

VISION

A vibrant curling culture providing a positive sport experience for Manitobans of all ages, all backgrounds, and all regions.

MISSION

To promote, develop, and grow curling by providing leadership, quality programs and services, and facilitating world-class events.

CORE VALUES

Enjoyment

We believe fun, positive relationships, a sense of tradition and accomplishment are all central to curling's appeal.

Integrity

All of our interactions must be honest, open, fair, and respectful.

Excellence

We are committed to organizational excellence and believe in supporting all curlers in their pursuit of personal excellence.

Inclusion

We believe in and promote teamwork, collaboration, and accessibility for all curlers.



STRATEGIC GOALS

STRATEGIC INITIATIVES

Grow Participation

Increase overall participation.

- Develop and implement innovative marketing, recruitment, and retention strategies.
- Provide support to clubs to help them mobilize partnerships with local schools and youth organizations.
- Consult with provincial organizations that serve new Canadians and Indigenous populations/communities to provide opportunities to learn the game.

Improve Skills & Performance

Build on Manitoba's reputation of curling excellence at all levels of competition.

- Continue to expand and/or enhance high-performance training programs including use of high profile provincial athletes.
- Maintain current momentum on coaching development activities.
- Generate opportunities for athletes and teams to experience higher-level competition and training environments.
- Ensure that programs, services and competition structure align with LTAD.

Build Curling Club Capacity

Assist curling clubs to improve their sustainability through effective program delivery and growth.

- Provide clubs with up-to-date information on finance, operations, facility management, program development/implementation, and marketing.
- Re-establish club outreach program focused on educating clubs on available programs and assisting in implementing plans where practical.

Enhance Communication with all Stakeholders

Build internal capacity and strengthen stakeholder relationships.

- Develop and implement a comprehensive stakeholder communications plan.
- Maintain and strengthen the financial stability of CurlManitoba.
- Mobilize volunteer-based teams to augment/support staffing resources.