



**MINUTES  
of the WCF Executive Board Zoom Meeting #28  
on 9 March 2023**

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**Attendees**

**Executive Board**

Beau Welling (BWE)	President
Graham Prouse (GPR)	Vice-President
Hugh Millikin (HMI)	Vice-President
Sergio Mitsuo Vilela (SMV)	Director
Toyo Ogawa (TOG)	Director
Helena Lingham (HLI)	Director
Rob Niven (RNI)	Director
Kim Forge (KFO)	Director
Jill Officer (JOF)	Athlete Commission Chair
Colin Grahamslaw (CGR)	Secretary General
Saskia Müller-Gastell (SMG)	Projects Officer/Minute taker

**President's Welcome**

The President welcomed everyone to the meeting and quickly summarized his recent activities as follows:

- Board and Ideation Meetings in Toronto
- Meeting with Colin to discuss Big Ideas from Ideation Meeting
- IOC Coordination Commission Meeting in Korea
- Visit to WCF offices in Perth

BWE noted that there has been a significant amount of discussion with the IOC around their suggestions that there should be an investigation into the possibility of re-introducing Russian / Belarussian athletes under some kind of neutral banner in the near future. He had expressed the WCF's concerns about how this could happen particularly in a team sport environment and while the conflict continued. It was agreed to discuss this with the MAs present in Sweden and see what the general view is.

**Approval of previous minutes**

The minutes had been distributed in advance. The initials of Sergio Mitsuo Vilela were written down in the wrong order. This will be corrected.

**To approve the minutes of the Board meeting on 16 Jan 2023 in Toronto (including above change) was**

*moved by SMV  
seconded by KFO  
and unanimously approved*

### **Conflict of Interest**

The details of KFO had been added at the previous meeting. There were no further updates.

### **Big Ideas – next steps**

Following the meeting in January BWE and CGR have reviewed the notes made during the two days and feedback provided afterwards. The discussions have been distilled into 6 ideas that will form the basis of the work for the coming seasons.

Each idea had been presented to the Board as a one-page summary giving an indication of the idea, the aims/outcomes, any initial budget request and next steps.

Additionally inspired by the PGA presentation each idea has a Board Champion (link to the Board) and Supporter identified. The idea is not to exclude other Board members' involvement or to imply any operational role but to ensure that each project has Board leadership and advocacy. The only slight exception is the branding exercise and the rationale for the difference is detailed in the summary.

### **REBRANDING**

CGR explained that this topic needs immediate action. Nine companies had been contacted, responses had been received from five. The companies had now been shortlisted to three. Face-to-face meetings are expected to be done during the following week and a decision should be taken prior to Sandviken. All three companies are prepared to come to Sweden for further discussions.

The overall indicative budget is around USD 100,000 – this covers the cost of the agency work to develop the brand and messaging, this does not cover the implementation.

CGR explained that for all the new Big Idea items there is currently no approved budget and the Board would need to approve this as an overspent to the 2022-2023 budget. Regarding the 2022-2023 budget there are a number of items that were overspent such as the Congress 2022 and the January meetings in Toronto. Also, flight costs have gone up significantly. Everything else is pretty much in line with the budget.

RNI questioned if WCF is willing to invest the WCF reserves? CGR replied that WCF is currently in discussion with the IOC regarding the final payment of the 2022 Olympic Winter Games. If successful, this might result in an additional USD 750,000 and hence the Big Ideas might be done without even touching the reserves.

**To approve a cost of USD 100,000 (budget year 22/23) to cover the cost of an agency's work to develop the new brand and messaging**

*moved by GPR  
seconded by HMI  
and unanimously approved*

#### FACILITIES

CGR reported that SMV, TOG and CGR had had a very positive meeting with the Academy of Sport and there is merit in continuing this process. The next steps will be to examine the different options for the creation of the network of facilities this will include:

1. Development of the concept of International Training Centres and Centres of Excellence, what would these look like, what would be required for a facility to gain these accreditations, how would the network be managed.
2. Discussions with the World Curling Academy about the opportunities with the Sustainable Venues Solutions Programme, this would result in the WCF seeking sites for facilities to be funded, built and operated by the WCF.
3. Investigation of potential partnership with proposed facilities that are in planning to deliver the objectives of this project.
4. Confirmation of the ideal network of facilities for this project: what are the correct geographical locations

CGR stressed that none of the above would commit the WCF to building a facility but this is of course an option. Also, there might be partnerships with existing facilities, especially in China and Canada.

TOG mentioned that he liked very much the idea of working together with the Academy of Sports and suggested that any sustainability related information should be shared with the Sustainability working group.

CGR added that any budget decision can be taken after the meetings in Sandviken.

#### DIGITAL, DATA AND IT STRATEGY

The area that underpins most of the others is the use of technology and how the WCF can manage an increased flow of data as well as how it can maximise the return from that data and from digital media.

One of the next steps will be to set up a Data Management Group within the WCF including operational staff from WCF and Curling Canada. CGR explained that Curling Canada is at a similar point in terms of looking at data requirements. CGR stressed that most important is that all projects/systems going ahead being within WCF or its partners must “talk” to each other.

CGR confirmed that there is no budget request at the moment. However, at some point in the future there will be a significant expenditure.

