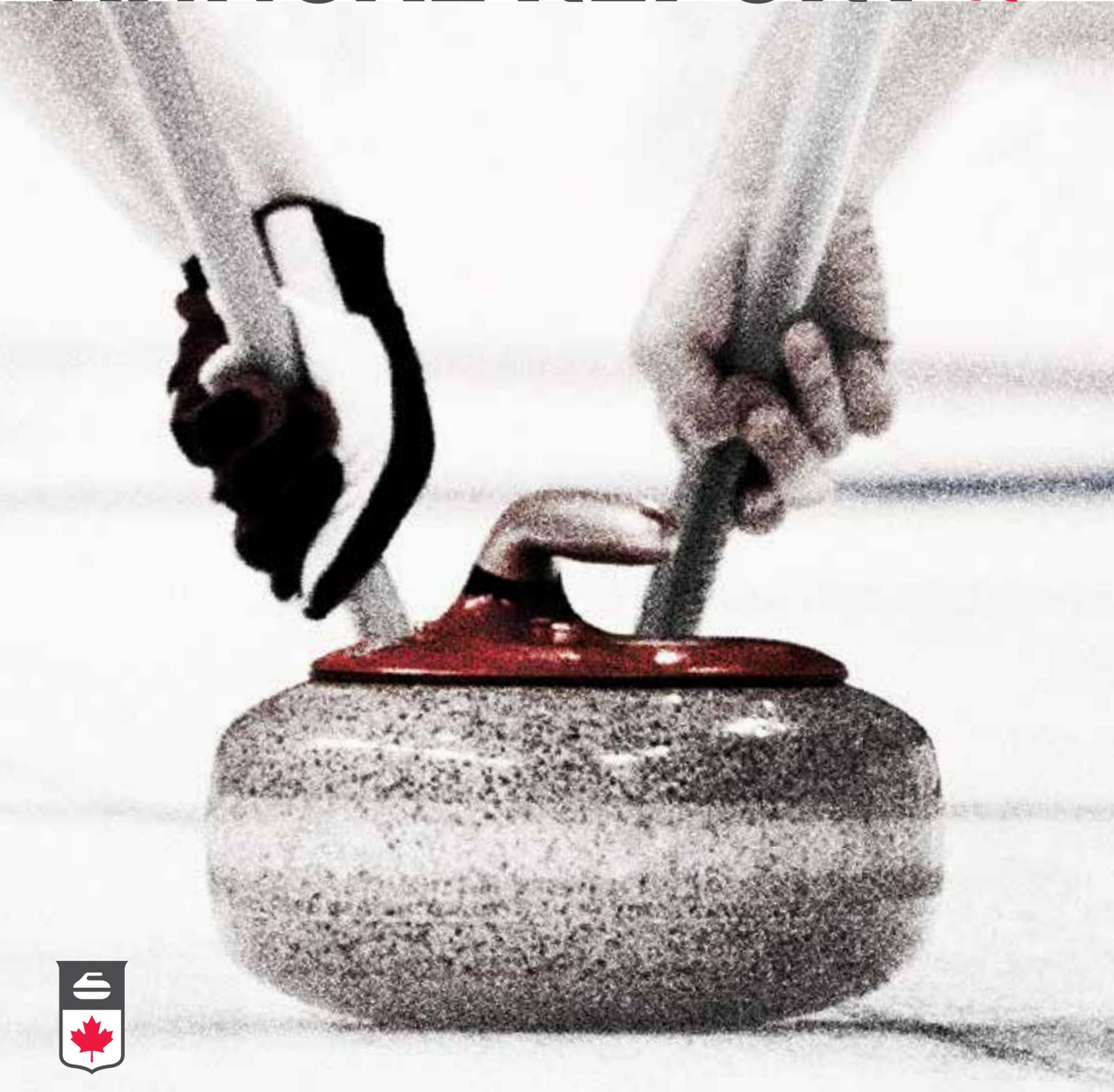


CURLING CANADA

# ANNUAL REPORT 2015



# MISSION

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

# VISION

In the year 2014 and beyond, curling in Canada — from the grassroots to the highest levels of competitive play — will be strong and vibrant. Curling clubs and associations in Canada will offer a wide variety of participation opportunities for all residents of their communities. Opportunities to participate will reflect the changing needs of the cultural mosaic and lifestyles of Canadians, and allow for a healthy cross-section of recreational through competitive play. Furthermore, the management practices of clubs, member associations and Curling Canada will parallel those of successful businesses by always keeping the best interests of curlers in mind.



# MESSAGE FROM THE CHAIR



I am delighted to present this annual report on behalf of the Curling Canada board of governors.

Our organization heads into the 2015-16 season in a financially sound position thanks to a strong team that includes our senior management team, event staff and our volunteers, as well as the consistent and loyal support of our business partners.

That has produced continued successes in all facets of our operations.

The most visible product of this support continues to be our Season of Champions events, which enjoyed another strong season of championships staged across Canada that thrilled fans, both in person and on television, as record numbers of viewers tuned in on TSN.

