

CANADIAN  
CURLING  
ASSOCIATION  
CANADIENNE  
DE CURLING



# Annual Report

201213



# Mission

## MISSION

To encourage and facilitate the growth and development of curling in co-operation with our network of affiliates.

## VISION

In the year 2010 and beyond, curling in Canada — from the grassroots to the highest levels of competitive play — will be strong and vibrant. Curling clubs and associations in Canada will offer a wide variety of participation opportunities for all residents of their communities. Opportunities to participate will reflect the changing needs of the cultural mosaic and lifestyles of Canadians, and allow for a healthy cross-section of recreational through competitive play. Furthermore, the management practices of clubs, member associations and the CCA will parallel those of successful businesses by always keeping the best interests of curlers in mind.

# VISION



## MESSAGE FROM THE

It is always a privilege to showcase the achievements and improvements that the Canadian Curling Association, as the governing body for curling in Canada, has accomplished. With that in mind, the CCA is grateful to have been successful on multiple platforms this past year and it is my pleasure to highlight some of these elements.

### **Curling Assistance Program**

With continued financial stability, the CCA was once again able to allocate a portion of its surplus revenue to provide unique financial assistance to the CCA's membership, including its affiliated curling facilities and its provincial-territorial member associations.

This funding — known as the Curling Assistance Program — targets projects designed to develop the sport at the community level and to assist capital projects critical to the operation and health of the CCA's membership.

Last year, approximately \$255,000 was funded through CAP on both business development and bricks-and-mortar grants, assisting applicants in nine different provinces and territories.

### **Podium Excellence**

Canadian curlers continued their podium excellence in 2012-13. Some exciting new young teams emerged as world contenders, with both the Canadian men's and women's national teams finding the podium on the world stage and with a very bright-looking future.

This past year saw no fewer than six international podium finishes, including gold medals for our Canadian men's and women's senior teams and our world wheelchair team. Podium results also included a silver medal at the Ford World Men's, bronze at the World Women's Curling Championship and bronze for our world junior men's team.

I extend my sincere appreciation to all of the athletes who competed in major championships last year.

### **Season Of Champions And Other Championships**

The most prolific curling events in the world make up the CCA's Season of Champions. Each year, these tournaments are watched by millions of fans across Canada. This past year, we were fortunate to enjoy wonderful host venues for these events and exceptional volunteer support in every local community.

The 2012-13 Season of Champions began in late November in Moose Jaw, Saskatchewan, with the Capital One Canada Cup, followed by the World Financial Group

## CHIEF EXECUTIVE OFFICER

Continental Cup in Penticton, British Columbia; the M&M Meat Shops Canadian Juniors in Fort McMurray, Alberta; the Scotties Tournament of Hearts in Kingston, Ontario; and the Tim Hortons Brier in Edmonton. The final event of the season was the Ford World Men's in Victoria.

### Sport Development

The CCA continues to try to build capacity and develop our grassroots interest and participation in curling. Organizational investments last year were comprehensive, with some key initiatives deserving mention.

Our partnership with the Capital One Rocks & Rings program has enabled us to introduce the sport to school children and other under-represented groups across Canada through school-based gymnasium programs. Last year, more than 163,000 students in 1,130 schools took part, with each school receiving a copy of the CCA's *Getting Started In Curling teachers' guide*.

"Streetcurling" took hold this year, with simulated ice and equipment to showcase the sport. We saw 6,000 people try curling outdoors at the 100th Grey Cup Festival alone.

The CCA will continue to invest in its [www.startcurling.ca](http://www.startcurling.ca) web platform, which saw commercial spot ads on TSN and RDS throughout the year promoting the fun and excitement of curling and engaging potential enthusiasts to join teams or try the sport for the first time.

### Olympic Year

The year ahead is extremely exciting for the CCA and particularly for our national athletes as we move toward the 2014 Olympic Winter Games in Sochi, Russia.

Canada always faces massive pressure to make the podium and this year is no different as our teams vie for the right to wear the Maple Leaf in Sochi through the Tim Hortons Roar Of The Rings Canadian Curling Trials and our Olympic qualification process. All eyes will be on Winnipeg in December to see who will come out on top for this honour and the dream of a lifetime.

For tickets to this event or any of our Season of Champions properties, please visit [www.curling.ca/tickets](http://www.curling.ca/tickets).

Good curling!

