Organisational Sustainability

ACTIONS

Review process for decision making for rules – OUTCOME Proposal Submitted to AGA 2022

Develop Gender Equality Action Plan – OUTCOME Draft completed ready to go to new DEI Working Group

Review roles and responsibilities of Board, Commissions and MA’s – OUTCOME SRG recommendations approved, breakout session to be held at Congress 2022

Develop business model for the stand-alone arms-length management of any commercial projects – OUTCOME Arms length company set up ready for use if required

Incorporate outcomes from year one reviews in update for WCF Constitution – OUTCOME constitution updated

Implement new roles and responsibilities – OUTCOME on-going

Establish group to create Environmental Sustainability proposals for WCF – OUTCOME Terms of reference coming to Congress for consultation
Organisational Sustainability

Future actions – Subject to review by the new Board
Develop staff succession planning model
Develop Our Environmental Sustainability Policy
Increase Promotion of MAs activity Via WCF Social Media / Newsletter

Based on the review of roles and responsibilities ensure no single point of failure for relationships with Key Stakeholders
Engagement

ACTIONS

Update Communications Strategy for the Olympic/Paralympic Season – OUTCOME plan implemented giving strong numbers through the Olympics, Weibo channel now stands at 309,000

Develop business plan for the establishment of a World Curling Family Club (WCFC), with emphasis on the costs vs benefits of membership – OUTCOME outline budget prepared for consideration on moving to the next stage

Develop business plan for WCF OTT Broadcast Channel either as part of the World Curling Family Project or a stand-alone project – OUTCOME partnership with Recast in place and generating income of around $70,000

Assess potential for App either as stand alone project or as part of the WCFC and/or WCF OTT Channel – OUTCOME potential App developer identified as part of the WCFC Project

Implement Broadcast cost reduction outcomes where they do not impact on output quality – OUTCOME new static cam coverage trialed at WMDCC and WJCC, Back bench truck productions trialed at xxxx reducing the need for two trucks
Engagement

Future actions – Subject to review by the new Board

Conduct review of WCF Brand

Continue to review Broadcast model to continue to deliver increasing levels of content at lower cost per hour of production

Implement Brand Review and PR / Communications Strategy For Our Mission And “New” Image

Grow World Curling Family Club as an Initiative To Unite Curlers
Development

ACTIONS

Deliver WCA Pathway programme to another five to six Member Associations – OUTCOME Programme delivered summer 2021

Develop and publish second level online courses – OUTCOME courses for Wheelchair, Chief Ice Technician and Chief Umpire

Assess opportunity for a case study for a proactive facility development intervention – OUTCOME Working with World Academy of Sport on a new initiative around funding for sustainable venues

Develop a Process for targeting the appropriate people within MA’s to deliver programmes and services – OUTCOME European educator training in umpiring and ice tech underway, tri-party agreement signed with Ice Cube in China, online MA Development team set up

Create series of online webinars in appropriate subjects – OUTCOME working with Technical commission to identify appropriate subjects
Development

Future actions – Subject to review by the new Board
Review work of Technical Commission and consider Proactive Investment In Facility Development
Compile and report data on global, regional and Member specific growth to target programmes and services
Competitions

ACTIONS

Complete the ‘Maximizing the Value’ Review – OUTCOME ongoing

Consult on potential changes to the WCF World Team Ranking Lists – OUTCOME regulations adjusted for coming season, potential new system being shadow tested

Develop process for assessing delivery of events – OUTCOME to be completed in 2022/23, Olympic season too busy to get time to do this

Ensure decisions are taken in line with the agreed event priorities – OUTCOME policy manual are continually refined and adjusted to ensure consistent decision making
Competitions

Future actions – Subject to review by the new Board
Implement the outcomes of the ‘Maximizing the Value’ Review
Implement the changes from the WCF WTRL consultation
Develop support tools for athletes to maximise their promotion on social media
Ensure the inclusion of athletes within the Communication Strategy
Create a group to review the opportunities presented by new Technology
Create Working Group to Review Event Performance and delivery