It is in no small part thanks to the competitive nature of our championships that we continue to be a world leader in our sport. We concluded the 2014-15 season ranked first in the world in men's, women's and wheelchair curling. No other country has ever done that; we've done it for two straight years.

The future continues to look bright for Canada's junior teams. Our men's and women's representatives swept gold at the 2015 World Junior Curling Championships.

Even more notable when discussing where our sport is headed is a game-changing \$2 million donation — from an anonymous benefactor — to our rapidly growing For The Love of Curling philanthropic program. This money will be used to promote curling among young people, both at the grassroots level and in the competitive stream.

The popular Curling Canada Rocks & Rings program is part of that push, giving more opportunities to youngsters to be introduced to curling in school gymnasiums. The next step is to get those new curlers into our affiliated curling centres.

The benefit is a broader talent pool of young

curlers, both for recreational leagues that keep our affiliated curling centres in business, as well as our High Performance program.

We head into the future with some new faces. During this past off-season, our chief executive officer, Greg Stremlaw, announced that he was leaving to pursue new opportunities in sport. In his eight years with Curling Canada, Greg played a significant role in putting us in a position of financial stability, and this organization is better for having had him. We wish him nothing but success in the future.

Warren Hansen, Curling Canada's longtime director of event operations and a man who arguably played the biggest role in bringing curling to the forefront of the Canadian sports scene, also moved on after more than four decades. His various roles included coaching, officiating, technical development and managing our event portfolio. Warren's contributions were recognized with his induction into the Canadian Curling Hall of Fame. Curlers in Canada and around the world have benefitted greatly from his hard work over the years, and we are truly grateful for his efforts.

I would also like to acknowledge the hard work of departing governor Marilyn Neily, whose term with the board of governors came to an end this year. Marilyn served as chair during the 2014-15 season and, like all volunteers in our sport, her contributions over the years were often behind the scenes and unrecognized. I join my fellow governors in wishing Marilyn the very best and we look forward to seeing her at future events.

It continues to be a privilege and an honour to work for the betterment of our sport and our organization and I am eager to see what the future holds.

Yours in curling,

**Hugh Avery**

*Chair, 2015-16 Curling Canada Board of Governors*

# BOARD OF GOVERNORS



The national board is elected by the membership of the association and is accountable to representatives of that group. The board's primary responsibility is to establish the necessary programs and resources required to develop, in the most general sense of the word, the sport of curling. The board will fulfil these responsibilities by formulating and adopting policies, seeing that these policies are implemented and by evaluating their results. Further, the board must carry out its functions openly, seeking the involvement of its members, corporate partners and staff.

The 2014-15 Curling Canada board of governors: (front row, from left) Yves Maillet, Shirley Osborne, Marilyn Neily, Bob Osborne and Hugh Avery; (back row) Scott Comfort, Liz Goldenberg, Peter Inch, Cindy Maddock and Lena West.

# STAFF AND SUPPORT SERVICES



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



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



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



**JACOB EWING**  
Web application developer



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



**ROBYN MATTIE**  
Manager, curling club championship



**GORD McNABB**  
Interim director, event operations



**LOUISE MÉNARD**  
Administrative assistant



**PAUL NOBLE**  
Manager, event administration



**GERRY PECKHAM**  
Director, high performance



**PATRICIA RAY**  
Chief operating officer and interim chief executive officer



**KAREN RYAN**  
Executive assistant



**GLENN VAN GULIK**  
Director, information services and technology



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



**KAREN WAN**  
Manager, event financial services



**RACHAEL WILSON**  
Director, fund development

## SEASON OF CHAMPIONS SPONSORSHIP, MARKETING AND EVENT SERVICES

**DIRECTOR, NATIONAL MARKETING:** David Beesley **MANAGER, LOCAL SPONSORSHIP SALES:** Cathy Bowman **MANAGER, NATIONAL MARKETING:** Catharine Dunlop **MANAGER, MARKETING AND TICKETS:** Andy Henry **EVENT SPONSORSHIP SALES:** Kathryn Larsen **MANAGER, CLIENT SERVICES:** Marylou Morris **EDITOR, EXTRA END MAGAZINES:** Laurie Payne **CO-ORDINATOR, NATIONAL SPONSORSHIP:** Matthew Schweiger **EVENT MASTER OF CEREMONIES:** Stuart Brown **CO-ORDINATOR, PHOTOGRAPHY:** Michael Burns **MANAGER, MERCHANDISING:** Robin Henry **EVENT MASTER OF CEREMONIES:** Jim Jerome **CO-ORDINATOR, PHOTOGRAPHY:** Andrew Klaver **EDITOR, EVENT DAILY PUBLICATIONS:** Dave Komosky **MANAGER, BAR OPERATIONS:** Ken Lauzon **MANAGER, ENTERTAINMENT AND PRODUCTION:** Roger Powell **CO-ORDINATOR, MEDIA:** Jeff Timson **CO-ORDINATOR, MEDIA:** Robin Wilson **SEASON OF CHAMPIONS EVENT MANAGERS:** Rob Dewhirst, Neil Houston, Gord McNabb, Terry Morris

# For the *Love* of Curling

Curling Canada is extremely grateful to all of the donors and curlers across the country for their support of the For The Love of Curling program. Every donation helps ensure that curling will continue to thrive in Canadian communities. Here are a few ways in which donors had an impact on the sport in Canada last season.

