



2016 ANNUAL REPORT

mission

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

vision

In the year 2014 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 Curling Canada will parallel those of successful businesses by always keeping the best interests of curlers in mind.

message

MESSAGE FROM THE CHIEF



I BEGIN MY FIRST ANNUAL REPORT MESSAGE AS Curling Canada's chief executive officer with a sincere thank you to all curlers, to all of our member associations, to our partners in corporate Canada and all levels of government, our sport partners, and to our staff. I don't take lightly that curling is an institution in our country, with traditions and achievements in which we can all take pride. I feel humbled to have this opportunity and see many areas in which we can take our sport to even greater heights in Canada.

The successes of the 2015-16 season were numerous. As the governing body for our sport in this country, Curling Canada didn't just enjoy success on the ice in terms of national and international excellence, we saw it off the ice as well as we continued working toward making curling a sport that can be enjoyed by all, regardless of age or physical ability.

Here are some highlights:

International Performance

Our Canadian teams continued to thrive, despite the pressure of wearing the Maple Leaf at international events. Of the 10 major world-level championships this past season — nine world championships and the Youth Olympic Winter Games — our teams were in the top five in nine of them, a world-best statistic. We also had five podium finishes — also best in the world — highlighted by three gold medals. Two came from teams skipped by Mary Fay of Chester, Nova Scotia, at the world junior women's championship and Youth Olympics, and Calgary's Kevin Koe won gold at the 2016 world men's in Switzerland. Randy Neufeld of LaSalle, Manitoba, captured a silver medal at the world senior men's championship and Winnipeg's Matt Dunstone won bronze at the world junior men's championship.

We also took some significant strides in mixed

EXECUTIVE OFFICER

doubles last season as our Canadian team of Marliese Kasner and Dustin Kalthoff of Saskatoon finished fifth at the world championship to earn valuable qualifying points for the 2018 Olympic Winter Games in PyeongChang, South Korea, where mixed doubles will debut as a medal sport.

Season of Champions

Our series of national and international championship curling events continued to thrill fans, both in person and watching on television with our longtime broadcast partner TSN.

The season kicked off with the 2015 Home Hardware Canada Cup, presented by Meridian, in Grande Prairie, Alberta, and featured stops in Las Vegas for the 2016 World Financial Group Continental Cup, presented by Boyd Gaming; Stratford, Ontario, for the 2016 Canadian Junior Men's and Women's Curling Championships, presented by Egg Farmers of Ontario; Grande Prairie for the 2016 Scotties Tournament of Hearts; Ottawa for the 2016 Tim Hortons Brier; and Swift Current, Saskatchewan, for the Ford World Women's Curling Championship, presented by Meridian.

As always, our events were operated professionally and seamlessly and presented our sport and athletes in the best possible light, thanks to the efforts of our thousands of volunteers, our event staff and our senior management team.

Youth Feeder Program

Thanks to a generous \$2 million anonymous donation to the Curling Canada Foundation last year, we are going full-speed ahead with building our youth feeder program.

We have appointed Helen Radford as our manager of program development for youth curling and have established the first Canadian Under-18 Boys

and Girls Curling Championships, which will take place next April in Moncton, New Brunswick. Both moves fill significant gaps in our long-term athletic development plan.

Curling Canada Foundation

Our philanthropic program continued to build momentum as donors did their part to support youth curling in Canada.

Having said that, we do face a challenge in replacing Rachael Wilson, who resigned as foundation director earlier this year for a new opportunity with the Ottawa Food Bank.

During her time with us, Rachael had the unique opportunity of creating a fundraising program from the ground up. In two and a half years, she developed the program to more than 1,400 donors and \$500,000 in annual revenue, and she leaves the foundation on solid footing going forward. We wish Rachael great success in her new position and thank her for her hard work on behalf of curling in Canada.

Member Associations

One of the great pleasures in my first weeks on the job was getting to know the people who work on behalf of our 14 member associations, and seeing so many commonalities, despite their regional disparity. We all want the very best for our sport, whether it's for our high-performance athletes or our Tuesday-night, rental-league players. There is a passion for curling and a desire to share that passion that stretches from coast to coast and I look forward to working alongside our member associations to keep building our sport.

I wish you all good curling!

