



2019 ANNUAL REPORT



MESSAGE

FROM THE CHIEF EXECUTIVE OFFICER



AS I WRITE THIS MESSAGE FOR OUR ANNUAL report, it is the height of summer — a chance to reflect on the past season and to look ahead to the new season and the opportunities that we as a curling community have to move the bar significantly forward, both on and off the ice.

The concept of a curling community is an important one because it encompasses all of us, connecting the grassroots to your local curling centre, to your provincial and territorial member associations, and to Curling Canada's staff and board of governors. It's a community that comprises athletes and coaches, volunteers and on-ice officials, ice technicians and club managers, wheelchair and stick curlers, vision-impaired and hearing-impaired curlers, and even non-curlers who can't get enough of watching our sport, either in person at championship events or on television.

We have shared goals of success internationally and growth domestically, of making our sport a safe haven for athletes and coaches alike and of spreading our love of the roaring game to those who are new to the country or those who've lived here forever and are looking for a fun and social winter-time activity.

That hard work is paying off; national data collected by the Vividata research company show that curling participation has grown steadily over the past four seasons. In 2015, 1,512,000 Canadians age 14 and over curled at least once; that number increased to 1,986,000 in 2019.

We are a sport that is clearly headed in the right direction and we should all take a moment to reflect and be proud of what we've accomplished together.

Here are some highlights from the past 12 months:

Safe Sport

The sheer volume of negative headlines in the world of sports has given all of us pause, in addition to opportunities to assess how we as a sport are doing in the areas of ensuring that our athletes, regardless of age, feel safe and protected, and that our coaches aren't put into positions where they are exposed to potential issues.

No sport is immune from this and we have taken that truth to heart as we work alongside other National Sport Organizations, as well as Kirsty Duncan, minister of sport and persons with disabilities, and her staff to make sports safe for all athletes. We have taken

significant proactive steps to provide information and resources to all athletes, with an emphasis on ensuring their safety as the highest priority.

While the focus has primarily been on the safety of athletes, their coaches also need resources and information. To that end, we formally signed a pledge in May to join the Responsible Coaching Movement — a call to action for organizations to implement realistic change based on their individual state of readiness co-ordinated by the Coaching Association of Canada and the Canadian Centre for Ethics in Sport.

Risk Management

Our commitment to safe sport is a key element of risk management, of course, but it goes beyond that in many ways. Risk management also extends to the long-term health of our sport and our organization — and much of that relies on the success of our Season of Champions events, highlighted by the Tim Hortons Brier, the Scotties Tournament of Hearts and our annual hosting of a world men's or women's championship.

I'm pleased to tell you that we are at a level of success and stability that Curling Canada has never previously enjoyed. Our championships continue to generate significant interest, attendance and television viewership and, just as importantly, they generate huge interest from communities that want to host them to reap the massive economic benefits.

This has all contributed to an ability to continue adding to our long-term reserve fund; a healthy reserve fund is considered an absolutely crucial element to a successful organization's ability to manage risk. Our staff has worked tirelessly to find not only efficiencies but also opportunities to make our championships more successful and more appealing, and you will continue to see more of this during the 2019-20 season.

Curling Assistance Program

We were extremely excited to re-launch our Curling Assistance Program last season, with three successful applicants.

The revamped Curling Assistance Program offers low-interest loans, to a maximum of \$25,000, from Curling Canada to Canadian curling centres to help

them remain sustainable over the long term and provide capital for such items as roofing, chillers, compressors, lighting, warm-area renovations and curling stones.

Curl Moncton, the Fort Frances Curling Club in Fort Frances, Ontario, and the Sydney Curling Club in Sydney, Nova Scotia, each received \$25,000 loans to improve their respective facilities.

International Results

Once again, Canadian curling teams led the world in overall world championship medals won this past season, and that is another feather in the cap of our high-performance department, led by director Gerry Peckham.

Particularly gratifying was continued success at the junior level as Canadian teams skipped by Tyler Tardi and Selena Sturmay captured gold and silver respectively at the world junior championships in Liverpool, Nova Scotia.

Another highlight was the silver medal won by the duo of Jocelyn Peterman and Brett Gallant at the world mixed doubles championship in Norway — our country's best result ever.

Season Of Champions

Fans from coast to coast showed up in droves to our Season of Champions events, which featured stops in Estevan, Saskatchewan (Home Hardware Canada Cup), Sydney, Nova Scotia (Scotties Tournament of Hearts), Brandon, Manitoba (Tim Hortons Brier), and Lethbridge, Alberta (Pioneer Hi-Bred World Men's Curling Championship).

While fans in the arenas and watching on television saw athletes showing their unparalleled skills, it was gratifying to see the work going on behind the scenes by on-site volunteers and staff. This is a truly special team, and I can tell you that our sport is better for having these people in it.

Youth Feeder Program

Our sport is in amazing hands, based on what we see coming out of our youth feeder program.

Youth participation is rising steadily, as we reap the benefits of the Egg Farmers Rocks & Rings school program presented by Curling Canada, and introduce new ways for young curlers to enjoy our sport, including Hit Draw Tap, presented by Tim Hortons, a skills competition that is expanding steadily across our country, giving kids a chance to develop their curling skills in a fun environment.

Meanwhile, we had two opportunities to watch our future Olympians and world competitors in action, and I can tell you that, based on what we saw at the third Canadian Under-18 Boys and Girls Curling Championships, as well as the 2019 Canada Winter Games, we have exciting times to look forward to on the horizon!

The Year Ahead

As always, there is an air of anticipation among curlers, coaches, administrators and fans alike as a new season approaches.

From a personal standpoint, I can't say enough about how much I enjoyed working with our 2018-19 board of governors and its chair, Maureen Miller. This is a group of committed volunteers who are, in many ways, the stewards of our game in Canada, and it is my pleasure to work alongside them. Their professionalism and dedication are an inspiration.