## ROCKS & RINGS REACHES THOUSANDS OF CHILDREN

Last season, more than 180,000 students were introduced to curling right in their school gymnasiums thanks to Curling Canada's Rocks & Rings program! That brings the total number of participants to more than 880,000 kids since the program began in 2009!

## ACCOMPLISHING AMAZING THINGS ON AND OFF THE ICE

Post-secondary school is more expensive than ever and we don't want promising young athletes to have to make a tough decision between their education and curling. Thanks to donors, 10 exceptional students received For The Love of Curling scholarships and were able to continue working toward their athletic and academic goals.

## CAN YOU IMAGINE IF YOUR CLUB CLOSED?

Clubs are the heart of curling in Canada. It's where you find family, friends and neighbours. Your club is like home. Through the Club Development Fund and the Curling Assistance Program, hundreds of clubs have received funds for much-needed improvements. This year, \$109,000 in CAP grants were awarded to clubs in 15 communities. Thank you for helping curling to thrive in every community.

## TRANSFORMING THE SPORT

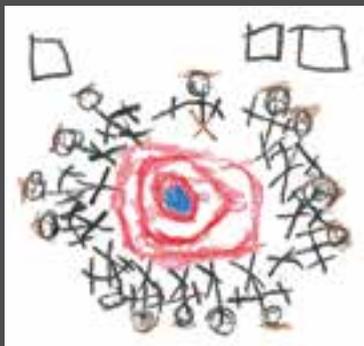
This year, curling received a transformational gift! A passionate, life-long curler pledged \$2 million to revolutionize the way curling is delivered to children across Canada. Thanks to this gift, a task force of experts will develop a new feeder system, modern teaching tools and youth competitions. Curling will once again become a dynamic and vibrant movement brimming with youth!

"I WAS LUCKY ENOUGH TO GET TO SEE ALL THE SMILES WHEN KIDS THREW THEIR FIRST ROCK, ANSWER ALL THE FUNNY QUESTIONS LIKE 'IS THE MIDDLE PART CALLED THE BATHROOM IF THE RINGS ARE CALLED THE HOUSE?' AND HEAR A WHOLE LOT OF EXCITED KIDS SCREAMING 'HURRY HARD' AT THE TOP OF THEIR LUNGS. BUT IT WAS THE CANADIAN CURLING COMMUNITY THAT MADE ALL OF THIS POSSIBLE."

— Cathlia Ward, Rocks & Rings instructor



With your help, next year more than 1 million Canadian children will have discovered the joy of curling through Curling Canada's Rocks & Rings program.



A drawing by a five-year-old Rocks & Rings participant at Hyde Park Public School in Barrie, Ontario. The young lad said he enjoyed throwing rocks because it reminded him "of a bulldozer."

## Donors' Impact on Curling in Canada

\$110,000 Youth Development | \$102,000 Club Development Fund



\$109,000 Curling Assistance Program



"My true aspiration is to one day represent Canada at the Olympic Winter Games and bring home gold for my country," said Derek Oryniak, a For The Love of Curling scholarship recipient. "Thank you for helping me work towards that dream!"

# DEVELOPMENT



Rocks & Rings

Curling Canada's development programs aim to raise awareness of the sport nationwide, retain curlers and develop programs and material to recruit new ones.

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

## ADS RECRUIT NEW CURLERS

A two-minute animated video was developed as a basic, fun tool to showcase our sport in an informative and light-hearted manner. It was created as a way to describe the game,

its benefits and the enjoyment it gives when played. The video can be loaded to Internet web or Facebook pages and was completed with the generous contribution of the World Curling Federation's Development Assistance Programme and is available worldwide. It can be seen at [www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/two-minute-guide-to-the-sport-of-curling](http://www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/two-minute-guide-to-the-sport-of-curling).

The final chapter in the ongoing ad-campaign saga of Johnny "The Hammer" Chow, Mary "Bullseye" Dobbins and Alex "The Hack" Marchand was rerun last season with a series of television commercials that aired during the Season of Champions broadcasts on TSN and RDS.

The 30-second commercials — as well as those from previous years — aired more than 500 times on TSN and RDS.

## DISCOVER CURLING

The Discover Curling campaign is a long-term recruitment strategy for targeted groups, ranging from Canadians with disabilities — including those in wheelchairs, those who are hearing or visually impaired and those in the Special Olympics — to community-based organizations and to Canada's growing ethnic populations.

Curling Canada updated its online training videos for players new to the sport as well as novice wheelchair curlers trying the game for the first time.

The videos for able-bodied players



Discover Curling's wheelchair training video



Streetcurling

are available in a single, full-length format or in individual teaching segments — *Set Up, Pull Back, Sliding Forward, Grip and Release, and Sweeping*. The videos and the new manual that supports them can be found at [www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/getting-started-in-curling-for-adults/](http://www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/getting-started-in-curling-for-adults/).