Katherine Henderson
Chief Executive Officer
Curling Canada

staff

STAFF AND SUPPORT SERVICES



KATHERINE HENDERSON
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



JACOB EWING
Web application developer



DANNY LAMOUREUX
Director, championship services and curling club development



ROBYN MATTIE
Manager, curling club championship



GORD McNABB
Interim director, event operations



LOUISE MÉNARD
Administrative assistant



PAUL NOBLE
Manager, event administration



GERRY PECKHAM
Director, high performance



PATRICIA RAY
Chief operating officer



KAREN RYAN
Executive assistant



NOLAN THIESSEN
Consultant and athlete liaison



GLENN VAN GULIK
Director, information services and technology



JOANNE VIAU
Co-ordinator, financial services



KAREN WAN
Manager, event financial services



RACHAEL WILSON
Director, fund development

SEASON OF CHAMPIONS SPONSORSHIP, MARKETING AND EVENT SERVICES

Director, national sponsorship sales/Canadian Sponsorship Group: **DAVID BEESLEY** | Manager, local sponsorship sales/Bokat Marketing Ltd.: **CATHY BOWMAN** | Manager, national sponsorship sales/Canadian Sponsorship Group: **CATHARINE DUNLOP** | Manager, marketing and tickets: **ANDY HENRY** | Event sponsorship sales/ Bokat Marketing Ltd.: **KATHRYN LARSEN** | Manager, client services/Canadian Sponsorship Group: **MARYLOU MORRIS** | Editor, Extra End magazines/Canadian Sponsorship Group: **LAURIE PAYNE** | Co-ordinator, national sponsorship/Canadian Sponsorship Group: **MATTHEW SCHWEIGER** | Event master of ceremonies: **STUART BROWN** | Photography/Michael Burns Photography Ltd.: **MICHAEL BURNS** | Merchandising/Event Max Merchandising & Promotions Ltd.: **ROBIN HENRY** | Photography/Andrew Klaver Photography: **ANDREW KLAVER** | Event daily publications/Pinstripe Communications Ltd.: **DAVE KOMOSKY** | Bar operations/Okanagan Vintage Catering: **KEN LAUZON** | Entertainment and production/Powell Consulting: **ROGER POWELL** | Media/Timson Communications: **JEFF TIMSON** | Media/Robin Wilson & Associates: **ROBIN WILSON** | Season of Champions event managers: **ROB DEWHIRST, NEIL HOUSTON, GORD McNABB, TERRY MORRIS**

message

MESSAGE FROM THE CHAIR



IT GIVES ME A GREAT DEAL OF PRIDE — not to mention some mixed feelings — to present this annual report on behalf of Curling Canada's board of governors. Pride because Curling Canada is a leading-edge national sports organization that consistently produces best-in-class results, both on and off the ice.

And mixed feelings because this report marks the end of my journey with the board of governors after six wonderful years of working alongside my fellow volunteers on the board and with our amazing operational staff.

We head into the 2016-17 season on sound financial footing thanks to the efforts of our senior management team and event staff, who work hand-in-hand with thousands of volunteers across the country to make our Curling Canada events so special. Another key component of our long-term stability is the continued support of our business partners, who do so much to support the sport of curling from coast to coast.

Having that support and commitment is a crucial factor in the ability of our curlers to rise to the occasion time and time again on the national and international stage. This past season, in the 10 major international events — nine world championships and the Youth Olympic Winter Games — Canadian teams had nine top-five finishes; no other country had more than six. We also had a world-best five podium finishes, including three gold medals.

But our success stories didn't just stop with Team Canada performances.

Our collaboration with the highly successful Rocks & Rings program saw a significant milestone reached in March as we

celebrated the one millionth participant, and efforts are ramping up to get to two million as quickly as possible.

In April, we welcomed our new chief executive officer, Katherine Henderson, who has worked tirelessly to meet as many stakeholders as possible in her first few months on the job while bringing new insights from her past roles in the world of marketing as well as with the Toronto 2015 Pan Am/Parapan Am Games Organizing Committee.

And this fall will see another transition, as our longtime chief operating officer, Patricia Ray, retires. Patricia made contributions to this organization that will be remembered long past her final day on the job, and she will be difficult to replace. On behalf of the board of governors — indeed, the entire Canadian curling community — I simply say: "Thank you, Patricia, for everything you've done on behalf of Curling Canada. You will be missed."

For both me and Cindy Maddock, the 2015-16 season was our final year on the board of governors, and I think I can speak for both of us in saying that the opportunity to work on behalf of Canadian curling was both an honour and a privilege. It was truly humbling to visit arenas and curling clubs across Canada and see the efforts being put in by curling club staff, volunteers and event organizers to make our sport better; those are the kinds of memories that will stay with both Cindy and me for a lifetime.

My sincere thanks to all of our fellow board members with whom we served during the past five years. And to incoming chair Peter Inch and the 2016-17 board of governors, I wish you another year of success for Curling Canada.

Yours in curling,

Hugh Avery
Chair, 2015-16 Curling Canada Board of Governors

board

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 2015-16 Curling Canada board of governors: (front row, from left) Lena West, Peter Inch, Hugh Avery, Shirley Osborne and Scott Comfort; (back row) Cindy Maddock, Cathy Hughes, Maureen Miller, Ron Hutton and Resby Coutts.

for the love of curling

FOR THE LOVE OF CURLING

“Imagine the joy a child will feel pushing out of the hack and gliding down the ice for the first time. Feel the ice and pebble as a young new Canadian throws her rock into the centre of the house to break a tie. Hear the frantic sweeping and “clack” when a shy, quiet child’s rock taps the opposing rock out for the win. It all starts with the Curling Canada Rocks & Rings program and you.”

