

2023 Annual Report





Message

from the CEO

I'm sitting at a new desk, in a new office, and with different people around me as I look back on the 2022-23 curling season, which ultimately was my final season as Chief Executive Officer of Curling Canada.

As you know, on Sept. 5 I transitioned to my new position as president and CEO of Hockey Canada, and while my first few weeks on the job have been extremely busy and challenging, I can't help but feel that something is amiss. Since 2016, the fall had been a time of tantalizing expectations as we prepare for our Season of Champions events and welcome curlers from all ages and backgrounds to curling centres across the country.

I left Curling Canada with truly mixed emotions – excited, of course, for the opportunity to work at Hockey Canada, but also sad to say goodbye (in an official role, anyways) to a sport, and people, I came to love, respect and admire.

I say “official role” because even though my work focus is now on another ice sport, my Friday nights will still be devoted to curling as I'm ready for another year in my mixed league in Toronto!

I have every confidence that the next Chief Executive Officer will take the sport of curling to new heights. There are amazing athletes, amazing business partners as well as Curling Canada's 14 Member Associations, and so much shared desire and ambition to make curling a welcoming place for everyone.

Here are some highlights from my final season with Curling Canada:

Full schedule

It seems stunning to write these words, but the 2022-23 season was the first season during which every national championship ran as scheduled since 2018-19.

We all know the challenges that were faced and ultimately overcome in the previous three seasons due to the COVID-19 pandemic. That's why it was so rewarding this past season to finally see a return to normalcy, which meant fans in the stands enjoying

the spectacle of our Season of Champions events, in addition to all of our non-SoC championships running without a hitch.

Curlers also returned to the ice in droves. Our data indicate that total participation exceeded two million for the first time, which is a significant plateau that certainly contradicts the inaccurate narrative that curling is lessening in popularity.

It was a breath of fresh air for Curling Canada staff and volunteers, as well as our Member Associations' staff and volunteers, to operate these championships without a COVID-tinged Sword of Damocles hovering above. The smiles on the faces of fans, athletes, officials and, quite frankly, all of us, told us what a joy it really is to be involved with the sport of curling.

Diversity and Inclusion

Curling Canada remains on a path to ensure that curlers of all backgrounds have a place to feel comfortable and welcomed.

To that end, Curling Canada named Dr. Richard Norman as Director of Community Futures & Innovation. Dr. Norman is a prominent researcher, lecturer, futurist, and strategic consultant who works with people, communities, and organizations to affect change. Specifically, he works to create a better future by igniting dialogue, including new ways of knowing, being, and understanding to expand the reach and benefit of sport, specifically curling, in people's lives.

Dr. Norman will be working with Curling Canada and the curling community to develop new approaches to curling delivery and create a healthy, equitable, inclusive, and sustainable future for our sport. He has a passion for transforming sport exemplified as a contributor to a landmark study mapping the complexities of the curling system. He has also recently completed a Post-Doctoral Fellowship at Toronto Metropolitan University examining notions of race and sport.

The past season also saw the introduction of the Fran Todd All Heart Awards, which honour young Canadian athletes who embody the values of curling,

It was a privilege and an honour to work for Curling Canada — essentially, to work for all of you — for seven years. I look back on those seven years with complete and utter admiration and respect for the people with whom I worked, because they are professionals in every sense of the word.

place the highest priorities on fair play, respect, and inclusivity, and who care deeply for the future of make-up of the Canada-wide curling community. The purpose of this award is to give the next generation “builders” of curling the support to create a more diverse and empowered sporting community, and based on the first set of award-winners, that noble goal is very reachable!

I urge Curling Canada to continue to reach out to Canada’s First Nations and others in the BIPOC community to ensure that we learn and grow, and that their voices are heard, and their traditional lands and cultures are honoured.

Egg Farmers Rocks & Rings

One of the great pleasures that I enjoyed over my seven years at Curling Canada was the growth of the Egg Farmers Rocks & Rings, presented by Curling Canada, program. Egg Farmers Rocks & Rings enjoyed another successful season, introducing the sport to new students across the country, and doing it in new and unique ways.

A significant success story was the targeted Egg Farmers Rocks & Rings programming that was offered at both the Scotties Tournament of Hearts in Kamloops, B.C., and the Tim Hortons Brier, presented by AGI, in London, Ont. Those events, I’m sure, will result in more young athletes from those cities landing in curling centres with dreams of some day putting on a provincial/territorial jacket to play for a national championship.

Curling Day in Canada

It was a chilly day in Banff, Alta., but Curling Day in Canada 2023 warmed hearts across Canada in its fifth edition. More than 550,000 TV viewers watched this day of celebration, and \$11,175 was raised for youth curling initiatives through Curling Day in Canada’s sweepstakes contest.

The planning is already underway for Curling Day in Canada 2024! You can mark Feb. 24, 2024, in your calendar, and if at all possible, join the gang in Melfort, Sask., to celebrate our amazing sport!

International Results

In a transition season that saw the introduction of David Murdoch as Curling Canada’s new Director,

High Performance (after the retirement of Gerry Peckham), Canada’s teams once again gave our country’s fans plenty of reasons to cheer on the world stage.

Canadian teams finished on the podium eight times at world events, a figure matched only by Scotland.

A significant highlight was the performance of our wheelchair program at the 2023 World Wheelchair Championship and World Wheelchair Mixed Doubles Championship, both of which were staged in Richmond, B.C., co-hosted by the World Curling Federation and Curl B.C.

The four-player team skipped by Mark Ideson picked up a silver in Richmond, while our mixed doubles entry of Collinda Joseph and Dennis Thiessen captured bronze.

There were other international successes by Canadian teams this past season, including a gold-medal sweep by Team Sherry Anderson (women’s) and Team Howard Rajala (men’s) at the World Senior Curling Championships; another gold won by Team Jean-Michel Ménard at the World Mixed Championship; a silver medal won by Team Gushue at the BKT Tires & OK Tire World Men’s Championship; a bronze medal won by Team Einarson at the LGT World Women’s Championship, presented by New Holland; and a men’s bronze medal won by Team Purcell at the FISU World Winter University Games.

I know David spent a busy summer with his national coaches to get Canada’s teams ready for the new season, and the path is clear and defined to determine what will be needed from Canadian athletes to achieve success at World championships and the 2026 Winter Olympics and Winter Paralympics.

Partnerships

In my time with Curling Canada, it was a privilege to develop close relationships with our many partners — relationships that went well beyond contractual obligations and formal relationships.

That included working with Curling Canada’s various business partners, in addition to our longtime friends at TSN/Bell Media as well as the 14 Member Associations and the World Curling Federation, who

all share in the goal of making curling events bigger and better, and bringing more curlers onto the ice at Canadian curling centres.

Recently, Curling Canada had the pleasure to announce title sponsor agreements for two Season of Champions events.

