



2024 Annual Report





Message from the CEO

IT HAS BEEN AN INCREDIBLE YEAR AT

Curling Canada, during which we have invested in the future of our game in unique ways while also taking the time to think big and work through the process of ensuring we properly strategize and plan so that we can focus on the bright future we have for the sport in this country.

It was also a year of uncertainty, with the departure of our former CEO Katherine Henderson and the search that ultimately lead to my hiring in January. I would be remiss if I did not acknowledge the unbelievable impact that Katherine made on our sport, our organization and the system of curling in Canada over her seven-plus years in the role. We owe a debt of gratitude to Katherine and continue to wish her all the best in her duties with Hockey Canada.

I also want to acknowledge the contributions of Danny Lamoureux, who stepped into the Interim-CEO role and, as always, led our organization with passion and purpose. Danny's career with Curling Canada, and the contributions he has made to curling can fill a novel, and we thank Danny for everything he did both during his time in the interim role, and for all the years before that and his passion for our sport and its people.

It was a quick transition for me, from finding out that I had earned the trust of the Board of Governors to be offered this role to actually starting as Curling Canada CEO. All of my time in our game, from trying it for the first time after watching Vic Peters win the Brier, to being a kid



hanging out at the Brandon Curling Club looking to spare with anyone who needed me, to being inspired enough by Kerry Burtnyk's world men's championship win to chase my own dream, then being able to live that dream with Team Kevin Koe, to working alongside Danny to lead the delivery of our 'bubble' in 2021 during the COVID-19 pandemic; my passion for the game is deep and ingrained.

But it is the community of curling that led to me wanting to expand my role with Curling Canada. The people who work, volunteer and play our game, and

the experiences that we share, are what makes our game so special. The game has provided me with so much; a sense of home, for sure, and that feeling is what drives me and drives the entire organization at Curling Canada in our daily work.

The responsibility of the role is not lost on me, and my promise to the entire system is that I will work daily with passion, compassion and transparency to continue to move this game forward.

Focused Direction

"A goal without a plan is just a wish"
— ANTOINE DE SAINT-EXUPÉRY

My early days in the role have been guided by this quote as Curling Canada is taking the time to plan accordingly so that we can move forward. There are many goals for the Canadian curling system and we want to help lead that change, but everything will stem from a well-discussed, well-communicated and well-executed plan.

There is a delicate balance between the pursuit of perfection and getting in the way of progress, and that will not be the case at Curling Canada. Progress is always the goal, along with a pursuit of continuous improvement. That comes from solid planning, strong execution, and then assessing the results of the plan. We will then learn and improve the plans to execute again.

The planning has also led to a change in our organization chart within Curling Canada, as we have

built the organizational structure based on functional departments and the operational priorities of Curling Canada. We aim to create clarity for those who work with Curling Canada and the leaders within our organization. We have an amazing staff with an unmatched passion for the power of sport. Setting up our organization in a manner that speaks properly to the operations of Curling Canada is the first step in moving us forward in a focused way.

Club Development and Member Services

One of the realities of Canadian curling is that participating in the playdown system supports, but is often not the top motivating factor for someone to join a curling club and enter a league. Only about five to seven per cent of curlers who are club members compete in the playdown system. They are important cohorts who need attention and support, but at Curling Canada we understand this reality and realize that we need different strategies to support each level of our game.

In the past year we have added another staff member, giving us two full-time employees focused exclusively on Member Services and supporting the delivery of the game at the club level. Curling Canada is focused on supporting this part of our game, working with our Member Associations to support grassroots, and will continue to be going forward.

One of the great Canadian curling news stories is that membership has exceeded pre-pandemic levels. Total affiliated curlers this past season was at the same level as the 2018-2019 season. I believe this is the result of the focus clubs and our Member Associations have put into continuously improving the curler experience and reaching out with new and inventive ways to deliver our game to everyone.

Much of the work being done will pay off over the longer term, and this will need continuous attention in all of our businesses. Paying attention to the delivery of the game and modernizing

the experience to meet the demands of the current times should be the marching orders for all of us, and Curling Canada is here to help and support.

Youth Awareness and Development

Youth curling is another area in which focused direction and planning are priorities. The work started when we mapped out the curling system. We did our homework to holistically view the lifespan of a curler, and how they enter and leave the curling system. This understanding helps us try to plan and support each stage in that journey.

So, it will be no surprise that we look at Youth Awareness and Youth Development as two distinct areas that need our attention.

We continue to foster our world-class youth feeder system that aims to develop young curlers into being better curlers, and support their journey that can lead into the podium pathway and, ultimately, our National Team Program, or lead into sport for life and the member clubs. One of the great additions this year was the introduction of our U-15 RockFest. Regional events took place in Sherwood Park, Alta., Yorkton, Sask., Niagara Falls, Ont., and Moncton, N.B., with more than 300 kids participating across the four events. We're excited to expand on the U-15 RockFest and continue to grow this offering and create fun, engaging, shared experiences to build that affinity with our game.

On the youth awareness front, it's about understanding that we need strategies to create and build awareness of curling. Athletes in any of our youth events are kids who already know about our game, and we have to work to foster their passion into loving our game and wanting to stay involved. However, we also need to look at the kids who have not entered our system, and ensure they know they have a home with us.

One of the areas we started to build out further this past season was the youth engagement and awareness-structured programming at our three largest events.

We partner with Egg Farmers Rocks & Rings as well as schools and clubs in each region to provide curling experiences for youth, from elementary to university ages. We work to go directly to the students in the classroom with floor curling, and we work with local clubs to provide Try Curling sessions and bring kids and their families out to the major events to experience the game live.

Through support from Sport Canada and the Community Sport For All Initiative we provided more than 65,000 curling experiences and left floor curling equipment in all three regions for future use. We were extremely excited with the results and would describe it as a wildly successful program delivery. Look for increased investment and programs to support awareness of our game in the coming years.

High Performance and International Results

This past season was the first full campaign under the leadership of High Performance Director David Murdoch. I believe the most significant change to our High Performance system is the acknowledgment that international results are the outcome of countless hours, days, weeks and months of hard work, on and off the ice.

Great boxer Muhammad Ali once said, "The fight is won or lost far away from witnesses — behind the lines, in the gym, and out there on the road, long before I dance under those lights." And that is really the philosophy of the High Performance team.

Athletes, coaches, consultants, our funding partners, and the family members of the people who dedicate themselves to wearing a Maple Leaf and representing our country with pride are all making a commitment to that philosophy. I see such a genuine curiosity to improve by everyone in the program and the desire to look under every stone to try to get better every day.

One of the biggest assets Canadian curling has always had when it comes to international results is volume of curlers. We have to continue to foster and support

that asset. Focus inevitably narrows as we climb the ladder but we must continue to find ways to identify talent, support those who want to put in the hard work, and ensure that the pipeline is as large as possible. This starts with an alignment between the current HP program, with our NextGen and Podium Pathway team and our Youth Development stream so that we are providing a consistent Curling Canada approach to improving every day.

We see the results starting to pay off already with six world championship medals this past season, including three in the Olympic and Paralympic disciplines, and strong finishes in the other two the past few years, which puts us in solid position to directly qualify for all five disciplines during the 2026 Milan-Cortina Olympic and Paralympic Games.