I look forward to the 2019-20 season and can't wait to see the benefits of our hard work.

Katherine Henderson

*Chief Executive Officer
Curling Canada*

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.

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 | Sponsorship fulfilment administrator: DIXIE LORENTZ | Manager, client services/CML Sponsorship Group Inc.: MARYLOU MORRIS | Editor, *Extra End* magazines/CML Sponsorship Group Inc.: LAURIE PAYNE | Sales account manager, local sponsorships, event operations: KIM WARBURTON | Consultant and event master of ceremonies: STUART BROWN | Photography/Michael Burns Photography Ltd.: MICHAEL BURNS | Photography/Andrew Klaver Photography: ANDREW KLAVER | Event daily publications/Pinstripe Communications Ltd.: DAVE KOMOSKY | Manager, food and beverage/Okanagan Vintage Catering: KEN LAUZON | Merchandising/Kenora Designs: TREVOR WALSH | Season of Champions event managers: NEIL HOUSTON, MARCY HRECHKOSY, JENNIFER McCANDIE, GORD McNABB, TERRY MORRIS

MESSAGE FROM THE CHAIR



AS I CONCLUDE MY TERM AS CHAIR OF Curling Canada's board of governors, I do so from a unique perspective — that of a two-time chair, with 16 years between those two opportunities, for which I remain truly humbled and grateful.

That gap has given me the good fortune to see just how far our sport has progressed in those 16 years, and

what amazing opportunities are on the horizon for curling in this country.

We can look back fondly at a very special 2018-19 season during which success was defined not just by wins and losses on the ice.

Working alongside my fellow governors, along with the staff of Curling Canada and our colleagues within our 14 provincial and territorial member associations, I felt such a spirit of collaboration and it led to some significant steps forward for our sport, particularly in the areas of risk management and safe sport. We should all be proud of what we've accomplished together.

As an organization, Curling Canada remains on sound financial footing, the result of a lot of hard work put in by our staff, board members and, of course, the athletes who put on such wonderful shows at our championship events to keep fans entertained and buying tickets!

Just as importantly, we continue to set a very high bar among our fellow National Sport Organizations when it comes to competitive success on the world stage and following best-in-class practices in our business model, as well as in our commitment to providing safety to our athletes and coaches.

One of the real privileges of serving our sport on the Curling Canada board of governors is attending Curling Canada's championship events to watch the sublime skills of our athletes in person. As a former Scotties Tournament of Hearts competitor, I know the commitment it takes to be a world-class curler, and I remain in awe of what today's curling athletes put themselves

through to ensure that they can rise to the occasion under the bright lights of a national or world-championship setting.

I am truly thankful not only to those athletes but to their coaches, their families and their employers and teachers — all of whom play a significant role in supporting our athletes' curling dreams.

Those athletes needed fitting stages on which to show their skills — both to the fans in the stands, as well as to our national and international television viewing audiences — and I'm always blown away when I have the chance to see what goes on behind the scenes at curling championship events.

The team of national and local event staff, on- and off-ice officials and statisticians, and ice technicians work flawlessly together. Suffice it to say, it's a rare championship that goes off without a hitch, but you'd never know it from the calmness and professionalism these workers show.

They are complemented by my favourite people in curling — our volunteers. It's no secret that curling depends on volunteers — whether it's the volunteer who helps TSN by bringing a cup of tea to Vic Rauter up in the booth or the volunteer who helps maintain the ice at a rural two-sheet club in Atlantic Canada.

They don't do that job for any kind of glory; they do it because they love curling and want to make the sport better. And they do.

In closing, I want to pass my sincere thanks to the member association board members and staff for your willingness to put in the hard work with a shared goal of improving our sport from the grassroots on up.

And I'd like also to express my complete and utter appreciation and respect for my fellow Curling Canada board members and Curling Canada staff. It has been a privilege to work with you and also to see you work. And to my fellow outgoing board member, Resby Coutts, your dedication to curling has inspired us all: We thank you for your service to the sport and the organization.

Maureen Miller

Chair, Curling Canada 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.

WITH A STRONG FOUNDATION, ANYTHING IS POSSIBLE

THE CURLING CANADA FOUNDATION KNOWS THAT success both on and off the ice depends on a strong beginning. The 2018-19 season saw the introduction of new youth curling initiatives and ongoing support for programs that ensure that young curlers are welcomed into the sport and supported throughout their curling journeys.

Youth programs development

When British Columbia's Tyler Tardi won a gold medal and Alberta's Selena Sturmey won silver at the 2019 World Junior Curling Championships in Liverpool, Nova Scotia, they confirmed the strength of Curling Canada's commitment to youth curling.

Curling participation among Canadian youth is growing at a rate of more than two per cent every year in the 14-to-17 age group and the 18-to-24 age group has the fastest-growing participation of any segment of our sport. That growth can be attributed to a determined focus on developing junior curling programs and ensuring they mesh with long-term athlete development goals.

"Curling Canada is excited about new youth programs that have been developed and implemented across the country," says Helen Radford, Curling Canada's manager of youth curling and its Next Generation program. "The focus and collaboration that all of our member associations have put toward youth curling has definitely helped build the momentum that we are seeing today."