Montana's BBQ & Bar will be the title sponsor of the Brier, and the first Montana's Brier, presented by AGI, will take place in March in Regina.

BKT Tires, meanwhile, will now be the sole title sponsor of world championship events that take place in Canada. The BKT Tires World Women's Championship will be later in March in Sydney, N.S.

A great deal of credit must be paid to Curling Canada's national sponsorship team for securing these business partnerships during a tricky economic climate, and it speaks highly about what curling brings to the table in terms of viewers, participants and, quite frankly, the values of our sport.

Purpose

To create more Canadian curlers, more Canadian curlers curling better and more Canadian curling fans.

Vision

We aspire to inspire and lead Canadians from the playground to the podium, in a safe, inclusive and healthy environment. Curling will be a part of Canadians' lives in the way that they enjoy it most by fostering an environment and system that allows them to achieve their personal goals. We will employ a financial model that invests in and supports our national goals and whose strength is based in understanding and delivering curling growth and excellence.



In Closing

It was a privilege and an honour to work for Curling Canada — essentially, to work for all of you — for seven years. I look back on those seven years with complete and utter admiration and respect for the people with whom I worked, because they are professionals in every sense of the word.

I want to thank all of you who served on the Curling Canada Board of Governors during my time. I cannot tell you how deeply I value the relationships I made with these multitalented and dedicated group of volunteers who put egos aside to put the sport and the organization ahead of any personal priorities. Their guidance, their vision and their dedication will continue to inspire me for years to come.

The Curling Canada staff — I don't have any words that can sufficiently define what they meant to me and to the sport of curling in this country. I learned from each and every one of them, and they made me a better person and a better leader. I cannot thank them enough.

I want to particularly thank Danny Lamoureux, who has delayed his retirement to take the CEO position on an interim basis to help through the transition to hiring my full-time replacement. Curling is blessed to have people like Danny, who will step up and do the job when there is a path of least resistance available to them.

A message to the next CEO: feel free to call any time. I have a new job in a different sport, but I will always have a place in my heart for curling, and a desire to help continue to make it better.

And to all of you — for one final time, I wish you all good curling!

Until we meet again...

KATHERINE HENDERSON

*Former Chief Executive Officer
Curling Canada*



Staff and support services

EXECUTIVE STAFF

DANNY LAMOUREUX

Chief Executive Officer (interim)

KAREN RYAN

Executive Assistant

CORPORATE SERVICES

HÉLÈNE PAQUET-YOUNG

Executive Director, Corporate Services

CASEY SWEENEY

Accounting Operations Manager

DALIA FARAJ

Senior Accountant

JOANNE VIAU

Financial Services Coordinator

MARIE (ABBY) CORNETES

General Accountant

SKYELAR PARCELS

Accounting Clerk

EMILY KALDIS

Manager, Human Resources and Corporate Services

JENNIFER FERRIS

Safe Sport Consultant

OKSANA ERMOLENKO

Governance Professional

CURLER EXPERIENCE AND CURLING CLUB DEVELOPMENT

RICHARD NORMAN

Director, Community Futures and Innovation

DUSTIN MIKUSH

Manager, Youth and Program Development

BOBBY RAY

Manager, Club Development and Membership Services

RACHEL DELANEY

Coordinator, Development and Championship Services

CURLING HIGH PERFORMANCE STAFF

DAVID MURDOCH

Director, High Performance

HELEN RADFORD

Manager, Youth Curling and NextGen

LOUISE DELORME

National Athlete Services and Coaching Coordinator

FAN EXPERIENCE AND MARKETING

NOLAN THIESSEN

Executive Director, Curling Fan Experience and Marketing

CATHARINE DUNLOP

Director of National Marketing

AMANDA MacKENZIE

Event Manager

ROBYN MATTIE

Manager, Event Operations

MADDIE KELLY

Event Manager

LAURENCE LAVALLEE

Event Manager

MARCY HRECHKOSY

Event Manager

ANDY HENRY

Manager, Marketing and Tickets

RICK RAMSBOTTOM

Sponsorship Consultant

GORD McNABB

Events Consultant

HANNAH GOUGEON

Sponsorship Coordinator

JAKE TOUGAS

Sponsorship Coordinator

COMMUNICATIONS AND MEDIA RELATIONS STAFF

AL CAMERON

Director, Communications and Media Relations

KYLE JAHNS

Manager, Communication and Media Relations

DANIELLE INGLIS

Coordinator, Social Media and Web Content

ANDREW DENNY

Writer/Editor, Web Content

INFORMATION TECHNOLOGY

AUBERT NUNGISA

Director, Information Services and Technology

PRABHJOT KALRA

Manager, Information Services and Technology

TERRY SMITH

IT Consultant

PHILANTHROPY

BRODIE BAZINET

Philanthropic Program Manager

STEPHANIE CUMMINS

Philanthropic Program Coordinator

NATIONAL TRAINING PROGRAM MANAGERS, COACHES, EXPERT CONSULTANTS, MEDICAL SUPPORT

ELAINE DAGG-JACKSON

National Coach and Program Manager, Women's Program

JEFF STOUGHTON

National Coach and Program Manager, Men's Program

VIKTOR KJELL

National Coach, Women's, Men's and Mixed Doubles Program

SCOTT PFEIFER

National Coach and Program Manager, Mixed Doubles Program

RENEE SONNENBERG

Women's Program and Analytics Lead

JENNIFER FERRIS

NCCP/Coaching

DR. BOB McCORMACK

Medical Lead (Men's, Women's, Mixed Doubles Program)

KYLE PAQUETTE

Director, National Wheelchair Program

MICK LIZMORE

Head Coach, National Wheelchair Program

DANA FERGUSON

Mixed Doubles and NextGen coach, National Wheelchair Program

WENDY MORGAN

NextGen Manager, Program Advisor, National Wheelchair Program

DR. STEVEN MACALUSO

Medical Lead, National Wheelchair Program

SARI SHATIL

Lead Physiotherapist, National Wheelchair Program

LISA WEAGLE

Coach/Communications, National Wheelchair Program and U25 NextGen Program Lead

KAREN WATSON

Health and Doping Control Consultant, All Programs

KYLE TURCOTTE

Strength/Conditioning Consultant (all programs)

JORIE JANZEN

Sport Nutrition Consultant (all programs)