Events

The second consecutive season of a full event schedule is finally settling Curling Canada into a new normal for our event delivery. The North Star for our events is always in the experience for everyone. We continually want to work to ensure that athletes, coaches, fans, volunteers, staff, host committees, sponsors and everyone in between is provided a world-class experience and leaves the event with a positive feeling.

We are moving the events fully under one banner at Curling Canada, where all events are operated by one department, with the aim to continue to provide a consistently amazing experience for those who play in various playdowns, and compete in national and world championships that we host each season.

Two events that stood out to me this past season were the Scotties Tournament of Hearts in Calgary and the BKT Tires World Women's Curling Championship in Sydney, N.S. Both events showcased the strength of women's sport in this country and the value that these championships hold for Curling Canada as a leader in this space.

The WinSport Event Centre in Calgary has turned into a home-away-from-home for us, going back to its hosting of the 'bubble' events in 2021, and we saw this

year that fans were clamouring to return to watch live curling at that venue. The 2024 Scotties Tournament of Hearts was the 43rd consecutive year of our partnership with Kruger Products, and also saw the curtain fall on the four-person team career of Jennifer Jones, one of the greatest to ever play. Fans flocked to Calgary to watch unbelievable action all week, with vibrant and excited crowds cheering on all the athletes and, ultimately, our champions from Ontario, Team Rachel Homan.

A week later in Sydney, Team Homan became Team Canada and took on the world, and we saw Cape Breton hospitality shine through all week with kitchen parties and fans adopting Rachel and her team as their own, cheering her on to gold in front of a full house. The event also generated nearly \$14 million in economic impact to the region and province, which continues to show the long-lasting value that is created from hosting Curling Canada events.

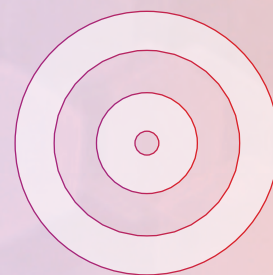
In closing

The first few months of my term as CEO have been a whirlwind to get settled into the role and for the new leadership team to start putting its stamp on this organization and the future direction of our sport.

We are excited to create an efficient, transparent and focused direction for Curling Canada — one that will help provide the leadership needed for our game to grow and expand. We must have the courage to allow our game to change and improve, and the team at Curling Canada is ready for that, and excited for the future.

NOLAN THIESSEN

*Chief Executive Officer,
Curling Canada*



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.



Staff and support services

EXECUTIVE STAFF

NOLAN THIESSEN
Chief Executive Officer

KAREN RYAN
Executive Assistant

CORPORATE SERVICES

HÉLÈNE PAQUET-YOUNG
Executive Director, Corporate Services

HUMAN RESOURCES

EMILY KALDIS
Manager, Human Resources
& Corporate Services

ACCOUNTING

DALIA FARAJ
Senior Accountant

CASEY SWEENEY
Manager, Accounting Operations

JOANNE VIAU
Accounting Clerk

ABBY CORNETES
Junior Accountant

SHELBY ROSS
Accounting Clerk

INFORMATION TECHNOLOGY

AUBERT NUNGISA
Director, Information
Services & Technology

PRABHJOT KALRA
Manager, Information
Services & Technology

INFORMATION TECHNOLOGY, CONTRACTED SUPPORT

TERRY SMITH
IT Technician

SAFE SPORT

JENNIFER FERRIS
Officer of Sport Safety & Education

CLUB DEVELOPMENT & MEMBER SERVICES

RICHARD NORMAN
Director, Community Futures
& Innovation

BOBBY RAY
Senior Manager, Club Development
& Membership Services

VERONICA BERNARD
Coordinator, Member Services

CLUB DEVELOPMENT & MEMBER SERVICES, CONTRACTED SUPPORT

ROB KREPPS
Executive Director, Association
of Curling Professionals

FOR THE LOVE OF CURLING PHILANTHROPIC PROGRAM

BRODIE BAZINET
Senior Manager, Philanthropy
& Youth Impacts

STEPHANIE CUMMINS
Coordinator, Philanthropy
& Annual Giving

GOVERNANCE SUPPORT

OKSANA ERMOLENKO
Governance Advisor

COMMUNICATIONS & MEDIA RELATIONS

AL CAMERON
Director, Communications
& Media Relations

KYLE JAHNS
Manager, Communications
& Media Relations

DANIELLE INGLIS
Coordinator, Social Media
& Web Content

ANDREW DENNY
Writer/Editor, Web Content

COMMUNICATIONS, CONTRACTED SUPPORT

STRATEGY LAB
Video Production

BRIAN CHICK
Writer

SAMANTHA EDWARDS
Graphic Designer

MICHAEL BURNS
Photographer

ANDREW KLAVER
Photographer

DAVE KOMOSKY
Publications

HIGH PERFORMANCE

DAVID MURDOCH
Director, High Performance

KYLE PAQUETTE
Director, National Wheelchair Program

LOUISE DELORME
Coordinator, National Training Program
& Coaching

NEXTGEN PODIUM PATHWAY & YOUTH DEVELOPMENT

HELEN RADFORD
Manager, NextGen & Podium Pathway

DUSTIN MIKUSH
Manager, Youth Development
& Programming

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

VIKTOR KJELL
National Coach, Women's Program

JEFF STOUGHTON
National Coach, Men's Program

SCOTT PFEIFER
National Coach, Mixed Doubles Program

MICK LIZMORE
Head Coach, National Wheelchair
Program

DANA FERGUSON
Head Coach, Wheelchair Mixed Doubles
& NextGen

WENDY MORGAN
High-Performance Consultant,
National Wheelchair Program

RENÉE SONNENBERG
Analytics Lead

KAREN WATSON
Doping Control

KYLE TURCOTTE
Strength & Conditioning

JORIE JANZEN
Sports Nutrition

DR. BOB McCORMACK
Medical Lead

SHAYNE HUTCHINS
Performance Therapy Coordinator

ELAINE DAGG-JACKSON
High-Performance Consultant

GERRY PECKHAM
High-Performance Consultant

DR. STEVEN MACALUSO
Medical Lead, National
Wheelchair Program

DR. GORDON NGO
Team Physician, National
Wheelchair Program

SARI SHATIL
Lead Physiotherapist, National
Wheelchair Program

ALYSIA PATIENCE
Physiotherapist, National
Wheelchair Program

ERIN BRENNAN
Mental Performance Consultant,
National Wheelchair Program

EVENT OPERATIONS

TANYA COLBURNE
Senior Manager, Event Operations

MARCY HRECHKOSY
Event Manager

MADDIE KELLY
Event Manager

AMANDA MacKENZIE
Event Manager

LAURENCE LAVALLÉE
Event Manager

ROBYN MATTIE
Manager, Event Operations

COURTNEY BOUDREAU
Executive Assistant, Events

EVENT OPERATIONS, CONTRACTED SUPPORT

IKS ENTERTAINMENT
Technical Support, LED Boards

KEN LAUZON
Manager, Patch Operations

DANNY LAMOUREUX
Senior Advisor, Events

GORD MCNABB
Senior Advisor, Events

GREG EWASKO
Chief Ice Technician

BRETT WALDROFF
Chief Umpire

LEMMON ENTERTAINMENT
Entertainment Coordinator

EVENT MARKETING

ANDY HENRY
Director, Event Marketing

MARKUS MCKENZIE
Coordinator, Marketing & Tickets

EVENTS MARKETING, CONTRACTED SUPPORT

RODD McCORMICK
Game Day Presentation

STUART BROWN
English MC

MATHIEU CREVIER
French MC

COSETTE
Agency Support, Ticket Marketing

SLIDER
Mascot

COSMOS SPORTS
Ticket Marketing Support

SPONSORSHIPS

CATHARINE DUNLOP
Director, National Marketing,
Season of Champions

HANNAH GOUGEON
Senior Coordinator, Sponsorship
& Game Day Experience

JAKE TOUGAS
Senior Coordinator, Sponsorship
& Game Day Experience

SPONSORSHIPS, CONTRACTED SUPPORT

UNITE PARTNERSHIPS
Sales Support



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.