The wheelchair training videos are also available in a single, full-length format or in individual segments — *Set Up and Positioning, Anchoring, Stabilize Yourself, Body Position, and Grip and Release*. These videos are available at [www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/how-to-get-started-wheelchair-curling](http://www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/how-to-get-started-wheelchair-curling).

Finally, to reach out to new players joining our sport as “stick curlers,” a single training video has been created and is available for the upcoming season. It can also be found at [www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/getting-started-in-curling-for-adults/](http://www.curling.ca/about-the-sport-of-curling/getting-started-in-curling/getting-started-in-curling-for-adults/).

### ADULT LEARN-TO-CURL

The Adult Learn-to-Curl program, piloted in 2007, continues to gain significant momentum, with more than 150 programs now active in Canadian curling centres.

The program's goal is to enhance the experience of new adult players, offering a year-long program that develops skills and improves retention

instead of the traditional one-day clinics. Players receive professional instruction every week, fast-tracking their learning and development as recreational curlers.

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

In 2015, Curling Canada, in conjunction with the World Curling Federation Development Assistance Programme, developed a new novice instruction manual titled *Discover Curling*.

### ROCKS & RINGS

Curling Canada's partnership with the Rocks & Rings program continues to exceed everyone's expectations as a significant development program that introduces curling to children and other under-represented groups across Canada.

Using unique floor-curling equipment in gymnasiums, the program offers elementary-aged students a high-energy, fun-filled session while they learn about the sport — its fundamentals and objectives, the delivery and how to sweep.

The program aims to expose children and families who would otherwise not have an opportunity to curl with the hope that they will become curlers.

The 2014-15 season was the program's sixth full season and interest was once again outstanding — more than 182,094 students in 1,201 Canadian schools took part.

### STREETCURLING

Curling Canada ramped up the streetcurling program, a realistic curling experience that made its debut at the 2012 Super Bowl in Indianapolis, Indiana.

The streetcurling equipment Curling Canada purchased to help create

awareness for our sport was showcased in Calgary at WinSport's Canada Olympic Park and Canada's Sports Hall of Fame.

### THE BUSINESS OF CURLING

The Business of Curling program is designed to help curling centres understand the business they are in as they face a variety of issues adapting to a constantly changing economic environment. To help them survive in the marketplace, many have adopted management tools from the private sector and they are turning to marketing as a way to provide their customers with superior products and services.

Phase One can be a weekend or one-day regional symposium involving

representatives of up to 100 curling clubs. The goal is to bring them together for learning and sharing. They will hear from interesting and highly qualified speakers, who will offer expertise in key areas of club business. This symposium also offers a valuable opportunity to share ideas and experiences with fellow executive members.

Phase Two is a two-day strategic planning workshop with boards of directors and staff. Participants will be guided through the planning process and will envision where they want their operation to be three to five years down the road. They will analyze the current situation while learning to understand the trends affecting the business. Finally, they will outline the steps or strategies required to get from where they are today to where they want to be in the future. It's a road map to success!

In 2014-15, Phase One symposiums were held in Edmonton and Sackville, New Brunswick, where they were attended by 119 board members and staff of 63 different curling centres. Phase Two sessions were held in Prince Albert, Saskatchewan, and King, Ontario.

### VOLUNTEER OF THE YEAR

Harvey Lyons of Dugald, Manitoba, is the winner of the 2014 Volunteer of the Year Award in recognition of his significant contribution to the success of the Lorette Curling Club.

When failing ice conditions at the rink began to drive membership down, Lyons knew it was time to go to work.

His plan started with the ice. Lyons brainstormed with ice technicians at local rural curling rinks and experts in nearby Winnipeg to discover best practices for ice management. He invited Curl Manitoba's chief ice technician, Greg Ewasko, to do an

on-site inspection and assessment, and followed that up with a proposal to act on the recommendations provided. That meant getting the club's board onside and requesting approval for the necessary expenditures for equipment and training.

Lyons's hard work paid off. The club saw a healthy increase in revenue because the men's league not only returned but increased in membership — an improvement that saved the club.

### SUMMIT

In August 2014, Curling Canada staged its first-ever curling summit in Niagara Falls, Ontario. The four days of meetings, networking and socializing was an unqualified success, with more than 200 people participating from all areas of our business.

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

The summit featured a blend of workshops, panel discussions and keynote addresses from a cross-section of the Canadian sports industry, with the purpose of building the sport of curling to greater heights. Keynote speakers included TSN president Stewart Johnston and Brent Barootes, president and chief executive officer of the Partnership Group, a national sponsorship-consulting firm.

The summit wrapped up with the inaugural Swing & Sweep Golf Tournament, a fund-raiser for Curling Canada's For The Love of Curling philanthropic program. The tournament was sponsored by Pinty's. Held at Thundering Waters Golf Club, the day included golf, lunch and dinner and silent and live auctions.



2014 Volunteer of the Year Award



2014 Curling Canada Summit

# HIGH PERFORMANCE



Canada's world junior men's and women's champions

## GEARING UP FOR 2018

The key element of any podium result is “performance on demand,” and that’s what our teams will need to deliver to realize their dreams at the Olympic Winter Games in PyeongChang, South Korea, in 2018.