### Greg Strelaw

Chief Executive Officer

Canadian Curling Association

## STAFF & SUPPORT SERVICES



**Greg Strelaw**  
Chief executive officer



**Al Cameron**  
Director, communication and media relations



**Rachel Delaney**  
Co-ordinator, development and championship services



**Louise Delorme**  
Co-ordinator, national athlete services and coaching



**Warren Hansen**  
Director, event operations



**Danny Lamoureux**  
Director, championship services and curling club development



**Louise Ménard**  
Administrative assistant



**Paul Noble**  
Manager, event administration



**Gerry Peckham**  
Director, high performance



**Patricia Ray**  
Chief operating officer



**Karen Ryan**  
Executive assistant



**Brennan Schnell**  
Systems and applications administrator



**Glenn van Gulik**  
Director, information services and technology



**JoAnne Viau**  
Co-ordinator, financial services



**Karen Wan**  
Manager, event financial services

### SEASON OF CHAMPIONS EVENT MANAGEMENT AND MARKETING

Director, event operations: Warren Hansen | Director, national marketing: David Beesley | Manager, local sponsorship sales: Cathy Bowman | Event master of ceremonies: Stuart Brown | Co-ordinator, photography: Michael Burns | Director, communication and media relations: Al Cameron | Co-ordinator, development and championship services: Rachel Delaney | Manager, national marketing: Catharine Dunlop | Manager, local event marketing: Andy Henry | Manager, merchandising: Robin Henry | Event master of ceremonies: Jim Jerome | Assistant manager, local event marketing: Trina Joly | Co-ordinator, photography: Andrew Klaver | Director, championship services and curling club development: Danny Lamoureux | Event sponsorship sales: Kathryn Larsen | Manager, bar operations: Ken Lauzon | Manager, client services: Marylou Morris | Manager, event administration: Paul Noble | Event sponsorship sales: Jen Ogston | Manager, event marketing: Rod Palsen | Editor, Extra End magazines: Laurie Payne | Manager, entertainment and production: Roger Powell | Co-ordinator, national sponsorship: Matthew Schweiger | Co-ordinator, media: Jeff Timson | Manager, event financial services: Karen Wan | Co-ordinator, media: Robin Wilson | Editor, event daily publications: Larry Wood | Season of Champions event managers: Rob Dewhirst, Neil Houston, Gord McNabb, Terry Morris



## MESSAGE FROM THE CHAIR

On behalf of the Canadian Curling Association's board of governors, it is my distinct privilege to share this annual report with you.

In 2007, the CCA took a bold step to change the way the organization conducts its business by adopting a new policy governance framework, which guides the actions of the board of governors through collaborative communication with our chief executive officer and our members.

The 2012-13 season was filled with many success stories. Some of the highlights include:

- The CCA continues to invest in grassroots curling through its Curling Assistance Program, which brings much-needed funds to assist curling centres with capital improvements, and to help in the development of our sport at the community level.
- Canadian teams reached the podium in six of eight world championships this year, including gold-medal performances at the World Wheelchair and the World Senior Men's and Women's.
- At this year's National Curling Congress, the newest Canadian Curling Hall of Fame inductees — Cathy King, Sonja Gaudet and Laura Lochanski — were honoured at the Hall of Fame gala.
- Twenty-three-year-old university student Samantha Stouffer of Brantford, Ontario, was presented with the Volunteer of the Year Award at the Tim Hortons Brier in Edmonton. It just goes to show that no matter what your age, with some creativity and effort we can all make a difference.
- The Constitutional Review Committee presented a new set of bylaws at the National Curling Congress. Adoption of the

bylaws has brought the CCA into line with the new not-for-profit legislation well ahead of the deadlines imposed by the government for implementation.

- With the addition of junior teams from Nunavut, all 14 member associations were represented at the M&M Meat Shops Canadian Juniors for the very first time.

Our organization has worked hard to continue its success by establishing a long-term business plan that has seen enhanced marketing agreements and extended sponsorship. The board of governors is committed to allowing our staff to be creative and continually bring excitement to our organization. All of the hard work will help stabilize our organization for many years to come.

While the past season was a great one, I'm even more excited with what this year has to offer. I look forward to working with our staff, board and members to ensure that we continue to make our organization the envy of all other national curling organizations. I also look forward to seeing our athletes wearing the Maple Leaf on their backs as they represent Canada at the Olympic and Paralympic winter games in Sochi in February. This is truly a great time to be a fan of sport and a proud time to be Canadian.

It is indeed an honour to serve as chair of this great organization. I am proud to be involved with a team of fellow governors, member associations, CCA senior management, staff, supporters and our many volunteers who work to improve our sport at the local, national and international level.

**Hugh Avery**

*Chair, 2013-14 CCA Board of Governors*



## BOARD OF GOVERNORS

The national board is elected by the membership of the association and is accountable to representatives of that group. The board's primary responsibility is to establish the necessary programs and resources required to develop, in the most general sense of the word, the sport of curling. The board will fulfil these responsibilities by formulating and adopting policies, seeing that these policies are implemented and by evaluating their results. Further, the board must carry out its functions openly, seeking the involvement of its members, corporate partners and staff.

The 2013-14 Canadian Curling Association board of governors: (front row, from left) Bob Osborne, Marilyn Neily, Hugh Avery and Ron Hutton; (back row) Peter Inch, Cindy Maddock, Shirley Osborne, Lena West, Elaine de Ryk and Yves Maillet.

## DEVELOPMENT

The Canadian Curling Association's development programs involve a series of initiatives aimed at raising awareness of the sport nationwide, retaining curlers and developing programs and materials to recruit new ones.

It's through the development programs that the CCA maintains direct contact with approximately 1,000 affiliated curling clubs, 14 provincial and territorial associations, 14 affiliate members and close to one million Canadians who play the sport each year.