Originally HLI and KFO were suggested as Champion/Supporter but this was switched to HLI and HMI. KFO mentioned that she would prefer to be involved in Facilities with the sustainability component.

#### CONSULTATION AND STAKEHOLDER ENGAGEMENT

BWE said that WCF is stronger when it consults and collaborates with its MAs. WCF needs a better consultation system because whenever the WCF had a consultation with its members this leads to better feelings within the WCF MAs. WCF has tried that with the zonal meetings, but with technology it can be richer and more effective and/or productive.

KFO added that this area could also fall under sustainability, as this is the social part of sustainability.

An MA questionnaire about the role of the Zonal Commissions and the types of consultation routes that are required should be designed, distributed and completed by 31 July.

Currently there is no budget requirement for this area.

#### COMMERCIAL DEVELOPMENT

CGR explained that this was a popular choice for focus in the next few years, the biggest challenge is it has the potential to become such a wide, all-encompassing area that it might become unmanageable. Therefore, the key will be assessing the opportunities and then focusing on a number of deliverable items getting them established before moving onto the next ones.

The establishment of a Working Group under the leadership of Hugh Millikin is already underway as is the progression of the commercial partnership with Rock Solid Productions. A revamping of the World Curling Family project would also seem to be a high priority following the Ideation Seminar. All of these areas take human resource therefore the investment into the employment of a Business Development Manager would seem to be key to providing impetus to these projects with the aim of establishing them and getting them to the stage where they can stand on their own two feet.

Discussions with other IFs who have a similar positions will be required to assess salary level; a job description had already been finalized.

**To approve a cost of USD 10,000 (remainder of budget year 22/23) to cover the cost of hiring a Business Development Manager (to be employed by WCF)**

*moved by RNI  
seconded by GPR  
and unanimously approved*

CGR clarified that the members of the working group would be appointed by the Board. There will not be an open application process.

#### CALENDAR, EVENT AND ATHLETE LICENSING

The presentation that garnered the most discussion and buzz was the one from the International Tennis Federation (ITF) about the structure of their Calendar and Ranking List. It is clear that on initial review this would seem to give an ideal basis for the development of a similar project for Curling. This would help resolve current issues around the calendar and give some kind of structure to non-WCF events. Added to this is the concept of expanding the reach of the current Athlete Commission, whilst not looking to replicate any external Players' Association. It is clear that ensuring the Athlete Commission can properly represent all players impacted by WCF programmes is key as is developing a system that allows the WCF to ensure athletes are properly educated and supported.

The next step is to develop a job description for a full time Athlete Project Support Officer.

**To approve a cost of USD 10,000 (remainder of budget year 22/23) to cover the cost of hiring an Athlete Project Support Officer**

*moved by KFO  
seconded by RNI  
and unanimously approved*

RNI said that employment earlier than 1 July 2023 would be appreciated.

JOF will share the related information with the Athlete Commission.

CGR confirmed that the Big Ideas will be presented to the MAs during the Open Meetings in Sandviken and sent out to MAs after the meetings in Sweden.

#### Meeting Programme Sweden

Board Meetings will take place on 21 and 22 March 2023. On 21 March a meeting will take place with the Swedish NOC which will be attended by BWE, HLI and CGR. 22 March will include a session with the branding agency.

CGR informed the Board the Nominations Committee (NC) want a face-to-face meeting with the Board on 22 March. Hew Chalmers, who will not be present, wants to step back. Hew has been chairing the Committee for some time and it would be good to have a new chairperson in place. It had been suggested that GPR could become the Board appointment to chair the NC in future.

The Open Meetings will take place on 23 and 24 March 2023. A briefing on the Big Ideas and a presentation of the branding agency will take place on the first day. On the second day there will be given an update on MTV and WCC format as well as a consultation possibility on rule changes, future junior events and the Russia/Ukraine situation.

HMI advised that during the WCC format presentation the MAs will be informed of the obstacles that would have to be overcome if the number of teams are increased. MAs will be informed that WCF will continue to work and see if these problems can be overcome and they will be taken into account as WCF is looking forward to getting venues for 2027 and beyond.

### **Sustainability Group**

Documents concerning the Sustainability Group had been distributed prior to the meeting. KFO reported that the group had met virtually once and its members are in constant communication with each other.

The group had agreed that its members should get some in-service training and the group members would like to do the Model Training Programme “Introduction to Sustainability” by ASAP which is designed for umbrella sports organisations and their (sustainability) managers to find answers to the following questions:

What is sustainability?  
What does that mean for the organisation (WCF)?  
Where are the priorities?  
How does WCF set the scene?

KFO had also distributed a presentation of Racing to Zero, a company that is already working for Curling Canada (CC) as their consultant. They are doing an audit of CC's environmental sustainability (the WMCC will be part of that). Curling Canada has agreed that WCF may use the data of the WMCC event at no charge.

**To approve a cost of CAD 8,600 (approx. USD 6,000) to cover the cost of attending the ASAP in-service training  
and  
to approve the Terms of Reference of the Sustainability Group (amended to say that the group will have a minimum of 6 members)**

*moved by KFO  
seconded by SMV  
and unanimously approved*

**Consultation on future Junior Events**

Will be discussed in Sandviken

**Risk Review Group**

Will be discussed in Sandviken

**Russia / Ukraine Update**

Will be further discussed in Sandviken