Last year, with our member associations and strategic partners, we continued to expand the sport at all levels of youth development, including these highlights from the 2018-19 season:

- Hit Draw Tap™, presented by Tim Hortons, was offered by eight member associations, with two provincial championships of this individual skills competition played on Curling Canada's men's and women's Canadian championship ice.
- The Egg Farmers Rocks & Rings program, presented by Curling Canada, introduced another 220,000 students to the sport through floor curling in their school gymnasiums.
- Curling 101—Try Curling reached almost 24,000 students across Canada through Rocks & Rings and brought more than 1,200 of these children, with 20 per cent becoming new club members, to First Involvement on-ice events in all member association provinces/territories.
- Two new disciplines, Triples and Singles, as well as U-15 Challenge Cups, U12 Learn to Curl and U18 Learn to Curl programs were developed and launched nationwide.
- Safe Sport — Responsible Coaching Movement standards were established and shared with all member associations.
- Under the direction of former Canadian women's champion Heather Nedohin, organizers in Sherwood Park, Alberta, presented exceptionally successful Under-18 Boys and Girls Curling Championships.
- Equally as impressive, under the leadership of Bryan Rindal, organizers in Prince Albert, Saskatchewan, executed stellar New Holland Canadian junior U-21 championships.

For the Love of Curling Scholarships

Thanks to the support of the curling community, For the Love of Curling scholarships worth a total of \$25,000 were awarded to 10 deserving young curlers at the new award level of \$2,500 for each recipient.

It was also the first time scholars participated in fundraising activities to invest back into the program for



Some of Nova Scotia's youngest rock throwers battle it out at the Hit Draw Tap provincial championship played on the 2019 Scotties Tournament of Hearts ice in Sydney, Nova Scotia.

future scholarship program recipients. All 10 scholars enthusiastically took up the challenge not only to raise funds for this scholarship program but to raise awareness of it within their communities.

“It was an amazing opportunity to support the next generation of curlers and future scholars,” says Dustin Mikush, who, together with Selena Sturmey, ran a Bucket Brigade fundraiser at the U-18 championships in Sherwood Park. “Beyond this 2018-19 scholarship year, I would love to stay involved in promoting Curling Canada’s philanthropic program in any way I can!”

Ottawa’s Lindsay Dubue, who ran a raffle at her club, says it was an honour to be selected and that she enjoyed promoting the scholarship and her own experience as a recipient.

“I cannot thank Curling Canada and the curling community enough,” says Dubue. “I hope my contribution will help to make a difference for next year’s scholarship recipients!”

Meet the 2018-19 For the Love of Curling scholars:

- Kyle Doering of East St. Paul, Manitoba
- Lindsay Dubue of Ottawa
- Tanner Horgan of Sudbury, Ontario
- Ryan Jacques of Edmonton
- Kaitlyn Jones of Nepean, Ontario
- Ryan Lamswood of Stephenville, Newfoundland and Labrador
- Dustin Mikush of Wadena, Saskatchewan
- Kate Sherry of North Bay, Ontario
- Selena Sturmey of Leduc, Alberta
- Glenn Venance of Edmonton

Support from the highest levels of leadership

This year, Curling Canada’s board of governors also made its mark on the drive to support junior curling in Canada. Led by governor Angela Hodgson, board members embraced the Curling Day In Canada T-shirt campaign, a Curling Canada Foundation initiative inviting Canadians to purchase a T-shirt in support of youth curling programs.

More than 900 T-shirts were sold and members of the Curling Canada board of governors were the first to get involved.

“Getting kids on the ice and into curling is such an important goal for us as governors,” said Hodgson. “It was an easy ask to engage our entire board to show their united support and passionate leadership for the next generation of curlers.”



Eighteen current and former For the Love of Curling scholars competed at the 2019 New Holland Canadian Juniors.

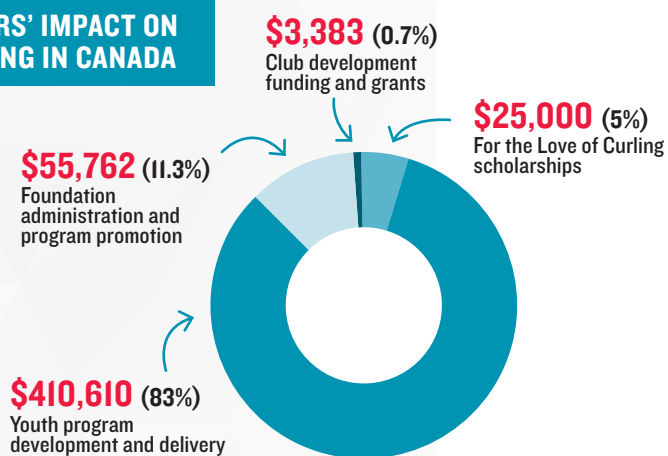


For the Love of Curling scholars Selena Sturmey and Dustin Mikush ran a Bucket Brigade to raise funds for next year’s For the Love of Curling scholarship program.



Members of Curling Canada’s board of governors proudly wear their Curling Day In Canada T-shirts as a sign of their united support of youth curling programs across Canada.

DONORS' IMPACT ON CURLING IN CANADA



\$25,000 (5%)
For the Love of Curling scholarships

As the philanthropic program of Curling Canada, the Curling Canada Foundation is proud to play a major role in the continued growth of youth curling in Canada.

Thank you to our donors for your ongoing support!



CURLING CANADA FOUNDATION
For the love of curling

HIGH PERFORMANCE



Team Canada — 2019 world men's silver medallists

THE SECOND YEAR OF THE CURRENT QUADRENNIAL will be a challenging and motivating time for Curling Canada high-performance leadership as it strategizes on achieving podium results at world and Olympic championships. This ultimate objective is becoming an increasingly daunting task as numerous other curling nations continue to strengthen their programs and elite performance capabilities.

Given our 2022 Olympic and Paralympic medal aspirations in all four curling disciplines, the 2019-20 season will be dedicated to strengthening the critical performance elements and gaps noted during the past season. That means every athlete who aspires to the podium in 2022 has lots of mindful and focused performance-oriented work to attend to.

We finished the 2018-19 competitive season on a very positive note at the world championships with

the Canadian men's and mixed doubles teams both winning silver. That was in addition to gold medals for our mixed, junior men and both senior teams, and a silver for our junior women. Our women's and wheelchair teams just missed the playoffs after playing their hearts out in very tough round robins.

