



# 2018 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

## FROM THE CHIEF EXECUTIVE OFFICER



**AS I LOOK BACK ON THE 2017-18 CURLING SEASON,** I see so many reasons to be proud of what we have accomplished by working together for our sport.

When I say “we,” I refer, of course, to an entire community — club managers, on-ice officials, member association executive directors and presidents, athletes, Thursday-night B-section mixed-league participants, ice technicians, curling fans and volunteers, Curling Canada governors and our Curling Canada staff — a remarkable collection of dedicated people and a true cross section of our country.

That’s what makes what might seem a daunting task — summing up a season for this annual report — into an amazing opportunity to celebrate the past 12 months and look forward to even better times ahead.

It’s even more notable as we find ourselves at the start of a new Olympic quadrennial, which presents both challenges and opportunities as we look ahead to Beijing in 2022, where we — we hope! — will be challenging for four Olympic and Paralympic medals.

Here are some highlights from the past 12 months:

### INTERNATIONAL EVENTS

First and foremost, let’s acknowledge what a towering triumph Kaitlyn Lawes and John Morris achieved when they won a historic first gold medal in Olympic mixed doubles curling. Their shotmaking, athleticism, dedication and commitment to winning should be celebrated from coast to coast to coast, as should the dedication to the growth and development of mixed doubles curling shown by our national team coach, Jeff Stoughton.

Hearing *O Canada* at the Medal Plaza in PyeongChang and seeing Kaitlyn and John on the top step of the podium are memories that will stay with me forever.

As for the four-player teams competition: I could give you all sorts of politically correct words about how great it is for the sport of curling that the United States took such a big step forward in our sport, that an Asian team won a medal, and that our sport will only benefit from these results in the big picture. Yes, these things are very good for the sport as a whole.

But the truth of the matter is that I wanted Canada to win. That’s why we compete — to win medals — and we’re

already hard at work to make sure we continue winning medals. Preferably gold!

We are also incredibly proud of our Canadian Paralympic wheelchair team. In fact, the bronze medal it won at the Winter Paralympics may have been the feel-good story of the year.

When I pause and take the entire 2017-18 season into account, it was, in fact, a magnificent year for teams wearing the Maple Leaf.

Teams skipped by Tyler Tardi and Kaitlyn Jones gave us a gold-medal sweep at the World Junior Curling Championships in Scotland.

And then Jennifer Jones won gold on home ice at the Ford Worlds in North Bay, Ontario, where sellout crowds raised the roof at the Memorial Gardens. Two weeks later, Brad Gushue’s team captured silver at the World Men’s Curling Championship in Las Vegas.

Other podium results include Wade White and Sherry Anderson sweeping gold at the World Seniors, a silver medal for Trevor Bonot at the World Mixed, and Laura Walker and Kirk Muyres taking bronze at the World Mixed Doubles.

### SEASON OF CHAMPIONS

Our event staff and our national staff put in long hours this past season, but those hours paid off with another memorable year.

What was particularly gratifying was the steady stream of news reports about the economic impact our events have had on host cities, and that’s a big reason there is such a demand to play host to a Season of Champions event.

And while history told us that going to Regina for the 2018 Tim Hortons Brier was a no-brainer based on that city’s rich history of hosting top-class curling events, no such history was available when we, in collaboration with the World Curling Federation, declared that North Bay would play host to the 2018 Ford World Women’s.

We know now that some risks are worth taking, as North Bay put on a memorable show, on and off the ice, and the city already is working hard to host another event in the near future.

We introduced a new 16-team, two-pool format as a pilot for the Tim Hortons Brier and Scotties Tournament of Hearts and we’re currently reviewing the impact on the competitions themselves as well as fan response.

Additionally, we worked in partnership with our staff and our member associations to review our competitions and suggest changes that strengthen their value. These changes will be introduced over the next year or two.

### YOUTH FEEDER PROGRAM

The second annual Canadian Under-18 Boys and Girls Curling Championships were successfully staged in Saint Andrews, New Brunswick, and provided not only a valuable opportunity for our young athletes to take

significant strides forward in their competitive careers but also a wonderful showcase in which to display their talents.

Our focus isn’t just on high performance, though. This coming season, after a very successful pilot, we’re planning to introduce Curling Canada’s Hit Draw Tap program — a youth skills competition in which kids aged six to 13 compete as individuals. They will all perform three different shots — a hit, a draw and a tap — and the difficulty of the skills are modified based on the age of the child. It’s a wonderful program that focuses just as much on fun as it does on skill development.

Our feeder system is extremely important to the future of our sport and we have developed a world-class system for our youth.

### COMINGS AND GOINGS

While we had so much positive news to report, it cannot be overstated just how profoundly the passing of David Beesley affected all of us. Our longtime national sponsorship sales director was, quite simply, a powerhouse in the world of curling and played a significant role in taking our sport, and our Season of Champions events, to greater heights than had ever been thought possible. His induction into the Canadian Curling Hall of Fame speaks to his passion for our sport and his dedication to Curling Canada.

We’ve also added some new faces, as we welcomed a new local sponsorship sales team — Kim Warburton and Melissa Hicks — to the Curling Canada family. Also, Nolan Thiessen was named championship services manager and athlete liaison, and Kyle Jahns was hired as our communication and media relations manager.

I have also enjoyed working with members of our board of governors under the leadership of chair Resby Coutts and thank them very much for their partnership and leadership in serving our sport. They work quietly and tirelessly for our sport and deserve our accolades and our thanks.

