



Benefits of Membership for Clubs and Curlers

#FearTheMoose



The Northern Ontario Curling Association (NOCA) is the governing body for curling in Northern Ontario. It is one of 14 Provincial/Territorial Curling Associations recognized by Curling Canada.

Ontario is the only province in Canada that has two curling associations represented at all Curling Canada National Championships.

Northern Ontario has been part of Curling Canada since 1927.

NOCA strives to provide leadership to its members through development, training, and competitive opportunities.

Our Partner Associations:



- **Curling Canada** is the national sport governing body for curling in Canada.
 - NOCA is one of 14 Member Associations of Curling Canada. The mission of Curling Canada is to encourage and facilitate the growth and development of curling in cooperation with our network of affiliates.
- The **Ontario Curling Council (OCC)** is the Provincial Sport Organization responsible for curling in Ontario.
 - NOCA and the Ontario Curling Association (CurlON) are its two members. The OCC's vision is to be a world leader in the developing of Athletes and programs in the sport of curling in Ontario.
- The **Ministry of Tourism, Culture and Sport** is the Ministry which provides funding to the Ontario Curling Council for delivery of Programs and Services. Some of that funding is then provided to NOCA and CurlOn for program delivery in their respective jurisdictions.





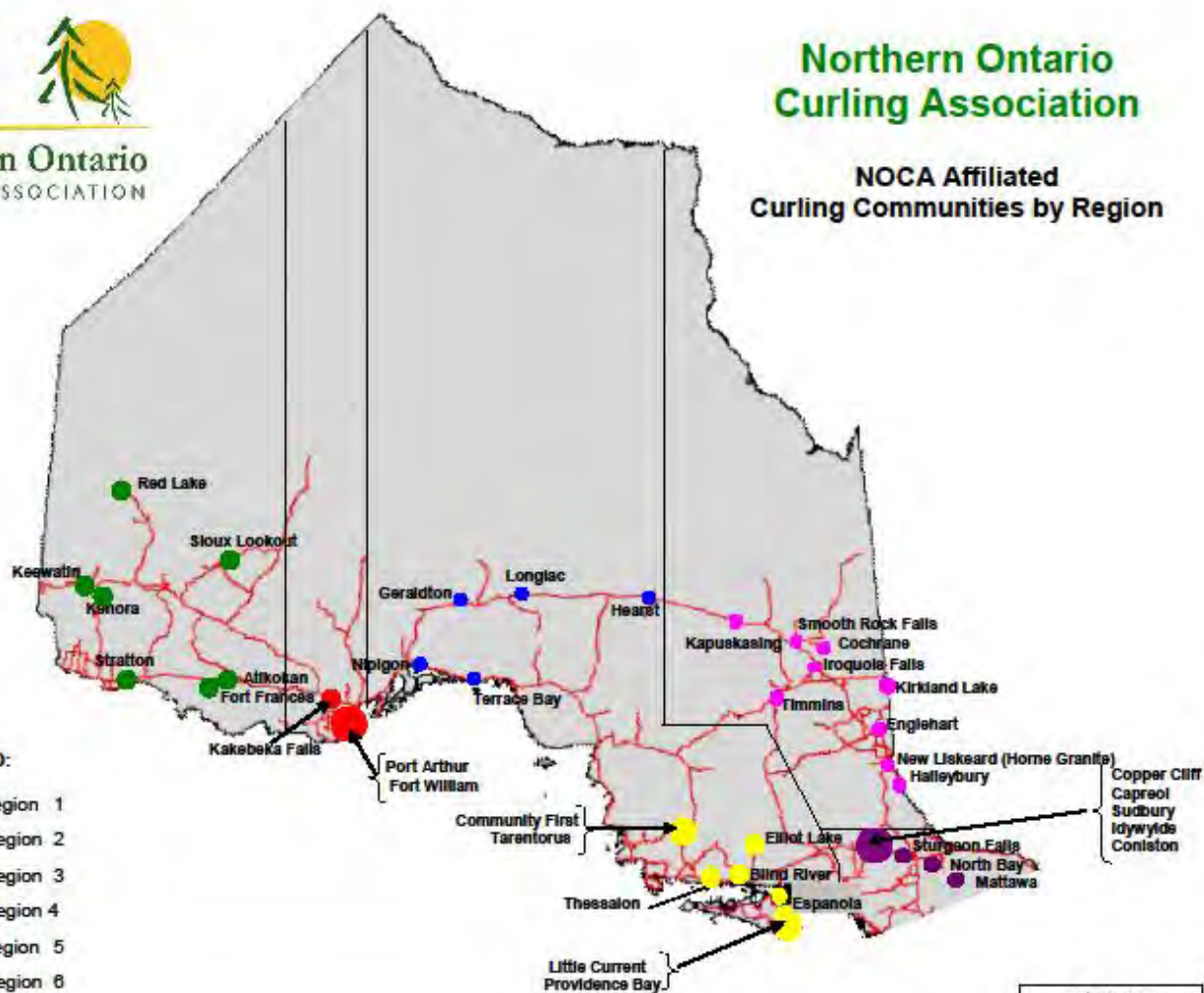
Northern Ontario
CURLING ASSOCIATION

Northern Ontario Curling Association

NOCA Affiliated
Curling Communities by Region

LEGEND:

- Region 1
- Region 2
- Region 3
- Region 4
- Region 5
- Region 6



Oct. 11, 2016



Northern Ontario
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Snapshot of what NOCA offers to curling clubs and members:

- Training
- Discounts
- Business of Curling
- Awards
- Bringing clubs together
- Hosting opportunities
- Amethyst Curling Camp
- Adult Learn to Curl
- Talent Identification Camps
- Competitions
- Webinars
- Youth Challenges
- Curling Week
- Youth Skills Competition
- Rocks & Rings
- Curling 101
- Jet Ice Logo Contest
