

Australian Curling Federation – Strategic Plan 2019-2022



Our Vision

Australia would be a better place if there were more Curlers.

Our Mission

The Australian Curling Federation leads, develops and promotes the sport of curling in Australia. We enable and facilitate Australian athletes to achieve sustained competitive excellence in international competitions including World Championship and the Olympic Winter Games whilst demonstrating the spirit of Curling.

Our Values

Act with **INTEGRITY** **EXCELLENCE** on and off the ice We are **INCLUSIVE** and show respect We demonstrate the highest standards of **FAIR PLAY** Fuel the **PASSION**

Our Strategic Priorities

The Australian Curling Federation has identified four strategic priorities:

Lifelong Participation

People can access opportunities to be involved in curling in Australia at any time of their life.

High Performance

A clear & compelling talent pathway that encourages & supports high performance athlete development.

Good Governance

Committed to best practice governance.

The Business of Curling

Provide leadership from every position; foster stakeholder relationships, collaborate & build trust.

Our Enablers

Investment in and Development of **PEOPLE** Collaboration and cooperation with **PARTNERS** and stakeholders Provision of **PROFESSIONAL SERVICES** and events

Our 3-Year Objectives Supporting Strategic Priorities

Lifelong Participation

- Support the states to expand the range of entry points into the ACF and commit to a welcoming, friendly and inclusive environment for everyone.
- Develop junior programs and implement retention strategies.
- Membership education and promotion.
- Develop non-player (coach, umpire, administrator) participation initiatives.

High Performance

- Foster player performance pathways through the delivery of high performance camps / other initiatives.
- Submit applications for AOC Olympic Solidarity Funding & National Federation High Performance Funding and WCF funding annually in support of maximising financial assistance and opportunities to the athletes most likely to qualify quota places for the 2022 Olympic Winter Games.
- Develop non-player (coach, umpire, administrator) performance pathways and arrange training.

Good Governance

- Maintain requirements of Incorporation.
- Seek Sport Australia NF recognition, fulfilling all requirements.
- Continue to develop, review, refine and promote ACF policies and procedures.
- Safe sport compliant.
- Ensure financial governance and continue to refine and implement financial procedures and reporting.

The Business of Curling

- Develop and implement a marketing and communications strategy to promote the sport, actively engage with members and stakeholders, and provide and encourage honest, transparent communication at appropriate times (face-to-face, written, verbal, digital).
- Create a working group tasked with the development of a sustainable business model and exploration of a national facilities strategy.
- Provide and administer professionally the annual Curling National Championships and selection trials.