



Director of Education & Promotions  
Annual Report  
2024 – 2025

The past year has focused on creating broader awareness of stick curling and creating materials to support the growth of the sport.

Worked with Rick Thurston on the presentation content for a session with the Curl Canada board and provincial representatives about stick curling. Very positive feedback received on Rick's presentation.

A funding proposal was created in the fall to December period that set out a five-year strategy of offering Train the Trainer sessions and stick curling clinics across all regions of Canada. That proposal was submitted to Curling Canada in January 2025 and communications are ongoing.

Two Train the Trainer sessions were held in PEI in December of 2024. These were well received. CSCA is receptive to offering sessions in other regions, before national funding is obtained, where arrangements can be worked out.

Was invited by the Association of Curling Professionals to present a stick curling section of their training program at their inaugural sessions held in Edmonton Alberta and Oakville Ontario. The stick curling component consisted of a fifteen-minute talk on the business aspect of stick curling (why they should care about stick curling) and forty-five minutes of technical instruction on ice. There were thirty plus participants at each location and the sessions seemed well received.

Interviewed representatives from four curling clubs (Wolfville, Thistle-St. Andrews, Highlander & St. Albert) that have highly successful stick curling leagues. Created a publication based on the interview results – How to Form a Successful Stick Curling League. Was invited by Curl Ontario to offer a webinar based on the publication content.

Prepared a Regional Championship discussion paper. Basic proposal is to have regional championships (3 or 4 regions) where the divisional winners would qualify for the national competitive championship. Proposed implementation date would be 2027.

Helped revamp the Maritime Stick Curling Championship documentation and created a basic four sheet draw template for a three division thirty team bonspiel.

Formed a website renewal committee with representation from Manitoba, Ontario and Nova Scotia. Pre-committee work has been completed on website design, flow and content. Initial meetings have been held.

I am leaving the CSCA Board executive but have agreed to chair a special projects committee. That committee will continue to focus on obtaining funding to implement a national growth strategy based on stick curling clinics and Train the Trainer sessions. The Committee will also assume responsibility for completion of the CSCA website refresh project.

Respectfully submitted:  
Bruce Densmore