



2017 ANNUAL REPORT



mission

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

vision

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

message

FROM THE CHIEF EXECUTIVE OFFICER



OUR SUCCESSES IN 2016-17 AND THE EXCITEMENT ahead of us in the 2017-18 Olympic and Paralympic season offer reminders of what a privilege it is to serve as Curling Canada's chief executive officer.

And as I put pen to paper for this message, I do so with a sense of confidence and optimism that our organization is on solid footing — not just for the present but also that it's in a wonderful position to make gains in all areas of our operations going forward.

We saw multiple benefits this year of collaboration. For instance, our member associations worked extremely hard with Curling Canada on a successful campaign to convince this country's major cable television providers that their increased fees would hurt this country's curling centres. We spoke with one voice and they listened to our concerns. It showed yet again that when we are all pulling in the same direction, amazing things will happen.

Here are some highlights from last season:

International Events

For the first time since 2008, Canada's men's and women's teams — skipped by Brad Gushue and Rachel Homan — won gold at their respective world championships. These victories leave Canada as the simultaneous holder of the world and Olympic men's and women's titles — a feat never before accomplished.

Canada's Kelsey Rocque also won gold at the Winter Universiade in Kazakhstan, as did Colleen Jones at the world senior women's championship in Lethbridge, Alberta.

But it was a silver medal that may have been the biggest news story, as Joanne Courtney and Reid Carruthers produced Canada's best-ever finish at the world mixed doubles championship in Lethbridge and qualified our country for a berth in the first Olympic mixed doubles competition. We can proudly boast that we are now ranked first in the world in men's, women's and mixed doubles.

Other podium results include Bryan Cochrane winning silver at the world senior men's championship and Kristen Streifel taking bronze at the world junior women's championship in PyeongChang, South Korea.

Season Of Champions

Thanks to the continued hard work of our event staff and our national staff, our Season of Champions events enjoyed a banner year, on and off the ice.

But as always, there's a desire to make them even better, which is why our event model review team — it includes our staff, board, member staff and boards — put in so many hours of hard work, assessing those events from top to bottom, looking for not only efficiencies and best practices but also for ways to make them more appealing to the ticket-buying public. The results of their hard work will start to be unveiled during the 2017-18 season, and I'm confident you will like what you see.

Also, we had some great news announced shortly after the 2016-17 season ended: New Holland has taken over the title sponsorship of the Canadian Junior Men's and Women's Curling Championships.

Youth Feeder Program

It has long been a priority to establish national championships for younger curlers and that dream came to fruition last April in Moncton, New Brunswick, with the inaugural edition of the Canadian Under-18 Boys and Girls Curling Championships.

It was an outstanding week of curling, which proved beyond a doubt that our sport is in good hands as our young curlers work toward being our future Olympians.

Comings And Goings

I have the privilege of working with some of the best people in Canada's sporting sector. Our Curling Canada staff is knowledgeable, passionate and committed to

excellence. I learn from each of them constantly and am grateful for what they bring to work every day.

It was a year of transition as three longtime national staff members announced their departures — our chief operating officer, Pat Ray, director of information services and technology Glenn Van Gulik and comptroller Karen Wan.

All three were passionate in their devotion to our sport, worked tirelessly for its improvement and will be missed.

We have since welcomed some key staff members who will take up the torch in their absence — Bill Merklinger, executive director of corporate services; director of information services and technology Justin Perry; foundation manager Brodie Bazinet; financial services co-ordinator Casey Ohman and comptroller Stephanie Carbonette.

I have also enjoyed working with members of our board of governors under the leadership of chair Peter Inch and thank them very much for their partnership in serving our sport.

The Year Ahead

We have so much to look forward to during the next 12 months, not the least of which will be cheering for Canada's teams at the Olympic Winter Games and Winter Paralympics in PyeongChang.

Additionally, we are looking to make more progress on our long-awaited — and much-needed — member registration system, the benefits of which to our sport can't be overstated.

More than anything, I look forward to working with all of you on continuing to take our sport to exciting new levels.

Thank you again for all of your hard work. Go Canada Go!

