



# 2020 ANNUAL REPORT





# MESSAGE

## FROM THE CHIEF EXECUTIVE OFFICER

**N**ORMALLY, AS I SIT DOWN TO PREPARE THIS report, I can reflect on a recently completed season that went mostly according to plan — and, if we've been lucky, even better! Then I look forward to a coming season with optimism and high hopes, and a firm plan in place for more successes.

Instead, as we all know, I'm reflecting on a season that ended too abruptly and I'm looking forward to a season filled with unknowns.

Suffice to say, it is unsettling, and curling is hardly immune to that sense of unease as each day brings fresh statistics, projections and, yes, grim news of the effects of the COVID-19 pandemic.

And yet, since those tense days in mid-March when we realized our world had changed profoundly and that sport — indeed, society as a whole in many ways — was about to be put on hold, I feel good about the work that has been done collaboratively with our member associations since then in order to get people back on to sheets of curling ice in a safe, responsible manner.

Yes, there were difficult and, in some cases, unpopular decisions that had to be made. Be assured, none of those decisions was made without consultation and without putting the safety and best interests of curlers and volunteers first.

These are, indeed, strange times, but I'm extremely proud of the efforts that have been made to get through them, and I know that when we return to normalcy, our sport will be better as a result of the work that has been done by all of us.

Here are some highlights from the past 12 months:

### #KEEPCURLING

In the spring, as we started grasping the new realities brought about by the pandemic, our challenge was to keep people talking or thinking about curling, but in a safe environment.

In collaboration with our marketing agency, Cossette, we created commercials that featured Canadians finding ways to curl at home. The commercials were featured prominently during encore broadcasts on TSN of notable past Season of Champions games and were extremely well-received. The #KeepCurling hashtag was very well-utilized and succeeded in sending the message that curling is important to Canadians, and that it was important to do your part and stay safely at home.

### RETURN TO PLAY GUIDELINES

When the pandemic hit us toward the end of the 2019-20 curling season, our thoughts had already turned to how the 2020-21 season would look. As time went on, it became clear that the pandemic wasn't going to be resolved any time soon, so we took a lead role in seeking ways for Canada's curling centres to re-open in the fall in a safe, responsible manner.

I'd like to make special note of the work done by Danny Lamoureux, Curling Canada's director of club development and event operations. Danny worked with club managers and health officials across the country to produce a set of guidelines that has been distributed to all 14 of our member associations. As a result of this work, we have seen curling centres opening their doors across Canada and welcoming back members to enjoy our sport safely.

### NEW TV DEAL

Our second Curling Day in Canada celebration was another success, focusing on the theme of inclusion. Our longtime broadcast partner, TSN, again did a wonderful job of telling the stories of curlers from across Canada and put our sport in the best possible light.

A highlight of the day was the announcement of a long-term extension of our partnership with Bell Media, which will see Season of Champions events continue to be broadcast by TSN and RDS for another eight years. This, of course, is wonderful news and I'm looking forward to seeing what TSN and RDS have in store for the presentation of Season of Champions events going forward.

Our partners at the World Curling Federation have also agreed that we can continue to host a World Curling Championship each year for the next eight years.

### GENDER EQUITY

When I joined Curling Canada in 2016, one of my priorities was to see our female athletes on equal footing with their male counterparts. It should be noted that in many ways Curling Canada was already a leader in this area; broadcast time for male and female athletes is equal, both in terms of broadcast lengths and prominence, and in Curling Canada events featuring both genders under one roof, prize payouts have been equal since Day 1 — far in advance of any other curling events that feature both genders.

But this past season, after years of hard work with our many stakeholders, we were able to announce that prize

payouts at both the Scotties Tournament of Hearts and the Tim Hortons Brier would be equal for the first time. This was a significant step forward and it places Curling Canada in a leading position in Canadian sports in the area of gender equity.