### THE YEAR AHEAD

It will be another busy year as we continue our hard work to raise our sport’s profile and sell tickets to our Season of Champions events.

We’re continuing to make progress on our member registration system, the benefits of which are becoming more apparent every day.

We have exciting news from Alberta with the amalgamation of the three regional bodies into one association, now known as Curling Alberta.

And, as always, I look forward to working with all of you on taking our sport to exciting new levels!

**Katherine Henderson**  
Chief Executive Officer  
Curling Canada

# staff

## AND SUPPORT SERVICES

### National Office Staff

**KATHERINE HENDERSON**  
Chief executive officer

**BRODIE BAZINET**  
Foundation manager

**AL CAMERON**  
Director, communication  
and media relations

**STEPHANIE CARBONETTE**  
Comptroller

**RACHEL DELANEY**  
Co-ordinator, development  
and championship services

**LOUISE DELORME**  
Co-ordinator, national athlete services  
and coaching

**JACOB EWING**  
Web application developer

**KYLE JAHNS**  
Manager, communication  
and media relations

**DANNY LAMOUREUX**  
Director, championship services  
and curling club development

**ROBYN MATTIE**  
Manager, curling club championship

**GORD McNABB**  
General manager, event operations

**BILL MERKLINGER**  
Executive director, corporate services

**CASEY OHMAN**  
Financial co-ordinator

**GERRY PECKHAM**  
Director, high performance

**JUSTIN PERRY**  
Director, information services  
and technology

**HELEN RADFORD**  
Manager, youth curling and  
next generation

**KAREN RYAN**  
Executive assistant

**LOUISE SAUVÉ**  
Administrative co-ordinator

**NOLAN THIESSEN**  
Manager, championship services  
and athlete liaison

**JOANNE VIAU**  
Co-ordinator, financial services

### Season of Champions Sponsorship, Marketing and Event Services

Manager, national sponsorship sales/CML Sponsorship Group Inc.: CATHARINE DUNLOP | Manager, marketing and tickets: ANDY HENRY | Sales account co-ordinator, local sponsorships, event operations: MELISSA HICKS | Manager, client services/CML Sponsorship Group Inc.: MARYLOU MORRIS | Editor, *Extra End* magazines/CML Sponsorship Group Inc.: LAURIE PAYNE | Consultant and 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 | Sales account manager, local sponsorships, event operations: KIM WARBURTON | Season of Champions event managers: ROB DEWHIRST, NEIL HOUSTON, TERRY MORRIS, JENNIFER McCANDIE | Sponsorship fulfilment administrator: DIXIE LORENTZ

# message

## FROM THE CHAIR



**THIS IS A SPECIAL OPPORTUNITY FOR** me, as chair of Curling Canada's board of governors, to reflect on the successes of the past year. I do so with great pride in the accomplishments of Curling Canada, as well as of our member associations over the past year.

The very positive financial report for the year is the result of the combined efforts of all — board, staff, volunteers, athletes and, thankfully, fans who continue to rank our events as an entertainment priority.

Curling Canada is viewed by many national sport organizations as a role model. And the public perception of our organization is very positive based on such criteria as organization, full-house national events and regular international podium appearances by our champions.

These are important components of our story. They are also important "tools" in the Curling Canada toolbox — tools that provide the public exposure and the excitement we need to attract new people to our sport and to develop our sport.

On the international scene, an even dozen international medals were available to our teams, which brought home a remarkable 10 medals. We are proud of the performances of all of our teams and we salute all of the players who wore the Maple Leaf, whether for the first time or as another appearance in an already successful career. Equally, we salute the provincial champions and other qualifying teams that competed in our national events.

The fact that we are one of few — perhaps the only — national sport organization that can say our championships are true national championships with all provinces and territories involved is a point of pride for us and something to which most others have long since quit aspiring. We must continue to protect that unique aspect of our sport while we continue to work to ensure our best teams have the opportunity to compete to represent us internationally.

On the national scene, volunteers put in outstanding performances in several new host communities. The season started with the Canadian Mixed in Swan River, Manitoba, a community that had never considered itself likely to host a national event. In the same province, Portage la Prairie hosted the first ever Canadian Mixed Doubles Curling Trials with great crowds who quickly understood the magic of this new discipline.

Leduc, Alberta, hosted Curl 4 Canada, a first-time format that brought together four of our championships at one time in one venue. And North Bay, Ontario, blew the doors off its arena with sell-out crowd after sell-out crowd. These stories do not diminish the successes in Penticton, British Columbia, and Regina and our other host communities. They are all testimony to the success of Curling Canada's new bidding process.

I am proud to report that the board of governors has adopted a pioneering attitude — displaying willingness to evolve the governance model that has been in place for more than a decade rather than falling back on the ageless "the way we always do it" as a basis of decisions.

I am even prouder to recognize the dedicated and innovative service and leadership of our professional staff. It is obvious every day that this is "more than a job" for all of them.

As well, I want to recognize the member association board members and staff members, both professional and volunteer. Together we have made progress but there is more to be done. I look forward to the continued progress we can make together in the year ahead.

Finally, I want to recognize the service of my nine colleagues on the board of governors, but especially past-chair Peter Inch, Lena West, Scott Comfort and Catherine Hughes, whose terms conclude. Their dedication to our sport has been an inspiration.

Good curling!!!