The ability to produce your best when it matters the most has always been an elusive commodity in high-performance sport; the emotion of the moment often prevents an athlete from achieving a best-ever performance exactly when it is needed the most. To perform to your potential you must be well equipped with strategies to manage your thoughts and emotions, and trained to produce results under

pressure. Our focus for the remainder of the quadrennial will be to prepare our elite teams to be able to maximize their competitive skills and attributes in those moments that demand a world-leading performance.

Our 2018 Olympic qualification system — basically a “survival of the fittest” model — begins in earnest in the 2015-16 season. The process continues to serve us well, producing “tried and tested” teams to represent us on the ultimate stage, while facilitating the ongoing development of the next generation by way of a very inclusive pre-trials process.

An impressive combination of fans, media, television and sponsors rallies

around the multi-step process, which culminates with the pressure-packed dynamic of the Canadian Curling Trials! We are confident that the lead up to 2018 will produce the interest, support and drama it was designed to achieve as we pursue golden results on the world’s most demanding stage.

A number of countries have “dedicated” curling programs, in which athletes train and compete on a full-time basis. Canada’s athletes are at a disadvantage, given that most are both working and raising families. Since we aren’t able to match the volume of training and competition of our international competition, we need to establish all of the available efficiencies.



Team Canada skip Jennifer Jones — 2015 world women's silver medalist



Team Canada — 2015 world Universiade silver medalists



Team Canada — world senior women's champions



Team Canada — 2015 world mixed doubles representatives

“Training smarter” will definitely be our motto heading toward the 2018 Games in South Korea. That process begins with a comprehensive “gap analysis” protocol in which each team that aspires to a podium performance undertakes a detailed assessment of its skills and attributes as compared to evidence-based performance standards.

The next step is to craft a training plan specific to each team designed to address all of the key performance elements essential to success on the international stage.

Curling Canada — along with our valued funding partners Sport Canada, the Canadian Olympic Committee and Own the Podium — continues to invest

in the key stages of Own the Podium’s Athlete Development initiative, which will be critical to sustaining our international status in years to come.

We strive to be the No. 1 curling nation in the world and that’s no easy task. Our ability to identify and develop young, up-and-coming talent is at the top of our high-performance initiative

list and our member associations have a key role to play in that process. Curling is dedicated to establishing performance standards at every age and stage of our podium pathway, and then creating supporting programs and services for the stars of tomorrow.

A number of Canada's young teams hit the world championship highlight reel this past season as they earned hard-fought medals on behalf of the Maple Leaf!

Kelsey Rocque won her second consecutive world junior women's title, while Braden Calvert avenged his fourth-place finish in 2014 with a gold-medal performance in the world junior men's competition. Breanne Meakin skipped the Canadian university women's team to an impressive 10-1 record at the World Universiade en route to a silver medal. Charley Thomas, a two-time world junior champion, joined with Kalynn Park to compile an 8-2 record at the World Mixed Doubles Curling Championship and came within an inch of earning Canada its second-ever mixed doubles medal.

Other notable performances were recorded by teams skipped by Jennifer Jones (world women's silver medallist); Pat Simmons (world men's bronze medallist); Lois Fowler (world senior women's gold medallist); and Alan O'Leary (world senior men's silver medallist).

Congratulations to one and all who wear the Maple Leaf with pride and strive for a podium performance on the world stage.

Perhaps the biggest news of the 2014-15 season was the announcement that mixed doubles will be included on the competition roster for the 2018 Olympics. Seven teams will join the host nation to make up the field for the first-ever Olympic

mixed doubles competition. Canada now needs to focus on extensive mixed doubles training and competing in the process of earning a most-valued entry in 2018. Our success depends on achieving top-seven results in the next two World Mixed Doubles Curling Championships. Go Canada!

### **LONG-TERM ATHLETE DEVELOPMENT MODEL**

Curling is one of the oldest sports in Canada and Canadians have long traditions of recreational involvement and competitive achievement in the game. Curling has been a leader in attracting and retaining recreational sport participants, and recent years have seen a surge in demand for both entry-level skill development programs and high-performance training opportunities.

This demand has highlighted the need for a systematic approach to developing our athletes. With increasingly high stakes in the competitive arena, it's critical that there be a systematic, scientific process for consistently producing the best possible Canadian athletes and teams.

The long-term athlete development (LTAD) model for curling identifies the optimal training, competition and recovery principles and practices for our athletes through sequential stages from childhood through to adulthood. It recognizes the two distinct streams in curling — the lifetime recreational sport and the elite competitive arena — and is designed to promote and support participants in both.

Promoting competitive excellence alongside recreation is important. While these two groups may experience a similar initial introduction to curling, at some point competitive curlers will emerge who wish to pursue the most elite levels of competition. Curling's

LTAD model provides a framework to ensure that promising curlers have the opportunity to achieve their potential through systematic and logical development.

