



Curling WA Inc.

Operating Plan 2023-2026

Strategic Goal	Objective	Current Initiative	Status	Notes / Next Steps	When Due	Assigned To
Good Governance	Maintain a transparent and effective governance structure and processes that supports the achievement of defined outcomes and fosters ongoing development within Curling WA.					
	Undertake a bi-annual review and update of the club's constitution.	Review terms of the Governance Sub-committee ensuring members familiar with the club's needs and legal requirements				
		Identify components for inclusion or review within the constitution				
		Schedule a specific date for an annual review of the constitution.				
		Thoroughly review the existing constitution to identify areas that may not meet current needs or legal standards.				
		Solicit feedback from stakeholders about potential changes to the constitution.				
		Draft revisions to the constitution based on stakeholder feedback and the committee's review.				
	Implement an annual review process to monitor progress and make necessary adjustments.	Set annual review dates for each year within the strategic plan.				
		Carry out an annual review to evaluate the progress towards achieving the strategic plan's goals and objectives.				

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		Collect feedback from stakeholders on how well the strategic plan is working.				
		Adjust the strategic plan as necessary based on the results of the annual review and stakeholder feedback.				
		Ensure any changes to the strategic plan are communicated to all relevant parties.				
		Keep a record of the outcomes from each annual review for future reference. At the end of each three-year cycle, reset the strategic plan, using the knowledge gained from the previous years.				
Athlete Development Pathways	To provide for all athletes to reach their potential and remain in the sport and with the club.					
	Develop and implement performance based programmes that supports athletes through levels of development from entry to peak representative	Align with ACF Performance pathways and strategies Shared resources and expertise Joint development camps				
		Align with DLGSC Performance Pathways to aid in athlete development utilising local resources and facilities e.g. WAIS, AOC (WA)				
		Develop draft pathways within Curling WA for athletes from entry to elite: Include considerations: <ul style="list-style-type: none"> ● Learn to Curl sessions ● Specialised clinics (sweeping, strategy etc) ● Access to regular ice time to develop skills. ● Quality league competition 				

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		Financial support systems (e.g., junior subsidised)				
		Specialised coaching (Wheelchair athletes, vision impaired etc)				
		Identify target competitions that Curling WA aims to provide representatives: <ul style="list-style-type: none"> • ACF National Championships • Junior World Championships • Senior World Championships 				
		Implement strategies to have Curling available in WA schools.				
		Establish and implement a high-performance program to support the development of all talented athletes.				
		Collaborate with the Australia Curling Foundation to support development.				
	Provide alternative pathways for athletes of all ages and abilities to engage with and can remain in the sport for life	Identify entry points for new curlers to engage through Come-and-Try and Learn-to-Curl events				
		Highest level expected to be local League and/or social competitions				
		Inclusive programs to include: <ul style="list-style-type: none"> • Social and/or occasional players • Olympic or WCF non-qualifying disabled athletes e.g. wheelchair, vision impaired, etc • Stick based delivery curling 				

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		Develop coaching programs adapted to athlete's ability				
Coach and Official Development Pathways	Ensure the availability of qualified and experienced coaches to support athlete development at all levels.					
	Clearly defined pathways for the development and promotion of coaches and officials in line with ACF and WCF accreditation processes.	Define bi-annual schedule to maintain number of coaches and officials in association with ACF and proposed funding model e.g. grant				
		Identify and recruit a wheelchair coach to provide specialised coaching for wheelchair curlers.				
		Seek commitment from coaches to serve for at least 2 years, fostering continuity and stability within the coaching team.				
		Appoint a coaching coordinator within the Management Committee to oversee and support the development and coordination of coaching activities.				
		Implement strategies to upskill and refresh coaches, including offering refresher courses to update coaching knowledge and skills.				
		Develop and provide resources to support coaches, such as coaching manuals, practice plans, and educational materials.				
		Create specific resources for coaches working with junior curlers, ensuring alignment with the World Curling Federation (WCF) guidelines.				

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		Invest in coaching resources, such as lasers and cameras, to enhance training and analysis capabilities for coaches.				
		Establish a dedicated resources hub on the club's website, providing access to coaching materials, videos, and relevant resources.				
		Conduct an annual review of the coaching pathway to evaluate its effectiveness, identify areas for improvement, and make necessary adjustments.				
		Seek feedback from coaches, athletes, and other stakeholders to continuously improve the coaching program and pathway.				
		Regularly communicate updates, resources, and opportunities to coaches, fostering their ongoing engagement and development.				
		Allocate necessary funding and resources to support the implementation of the coaching strategies and initiatives.				
		Monitor the progress and outcomes of the coaching strategies, assessing their impact on the development and success.				
Volunteer Development	Optimise our volunteer capacity to enhance the sport of Curling.					
	Achieve a highly engaged and skilled volunteer team.	Conduct a thorough assessment of the skills required of volunteers / members to support the club				