**G. Resby Coutts**

*Chair, Curling Canada 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 2017-18 Curling Canada board of governors: (front row, from left) Peter Inch, Resby Coutts, Maureen Miller and Cathy Hughes; (middle row) Scott Comfort, Lena West and Angela Hodgson; (back row) John Shea, George Cooke and Brad Gibb.



# kids dream big

**WE AT THE CURLING CANADA FOUNDATION KNOW** that amazing things happen — both on and off the ice — when kids are not only given the opportunity to participate in grassroots curling but are supported by the curling community throughout their journey.

Thank you for empowering kids to follow their dreams.

## GETTING IT RIGHT

When it comes to the long-term development and engagement of our youngest athletes — our future champions, community leaders, teammates and fellow club members — we need to recognize that they deserve nothing less than the very best of our sport.

We owe it to them to get it right.

That's why we're standing by our commitment to invest donor support into the development of youth programming that is age-specific and stage-specific and packs in a whole lot of FUN. Last year, in collaboration with our member associations and strategic partners, we were able to achieve some impressive results. Here are a few highlights from the 2017-18 season:

- We successfully executed targeted pilots of the new "Triples" and "Singles" disciplines, as well as our new U12 Learn to Curl, U18 Learn to Curl, Campus Learn to Curl and inter-club league programs. Each tried and tested program is ready for a national rollout.
- The new and exciting Hit Draw Tap/Tic Tac Toc individual competition was run by five member associations and is gearing up for even greater participation next year.
- The Egg Farmers Rocks & Rings program, presented by Curling Canada, reached more than 215,000 students with introductory floor curling in their school gyms.
- Through Curling 101-Try Curling, almost 1,000 children participated in First Involvement on-ice events as a follow-up to their Rocks & Rings experience.

But it's so much more than just what happens on the ice. The friendships, community connections and life-changing experiences are also part of our successes.

Just ask 11-year-old Jackson, a Grade 6 student at Blair Road Public School in Cambridge, Ontario, who received a rock-solid surprise for him and his class!

When Jackson wrote to Kaitlyn Lawes, the 2018 Olympic mixed doubles gold medallist, inviting her to come to his school for an Egg Farmers Rocks & Rings school presentation, he had no idea how amazing it would turn out to be.

He received a personal video from Lawes with a signed jersey and a Goldline broom autographed by Lawes and her mixed doubles teammate, John Morris. Plus, his class got to participate in a Rocks & Rings tournament. It's safe to say it was a day that none of those students will forget any time soon.

## SUCCESS ON ALL LEVELS

Committed to our long-term athlete development approach, Curling Canada strives to encourage age- and stage-appropriate healthy competition opportunities for athletes on a more competitive pathway.

Last year, successful pilots for the U-15 Challenge Cups were hosted in Edmonton and Moncton, New Brunswick, and in Ontario in Ottawa, Barrie and St. Catharines.



Jackson's surprise included a broom autographed by Olympic mixed doubles gold medallists Kaitlyn Lawes and John Morris

Once again, Curling Canada oversaw a successful and exciting national competition at the second annual U-18 Boys and Girls Curling Championships in Saint Andrews, New Brunswick, and the New Holland Canadian junior U-21 championships in Shawinigan, Quebec. It was an exceptional year for our U-21 national teams, with both the men and women capturing gold medals at the U-21 world junior championships in Aberdeen, Scotland.

## FOR THE LOVE OF CURLING SCHOLARSHIPS

Thanks to the caring support of the curling community, as well as an additional one-time grant from the former Women's World Curling Tour, scholarships were awarded to 13 deserving young curlers.

Selected from the more than 70 eligible applicants, these junior stars will continue to shine for years to come. Meet your 2017-18 For the Love of Curling scholars:

- Nicholas Bissonnette of Sudbury, Ontario
- Kira Brunton of Sudbury, Ontario
- Krysta Burns of Sudbury, Ontario
- Sarah Daniels of Delta, British Columbia
- Donald DeWolfe of Cornwall, Prince Edward Island
- Rob Gordon of Winnipeg
- Sara Guy of Wahnapiatae, Ontario
- Matthew Hall of Kitchener, Ontario
- Sarah Hoag of Gravelbourg, Saskatchewan
- Matthew Manuel of Halifax
- Brooks Roche of Montague, Prince Edward Island
- Megan Smith of Sudbury, Ontario
- Mackenzie Zacharias of Altona, Manitoba

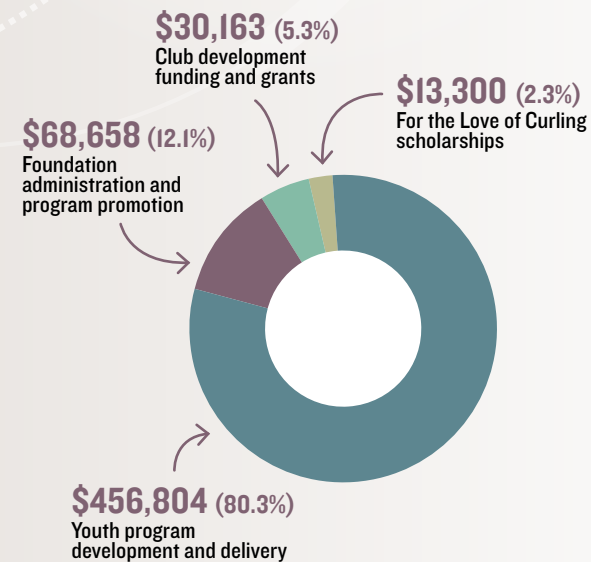


Canada's men's and women's teams swept gold at the U-21 world junior championships



For the Love of Curling scholarship recipients Matthew Hall and Sarah Daniels

## DONORS' IMPACT ON CURLING IN CANADA



The Curling Canada Foundation is excited to play a major role in the continued growth of youth curling in Canada. Thank you to our donors for your ongoing support!