### Ads Recruit New Curlers

The ongoing saga of Johnny "The Hammer" Chow, Mary "Bullseye" Dobbin and Alex "The Hack" Marchand continued last season in a series of television commercials that aired during the Season of Champions broadcasts on TSN and RDS.

The commercials began after the 2010 Olympic Winter Games in Vancouver in an effort to recruit new curlers. Following the exploits of these fictitious club players in the third year of their club experience, our stars were in a "dream sequence" where, while playing at their club, they imagined themselves as elite players winning the Brier, starring in their own commercials, fêted at galas and training for competition, only to be wakened by their teammates with "What are you waiting for?" The commercials were a call to action to join a team and start curling.

Johnny, Mary and Alex continue to be the cornerstones of a wall-to-wall awareness program designed to show that curling at your local club is fun, affordable and great exercise, that anyone can play and that you're guaranteed to meet new people!

The 30-second commercials — as well as those from previous years — aired more than 500 times on TSN and RDS.

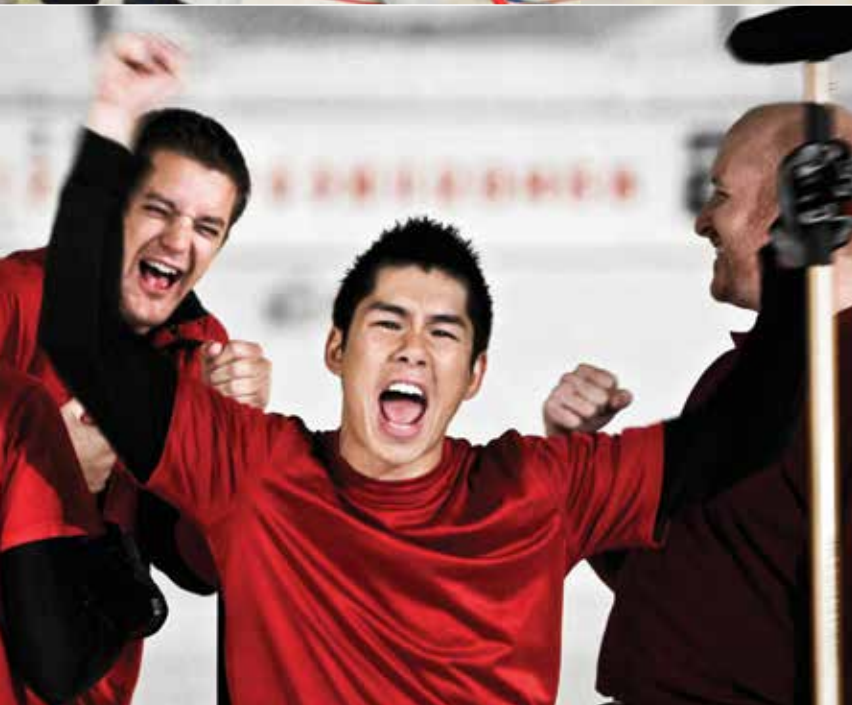
In the upcoming 2013-14 season, the characters' successful careers will continue with new ads focused on persuading friends from all walks of life to become teammates.

### Discover Curling

The Discover Curling campaign, with the generous support of Sport Canada, is a long-term recruitment strategy for targeted groups, ranging from Canadians with disabilities — including those in wheelchairs, those who are hearing or visually impaired and those in the Special Olympics — to community-based organizations and the growing ethnic populations of Canada's cities and towns.

The CCA is developing a participant base that accurately





represents the Canadian population by offering equitable entry-level opportunities, basic and advanced training, coaching and other positions to involve new participants in the sport fully.

In partnership with our provincial and territorial member associations, the CCA staged 16 formal sessions across the country, with 192 participants trying the sport for the first time!

In October 2012, the CCA held a three-day summit to develop a long-term athlete development model for wheelchair curling. The LTAD model helps attract new participants and ensures that Canada continues to perform at a high level internationally.

### **Capital One Rocks & Rings**

The CCA's partnership with Capital One and the Capital One Rocks & Rings program continues to exceed everyone's expectations as a significant development program that introduces curling to children and other under-represented groups across Canada.

Using unique floor-curling equipment in gymnasiums, elementary-aged students experience a high-energy, fun-filled session while learning about the sport — its fundamentals and objectives, the delivery and how to sweep.

The program aims to expose children and families who would otherwise not have had the opportunity to curl with the hope that they will become curlers.

The 2012-13 season was the program's fourth full season and interest was once again outstanding — more than 163,000 students in 1,130 schools took part. Besides the fun day the students had experiencing Rocks & Rings, each school was given a copy of the *Getting Started In Curling* teacher's guide courtesy of the CCA.

The program was so popular that it's been expanded to include summer sports camps, with more than 40 individual camps showcasing Rocks & Rings!

### **Streetcurling**

In co-operation with our partners at Rock Solid Productions, we ramped up the "streetcurling" program, a realistic curling experience that made its debut at the 2012 Super Bowl in Indianapolis, Indiana.