- Hit Draw & Tap Championship



Our Mission

“To promote and develop curling as a recreational and competitive Sport in Northern Ontario.”

We want you to be part of our team.

NOCA Member Benefits:

We can help

- Assist Clubs to increase participation by providing resource materials and programming ideas
- Grow membership through programs such as Adult Learn to Curl, Rocks and Rings, Curling 101
- Training and development for:
 - Curling Club Boards of Directors
 - Coaches
 - Club Managers
 - Ice Technicians
 - Officials
 - Athletes

NOCA Member Benefits:

Discounts and Sponsor Partnerships

Discounts:

- Automobile Rentals
 - Up to 25% off car rental from AVIS and Budget
- Discounted rates at Best Western Hotel

** In a member survey (spring 2016) the average savings using sponsor discounts was \$39/person

*** Discount codes can be found on the back of your NOCA membership card (issued annually to your club for distribution to all members)

Partner Programs:

- Access to the Curling Club Insurance Program
- Participation in the annual Jet Ice Logo contest
- Rocks and Rings and Curling 101

NOCA Member Benefits: **Business Operations**



We can help with the business side of your club

- **The Business of Curling**
 - How to recruit and retain members and volunteers, effective club operations, board governance, strategic planning
- **Club Training Webinars**
 - Bylaw Do's and Don'ts, Best Practices in Risk Management, Hot Legal Topics for Curling Clubs
 - The Basics of Strategic Planning
(scheduled for November, 2017)
- Providing Information about Grant opportunities and Applications
- Assistance with Bylaws and Policies

NOCA Member Benefits: Tax Receipting Program



Does your club need funds for a capital project or a program?

Here is a great opportunity for members, friends of your club, or companies to donate to the program and receive a tax receipt for their donation.

The Ontario Curling Council and the Northern Ontario Curling Association endorse the use of the National Sport Trust Fund – Ontario as a revenue generating program for member clubs for which a charitable tax receipt can be provided for qualifying donations.