# 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 these development programs that Curling Canada maintains direct contact with 920 affiliated curling clubs, 14 provincial and territorial associations, 14 affiliate organizations and nearly 1.7 million Canadians who play the sport each year.

## RECRUITMENT

### Youth Feeder Overview

The youth feeder system is a best-in-class program that recruits, retains and develops youth curlers. It was designed by Curling Canada, delivered by the provincial and territorial member associations and implemented by curling rinks at the grassroots levels. The program is aligned with Curling Canada's long-term athlete development model and is user-friendly, easily delivered and adaptable. This initiative is innovative and experimental and will be a game changer for curling in Canada, attracting and retaining more youth, including new Canadians, to the sport of curling.

This new initiative delivered a number of successful pilot sessions last season that will embed those programs in our curling club programming:

- Rocks & Rings in schools reached 217,442 elementary students during 1,476 school visits across the country
- Youth development pilot clinics in British Columbia and all three territories
- Pilot sessions for Hit Draw Tap were held in Saskatchewan and Quebec, joining successful programs in place in Ontario, British Columbia and Manitoba and inaugural seasons in Northern Ontario and Alberta. Hit Draw Tap, or HDT as we like to call it, is a youth skills competition in which kids aged six to 13 compete as individuals. Young curlers are grouped into three age categories in which they perform three different shots – a hit, a draw and a tap. The difficulty of the skills is modified based on the age of the child.

Other completed pilots ready for national rollout include:

- Triples (three players per team curl six ends using six stones, with each player at each position – lead, middle and skip – for two ends)
- U12 and U18 Learn to Curl; U15 Challenge Cups (athletes under 15 representing their club versus other clubs in the area)
- A school on-ice program and an inter-city league (22 teams competing) were tested in Newfoundland and Labrador
- Physical and Health Education (PHE) Canada developed Move Think Learn for curling, the latest in a series of sport-specific packages that helps teachers create a complete learning unit, using classroom and gymnasium equipment in innovative ways
- Curling 101 is a new family-focused open-house event that gets both youth and their parents on the ice to try curling. Using the Rocks & Rings program as the marketing tool, students are invited to the local curling club to try curling with their parents after their in-school experience. The idea is to create a very powerful marketing message to the parent: "Your child is very excited about curling after his or her in-gym experience and really wants you to take him or her to a Curling 101 event." The on-ice session is one hour long and provides just the right amount of instruction to get both kids and adults into a game in a short period of time. It introduces the basics of curling and puts them into a two-end game within 60 minutes.

Curling 101 was introduced to 25 Canadian curling centres in an attempt to bridge the very successful Rocks & Rings program with a real curling experience. A total of 26,563 students were reached, there were 1,382 on-ice participants and the total number of new youth members was 115.



Rocks & Rings in-school program



2016-17 Volunteer of the Year Award

## VOLUNTEER OF THE YEAR AWARD

Roger Smith of La Pêche, Quebec, is the winner of the 2016-17 Curling Canada Volunteer of the Year Award in recognition of his significant contribution to the success of Curling des Collines.

Getting a new curling centre built is no easy task, but it's one Smith attacked with fervour as he saw the need for a facility in Chelsea, Quebec.

Curling des Collines, a club with some 90 members, had been around since 2005 but never had a home to call its own. It began in a hockey arena and then moved into an Ottawa curling rink in 2014.

Curling des Collines' dream of having its own facility came true in February 2016, when the Quebec government announced it was granting \$1.7 million toward the construction of a new four-sheet curling centre.

It was Smith who had drafted the grant applications and business plan that persuaded the provincial government to grant the funds. Smith twisted arms to the tune of more than \$400,000 in a fundraising campaign and was the point man in talks with financial institutions to secure additional financing.

Money was only half the battle; he also had to find the land for the new curling centre. He finally found a willing host in Chelsea.

With room for more than 600 members, the Curling des Collines' doors are now open.

## BUSINESS OF CURLING SYMPOSIUMS

A single session was held in Sackville, New Brunswick, with 80 people from Atlantic Canada enjoying various topics and taking advantage of a great networking opportunity.



## NATIONAL CURLING CLUB SURVEY

Curling Canada surveyed Canadian rinks with 83 operational questions. A full summary report of the 226 curling centres is available online at [curling.ca/2018curlingclubsurvey](http://curling.ca/2018curlingclubsurvey).

## ADULT LEARN-TO-CURL

The Adult Learn-To-Curl program is now active in more than 250 curling centres at which Canadians are curling for the first time – and loving it! The program is having a significant impact on membership retention and is re-energizing many curling rinks.

The program's goal is to enhance the experience of new adult players, offering a yearlong 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!

## ADVOCACY TEMPLATE

Member clubs now have access to a professionally created Advocacy Toolkit for their use to deliver meaningful presentations for infrastructure funding or presentations to municipal governments or other governing bodies.