Individual player and team "gap analysis" is the predominant focus at this stage of the quadrennial, 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.

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 and 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.

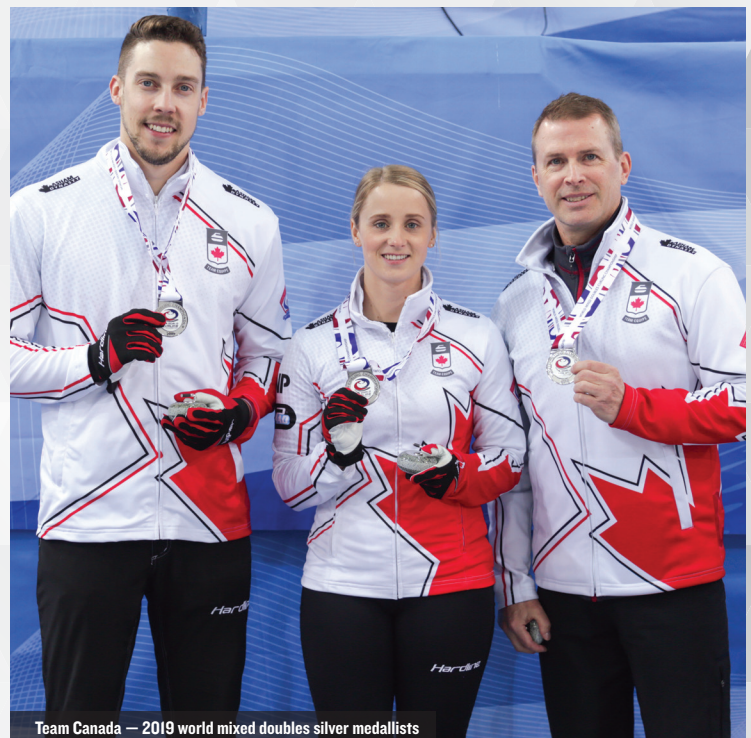
We have also expanded our Next Generation program with the intention of providing critical insights and advancement for young athletes who have the potential to represent Canada in 2022, 2026 and beyond. We continue to identify talented, hard-working athletes who are motivated to wear the Maple Leaf 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.

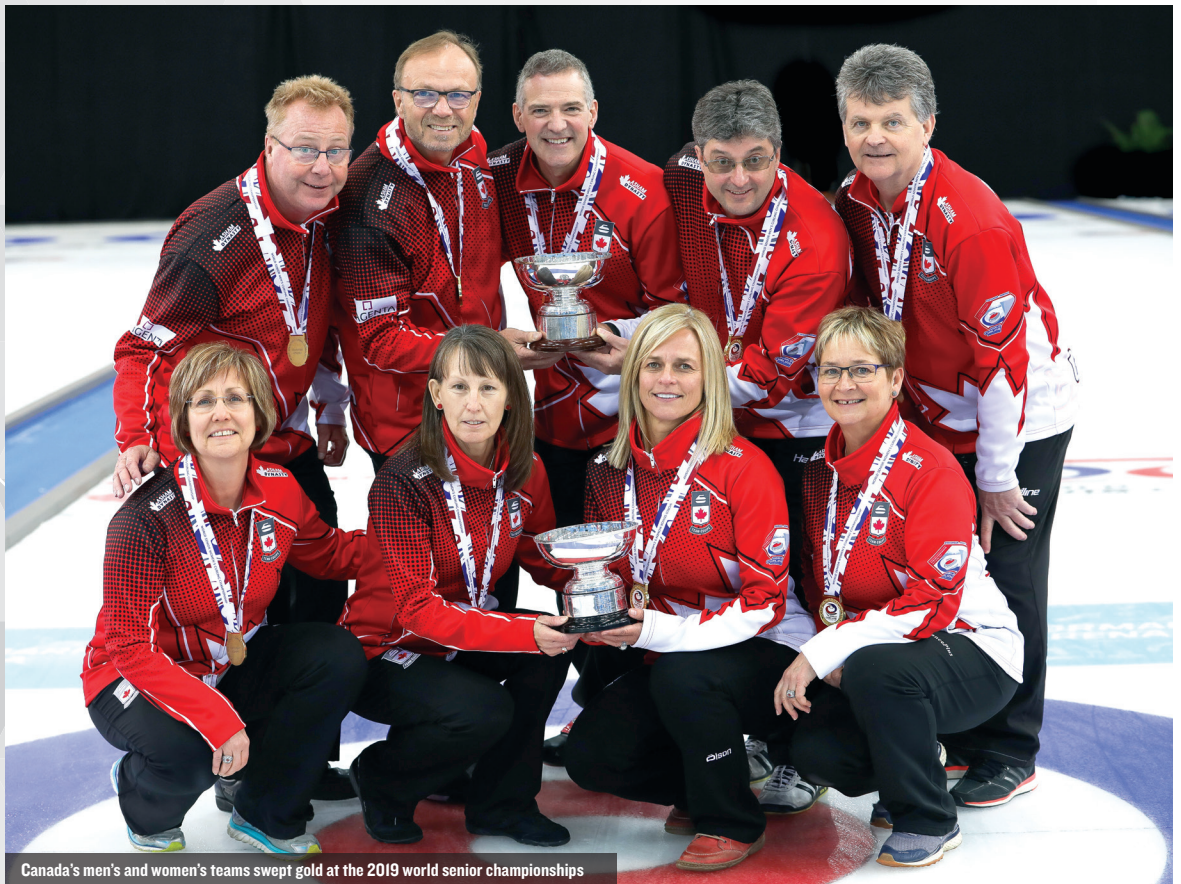
To support these “Next Gen” athletes in their pursuit of excellence, as well as numerous athletes at various ages and stages, we continue to invest in the development of competent, qualified coaches. We are enhancing our coach training and evaluation



Team Canada — 2018 world mixed champions



Team Canada — 2019 world mixed doubles silver medalists



Canada's men's and women's teams swept gold at the 2019 world senior championships

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: Elaine Dagg-Jackson, Jeff Stoughton, Paul Webster, Renée Sonnenberg, Scott Pfeifer, 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. A special thanks to Nolan Thiessen for the exceptional support he provided to all of the Canadian teams that participated in the new Curling World Cup. Canada was in eight of 12 finals and came away with seven gold medals!

