



# SNAP Committee Update

January 2018

Volume 5

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## Did You Know?

The Alberta Curling Federation runs an annual curling camp (**Alberta Rocks**) for both Youth and Adults!

There are two youth camps each August with 200 young curlers and 30 volunteer coaches.

There is one adult camp with 60 curlers and 10 volunteer coaches.

Each camp is sold out well in advance and have lengthy waitlists.

Watch the ACF website for registration to open early 2018!

<http://www.albertacurling.ab.ca/content/ab-rocks-junior-camps>

## What is SNAP?

**SNAP** is a committee that is represented and equally funded by the four curling associations in Alberta – Southern Alberta Curling Association (SACA), Northern Alberta Curling Association (NACA), Peace Curling Association (PCA), and the Alberta Curling Federation (ACF). The committee was established in early 2015 to investigate and recommend a new structure for the establishment of a single governing body of curling in Alberta.

## Strategic Plan Framework

A **Strategic Plan** is an important part of any organization. It gives the organization clear direction and more importantly, allows the membership to understand the direction. Currently, there is no strategic plan for any of the four Curling governing bodies in Alberta. This leaves a significant gap in Alberta's ability to progress and move forward. Lacking a clear strategic plan has put us behind our sporting peers both within Alberta, and across the country.

As we progressed towards amalgamation, it was clear that there is an opportunity to fill this gap and build a Strategic Plan that will benefit our members and the curling community in Alberta. We have called this a framework, as the new organization will need to have the ability to finalize and then deliver on the plan in the next 3-5 years.

There are several parts that make up our strategic plan framework. These include: Vision, Mission, Values, and Strategic Priorities.

## Vision, Mission, and Values

**Vision** – is an aspirational goal describing what an organization wants to become:

***We are "recognized as the leader in governing and growing the sport of curling in Alberta."***

**Mission** – is why an organization exists:

***We "Grow, promote and govern the sport of curling in Alberta."***

## Alberta Curling Trivia

**Did you know:** The first Olympic Trials was held in Calgary in 1987 when Curling was a demonstration sport at the 1988 Winter Olympics also in Calgary.

Teams Linda Moore (Vancouver) and Ed Lukowich (Calgary) represented Canada at the 1988 Olympics and won Gold and Bronze respectively.

"Strategy is not the consequence of planning, but the opposite: its starting point." — Henry Mintzberg

**Values** – are guiding principles of the organization:

- **Transparent:** We are transparent, open, honest, and accessible in all our activities.
- **Inclusive:** We are inclusive and non-discriminatory to all who wish to participate.
- **Respect:** We show respect by collaborating, communicating, and cooperating with all individuals, members, partners, sponsors, and stakeholders.
- **Integrity:** We operate on a basis of integrity, truth, and trust.
- **Standards:** We operate only to the highest personal and professional standard in all relationships, programs, and events.
- **Innovation:** We strive for creativity and innovation as part of a dynamic organization.

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## Strategic Priority and their Objectives

**6 Strategic Priorities** were identified to ensure the success of the new organization.

- **Supporting Clubs and Curlers** – It is critical the new organization works to strengthen the viability of clubs and promote curling.
- **Financial Viability** – It is critical the new organization achieve financial sustainability.
- **Sponsors and Partners** – it is critical the new organization utilizes the provincial status to strengthen relationships.
- **Governance** – It is critical the new organization function with a strong and effective board.
- **Communication** – It is critical the new organization ensures clubs, curlers and stakeholders understand the advantages of the new structure.
- **Managing Data** – It is critical the new organization ensures accurate and timely data and information to manage the business effectively.

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## Next Issue

More information on the new organization, and the process to amalgamate.

### Contact Us

Questions about our process? Want to make comments? Email the SNAP committee and your questions could be in our next issue!



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