Katherine Henderson
Chief Executive Officer
Curling Canada

staff

AND SUPPORT SERVICES

National Office Staff

KATHERINE HENDERSON
Chief executive officer

BRODIE BAZINET
Foundation manager

AL CAMERON
Director, communication
and media relations

STEPHANIE CARBONETTE
Comptroller

RACHEL DELANEY
Co-ordinator, development
and championship services

LOUISE DELORME
Co-ordinator, national athlete services
and coaching

JACOB EWING
Web application developer

DANNY LAMOUREUX
Director, championship services
and curling club development

ROBYN MATTIE
Manager, curling club championship

GORD McNABB
General manager, event operations

BILL MERKLINGER
Executive director, corporate services

CASEY OHMAN
Financial co-ordinator

GERRY PECKHAM
Director, high performance

JUSTIN PERRY
Director, information services
and technology

HELEN RADFORD
Manager, program development,
youth feeder system

KAREN RYAN
Executive assistant

LOUISE SAUVÉ
Administrative assistant

NOLAN THIESSEN
Consultant and athlete liaison

JOANNE VIAU
Co-ordinator, financial services

Season of Champions Sponsorship, Marketing and Event Services

Director, national sponsorship sales/Canadian Sponsorship Group: DAVID BEESLEY | Manager, national sponsorship sales/Canadian Sponsorship Group: CATHARINE DUNLOP | Manager, marketing and tickets: ANDY HENRY | Manager, client services/Canadian Sponsorship Group: MARYLOU MORRIS | Editor, *Extra End* magazines/Canadian Sponsorship Group: LAURIE PAYNE | Consultant and event master of ceremonies: STUART BROWN | Photography/Michael Burns Photography Ltd.: MICHAEL BURNS | Merchandising/Event Max Merchandising & Promotions Ltd.: ROBIN HENRY | Photography/Andrew Klaver Photography: ANDREW KLAVER | Event daily publications/Pinstripe Communications Ltd.: DAVE KOMOSKY | Bar operations/Okanagan Vintage Catering: KEN LAUZON | Media/Timson Communications: JEFF TIMSON | Media/Robin Wilson & Associates: ROBIN WILSON | Season of Champions event managers: ROB DEWHIRST, NEIL HOUSTON, TERRY MORRIS | Event manager trainee: JENNIFER McCANDIE | Sponsorship fulfilment administrator: DIXIE LORENTZ

message

FROM THE CHAIR



IT'S ONE OF THE UNIQUE PRIVILEGES of being chair of Curling Canada's board of governors that you get a yearly opportunity to, in essence, pat ourselves on the back.

I say "unique" because we are in the enviable position as a national sport organization that we have so many reasons to be proud of what we've accomplished over the past 12 months, both on and off the ice.

As I reflect on the past season, I do so knowing that it was an absolute delight to be associated with such a group of professionals.

I saw them perform on the ice, as Canada won gold medals at the Ford World Men's and the World Women's championships, and we ended the season ranked first in the world in men's, women's and mixed doubles curling.

I saw them perform at head office in Orleans, Ontario, as our senior management team worked hard with our chief executive officer, Katherine Henderson, to make changes to the way we do business in order to position ourselves to take significant strides forward as an organization.

I saw them perform at our Season of Champions competitions and our other national championships, as local event staff worked tirelessly to connect with their host communities to make sure the events left a lasting, positive legacy behind.

I saw them perform in our 14 member associations, all of which share our passion for the sport and share our desire to see it continue to grow, both in terms of high-performance and grassroots participation.

And I saw them perform in arenas and curling centres across our country — the volunteers who are the lifeblood of our sport,

the men, women and youth who give their time to the roaring game to make it even better.

As I complete my year as chair, I look back on so many amazing memories and experiences, and I know that I leave the position (but not the board; I still have 12 months to work with our dedicated governors) feeling good about what we accomplished together.

I can't say enough good things about the work done by my vice-chair, Resby Coutts, and I know he will do a spectacular job as your chair for 2017-18, with able assistance from vice-chair Maureen Miller.

To our outgoing governors, Shirley Osborne and Ron Hutton, I say a sincere thank you for all you did on behalf of Curling Canada; your hard work for our sport was truly appreciated.

At the same time, I bid a hearty welcome to our new governors, George Cooke and Brad Gibb. We all look forward to your input.

While we're closing the books on the 2016-17 season, we're also looking forward to what should be an exciting 2017-18 campaign, which includes the Olympic Winter and Paralympic Games in PyeongChang, South Korea. We'll be waving the flag for our Team Canada representatives, and cheering loudly from afar.

As we do that, I'd ask all of you to also say a quiet cheer for all the people behind the scenes — at our curling centres, our head office, our event offices and with our national high-performance team — who will have played a role in helping our teams get to that level.

That's the kind of work we can all be proud of.

Peter Inch

Chair, Curling Canada Board of Directors

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



The 2016-17 Curling Canada board of governors: (front row, from left) Shirley Osborne, Cathy Hughes, Maureen Miller, Peter Inch, Resby Coutts and Lena West; (back row) John Shea, Ron Hutton, Angela Hodgson and Scott Comfort.

for the love of curling

THE YEAR IN REVIEW

For the Love of Curling youth programs strive to give kids an opportunity to feel a sense of pride, accomplishment and belonging that will help them thrive on and off the ice, and it's donor support that makes everything we do possible.

Curling 101 Gets Kids On The Ice

The Egg Farmers Rocks & Rings program, presented by Curling Canada, has successfully introduced more than one million kids to curling, but during the 2016-17 season Rocks & Rings went even further – it brought participants out of the gym and onto the ice at local curling clubs as part of Curling 101's Try Curling initiative.

This was a pilot year for the strategic targeting of Curling 101-Try Curling at clubs where kids in the neighbourhood had recently participated in Rocks & Rings. The results were impressive! Here are just a few of the successes:

- More than 85 participants attended the Curling 101 session at the Whitehorse Curling Club, an astonishing number considering that this was the first season of the Rocks & Rings program in Whitehorse
- Summerside Curling Club in Prince Edward Island, supported by Curl PEI, ran a Curling 101 session with 190 kids, inviting twice the number of schools because of the enthusiastic response
- The Miramichi Curling Club in New Brunswick was thrilled with the turnout for its Curling 101 program and anticipates more than 70 per cent of the youth who attended will join the club

How does the Curling 101-Try Curling program make a difference to kids? Ask Christian of Ottawa, who participated in the gym-based Rocks & Rings program a year ago and couldn't wait to try out his new skills on the ice, especially after his grandmother took him to the Tim Hortons Brier and he saw elite curlers in action.