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!



Team Canada — 2019 world junior men's gold medallists

PARTNERS

SEASON OF CHAMPIONS SPONSORS

Tim Hortons

Kruger
Products

NEW HOLLAND
AGRICULTURE

NEW HOLLAND
CONSTRUCTION

#togetherblue

PIONEER

CORTEVA
agriscience
Agriculture Division of DowDuPont*

WFG | WORLD FINANCIAL GROUP

Here's How.

AMJ CAMPBELL
MAKE YOUR BEST MOVE

OFFICIAL BROADCASTER

TSN RDS

FUNDING PARTNERS

 Canadian Heritage
Sport Canada

Patrimoine
canadien

Canada

 OWN THE | À NOUS LE
PODIUM | PODIUM



BUSINESS PARTNERS


THE PIN PEOPLE
LAURIE ARTISS LTD

eventMAX
Merchandising & Promotions Ltd.


Jet Ice
WE BRING ICE TO LIFE



Acknowledgments

Curling Canada extends its sincere appreciation to its 14 member associations and 11 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.cffca.ca

Canadian Police
Curling Association
www.policecurling.ca

Canadian Postal Employees
Curling Classic
www.postalcurling.ca

Hamilton and Area
Curling Association
www.hamiltoncurling.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

Toronto Curling Association
www.torontocurling.com



Team Ontario and Team Northern Ontario — 2019 Canadian under-18 boys and girls 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 hit the quarter-century mark in 2018-19

and boasted more than 300 hours of live 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 comprehensive broadcast and streaming agreement with CBC that includes coverage of the national mixed doubles, wheelchair, seniors and university and college championships.

And, for the first time ever, round-robin coverage of the New Holland Canadian Junior Men’s and Women’s Curling Championships was offered online.

The 2018-19 Season of Champions kicked off with the Home Hardware Canada Cup, December 5 to 9 at Affinity Place in Estevan, Saskatchewan. The top seven men’s and top eight women’s teams in Canada battled for \$140,000 in prize money. On the women’s side, Winnipeg’s Jennifer Jones made history as the event’s first four-time champion, beating Kerri Einarson of Gimli, Manitoba, in the final. In men’s competition, Brad Jacobs of Sault Ste. Marie, Ontario, claimed his

first Canada Cup title with a win over Calgary's Kevin Koe in the final.

The 2019 World Financial Group Continental Cup, presented by Boyd Gaming, returned south of the border to the Entertainment Capital of the World, Las Vegas, Nevada, January 17 to 20 at the Orleans Arena. The host Team North America squad had claimed the championship trophy for six years running before the 2019 event, but it was Team World's long-awaited turn to celebrate. The visitors staged off a furious final-day comeback by Team North America to prevail 34-26 in the multi-event competition.

As the Continental Cup was ending, another championship, the 2019 New Holland Canadian Juniors, was beginning in Prince Albert, Saskatchewan.

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.

The 2019 Canadian Juniors, held January 19 to 27 at the Art Hauser Centre and the Prince Albert Golf and Curling Club, saw British Columbia's Tyler Tardi and his vice-skip, Sterling Middleton, make history as the first players ever to win three consecutive junior men's gold medals. British Columbia defeated Manitoba's JT Ryan in the final. In the women's competition, Alberta's Selena Sturmway won gold, defeating British Columbia's Sarah Daniels in the championship game.

Team Tardi went on to capture its second straight gold medal at the World Juniors in Liverpool, Nova Scotia, while Team Sturmway claimed the women's silver, losing in the final to Russia.

The Scotties Tournament of Hearts continues to set a high bar in the realm of partnerships in Canadian sports. The 2019 Hearts, which was played February 15 to 24 at Centre 200 in Sydney, Nova Scotia, was the 38th year of title sponsorship by Kruger Products, dating back to the first Tournament of Hearts in 1982.

And it was a familiar face claiming gold, as Calgary's Chelsea Carey won her second Canadian Women's Curling Championship by defeating Ontario's Rachel Homan in the gold-medal game.

Team Carey went on to represent Canada at the 2019 LGT World Women's Curling Championship, presented by Pioneer Hi-Bred, in Silkeborg, Denmark, and missed the playoffs with a 6-6 record.

The 2019 Tim Hortons Brier, presented by AGI, had Manitoba curling fans buzzing as the event was played March 1 to 10 at Westoba Place in Brandon.



Team Alberta — 2019 Scotties Tournament of Hearts champions



Team Alberta — 2019 Tim Hortons Brier champions



Team Alberta — 2019 Canadian wheelchair champions



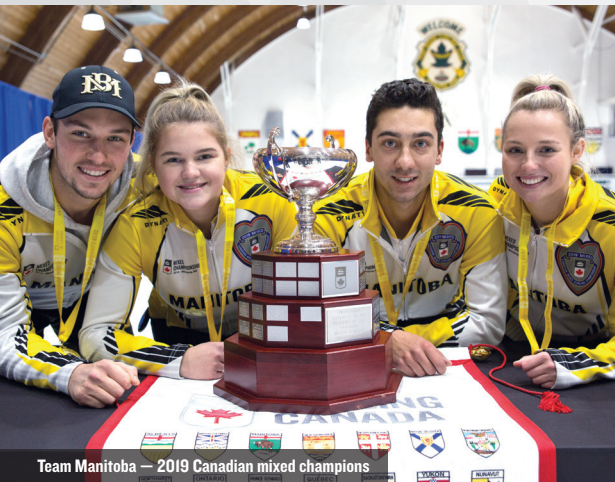
Team Alberta — 2019 Canadian junior women's gold medalists



Team Jennifer Jones — 2018 Home Hardware Canada Cup champions



Team Brad Jacobs — 2018 Home Hardware Canada Cup champions



Team Manitoba — 2019 Canadian mixed champions



British Columbia's Richmond Curling Club and Alberta's Calgary Curling Club — 2018 Travelers Curling Club champions

But it was Alberta in the spotlight at the end, as two teams from the Wild Rose province contested for the gold medal — the Alberta champs, skipped by Calgary's Kevin Koe and the Wild Card team from Edmonton, helmed by Brendan Bottcher.