## SAFE SPORT

This is one of those areas that doesn't get talked about on TSN broadcasts but is absolutely crucial for a national sport organization. I'm pleased to report that Curling Canada has been extremely active in making sure that our athletes and coaches can consider themselves safe and secure. We have adopted a Universal Code of Conduct and put in place a suite of policies that make it very clear to all that curling is a safe environment. Our staff and board have all completed Safe Sport training. We're extremely proud of the work that was done in this area and we will continue to make it a high priority for our organization.

## INTERNATIONAL RESULTS

While the pandemic forced cancellation of the World Men's, World Women's and World Mixed Doubles championships, teams wearing the Maple Leaf had already put together a wonderful season, thanks in no small part to the leadership of Gerry Peckham, our high performance director, and his amazing team of coaches and performance consultants.

Canadian teams won gold at the World Mixed (four-player) championship and the Winter Youth Olympic Games mixed doubles event, as well as sweeping the men's and women's gold medals at the World Junior Curling Championships.

Additionally, our wheelchair program made significant strides, winning the World B Pool gold medal to re-qualify for the World Wheelchair Curling Championship, and then going on to win a silver medal at that world event in Switzerland.

All in all, a wonderful season for Team Canada!

## MISSION

*To inspire and lead all Canadians, from playground to podium, to make curling a part of their lives in the way that they enjoy it most by fostering an environment and system that allows them to achieve their personal goals.*

## 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.*

## SEASON OF CHAMPIONS

Before the onset of COVID-19, our Season of Champions events had proven again to be another success, both in terms of live attendance and television ratings, which were up 14 per cent this year. We staged the Home Hardware Canada Cup in Leduc, Alberta; the OK Tire & BKT Tires Continental Cup in London, Ontario; the Scotties Tournament of Hearts in Moose Jaw, Saskatchewan, and the Tim Hortons Brier, presented by AGI, in Kingston, Ontario.

Before the pandemic forced its cancellation, the World Women's Curling Championship, scheduled for Prince George, British Columbia, was tracking to be another success story.

As always, while the athletes get the headlines — and justifiably so — the efforts and dedication of on-site volunteers and staff behind the scenes are equally important to the success of those events. Their hard work inspires me, and I'm truly thankful for them.

## THE YEAR AHEAD

So, as I noted above, this is normally where I'd talk about a sense of excitement and optimism as we look forward to a new season. These, of course, are not normal times. And yet, that sense of excitement and optimism is still with me. I will be back on the ice at my club in Toronto; many of you will be returning to the ice in your hometowns. There is hard work to be done, but if nothing else, the summer of 2020 has shown us the value of collaboration and working towards shared goals. We will get through this, and our sport will endure, thrive and be better.

### **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, club development  
and event operations

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

**KYLE JAHNS**  
Manager, communication  
and media relations

**DANNY LAMOUREUX**  
Director, club development  
and event operations

**ROBYN MATTIE**  
Manager, event operations

**BILL MERKLINGER**  
Chief operating officer

**MARYLOU MORRIS**  
Director, client services, national marketing

**GERRY PECKHAM**  
Director, high performance

**JUSTIN PERRY**  
Director, information services  
and technology

**HELEN RADFORD**  
Manager, youth curling and  
Next Generation

**KAREN RYAN**  
Executive assistant

**LOUISE SAUVÉ**  
Administrative co-ordinator

**CASEY SWEENEY**  
Manager, finance reporting and  
strategic projects

**NOLAN THIESSEN**  
Director, broadcast marketing, innovation  
and event presentation and athlete liaison

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

## SEASON OF CHAMPIONS SPONSORSHIP, MARKETING AND EVENT SERVICES

National sponsorship: Director, national sales and marketing: CATHARINE DUNLOP | Editor, *Extra End* magazines: LAURIE PAYNE | Graphic artist: SAMANTHA EDWARDS | Manager, marketing and tickets: ANDY HENRY | Local sponsorships: Sales account co-ordinator: MELISSA HICKS | Sponsorship fulfilment administrator: DIXIE LORENTZ | Consultant and event master of ceremonies: STUART BROWN | Photography/Michael Burns Photography Ltd.: MICHAEL BURNS | Photography/Andrew Klaver Photography: ANDREW KLAVER | Event daily publications/Pinstripe Communications Ltd.: DAVE KOMOSKY | Manager, food and beverage/Okanagan Vintage Catering: KEN LAUZON | Merchandising/Kenora Designs: TREVOR WALSH | Season of Champions event managers: NEIL HOUSTON, MARCY HRECHKOSY