ALYSIA PATIENCE

Physiotherapist, National Wheelchair Program

ERIN BRENNAN

Mental Performance Consultant, National Wheelchair Program

LORI OLSON-JOHNS

National Coach, Women's Junior Program

JEFF HOFFART

High Performance Consultant

PAUL WEBSTER

High Performance Consultant

GERRY PECKHAM

Program Advisor, National Wheelchair Program and High Performance Consultant

SEASON OF CHAMPIONS SPONSORSHIP, MARKETING AND EVENT SERVICES

Communications Consultant: **BRIAN CHICK** | Graphic Designer: **SAMANTHA EDWARDS** | Consultant and Event Master of Ceremonies: **STUART BROWN** | Photography/ Michael Burns Photography Ltd.: **MICHAEL BURNS** | Photography/Andrew Klaver Photography: **ANDREW KLAVER** | Event Publications, Editor, Extra End Magazines/Pinstripe Communications Ltd.: **DAVE KOMOSKY** | Manager, Food and Beverage/Okanagan Vintage Catering: **KEN LAUZON** | Merchandising/Kenora Designs: **TREVOR WALSH** | Creative Media Specialist: **BRANDON WU**



Message from the chair

We recognize that our work takes place on traditional Indigenous territories across Canada. We value the contributions that Inuit, Métis and other Indigenous Peoples have made, in shaping and strengthening our community, our province and our country. The recognition of the contribution and historic importance of Indigenous peoples is our commitment to make Truth and Reconciliation real in our community. We also wish to acknowledge that Curling Canada's head office is located on the traditional unceded territory of the Algonquin Anishnaabeg people.



Normally, a curling off-season is devoted to, in essence, taking a deep breath and relaxing after a busy curling season.

The summer and early fall of 2023, on the other, was different, in many ways.

First and foremost, my Curling Canada colleagues and I could only look on in concern and compassion as wildfires and

floods had a profound effect on communities across our country. This went beyond being a “curling” story, of course, but curlers and curling fans were affected. One can only hope and pray that recovery efforts proceed quickly and allow for some kind of return to normalcy for all who had their lives turned upside down by these natural disasters.

We also faced the challenges that many other successful organizations are forced to contend with – replacing employees who’ve either retired after long, productive careers or who have moved on to new challenges.

The highest-profile change, of course, was in the position of Chief Executive Officer as we had to say goodbye to Katherine Henderson, who accepted a position at Hockey Canada. Her leadership, her vision, her compassion for fellow employees and curling athletes across our country will not be easy to replace. But that process is well underway, and we will be working hard to ensure that we find the best candidate possible to continue to take us forward as an organization and as a sport.

In the meantime, we couldn’t have been happier that Danny Lamoureux ended his all-too-brief retirement to become our interim CEO. His experience and knowledge of the curling ecosystem give us the stability we need to open the 2023-24 curling season.

We’ve also been saying goodbye to a number of long time Curling Canada employees, including High Performance Director Gerry Peckham, Event Manager Neil Houston, and Co-ordinator, Club Development and Event Operations Rachel Delaney. Their decades of service and hard work made our sport and organization better, and they will be missed.

We continue to evolve as a national sport organization, both on and off the ice. Our High Performance Program is going through

changes under the stewardship of our new HPD David Murdoch, and that, of course, will be what most curling fans will be tracking most closely.

And yet, just as profound in terms of our long-term vision is the work being done with our Member Associations to bring us more into alignment in the ways we govern our sport and engage with the curling community – clubs, provincial and territorial associations, grassroots curlers and national team athletes alike. Our meetings over the past few months that explore these themes have been open, honest and productive, and our sport will be in a better place in the years to come because of it. My sincere thanks to all who have contributed to this process.

I was privileged to be re-elected as Board Chair for the 2023-24 season at our Annual General Meeting in September, and I’m eager to work alongside my fellow governors as we pursue our shared goal of making our sport better for everyone.

I want to thank Amy Nixon for her willingness to rejoin the Board this past season as we were in the process of on-boarding four new governors. Her experience and wisdom were invaluable in this process.

My sincere thanks to both Roselle Gonsalves and Scott Hindle for standing for re-election and bringing their perspectives and insights back to our Board. And we are pleased to welcome newly elected Jeremy Woo of Winnipeg to our Board.

We face challenges as a sport and as a Board of Governors, but I am confident that we have the right people in the right places to get the job done, to embrace those challenges and find new and productive ways to overcome them.

It truly is an honour and a privilege to be part of the Curling Canada organization. I wish all of you good curling during this 2023-24 season.

MICHAEL SZAJEWSKI

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.



For the **Love** of Curling

The future of curling is not static; growth across the country depends on our ability to create new sources of engagement at all levels of the curling community, particularly with our youth and junior curlers.

Thanks to the generous support of the Canada-wide curling community, over the past year we have created and seen the impact of many such initiatives.

Growing With Our Future

While youth programs and participation began to see some recovery post pandemic in the 2021-22 season, it was not until this past season that we began to see the positive impacts of the initiatives and re-engagement programs across the country.

Whether it was a focus on non-curling youth, a more diverse demographic of young Canadians, or attracting more girls to our sport, your support last year made it possible for Curling Canada to reach more kids and youth with the opportunity to experience the great sport of curling.

Taking advantage of the groundswell momentum of a women's or men's Canadian championship, we piloted community engagement initiatives in Kamloops, B.C. and London, Ont., that had more than 35,000 curling experiences delivered to students and families. From Egg Farmers Rocks & Rings and free family Try Curling event to Scotties and Brier athletes visiting local schools, opening weekend draw tickets and in-venue family friendly activities, there was something fun and educational for everyone in our 2023 host communities!

It was also an exciting year with more growth of "Girls Rock", from the Women's Curling Leader Circle. Since the initial Girls Rock program in Prince George, B.C., it has been run in four other locations and has reached 187 girls across Canada. As of spring 2023, the Women's Curling Leader Circle is in the final stages of completing its template, allowing the program to be shared



London area Grade 5-8 students visit St. Thomas Curling Club for an on-ice Learn to Curl session as part of the 2023 Tim Hortons Brier community engagement.

nationally and delivered by every Member Association across Canada.

We also saw the implementation of more than 40 new on-ice curling programs, partnering with both local curling clubs and provincial associations, to specifically re-engage and recruit youth curling participants through school programs, the creation of youth leagues, and targeted first-time curling experiences for more racialized community groups.

All Heart All the Time

On top of the Love of Curling scholarship, this past year introduced a new recognition opportunity, the All Heart Junior Curling Award*, which was given to eight junior curlers from across the country to support their vision of a more inclusive curling community. Each recipient crafted a unique program that they administer with their local curling club, as follows:

JESSICA BYERS

Haliburton, Ont. (Haliburton Curling Club)
A post-COVID outreach program to community members, implementing new league structures and relaunching the youth program.

KAAMRAAN ISLAM

Kingston, Ont. (Catarqui Golf and Country Club)
Implementing an adult Learn-to-Curl program for racialized community members, building off the success of the club's similarly targeted youth programming.

KYA KENNEDY

Saskatoon. (Sutherland Curling Club)
Hosting a World Cup of Curling, a multi-cultural event featuring a learn-to-curl session, a fun bonspiel and a social banquet with food and decorations for all represented ethnicities of participants.