Koe won his fourth Brier — matching the record held by skips Ernie Richardson, Randy Ferbey and Kevin Martin — while Bottcher won silver for the second straight year.

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 2019 Pioneer Hi-Bred World Men's Curling Championship, presented by Service Experts Heating, Air Conditioning and Plumbing, held March 30 to April 7 at the ENMAX Centre in Lethbridge, Alberta, was the first opportunity for Koe to wear the Maple Leaf on home ice; his three previous world championships were staged overseas.

Koe's Canadian team advanced to the gold-medal game, only to fall short to Sweden's Niklas Edin, who captured his fourth world title, matching the legendary Richardson.

Curling Canada extends its sincere 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 championship events — 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 Championships. It also plays an active role in the annual U Sports-Curling Canada University Championships as well as the Canadian Colleges Athletic Association Championships.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was played at the Fort Rouge Curling Club in Winnipeg, November 4 to 10, and it was a home-province team that came out on top as Manitoba's Colin Kurz captured gold. The Kurz quartet will represent Canada at the 2019 World Mixed Curling Championship in Aberdeen, Scotland, October 12 to 19, looking to repeat the gold medal won by Canada's Mike Anderson team at the 2018 World Mixed in Kelowna, British Columbia.

The 2018 Travelers Curling Club Championship ran November 19 to 24 at the Miramichi Curling Club in Miramichi, New Brunswick. British Columbia's Vic Shimizu claimed the men's title (a second straight for

B.C.), while Alberta's Morgan Muise took the women's gold, improving on the silver she had won two years earlier in Kelowna.

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 2019 Everest Canadian Seniors were held March 22 to 28 at the beautiful new Chilliwack Curling Club in Chilliwack, British Columbia, and it was a gold-medal sweep for Saskatchewan. On the women's side, Sherry Anderson collected her third straight women's title, and will go for a gold-medal three-peat at the World Seniors next spring in Kelowna. Anderson will be joined by Bruce Korte, who skipped his team to gold in Chilliwack.

Five Canadian champions were decided over a 10-day span at Willie O'Ree Place in Fredericton.

It all began with the 2019 U Sports-Curling Canada University Championships and the CCAA-Curling Canada Championships being staged simultaneously.

In the U Sports competition, two teams from Ontario went home with gold medals — Ottawa's Carleton Ravens, skipped by Cameron Goodkey, in the men's event, and Sudbury's Laurentian Voyageurs, with Kira Brunton calling the shots, in the women's event.

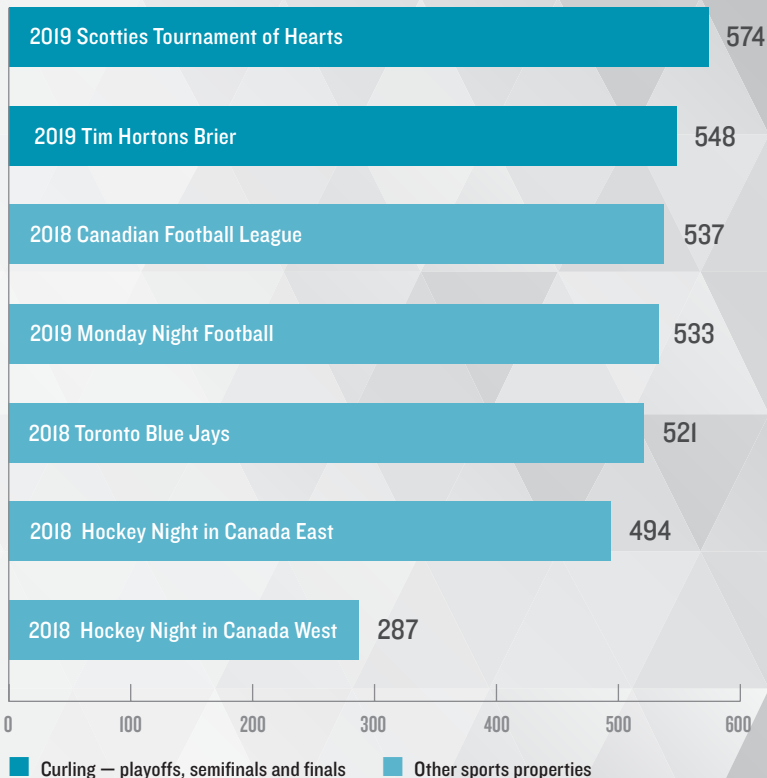
In the CCAA championships, Edmonton's Concordia University Thunder, skipped by Evan Van Amsterdam, and the Douglas College Royals of British Columbia, skipped by Kayla MacMillan, took the men's and women's gold medals respectively.

Once the collegiate championships were over, it was time for the 2019 Canadian Mixed Doubles championship to hit the ice and, in the end, it was Winnipeg's Jocelyn Peterman and Brett Gallant of St. John's, Newfoundland and Labrador, who won their second Canadian title. They went on to capture a silver medal at the World Mixed Doubles Curling Championship in Stavanger, Norway.