– Three-time Alberta women’s champion Lori Olson-Johns



WITH ALL OF THE SUCCESS STORIES OF THE Curling Canada Foundation’s For The Love of Curling program, it’s difficult to narrow them down to just a few.

But the 2015-16 curling season was particularly notable for the significant milestone that was reached with our Curling Canada Rocks & Rings program, in partnership with Rock Solid Productions.

During an on-ice ceremony at TD Place on the closing weekend of the 2016 Tim Hortons Brier in Ottawa, eight-year-old Owen Sharman of Orleans, Ontario, was officially recognized as the one millionth participant in the Rocks & Rings program and 12-year-old Orleans native Chathu Mahanama as No. 1,000,001 – starting the program on its way to two million participants.

Suffice it to say, we couldn’t have done it without the support of donors and curlers across the country who showed their faith and devotion to our sport through their contributions to For The Love of Curling. Those donations will play a significant role in helping curling continue to grow in communities across Canada.

Here’s a brief look at some of the ways donors made our sport better last season:

Another Banner Year for Rocks & Rings

Thousands of students got their first taste of curling this past school year thanks to Curling Canada Rocks & Rings, which brings the game into school gymnasiums across the country.

More than 204,000 students participated in Rocks & Rings during the 2015-16 school year, bringing the overall tally since the program was introduced seven years ago to an amazing 1,073,780. Schools and students can’t get enough of Rocks & Rings!

Combining Education and Curling

Student athletes across Canada find it a constant challenge to balance their scholastic and curling dreams and we were pleased to play a role in easing that challenge for some promising young athletes.

Donor support helped us once again as we awarded 10 Curling Canada Foundation scholarships. The 2015-16 recipients are:

Carson Ackerman of Chamberlain, Saskatchewan (University of Saskatchewan)

Chantal Allan of London, Ontario (University of Alberta)

Emily Gray of O’Leary, Prince Edward Island (University of Prince Edward Island)

Jessica Iles of Edmonton (University of Alberta)



Curling Canada Rocks & Rings celebrates one million participants



Rocks & Rings

Janique LeBlanc of Fall River, Nova Scotia (Université de Moncton)

Laura Masters of Sault Ste. Marie, Ontario (Laurentian University)

Erin Pincott of Kamloops, British Columbia (Thompson Rivers University)

Thomas Scoffin of Edmonton (University of Alberta)

Kristen Streifel of Saskatoon (University of Saskatchewan/University of Alberta)

Karsten Sturmay of Leduc, Alberta (University of Alberta)

Building for the Future



Helen Radford

In 2015, Curling Canada was the beneficiary of a \$2 million pledge from an anonymous donor who wanted the funds used to change the way curling is presented to youth.

One year later, those funds are being put to good use as Curling Canada is

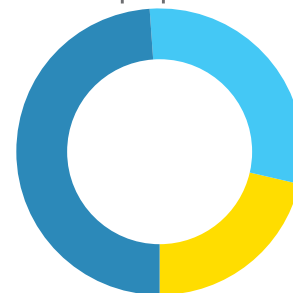
going full steam ahead on our youth feeder system. Two significant steps were taken last season:

- A new Canadian under-18 boys and girls championship was introduced, with the inaugural edition to take place next spring in Moncton, New Brunswick.
- Veteran Canadian coach and administrator Helen Radford was hired as Curling Canada’s manager of program development for youth curling.

We are truly excited about the future of youth curling in Canada and the Curling Canada Foundation will continue to play a major role! As always, THANK YOU to our donors for your ongoing support and please spread the word to others to consider the Curling Canada Foundation as we strive toward building our sport with young curlers.

DONORS’ IMPACT ON CURLING IN CANADA

\$193,000 Youth Development | **\$117,000** Club Development Fund



\$83,000 Curling Assistance Program

development

CURLING CANADA'S DEVELOPMENT PROGRAMS AIM TO raise awareness of the sport nationwide, retain curlers and develop programs and material to recruit new ones.

It's through the development programs that Curling Canada maintains direct contact with approximately 1,000 curling clubs, 14 provincial and territorial associations, 14 affiliate organizations and nearly one million Canadians who play the sport each year.

Adult Learn-To-Curl

The Adult Learn-To-Curl program is now active in more than 200 Canadian curling centres, where Canadians are curling for the first time — and loving it! The program is having a significant impact on membership retention and re-energizing many curling rinks.

The program's goal is to enhance the experience of new adult players, offering a year-long program that develops skills and improves retention instead of the traditional one-day clinics. Players receive professional instruction every week, fast-tracking their learning and development as recreational curlers.

After one season, new players are ready to join established leagues and are ready for competitions!

Rocks & Rings

Curling Canada's partnership with the 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, the program offers elementary-aged students high-energy, fun-filled sessions while they learn 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 an opportunity to curl with the hope that they will become curlers.