# high performance



Team Homan and Team Koe — 2017 Tim Hortons Roar of the Rings champions

**THE FIRST YEAR OF A QUADRENNIAL IS ALWAYS A** challenging and motivating time for national sport organizations, which face one of two challenges in terms of their international championship performances — to maintain their world and Olympic ranking in a specific discipline or be pressured to improve it.

With Olympic/Paralympic medal aspirations in all four curling disciplines, Curling Canada is faced with both challenges heading into the 2018-19 season. We are striving to maintain our podium status in mixed doubles and wheelchair and to slightly strengthen our women's and men's programs, with consistent podium performances top of mind.

We finished the 2017-18 competitive season on a very positive note at the world championships — the Canadian women won gold, the men silver and the mixed doubles team brought home a bronze medal.

That was in addition to gold medals by our junior men and women and both senior teams, and a silver at the world mixed.

With future podium performances front of mind at the 2022 Olympic/Paralympic Games in China, it is critical that we use the 2018-19 season for review, reflection, analysis and evaluation as world curling becomes more and more competitive every year.

“Gap analysis” is the predominant focus post-Olympics, as we make measured, data-supported comparisons between the key performances of Team Canada and the elite squads of 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 our training and competition plans.



Team Canada — 2018 Olympic mixed doubles gold medalists



Team Canada — 2018 world women's champions

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 development models for both athletes and coaches.

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, 2026 and beyond. We continue to



Canada's men's and women's teams swept gold at the 2018 world seniors championships



Team Canada — 2018 Paralympic bronze medalists

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.

A predominant focus of the Next Generation program is to identify talented bantam, juvenile and junior-aged athletes and help 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 the international 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 endeavor.

To support these “Next Gen” athletes in their pursuit of excellence, as well as numerous athletes at various ages and stages, we continue to invest in



Team Canada — 2018 world mixed doubles bronze medalists

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.

We are pleased and proud to note that our junior and university athletes continue to perform exceptionally well on the international stage!

### ACKNOWLEDGMENTS

Curling Canada extends its sincere appreciation to the entire high-performance team for its contributions 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, Melissa Soligo, Jim Waite, Bill Tschirhart, Rob Krepps, Wendy Morgan, Wayne Kiel, Kyle Paquette, Kyle Turcotte, Jorie Janzen, Glen Jackson, Rob Krepps, Dr. Bob McCormack, Dr. Steven Dilkas, Sari Shatil and Karen Watson.

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



## OFFICIAL BROADCASTER



## FUNDING PARTNERS



## BUSINESS PARTNERS



### Acknowledgments

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

#### MEMBER ASSOCIATIONS

Curling Alberta  
www.albertacurling.ab.ca

Curl BC  
www.curlbc.ca

Curling Québec  
www.curling-quebec.qc.ca

CurlManitoba  
www.curlmanitoba.org

Curl PEI  
www.peicurling.com

CurlSask  
www.curlsask.ca

CurlingNB  
www.nbcurling.com

Newfoundland and Labrador  
Curling Association  
www.curlingnl.ca

Northern Ontario  
Curling Association  
www.curlno.ca

NWT 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 Branch Curling  
www.canadianbranch.org

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

Hamilton and Area  
Curling Association  
www.hamiltoncurling.com

Northern Alberta Curling Association  
www.northernalbertacurling.com

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.peacecurling.wordpress.com

Southern Alberta Curling Association  
www.saca.ca

Toronto Curling Association  
www.torontocurling.com



Team North America — 2018 World Financial Group Continental Cup champions



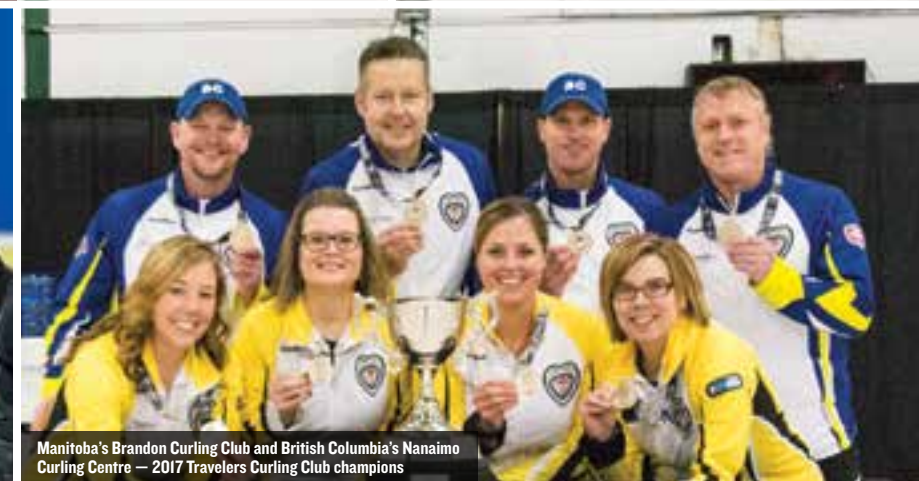
Team Ontario — 2018 Canadian mixed champions



Team Canada skip Brad Gushue — 2018 Tim Hortons Brier champion



Team Manitoba skip Jennifer Jones — 2018 Scotties Tournament of Hearts champion



Manitoba's Brandon Curling Club and British Columbia's Nanaimo Curling Centre — 2017 Travelers Curling Club champions

# championships

## SEASON OF CHAMPIONS

Curling Canada's national championships are not only its main area of administration and the most financially consuming of its responsibilities, they are also the most visible component of our operations.

