

## **Looking to the Future Sustainability of the Summerland Curling Club (SCC)**

What a great time to be part of the SCC!

There are new people joining the club with approximately 70 joining over the last three seasons.

The 25/26 season was the second season for our new Sunday Fun League

We sent three orders to Goldline, Hardline and Ice Halo purchasing curling equipment at wholesale rates for our members

We have a women's and men's team competing at the Master's Combined Championships.

Our Junior Culing Program is growing with teams competing in the High School Provincial Championships, the BC Winter Games and some who will be attending the 2027 Canada Winter Games.

There is energy, our financial situation is in good shape, we are growing in numbers and there is a general feeling of excitement at our curling, or as some have mentioned there is a great VIBE at the Summerland Curling Club.

Considering all this good news the Executive of the SCC decided that now would be an ideal time for the SCC to begin planning for the future. We want to build on our current success and ensure the viability and sustainability of the SCC into the future.

To do this, beginning in of January 2026, the Executive undertook an intentional three-month process looking at our club's strength's, weaknesses, opportunities and possible bumps in the road that our club might have to overcome.

The goal was to identify priorities to be worked on over the next two – four years. These priorities will help guide the decision making of the Executive as it navigates the coming years.

Following you will find the 4 Part report of the process and the priorities it produced.

### **Part 1**

On January 31, 2026, 31 members participated in a discussion that identified our strengths, weaknesses, opportunities and possible bumps along the road.

Participants worked in small groups and produced lists of items under each category. Participants then used dots to identify priority issues.

This raw data was sent out to all SCC members.

### Overall Assessment

The Club's people and culture were consistently identified as its greatest asset.

The Club is widely viewed as friendly, inclusive, affordable, and community-oriented, with strong volunteer engagement and a positive social culture. Members value the welcoming atmosphere, well-run bonspiels and social events, junior programs, and the availability of practice and coaching.

*At the same time, discussions revealed significant concerns about succession planning, volunteer sustainability, continued education for novice curlers, integration of new curlers into the club and long-term operational capacity, particularly around ice-making and leadership continuity.*

## **Part 2**

At its Feb. 22, 2026 meeting the SCC Executive looked at the raw data from the Looking to the Future of the SCC event and tried to identify the most pressing concerns for our club raised by the comments. The following nine items were listed as priorities.

### Ice Technician

- Plan for Job Expansion
- Plan for if they become ill
- Plan for if our current Ice-Maker does not re-apply for the job

### Transitioning Novice Curlers from the Fun Leagues into the other leagues

- Clearing up Misconceptions
- Providing a Path and Opportunities

### Education

- Helping Novice Curlers become Intermediate Curlers  
e.g. Teaching Strategy, Improving delivery, Roles of Individual Team Members, Curling Etiquette

### Integration of New Curlers into SCC Club Culture and Curling Culture in General

- What is "The Spirit of Curling?"
- What is expected of SCC Members
- How do things happen?
- League responsibilities

## Volunteer Management

- Grow the Volunteer Base
- Provide Volunteering Opportunities
- Watch for Volunteer Burnout

## Succession Planning

- Open Executive Meetings
- Job Descriptions

## Communication and Publicity

- Make more efficient use of Website, Facebook, Instagram, Newsletters
- Attract New Curlers
- Keeping Membership Informed
- Keep Community Informed

## Building and Equipment Upkeep

- e.g. Carpets at Ends of Curling Sheets, Lounge colour, Kitchen Upgrades, Ice Making Equipment, Stone replacement, Stone Handle Replacement
- Working with the District – consulting and cost sharing

## Managing club Finances

- League Fees
- Budgeting for Future Expenses
- Get More Advertisers and Sponsors

### **Part 3**

On Sunday March 15, 2026 the executive met with members who had attended the January 31, discussion.

We took the nine priorities identified by the executive and organised them into five areas that will be worked on.

#### **1. Ice Technician**

- To support job expansion, illness and/or job vacancies

#### **2. Managing the Club**

- Building and Equipment Upkeep
- Managing Club Finances

#### **3. Volunteer Management**

- Grow our Volunteer Base
- Succession Planning

#### **4. New Member Integration and Education**

Education  
Integration  
Transitioning

#### **5. Communication and Marketing**

Better use of our website, Facebook, Instagram, Email, Newsletters

### **Part 4**

Now comes the fun part.

We are currently in the process of putting together small teams of people who are keen to work in one of the areas and begin to develop strategies to achieve our goals.

We already have people with ideas beginning to work in the following areas but need to add more members to each of these teams:

Ice Technician  
Volunteer Management and Succession  
New Member Education and Integration  
Communication and Marketing

Managing the Club will continue to be looked after by the Executive.

If you have an interest, skills, expertise or ideas and would like to find out how you can get involved please contact our Club President, Armand Houle.

[armandphoule@gmail.com](mailto:armandphoule@gmail.com)

250-488-2780

**Let's ensure the Summerland Curling Club is sustainable into the future!  
It's achievable through YOUR involvement.**