ASHLEIGH MCKINNON

Sherwood Park, Alta. (Sherwood Park Curling Club)
Organizing family-friendly Learn-to-Curl sessions with a focus on minority and underprivileged communities incorporating on-ice introductory skills sessions and wrapping up with an outdoor fun bonspiel.



From top left, clockwise: Sean Beland, Brianna Cullen, Emily Deschenes, Jackson Dubinsky, Cate Fitzgerald, Rachel Jacques, Cassie Rogers, Carter Parenteau, Emma Nagel, Kibo Mulima, Isabelle Ladouceur.

SITAYE PENNEY

Portugal Cove-St. Philip's, N.L. (REMAX Centre St. John's Curling Club)
Introducing a program for international students and the Association of New Canadians for a Try Curling group session, followed by the opportunity to join an eight-week Learn-to-Curl program.

WIL ROBERTSON

Fredericton, New Brunswick (Capital Winter Club)
Conducting three season-long initiatives: inviting Indigenous leaders and community members to the club for sharing circles; inviting LGBTQS+ leaders and community to the club as a safe space with opportunities for presentations to its members; and a Learn-to-Curl series for underrepresented community members and new Canadians.

LUKE ROBINS

West St. Paul, Man. (West St. Paul Curling Club)
Running on- and off-ice sessions of an introduction to curling program for Ukrainian refugees, including language interpretation as well as Ukrainian music and refreshments.

LOGAN STRAND

St. Andrews, Man. (West St. Paul Curling Club)
Conducting an international high-school student group session, followed by opportunities to join the junior curling program free of charge.

** The All Heart Junior Curling Award will be continuing in 2023-24, now as the Fran Todd All Heart Awards.*

For the Love of Curling Scholars in Action

This past season truly highlighted the long-term impact of the For the Love of Curling scholarship program. Investing in the next generation of our sport came full circle; we saw the future leaders of our curling communities raise a record amount of donations to put back into the program through the Scholars-for-Scholars initiative, and also witnessed our champions of tomorrow participating at record numbers at the 2023 Season of Champions series.

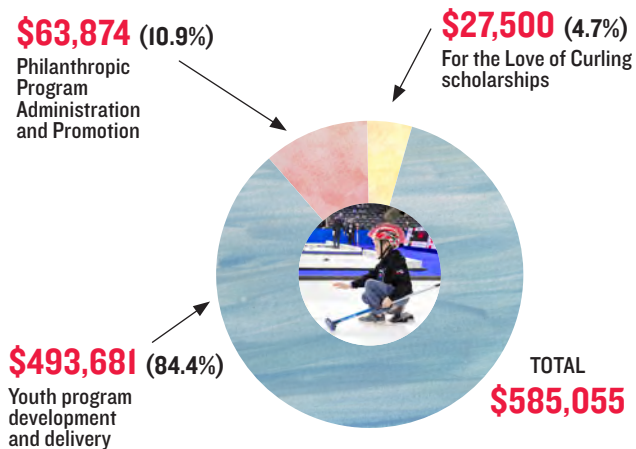
For the Love of Curling Scholars are a varied group of worthy recipients, including the first scholar for wheelchair curling, Emma Nagel, and we are excited to see the impact that they will have on the future of curling going forward.

Meet your 2022 For the Love of Curling Scholars:

- **Sean Beland**, Upper Tantallon, N.S.
- **Brianna Cullen**, Oakbank, Man.
- **Emily Deschenes**, Greely, Ont.
- **Jackson Dubinsky**, Thunder Bay, Ont.
- **Rachel Jacques**, Edmonton
- **Isabelle Ladouceur**, Bedford, N.S.

- **Kibo Mulima**, Inverary, Ont.
- **Emma Nagel**, Leduc, Alta.
- **Carter Parenteau**, Spiritwood, Sask.
- **Cassie Rogers**, Yellowknife, N.W.T.
- The additional For the Love of Curling Scholarship, presented by the Governor General's Curling Club, is awarded to **Cate Fitzgerald** of Halifax, N.S.

DONORS' IMPACT ON CURLING IN CANADA



For the Love of Curling, the philanthropic program of Curling Canada, is proud to play a major role in the continued growth of youth curling in Canada. Thank you to all our partners and supporters for making meaningful change possible!





High Performance

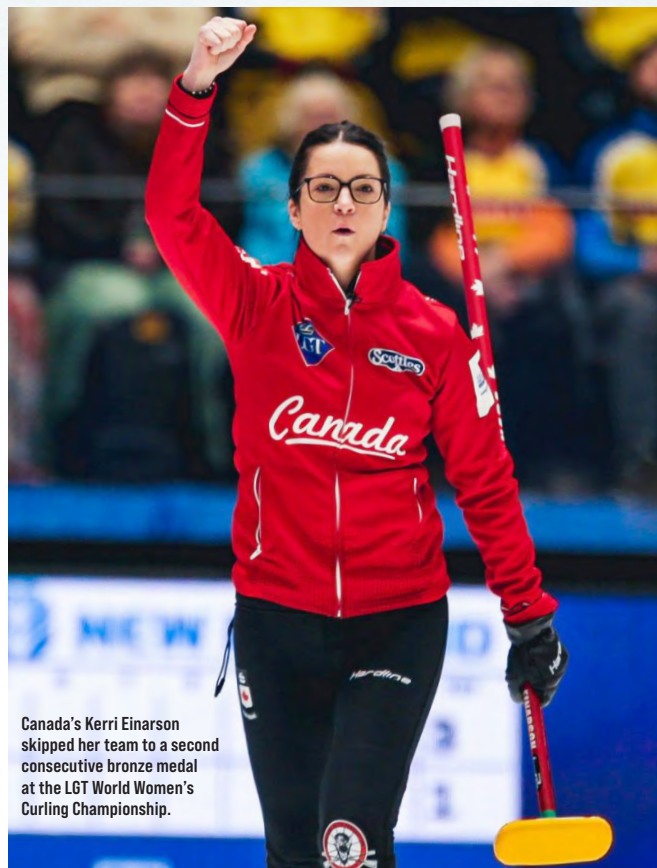
Curling Canada, with high medal aspirations/expectations in all five disciplines at the 2026 Olympic/Paralympic Games, is faced with the ongoing challenge of striving to maintain its podium status in men's, women's and wheelchair disciplines while focusing on slightly strengthening its mixed doubles performance.

We were pleased to have finished the 2022-23 competitive season on a positive note at the various world championships, winning 10 medals in 14 events – including podium finishes in men's, women's and both wheelchair disciplines. In addition, Canada placed four teams per discipline in the top 10 of the World Curling Federation world rankings.