Don't miss this great opportunity to build funds for repairs, renovations, upgrades, or new programs.

More information is available at:

<http://www.ontariocurlingcouncil.com/blog/club-development-2/charitable-tax-receipting-program/>



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NOCA Member Benefits: Awards Programs

Celebrate and recognize achievement through the NOCA Awards Program:

- Outstanding volunteer
- Club Recognition
- Lifetime commitment to curling
- Outstanding coach
- 8 Ender



Randy Ronnebeck
accepts the 2016
Coach Award



Mark Brown receiving the
Club Recognition Award
on behalf of the North Bay
Granite Club

NOCA Member Benefits:

The voice of curling in the North



Our goals:

- Bringing members, clubs and the sport closer together
- Ensuring we reach our members and ensuring that our members and member clubs are able to reach us through our vast geography
- Ensuring Northern Ontario is represented at the National level with Curling Canada

NOCA Member Benefits:

Hosting opportunities

Yes!! You have seen them on TV and potentially they could be in your club!

- Sign up to host a Regional, Provincial or National Event
 - Men's, Women's, Under 18, Under 21, Seniors, Mixed Doubles, Mixed, Wheelchair, Masters, and Travelers
- There are fiscal benefits to hosting an event
- Public exposure through media coverage
- Community awareness and partnerships with businesses and organizations
- Contact us to discuss hosting opportunities