The 2015-16 season was the program's seventh full season and interest was once again outstanding — more than 205,000 students in 1,441 Canadian schools took part.

The Business of Curling

The Business of Curling program is designed to help curling centres understand the business they are in as they face a variety of issues adapting to a 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 way to provide 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 boards of directors and staff. Participants will be guided through the planning process and will envision where they

want their operation to be three to five years down the road. They will analyze the current situation while learning to understand 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 2015-16, Phase One symposiums were held in Vancouver, Regina and Kingston, Ontario, where they were attended by 87 board members and staff of 35 different curling centres. Phase Two sessions were held in the Charlottetown Curling Centre and the Silver Fox Curling & Yacht Club in Summerside, Prince Edward Island; the Tunnel Town Curling Club in Tsawwassen, British Columbia; Alberta's Sherwood Park and Ellerslie curling clubs; and the Thistle-St. Andrew's Curling Club in Saint John, New Brunswick.

Volunteer of the Year

Louis Tanguay of Winkler, Manitoba, is the winner of the 2014-15 Curling Canada Volunteer of the Year Award in recognition of his significant contribution to the success of the Winkler Curling Club.

Tanguay worked tirelessly on behalf of his hometown and his hometown curling centre during the 2014-15 season to make the 2015 Manitoba Scotties Tournament of Hearts in Winkler an off-the-charts success.

As the event's co-chair, the long-time community booster helped oversee an event that produced a profit in excess of \$100,000 and generated sellout crowds.

Tanguay's hard work earned him both the Curl Manitoba Volunteer of the Year Award and the Winkler and Area Community Foundation Citizen of the Year Award.

In addition to being an avid curler, Tanguay has served as president, past president and secretary of the Winkler Curling Club in addition to volunteering his time in ice preparation, year-end cleanup, fundraising and bartending.

Street Curling

With the generous contribution from the World Curling Federation's Development Assistance Programme, Curling

Canada purchased a second street curling unit. This highly visible artificial floor allows event host committees or local curling rinks to stage a hands-on experience at local fairs, football games or shopping malls, where it can reach a cross section of the marketplace. Street curling has proven to be very popular and is often the favourite exhibit at fairs or festivals with Canadians of all ages throwing their very first curling stones.

Summit

In June 2015, Curling Canada staged its second curling summit at Blue Mountain Resort in Collingwood, Ontario.

An unqualified success, the summit included meetings, networking and socializing, with more than 300 people participating from all areas of our business.

Club managers, club board members, coaches, instructors, provincial reps, national board members, international representatives, icemakers, and curling suppliers and manufacturers, participated in sessions dealing with overarching topics affecting our day-to-day business.

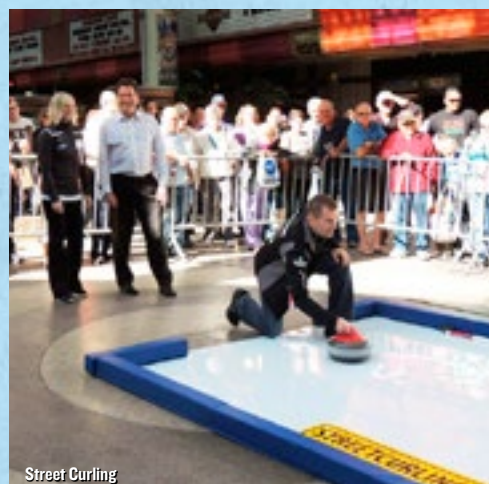
The summit featured a blend of workshops, panel discussions and keynote addresses from representatives of the Canadian sports industry, with the purpose of building the sport of curling to greater heights. Participants attended sessions on icemaking, coaching for wheelchair curling and high-performance coaching. Curling club sessions included workshops on marketing, sponsorship, grant writing, social media and head injuries, among others.

The summit also played host to the 2015 Canadian Curling Hall of Fame awards banquet, where 120 curling fans welcomed the hall's newest inductees — curlers Kim Kelly, Mary-Anne Arsenault and Nancy Delahunt, curler/builder Warren Hansen and former Curling Canada chair Marilyn Neily.

The summit was capped by the Swing & Sweep Golf Tournament, a fund-raiser for Curling Canada's For The Love of Curling philanthropic program. Held at Monterra Golf and enjoyed by 110 players, the day included lunch and dinner and silent and live auctions.



2015 Canadian Curling Hall of Famers



Street Curling



2015 Volunteer of the Year Award



2015 Curling Canada Summit



Rocks & Rings

high performance

HIGH PERFORMANCE



Team Canada — 2016 world men's champions

THE MID-POINT OF A QUADRENNIAL IS ALWAYS A challenging and motivating time for national sport organizations with Olympic/Paralympic medal aspirations. Such sports face one of two challenges in terms of their international championship performances — they will either be challenged to maintain their world and Olympic ranking or be pressured to improve it.

Interestingly, Curling Canada is faced with both challenges: we will strive to maintain our gold-medal status in men's play and work diligently to make slight improvements in our women's, mixed doubles and wheelchair results.