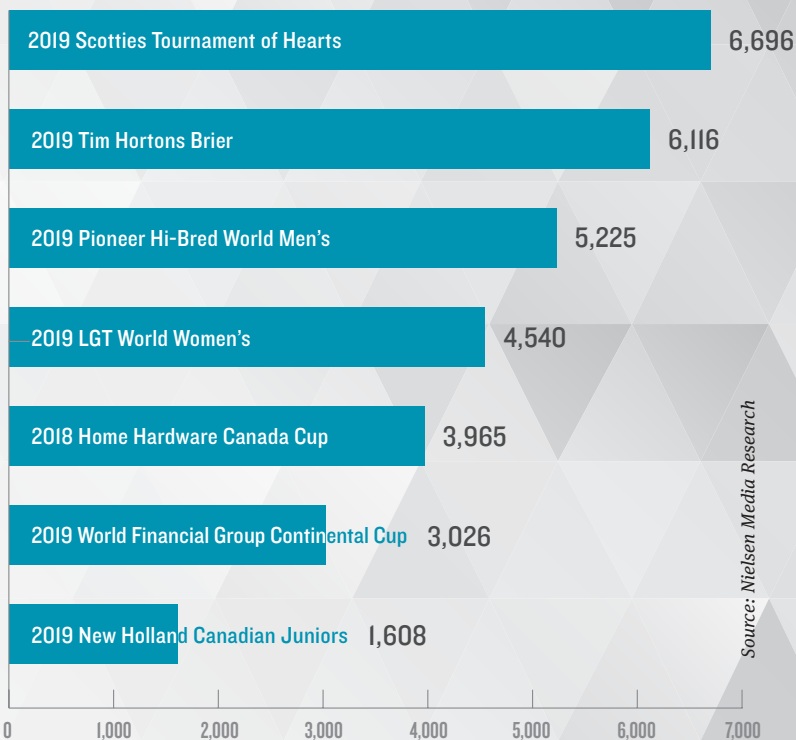
The third Canadian Under-18 Boys and Girls Curling Championships were held April 2 to 7 in Sherwood Park, Alberta, with Northern Ontario returning to the top of the podium after sweeping both gold medals in the inaugural championships in 2017 in Moncton. Northern Ontario's Bella Croisier captured the girls' gold medal in Sherwood Park — capping a brilliant season that saw her team also win gold at the Canada Winter Games in Red Deer, Alberta — while Ontario's Dylan Niepage skipped the winning boys' team.

The season came to an end with the 16th Canadian Wheelchair Curling Championship April 26 to May 1 in Boucherville, Quebec, and it was a long-awaited gold medal for Alberta's Jack Smart, who'd previously won five silver medals.

Selected Draws vs. Other Sports Properties Average Minute Audience Persons 2+ (000s)



Season of Champions Broadcasts Persons 2+ Reach Figures (000s)



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, 11 affiliate organizations and nearly 1.98 million Canadians who play the sport each year.

Recruitment

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/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 first-time sessions last season that will embed those programs into our curling club programming:

- A successful Rocks & Rings season was one to remember. Egg Farmers Rocks & Rings, presented by Curling Canada, inspired students across Canada to get active while learning about curling. This year's program was the second largest ever, with 222,547 students taking part.
- 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 a marketing tool, it invites students to a 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.

The 2018-19 school year brought 1,244 new on-ice participants into Curling 101 programs across the country. Of the 859 youth participants, 225 joined curling programs at a club.

Volunteer of the Year Award

Cathy MacCallum of Noyan, Quebec, is the winner of the 2017-18 Curling Canada Volunteer of the Year Award in recognition of her significant contribution to the success of the Lacolle Curling Club in Lacolle, Quebec.

MacCallum's gift for leadership kicked in during the 2017-18 season, when, after seven decades with little in the way of upgrades, the club was showing its age, especially in its deteriorating ice conditions.

MacCallum decided it was time to take action to replace the outdated cooling system and upgrade the club infrastructure. She invested countless hours researching what grants might be available, writing grant applications, and then, when a government grant





was awarded that required matching funds from the club, she galvanized the community to make it happen.

That's when the work *really* began — the money was in place, but now heavy labour was needed, and MacCallum was in the trenches with her fellow members, pushing wheelbarrows loaded with sand, cutting pipes, removing sidewalk boards and, besides that, providing her fellow volunteers with snacks that she had prepared herself.

The hard work finally came to fruition in late December, and members were back curling on superb ice in January.

Curling Assistance Program

The Curling Assistance Program's purpose is to lend money to affiliated curling rinks. The loans are to assist capital projects or renovations with respect to bricks and mortar. In 2018-19, Curling Canada lent \$25,000 each to the Sydney Curling Club in Nova Scotia and the Fort Frances Curling Club in Northern Ontario for roof repairs, and to Curl Moncton in New Brunswick for a compressor.

Application forms can be found at www.curling.ca.

Adult Learn-To-Curl

The Adult Learn-to-Curl program is now active in more than 400 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



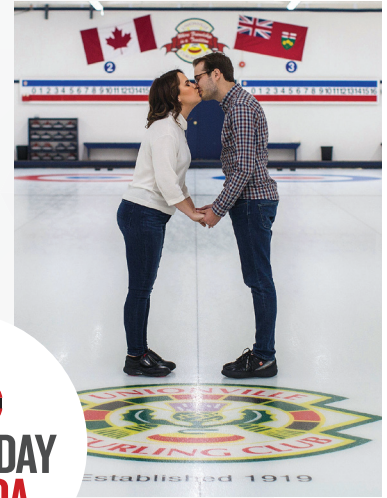
development as recreational curlers. After one season, new players are ready to join established leagues and are ready for competitions!

Curling Day In Canada

The inaugural Curling Day in Canada was held on February 23, 2019. It was established to celebrate everything Canadians value about the great sport of curling and the unique connections within the curling community, and it couldn't have been better received by the millions of participants and spectators across the country.

