

Australian Curling Federation – Strategic Plan 2023-2026



Our Vision

To safeguard and enhance Curling’s future in Australia

We will:

Ignite interest 🏹 **Empower** growth 🏹 **Champion** the Spirit of Curling 🏹 **Support** individuals to maximise their potential

Our Mission

The Australian Curling Federation is the governing body that leads, develops and promotes the sport of Curling in Australia. We aid and support the individual State Associations and their grassroots endeavours to advance Curling whilst providing a pathway for curlers to compete at National and International events, including the Olympic and Paralympic Winter Games.

Our Values

Act with **INTEGRITY** 🏹 Strive for **EXCELLENCE** 🏹 Demonstrate **LEADERSHIP** 🏹 Be **INCLUSIVE** 🏹 Show **RESPECT** 🏹 Inspire **PASSION**

Our Strategic Priorities

The Australian Curling Federation has identified four strategic priorities:

Good Governance

Strengthen governance processes to achieve best practice

Operational Sustainability

Ensure operational viability through planning and meeting strategic goals

Performance Pathways

Establish frameworks to provide clear and objective pathways for athletes, coaches and officials

Sport Engagement

Advance stakeholder engagement to support increased participation nationally

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

Good Governance

- 🏹 Maintain National Sporting Organisation recognition by the Australian Sports Commission (ASC)
- 🏹 Maintain compliance within Sport Integrity including Sport Integrity Australia’s (SIA) National Integrity Framework (NIF) and the National Sports Tribunal (NST)
- 🏹 Review and strengthen Board Terms of Reference

Operational Sustainability

- 🏹 Develop and implement a business plan to build capacity and capability with the aim of attracting investment (in-kind or financial)
- 🏹 Build a business continuity strategy including a succession plan that identifies key skills and responsibilities at the operational level

Performance Pathways

- 🏹 Develop an athlete categorisation framework with clear indicators and performance trajectory to encourage curlers to be the best they can be and increase the depth and performance of national representatives
- 🏹 Develop and promote a Coaching and Officiating framework to increase numbers and enable national accreditation
- 🏹 Determine feasibility of hiring National Head Coach to develop and implement athlete, coaching and officiating frameworks

Sport Engagement

- 🏹 Conduct branding review of the ACF and its alignment with State Associations
- 🏹 Raise awareness of Curling nationally through the development and implementation of a marketing and communications campaign to cover all stakeholders
- 🏹 Support States and Territories to secure access to facilities and increase participation across Australia