In 1994, Curling Canada — then known as the Canadian Curling Association — in collaboration with the St. Clair Group of Toronto and the World Curling Federation, developed a unique 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 still curling's most recognized series of events. The Season of Champions celebrated its 24th season in 2017-18 and boasted more than 600 hours of original broadcast

coverage exclusively on the TSN network and its French counterpart, RDS. Additionally, TSN/RDS broadcast games this past season from the European Curling Championships and the World Mixed Doubles Curling Championship.

Additionally, Curling Canada's non-Season of Champions events earned even more exposure thanks to a new comprehensive broadcast and streaming agreement with CBC — the highlight of which were the national broadcasts of the closing weekend of the inaugural Canad Inns Canadian Mixed Doubles Curling Trials, which decided Canada's first mixed doubles entry into the 2018 Olympic Winter Games.

The 2017-18 season kicked off with the Home Hardware Road to the Roar pre-trials, November 6 to 12 at Credit Union Place in Summerside, Prince Edward Island. The Road to the Roar decided the final two men's and two women's teams to compete in the Tim Hortons Roar of the Rings in Ottawa, the event that decided Canada's four-player teams for the 2018 Winter Olympics in PyeongChang, South Korea.

The four teams to advance were Krista McCarville of Thunder Bay, Ontario, Julie Tippin of Woodstock, Ontario, John Morris of Vernon, British Columbia, and Edmonton's Brendan Bottcher.

The focus then turned to the Canadian Tire Centre in Ottawa for the Tim Hortons Roar of the Rings — the toughest Olympic curling qualifying event on the planet. Four years of hard work for the nine men's and nine women's teams culminated with a thrilling week of curling. In the end, it was a hometown team that won the women's title as Ottawa's Rachel Homan beat previously undefeated Chelsea Carey of Calgary in the final. On the men's side, Kevin Koe's Calgary team claimed gold with a victory over Winnipeg's Mike McEwen in a nail-biting championship game.

More Olympic dreams were on the line at the inaugural Canad Inns Canadian Mixed Doubles Curling Trials, held January 2 to 7 at Stride Place in Portage la Prairie, Manitoba. Eighteen teams battled it out for the opportunity to be Canada's first Olympic mixed doubles curling team, and it was the duo of Kaitlyn Lawes of Winnipeg and John Morris of Canmore, Alberta, that prevailed — and went on to win gold in PyeongChang.

After two straight years in Las Vegas, the World Financial Group Continental Cup, presented by Service Experts, returned north of the border to London, Ontario, January 11 to 14 at The Sports Centre at Western Fair District. But the result didn't change as Team North America triumphed for the sixth straight year over Team World.

The victory wasn't sealed until the last possible moment; both teams finished with 30 points in curling's version of the Ryder Cup, but North America's Brad Gushue won a draw-to-the-button tiebreaker against Team World's Thomas Ulsrud to nail down the victory.

A new title sponsor was ushered in at the 2018 Canadian Junior Men's and Women's Curling Championships, as New Holland made its debut in Shawinigan, Quebec. The New Holland Canadian Juniors, staged January 13 to 21, featured two winners with championship pedigree.

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

On the men's side, Tyler Tardi's British Columbia squad successfully defended its men's title and went on to capture a gold medal at the World Juniors in Aberdeen, Scotland.

Meanwhile, Nova Scotia's Kaitlyn Jones earned the women's gold with two members — vice-skip Kristin Clarke and second Karlee Burgess — of the Nova Scotia team that had prevailed in 2016. The Bluesosers gave Canada a gold-medal sweep at the World Juniors.

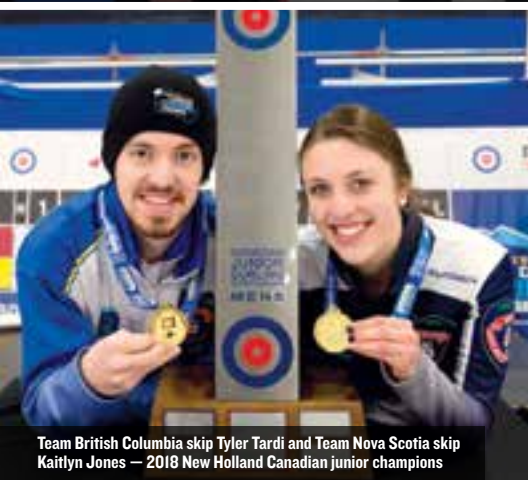
When it comes to partnerships, few can rival that of the Scotties Tournament of Hearts — one of the most enduring examples of sports loyalty in Canada.

The 2018 Canadian Women's Curling Championship, held January 27 to February 4 at the South Okanagan





University of Alberta Golden Bears and Pandas — 2018 U Sports-Curling Canada champions



Team British Columbia skip Tylor Tardi and Team Nova Scotia skip Kaitlyn Jones — 2018 New Holland Canadian junior champions



Nova Scotia — 2018 Canadian under-18 boys and girls champions

Events Centre in Penticton, British Columbia, was the 37th year of title sponsorship by Kruger Products, dating back to the first Tournament of Hearts in 1982.

Jennifer Jones and her long-time second Jill Officer made history by winning their sixth Hearts titles, matching the record held by Colleen Jones, as Jones's Manitoba team claimed gold.