Streetcurling was showcased at the Princess Street Promenade and the Frontenac Mall in Kingston, Ontario, at the season opener of the Ontario Hockey League's Kingston Frontenacs, and at the Canadian Football League's 100th Grey Cup in Toronto's Rogers Centre. Attendance was excellent at each event; at the Grey Cup Festival alone, 6,000 tried curling.



## The Business Of Curling

The Business Of Curling program is designed to help curling centres understand the business they are in. They are experiencing a variety of issues adapting to the constantly changing economic environment. To help them survive in the marketplace, many have adopted management tools from the private sector and they are turning to marketing as a means of providing their customers with superior products and services.

Phase One can be a weekend or one-day regional symposium involving representatives of up to 100 curling clubs. The goal is to bring them together for learning and sharing. They will hear from interesting and highly qualified speakers, who will offer expertise in key areas of club business. This symposium also offers a valuable opportunity to share ideas and experiences with fellow executive members.

Phase Two is a two-day strategic planning workshop with the boards of directors and staff. Participants will be guided through the planning process and, as a group, will envision where they want their operation to be three to five years down the road. They will analyze the current situation while understanding the trends affecting the business. Finally, they will outline the steps or strategies required to get from where they are today to where they want to be in the future. It's a road map to success!

In 2012-13, Phase One symposiums were held in Moncton, New Brunswick; Nipigon and Dryden, in Ontario; Crapaud, Prince Edward Island; and Saskatoon and Vancouver, where they were attended by 250 board members and staff of 101 different curling centres. Phase Two sessions were held in Prince George, Marpole, Invermere and Abbotsford in British Columbia and the Crestwood Curling Club in Edmonton.

## The Benefits Of Curling!

The CCA created six information videos — *Meet People & Play With Friends*, *Curling Is Fun*, *Curling Is Great Exercise*, *Play Against Great Competition*, *Curling Is Affordable* and *Play At Any Age* — focused on the benefits of curling and why you should try it. The videos were produced to help curling centres with web-page content for new customers and as an informational tool at fairs or membership drives.

## Curling Assistance Program

The CCA allocates funds from certain championship events for the purpose of providing financial assistance to the membership of its provincial and territorial member

associations and affiliated curling facilities. This funding is known as the Curling Assistance Program.

CAP aims at projects designed to develop the sport at the community level or to assist capital projects critical to the operation and health of the CCA's membership.

The CCA received 78 applications requesting \$946,611 in grants. Twenty-six successful applicants received grant money totalling \$255,200 from the 2012-13 Curling Assistance Program.

In the past three curling seasons, CAP has allocated \$789,414.

The list of successful applicants can be found at [www.curling.ca/programs-and-services/curling-assistance-program/2012-2013-results](http://www.curling.ca/programs-and-services/curling-assistance-program/2012-2013-results).

## Blogging

The CCA's information technology department's blogging area on [www.curling.ca](http://www.curling.ca) was enhanced this year, with more recreational curling-specific topics blogged on a regular basis. They are *House Call* (adult instruction) by Kim Perkins; *Business Of Curling* (club operations) by Danny Lamoureux; *Junior Curling & Little Rocks* by Danielle Inglis; *Around The House* (recreational curling) by Jean Mills; *Rocks & Rings* by Abbie Darnley; *Musings Of Curling* (en français) by Guy Hemmings; and *Making Great Curling Club Ice* (tips of the trade) by Jamie Bourassa. The 70 columns published attracted more than 55,000 online visits.

## Volunteer Of The Year

Samantha Stouffer of Brantford, Ontario, is the winner of the 2013 Volunteer of the Year Award in recognition of her significant contribution to the success of the Paris Curling Club.

Curling can't succeed without the commitment of its volunteers and Stouffer embodies the spirit of giving back to the sport of curling.

During the 2011-12 curling season, while attending university on a full-time basis, Stouffer embarked on a mission to create a program for children outside of the traditional classroom setting.

The result was a program called Field Trip Fridays. The program introduced curling to students in grades 2 through 8 at a cost of just \$2 per student. Stouffer held classroom sessions to teach the students curling theory and then followed up by taking the kids out on the ice at the Paris Curling Club for some hands-on experience. The program proved to be wildly popular, with 942 students taking part. Enrolment in the program's second year was filled immediately.

# High Perf

## HIGH PERFORMANCE

The 2012-13 curling season confirmed critical performance insights into Canada's status on the international scene.

Canada won a hard-fought silver medal at the Ford World Men's Curling Championship and a valued bronze medal at the world women's, having missed the gold-medal game by a fraction of an inch. Two young teams fresh out of our La Relève Program produced these exceptional results and we look forward to the continued success of teams Brad Jacobs and Rachel Homan in the years to come. Both world championships provided ample opportunity to assess the strength of other elite curling nations and it became increasingly obvious that a podium finish at the 2014 Olympic Winter Games in Sochi, Russia, will take exceptional performances by both Canadian teams.