Christian says the on-ice experience of Curling 101-Try Curling was everything he hoped for, and he reports that he loves that curling is not only fun and challenging but it helps him get strong.

When Rocks & Rings came back to Christian's school this year, he was able to share his curling experience and display his trophies and ribbons. His curling goal? To represent Canada at the Olympics, of course!



Christian delivers a rock as part of Curling 101's Try Curling initiative

For The Love Of Curling Scholarships

For young athletes, balancing curling dreams with academic goals can be a constant challenge. Thanks to committed donor support, we were able to award 10 Curling Canada For the Love of Curling scholarships to deserving young student-athletes. The 2016-17 recipients are:

- Maxime Blais** of Ottawa
- Karlee Burgess** of Halifax
- Kristin Clarke** of Hammonds Plains, Nova Scotia
- Megan Daniels** of Delta, British Columbia
- Krista Fesser** of Saskatoon
- Hayden Forrester** of Winnipeg
- Jessica Humphries** of Bobcaygeon, Ontario
- Sterling Middleton** of Fort St. John, British Columbia
- Tyler Tardi** of Surrey, British Columbia
- Daniel Wenzek** of Burnaby, British Columbia

Towards The Future: The Inaugural Under-18 Championships

Last season's commitment to building a stronger youth curling community was demonstrated in full force during the inaugural Under-18 Boys and Girls Curling Championships, held in April in Moncton, New Brunswick. Jacob Horgan and Kira Brunton made it a Northern Ontario sweep in this first-ever national championship for curlers aged 17 and under, a key component of Curling Canada's Long Term Athlete Development plan under the direction of Helen Radford, Curling Canada's manager of program development for youth curling.

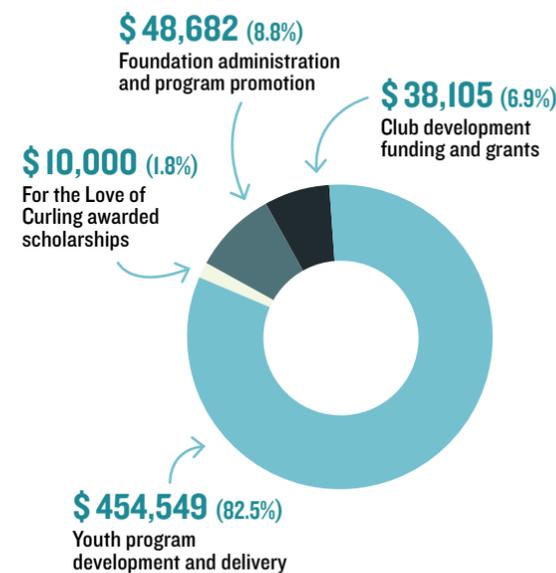


For the Love of Curling scholarship recipients Tyler Tardi and Karlee Burgess



Northern Ontario swept the inaugural Under-18 Boys and Girls Curling Championships

DONORS' IMPACT ON CURLING IN CANADA



The Curling Canada Foundation is excited to play a major role in the continued growth of youth curling in Canada.

Thank you to our donors for your ongoing support!



development

CURLING CANADA'S DEVELOPMENT PROGRAMS AIM to raise awareness of the sport nationwide, retain curlers and develop programs and material to recruit new ones.

It's through 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.

Membership Recruitment

Following a number of successful pilot-test events, Curling Canada introduced an effective pathway to help our curling centres recruit and retain Canadians to help develop the sport in their communities.

While curling is invested in delivering quality television products on TSN and RDS — they are our best recruitment tools — we were having some difficulty closing the loop between getting people interested in trying our sport to recruiting them as members.

In 2016-17, we successfully developed and tested a recruitment program that included using Facebook as a marketing tool, developing a new Try Curling program, and then invited them to join our already successful Learn-To-Curl programs.

In January and February 2017, we tested a Facebook hyper-targeting campaign in Ontario at the Orangeville, Unionville and City View curling centres. Using paid ads on Facebook, we targeted Canadians who were open to trying new things and enjoyed family activities.

We were also able to find new local audiences who were interested in curling and we reached younger audiences with creative messaging that converted to club visits and membership. The visit piece was Curling 101, the key to the Facebook campaign pilot.

A Curling 101 on-ice session is one hour long and provides just the right amount of instruction to get both kids and adults into a game. It introduces the basics of curling and puts them into a two-end game. The 60-minute time frame leaves the participants wanting more, and still on a curling high.

Finally, and most importantly, Curling 101 is a marketing tool not a clinic! It's designed to get new people to the sport excited about curling and wanting to register for Learn-To-Curl leagues.

Our Facebook pilot registered 180 people to try curling in Unionville, 160 in Orangeville and 37 at City View (their efforts were aimed at Monday-to-Friday daytime leagues). The results? Unionville registered 16 curlers to Learn-To-Curl; Orangeville 32 and City View eight. It was a resounding success!

On the youth development side, Curling 101 was introduced to 35 Canadian curling centres in an attempt to bridge the very successful Rocks & Rings program with a real curling experience. Curling 101 was designed as a family-focused open house that gets both youth and their parents on the ice to try curling.

