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Australian Curling Launches 3-Year Strategic Plan 2023-2026

The Australian Curling Federation (ACF) is pleased to officially announce the launch of a new 3-year Strategic Plan 2023-2026. The new plan captures the emerging themes and priorities for the Sport of Curling within Australia and will allow the Executive team to maximise effort and impact to ensure success.

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 <i>Strengthen governance processes to achieve best practice</i>	Operational Sustainability <i>Ensure operational viability through planning and meeting strategic goals</i>	Performance Pathways <i>Establish frameworks to provide clear and objective pathways for athletes, coaches and officials</i>	Sport Engagement <i>Advance stakeholder engagement to support increased participation nationally</i>
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 <ul style="list-style-type: none"> 🌱 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 <ul style="list-style-type: none"> 🌱 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 <ul style="list-style-type: none"> 🌱 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 <ul style="list-style-type: none"> 🌱 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

This plan took shape over the first quarter of 2023 and represents many hours of work by the executive committee who sought input from members and other stakeholders to complement the situational analysis the committee completed over many days and evenings. All executive committee members are volunteers who are passionate about Curling and their time investment up front has set the stage for the next three years.

The Strategic Plan 2023-2026 is just one of the exciting new initiatives the executive has embarked on under the leadership of the new ACF President Laurie Weeden. Laurie stepped into the role as Acting President at the beginning of January and was formally announced as President at the AGM by acclamation on 25th May 2023. The executive committee has taken the time to revise internal processes and recruit both a new secretary and an assistant secretary to add to the expertise within the executive.

Commenting on the strategic planning process, Laurie Weeden stated, "It was vital for the executive committee to consider the critical success factors for our national sporting organisation (NSO) before identifying the strategic priorities for the next three years. As part of this process the executive first worked on the vision to ensure it reflected how we want to be guided in decision-making and planning

going forward. Our new vision '*To safeguard and enhance Curling's future in Australia*' captures this brilliantly and is something we can all get behind."

To assist with facilitating the strategic planning process, the executive committee sought the expertise of Gillian French, an experienced strategic and business planning consultant. Gillian was uniquely positioned to guide the executive team, having worked almost exclusively with NFPs throughout her career. Her experience in the challenges of a NFP and in developing and implementing strategic plans to ensure business goals are met, was invaluable.

Gillian generously provided her services in kind to the ACF and Laurie recently commented, "Gillian played a crucial role in the evolution of our plan by expertly summarising and identifying key themes and priorities that allowed the executive to navigate through the aggressive agenda in each meeting. We are grateful for the enormous amount of time she spent preparing for the meetings to maximise productivity and discussion during the meetings, and as a result we achieved our goals."

"When we consider just over a year ago Curling was the debutant sport for Australia at the 2022 Beijing Olympic Winter Games, it is fundamental we set our sights on building capacity within the organisation to ensure there will be pathways in place to develop Curlers, Coaches and Officials to increase depth leading into future Games," said Laurie. "It was important for the executive to be inclusive which is why we added the Paralympic Winter Games to our Mission Statement and referred to 'individuals' in the plan rather than 'athletes' because there are many pathways for members like Coaching and Officiating in addition to playing the sport."

In 2023, the Australian Sports Commission announced new recognition criteria for all NSO's and every sport must reapply for recognition by June 2024. To remain a nationally recognised sporting organisation, the ACF will have some essential governance objectives to meet and as such, the first strategic priority is *Good Governance* followed by *Operational Sustainability*, *Performance Pathways* and *Sport Engagement*. These four pillars provide the core structure around the objectives the executive committee identified to assist the ACF in successfully delivering those strategic priorities.

"As an executive committee, we recognise this is a group effort and we hold each other accountable. The executive team has embedded the strategic plan 2023-2026 into each executive meeting and identified primary and secondary owners for each objective sitting under each priority to ensure progress is made and dependencies/interdependencies are noted and addressed," stated Laurie. "We have the opportunity now to put frameworks in place to provide direction and continuity within Australian Curling and this is something the executive committee is focused on delivering."

The ACF is committed to keeping members and other stakeholders informed on progress against the strategic objectives and to better reflect their role with State organisations, the ACF has fine-tuned their Mission to include "*aid and support individual State Associations and their grassroots endeavours to advance Curling*".

About the Australian Curling Federation:

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. For more information about the new Strategic Plan 2023-2026 [click here](#).