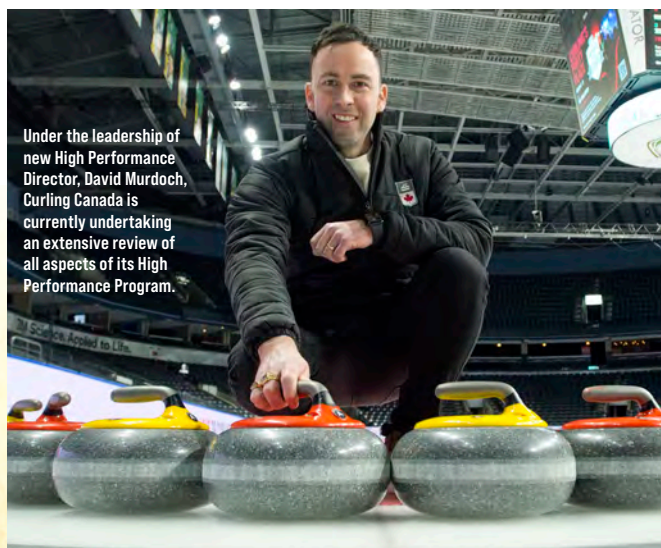
With future podium performances front of mind at the 2026 Olympic/

Paralympic Games in Italy, it is critical that we use the recent season for review, reflection, analysis and evaluation as world curling becomes more competitive every year. Under the leadership of new High Performance Director, David Murdoch, Curling Canada is currently undertaking an extensive review of all aspects of its High Performance Program with the goal of ensuring its elite athletes/coaches are receiving world-class support in their journey to the respective World/Olympic/Paralympic podiums.

Murdoch's initial focus will be "performance analysis" as we make measured, data-supported comparisons between the key performances of the respective Elite Canadian Teams and the High Performance squads of other top-performing curling nations. Every performance component is dissected and assigned a



Canada's Kerri Einarson skipped her team to a second consecutive bronze medal at the LGT World Women's Curling Championship.



Under the leadership of new High Performance Director, David Murdoch, Curling Canada is currently undertaking an extensive review of all aspects of its High Performance Program.

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. Murdoch's predominant focus will be technical excellence and planning and that undertaking is currently underway. Each team within the respective National Team Programs will attend technical camps under the watchful and expert eye of his High Performance Leadership Team.

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 in podium contention at all World/Olympic/Paralympic championships on a consistent basis. To achieve this, we need to be actively engaged and invested in every 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/coaching performances, and thus we need to continue to improve our efforts in all performance-related programming.

We continue to look for ways 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. Our teams receive expert guidance and advice on how to improve their on-ice training regimes and also their physical and mental training protocols.

We will also look for ways to strengthen our Next Generation Program with the intention of providing critical performance insights/techniques to assist the advancement of our younger athletes who have the potential to represent Canada in 2026, 2030 and beyond. We



Team Canada was outstanding in winning a silver medal at the four-person 2023 World Wheelchair Championships (from left): Mark Ideson, Jon Thurston, Ina Forrest, Gilbert Dash and Marie Wright. Far right is head coach Mick Lizmore.

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/CPC, Sport Canada and Curling Canada contain to support this critical program.

A predominant focus of the Next Generation Program is to identify talented Under-15, Under-18 and Under-21-aged athletes and help them develop at a much younger age via opportunities provided at the

provincial/territorial level. The 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 endeavour.

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 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. We would also like to pay 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, Scott Pfeifer, Renée Sonnenberg, Helen Radford, Jeff Hoffart, Lori Olson-Johns, Bill Tschirhart, Rob Krepps, Kyle Paquette, Mick Lizmore, Dana Ferguson, Wendy Morgan, Kyle Turcotte, Jorie Janzen, Dr. Bob McCormack, Dr. Steven Mascaluso, Sari Shatil, Alysia Patience, Erin Brennan, Lisa Weagle, 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!



Team Canada, skipped by Brad Gushue, was full measure for its silver medal at the BKT Tires and OK Tire World Men’s Curling Championship in Ottawa.



Championships

Curling Canada's national championship events are the most publicly visible aspect of our organization, and while they appear to run like clockwork, the amount of work, both by staff and volunteers, that goes into staging these events cannot be understated.

It was a particularly gratifying 2022-23 curling season as, for the first time since the 2018-19 season, every Curling Canada event ran as scheduled after three pandemic-affected campaigns, entertaining fans in the venue along with those watching games on Curling Canada's longtime broadcast partners at TSN.

Curling Canada's history of holding major championship events traces back to the first edition of the Brier in 1927. But the way those Canadian curling events operated changed significantly in the mid 1990s, and it resulted in more fans than ever before being able to enjoy watching their favourite sport. 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 in 1994 to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included, at the time, 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 arranged 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.

While the championship mix is different today, the Season of Champions is still curling's most recognized and iconic series of events. The Season of Champion boasts more than 300 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS.

Curling Canada's relationship with TSN goes back to 1984, and our current broadcast partnership with TSN/RDS will carry through the 2027-28 season.

The 2022-23 season not only featured a full slate of events, it also introduced a new championship to the Season of Champions — the PointsBet Invitational, in association with Curling Canada's official sports gaming partner PointsBet Canada.

And it was the inaugural PointsBet Invitational that kicked off the '22-'23 Season of Champions in a time slot that got curling fans engaged much earlier than usual — the final weekend of September. It was an opportunity to see new lineups and a new format: 16 men's and 16 women's teams playing in a sudden-death single-knockout draw at Willie O'Ree Place in Fredericton, N.B.

On the men's side, Team Reid Carruthers (Morris, Man.) defeated Team Matt Dunstone (Winnipeg) 8-4 to claim the top prize of \$50,000, while in the women's final, Jennifer Jones and her new team from Winnipeg and Altona, Man., were 7-4 winners over Team Casey Scheidegger (skipped by Kristie Moore) of Lethbridge, Alta., to pocket \$50,000.

After spending the remainder of the fall on the Tours, teams revved up again early in the new year to pursue national championships.

Team Canada defeated Team China to win the bronze medal in Richmond, B.C. (from left): Dennis Thiessen, coach Dana Ferguson, and Collinda Joseph.



The 2023 Scotties Tournament of Hearts was played Feb. 17-26 at the Sandman Centre in Kamloops, B.C., making the Interior city just the fifth city to host all four major Season of Champions events: the Scotties, the Brier, the World Men's Championship and the World Women's Championship.

Teams from all 14 Member Associations joined three-time defending champions Team Kerri Einarson from Gimli, Man., and three Wild Card entries based on Canadian Team Ranking System points.

Team Einarson swept through round-robin play with an 8-0 record, but dropped its playoff opener. Fortunately, the team had a second life and would follow up with three straight wins, including a 10-4 win over Manitoba's Team Jones in the gold-medal game, to win a record-tying fourth straight Scotties crown. Team Einarson and Team Colleen Jones of Halifax (2001-'04) are the only teams to have won four straight.