Our approach in the final year leading up to the Games is to regard ourselves as contenders as opposed to frontrunners, and to continue our efforts to be totally prepared to produce podium-worthy performances in what will be the most challenging and competitive environment ever faced by Canadian teams. There is no substitute for Olympic gold and that is our ultimate objective.

We were extremely pleased with how the past season unfolded in terms of planning, implementing performance strategies, evaluating performance protocols and the overall performance of our high-performance teams. We

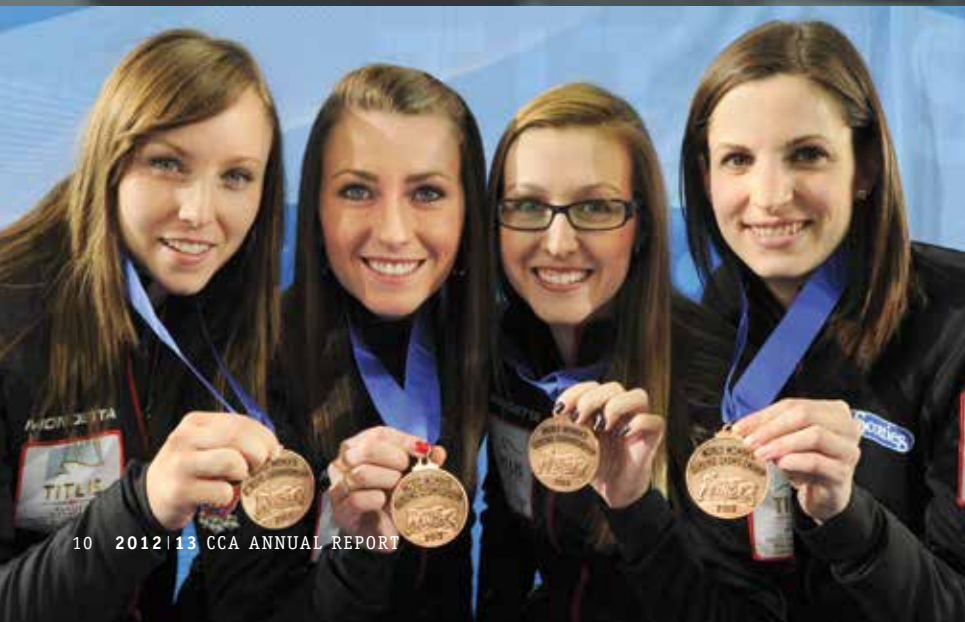
continued to monitor and establish performance standards in men's and women's play on a player-by-player and positional basis, and will use these standards to set training priorities over the next season.

Based on the CCA's assessment of all of the key performance factors through detailed gap analysis, the predominant objective is to maintain its best standard in men's play and to strive for the slightly elevated performance standards experienced this year at the Scotties Tournament of Hearts and the World Women's Curling Championship.

The National Wheelchair Program continues to seek innovative ways to improve performance standards among National Team Program athletes and, with the 2018 Olympics in mind, is always on the lookout for new talent. The level of performance around the world is improving rapidly and Canada will have to bring its best to achieve podium results in 2014 as it looks to make it three wheelchair gold medals in a row!

Winning the 2013 World Wheelchair Curling Championship was indeed rewarding and indicative of all of the hard work put in by athletes and coaches alike over the past number of years.

Team Canada continues to train hard in an effort to maintain its status on the international stage and the upcoming season will focus on creating performance gaps



# Performance

and increasing the number of competitive practices/games played during the 2013-14 schedule.

We have once again received exceptional support from our partners at Sport Canada and Own The Podium and, as a result, we are able to provide significant support to athletes, coaches and sport scientists. We continue to look for ways to train smarter, as there is only so much time available to the average curling athlete for training and competition.

The use of technology in training ensures a high quality and measurable training experience, which will definitely increase the potential to improve performance across the board. The La Relève Program continues to produce exceptional talent, boding well for the future of Canadian curling. The new Podium Project, which is intended to identify and develop young talent among bantam, juvenile and junior-aged athletes, had an exceptional second year and heads into year three with a number of best practices already in place from which to build and create momentum.

This will be a very busy and intense competitive season as teams pursue berths in the Tim Hortons Canadian Curling Trials via the pre-trials. Tour events will be utilized by trials-bound teams in an effort to maximize their training strategies in pursuit of Olympic aspirations. Wheelchair athletes will be fully engaged in enhancing all

of the critical performance elements in pursuit of a spot on top of the podium at the 2014 Paralympic Winter Games.

This is a big high-performance year all around for the Canadian Curling Association as we implement and oversee the essential programs and services that support our athletes and coaches as they pursue their Olympic/Paralympic dreams.

The CCA offers its sincere appreciation to the entire high-performance team for its ongoing contribution to the training and performance of Canada's elite athletes and coaches, and acknowledges those who take on leadership roles on behalf of the organization. The team includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Jim Waite, Elaine Dagg-Jackson, Rick Lang, Wendy Morgan, Joe Rea, Wayne Kiel, Paul Webster, Rob Krepps, Helen Radford, Gary Coderre, Andrea Ronnebeck, Melissa Soligo, Bill Tschirhart, Glen Jackson, Marcel Rocque, Kyle Paquette, Laura Farres, Bob Comartin and Istvan Balyi.