With future podium performances front of mind, 2015-16 was a time of review, reflection, analysis and evaluation. "Gap analysis" is the predominant focus, post and pre-Olympics, as we make

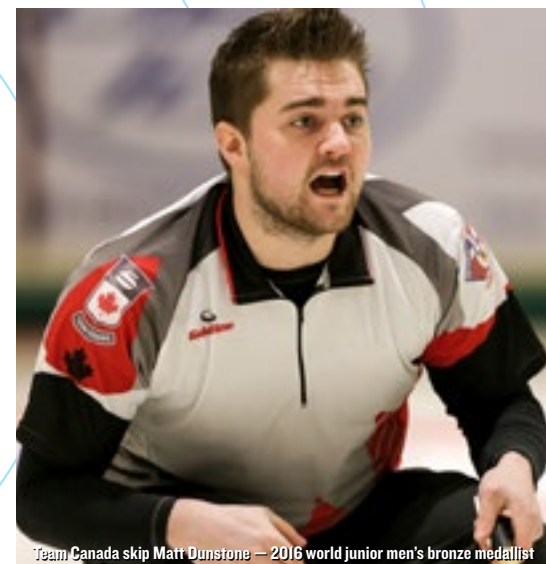
measured, data-supported comparisons between the key performances of Team Canada and the other top-performing curling nations. Every performance component is dissected and assigned a relative value, providing a clear, evidence-based, honest evaluation of how Team Canada measures up against the best in the world and, as a result, how best to structure its training/competition.

Specific and irrefutable performance standards are established on a position-by-position and skill-by-skill basis. Curling Canada tracks international performances and has established comprehensive performance evaluation protocols that are fed into an ever-expanding international data bank. We have every intention of being the No. 1 curling nation in the world in all disciplines on a consistent basis. To achieve this, we need to be actively engaged and invested in many aspects of our long-term athlete and coach development models.

Current and future performance requirements depend on the programs and services that develop and support elite athletic performance and we need to continue to improve our efforts in all performance-related programming.

We continue to strengthen our respective national team programs with the assistance of Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada, which has resulted in a small increase in financial support for training, competition and unprecedented access to sport science and sport medicine professionals. Our teams receive expert guidance and advice to improve their training regimes and also have the budgets needed to offset the costs of enhancing their physical and mental training and travel to international competitions.

We have also expanded our Next Generation program with the intention of providing critical insights and advancement for young athletes who have the potential to represent Canada in 2022 and beyond. We continue to identify talented, hard-working athletes who are motivated to wear the Maple Leaf and we are investing in their growth and development. Own The Podium, COC and Sport Canada also support this program.



Team Canada skip Matt Dunstone — 2016 world junior men's bronze medallist



Team Saskatchewan — 2016 Canadian wheelchair champions



Team Canada — 2016 world junior women's champions



Team Canada — 2016 world mixed doubles representatives



Team North America — 2016 World Financial Group Continental Cup champions



Team Canada skip Randy Neufeld — 2016 world senior men's silver medalist



Team Alberta skip Chelsea Carey — 2016 Scotties Tournament of Hearts champion

An exciting element of the Next Generation program is The Podium Project, which focuses on identifying talented bantam, juvenile and junior-aged athletes and helping them develop at a much younger age. Its ultimate objective is to fast-track and support these promising athletes with an eye to ensuring that we keep up with curling nations that “hot-house” young athletes to ensure they are competitive on the world stage at a younger age. We continue to develop and invest in this program and look forward to partnering with our member associations in this worthwhile endeavour.

To support these “Next Gen” athletes in their development as well as numerous athletes at various ages and stages, we continue to invest in the development of competent, qualified coaches. We are enhancing our coach training and evaluation techniques through our involvement with the National Coaching Certification Program under the direction of the Coaching Association of Canada. We have made significant advancements in all aspects of coach education in the last few years with the intention of providing world-leading coaching support to our athletes as they journey from the playground to the podium.

High-performance athletes/teams will be intensely focused on the Olympic/Paralympic qualification process during the next two seasons and we will make every effort to ensure that they are well supported every step of the way.

Acknowledgments

Curling Canada extends its sincere appreciation to the entire high-performance team for its contribution to the training and performance of Canada’s elite athletes and coaches, and pays tribute to those who take on leadership roles on behalf of the organization. This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Rick Lang, Elaine Dagg-Jackson, Jeff Stoughton, Paul Webster, Renée Sonnenberg, Helen Radford, Jim Waite, Bill Tschirhart, Rob Krepps, Wendy Morgan, Joe Rea, Wayne Kiel, Kyle Paquette, Kyle Turcotte, Jorie Janzen, Glen Jackson, Adam Kingsbury, Karen Watson and Istvan Balyi.