AS I SIT DOWN TO PREPARE MY FINAL report as Chair (make that former Chair, as you'll be reading this after our Annual General Meeting), I think back to my first day as a member of the Curling Canada Board of Governors in 2020.

We had spent the previous six months coming to grips with the jarring reality of a global pandemic, and as a Board we were sailing into uncharted waters and wondering very seriously if we'd even have clubs to return to in the coming days and weeks of the 2020-21 curling season.

Or, for that matter, if our country's top curlers would even have events to play in that season.

It was, suffice it to say, a scary and uncertain time to be joining a national sports organization and being one of the people to rely on for helping navigate a path forward.

Today, four years later as I leave the Board with fellow governors Kathy O'Rourke and Darren Oryniak, I can only marvel at the teamwork and collaboration from curlers, volunteers and staff members from across this wonderful country — and all levels of our sport — who devoted countless hours to not only get through the pandemic successfully, but put us in an even stronger position than we were prior to the outbreak.

That's a bold statement, but it's one I can make with hand over heart, and with thorough and complete gratitude to all those who made it possible.

And it's a statement in which I hope all of you take similar pride, and take the time to tell others why you're proud.

Too often we are asked questions about our sport's 'struggles', our 'issues', or our 'challenges'. To be fair, we have them — just like every other sport out there, both professional and amateur. Curling is hardly unique in that area.

However, it is time, I believe, to change that narrative and start telling people what is going RIGHT for our sport and organization.

For instance, overall registration numbers exceed what they were prior to the pandemic. Canada's curling centres are being operated more efficiently and with more focus on the customer.

Our sport, while still needing to take more strides in this area, continues to work to more accurately reflect the communities in which curling centres are located.

Our High Performance Program is continuing to build and transform; no other country won more world championship medals than Canada this past season, which is reason for optimism as the 2026 Winter Olympic Games and Paralympics rapidly approach.

And I believe we have progressed to a place where barriers that impeded collaborative work by stakeholders have gradually, but necessarily, been lowered as we celebrate and work toward the shared vision of what our sport can become, on and off the ice.

With all of that in mind, I urge you to spread the word — our sport is growing, it is thriving, has ambition, and we can all be proud of what we've done together to make this happen.

In closing, I must express sincere and profound gratitude to all of the people who've made my four years on the Board a humbling, gratifying and fulfilling experience. To our Member Associations' board members and staff, our Curling Canada staff and my fellow Governors, and, especially, to curlers young and old, grassroots and high performance, coaches, umpires, ice technicians and fans — thank you for everything you've done, are doing, and will continue to do to make our sport better for everyone.

To new Board members Jody Fisher Meli, Rémy St-Pierre and Kerry Tarasoff, thank you for making yourselves available, as always, to serve our sport and our curling community. I have every confidence that you will bring valuable insight and experience to make our Board even better.

I wish all of you good curling during this 2024-25 season.

MICHAEL SZAJEWSKI

*Outgoing 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.



Partners

SEASON OF CHAMPIONS OFFICIAL SUPPLIERS/PARTNERS



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

Curling Ontario
www.curlingontario.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

High performance

IT'S BEEN A BUSY AND PRODUCTIVE YEAR for Curling Canada and it was great to have a hand in it.

Stepping into the successful shoes of Gerry Peckham as High Performance Director was no easy task, but it provided a challenging and rewarding start to my tenure as his replacement.

As I navigated my first year in the job, I had great support from Gerry and the High-Performance staff to allow me to hit the ground running.

During my travels, conversations and interactions I have gained a deep understanding of the importance of high performance to the country, not only for our athletes but the overall curling community. It is clear we want to stand at the top of the podium. I want to thank Curling Canada staff, athletes and the wider curling community for their welcome, openness and positivity as we look to navigate a continued successful future for our High Performance Program.

We were pleased to complete the 2023-24 competitive season on a positive note at major international competitions, winning nine medals in 14 events, including a world championship gold medal in women's play, and a silver in both the men's and team wheelchair disciplines.

In addition, Canada placed a minimum of four teams per discipline in the top 10 of the World Curling rankings, with our wheelchair team ranked second in the world.

There will inevitably be changes with new leadership, and we saw some modifications in our High Performance staffing last season. Viktor Kjell was recruited as one of our national coaches and will now focus his attention as Women's Program Manager.

In addition, Elaine Dagg-Jackson's valued experience will continue to help



David Murdoch, High Performance Director for Curling Canada, has gained a deep understanding of the importance of success in the game to the country, not only for the curlers, but the curling community, too.

within the High Performance management group and lead our Sports Science framework, alongside our new Curling Coach+ initiative, created as a pilot last season. It is aimed at developing and nurturing the outstanding coaches of our funded teams across the High Performance system by offering webinars, discussions and expertise provided by a variety of presenters and experts. The primary purpose is to develop and offer our coaches a platform for continual personal development and align our overall coaching pedagogy for our teams.

In reflection, the feedback was extremely positive, and we will see the project continued for this season.

Jeff Stoughton, our Men's Program

Manager, continues to provide expertise for our teams, while Scott Pfeifer, as Mixed Doubles Program Manager, has an exciting year ahead, including the Canadian Olympic Trials, with the winner also representing Canada at the 2025 World Championships.

The National Wheelchair Curling Program experienced significant growth during the 2023-2024 season, expanding to include 10 Senior athletes and four NextGen athletes, while identifying and supporting eight additional NextGen Prospects. Canadian athletes achieved remarkable success, competing in eight events and securing eight podium finishes, including three victories, with an impressive overall record of 63-20.



analytics and data analysis play in curling is paramount in our journey to the podium.

The concentration on technical excellence saw immense success last season and continues to track this season, along with efforts towards creating individualized world-leading performance plans for each of our teams. Teams are being guided through performance planning and implementation by our High Performance Leadership and Sport Science Team.

All funded teams committed to summer training camps, led by our national coaching team in advance of this important season. Analytics and individualized performance data guide the structure of athlete and team training and performance plans. A more comprehensive yearly performance plan will influence the daily training environment throughout the season under the expertise of Curling Canada's High Performance Leadership Team.

Athlete wellness and a holistic lens have become integral components in sports and Curling Canada understands that how we do things is vital in the overall wellness of every athlete. The journey to the podium is unique to every athlete, and we are committed to foster curiosity and



There is a terrific team of support behind Kyle Paquette, Director, National Wheelchair Program.