The marketing goal here is to get youth interested in the sport while providing parents, usually the decision-makers when it comes to what a child is signed up for, a new experience around the sport of curling.

Summary

The Rocks & Rings in-school program used for Curling 101 events reached almost 20,000 students and put 1,361 new curlers on the ice, including 834 kids, and 32.77 per cent of those youth on-ice experiences have led to new memberships.

- Total number of students reached with Rocks & Rings 19,954
- Total number of on-ice participants 1,361
- Total number of youth on-ice participants 834
- Total number of new curling members 247

Volunteer Of The Year Award

The 2016 Curling Canada Volunteer of the Year Award recognizes the extraordinary dedication of the curling volunteer who unselfishly contributes countless hours of his or her valuable time to the livelihood of the sport.

Last season Kate Barratt of Gibsons, British Columbia, stood tallest to ensure that her fellow curlers on the Sunshine Coast had a dependable ice surface on which to play.

With the Gibsons Curling Club's 40-year-old ice plant on its last legs, Barratt went to work to secure funding for a replacement. Her single-minded tenacity produced a remarkable \$140,000 of the \$160,000 needed to complete the project.

At the same time, she rallied her volunteer crew to



Rocks & Rings in-school program



Safety first!



2016 Volunteer of the Year Award



Adult Learn-To-Curl

work on a facelift of the club to coincide with its 40th anniversary celebrations.

And if that weren't enough, Barratt continued with her usual volunteer work at the club, producing a newsletter and keeping the club website updated; developing an online registration system; and maintaining an annual five per cent growth rate in membership.

On behalf of our great sport, we extend a sincere thank you to every curling volunteer in Canada!

Business Of Curling Symposiums

It was a busy year for regional symposiums, with six sessions of varying sizes and topics across the country. We visited Fort Smith, Yellowknife and Inuvik in the Northwest Territories; Winnipeg, Saskatoon, Edmonton, Toronto and Kelowna, British Columbia — presenting topics ranging from “best practices” and risk management to refrigeration and Facebook marketing — to more than 149 curling centres.

Safety First

Safety is something that everyone in the business of curling should be aware of and then able to establish best practices to reduce the risk of injury. Curlers who are prepared will be better able to avoid injury, participate with confidence and maintain participation long-term.

Injury prevention for curlers of all ages and stages is a top priority.

Curling Canada has created an online link to safety resources and forms, policies and best practices that focuses on injury prevention and risk management.

The web page outlines safety procedures, injury-prevention procedures and, more specifically, concussion-prevention and return-to-play guidelines.

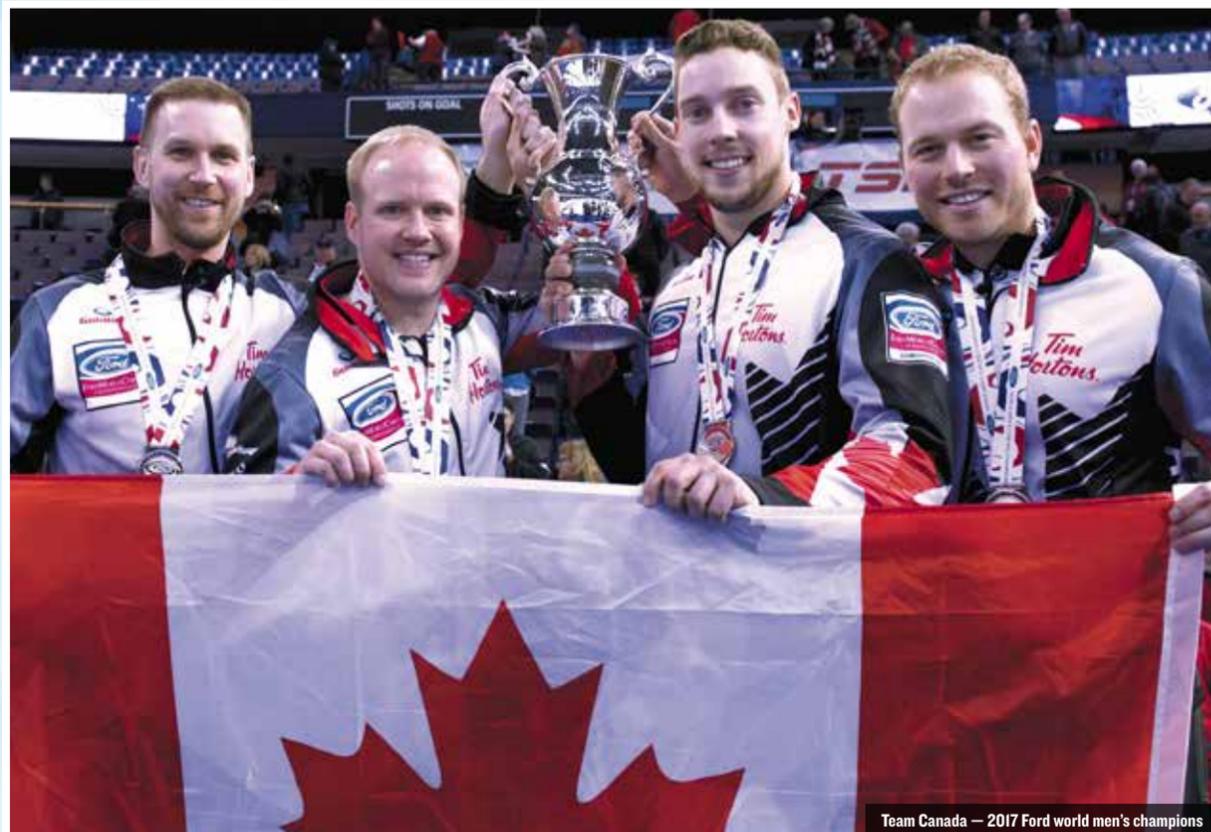
It's available in English at www.curling.ca/about-the-sport-of-curling/business-of-curling/safety-first/ and in French at www.curling.ca/a-propos-du-curling/le-curling-nos-affaires/securite-dabord/?lang=fr