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

Go Canada!

partners

SEASON OF CHAMPIONS SPONSORS



Go Further



Products



EQUIPPED FOR A NEW WORLD™



OFFICIAL BROADCASTER



FUNDING PARTNERS



BUSINESS PARTNERS



Acknowledgments

Curling Canada extends its sincere appreciation to its 14 member associations and 14 affiliate organizations.

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 ORGANIZATIONS

Canadian Deaf Curling Association
www.deafcurlcanada.org

Canadian Firefighters Curling Association
www.cfca.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

championships

CHAMPIONSHIPS

Season of Champions

Championships are one of Curling Canada's primary areas of administration and the most financially complex of its responsibilities.

In 1994, Curling Canada (then known as the Canadian Curling Association) and the World Curling Federation, along with its marketing partner, the St. Clair Group, 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 the championship mix is different today, the Season of Champions is by far curling's most recognized series of events. The Season of Champions celebrated its 22nd renewal in 2015-16 and boasted more than 310 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. And after a successful introduction at the 2015 Tim Hortons Brier, TSN extended its simultaneous coverage of two different sheets in 2016 to include both the Brier and Scotties Tournament of Hearts.

The 2015-16 season got underway with the Home Hardware Canada Cup, December 2 to 6 at Revolution Place in Grande Prairie, Alberta. Not only did Kevin Koe's team from Calgary and Rachel Homan's team from Ottawa win the men's and women's championships, they also secured the first direct-entry berths into the 2017 Tim Hortons Roar of the Rings Canadian Curling Trials in Ottawa, the event that will decide Canada's four-player teams for the 2018 Olympic Winter Games in PyeongChang, South Korea.

The 12th edition of the World Financial Group Continental Cup made a splashy return to Orleans Arena in Las Vegas, Nevada, from January 14 to 17, where it set two attendance records — one for the event, and another as the best-attended curling event ever staged on U.S. soil.



Team Kevin Koe and Team Rachel Homan — 2015 Home Hardware Canada Cup champions

Fans were treated to the closest finish in event history, with Team North America defeating Team World by just a single point — 30.5-29.5 — in curling's version of the Ryder Cup.

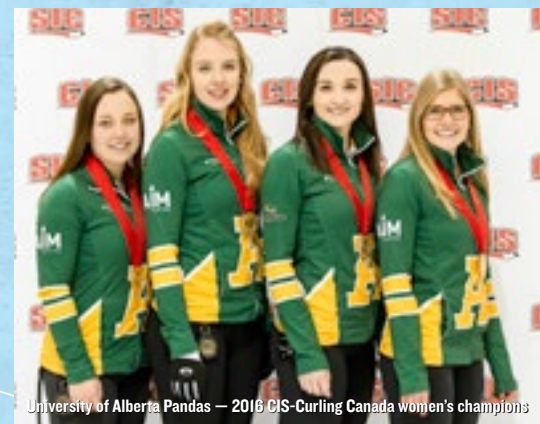
It was fitting that more history was made at the Canadian Junior Men's and Women's Curling Championships January 23 to 31 at the Stratford Rotary Curling Complex in Stratford, Ontario.

The Canadian junior men's championship trails only the Brier as the world's second oldest curling event, having debuted in 1947. The inaugural junior women's championship took place in 1971 and the two have been combined as a single event since 1987.

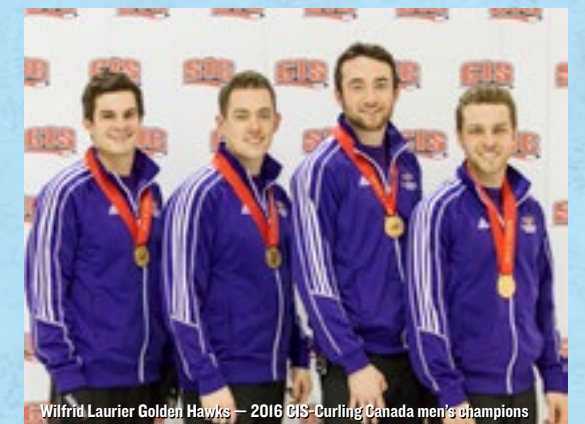
Today, the Canadian Juniors has the most participants of any Curling Canada Season of Champions event, with a total of 14 provinces and territories represented in both the men's and women's



Team Prince Edward Island and Team Newfoundland and Labrador — 2015 Travelers Curling Club champions



University of Alberta Pandas — 2016 CIS-Curling Canada women's champions



Wilfrid Laurier Golden Hawks — 2016 CIS-Curling Canada men's champions



Team Manitoba and Team Nova Scotia — 2016 Canadian junior champions

fields. The winners advance to represent Canada at the World Juniors.

In the long history of the Canadian junior men's championship leading into the 2016 renewal, Saskatchewan was the only province to have won four consecutive gold medals; its teams did it from 1949 through 1952.

Manitoba matched that record in Stratford, where Winnipeg's Matt Dunstone won his second national

title — he also prevailed in 2013 — following two consecutive wins by Braden Calvert.