With the 2026 Olympic/Paralympic Games coming up, Curling Canada is striving to provide world-leading support and services to all its national teams, giving them a chance to succeed in all disciplines.

The season concluded with a silver medal at the World Wheelchair Curling Championships in Gangneung, South Korea. We are immensely fortunate to have such a cohesive team led by Kyle Paquette as Program Director, with the strong support of Mick Lizmore (Head Coach), Dana Ferguson (Mixed Doubles and NextGen Coach), and Kyle Turcotte (Performance Science Lead).

With the 2026 Olympic/Paralympic podium as our North Star, we are striving to provide world-leading support and services to our National Team Program and NextGen athletes, and in support of that goal are currently developing a more robust Integrated Sport Science Support Team Framework. Newly recruited sport science specialists include Shayne Hutchins of Canadian Sport Institute Alberta (CSIA) who will act in the role of Performance Services Coordinator. Additionally, CSIA has provided exceptional partnership support to our High Performance Program in the review and revision of our Sport Science Services. Our long-time Sport Science Service providers remain in place and, collectively, we strive to be more integrated and influential in training and preparation.

I applaud all our athletes, coaches and staff for their collaboration and high work

ethic to deliver when it matters most on the world stage. As we close in on the last seasons leading into 2026, we are mindful of the need to qualify our teams in every discipline. The past season was the first of our qualification ranking for our respective Olympic disciplines and, with these performances at the World Championships, our accumulation of points to qualify have us in good standing. We have some more work to do this season in accomplishing the required performances to guarantee our places in the Olympic Games in Italy, and are implementing tightly targeted performance enhancing strategies.

In preparation for the upcoming competitive season, our teams, their coaches and our staff have undertaken vigorous performance reviews, debriefs, gap analysis and performance planning in quest of incremental improvements in very targeted areas of performance. Performance analysis is supported by our persistent pursuit of a world-leading results. Our lead Performance Analyst, Renee Sonnenberg, has developed an extensive database that informs us to make measured, data-supported comparisons between the key performances of the respective elite Canadian teams and the high performance teams of other top-performing curling nations. Our commitment to the critical role that

are ready to provide learning and growth opportunities in a variety of ways.

This season we created a Mental Health Strategy for High Performance Curling to be released this season. Consultant Dr. Laura Farres joined our existing Mental Health Committee and helped create and develop curling specific resources that will guide us in ensuring athletes are informed and supported by shining a light on mental health/well-being education and communicating supportive pathways.

The Curling Canada High Performance Team has a multi-layered preparation plan towards the 2026 Milan/Cortina Olympic Winter Games. Two members of our team have conducted site visits, and with a very experienced leadership team preparing for 2026, our plans towards success in the Games are well in hand.

Our continued vision for the future of the National Team Program relies heavily on the NextGen Program which is led by Helen Radford as Manager, NextGen & Podium Pathway. This year saw a revision of the NextGen Program which has the responsibility of identifying and preparing athletes with Olympic Team potential towards 2030 and beyond. A review of the system was undertaken to explore and assess the current criteria as it pertains to future programming. This season will see additional funding, coaching and resources through Own the Podium and Curling Canada revenues provide our athletes a platform of expertise for them to tap into, both on and off the ice, in their pursuit of excellence. It is our vision that through detailed performance planning, our NextGen teams can viably challenge our elite teams and international counterparts on the world stage.

Another focus of the NextGen program is to identify talented U-15, U-17 and U-20 athletes and help them develop at a much younger age through opportunities provided at the provincial/territorial level. Much discussion has taken place at our Podium Pathway Council and Youth Development Councils led by Dustin Mikush, Manager, Youth Development & Programming, with the input of our Provincial/Territorial Executive Directors throughout the season to align our



Canada had an impressive performance in international curling last season, winning nine medals in 14 events, including a world women's title in Sydney, N.S., by Team Homan.

programming. Our hope is we can unite our pyramid structure to provide the necessary components and resources on a pathway that will allow talented youth to flourish.

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 important pathway.

To support the next generation of 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. Through the guidance of Jennifer Ferris as our Sport Safety and Education Officer, 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 past few years, with the intention of providing world-leading coaching support to our athletes.

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, Viktor Kjell, Scott Pfeifer, Renée Sonnenberg, Helen Radford, Jeff Hoffart, Lori Olson-Johns, Rob Krepps, Kyle Paquette, Mick Lizmore, Dana Ferguson, Wendy Morgan, Kyle Turcotte, Jorie Janzen, Dr. Bob McCormack, Dr. Steven Macaluso, Dr Gordon Ngo, Sari Shatil, Alysia Patience, Erin Brennan, and Karen Watson.

We extend our gratitude to our performance partners Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada.



Championships

ON AN ANNUAL BASIS, CURLING CANADA'S NATIONAL championship events unite the country and renew both rivalries and friendships — all with hours upon hours of hard work that goes on behind the scenes by staff and volunteers.

The 2023-24 curling season was another glowing example of that hard work leading to memorable outcomes, both on and off the ice as fans — in person or watching on Curling Canada's longtime broadcast partners at TSN — were treated to a series of competitive and thrilling championships.

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 (then known as 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 Champions 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 2023-24 Season of Champions got underway in late September in Oakville, Ont., with the second annual PointsBet Invitational at the Sixteen Mile Sports Complex, where 16 men's and 16 women's teams competed in a sudden-death, single-knockout format.

On the men's side, it was a rematch of the 2022 final, and Team Reid Carruthers once again came out on top, defeating Team Matt Dunstone 9-8 on a draw-to-the-button tiebreaker in the all-Winnipeg final to claim the top prize of \$50,000. In the women's final, it was a sign of things to come as Ottawa's Team Rachel Homan claimed top spot, beating Team Kerri Einarson of Gimli, Man., 9-7 in the final to earn \$50,000.

Teams continued their schedules through the fall, preparing for playdowns leading to national championship events, beginning with the 2024 Scotties Tournament of Hearts — the Canadian Women's Curling Championship.

The 2024 Scotties was played Feb. 16-25 at the WinSport Event Centre in Calgary. Teams from all

The Season of Champions is curling's most recognizable and iconic series of events with more than 300 hours of live broadcast coverage on the TSN network and its French counterpart, RDS.



14 Member Associations joined four-time defending champions Team Einarson and four additional entries based on Canadian Team Ranking System points.

Team Einarson fell short in its bid for a record-breaking fifth straight win; instead, it was Team Homan that posted 11 straight victories to claim gold, beating Team Jennifer Jones of Winnipeg 5-4 in the final. It was the Scotties swan song for Jones, who announced before the event that she would be retiring from four-player team curling. She captured six Scotties titles during her magnificent career.

More history was made at the 2024 Montana's Brier, presented by AGI, at the Brandt Centre in Regina. The 2024 Canadian Men's Curling Championship, which was staged from March 1-10, saw Brad Gushue's St. John's, N.L., powerhouse team win a third straight Montana's Brier title — a three-peat only achieved previously by Team Randy Ferbey in the early 2000s.

Team Gushue overcame the host team from Saskatchewan, beating Team Mike McEwen 9-5 in the gold-medal game.