Adult Learn-To-Curl

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

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

high performance



Team Canada — 2017 Ford world men's champions

THE THIRD YEAR OF A QUADRENNIAL IS ALWAYS a challenging and motivating time for national sport organizations with Olympic/Paralympic medal aspirations. Such sports face one of two challenges in terms of their international championship performances — to maintain their world and Olympic ranking or be pressured to improve it.

Interestingly, Curling Canada was faced with both challenges heading into the 2017 world championships: we wanted to maintain our gold-medal status in men's play and to make slight improvements in our women's, mixed doubles and wheelchair results.

Mission accomplished! It was gold for both men and women, silver in mixed doubles — which qualified us for a spot in the Olympic mixed doubles competition in

South Korea — and a solid fifth-place finish in the world wheelchair championship.

With future podium performances front of mind in South Korea, it is critical that we use the short time left for review, reflection, analysis and evaluation as world curling becomes more and more competitive on an annual basis.

“Gap analysis” is the predominant focus pre-Olympics, as we make measured, data-supported comparisons between the key performances of Team Canada and the squads of other top-performing curling nations. Every performance component is dissected and assigned a relative value, providing a clear, evidence-based, honest evaluation of how Team Canada measures up against the best in the world and,



Team Canada — 2017 world mixed doubles silver medalists



Team Canada — 2017 world women's champions

as a result, how best to structure our training and competition plans.

Specific and irrefutable performance standards are established on a position-by-position and skill-by-skill basis. Curling Canada tracks international performances and has established comprehensive performance evaluation protocols that are fed into an ever-expanding international data bank. We have every intention of being the No. 1 curling nation in the world in all disciplines on a consistent basis. To achieve this, we need to be actively engaged and invested in many aspects of our long-term development models for both athletes and coaches.

Current and future performance requirements depend on the programs and services that develop and

support elite athletic performance and we need to continue to improve our efforts in all performance-related programming.

We continue to strengthen our respective national team programs with the assistance of Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada, which has resulted in an increase in financial support for training, competition and unprecedented access to sport science and sport medicine professionals. Our teams receive expert guidance and advice to improve their training regimes and also have the budgets needed to offset the costs of enhancing their physical and mental training and travel to international competitions.



Team Canada — 2017 world junior women's bronze medallists



Team Canada — 2017 world wheelchair representatives

We have also expanded our Next Generation program with the intention of providing critical insights and advancement for young athletes who have the potential to represent Canada in 2022 and beyond. We continue to identify talented, hard-working athletes who are motivated to wear the Maple Leaf and we are investing in their growth and development. Own The Podium, COC and Sport Canada also support this program.

An exciting element of the Next Generation program is The Podium Project, which focuses on identifying talented bantam, juvenile and junior-aged athletes and helping them develop at a much younger age. Its ultimate objective is to fast-track and support these promising athletes with an eye to ensuring that we keep up with curling nations that “hot-house” young athletes to ensure they are competitive on the world stage at a younger age. We continue to develop and invest in this program and look forward to partnering with our member associations in this worthwhile endeavor.

To support these “Next Gen” athletes in their

pursuit of excellence, as well as numerous athletes at various ages and stages, we continue to invest in the development of competent, qualified coaches. We are enhancing our coach training and evaluation techniques through our involvement with the National Coaching Certification Program under the direction of the Coaching Association of Canada. We have made significant advancements in all aspects of coach education in the last few years with the intention of providing world-leading coaching support to our athletes as they journey from the playground to the podium. We are pleased and proud to note that our junior and university athletes continue to perform exceptionally well on the international stage!

Acknowledgments

Curling Canada extends its sincere appreciation to the entire high-performance team for its contributions to the training and performance of Canada's elite athletes and coaches, and pays tribute to those who take on leadership roles on behalf of the organization. This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Rick Lang, Elaine Dagg-Jackson, Jeff Stoughton, Paul Webster, Renée Sonnenberg, Helen Radford, Jim Waite, Bill Tschirhart, Rob Krepps, Wendy Morgan, Wayne Kiel, Kyle Paquette, Kyle Turcotte, Jorie Janzen, Glen Jackson, Rob Krepps, Dr. Bob McCormack, Dr. Steven Dilkas, Karen Watson and Istvan Balyi.

We would also like to acknowledge Jennifer Ferris for her ongoing leadership in developing our vastly improved coaching training/evaluation modules. We are also very grateful to our funding partners — Own The Podium, Sport Canada, Canadian Paralympic Committee and the Canadian Olympic Committee — for their leadership, guidance and support.

Go Canada!

