



**CURLING01**



## **Explanatory document – Curling 101**

Curling is a popular Olympic sport that can be associated directly to Canada. Appreciated by many people, there are unfortunately few of them who actually have the opportunity to be initiated to the sport. Only a few clubs offer proper programs for adult beginners and the existing programs generally suffer from a lack of visibility, making it difficult to incorporate the practice of curling into adults' lives. The implementation of the new universal program - Curling 101 - is guaranteed to satisfy the needs of all clubs and everyone interested in learning to curl.

### **Why should you offer the program?**

- To take advantage of the high visibility of curling on television as well as the great performance of both Canadian teams.
- To promote the sport to potential curlers and to integrate them into specially designed leagues
- To increase the number of curlers in the province
- To fill empty ice time at clubs
- 8-week initiation program specifically developed for an adult population and completely equipped with a step by step guide for the instructors.
- Retention rate above expectations

### **Description**

This is an 8-week initiation program geared towards adults wishing to try and learn the sport of curling. The course will be run by quality instructors and will focus on learning the basics of curling in an atmosphere of camaraderie and fun. Each week, the participants will be given a two hour lesson. Curling 101 refers to the "Learn to Curl" program created in collaboration with Earle Morris and then developed by Curling Canada and the Ottawa Valley Curling Association. This program has really been a resounding success in recent years across Canada and specifically targets the development of new recreational players. The main goal of Curling 101 is to give adults an opportunity to practice and enjoy curling within a fun, relaxed and safe atmosphere.

### **Target market**

Curling is one of few sports that can be practiced by everyone regardless of age, sex and physical condition. Unlike the Igloo program which was designed for elementary school students aged 6 to 12 years old, Curling 101 is targeting adults of any age.

### **Who can offer the program?**

The program and all of the necessary documentation will be made available to all affiliated clubs with Curling Quebec so that each one of them can offer Curling 101 in its community. Clubs are free to choose their own instructors and no coaching certification is required, although we encourage clubs to prioritize qualified and experienced instructors. Otherwise, being organized, enthusiastic and a good communicator is enough to meet the criteria. Prior to the start of the program, each instructor must follow a Curling 101-specific

training session.

### **Equipment needed**

Besides ice and curling stones, the club must also make sure to have enough sliders and curling brooms, as well as a certain number of stabilizers. In addition, the club will need to notify all the participants to bring their own clean running shoes and warm clothing. Helmets could also be suggested for beginners.

### **Curling 101 compared to other programs**

- **Enhanced instruction:** In this program, instructors are always paid which is a great way to keep instructors motivated and enthusiastic throughout the entire 8-week program. -
- **Enhanced recruitment:** It is much easier for clubs to find instructors since they do not need to be a certified coach to teach the lessons.
- **Enhanced program:** 8-week initiation program specifically developed for an adult population and completely designed with a step by step guide for the instructors, allowing them to be better organized.
- **Strong foundation:** People will be more likely to participate in a sport if it is fun, if it is offered at a reasonable price and if they have the opportunity to become better while playing with people of the same skill-level.
- A new pool of curlers who will bring a new great atmosphere to any club. - Benefits from a high visibility generated by a universal program used by all clubs and supported by Curling Quebec.

### **Implement Curling 101 in your club by following a few easy steps**

Only clubs affiliated with Curling Quebec can use the program, so if your club is not already affiliated, we recommend contacting the federation to inquire about affiliation. In order to ensure a great implementation of the program, the first step would be to contact the Development Coordinator of Curling Quebec at 514-252-3088 x3645 or by email at [mbelanger@curling-quebec.qc.ca](mailto:mbelanger@curling-quebec.qc.ca) to discuss what the implementation entails. You will also be more than welcome to ask any questions that you may have.

#### Afterwards:

1. Analyze your ice schedule and allocate a convenient time for the program's clientele
2. Designate a program coordinator
3. Find instructors to give lessons for at least 8 consecutive weeks. The mandatory ratio is one instructor for 4 participants.
4. Schedule an appointment with Curling Quebec to attend a Curling 101-specific training session. This training session will provide instructors with all of the necessary tools to offer the 8-week program while maximizing the experience of each participant.

Note that every club can benefit from the support and advice of Curling Quebec at any time before, during and after offering the program.