# MESSAGE FROM THE CHAIR



**THE 2019-20 CURLING SEASON WAS** notable for many reasons, of course — not the least of which was the way it ended as the world started grappling with the COVID-19 pandemic.

But as I leave the Curling Canada Board of Governors after four years of serving our sport, I leave with the overwhelming memory of being in a sold-out arena in

Kingston, Ont., watching the final of the 2020 Tim Hortons Brier.

Our entire country came together that day in Kingston — in person and via a national TV audience — and being a part of it reminded me yet again of what makes our sport so special, and what a privilege it has been to be a member of the Curling Canada Board of Governors.

As special as that Tim Hortons Brier experience was, it was what transpired in the following weeks and months as the pandemic took hold of our consciousness that reminded me of what we can do as an organization when we are working together.

I cannot say enough about the efforts of our Curling Canada operational staff; this was a team that took this challenge head on, and did it with poise and a clear vision of what needed to be done, and how to do it.

But they could not have done it without the cooperation and support of our Board of Governors, and partners at our 14 Member Associations.

This was a team effort in every sense of the word, and it left our sport in as strong of a position as possible — in fact, a leading position among Canada's National Sport Organizations — in order to come through this pandemic still standing and in a sound financial state, with a reserve fund that keeps Curling Canada in a stable position in unstable times.

As I look back on my year as Chair, I feel proud of what've accomplished as a Board.

This past year we introduced risk-based governance to the Board in place of the Carver model. Our Chief Executive Officer will now be measured against an operating plan approved by the Board,

and consistent with the Curling Canada Strategy approved by the Board, based on what the CEO does. This is in stark contrast to the past; under the Carver governance model, the CEO was evaluated on understanding policy and what he or she was restricted in doing. This is a fundamental change. Today, the fundamental business model for Curling Canada is consistent with the approved Strategy, and the various risks associated with the Curling Canada business model are identified, and risk is measured and actions taken to mitigate and manage it. This will serve Curling Canada well for years to come.

Additionally, the Board now works through four standing committees:

- Audit, Finance, Risk
- Governance
- Human Resources
- International

Each committee has a very clear mandate and reports regularly to the Board. Of particular note, all of the international activities are now undertaken with full and complete understanding and approval by the Board after having brought this activity back under full oversight of the Board. All of our representatives are elected Governors, acting within parameters established by the Board.

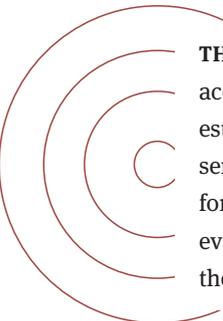
These kinds of changes, while not of the headline-grabbing variety, are profound and it speaks to the vision of our Board, and I am truly grateful for the spirit of collaboration that defined our work together in 2019-20.

I depart the Board alongside my colleagues Angela Hodgson, Sam Antila and George Cooke; it was truly my pleasure and honour to work with you, and I thank you for your hard work and dedication.

And to incoming Board Chair Mitch Minken and his fellow Governors, I wish you continued success and offer my support and thanks as you embark on the 2020-21 curling season.

**John Shea**

*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.

# ANOTHER YEAR OF INCREDIBLE SUPPORT AND IMPACT

## DEVELOPMENT IN CURLING BEGINS WITH YOU

It's no secret that without the generous contributions of donors from across Canada, Curling Canada's philanthropic program would not be able to grow the sport of curling. Thanks to these donations, Curling Canada was able to make massive strides in creating new programming in curling as well as in bolstering community action, supporting youth curling and creating opportunities for young curlers both on and off the ice.