The 2018 Tim Hortons Brier — hosted by the Brandt Centre March 3 to 11 — returned to Regina for the first time since 2006, and, like the Hearts, debuted a new 16-team, two-pool format, including a Wild Card team that was decided on the Friday night before the beginning of competition.

But the new format didn't faze defending champion Brad Gushue, as his Team Canada crew from St. John's made it back-to-back victories at the Canadian Men's Curling Championship.

Gushue's Canadian team would then go on to win a silver medal at the 2018 World Men's Curling Championship, presented by Ford of Canada, in Las Vegas, Nevada.

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 2018 Ford World Women's Curling Championship, held March 17 to 25, marked the

first major curling event for the Memorial Gardens in North Bay, Ontario, and the city put on a wonderful show for the planet's best women's curling teams. It was the home-country team skipped by Jennifer Jones that ended up on top of the podium after 14 straight victories — the second straight unbeaten performance by a Canadian women's team after Rachel Homan won gold in 2017 in Beijing, China.

Curling Canada extends its profound gratitude 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 also is responsible for the operation of six other championships — the Canadian Mixed, the Travelers Curling Club Championship, the Everest Canadian Seniors, Canadian Mixed Doubles, Canadian Wheelchair and the Canadian Under-18 Boys and Girls Curling Championships. It also plays an active role in the annual U Sports-Curling Canada University Championships and, for the first time in 2018, the Canadian Colleges Athletic Association Championships.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was played at the Swan River Curling Club in Swan River, Manitoba, November 12 to 18. Ontario's Mike Anderson team captured the gold medal and will wear the Maple Leaf on behalf

of Canada at the World Mixed Curling Championship October 13 to 20 in Kelowna, British Columbia.

The 2017 Travelers Curling Club Championship took place November 20 to 25 at the Catarauqui Golf and Country Club in Kingston, Ontario. British Columbia's Bart Sawyer claimed the men's title, while Manitoba's Stacey Fordyce gave Manitoba its second straight women's title.

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 2018 Everest Canadian Seniors, which took place March 24 to 29 in Stratford, Ontario, saw Saskatchewan's Sherry Anderson capture her second straight women's gold medal; her team also won gold at the 2018 World Seniors in Denmark and will go for a second straight world seniors title in 2019 in Stavanger, Norway.

On the men's side, 2016 champ Bryan Cochrane of Ontario won again, and will represent Canada at the 2019 World Seniors.

Six Canadian champions were decided as part of the Curl 4 Canada series of events played in Leduc, Alberta, March 24 to April 1.

It kicked off with the 11th annual U Sports-Curling Canada University Championships, at which the home teams from the University of Alberta swept gold: Karsten Sturmay skipped the Alberta Golden Bears to the men's title, while Kristen Streifel called the shots for the victorious Alberta Pandas women's team. Both squads will represent Canada at the 2019 Winter Universiade in Russia.

Curling Canada partnered with the CCAA for the first time to run the Canadian Colleges Athletic Association Championships. The Douglas College Royals from British Columbia, skipped by Daniel Wenzek, won the men's title, while Ontario's Fanshawe Falcons, skipped by Kaitlyn Poirier, took the women's championship.

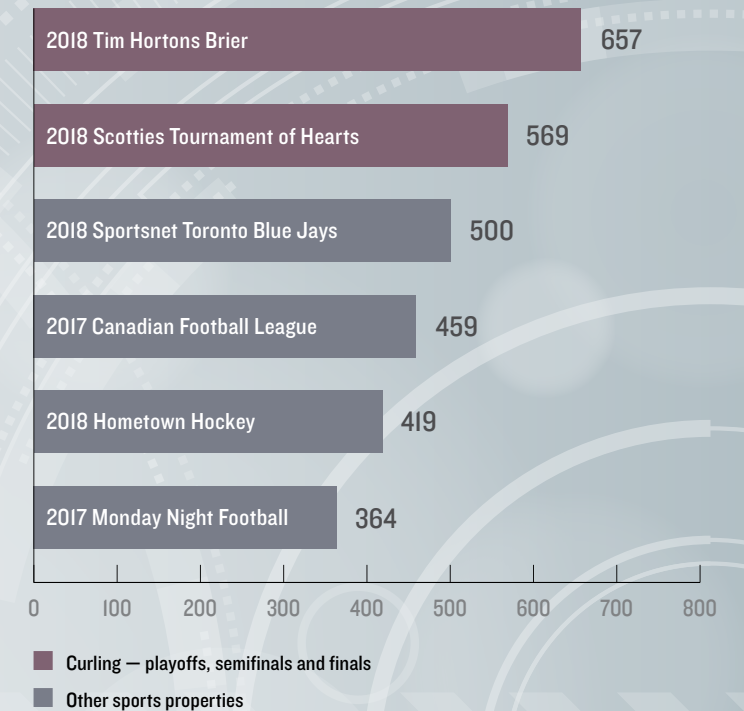
Curl 4 Canada continued with the 15th Canadian Wheelchair Curling Championship, at which two Canadian Paralympic teammates went head to head in the final. Saskatchewan's Marie Wright defeated defending champion Dennis Thiessen of Manitoba for the gold medal.

The Leduc festival concluded with the sixth Canadian Mixed Doubles Curling Championship. Edmonton's Laura Walker and Saskatoon's Kirk Muires came out on top, and went on to win a bronze medal at the World Mixed Doubles Championship in Sweden.