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 2024 BKT Tires World Women's Championship played to lively crowds all week at Centre 200 in Sydney, N.S., and those Canadian fans were rewarded in the end as Team Homan won a long-awaited second world championship and ended a dominant streak for Switzerland in the process. Team Homan defeated Silvana Tirinzoni's four-time defending world champs 7-5 in the gold-medal game.

The world's top men's teams then gathered at IWC Arena in Schaffhausen, Switzerland, for the LGT World Men's Curling Championship. It was another thrilling performance for Team Gushue that ultimately resulted in a silver medal. Sweden's Team Niklas Edin prevailed by the narrowest of margins, winning 6-5 in the gold-medal game.

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



The defending Canadian women's champions, skipped by Kerri Einarson, fell short in their bid for a record-breaking fifth straight title at the Scotties Tournament of Hearts in Calgary.



Skip Brad Gushue was once more the centre of attention at the Montana's Brier where his St. John's, N.L., powerhouse team won a third straight Canadian men's title. That springboarded the Canadians to the LGT World Men's Championship in Switzerland where they won silver.



There was plenty of whooping and hollering from the Canadian women's team skipped by Rachel Homan after it won a tense battle in the final to win the world title in Sydney, N.S.



Home cooking may have played a part as the team from Saskatchewan, skipped by Gil Dash (left) won the Canadian Wheelchair Curling Championship in Moose Jaw, Sask. It was the second straight year for the home team to finish on top.



Young curlers representing their colleges got a chance to experience a big-time curling event when they participated in the Canadian Colleges Athletic Association Championships. Many will go on to participate in bigger events in the future.



After two previous silver-medal finishes, the Manitoba tandem of Kadriana Lott and Colton Lott finally struck gold, winning the Canadian Mixed Doubles. The couple would go on to finish fifth at the World Mixed Doubles Championship.

Other Championships

Curling Canada is also responsible for the operation of numerous other championships – the Canadian Mixed, the Everest Canadian Curling Club Championships, the Everest Canadian Seniors, Canadian Mixed Doubles, Canadian Wheelchair, the New Holland Canadian Under-21 Curling Championships, the Canadian Under-18 Curling Championships and the Under-25 NextGen Classic. It also plays an active role in the annual U SPORTS-Curling Canada University Championships and the Canadian Colleges Athletic Association Championships.

Many of the country’s top up-and-coming curlers were on display at the second annual U-25 NextGen Classic at the Saville Centre in Edmonton in early September. It was a valuable opportunity for young teams to get quality, early-season ice time, as well be assessed by Curling Canada’s High Performance coaching staff.

The Canadian Mixed, staged annually since the event’s 1964 debut in Toronto, was played at the Swift Current (Sask.) Curling Club Centre Nov. 5-11, and it was the hometown team skipped by Shaun Meachem that claimed gold. Team Meachem will represent Canada at the 2024 World Mixed Curling Championship in Aberdeen, Scotland.

The 2023 Everest Canadian Curling Club Championships were held Nov. 19-25, as the Assiniboine Memorial Curling Club in Winnipeg played host to club champions from across Canada. New Brunswick’s Team Abby Burgess captured the women’s championship, with Alberta’s Team Dan Sherrard 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 2023 Everest Canadian Seniors, which took place Dec. 3-9 in Vernon, B.C., saw two first-time champions. Nova Scotia’s Team Paul Flemming won the men’s championship, while Team Susan Froud of Ontario claimed women’s gold. Those teams went on to represent Canada at the 2024 World Senior Championships in Oestersund, Sweden, and both would return with gold medals.

The sixth edition of the Canadian Under-18 Curling Championships were played Feb. 4-10 in Ottawa, and there were a pair of first-time Member Association winners. Manitoba captured its first female title, with Team Shaela Hayward taking the gold, while Newfoundland/Labrador won its first male gold medal, with Team Simon Perry doing the honours.

Five Canadian championships were contested over an 11-day span at the Aitken University Centre and Capital Winter Club in Fredericton, N.B.

It all began with the 2024 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' Team Serena Gray-Withers won a second straight women's gold medal, while the University of Regina Cougars, skipped by Josh Bryden, won the men's championship.

There was another repeat winner at CCAA Championships, with the Humber Hawks from Etobicoke, Ont., and skip Jacob Dobson, repeating as men's champions. In the women's event, Gabby Wood skipped the Concordia University Thunder of Edmonton to victory.

Once the post-secondary events were completed, the 2024 Canadian Mixed Doubles championship got underway. After two previous silver-medal finishes, the

Winnipeg Beach, Man., tandem of Kadriana Lott and Colton Lott finally struck gold, beating Laura Walker and Kirk Muyres in the final. The Lotts went on to finish fifth at the World Mixed Doubles Championship in Oestersund, Sweden.

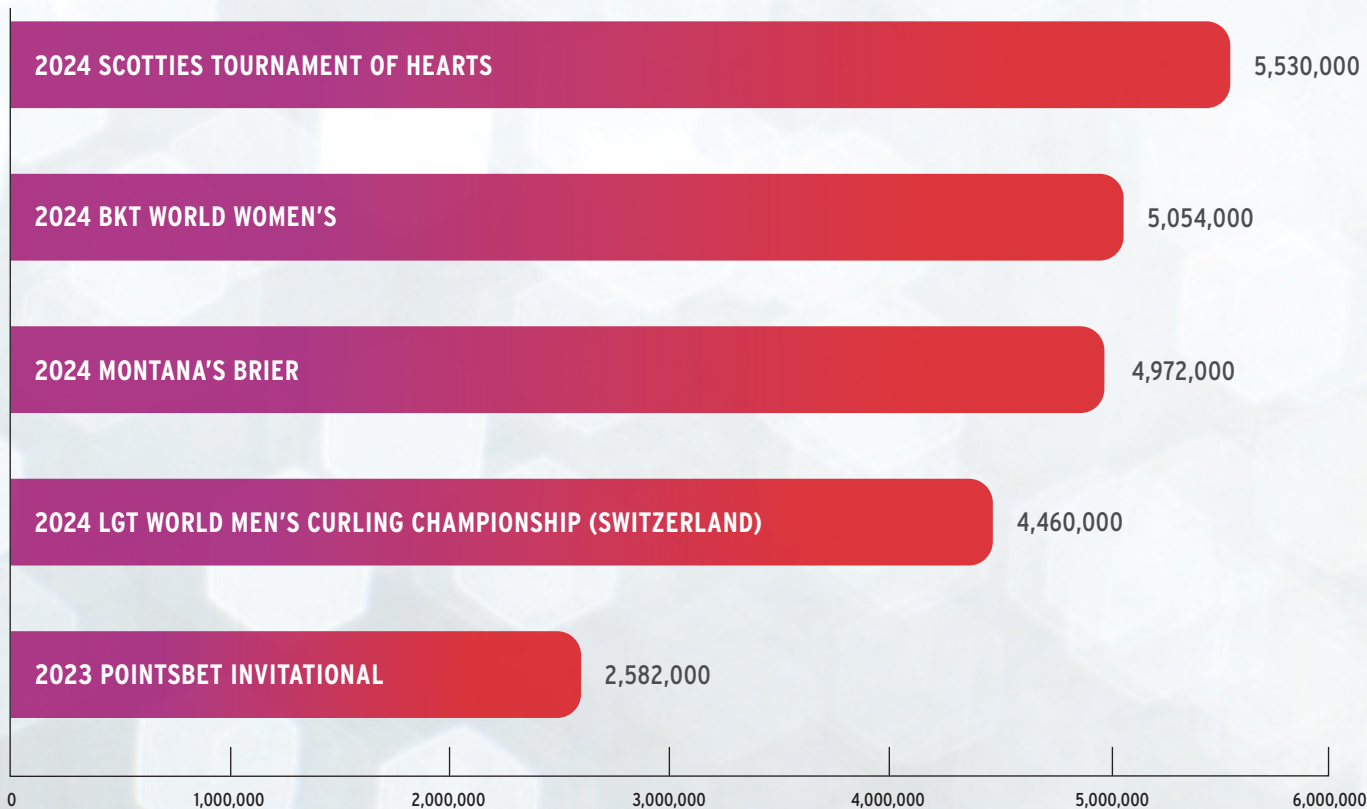
The 17th Canadian Wheelchair Curling Championship returned to Moose Jaw, Sask., for a second straight year from March 24-30, and for the second straight year it was the home team skipped by Gil Dash that came out on top.