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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.curlsask.ca

New Brunswick Curling Association
www.nbcurling.com

Newfoundland and Labrador Curling Association
www.curlingnl.ca

Northern Ontario Curling Association
www.curlno.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 Branch Curling
www.canadianbranch.org

Canadian Deaf Curling Association
www.deafcurlcanada.org

Canadian Firefighters Curling Association
www.cfca.ca

Canadian Police Curling Association
www.policecurling.ca

Canadian Postal Employees Curling Classic
www.postalcurling.ca

Hamilton and Area Curling Association
www.hamiltoncurling.com

Northern Alberta Curling Association
www.northernalbertacurling.com

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

Ontario Curling Council
www.ontariocurlingcouncil.com

Optimist Junior Interclub Curling League
optimistjuniorcurling.ca

Ottawa Valley Curling Association
www.ovca.com

Peace Curling Association
www.peacecurl.org

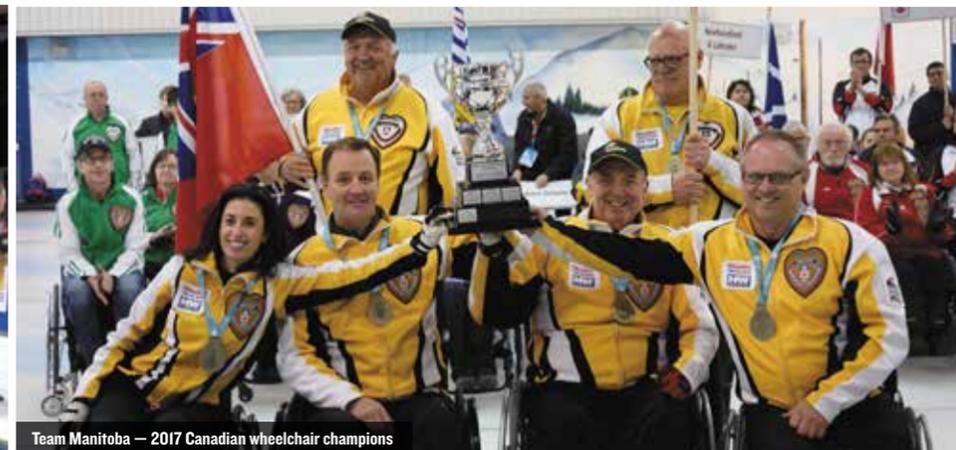
Southern Alberta Curling Association
www.saca.ca

Toronto Curling Association
www.torontocurling.com

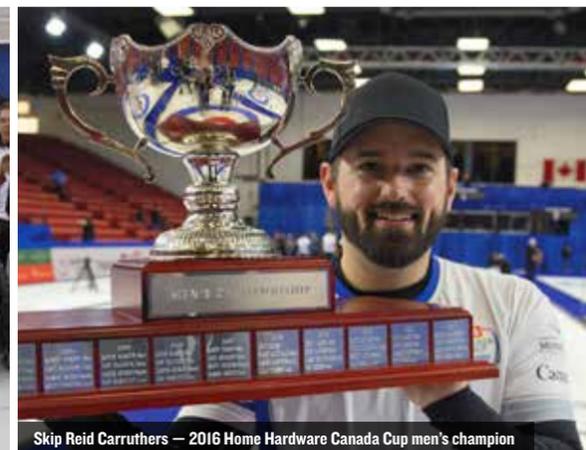
championships



Team North America — 2017 World Financial Group Continental Cup champions



Team Manitoba — 2017 Canadian wheelchair champions



Skip Reid Carruthers — 2016 Home Hardware Canada Cup men's champion



Skip Jennifer Jones — 2016 Home Hardware Canada Cup women's champion



Ontario's Catarauqui Golf & Country Club and Winnipeg's Fort Rouge Curling Club — 2016 Travelers Curling Club champions

Season of Champions

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

In 1994, Curling Canada — then known as the Canadian Curling Association — in collaboration with the St. Clair Group of Toronto and the World Curling Federation, developed a unique approach to marketing national and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed, Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

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

Although the championship mix is different today, the Season of Champions is still curling's most recognized series of events. The Season of Champions celebrated its 23rd season in 2016-17 and boasted more than 310 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. Additionally, TSN/RDS broadcast games this past season from the European Curling Championships and, for the first time, the World Mixed Doubles Curling Championship.

The 2016-17 season kicked off with the Home Hardware Canada Cup, which was held November 30 to December 4 at Westman Communications Group Place in the Keystone Centre in Brandon, Manitoba. It was a pair of teams with plenty of local support that prevailed — Winnipeg teams skipped by Jennifer Jones and Reid Carruthers.

For Carruthers, the victory locked up a berth in the 2017 Tim Hortons Roar of the Rings Canadian Curling Trials in Ottawa, the event that will decide Canada's

four-player teams for the 2018 Olympic Winter Games in PyeongChang, South Korea. Jones's team had already qualified.

Las Vegas stepped up yet again to play host to the 13th edition of the World Financial Group Continental Cup, held January 12 to 15 at the Orleans Arena. Fresh off his win in Brandon, Carruthers sealed a fifth straight victory for Team North America.

The victory was just a matter of time, but Carruthers made a wonderful double takeout to clinch the winning points for North America, which ended up prevailing 37-23 in curling's version of the Ryder Cup.