Athlete Development: **Amethyst Curling Camp**

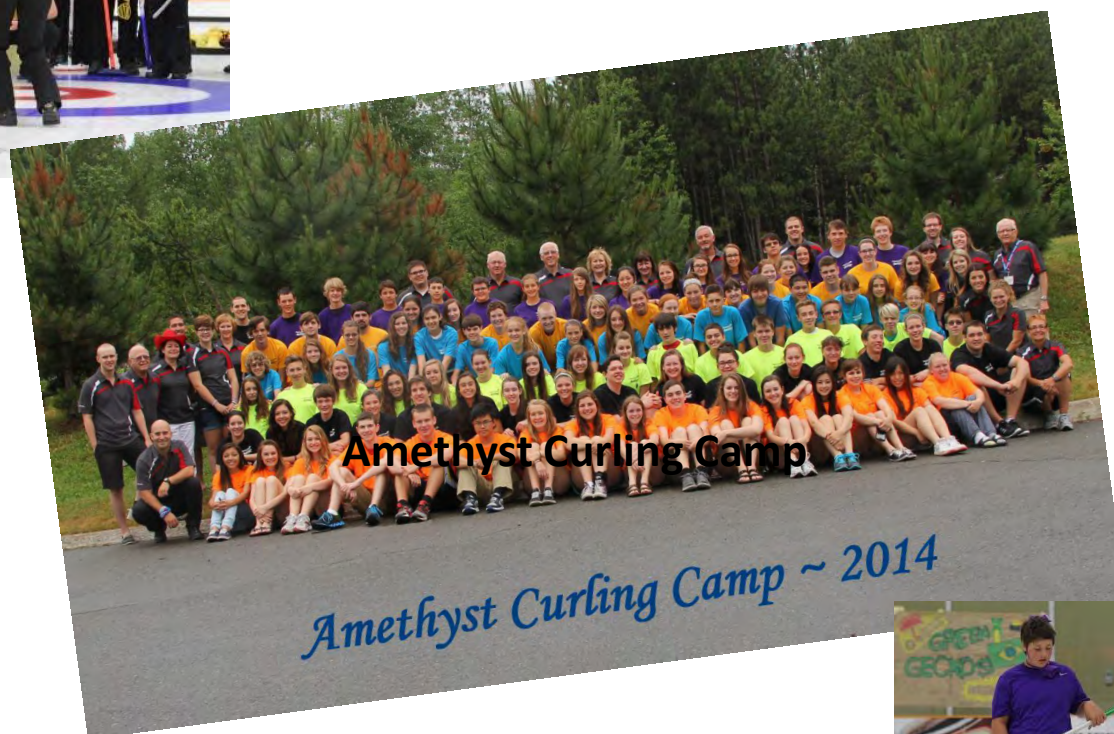


- 2017 marked the 21st anniversary of the Amethyst Junior Curling Camp.
- Historically the camp was sponsored by the NOCA, OCC (Ontario Curling Council), City of Greater Sudbury and Laurentian University.
- The 2018 camp will take on a new look and a new location or possibly two camps: NorthEast and NorthWest.
- Classroom and on ice activities will include:
 - Delivery analysis, Sweeping analysis, Practice drills and games, Physical training, Nutrition, Mental toughness, Team Dynamics, Game Strategy and Tactics, and much more.
- Bursaries are available to assist with the registration fee for campers who would otherwise be unable to attend due to financial need.
- Stay tuned to the website and FaceBook page for announcements about the 2018 camps.

Visit amethystcurling.com for more information



Amethyst Curling Camp



Athlete Development: Training

Talent Identification Camps:

Offered in the spring of each year for youth curlers in partnership with the Ontario Curling Council.

Youth Challenges:

Provide a training opportunity to younger teams looking to build their experience without the formal process of entering playdowns.

At least 7 Youth Challenges are held annually.

Next Generation Training and Funding:

Ensures that a progressive stream of athletes and coaches are being trained to standards required to win Olympic and World Championships.



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Athlete Development: Competitions

Events for every level of the Long Term Athlete Development Plan:

- U18 – Regions, Qualifiers, Provincials
- U21 – Qualifiers, Provincials
- Men – Qualifiers, Provincial
- Women – Provincial
- Mixed – Provincial
- Seniors – Qualifiers and Provincials
- Masters – Provincial
- Mixed Doubles – Provincial
- Travelers Curling Club – Regions, Provincial
- Wheelchair - Provincial



Coach Development:

Webinars:

Held through the season to provide coaches with resources and opportunities for Coach Professional Development points.

Coach Training:

- Club Coach Youth
- Club Coach
- Competition Coach
- Train the Trainer (Adult Learn to Curl Program)
- Next Generation Coach Apprenticeship Program



Officials and Ice Technician Development:

Officiating Courses:

- Level 1 Officiating
- Level 2 Officiating
- Officiating Refresher Courses



Ice Technician Courses:

- Level 1 Ice Technician
- Level 2 Ice Technician
- Ice Technician Refresher Courses



Curling Week in Northern Ontario

A Rockin' Celebration!
Presented by *Bearskin Airlines*



Morrow sisters win
autographed brooms

Curling week takes place the third week of November and includes:

- Closest to the pin contests for curlers of all ages (and a way to raise funds for your club)
- Online contests
- Great prizes
- A great way to introduce new people to the sport and raise awareness about curling in your community



Ken Aird wins
the grand prize
of tickets to
the Scotties
and a Best
Western Gift
Card



Hit, Draw & Tap Championship

Youth Skills Competition

HDT is an exciting youth skills competition for kids of any ability or experience, ages 6 – 17. Kids will improve their Hit, Draw and Tap skills. The difficulty of each of the skills is adjusted to suit the age of the participants.

Participants competed within their local club – and repeated each skill 5 times for a total score that was compared against others in Northern Ontario on a “Leader Board” with the top 5 curlers in each age group competing in the Hit Draw & Tap Championship at the NOCA Men’s Provincial. (teams unable to travel to the Championship submitted their scores prior)

This year the winners will compete at the NOCA Scotties Provincial in Sudbury.

Prizes were awarded to the top three scorers in each age group at every participating club.