We would also like to acknowledge the ongoing efforts of Jen Ferris for her leadership in developing our vastly improved coach training/evaluation modules. And we are very grateful to our funding partners, Sport Canada, Own The Podium and the Canadian Olympic Committee, for their support, guidance and leadership.

Go Canada!





## CHAMPIONSHIPS

### Season Of Champions

Championships are the Canadian Curling Association's primary area of administration and the most financially consuming of its responsibilities.

In 1994, the CCA, in concert with St. Clair Group of Toronto and the World Curling Federation, developed a novel approach to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed, Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

Broadcast contracts were struck with CBC and TSN and the combined efforts of the two networks ensured that championship curling would be aired on Canadian television for a guaranteed minimum of 135 hours a year.

Although today's championship mix differs somewhat from the original, the Season of Champions celebrated its 19th year last year and boasted more than 312.5 hours of live broadcast coverage exclusively on TSN/TSN2 and 281.5 hours of French-language coverage on RDS.

The first event of the 2012-13 season — the Capital One Canada Cup — was held in Moose Jaw, Saskatchewan, November 28 to December 2 at Mosaic Place.

The 10th Canada Cup — which included seven of the best women's and seven of the best men's teams in Canada — is closely aligned with the Tim Hortons Brier and the Scotties Tournament of Hearts, with the champions of each earning automatic berths in the next year's competition. The 2012 field also included the defending 2011 Canada Cup winners and was rounded out by five of the top-ranked men's and women's teams in Canada. The prize package was \$140,000.

The 2012-13 winners — teams skipped by Saskatoon's Stefanie Lawton and Winnipeg's Jeff Stoughton — earned berths in the 2014 World Financial Group Continental Cup in Las Vegas, Nevada, and the 2013 Tim Hortons Roar Of The Rings Canadian Curling Trials in Winnipeg, which will determine Canada's two representatives at the 2014 Olympic Winter Games in Sochi, Russia.

The season's second event, the ninth World Financial Group Continental Cup, was staged at the South Okanagan Events Centre in Penticton, British Columbia, January 10 to 13, with Team North America defeating Team World 37 to 23. North America now leads the series 5-4.

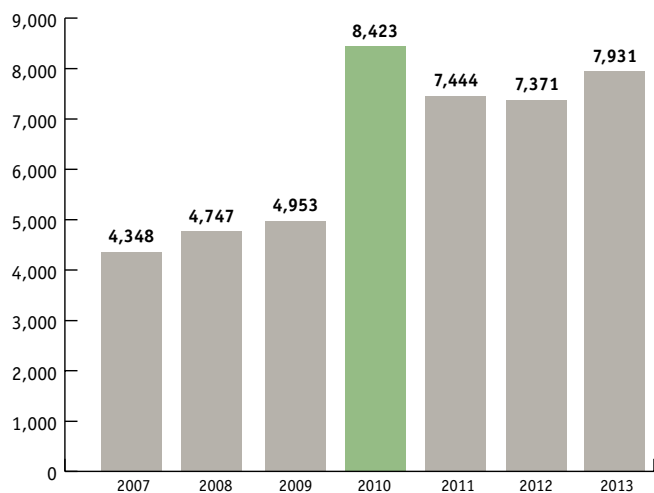
Similar in format to golf's Ryder Cup, the Continental Cup brings together 12 of the world's best men's and women's teams — six representing Team World, six



# Champion Athletes

### Season Of Champions Broadcasts

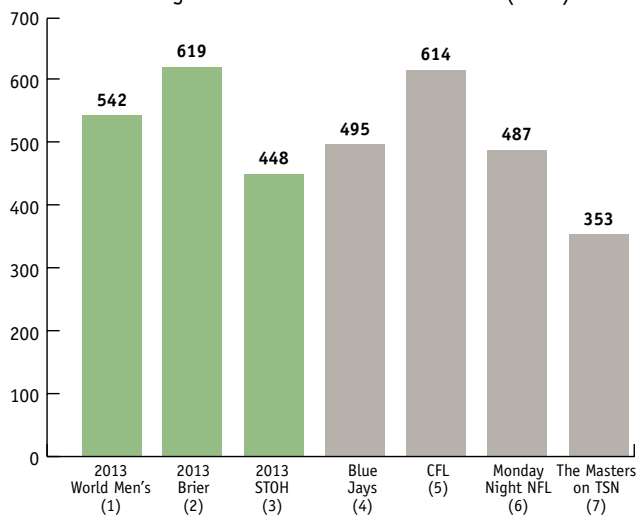
Total Gross Impressions Adults 18+ (000,000s)



■ Olympic season — includes pre-trials and Canadian Curling Trials but excludes Canada Cup and Continental Cup

### Selected Draws vs. Other Sports Properties

Average Minute Audience Adults 18+ (000s)



■ Curling — Prime-time draws, excluding playoffs, semifinals and finals  
 ■ Other sports properties

**Notes:**

- (1) 4-draw average, excluding playoffs, semifinals and final
- (2) 7-draw average, excluding playoffs, semifinals and final
- (3) 7-draw average, excluding playoffs, semifinals and final
- (4) 133-game average, April to September 2012
- (5) 72-game average, July to November 2012
- (6) 17-game average, September to December 2012
- (7) 4-round average, April 2013 (rounds 1-2 live, 3-4 tape-delayed)

representing Team North America — competing in a unique event.

