

NOCA Strategic Plan 2011-2016

(as of September 2011)

The 2011-2016 NOCA Strategic Plan was developed to enhance the Mission Statement, Objectives (NOCA Constitution), and Goals of the NOCA.

Mission Statement:

To promote and develop curling as a recreational and competitive sport in Northern Ontario.

Objectives:

- a. Transfer members affiliated with the NWOCA, NOCA, T&NOCA and NOLCA to the new Association, Northern Ontario Curling Association (NOCA) and to approach all other curling facilities in Northern Ontario of seek their affiliation with the Association.
- b. Maintain the Association affiliation with the CCA and to engender good relationships with other curling organizing bodies.
- c. Provide assistance and support to affiliated facilities and clubs with the maintenance of world-class levels of achievement by ice technicians, coaches, officials, curling athletes, etc.
- d. Reinvest any revenues realized from Canadian and World's Mens and Womens Championships held in Northern Ontario in the development of curling in Northern Ontario.
- e. Assist affiliated members and facilities in providing quality services and programs.
- f. Assist affiliated facilities to increase local awareness about curling opportunities.
- g. Establish the rules and regulations of curling competitions for Northern Ontario.
- h. Organize and conduct sanctioned competition playdowns and championships consistent with established rules and regulations.
- i. Assist in running recreational curling champions consistent with established rules and regulations.
- j. Ensure that all curlers are aware of their responsibilities when playing the game

Goals:

- a. Unite the curling community in Northern Ontario into one governing body.
- b. Sustain the recognition of the Northern Ontario Curling Association as the organizing body for the sport of curling for Northern Ontario.
- c. Sponsor the delivery of services for recreational and competitive curling; and, technical, management, marketing and other relevant programs and assistance to the curling community and facilities in Northern Ontario.
- d. Provide equitable services to all members.
- e. Determine Northern Ontario curling champions.
- f. Foster and promote the traditions of curling.

Strategic Plan Principles:

IMPROVE COMMUNICATION:

Curlers:

NOCA will develop a comprehensive database of information comprising data on clubs and its members in the interest of understanding the needs and desires of its membership. A proactive communication plan including standardized materials and messaging from the association will be initiated on a regular basis using electronic media where possible.

Government:

Through the Ontario Curling Council and other funding agencies, the NOCA will continue to propose and secure more funding for northern programs and services.

Sponsors:

NOCA will involve stakeholders to develop a campaign to secure multi-year sponsors for all competitions.

Interest Groups:

NOCA will investigate and devise an outreach program for various interest groups to better understand how to service these groups and look to ways to introduce an ethnic diversity to the sport.

ENCOURGAGE PARTICIPATION:

Membership:

NOCA will develop a database of all existing individual members and clubs in order to assess and devise a plan to attract non-affiliated clubs and their curlers. Specific programs and services will be constructed to attract the focus groups of youth, 25-35 year old and seniors. NOCA staff and Board members will be utilized throughout the service territory to visit, introduce NOCA and present the value proposition to these clubs. NOCA will develop a campaign to secure the support of School Boards across all regions to introduce the sport to all students.

Club Development and Restoration:

NOCA will develop Welcome Programs and materials for all affiliated clubs that can be used to spread a common message from the association and reduce the efforts of local clubs to prepare such materials. NOCA will also assist clubs in accessing Federal Government infrastructure renewal programs where appropriate.

Business of Curling:

NOCA will provide access to materials and facilitators to affiliated clubs for the Business of Curling Program. Electronic media and communication such as Skype and webinars will be encouraged

OPERATIONAL EFFECTIVENESS:

Governance:

The constitution, bylaws and policies will be reviewed to insure alignment with the Strategic Plan and the Strategic Plan will become the basis for future annual business plans and budgets.

Financial Viability:

Yearly business plans will be developed such that expected revenues and expenses will be matched and that a reserve fund will be created to support future revenue shortfalls or support other NOCA activities.

Curling Facilities / Clubs:

NOCA will continue to work towards attracting and retaining affiliated clubs in all regions. Where possible, NOCA will provide assistance to clubs in attracting new curlers (i.e. Welcome packages, media releases and notice templates etc) and potentially templates for grant applications.

Communications:

NOCA will maintain frequent meetings of the Board, staff, clubs, members and other stakeholders as necessary to insure curling in the North continues to excel. Timely and informative communication is key from everyone.

IMPROVE PERFORMANCE:

Developing Curlers:

NOCA will further develop programs and courses specific to the north and regions therein with the goal to increase the knowledge of local curlers. NOCA will also provide learning facilitators throughout its territory to assist clubs, curlers and coaches to access and become proficient in the latest techniques.

Trained Personnel:

NOCA will continue to identify, acquire and train expert learning facilitators on a regular basis to support curlers and coaches of all skill levels throughout the north and utilize available technologies (ie. skype, internet, webinars and seminars) where possible.

Curling Club / Building Improvements:

NOCA will develop grant application templates for Trillium and other government funding models to assist clubs in updating their facilities with the goal of keeping clubs open for business and attracting new participants.

Competitions:

NOCA will continue to review the types of competitions available throughout the north and recommend ways to bring competitors at all levels together to enhance their abilities as well as the numbers participating.