The LTAD model allows coaches to provide athletes with the best possible support at each stage of their development and for eventual retirement or re-entry into participation-focused curling. The LTAD also informs athletes, coaches and parents about key developmental concepts and practices at each stage in the development pathway, from frozen pond to podium.

### **ACKNOWLEDGMENTS**

Curling Canada extends its sincere appreciation to the entire high-performance team for its contribution to the training and performance of Canada's elite athletes and coaches, and pays special tribute to those who take on leadership positions on behalf of the organization.

We would like to acknowledge the dedicated group of professionals that helped produce amazing results internationally last season. This group includes, but is not limited to, the following world-class coaches, team leaders and program managers: Elaine Dagg-Jackson, Rick Lang, Paul Webster, Wendy Morgan, Joe Rea, Wayne Kiel, Jim Waite, Kyle Paquette, Kyle Turcotte, Helen Radford, Bill Tschirhart, Jennifer Ferris, Karen Watson, Rob Krepps, Melissa Soligo, Andrea Ronnebeck and Garry Coderre.

As proud as we are of the past season, we aren't resting on our laurels. We are hard at work getting ready for an assault on 2018 and all of the competitive stepping-stones that mark our pathway back to the top of the podium!

# CHAMPIONSHIPS



Team Canada — 2015 World Financial Group Continental Cup champions

## SEASON OF CHAMPIONS

Championships are Curling Canada's primary area of administration and the most financially consuming of its responsibilities.

In 1994, Curling Canada (then known as the Canadian Curling Association), in concert with St. Clair Group of Toronto and the World Curling Federation, developed a novel approach to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed,

Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

Broadcast contracts were struck with CBC and TSN and the combined efforts of the two networks ensured that championship curling would be aired on Canadian television for a guaranteed minimum of 135 hours a year.

Although the championship mix is different today, the Season of Champions is by far curling's most recognized series of events. The Season of Champions celebrated its 21st season in 2014-15

and boasted more than 310 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. History was made in March 2015, when TSN debuted simultaneous coverage of two different sheets during the Tim Hortons Brier.

The 2014-15 season kicked off with the Home Hardware Canada Cup, December 3 to 7 at Encana Arena in Camrose, Alberta. Val Sweeting's team from Edmonton and Mike McEwen's team from Winnipeg prevailed in the women's and men's finals, not only taking home the winner's cheques but



Team Manitoba — 2015 Scotties Tournament of Hearts champions



Team Canada — 2015 Tim Hortons Brier champions



Team Canada — 2015 world junior women's champions



Team Manitoba — 2015 Everest Canadian senior men's champions

qualifying for the 2015 World Financial Group Continental Cup.

The 11th edition of the World Financial Group Continental Cup was staged January 8 to 11 at the Markin MacPhail Centre at WinSport's Canada Olympic Park in Calgary.

A new format was unveiled, with the home team consisting of six Canadian teams — three men's and three women's — as opposed to the previous 10 competitions in which Team North America included four Canadian and two teams from the United States.

Team Canada took on Team Europe

in curling's version of the Ryder Cup, in which a total of 60 points is available from the competition's four disciplines — mixed doubles, singles, team and skins.

Playing to sold-out crowds on the closing weekend, Team Canada prevailed 42-18.

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

Today, the Canadian Juniors has

the most participants of any Curling Canada Season of Champions event, with a total of 14 provinces and territories represented in both the men's and women's fields. The winners advance to represent Canada at the World Juniors.

The 2015 renewal of the M&M Meat Shops Canadian Juniors was staged January 24 to February 1 at Newfoundland and Labrador's Corner Brook Civic Centre and Corner Brook Curling Club, with the defending champions pulling off repeats of their 2014 victories in Liverpool, Nova



Team Saskatchewan — 2015 Canadian mixed champions



Skip Val Sweeting — 2014 Home Hardware Canada Cup champion



Skip Mike McEwen — 2014 Home Hardware Canada Cup champion



Team British Columbia — 2015 Canadian wheelchair champions

Scotia. On the women's side, it was Edmonton's Kelsey Rocque — with an all-new lineup — taking top spot, while Winnipeg's Braden Calvert and his 2014 team struck gold for the men. Both would go on to win gold at the World Juniors in Tallinn, Estonia.

One of Canada's most enduring and well-known curling partnerships was in the spotlight February 14 to 22 at Mosaic Place in Moose Jaw, Saskatchewan, as the Scotties Tournament of Hearts determined the Canadian women's champion.

The Canadian Women's Curling Championship has been contested since 1961, but known as the Tournament of Hearts since 1982 — first as the Scott Tournament of Hearts and now the Scotties. The 2015 event marked Kruger Products' 34th year as the title sponsor.

A familiar face left Moose Jaw with the championship trophy, as 2014 Olympic champion Jennifer Jones of Winnipeg won her fifth Canadian title and went on to win silver at the World Women's Curling Championship in Sapporo, Japan.

It was a history-making Tim Hortons Brier in Calgary's Scotiabank Saddledome February 28 to March 8, as the defending champion from 2014 was guaranteed a return trip as Team Canada. The oldest and best-known curling competition on the planet celebrated its 86th year, and Team Canada made the best of its opportunity. Pat Simmons skipped his Calgary-based foursome to victory, drawing the button in an extra end for the win.