Something in the Vancouver Island air may have inspired victories by Canada's two westernmost provinces at the Canadian Junior Men's and Women's Curling Championships, held January 21 to 29 at the Archie Browning Sports Centre in Victoria.

The Canadian junior men's championship trails only the Brier as the world's second oldest curling event, having debuted in 1947. The inaugural junior women's

championship took place in 1971 and the two have been combined as a single event since 1987.

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

On the men's side, it was a home-province team that came out on top, as Tyler Tardi's team won British Columbia's first championship in 17 years. The team later lost a playoff tiebreaker at the World Juniors in Gangneung, South Korea.

Meanwhile, Alberta's Kristen Streifel earned the women's gold, her province's third victory in the past four seasons, with Amanda-Dawn St. Laurent having coached all three of those teams. Streifel's Canadian champs earned a bronze medal at the World Juniors.

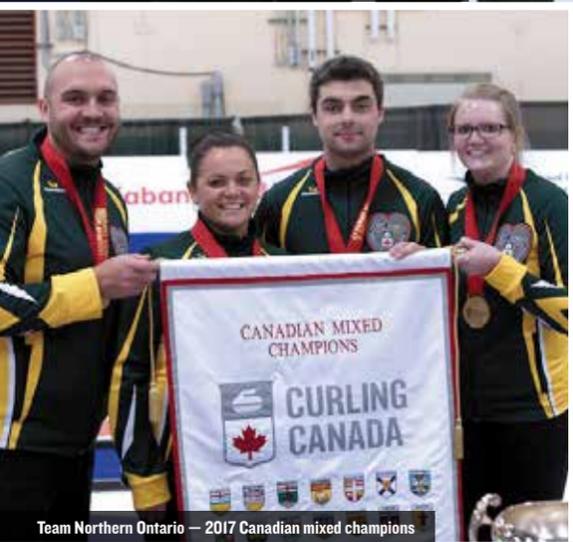
The Scotties Tournament of Hearts continues to be a shining example of partnership between a sports organization and a loyal business partner.



Team Ontario — 2017 Scotties Tournament of Hearts champions



Team British Columbia skip Tyler Tardi and Team Alberta skip Kristen Streifel — 2017 Canadian junior champions



Team Northern Ontario — 2017 Canadian mixed champions



Team Newfoundland and Labrador — 2017 Tim Hortons Brier champions

The 2017 Scotties Tournament of Hearts, staged February 18 to 26 at the Meridian Centre in St. Catharines, Ontario, marked the 36th year of title sponsorship by Kruger Products, dating back to the first Tournament of Hearts in 1982.

Ontario fans had plenty of reason to cheer as Ottawa's Rachel Homan captured gold in a thrilling extra-end championship final against Manitoba's Michelle Englot.

Homan's team went on to make history by becoming the first team ever to win a world championship with an unbeaten record; that feat was accomplished at the World Women's Curling Championship in Beijing.

It had been 45 years since St. John's, Newfoundland and Labrador, played host to the Canadian Men's Curling Championship, but the 2017 Tim Hortons Brier — held March 4 to 12 at Mile One Centre — proved to be worth the wait.

Local boy Brad Gushue had the city in the palm of his hand leading up to the Brier, and he didn't disappoint, winning the final and giving Newfoundland and Labrador its first Canadian men's title since Jack MacDuff did it in 1976.

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 2017 Ford World Men's Curling Championship, held April 1 to 9 at Northlands Coliseum in Edmonton, marked the final major curling event at that legendary arena, and it was a crowd-pleasing finale. Gushue's Canadian champs matched Team Homan's feat by winning gold with an unbeaten record.

Curling Canada extends its profound appreciation to the entire event management and marketing team for its contributions to the Season of Champions. Special thanks go to the event managers and office personnel for all of their hard work and commitment.

Other Championships

Curling Canada is also responsible for the operation of six other championships — the Canadian Mixed, the Travelers Curling Club Championship, the Everest Canadian Seniors, Canadian Mixed Doubles, Canadian Wheelchair and the new Canadian Under-18 Boys and Girls Curling Championships. It also plays an active role in the annual U Sports-Curling Canada University Championships.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was held at the Mariners Centre in Yarmouth, Nova Scotia, November 13 to 19. Northern Ontario's Trevor Bonot of Thunder Bay skipped his team to gold and will represent Canada at the third World Mixed Curling Championship October 6 to 14 in Champéry, Switzerland.

The eighth Travelers Curling Club Championship took place November 21 to 26 at the Kelowna Curling Club. Manitoba's Tracy Andries won the women's title, while Ontario's Wesley Forget captured the men's crown.

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 2017 Everest Canadian Seniors, held March 20 to 25 at the Capital Winter Club and Willie O'Ree Place in Fredericton, saw a pair of Prairie teams come out on top. Alberta's Wade White took home the men's gold medal, while Saskatchewan's Sherry Anderson won the women's title. Those teams will represent Canada at the 2018 World Senior Curling Championships in Östersund, Sweden.

The fifth Canadian Mixed Doubles Curling Championship ran April 5 to 9, with the Nutana Club in Saskatoon hosting for the second straight year. Most of Canada's big names were in the field as players jockeyed for position to represent Canada at the 2018 Winter Olympics in PyeongChang, where mixed doubles curling will be a medal sport. The duo of Joanne Courtney of Edmonton — she was a member of Homan's world championship team — and Carruthers prevailed, and then went on to post Canada's best-ever result at the World Mixed Doubles Curling Championship in Lethbridge, Alberta, a silver medal that guaranteed Canada's berth in the Olympic field.