## GLOBAL YOUTH SUCCESS

Curling Canada has committed to prioritising youth curling development that will ensure both the long-term future of our sport and that the sown seeds of previous efforts have manifested into success.

Canada was stellar on the international youth curling stage in 2020, with teams skipped by Manitoba's Mackenzie Zacharias and Jacques Gauthier both taking home World Junior Curling Championship gold medals. To add to that success, Nathan Young, who was paired with Hungary's Laura Nagy in mixed doubles, won gold at the Youth Olympic Games.

And while hardware and international prowess justify the generous contributions of Curling Canada Foundation's donors, the other major impact of those donations is felt right here at home.

One particular success story is the expansion of Hit Draw Tap, presented by Tim Hortons, which is now administered by 10 member associations — Ontario, Northern Ontario, Quebec, Manitoba, Saskatchewan, Northwest Territories, Nova Scotia, New Brunswick, Alberta and British Columbia — with two provincial championships played on Curling Canada's men's and women's Canadian championship ice. This engaging individual skills program, which begins at the club level, had more than 2,500 youth curlers participate in 2019-20 and 4,500 during the first two years.

The on-ice experience for youth — which immerses them in both a championship competition-based environment under stadium lights and a full-fledged celebration of curling's spirit of camaraderie — was originally created by CurlON as a way to build interest, skills and participation among kids, holding its first Hit Draw Tap event at the 2015 Ontario Men's Tankard in Brantford, Ontario. Since then, Curling Canada has included the program in its stable of initiatives designed to develop youth curling and member associations across Canada have jumped on board.

At the 2020 Tim Hortons Brier in Kingston, Ontario, Hit Draw Tap participants received a standing ovation from a sold-out crowd — an experience those kids won't soon forget and all made possible by contributions to Curling Canada's philanthropic program.

The direct impact that donors have on the sport doesn't end there. Other notable investments this past year include:

- The development of new programs and disciplines, including Triples and Singles formats for U9 and U12 programs, as well as the national rollout of U15 and U18 recreational 20-week programs
- Support for various curling centres involved in the Curling 101 — Try Curling pilot project in their efforts to host 1,200 children and their parents for First Involvement on-ice events
- Engaging 174,470 students from across Canada with introductory floor curling through the Egg Farmers Rocks & Rings program, presented by Curling Canada
- Establishing Safe Sport and Responsible Coaching Movement standards and resources for all member associations

## SCHOLARSHIP SUPPORT FOR STUDENTS

Donors to the Curling Canada Foundation can also take pride in helping student athletes achieve their dreams both on and off the ice. The For the Love of Curling scholarship program offers 10 \$2,500 scholarships a year to deserving youth curlers who best demonstrate athletic and academic prowess as well as community leadership.

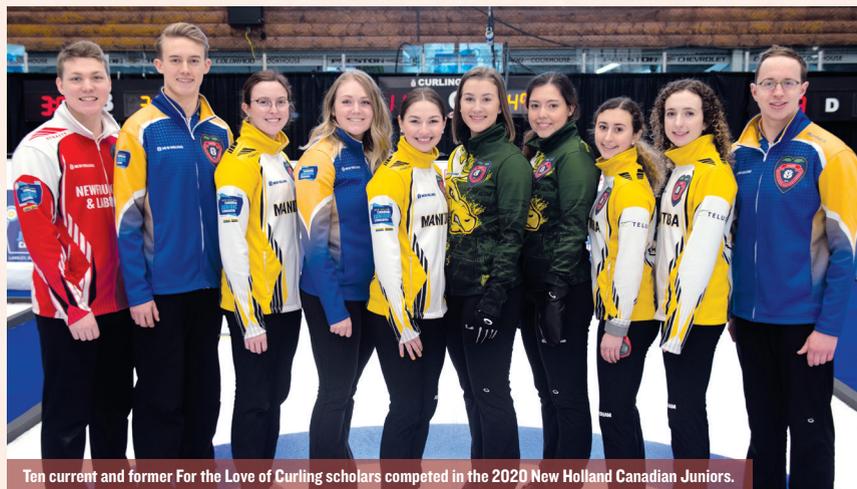
These scholarships, which are funded directly from donor contributions, not only encourage tomorrow's leaders to remain



Hit Draw Tap players received a standing ovation at the 2020 Tim Hortons Brier in Kingston, Ontario.