The New Holland Canadian Under-21 Championships made a successful return to Fort McMurray, Alta., which also hosted in 2013.

In the women's event, Nova Scotia's Team Ally MacNutt captured gold, while the men's gold went to Alberta's Team Kenan Wipf. Those teams will represent Canada at the 2025 World Junior Championships in Cortina, Italy.

Season of Champions broadcasts

P2+ Total Event Unduplicated TV Reach (English + French)



Source: Numeris (Nielsen Media) 2024

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 creating sport experiences that are desirable and accessible to an increasing number of Canadians.

It's through these development programs that Curling Canada maintains relations with more than 800 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 a record number of Canadians, now surpassing 2.3 million, are reported to have participated in curling over the past year.

Business of Curling

The 2023-2024 curling season experienced a continued effort to ignite community curling conversations through in-person events with the theme of 'The Future of Curling'. Following five events from the previous season, two additional symposiums were held in Yellowknife, N.W.T, and in Montreal. The latter was the first time a Business of Curling symposium had been delivered entirely in French.

Phase two of Curling Canada's Business of Curling program invites clubs to participate in personalized strategic planning workshops with a trained facilitator, and to develop plans for the future of their operation. Eight clubs participated in the program in the past year, while an effort to scale the reach of this effort continues to be a priority.

Stay up to date on news about curling at the club level at facebook.com/businessofcurling.



Curlers and curling clubs across Canada find their own unique ways to celebrate the game during Curling Day in Canada. It gives people the opportunity to tell their stories of how curling has positively impacted their lives.

Curling Day in Canada Presented by Pharmasave

Curling Day in Canada once again brought the country together in celebration of our sport and gave people the opportunity to tell their stories of how curling has positively impacted their lives.

Some of those stories were shared on Feb. 24, 2024, with the more than 569,000 viewers of TSN's special Curling Day in Canada broadcast, while some fuelled more than 15 million impressions to the hashtag #CurlingDayInCanada, and others were submitted to curlingdayincanada.ca as part of an always heartwarming story contest. Amanda Bulger, who has leveraged the curling community and associated volunteer opportunities to make new human connections and overcome her shyness, was voted the ultimate storyteller. The Summerside, P.E.I., resident won an

all-expenses paid closing weekend trip for four to the 2025 Montana's Brier.

For only the second year, the Curling Day in Canada Big Shootout contest invited affiliated curling teams to test their accuracy and community cohesion against fellow clubs. At the end of the day, it was the RE/MAX Centre (St. John's Curling Club) in Newfoundland/Labrador that covered the pin the most often in the allotted 30-minute time span and won a \$5,000 grant for its facility.

Melfort, Sask., hosted the 2024 Curling Day in Canada Festival packing the local arena and curling club with more than 1,500 attendees throughout the day. Participants were treated to curling clinics with celebrity instructors, crokicurl, floor curling, photos with the iconic Brier Tankard, family friendly games and activities, live music, and a

cabaret – to name only a few features. The local organizing committee raised approximately \$50,000 in support of curling in their community.

Curling Canada appreciates all the associations, clubs, community curling organizers, curlers, athletes, and fans that participate in Curling Day in Canada every season, and we look forward to celebrating with you again on Feb. 22, 2025.

Association of Curling Professionals (ACP)

There is potential that years and decades into the future we will look back on 2024 as a monumental development in the sustainability of curling club operations across Canada. Ultimately, this is the goal of the association's founding members, Executive Director Rob Krepps, and 50 inaugural participants committed to a new training program designed to accredit the world's first 'Curling Professionals'. It is intended that Curling Professionals, with specializations in teaching and club operations, will pursue careers with a focus on modernizing the curling club business model and elevating curling experiences at the local level in an era where the traditional method of delivering community sport is being challenged by a rapidly evolving sociological landscape. More information on this initiative can be found at curlingpro.ca

Women in Curling

The Women in Curling Leaders' Circle enjoyed another active season, including their annual webinar and assembly at the Scotties Tournament of Hearts in Calgary, alongside a successful Women in Curling summit.

The webinar glanced inside the keynote presenter's study of work-life balance before engaging in a conversation with women holding senior leadership positions with the Coaching Association of Canada and Own The Podium.

The opening weekend of the Scotties Tournament of Hearts is synonymous with initiatives being championed by the Women in Curling Leaders' Circle; thus, it is a fitting time to gather supporters. In 2024, 21 participants engaged in strategic planning, delivered a 'Girls Rock' try-it event to 68 future curlers, facilitated a 'Coaches Rock' program involving 34 mentors from 17 different curling clubs, and hosted a reception in recognition of 29 former Alberta Scotties champions.

Following the highly successful pilot of a Women in Curling Summit in Alberta the previous season, a framework for more communities to host similar events was developed and led to a fall 2023 summit in Maple Ridge, B.C. Fifty participants enjoyed a variety of on- and off-ice sessions.



PHOTO: CURLING CANADA/JAMIE ALLEN

Elaine Dagg-Jackson, Curling Canada's High Performance Consultant, helped organize the Women in Curling Leaders' Circle.

Ice Technician Program Revamped

Thanks to the hard work of Don Powell, with support of Curling Canada's Dustin Mikush and Jennifer Ferris, an updated Ice Technician Certification Program and pathway were launched in 2024. This was an important investment in the quality of playing conditions and curling experiences in clubs and competitions across Canada.

More than 500 individuals have participated in either the new Assistant Curling Ice Technician Course or the new Curling Ice Technician Course available through Curling Canada's 14 Member Associations.

Curling Canada also celebrated the first annual #ThankAnIceTech week in recognition of the significant contributions of volunteer and career ice technicians that create the playing conditions that curlers could not otherwise be able to enjoy the sport without. The highlight of the week was a virtual Fireside Chat, with leading experts in the field, subscribed to by more than 200 participants. We would like to thank all the ice technicians and assistants for the important roles they play in the curling community.



Ice technicians are key contributors to the sport of curling, and the Technician Certification Program will ensure that curlers across the country will continue to enjoy the excellent playing conditions they have come to expect.



For the Love of Curling



PHOTO: COURTESY CURL.P.E.I.

Egg Farmers Rocks & Rings is the cornerstone of youth engagement, offering fun and exciting Floor-Curling experiences.

