**SUMMARY OF SPECIFIC ACTION ITEMS 2011-2016**

#### Promotion of the Game & Its Values and Benefits

#### Develop and continue to communicate a positive message that clearly conveys the skill development and enjoyment that comes from participation in the sport.

#### Host high profile events and participate in or sponsor events or activities that promote curling in the community..

#### Develop and implement a communication plan, so that the OVCA message is communicated in a timely and consistent manner through official documents, newsletters, the web site, advertising, and use of the media for events such as bonspiels and competitions..

#### Develop programs, policies and awards to recognize outstanding contributions to curling in the area.

#### Develop a policy on support for sponsors through recognition and use of their products.

#### Establish and utilize a network to communicate more effectively with member clubs in order to portray the OVCA positively and obtain member input regularly.

#### Establish and implement a communication schedule and required content for each event, program or policy and monitor.

## B. Growth and Development of the Game

1. Develop an OVCA outreach program for member clubs.
2. Subject to ordinary budgetary constraints, and criteria for funding established by the OVCA from time to time, provide financial assistance to member clubs
3. Provide programs or support for programs at the club or school level.
4. Attracting and retaining adult members.
5. Develop and provide support for programs for youth and special needs curlers.
6. Provide monetary assistance to clubs for youth events.
7. Hold curling symposiums to foster understanding and cooperation.
8. Hold courses at various levels to provide curlers with technical training.
9. Market, promote and support the use of coaches to the curling community.
10. Provide support to encourage coaches to become part of high performance teams.
11. Provide support and encouragement to clubs to upgrade the skills of their technicians.
12. Provide support and encouragement to clubs to ensure volunteers are identified and provided with the tools and training to deliver curling to the community.
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**C. Development, Support & Operation of Events & Competitions**

1. Host a variety of events and competitions in the OVCA area of jurisdiction.
2. Explore the feasibility of creating new events or competitions (e.g. mixed doubles, singles, doubles).
3. Manage Branch events and activities in accordance with the terms of the OVCA/Curling Quebec Branch Agreement.
4. Develop a policy on financial support for new leagues, events and competitions.

### D. Governance of the OVCA

1. Ensure the appropriate legal, policy and operational framework and management controls are in place to deliver the program.
2. Develop a partnership relationship with the OCA.

**E. Management of the OVCA**

1. Conduct the day-to-day activities in an efficient, effective and timely manner.