Another team was chasing history at the final Tim Hortons Brier (the longtime title sponsor announced previously it was stepping from the event, and has been replaced by Montana's BBQ & Grill) as Brad Gushue was looking for an historic fifth Brier win as a skip.

The 2023 Tim Hortons Brier, presented by AGI, ran March 3-12 at Budweiser Gardens in London, Ont., and Gushue would indeed claim that fifth win. He and his team from St. John's, N.L., defeated Team Dunstone 7-5 in the gold-medal game, making it five Brier titles in seven years.

From 1989 to 2004, the World Curling Championships were staged as a combined men's and women's event, 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 2023 LGT World Women's Championship, presented by New Holland, took place March 18-26 at Göransson Arena in Sandviken, Sweden, and it was the Swiss powerhouse skipped by Silvana Tirinzoni that won a fourth consecutive gold medal, beating Norway in the final. Canada's Team Einarson also finished on the podium, winning the bronze-medal game over the host team from Sweden for the second straight year.

Canada's capital city Ottawa got its first opportunity to host a world championship as the 2023 BKT Tires & OK Tire World Men's Championship was held April 1-9 at TD Place.

Canada's Team Gushue kept the home-country fans entertained throughout the nine days, making it to the gold-medal final before falling short to Scotland's Team Bruce Mouat. Team Switzerland would win the bronze medal.

Curling Canada is sincerely thankful and appreciative for all of the hard work put in by the entire event management and marketing teams for



Canada's Team Einarson finished on the podium at the AGI World Women's Championship for the second straight year, winning the bronze-medal game against the host team from Sweden. Team members (front row, from left): Briane Harris, Shannon Birchard, Val Sweeting, and Kerri Einarson; (back row) Krysten Kawwacki and coach Reid Carruthers.



It was a huge payday for Team Jones at the inaugural PointsBet Invitational after rolling through the competition undefeated. Members of the team (from left): Karlee Burgess, Mackenzie Zacharias, Emily Zacharias, Jennifer Jones and Lauren Lenentine.



To the victors go the spoils. Men's champs (from left): skip Reid Carruthers, third Jason Gunnlaugson, second Derek Samagalski and lead Connor Njegovan.



There was plenty of glad-handing for Team Canada skip Brad Gushue (left) and his mates at the 2023 BKT Tires and OK Tire World Men's Curling Championship in Ottawa. The Canadians roared back from a slow start to grab the silver medal after an emotional final.



Jennifer Jones and Brent Laing added to their impressive resumes by winning the 2023 Canadian Mixed Doubles Championship in Sudbury, Ont. The married couple, two absolute giants of the sport, dominated the 32-team event, going undefeated.



Canada's bronze-medallists at the FISU World University Games (from left): skip Owen Purcell, third Jeff Meagher, second Adam McEachren, alternate Caelan McPherson and lead David McCurdy (not pictured: coach Anthony Purcell).

their contributions to the Season of Champions, along with championship host committees and volunteers. Special thanks go to the event managers for all of their hard work and commitment to running safe and successful championships.

Other Championships

Curling Canada also is responsible for the operation of numerous other championships — the Canadian Mixed, the Everest Canadian Curling Club Championship, the Everest Canadian Seniors, Canadian Mixed Doubles, Canadian Wheelchair, the New Holland Canadian Under-21 Curling Championships 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 the Canadian Colleges Athletic Association Championships.

Because the 2022 U SPORTS/Curling Canada Canadian University Championships were cancelled due to the pandemic, Curling Canada held a qualifying event in September in Ottawa to determine Canada's teams for the FISU World University Games.

The University of Alberta Pandas, skipped by Abby Marks, won the women's berth while the Dalhousie Tigers, with skip Owen Purcell, captured the men's berth. Canada would win a men's bronze medal at the FISU World University Games in Lake Placid, N.Y.

The Canadian Mixed, staged since the event's 1964 debut in Toronto, was played at the Prince Albert (Sask.) Golf & Country Centre Nov. 6 to 12, and for the third consecutive year, it was a Quebec team claiming gold. Team Félix Asselin will represent Canada at the 2023 World Mixed Championship Oct. 14-21 in Aberdeen, Scotland. It was just the second time in Canadian curling history that one province/territory has won three successive Canadian titles in any discipline with three completely different lineups.

The 2022 Everest Canadian Curling Club Championships was played in a unique setting Nov. 20-26 as the Ice Palace at West Edmonton Mall welcomed club champions from across Canada. New Brunswick's Team Shaelyn Park captured the women's championship, with Ontario's Team Greg Balsdon claiming the men'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 2022 Everest Canadian Seniors, which took place Dec. 5-10 in Yarmouth, N.S., saw Saskatchewan's Team Sherry Anderson win its record fifth consecutive women's gold medal, while Team Howard Rajala of Ottawa won a long-awaited first national men's senior championship. Those teams went on to represent Canada at the 2023 World Senior Championships in

Gangneung, South Korea, and both would return with gold medals.

The fifth edition of the Canadian Under-18 Boys and Girls Curling Championships was played Feb. 5-11 in Timmins, Ont., and it was a sweep for Alberta. Team Myla Plett won the girls gold medal for a second straight year, while Team Zachary Davies was the boys gold-medallist.

Five Canadian champions were decided over an 11-day span at the Gerry McCrory Countryside Sports Complex in Sudbury, Ont.

It all began with the 2023 U SPORTS-Curling Canada University Championships and Canadian Colleges Athletic Association (CCAA)-Curling Canada championships being staged simultaneously.

In the U SPORTS competition, the University of Alberta Pandas, helmed by Serena Gray-Withers, captured the women's gold while the Wilfrid Laurier Golden Hawks of Waterloo, Ont., skipped by Sam Mooibroek, won the men's championship.

It was another Alberta-Ontario split at the CCAA Championships. In the women's event, Josie Zimmerman skipped the University of Alberta-Augustana (Camrose) to victory, while the Humber

Hawks from Etobicoke, Ont., and skip Jacob Dobson, won men's gold.