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		Develop a volunteer register for members to capture skills, capability and experience that can support the club.				
		Establish effective volunteer induction and training programs to provide necessary guidance and resources. (Include JDF's, hours required, etc)				
		Implement a volunteer recognition and rewards system to show appreciation for their valuable contributions.				
		Foster a positive and inclusive volunteer culture by promoting open communication and collaboration.				
		Provide ongoing support and mentors to assist and support members to perform the necessary tasks.				
		Establish clear communication channels to keep volunteers informed about team updates, events, and opportunities.				
		Regularly review and update the volunteer strategy to adapt to changing needs and emerging best practices.				
		Develop mechanisms for volunteers to provide feedback and suggestions for improvement.				
		Monitor volunteer satisfaction and retention rates to gauge the success of the volunteer engagement strategy.				

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Capacity Planning and Development	Develop a plan to secure the long term capacity of curling in WA.					
	Develop a comprehensive plan and feasibility study into the development of a dedicated facility to secure a permanent home for curling in WA.	Establish a project sub-committee to oversee the development of a feasibility study into a dedicated curling facility.				
		Sub-committee to report progress to the Committee to review timing and scope.				
		Develop plans aligned with DLGSC's State Sporting Infrastructure Plan for the future development of sporting facilities				
		Identify and engage expert assistance to develop and review feasibility study.				
		Explore grant funding assistance to engage experts to assist with feasibility.				
		Conduct feasibility studies and financial analyses to assess the viability and sustainability of acquiring and developing the identified facility.				
		Identify plans to mitigate long term risks and sustainability both economically and environmentally				
		With assistance of DLGSC identify and quantify possible growth opportunities in school programs, tourism, national and international events, etc				
Develop a detailed facility development plan, outlining the scope, timeline, and						

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		budget for the project.				
		Develop strategies to identify and secure possible funding sources including grants, sponsorships, fundraising campaigns, and partnerships for both initial capital and ongoing operational needs				
		Develop a communication and engagement strategy to keep stakeholders informed about the facility development progress and gather their input.				
		Define criteria for decision points or milestones to be reached.				
	Establish collaborative partnerships and effective communication channels with the present owners of the facility to ensure maximum access and utilisation for Curling WA	Establish a clear agreement or memorandum of understanding with facility management.				
		Ensure regular communication with the present facility owners to maintain a strong working relationship and address any operational or scheduling concerns.				
		Collaborate with the facility owners to optimise the utilisation of the facility.				
		Regularly assess the effectiveness and impact of the access arrangement, seeking feedback from both Curling WA and the facility owners to identify areas for improvement.				
		Continuously evaluate the partnership with the facility owners, assessing its value, benefits, and alignment with Curling WA's				

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		strategic objectives.				
		Recognise and acknowledge the contributions and support of the present facility owners, expressing gratitude for their collaboration and shared commitment to the success of Curling WA.				
		Develop strategies to ensure all available time within existing facilities is being used effectively				
		Explore possible ice time at Perth Ice Arena (Malaga) to provide Learn-to-Curl or school development programs				
		Source purchase of additional equipment e.g. curling stones, hacks, etc to support development programs				
	Implement strategies to ensure maximised use of current facilities.	Assess the current set up and pack away processes for the training and competition sheets, identifying areas for improvement.				
		Identify an individual to review and streamlining the process.				
		Gather insights from experienced curlers, coaches, and facility staff on best practices for efficient set up and pack away.				
		Develop a detailed plan and schedule for the set up and pack away, considering equipment, manpower, and time requirements.				
		Provide comprehensive training and clear				

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		instructions to volunteers involved in set up and pack away.				
		Regularly review and refine procedures based on feedback and observations from volunteers, coaches, and participants.				
		Research practices at other national and international curling clubs or associations to learn from their best practices.				
		Develop rules to ensure curlers maximise ice time available for competition e.g. slow play, minimum ends to be played				
Marketing and Communications	Increase awareness of curling, attract new members and ensure current members are kept well informed					
	Develop and implement a marketing and communications strategy to effectively promote Curling WA, engage the target audience, and cultivate a positive brand image.	Develop a marketing and targeted communication plan based on Curling WA's objectives.				
		Develop a comprehensive plan that outlines the objectives, strategies, and tactics for effective marketing and communication.				
		Review the current Communications Policy to ensure platforms used for communication, including email, Facebook, and any other relevant channels are effective and appropriate.				
		Specify who within the club can communicate and respond on behalf of the club for each platform.				

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		Review current Communications Policy to ensure all Social Media platforms are included.				
		Review the communication calendar within the Communications Policy to ensure communication are aligned with planned and/or recent events.				
		Identify individual to review with the Secretary, the club's website and social media content to ensure it is accurate, current and aligned with the needs and expectations of the members.				