The second edition of the Canadian Under-18 Boys and Girls Curling Championships was held April 9 to 14 in Saint Andrews, New Brunswick, and it was a Nova Scotia sweep. Graeme Weagle skipped the champion boys team, while Isabelle Ladouceur skipped the winning girls team.

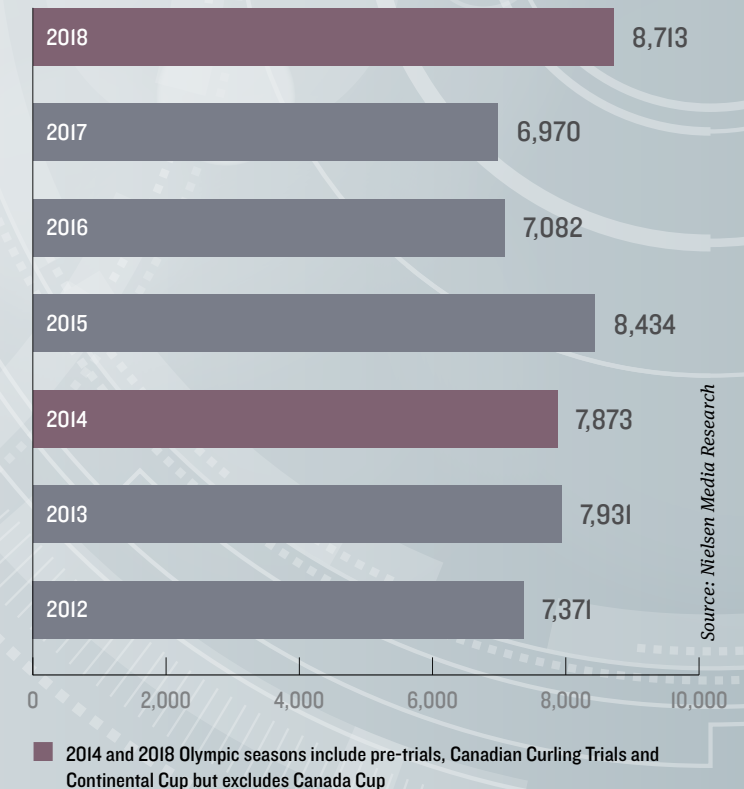
### Selected Draws vs. Other Sports Properties

Average Minute Audience Adults 18+ (000s)



### Season of Champions Broadcasts

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



# finance

## CURLING CANADA BALANCE SHEET as at April 30

	2013/14	2014/15	2015/16	2016/17	2017/18
<b>Assets</b>					
<b>Current</b>					
Cash	\$ 3,216,332	\$ 4,186,965	\$ 3,871,393	\$ 3,829,725	\$ 6,048,177
Accounts receivable	1,797,381	3,467,898	3,028,323	3,215,279	1,736,962
Sales taxes receivable	569,226	573,648	642,649	465,457	856,147
Prepaid expenses	114,247	110,148	133,732	328,117	151,352
	5,697,186	8,338,659	7,676,097	7,838,578	8,792,638
<b>Tangible capital assets</b>	586,493	508,345	500,882	515,792	861,371
	<b>\$ 6,283,679</b>	<b>\$ 8,847,004</b>	<b>\$ 8,176,979</b>	<b>\$ 8,354,370</b>	<b>\$ 9,654,009</b>
<b>Liabilities And Net Assets</b>					
<b>Current</b>					
Accounts payable and accrued liabilities	\$ 2,666,019	\$ 3,618,879	\$ 3,702,679	\$ 2,666,648	\$ 2,062,366
Government liabilities	31,685	43,477	—	—	—
Deferred contribution	917,250	1,015,750	466,632	790,718	1,421,904
	3,614,954	4,678,106	4,169,311	3,457,366	3,484,270
<b>Net assets</b>					
Internally restricted for invested in tangible capital assets and intangible assets	586,493	508,345	500,882	515,792	861,371
Internally restricted reserve	866,942	2,427,976	2,457,112	2,857,112	3,829,847
Unrestricted	1,215,290	1,232,577	1,049,674	1,524,100	1,478,521
	2,668,725	4,168,898	4,007,668	4,897,004	6,169,739
	<b>\$ 6,283,679</b>	<b>\$ 8,847,004</b>	<b>\$ 8,176,979</b>	<b>\$ 8,354,370</b>	<b>\$ 9,654,009</b>

## CURLING CANADA COMPARATIVE INCOME STATEMENT for the year ended April 30

	2013/2014	2014/2015	2015/2016	2016/2017	2017/2018
<b>Total revenue</b>	\$ 20,662,576	\$ 21,628,604	\$ 17,513,062	\$ 19,917,772	\$ 23,276,052
<b>Total expenses</b>	20,656,139	20,128,431	17,674,292	19,028,436	22,003,317
<b>Surplus</b>	6,437	1,500,173	(161,230)	889,336	1,272,735
<b>Accumulated surplus after year-end</b>	\$ 2,668,725	\$ 4,168,898	\$ 4,007,668	\$ 4,897,004	\$ 6,169,739

## 2017/18 CURLING CANADA REVENUE

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 11,476,302	49%
National and local sponsorships	6,591,003	30%
National team programs	2,299,570	10%
Sport Canada core funding	1,263,500	5%
Philanthropic	568,925	2%
Competitors and affiliation fees	552,336	2%
Grants and other	284,173	1%
Non Season of Champions events	240,243	1%
<b>Total</b>	<b>\$ 23,276,052</b>	<b>100%</b>