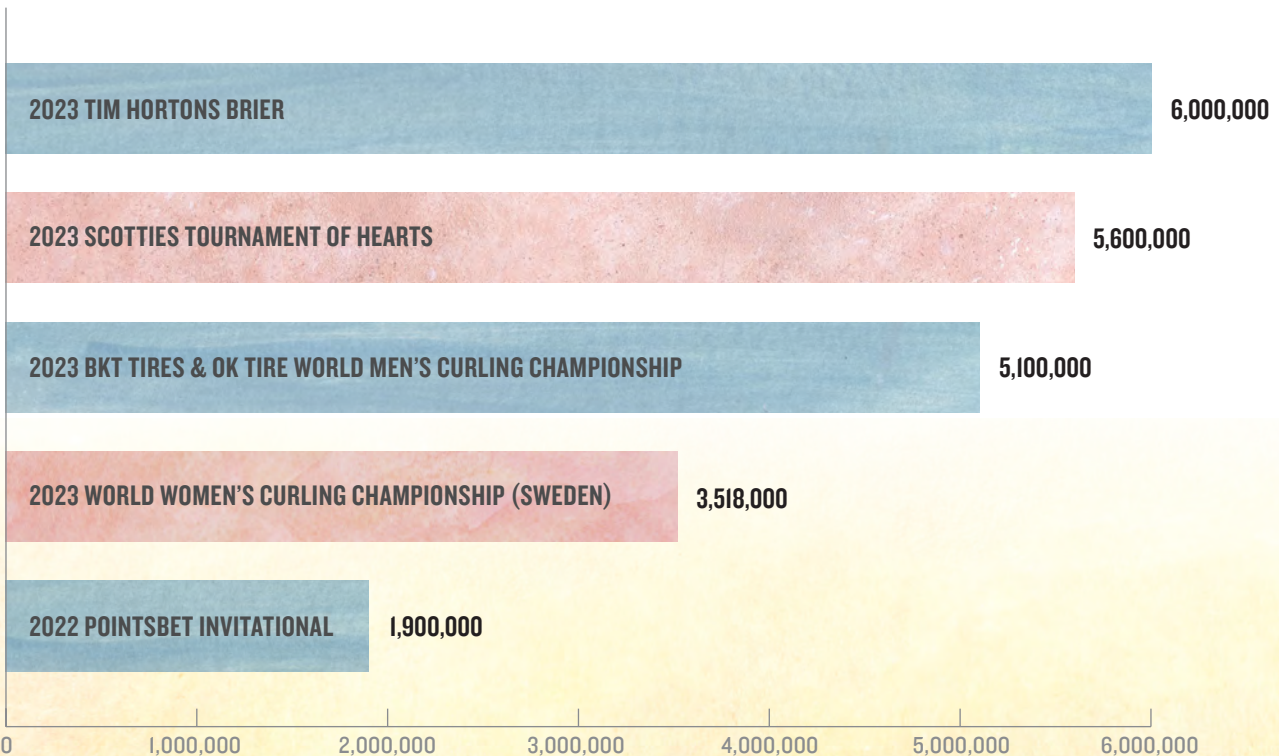
Once the post-secondary championships were over, the 2023 Canadian Mixed Doubles championship hit the ice. In a star-studded field, it was Jennifer Jones and Brent Laing of Horseshoe Valley, Ont., beating two-time champs Jocelyn Peterman and Brett Gallant of Chestermere, Alta., in the gold-medal game. Jones and Laing went on to finish fourth at the World Mixed Doubles Championship in Gangneung, South Korea.

After three years of event cancellations, the 16th Canadian Wheelchair Curling Championship ran successfully March 19-25 in Moose Jaw, Sask., where the home team, skipped by Gil Dash, captured a fan-pleasing gold medal.

The New Holland Canadian Under-21 Championships were played for the first time since 1986 in Rouyn-Noranda, Que. In the women's event, Alberta's Team Plett made history as the first team to win national Under-18 and Under-21 titles in the same season. The men's gold went to another Alberta entry, skipped by Johnson Tao. Those teams will represent Canada at the World Junior Championship B division qualifying event in Finland in December.

Season of Champions broadcasts

P2+ Total Event TV Reach



Source: Numeris (Nielsen Media) 2023



Development

Curling Canada's development programs aim to raise awareness of the sport nationwide, to educate and inspire community curling organizers, and to support member associations and clubs in pursuit of recruiting and retaining new participants.

It's through these development programs that Curling Canada maintains relations with 920 affiliated curling clubs, 14 provincial and territorial associations, 11 affiliate organizations, and a growing number of Canadians who play the sport each year. It is particularly encouraging to note that more than two million Canadians are reported to have participated in curling over the past year — a total that outpaces pre-pandemic figures.

Future of Curling

The 2022-2023 curling season invited a post-pandemic reimagining of curling at the community level that culminated in a five-event symposium tour that made stops in Regina, Red Deer, Alta., Winnipeg, Sackville, N.S. and Chilliwack, B.C.

More than 300 attendees were challenged to suspend their proclivities for the 'way it's always been done', and to consider how the realities of a rapidly



PHOTO COURTESY OF ROCKY MOUNTAIN OUTLOOK

Curling Canada hosted the first-ever Curling Day in Canada Festival in partnership with the Banff Curling Club and the Town of Banff. The festival featured live music, street curling, celebrity athlete appearances and crokicurl.

changing world impact our vision and approach to creating a future of curling that is as storied as its past.

Expert presentations and group discussions focused on topics such as change management, leadership, advocacy, recruitment and retention, volunteerism, digital marketing, programming, financial planning, value delivery, revenue generation and diversification, fundraising, diversity, equity, and inclusion, and community engagement.

While no experience can replace in-person participation, these presentations were recorded and are available to watch on Curling Canada Plus (plus.curling.ca) or to listen to wherever one gets their podcasts (search: The Future of Curling Masterclasses).

Curling for Change

While the Changing the Face of Curling symposium began and ended on a weekend in May, 2022, the conversations that were started there have continued. Elements of this work was built into the design of the aforementioned Future of Curling symposium tour, while Curling Canada also launched their first-ever podcast with support from the World Curling Federation's Development Assistance Program. "Curling for Change", a limited-series production of panel discussion on matters of diversity, equity, and inclusion in curling, is available to watch on Curling Canada Plus (plus.curling.ca) or to listen to wherever one gets their podcasts (search: Curling for Change).



More than 300 attendees took part in a five-event symposium tour across Canada to consider how a rapidly changing world has impacted curling and to reimagine the sport at the community level.

Developing Future Champions

Championship curlers don't simply appear out of thin air. They are developed from an early age and shaped by the virtues of their local curling clubs and communities. Curling Canada invests in grassroots curling and the next generation by hosting events such as the Everest Canadian Curling Club Championships and the Canadian Under-18 Curling Championships.

At last, the Canadian Under-18 Curling Championships unfolded in Timmins, Ont., after a year's delay was caused by COVID-19. The new 42-team format saw its second round of action while, for the first time, new coach interaction rules were piloted, and the event was live-streamed start to finish on Curling Canada's new streaming platform, Curling Canada Plus.

The 2022 Everest Canadian Curling Club Championships exposed the sport to a captive audience at The West Edmonton Mall's Ice Palace, playing throughout the frenzy of Black Friday, and ultimately advancing the winningest club teams to the new Point'sBet Invitational – an opportunity to cut their teeth with Canada's top curling teams.