Liam Nephin
from
Geraldton ...
the youngest
winner



Kenora Curling Club winners

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Rocks and Rings

- Through a partnership with Rocks and Rings, NOCA clubs can access the popular Rocks and Rings program at a discounted rate.
- In the 2016-17 season, over 2300 students took part in a classroom session of Rocks and Rings in Northern Ontario.
- Through an RBC Learn to Play grant, 4 communities also received a **Curling 101** day where students who had participated at their school in a Rocks and Rings class took their parents to the local club and learned to curl on ice helping clubs grow their membership and participation
- More clubs and communities will be targeted in the 2017-18 season



Rocks and Rings
and
Curling 101 in Kenora



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Jet Ice Logo Contest



WE BRING ICE TO LIFE®

- In Partnership with *Jet Ice*, NOCA will once again offer affiliated clubs the chance to win two full houses, valued at over \$750.
 - Clubs are asked to design a new house for their club and send a colour photo or drawing of the design with an explanation of what the design means or how it is relevant to their club.
 - Last season the contest was open to curlers 17 years of age and under. This year the contest is for adults 18 years of age and older.
 - Last season's winner was the Coniston Curling Club – designer Brady Rheaume



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Adult Learn to Curl



Why should this ALTC program matter to your club?

- Because every club needs members
- Because every club needs **Membership** to be the **#1 PRIORITY**
- Because every club needs to implement a program designed to attract, train, integrate and retain new members.

What do I get out of this program?

Participation includes:

- A regional Train the Trainer session (one day, 8 hours of training) to build on the existing talent pool at the club level (get people trained to teach recreational curling to those new to the sport), send as many people as you can
- A detailed, Step by Step program guide on how to establish, enhance and run an ALTC program at your club
- Access to webinars to share best practices among clubs on a broad range of topics related to ALTC programs - no need to reinvent the wheel - learn what other clubs are doing to increase their membership, your club is NOT ALONE, collaborate for success
- Access to a wide range of resources (video, print materials, webinars...) designed to assist clubs with not only the training of new members but with the administrative content for driving membership, improving your website and social media presence, making it easy for new members to try our sport.

What if I already have an existing program?

- Terrific, wouldn't you like to know what other clubs are doing that is successful? Ideas to take back to your club!!!
- Wouldn't you like to learn how to make your program better? Get more participation? Convert more lookers to members?
- What about sharing what you've learned with other clubs?

How much does it cost?

- The OCC has waived the \$250 registration fee for clubs to get involved this spring and will only invoice clubs after they get their program established next fall.
- For clubs that do register, we ask that participants pay a nominal per person fee to cover the cost of each participant's program materials and lunch at the training session.

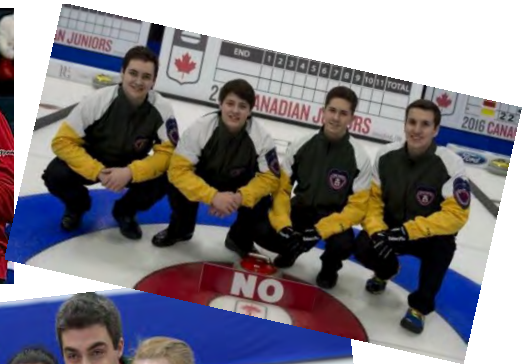
What are next steps if our club is interested?

- Contact **Byron Scott** - bscott@ontcurl.com - **519.222.8747**
- Determine if your club would like to host a Train the Trainer session for your region or just like to send people from your club to be trained.
- For hosting, we need an available weekend date (Sat or Sun) for 8 hours of training, about half the time on ice and half the time off ice.



We have much to be proud of ...

Current and past Champions at all levels
to name but a few



NOCA Staff and Board of Directors:

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Please contact us at info@curlnoca.ca

Find us on Facebook



Follow us on Twitter



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NOCA belongs to you

NOCA represents all curlers and curling clubs in Northern Ontario. As our mission statement reads:

“To promote and develop curling as a recreational and competitive Sport in Northern Ontario”

- If you are an affiliate club, we want you to remain a member club
- If your club is not affiliated, we want you to join our team
- Membership is only \$15 per curler per year
- **Lets all CURL up in Northern Ontario with a united mission to ensure our clubs are full and financially sustainable for the future.**