

Canadian Stick Curling Association

Strategic Plan

Vision

To be recognized as a leader in the development and promotion of 2 person Stick Curling nationally and internationally.

Mission

To expand stick curling as a dynamic and growing sport.

Strategic Objectives

1. To create a framework that provides direction and guidance for two-person stick curling.
2. To develop integral relationships that will promote 2 person Stick Curling nationally.
3. To grow the sport of two-person stick curling nationally.
4. To provide leadership internationally that promotes the sport of two-person stick curling.

Strategic Plan

1. To create a framework that provides direction and guidance for two-person stick curling by:
 - Developing rules for stick curling that are adopted (accepted) nationally (annual review by the CSCA, coordinated with Curl Canada when their rules are updated every four years).
 - Developing hosting guidelines that set the parameters for National championships (annual review by the CSCA).
 - Providing advice and guidance in applying the rules, policies and the hosting guidelines (ongoing).
 - Setting policies governing stick curling that are adopted (accepted) nationally (annual assessment of policies).
2. To develop integral relationships that will promote 2 person Stick Curling nationally by:
 - Creating a strong national association for 2 person stick curling through regular interactions with provincial curling bodies (ongoing).
 - Creating strong lines of communication with Curling Canada (2025).

3. To grow the sport of stick curling nationally by:
 - Creating and distributing educational materials and tools that assist new and existing stick curlers enhance their performance (2024).
 - Developing marketing and promotional tools that will attract new participants to the sport of stick curling, at the club level, the competitive level and the elite level (2025).
 - Developing policies that are inclusive for everyone, particularly for target areas of growth such as women, wheelchair curlers, and non-traditional curling groups (2026).
4. To provide leadership internationally that promotes the sport of two-person stick curling by:
 - Expanding into the US, collaborating with their organizations to establish two-person stick curling leagues, a two-person national stick curling body and culminating in a North American championship (8 to 10 years).
 - Expanding internationally using the same model, culminating in a world championship (12 to 15 years).
 - Providing insight with regard to international rules, policies, marketing strategies, tools and clinics.

Evaluation: What does success look like?

1. Create a framework:

- An independent body affiliated with Curling Canada and recognized by the World Curling Federation
- Recognition by the provincial curling bodies
- Recognition as the rules setting body for two-person stick curling
- Oversight of national championships

2. Relationships

- Participation in the CSCA by all 10 provinces (2024)
- Participation in the CSCA by the territories (2025)
- Curl Canada invites the CSCA to participate in meetings with the provincial associations (2025)

3. Growth:

Develop metrics to assess:

- Googling “stick curling” in Canada takes you immediately to the CSCA website.
- Number of people playing the two-person stick curling game

- Number of stick curling leagues at the club level
- Number of stick curling bonspiels
- Number of teams participating across all divisions at Nationals
- Clinics developed for various skills levels
- Number of clinics held
- Volume and quality of educational materials
- Volume and quality of promotional materials
- A formal marketing plan with defined metrics for evaluation
- Measurable EDI initiatives
- Other countries approaching CSCA for materials and guidance
- Develop stick curling coaching certification process

4. International Leadership:

- The CSCA collaborates with the US Curling Association to grow two-person stick curling and a North American Championship is held.
- The CSCA collaborates with the WCF to grow two-person stick curling and a World Championship is held.
- The CSCA provides leadership in the collaborative development of international rules and policies and shares marketing strategies, tools and clinics.

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