

November 10, 2019

## **OTTAWA VALLEY CURLING ASSOCIATION MISSION STATEMENT**

The Ottawa Valley Curling Association is committed to the development of curling through programs dedicated to supporting curlers and to the betterment of member curling clubs within the Ottawa Valley area.

### **GOALS**

- 1.0** Foster a complete understanding of issues facing Ottawa Valley curling clubs and to share innovative solutions.
- 2.0** Increase participation in the sport of curling in our member clubs.
- 3.0** Recognize and support significant curling and volunteer achievements.
- 4.0** Promote curling events and bonspiels at all levels in the Ottawa Valley.

## LIST OF GOALS AND OBJECTIVES

***Goal 1: Foster a complete understanding of issues facing Ottawa Valley curling clubs and to share innovative solutions.***

### **Specific Objectives:**

1. Recognize the unique differences between Rural and Urban clubs, identify the different challenges faced by these clubs.
2. Provide a mechanism that supports the exchange of information among member clubs by:
  - a. Create a central location for curling clubs, employees and contractors to share knowledge and experience;
  - b. Establish regular Regional meetings (West, Central, East, City and Quebec); and
  - c. Assist member clubs by promoting and presenting ideas for marketing the activities of those clubs
3. Increase OVCA communication with member clubs by:
  - a. Encourage each member club to appoint an OVCA Representative;
  - b. OVCA Board Members visit the member clubs; and
  - c. Ensure that OVCA information reaches club executive and club members
4. Review, assess and modify, where necessary, the policy and procedures regarding the OVCA Loan Program.

***Goal 2: Increase participation in the sport of curling in our member clubs.***

### **Specific Objectives:**

1. Encourage the development of novice leagues, such as Colts (under 5 years of experience), in each club to ease new members into regular league programs.

2. Continue to encourage the establishment of Learn To Curl programs in all member clubs.
3. Encourage the establishment of Elementary and High School curling programs.
4. Promote grass root, little rock, youth and recreational bonspiels and programs.
5. Promote participation in the OVCA main bonspiels – Junior Superspiel, Mixed and City of Ottawa.
6. Encourage participation in events run by all curling partners, Regional, Branch or Ladies Curling Association, etc.

***Goal 3: Recognize and support significant curling and volunteer achievements.***

**Specific Objectives:**

1. Recognize teams for their success in winning at provincial, national or international levels.
2. Promote volunteerism and recognize significant volunteer contribution through the Ken Thain Award each year.

***Goal 4: Promote curling events and bonspiels at all levels in the Ottawa Valley.***

**Specific Objectives:**

1. Host elite level curling events such as Brier, Scotties, Olympic Trials and Worlds.
2. Continue to host Junior SuperSpiel, Mixed and City of Ottawa bonspiels.
3. Provide a platform (ie OVCA website) for members to promote their bonspiels or championships.