That victory landed the Simmons

foursome in Halifax for the Ford World Men's March 28 to April 5 at the Scotiabank Centre.

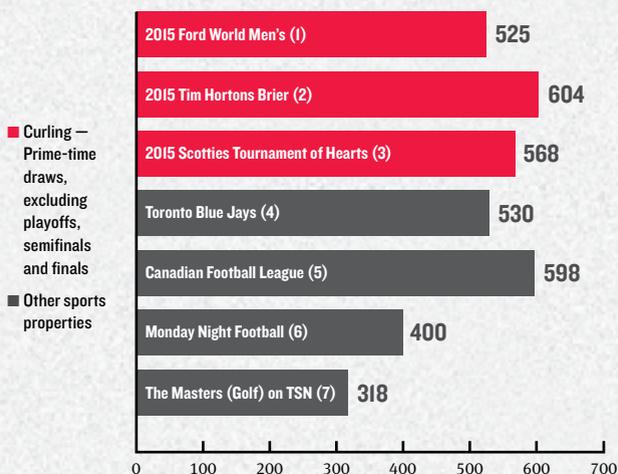
The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, after which two separate championships were established. Every year one of the world championships — either the men's or women's — is played in Canada under the management of Curling Canada.

The 2015 Ford World Men's saw Sweden's Niklas Edin take gold, with Team Canada capturing the bronze medal.

Curling Canada extends its sincere appreciation to the entire event management and marketing team for its contributions to the Season of Champions. Special thanks go to the

## Selected Draws vs. Other Sports Properties

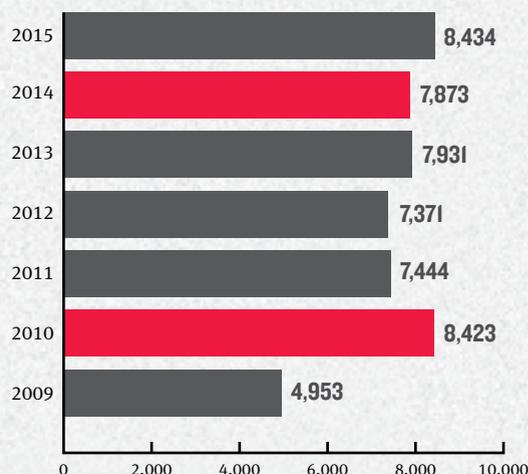
Average Minute Audience Adults 18+ (000s)



- (1) 4-draw average, excludes playoffs, semifinals and final
- (2) 6-draw average, excludes playoffs, semifinals and final
- (3) 5-draw average, excludes playoffs, semifinals and final
- (4) Regular-season average, April–September, 2014
- (5) Regular-season average, June–November, 2014
- (6) Regular-season average, September–December, 2014
- (7) 4-round coverage, 2014

## Season of Champions Broadcasts

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



- 2010 Olympic season — includes pre-trials and Canadian Curling Trials but excludes Canada Cup and Continental Cup
- 2014 Olympic season — includes pre-trials, Canadian Curling Trials and Continental Cup but excludes Canada Cup

Source: Nielsen Media Research

event managers and office personnel for all of their hard work and commitment.

### OTHER CHAMPIONSHIPS

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

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was held at the North Bay Granite Club in North Bay, Ontario, November 10 to 15, with Saskatchewan's Max Kirkpatrick prevailing. His team represented Canada at the inaugural World Mixed Curling Championship in September 2015 in Bern, Switzerland.

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 2015 Canadian Seniors — with title sponsor Everest on board for the first time — ran March 21 to 28 at the Thistle Curling Club in Edmonton, and Calgary's Terri Loblaw and Randy Neufeld of La Salle, Manitoba, came out on top. Those teams will wear the Maple Leaf and represent Canada at the 2016 World Senior Curling Championships in Karlstad, Sweden.

The third Canadian Mixed Doubles Curling Trials returned to the Ottawa Hunt and Golf Club March 11 to 15. Two-time world junior men's champ Charley Thomas of Calgary combined

with Kalyrn Park to win the gold medal. They went on to finish fourth at the World Mixed Doubles Curling Championship in Sochi, Russia.

The Canadian Wheelchair Curling Championship — the 12th renewal — was hosted April 22 to May 3 by Centre Gilles Chabot in Boucherville, Quebec, and British Columbia's Gerry Austgarden of Kelowna took home the gold.

University of Alberta teams were the class of the field at the eighth annual CIS-Curling Canada University Championships held March 18 to 21 at the K-W Granite Club in Waterloo, Ontario. Kelsey Rocque followed up her wins at the Canadian and World Junior championships by winning the women's title, while Thomas Scoffin's team won the men's gold medal.