On the women's side, Mary Fay of Chester, Nova Scotia, captured the gold medal. Her team went on to win the World Juniors in Tårnby, Denmark, while Dunstone skipped the Canadian men to a bronze medal.

The Scotties Tournament of Hearts isn't just the Canadian Women's Curling Championship, it's also



Team Alberta — 2016 Tim Hortons Brier champions



Team Alberta — 2016 Canadian mixed champions



Team Nova Scotia — Everest Canadian senior women's champions

a symbol of one of the most enduring and loyal partnerships in Canadian sports.

The 2016 Hearts, which was staged February 20 to 28 at Revolution Place in Grande Prairie, Alberta, marked the 35th year of title sponsorship by Kruger Products.

And it was a first-time winner taking home the familiar four-heart trophy as Alberta's Chelsea Carey foursome from Calgary captured its first Canadian women's title.

The 2016 Tim Hortons Brier at TD Place in Ottawa had the nation's capital in its grip from opening day as crowds packed into the arena to watch the deepest field in the event's rich 87-year history contend for the Canadian Men's Curling Championship.

And for the third straight year, it was a team from Calgary standing on top of the podium as skip Kevin Koe won his third Brier — and second in three years.

It marked just the second time that a single curling club — The Glencoe Club in Calgary — claimed both the national men's and women's titles in the same year. The only other time it happened was in 2004, when Mark Dacey and Colleen Jones curled out of the Mayflower Curling Club in Halifax.

Koe's team would cap its amazing season with a gold-medal victory at the World Men's Curling Championship in Basel, Switzerland.

Carey's team, meanwhile, represented Canada at the Ford World Women's Curling Championship March 19 to 27 at the Credit Union i-plex in Swift Current, Saskatchewan.

The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, after which 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 Curling Canada.

The 2016 Ford World Women's saw Switzerland's Binia Feltscher make it three straight world titles for her country with a win over Japan. Carey's Team Canada finished fourth.

Curling Canada extends its sincere appreciation to the entire event management and marketing team for its contributions 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

Curling Canada is directly responsible for the operation of five other championships — the Canadian Mixed, the Travelers Curling Club Championship, the Everest Canadian Seniors, Canadian Mixed Doubles and Canadian Wheelchair. It also plays an active role in the annual CIS-Curling Canada University Championships.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was held at the Weston Golf & Country Club in Toronto November 8 to 14 as part of the club's 100th anniversary celebrations. Alberta's Mick Lizmore from Edmonton won gold and will represent Canada at the second World Mixed Curling Championship October 15 to 22 in Kazan, Russia.

The 2015 Travelers Curling Club Championship was operated by Curling Canada for the first time in the event's seven-year history. It ran November 23 to 28 at the Ottawa Hunt and Golf Club, and Prince Edward Island's Lisa Jackson won the women's title, while Newfoundland and Labrador's Andrew Symonds collected the men's crown.

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.

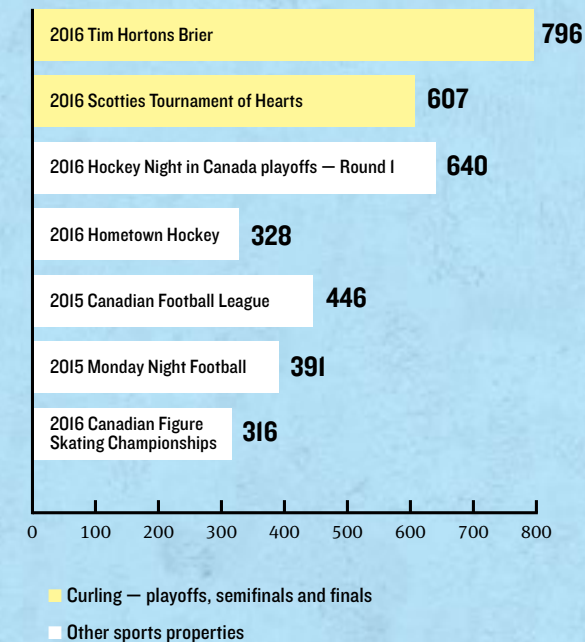
The 2016 Everest Canadian Seniors, held March 28 to April 2 in Nova Scotia's Digby Area Recreation Centre, was another major success. Home-province favourite Colleen Jones won the women's title, while Ontario's Bryan Cochrane collected gold on the men's side. Those teams will represent Canada at the 2017 World Senior Curling Championships in Lethbridge, Alberta.

The fourth Canadian Mixed Doubles, contested March 31 to April 3 at the Nutana Curling Club in Saskatoon, featured the deepest field in the event's history as players jockeyed for positions to represent Canada at the 2018 Olympics, where the discipline will debut as a medal sport. Jocelyn Peterman of Calgary and Brett Gallant of St. John's, Newfoundland and Labrador, won gold, but due to scheduling conflicts were unable to represent Canada at the World Mixed Doubles Curling Championship in Karlstad, Sweden. Instead, bronze medallists Marliese Kasner and Dustin Kalthoff of Saskatoon proudly wore the Maple Leaf and finished fifth.