A total of 60 points is available from the competition's four disciplines — mixed doubles, singles, team and skins.

The Canadian junior men's championship, the world's second oldest curling event, dates back to 1950. The inaugural junior women's championship took place in 1971 and the two have been combined as a single event since 1987.

Today, the Canadian Juniors has the most participants of any CCA-operated event, with a total of 14 provinces and territories represented in both the men's and women's fields. The winners advance to represent Canada at the World Juniors.

MacDonald Island Park in Fort McMurray, Alberta, played host to the M&M Meat Shops Canadian Juniors February 2 to 10, with British Columbia's Corryn Brown taking first-place women's honours and Matt Dunstone claiming Manitoba's seventh junior men's title.

The Canadian Women's Curling Championship — now the Scotties Tournament of Hearts — has been in existence since 1961 and has become one of the best known and most popular women's sporting events in Canada. Ontario's Rachel Homan won her first Hearts title to earn the right to represent Canada at the World Women's Curling Championship in Riga, Latvia.

The 2013 Scotties Tournament of Hearts, held February 16 to 24 at the K-Rock Centre in Kingston, Ontario, was the 53rd Canadian women's championship and the 32nd year of Kruger Products as the title sponsor.

The Brier, which celebrated its 84th year in 2013, is recognized as the oldest and best-known curling event in the world. The 2013 edition of the Canadian men's curling classic was hosted at Rexall Place in Edmonton March 2 to 10. Northern Ontario's Brad Jacobs won three straight playoff games to earn the Tim Hortons Brier title and the right to represent Canada at the Ford World Men's Curling Championship in Victoria.

The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, when two separate championships were established. Every year one of the world championships — either the men's or women's — is played in Canada under the management of the CCA.

In 2013, the 12-team Ford World Men's was held at the Save-On-Foods Memorial Centre in Victoria March 30 to April 7 and was won by Sweden's Niklas Edin. Canada's Brad Jacobs won silver.

The CCA extends its sincere appreciation to the entire event management and marketing team for its contribution to the Season of Champions. Special thanks go to the event managers and office personnel for all of their hard work and commitment.

## Other Championships

The CCA is directly responsible for the operation of three other championships — the Canadian Mixed, Canadian Seniors and Canadian Wheelchair. It also plays an active role in the annual CIS-CCA Canadian University Curling Championships.

The Canadian Mixed made its debut in Toronto in 1964. The 2013 championship — held in Mount Royal, Quebec, at the Town of Mount Royal Curling Club November 15 to 24, 2012 — was won by Ontario's Cory Heggstad.

The Canadian senior men's championship dates back to 1965 and the senior women's to 1973. The Canadian Seniors — for curlers 50 years of age and older — has been operated as a combined event since 1985.

In 2013, the Canadian Seniors was staged March 16 to 24 at the Silver Fox Curling and Yacht Club in Summerside, Prince Edward Island, and was won by New Brunswick's Wayne Tallon and Colleen Pinkney of Nova Scotia. The senior champions will represent Canada at the 2014 World Senior Curling Championships next April at the Dumfries Ice Bowl in Dumfries, Scotland.

Wheelchair curling and the Canadian Wheelchair Curling Championship are relatively new to the Canadian curling scene. The first national championship was held in 2004. Benoît Lessard's Quebec squad captured the 2013 Canadian title in a championship held in Ottawa's RA Centre March 25 to 31.

Also new to the Canadian curling scene, the sixth annual CIS-CCA Canadian University Curling Championships were held at the Kamloops Curling Club in Kamloops, British Columbia, March 20 to 24, and were won by Jake Walker of the University of Waterloo Warriors and Breanne Meakin of the University of Manitoba Bisons in Winnipeg.

For the first time in the history of Canadian curling, the Canadian Mixed Doubles Curling Trials were held in Leduc, Alberta, March 14 to 17. The victorious twosome — Quebec's Robert Desjardins and Isabelle Néron — represented Canada at the 2013 World Mixed Doubles in Fredericton at the Grant-Harvey Centre. Hungary's Zsolt Kiss and Dorottya Palancsa made history, winning their country's first-ever world curling title. Canada finished in 10th place in the 27-team event with a 4-4 record.



## PARTNERS

### Season Of Champions Sponsors



### Official Broadcaster



### Funding Partners



### Business Partners



## ACKNOWLEDGMENTS

The Canadian Curling Association extends its sincere appreciation to its 14 member associations and 14 affiliate members.