Girls Rock, an initiative created by Curling Canada's Women In Curling Leaders' Circle, is a program that helps engage and develop the next generation of female curlers and leaders in a fun and safe environment.

Empowering Youth, Strengthening Community: Building the Future of Curling Together

Curling isn't just a game; it's a centuries-old tradition that brings communities together and fosters a spirit of teamwork, camaraderie, and sportsmanship. In every slide and sweep, there's a story waiting to be told — stories of families and

friends bonding, kids discovering new passions, and young athletes pursuing their on- and off-ice ambitions.

Curling Canada's For the Love of Curling Philanthropic Program and youth development programs have brought these stories to life, introducing youth to the sport and supporting young curling enthusiasts in ways that build not only their skills but also a lifelong love for the sport.

From the thrill of their first rock to the excitement of competition, these opportunities and experiences are shaping the future of curling and nurturing a growing and thriving sport thanks to the investment and support of donors, partners, volunteers, Member Associations, and the curling community.

Fostering a Love of Curling Through Youth Engagement

The national school program, **Egg Farmers Rocks & Rings, presented by Curling Canada**, is a cornerstone of youth engagement and exposure to curling, thanks to the innovation and leadership of our partner, **Rock Solid Productions**. The program plays a crucial role in engaging a diverse representation of our Canadian community members, offering fun

and accessible FloorCurling experiences **to more than 250,000 students** during the 2023-24 season.

Curling Canada's targeted **Youth Engagement Initiatives** returned for a second year to our Season of Champions (SOC) events, with sport exposure opportunities and exciting participation initiatives for school-aged kids and their families in Calgary, Regina, and Sydney, N.S. Thanks to a Community Sport for All Initiative grant from Sport Canada, 220 legacy leave-behind FloorCurling equipment and program resources were provided to schools and curling centres in each host city.

YOUTH ENGAGEMENT INITIATIVES HIGHLIGHTS:

- **79,555 curling experiences** delivered across three host cities
- **4,300 free tickets** issued to opening weekend draws
- **1,000 students** reached via in-venue engagement stations and athlete visits to schools
- **14,000 students** welcomed though SOC school day
- **194 Future Stars** participants

Girls Rock

Girls Rock saw its national program launch, to help engage and develop the next generation of female curlers and leaders. The program paves the



PHOTO: CURLING CANADA

way for girls from all backgrounds, aged nine to 16, to step onto the ice with confidence and excitement in a fun and safe environment. With strong female role-models as the program instructors, participants are learning more than just how to throw a stone — they're learning about leadership, teamwork, and the strength of being part of a supportive community.

GIRLS ROCK HIGHLIGHTS:

- **207 girls** participating across seven Member Associations: Curl B.C., Curling Alberta, CurlManitoba, Curling Ontario, Curling Québec, the New Brunswick Curling Association, and the Nova Scotia Curling Association

Cultivating Skills & Passion Through Youth Curling Programs

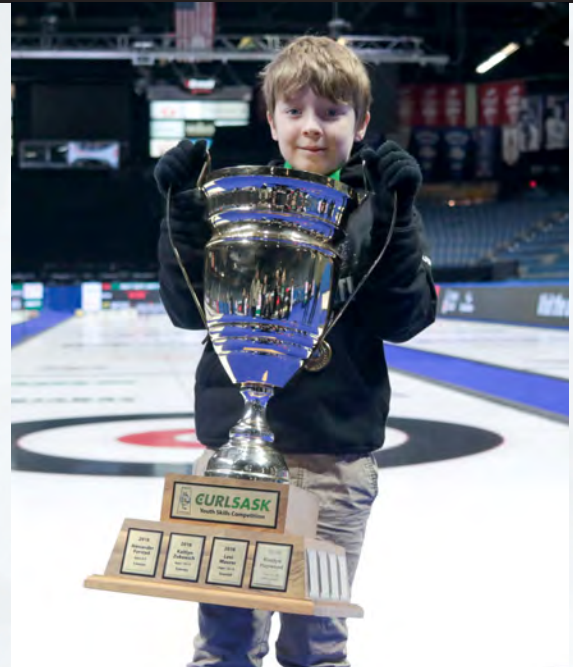
Curling Canada's **U-12 Hit Draw Tap**, **U-12 Rock Stars**, and regional **U-15 RockFest** events provide young curlers across Canada with the tools and opportunities for skills development and stage-appropriate growth, regardless of age or ability.

U-12 Hit Draw Tap (HDT) is a skills competition that challenges kids aged six to 12 to individually perform the fundamental shots of curling: the hit, the draw, and the tap. The program is instrumental in developing the basics for curling while offering a fun learning experience in an age and stage appropriate competitive environment.

Jenna Chambers, parent of an Ontario HDT participant, describes her son's experience: "Maverick had a fantastic experience at the Hit Draw Tap shootout in January. The event's format, including, the pre-competition practice and scoring system, provided a challenging yet enjoyable program for young athletes like him to showcase their skills. We appreciate the organization's efforts in creating such a rewarding experience for participants."

Inset: Former World and Olympic champion, Jill Officer, is a big supporter of the U-15 RockFest events.

Below: U-15 RockFest programs provide young curlers across Canada with the tools and opportunities for skill growth and development.



HIT DRAW TAP (HDT) challenges kids aged six to 12 to individually perform the fundamental shots of curling.

HIT DRAW TAP HIGHLIGHTS:

- **23.26%** increase in participation
- **159 affiliated curling centres** and **more than 2,000 youth curlers** taking part

Providing the foundation for young curlers to progress through the Long-Term Curler Development pathway, as recreational or competitive curlers, Curling Canada's **U-12 RockStars** program rolled out nationally in the 2023-2024 season. It offers youth under 12 a structured and consistent skill development curriculum that helps refine their technique, deepen their understanding of the game, and develop their mental and social skills, while having fun and staying engaged!

ROCKSTARS HIGHLIGHTS:

- **More than 110 curling centres** are now using the U-12 RockStars program. (78 for the first time in 2023-2024)



PHOTOS: CURLING CANADA



Curling Canada's U-18, U-20, and the National NextGen Program are designed to nurture young talent, providing them with the support and resources they need to succeed on the national and world stages. The 2024 national U-18 champs (left) are already looking to take the next step.

U-15 RockFest

U-15 RockFest is a new addition to Curling Canada's lineup of youth initiatives. In 2023-2024, it offered developing curlers the opportunity to test their skills at one of four regional events nationwide: Yorkton, Sask. (Prairies); Sherwood Park, Alta. (West); Niagara Falls, Ont. (East); and Moncton, N.B. (Atlantic). Participants competed against curlers from neighbouring provinces and territories in singles and triples format curling.

The U-15 RockFest events are designed to balance competitiveness with fun, social experiences, providing young athletes with opportunities to hone their skills and gain confidence in their abilities.

U-15 ROCKFEST HIGHLIGHTS:

- Enthusiastic participation of **312 youth curlers** from across Canada
- **More than 200 tickets** provided to youth curlers and their families at the Montana's Brier.

Preparing for Elite Competition

As young curlers grow, so do their ambitions. For those with dreams of competing at a higher level, Curling Canada offers a clear pathway through championship events at **U-18, U-20**, and our **National NextGen Program**. These initiatives are designed to nurture young talent, providing them with the support and resources they need to succeed on the national and world stages.