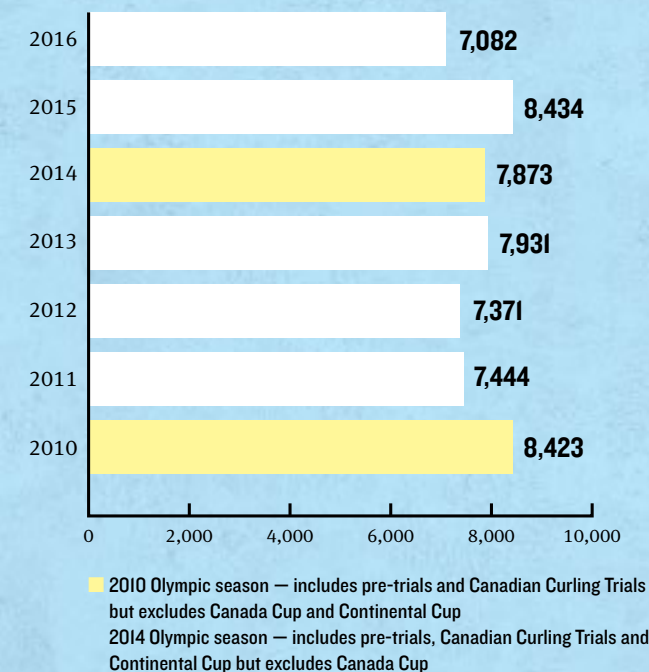
The Canadian Wheelchair Curling Championship — the 13th renewal — was played April 4 to 10 at the Caledonian Curling Club in Regina, and it was the hometown favourite skipped by Darwin Bender that captured gold.

There was an East-West split in the ninth annual CIS-Curling Canada University Championships held March 20 to 23 at the Kelowna Curling Club in British Columbia. Kelsey Rocque and the University of Alberta Pandas repeated as the Canadian women's champs, while Aaron Squires skipped the Wilfrid Laurier Golden Hawks to gold on the men's side. Both teams will represent Canada at the 2017 Winter Universiade in Almaty, Kazakhstan.

Selected Draws vs. Other Sports Properties Average Minute Audience Adults 18+ (000s)



Season of Champions Broadcasts Total Gross Impressions Adults 18+ (000,000s)



Source: Nielsen Media Research

BALANCE SHEET AS AT APRIL 30	2013/2014	2014/2015	2015/2016
Assets			
Current			
Cash	\$ 2,804,436	\$ 3,084,689	\$ 2,449,714
Accounts receivable	1,288,751	2,907,645	2,353,081
Sales taxes receivable	498,603	500,554	642,649
Prepaid expenses	114,247	110,148	22,950
	4,706,037	6,603,036	5,468,394
Tangible capital assets	586,493	508,345	500,882
	\$ 5,292,530	\$ 7,111,381	\$ 5,969,276
Liabilities And Net Assets			
Current			
Accounts payable and accrued liabilities	\$ 1,696,028	\$ 1,926,733	\$ 1,494,976
Government liabilities	10,527	—	—
Deferred contribution	917,250	1,015,750	466,632
	2,623,805	2,942,483	1,961,608
Net assets			
Internally restricted for invested in tangible capital assets and intangible assets	586,493	508,345	500,882
Internally restricted reserve	866,942	2,427,976	2,457,112
Unrestricted	1,215,290	1,232,577	1,049,674
	2,668,725	4,168,898	4,007,668
	\$ 5,292,530	\$ 7,111,381	\$ 5,969,276

COMPARATIVE INCOME STATEMENT FOR THE YEAR ENDED APRIL 30

	2013/2014	2014/2015	2015/2016
Revenue			
Domestic	6,943,761	7,024,599	7,214,757
International	122,270	184,000	152,000
High performance	2,231,485	2,129,480	1,991,490
Management	966,838	898,239	1,054,188
Hosting, rebates, philanthropic and other	891,155	2,029,878	676,886
Total revenue	11,155,509	12,266,196	11,089,321
Expense			
Domestic	5,566,898	5,355,216	5,836,201
International	383,898	317,435	342,503
High performance	2,806,688	2,250,547	2,236,562
Management	2,288,110	2,400,444	2,691,353
Other expenses	103,478	442,381	143,932
Total expenses	11,149,072	10,766,023	11,250,551
Surplus	6,437	1,500,173	(161,230)
Accumulated surplus after year-end	2,668,725	4,168,898	4,007,668

2015/2016 REVENUE

Category	Amount	Percentage
Sponsorships	5,070,299	46%
Sport Canada/Own the Podium	2,958,500	26%
Event revenue and funding	1,325,047	12%
Other funding agents	86,252	1%
Hosting, rebates, philanthropic and other	1,092,749	10%
Affiliation fees	317,188	3%
Competitor fees	239,286	2%
Total	\$ 11,089,321	100%