# PARTNERS

## SEASON OF CHAMPIONS SPONSORS



## OFFICIAL BROADCASTER



## FUNDING PARTNERS



## BUSINESS PARTNERS



## ACKNOWLEDGMENTS

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

### MEMBER ASSOCIATIONS

**Alberta Curling Federation**  
www.albertacurling.ab.ca

**Curl BC**  
www.curlbc.ca

**Curling Québec**  
www.curling-quebec.qc.ca

**CurlManitoba**  
www.curlmanitoba.org

**Curl Prince Edward Island**  
www.peicurling.com

**CurlSask**  
www.saskcurl.com

**New Brunswick Curling Association**  
www.nbcurling.com

**Newfoundland and Labrador Curling Association**  
www.curlingnl.ca

**Northern Ontario Curling Association**  
www.curlnoca.ca

**Northwest Territories Curling Association**  
www.nwtcurling.com

**Nova Scotia Curling Association**  
www.nscurl.com

**Nunavut Curling Association**  
Tel: (867) 645-2534

**Ontario Curling Association**  
www.ontcurl.com

**Yukon Curling Association**  
www.yukoncurling.ca

### AFFILIATE ORGANIZATIONS

**Canadian Deaf Curling Association**  
www.deafcurlcanada.org

**Canadian Firefighters Curling Association**  
www.cffca.ca

**Canadian Police Curling Association**  
www.policecurling.ca

**Canadian Postal Employees Curling Classic**  
www.postalcurling.ca

**Curl Atlantic**  
www.curlatlantic.com

**Hamilton and Area Curling Association**  
www.hamiltoncurling.com

**Northern Alberta Curling Association**  
www.northernalbertacurling.ca

**Ontario Blind Curlers Association**  
Tel: (613) 722-8084

**Ontario Curling Council**  
www.ontariocurlingcouncil.com

**Optimist Junior Interclub Curling League**  
optimistjuniorcurling.ca

**Ottawa Valley Curling Association**  
www.ovca.com

**Peace Curling Association**  
www.peacecurl.org

**Southern Alberta Curling Association**  
www.saca.ca

**Toronto Curling Association**  
www.torontocurling.com

# FINANCE

BALANCE SHEET AS AT APRIL 30	2012/13	2013/14	2014/15
<b>Assets</b>			
<b>Current</b>			
Cash	\$ 2,536,167	\$ 2,804,436	\$ 3,084,689
Accounts receivable	1,456,794	1,288,751	2,907,645
Sales taxes receivable	672,395	498,603	500,554
Prepaid expenses	226,488	114,247	110,148
	<u>4,891,844</u>	<u>4,706,037</u>	<u>6,603,036</u>
<b>Tangible capital assets</b>	633,917	586,493	508,345
<b>Intangible capital assets</b>	10,394	—	—
	<u>\$ 5,536,155</u>	<u>\$ 5,292,530</u>	<u>\$ 7,111,381</u>
<b>Liabilities And Net Assets</b>			
<b>Current</b>			
Accounts payable and accrued liabilities	\$ 2,175,287	\$ 1,696,028	\$ 1,926,733
Government liabilities	10,330	10,527	—
Deferred contribution	688,250	917,250	1,015,750
	<u>2,873,867</u>	<u>2,623,805</u>	<u>2,942,483</u>
<b>Net assets</b>			
Internally restricted for invested in tangible capital assets and intangible assets	644,311	586,493	508,345
Internally restricted reserve	866,942	866,942	866,942
Unrestricted	1,151,035	1,215,290	2,793,611
	<u>2,662,288</u>	<u>2,668,725</u>	<u>4,168,898</u>
	<u>\$ 5,536,155</u>	<u>\$ 5,292,530</u>	<u>\$ 7,111,381</u>

**COMPARATIVE INCOME STATEMENT  
FOR THE YEAR ENDED APRIL 30**

	2012/2013	2013/2014	2014/2015
<b>Revenue</b>			
Domestic	6,363,075	6,943,761	7,024,599
International	148,000	122,270	184,000
High performance	1,991,000	2,231,485	2,129,480
Management	1,053,665	966,838	898,239
Hosting, rebates, philanthropic and other	542,544	891,155	2,029,878
<b>Total revenue</b>	<b>10,098,284</b>	<b>11,155,509</b>	<b>12,266,196</b>
<b>Expense</b>			
Domestic	5,820,066	5,566,898	5,355,216
International	514,883	383,898	317,435
High performance	2,251,833	2,806,688	2,250,547
Management	2,113,792	2,288,110	2,400,444
Other expenses	160,652	103,478	442,381
<b>Total expenses</b>	<b>10,861,226</b>	<b>11,149,072</b>	<b>10,766,023</b>
<b>Surplus</b>	<b>(762,942)</b>	<b>6,437</b>	<b>1,500,173</b>
<b>Accumulated surplus after year-end</b>	<b>2,662,288</b>	<b>2,668,725</b>	<b>4,168,898</b>

**2014/15 REVENUE**

Category	Amount	Percentage
Sponsorships	5,412,762	44%
Sport Canada/Own the Podium	2,968,500	23%
Event revenue and funding	1,077,140	9%
Other funding agents	65,626	1%
Hosting, rebates, philanthropic and other	2,280,799	19%
Affiliation fees	315,239	3%
Competitor fees	146,130	1%
<b>Total</b>	<b>\$12,266,196</b>	<b>100%</b>