Curling Day in Canada

Curling Day in Canada (February 25, 2023) was established to celebrate everything Canadians value about the great sport of curling, to promote the unique connections within the curling community, and to amplify the voices of curling fans across the nation. The celebration's hashtag #CurlingDayInCanada received 4.6 million impressions during the day.

In 2023 Curling Canada also hosted the first-ever Curling Day in Canada Festival in partnership with the Banff Curling Club and the Town of Banff. The festival featured live music, street curling, crokicurl, celebrity athlete appearances, photos with the iconic Brier Tankard, and a special live-on-location broadcast produced by TSN.

The one-hour broadcast annually focuses on the stories of grassroots curling in Canada and was watched by 552,700 people on the final Saturday of the Scotties Tournament of Hearts.



Members of the Corner Brook Curling Club in Newfoundland and Labrador earned their facility a \$5,000 grant by winning the inaugural Curling Day in Canada BIG Shootout through a draw-to-the-button contest.

Curling Canada appreciates all the associations, clubs, community curling organizers, curlers, athletes, and fans that participate in Curling Day in Canada, and we look forward to celebrating with you again on Feb. 24, 2024.

Story Contest

WINNER – MARG LANNON

The Curling Day in Canada story contest received a record number of submissions in 2023, from which Marg Lannon's story about growing the game in small-town Newfoundland and forming lifelong friendships was advanced to the top 20 stories and voted by the public as the winner of a 2024 Brier closing weekend getaway package.

BIG Shootout

WINNER – CORNER BROOK CURLING CLUB

Members of the Corner Brook Curling Club in Newfoundland and Labrador earned their facility a \$5,000 grant by winning the inaugural Curling Day in Canada BIG Shootout contest.

Participating clubs competed in a video-recorded draw-to-the-button contest where the greatest number of draws covering the pin in a 30-minute time span decided the winning club. It was fun to witness the ingenuity of clubs as they set in place their strategies. The top performers manufactured 13 successful draw shots.

2024 Curling Day in Canada Festival

WINNER – MELFORT & DISTRICT CURLING CLUB

Curling Canada thanks all curling facilities that shared their exciting vision for a Curling Day in Canada festival in their community.

The winner of the 2024 bid was the Melfort & District Curling Club. This rural Saskatchewan club has been prominent on the Business of Curling scene, as it persist to modernize programming, build authentic relationships with community partners, and successfully raise funds for major capital improvements.

A local organizing committee is meeting regularly with Curling Canada to deliver a family-friendly event that entertains and promotes the sport of curling in the region.

Curling Day in Canada Sweepstakes

WINNER – CONNIE LASSITER

Connie Lassiter of Coleman, Alta., won the Curling Day in Canada Sweepstakes and has the option of an all-expenses package to her choice of events: 2023 PointsBet Invitational in Oakville, Ont., 2024 Scotties Tournament of Hearts in Calgary or the 2024 Brier in Regina. Also included in the package is an autographed team jersey of her choice.



Partners

SEASON OF CHAMPIONS SPONSORS



OFFICIAL BROADCASTER



FUNDING PARTNERS



BUSINESS PARTNERS



Acknowledgments

Curling Canada extends its sincere appreciation to its 14 member associations and 11 affiliate organizations.

MEMBER ASSOCIATIONS

Curling Alberta
www.curlingalberta.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.curlingnb.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.curl-on.ca

Yukon Curling Association
www.yukoncurling.ca

AFFILIATE ORGANIZATIONS

Canadian Branch Curling
www.canadianbranch.org

Canadian Deaf Sports Association
www.assc-cdsa.com

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



Finance

CURLING CANADA BALANCE SHEET *as at April 30*

	2018/19	2019/20	2020/21	2021/22	2022/23
Assets					
Current					
Cash and investments	\$ 7,593,480	\$ 5,657,422	\$ 6,935,032	\$ 9,621,623	\$ 6,991,003
Accounts receivable	1,031,465	1,027,668	2,381,972	2,337,689	5,868,719
Sales taxes receivable	832,153	666,756	542,066	578,333	93,016
Prepaid expenses	142,229	146,439	350,490	393,097	28,176
	<u>9,599,327</u>	<u>7,498,285</u>	<u>10,209,560</u>	<u>12,930,742</u>	<u>12,980,914</u>
Tangible capital assets	<u>943,181</u>	<u>1,392,071</u>	<u>1,216,327</u>	<u>1,078,923</u>	<u>960,556</u>
	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665	\$ 14,036,294
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	\$ 2,525,169	\$ 1,153,456	\$ 829,790	\$ 2,221,867	\$ 3,094,251
Government liabilities	—	—	—	—	—
Deferred contribution	<u>1,175,375</u>	<u>1,067,335</u>	<u>2,659,292</u>	<u>759,702</u>	<u>496,953</u>
	<u>3,700,544</u>	<u>2,220,791</u>	<u>3,489,082</u>	<u>2,981,569</u>	<u>3,591,204</u>
Net assets					
Internally restricted for invested intangible capital assets and intangible assets	943,181	1,392,070	1,216,327	1,078,923	960,556
Internally restricted reserve	4,781,643	5,453,867	5,453,867	5,453,867	5,442,338
Unrestricted	<u>1,117,140</u>	<u>-176,372</u>	<u>1,266,611</u>	<u>4,495,306</u>	<u>4,042,196</u>
	<u>6,841,964</u>	<u>6,669,565</u>	<u>7,936,805</u>	<u>11,028,096</u>	<u>10,445,090</u>
	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665	\$ 14,036,294

CURLING CANADA COMPARATIVE INCOME STATEMENT for the year ended April 30

	2018/19	2019/20	2020/21	2021/22	2022/23
Total revenue	\$ 19,356,355	\$ 18,783,241	\$ 11,336,904	\$ 22,755,527	\$ 21,143,972
Total expenses	\$ 18,684,130	\$ 18,955,641	\$ 10,069,664	\$ 19,664,236	\$ 21,726,978
Surplus	672,225	(172,400)	1,267,240	3,091,291	(583,006)
Accumulated surplus after year-end	\$ 6,841,964	\$ 6,669,565	\$ 7,936,805	\$ 11,028,096	\$ 10,445,090

2022/23 CURLING CANADA REVENUE

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 9,071,851	42.9 %
National and local sponsorships	5,167,084	24.4 %
National Team Programs	2,241,469	10.6 %
Sport Canada Recovery Fund	1,680,767	7.9 %
Sport Canada core funding	1,263,500	6.0 %
Philanthropic programs	533,089	2.5 %
Competitor and affiliation fees	415,851	2.0 %
Non Season of Champions events	370,352	1.8 %
Other income	250,091	1.2 %
Club development	104,181	0.5 %
Investment income (loss)	45,737	0.2 %
Total	\$ 21,143,972	100 %