More than 275,000 viewers tuned into a one-hour television special, produced and aired by TSN/Bell Media, that highlighted the welcoming culture and diversity of Canada's grassroots curling community. The program covered everything from backyard family rinks to the iconic Brier Tankard trophy visiting Ontario's Unionville Curling Club.

Engaging clubs and individual curlers from across Canada was an integral aspect of the Curling Day in Canada celebrations and Curling Canada is pleased to



report that 275 unique curling stories were submitted and the following prizes awarded by random draw:

- Jill Parsons of St. John's, Newfoundland and Labrador, won an all-expenses-paid trip to the closing weekend of the 2020 Tim Hortons Brier in Kingston, Ontario.
- The Unionville Curling Club won the opportunity to host the storied Brier Tankard accompanied by former Brier and world champions Jeff Stoughton and Nolan Thiessen.
- Juanita Wannamaker of Gibsons, British Columbia; Shawn Lukaschuk of Elmwood, Manitoba; Marilyn Tuffords of Unionville; Matt Christian of Summerside, Prince Edward Island; and Rae Ann Litle of Carleton Place, Ontario, each won \$500 cash prizes.

Through a Canada-wide curling game, clubs had a chance to win a \$10,000 renovation grant. More than 175 clubs registered and each was asked to send in the top and bottom scores on its scoreboards for games played on Curling Day in Canada. This coast-to-coast undertaking determined the “top” as the winners with a final recorded score of 7,525 to 6,459 on the “bottom.”

Each participating club was also invited to collect a \$1 donation from each curler who played on Curling Day in Canada to earn a corresponding number of ballots in the draw for a chance to win the \$10,000 grant. The donations, paired with funds generated by the sale of Curling Day in Canada T-shirts, totalled

\$17,834, which will be invested directly back into youth curling program development and support through the Curling Canada Foundation.

With more than 9,200 ballots in the draw, the Golden Ears Curling Club in Maple Ridge, British Columbia, is the winner of the grant.

With appreciation to every curler and curling centre that participated in the nationwide celebration, Curling Canada is already looking forward to a repeat performance for the next Curling Day in Canada, which is scheduled for February 22, 2020.

Facts

- The Business of Curling Facebook page currently has 3,449 friends. Visit www.facebook.com/groups/businessofcurling.
- A Business of Curling symposium was held in June 2019 in Canmore, Alberta, with more than 100 curling club managers and board members registered from seven provinces and territories.
- Curling Canada piloted Facebook marketing campaigns in three Canadian communities – Montreal, Kingston, Ontario, and Canmore, Alberta. A curling club in each community was asked to host a free Learn-to-Curl drop-in event, which attracted new players on to the ice with trained instructors to learn the basics of curling. Facebook was used to entice customers to a rink for a trial session. The campaigns were very successful, with more than 120 people signed up at each event and about 25 signing up for Learn-to-Curl programs at each location.

FINANCE

CURLING CANADA BALANCE SHEET *as at April 30*

	2014/15	2015/16	2016/17	2017/18	2018/19
Assets					
Current					
Cash	\$ 4,186,965	\$ 3,871,393	\$ 3,829,725	\$ 6,048,177	\$ 7,593,480
Accounts receivable	3,467,898	3,028,323	3,215,279	1,736,962	1,031,465
Sales taxes receivable	573,648	642,649	465,457	856,147	832,153
Prepaid expenses	110,148	133,732	328,117	151,352	142,229
	<u>8,338,659</u>	<u>7,676,097</u>	<u>7,838,578</u>	<u>8,792,638</u>	<u>9,599,327</u>
Tangible capital assets	<u>508,345</u>	<u>500,882</u>	<u>515,792</u>	<u>861,371</u>	<u>943,181</u>
	\$ 8,847,004	\$ 8,176,979	\$ 8,354,370	\$ 9,654,009	\$ 10,542,508
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	\$ 3,618,879	\$ 3,702,679	\$ 2,666,648	\$ 2,062,366	\$ 2,525,169
Government liabilities	43,477	—	—	—	—
Deferred contribution	1,015,750	466,632	790,718	1,421,904	1,175,375
	<u>4,678,106</u>	<u>4,169,311</u>	<u>3,457,366</u>	<u>3,484,270</u>	<u>3,700,544</u>
Net assets					
Internally restricted for invested in tangible capital assets and intangible assets	508,345	500,882	515,792	861,371	943,181
Internally restricted reserve	2,427,976	2,457,112	2,857,112	3,829,847	4,781,643
Unrestricted	1,232,577	1,049,674	1,524,100	1,478,521	1,117,140
	<u>4,168,898</u>	<u>4,007,668</u>	<u>4,897,004</u>	<u>6,169,739</u>	<u>6,841,964</u>
	\$ 8,847,004	\$ 8,176,979	\$ 8,354,370	\$ 9,654,009	\$ 10,542,508

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

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019
Total revenue	\$ 21,628,604	\$ 17,513,062	\$ 19,917,772	\$ 23,276,052	\$ 19,356,355
Total expenses	20,128,431	17,674,292	19,028,436	22,003,317	18,684,130
Surplus	1,500,173	(161,230)	889,336	1,272,735	672,225
Accumulated surplus after year-end	\$ 4,168,898	\$ 4,007,668	\$ 4,897,004	\$ 6,169,739	\$ 6,841,964

2018/19 CURLING CANADA REVENUE

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 9,164,066	47%
National and local sponsorships	5,198,947	27%
National team programs	2,346,733	12%
Sport Canada core funding	1,263,500	7%
Philanthropic	494,755	3%
Competitors and affiliation fees	563,001	3%
Grants and other	234,247	1%
Non Season of Champions events	91,106	0%
Total	\$ 19,356,355	100%

