and advocacy.
- Measure success through collective impact.

TAKE ACTION

Work together to strengthen people, systems, and facilities every year.

GOVERNMENTS, FUNDERS & PUBLIC PARTNERS

- Recognize curling's social and economic value.
- Support and invest in community infrastructure.

TAKE ACTION

Invest based on the value curling creates for communities and Canada.

SPONSORS & CORPORATE PARTNERS

- Connect with local, multi-generational communities.
- Create lasting impact and build a stronger Canada.

TAKE ACTION

Help build what curling can become and who it reaches.

CURLING CANADA

- Provide national leadership and alignment.
- Measure success by system outcomes.

TAKE ACTION

Make decisions with the health of the entire curling system in mind.

LEARN MORE AND **JOIN THE CONVERSATION**



curling.ca/FutureOfCurling

CURLING.TOGETHER.

EVERY

PERSON

CLUB

ORGANIZATION

COMMUNITY