During the 2023-2024 season, 42 teams (21 female, 21 male) competed in the **2024 Canadian Under-18 Curling Championships** at the RA Centre and the Ottawa Hunt & Golf Club in Ottawa. The thrill of representing their province or territory, the camaraderie of being part of a team, and the experience of competing against the best in the country — all are invaluable lessons that shape not just better athletes, but better

individuals. These experiences are about more than just the scoreboard; they're about building character and preparing for the challenges ahead.

For those ready to take the next step, the **New Holland Canadian Under-20 Curling Championships** are a key stepping-stone for junior curlers, bridging the gap between youth curling and elite competition. The 2024 event, held at the Suncor Community Leisure Centre and the Oilsands Curling Club in Fort McMurray, Alta., had 36 teams develop the skills and confidence to compete at the highest level.

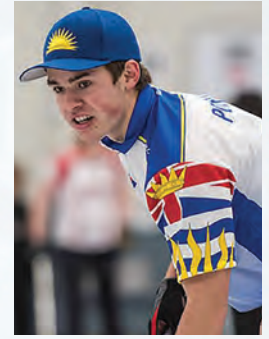
The pinnacle of Curling Canada's development pathway is the **National NextGen Program**, designed for the most promising curlers in the country. This program is about more than winning medals; it's about shaping our sport's ambassadors and future leaders. Through intensive training, mentorship, and the offsetting of some of the financial burdens associated with elite-level sport, our **National NextGen** athletes are given every opportunity to reach their potential.

As the athletes strive for excellence on the ice, they also carry the torch for the future of curling in Canada, inspiring the next generation of young curlers to follow in their footsteps.

Celebrating Excellence and Community Leadership

Investing in youth curling is not just about developing athletes; it's about building a community that values excellence, perseverance, and giving back. The **For the Love of Curling Scholarship** and the **Fran Todd All Heart Award** recognize and support young curlers who embody these values.

The **Fran Todd All Heart Award** recognizes the importance of character, leadership, and service in the



The 2023/24 Fran Todd All Heart Award recipients (from left to right): Aryn Thibault, Madison Kleiter, Rebecca Doherty, Simon Perry, and Tyler Powell.

curling community. Five deserving youth curlers were awarded the final installment of the Fran Todd All Heart Award, which will become a second scholarship stream in 2024-2025.

Successful candidates received a \$2,500 award with \$1,500 earmarked to support their curling inclusivity program, developed with the support of their curling centre, and the remaining \$1,000 to invest in their curling journey.

2023/24 FRAN TODD ALL HEART AWARD RECIPIENTS:

- **Aryn Thibault**, Swift Current, Sask.
- **Madison Kleiter**, Saskatoon
- **Rebecca Doherty**, Ottawa
- **Simon Perry**, St. Johns, N.L.
- **Tyler Powell**, Calgary

The **For the Love of Curling Scholarship** is awarded to student-athletes who demonstrate success in curling, academic achievement, and community service. This scholarship is an investment in the future of curling, providing financial support to help young athletes pursue their dreams both on and off the ice. The 2023-2024 season saw 11 \$2,500 scholarships awarded, each recipient exemplifying the dedication and passion that are the hallmarks of successful curlers.

2023/2024 FOR THE LOVE OF CURLING SCHOLARS:

- **Sophie Blades**, Hammonds Plains, N.S
- **Zoe Cinnamon**, Cochrane, Alta.
- **Keelie Duncan**, Comox, B.C.
- **Hannah Gargul**, Beaconsfield, Que.
- **Jayden King**, Courtland, Ont.
- **Madison Kleiter**, Saskatoon
- **Aidan MacDonald**, Upper Tantallon, N.S.
- **Sarah McNeil Lamswood**, Stephenville, N.L.
- **Benjamin Morin**, Edmonton, presented by the Governor General’s Curling Club
- **Kyle Stratton**, Harrow, Ont.
- **Alison Umlah**, Dartmouth, N.S.

Gratitude and Growth: Celebrating the Power of the Curling Community

Reflecting on this past year, it’s clear the heartbeat of curling lies in the vibrant communities that come together to support and develop the next generation. The skills and lifelong memories our young curlers are creating wouldn’t be possible without the unwavering commitment of our donors and partners. An investment in Curling Canada’s For the Love of Curling Philanthropic Program is an investment in the future – not just of our sport, but of the young people who will represent and carry forward the values, camaraderie, perseverance, and community spirit that are anchored in the great sport of curling.

INVESTING IN OUR FUTURE

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!





Finance

CURLING CANADA BALANCE SHEET *as at April 30*

	2019/20	2020/21	2021/22	2022/23	2023/24
Assets					
Current					
Cash and investments	\$5,657,422	\$6,935,032	\$9,621,623	\$6,991,003	\$6,060,711
Accounts receivable	1,027,668	2,381,972	2,337,689	8,924,576	1,802,569
Sales taxes receivable	666,756	542,066	578,333	14,916,295	681,315
Prepaid expenses	146,439	350,490	393,097	93,016	638,861
	7,498,285	10,209,560	12,930,742	13,075,738	9,183,456
Tangible capital assets	1,392,071	1,216,327	1,078,923	960,556	841,747
	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665	\$ 14,036,294	\$ 10,025,203
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	\$1,153,456	\$829,790	\$2,221,867	\$3,094,251	\$1,423,008
Deferred contribution	1,067,335	2,659,292	759,702	496,953	837,883
	2,220,791	3,489,082	2,981,569	3,591,204	2,260,891
Net assets					
Internally restricted for invested intangible capital assets and intangible assets	1,392,070	1,216,327	1,078,923	960,556	841,747
Internally restricted reserve	5,453,867	5,453,867	5,453,867	5,442,338	5,442,338
Unrestricted	-176,372	1,266,611	4,495,306	4,042,196	1,480,227
	6,669,565	7,936,805	11,028,096	10,445,090	7,764,312
	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665	\$ 14,036,294	\$ 10,025,203

CURLING CANADA COMPARATIVE INCOME STATEMENT for the year ended April 30

	2019/20	2020/21	2021/22	2022/23	2023/24
Total revenue	\$ 18,783,241	\$ 11,336,904	\$ 22,755,527	\$ 21,143,972	\$ 19,510,285
Total expenses	\$ 18,955,641	\$ 10,069,664	\$ 19,664,236	\$ 21,726,978	\$ 22,191,063
Surplus	-172,400	1,267,240	3,091,291	(583,006)	(2,680,778)
Accumulated surplus after year-end	\$ 6,669,565	\$ 7,936,805	\$ 11,028,096	\$ 10,445,090	\$ 7,764,312

2023/24 CURLING CANADA REVENUE

Category	Amount	Percentage
Administration		
Sport Canada funding	1,263,500	6.5%
Other Revenue	575,347	2.9%
Events	9,075,794	46.5%
National Sponsorships	5,173,919	26.5%
Club Development & Member Services	332,771	1.7%
National Team Programming	2,399,121	12.3%
For the Love of Curling	384,614	2.0%
Community Sport for ALL Initiative	207,950	1.1%
Strategic Initiatives	97,269	0.5%
Total	\$ 19,510,285	100%