### MEMBER ASSOCIATIONS

**Alberta Curling Federation**  
www.albertacurling.ab.ca

**Curl BC**  
www.curlbc.ca

**Curling Québec**  
www.curling-quebec.qc.ca

**CurlManitoba**  
www.curlmanitoba.org

**Curl Prince Edward Island**  
www.peicurling.com

**CurlSask**  
www.saskcurl.com

**New Brunswick Curling Association**  
www.nbcurling.com

**Newfoundland and Labrador Curling Association**  
www.curlingnl.ca

**Northern Ontario Curling Association**  
www.curlno.ca

**Northwest Territories Curling Association**  
www.nwtcurling.com

**Nova Scotia Curling Association**  
www.nscurl.com

**Nunavut Curling Association**  
Tel: (867) 645-2534

**Ontario Curling Association**  
www.ontcurl.com

**Yukon Curling Association**  
www.yukoncurling.ca

### AFFILIATE MEMBERS

**Canadian Deaf Curling Association**  
www.deafcurlcanada.org

**Canadian Firefighters Curling Association**  
www.cffca.ca

**Canadian Police Curling Association**  
www.policecurling.ca

**Canadian Postal Employees Curling Classic**  
www.postalcurling.ca

**Curl Atlantic**  
www.curlatlantic.com

**Hamilton and Area Curling Association**  
www.hamiltoncurling.com

**Northern Alberta Curling Association**  
www.northernalbertacurling.ca

**Ontario Blind Curlers Association**  
Tel: (613) 722-8084

**Ontario Curling Council**  
www.ontariocurlingcouncil.com

**Optimist Junior Interclub Curling League**  
optimistjuniorcurling.ca

**Ottawa Valley Curling Association**  
www.ovca.com

**Peace Curling Association**  
www.peacecurl.org

**Southern Alberta Curling Association**  
www.saca.ca

**Toronto Curling Association**  
www.torontocurling.com



## FINANCE

### Balance Sheet As at April 30

2010/11

2011/12

2012/13

#### Assets

##### Current

Cash	\$ 2,248,553	\$ 2,842,159	\$ 2,536,167
Accounts receivable	2,026,930	2,370,809	1,456,794
Sales taxes receivable	943,070	504,894	672,395
Prepaid expenses	101,429	114,330	226,488
	<u>5,319,982</u>	<u>5,832,192</u>	<u>4,891,844</u>

##### Tangible capital assets

	721,077	696,170	633,917
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##### Intangible capital assets

	<u>-</u>	<u>53,025</u>	<u>10,394</u>
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	<u>\$ 6,041,059</u>	<u>\$ 6,581,387</u>	<u>\$ 5,536,155</u>
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#### Liabilities And Net Assets

##### Current

Accounts payable and accrued liabilities	\$ 2,526,302	\$ 2,243,175	\$ 2,175,287
Government liabilities	\$5,940	\$7,673	\$10,330
Deferred contribution	-	681,250	688,250
Current portion of long-term debt	311,095	224,059	-
	<u>2,843,337</u>	<u>3,156,157</u>	<u>2,873,867</u>

##### Net assets

Internally restricted for invested in tangible capital assets and intangible assets	409,982	525,136	644,311
Internally restricted reserve	1,464,095	1,197,619	866,942
Unrestricted	1,323,645	1,702,475	1,151,035
	<u>3,197,722</u>	<u>3,425,230</u>	<u>2,662,288</u>
	<u>\$ 6,041,059</u>	<u>\$ 6,581,387</u>	<u>\$ 5,536,155</u>

Comparative Income Statement  
For the year ended April 30

	2010/2011	2011/2012	2012/2013
<b>Revenue</b>			
Domestic	5,711,738	6,694,759	6,363,075
International	128,826	166,700	148,000
High performance	1,965,837	1,999,300	1,991,000
Management	914,873	920,059	1,053,665
Other	1,268,856	443,382	542,544
<b>Total revenue</b>	<b>9,990,130</b>	<b>10,224,200</b>	<b>10,098,284</b>
<b>Expense</b>			
Domestic	4,863,260	5,243,172	5,820,066
International	279,357	361,316	514,883
High performance	2,307,361	2,331,456	2,251,833
Management	1,851,989	1,844,275	2,113,792
Other expenses	47,436	216,473	160,652
<b>Total expenses</b>	<b>9,349,403</b>	<b>9,996,692</b>	<b>10,861,226</b>
<b>Surplus</b>	<b>640,727</b>	<b>227,508</b>	<b>(762,942)</b>
<b>Accumulated surplus after year-end</b>	<b>3,197,722</b>	<b>3,425,230</b>	<b>2,662,288</b>

2012-13 Revenue

Category	Amount	Percentage
Sponsorships	5,081,603	50%
Sport Canada/Own The Podium	2,977,000	29%
Event revenue and funding	250,454	3%
Other funding agents	104,696	1%
Other revenue	1,204,086	12%
Affiliation fees	322,665	3%
Competitor fees	157,780	2%
<b>Total</b>	<b>\$ 10,098,284</b>	<b>100%</b>