The Canadian Wheelchair Curling Championship — the 14th edition — was played April 24 to 30 at Club de curling Boucherville in Boucherville, Quebec, where 2014 Paralympic gold medallist Dennis Thiessen skipped his Manitoba team to a gold medal.

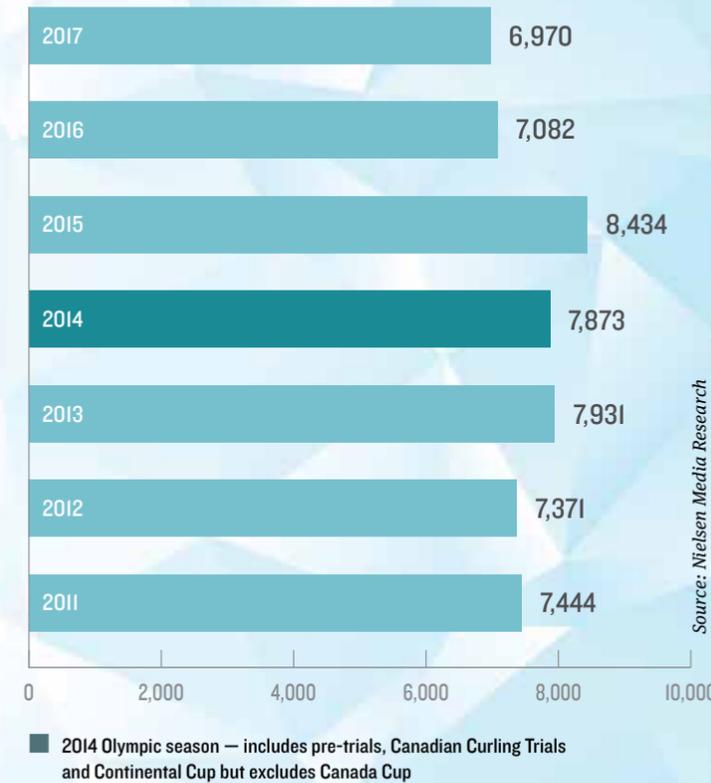
The 10th annual U Sports-Curling Canada University Championships, held March 18 to 22 in Thunder Bay, Ontario, produced victories for Newfoundland and Labrador and Northern Ontario. On the men's side, Adam Boland piloted the Memorial University Sea-Hawks to a gold medal, while Krysta Burns's Laurentian Voyageurs captured the women's championship.

Curling Canada's long-held ambition of starting a national under-18 championship has come to fruition. The inaugural Canadian Under-18 Boys and Girls Curling Championships, staged April 18 to 22 in Moncton, New Brunswick, produced a Northern Ontario sweep of the gold medals. Jacob Horgan won the boys title, while Kira Brunton took the girls' gold medal.

Selected Draws vs. Other Sports Properties Average Minute Audience Adults 18+ (000s)



Season of Champions Broadcasts Total Gross Impressions Adults 18+ (000,000s)



Source: Nielsen Media Research

finance

BALANCE SHEET AS AT APRIL 30	2014/2015	2015/2016	2016/2017
Assets			
Current			
Cash	\$ 3,084,689	\$ 2,449,714	\$ 778,629
Accounts receivable	2,907,645	2,353,081	4,782,580
Sales taxes receivable	500,554	642,649	465,457
Prepaid expenses	110,148	22,950	128,868
	6,603,036	5,468,394	6,155,534
Tangible capital assets	508,345	500,882	515,792
	\$ 7,111,381	\$ 5,969,276	\$ 6,671,326
Liabilities And Net Assets			
Current			
Accounts payable and accrued liabilities	\$ 1,926,733	\$ 1,494,976	\$ 1,629,604
Government liabilities	—	—	—
Deferred contribution	1,015,750	466,632	144,718
	2,942,483	1,961,608	1,774,322
Net assets			
Internally restricted for invested in tangible capital assets and intangible assets	508,345	500,882	515,792
Internally restricted reserve	2,427,976	2,457,112	2,857,112
Unrestricted	1,232,577	1,049,674	1,524,100
	4,168,898	4,007,668	4,897,004
	\$ 7,111,381	\$ 5,969,276	\$ 6,671,326

COMPARATIVE INCOME STATEMENT FOR THE YEAR ENDED APRIL 30	2014/2015	2015/2016	2016/2017
Total revenue	\$ 12,266,196	\$ 11,089,321	\$ 11,758,336
Total expenses	10,766,023	11,250,551	10,869,000
Surplus	1,500,173	(161,230)	889,336
Accumulated surplus after year-end	\$ 4,168,898	\$ 4,007,668	\$ 4,897,004

2016/2017 REVENUE

Category	Amount	Percentage
National sponsorships/TV spot sales	\$ 4,960,905	42%
Sport Canada/Own the Podium	2,933,500	25%
Events net profit	1,814,334	15%
Other (e.g. GST/HST rebates)	960,818	8%
Philanthropic	551,336	5%
Affiliation fees	307,355	3%
Competitor fees	230,088	2%
Total	\$ 11,758,336	100%