Team Canada – 2020 Youth Olympic Games representatives



Ten current and former For the Love of Curling scholars competed in the 2020 New Holland Canadian Juniors.

active contributing members of their communities but give them the financial flexibility needed to pursue curling’s highest accolades while balancing their educational endeavours.

“The For the Love of Curling scholarship is unique in the sense that it provides the up-and-coming stars of our sport a platform to have their voices be heard,” says 2015 scholarship recipient Karsten Sturmey. “As not only a returning member of the selection committee, but as a previous recipient myself, I have been extremely grateful to witness the impacts of the scholarship program from both sides.”

## INVESTING IN PROGRAM DEVELOPMENT – TRIPLES CURLING

As curling continues to popularize and share space alongside Canada’s media-darling sports, donors’ contributions have also helped create innovative curling formats that accelerate the development of the sport.

These programs, much like the now globally adopted mixed doubles format, have proven effective in allowing new and youth curlers who are still developing their skills to flourish.

And now there’s Triples curling, an exciting new discipline developed by Curling Canada. As its name suggests, curlers compete in teams of three using a modified scoring system similar to Triples tennis.

Triples is an ideal youth curling format for both individual and community development at your curling centre. The newly minted format not only allows youth curlers to re-approach the sport of curling, but also stimulates newer ways of thinking on the ice in both tactics and camaraderie. It allows your curling centre’s youth to be leaders in bridging the program to adult and senior participants, granting youth members a sense of belonging through positive community contributions. Engaged youth who feel they belong and contribute accordingly become future board members, staffers and leaders at their local curling centre.

The Triples format not only bolsters overall curling ability of participants, who are required to throw a myriad of shots, but it especially develops youth curlers’ “soft skills,” including problem-solving, adaptation, communication and teamwork.

The format offers new perspectives for seasoned curlers and curling enthusiasts alike, all while offering adaptability for compliance with the developing COVID-19 pandemic.

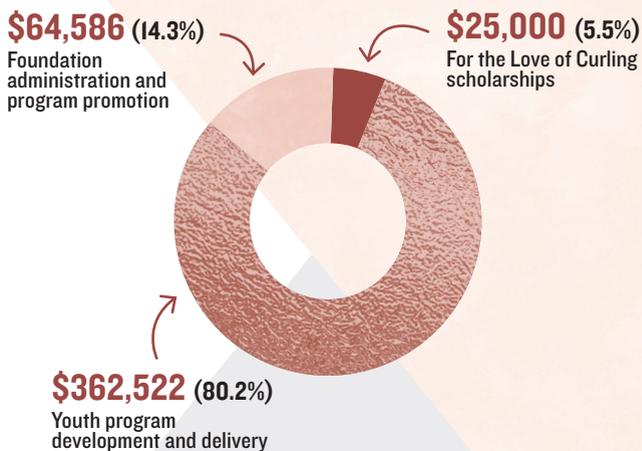
## COMMUNITY MATTERS

None of these valuable resources would be available to young curlers without the generous support of the Canada-wide curling community. In fact, curling’s greatest strength is its community and the ability to band together to enhance and improve our sport, both in our curling centres and in our day-to-day lives.

With your donation to Curling Canada’s philanthropic program, you can take pride in contributing directly to the strength of curling as it continues to evolve as a welcome place of recreation, competition and community for all.

Thank you for making the Curling Canada Foundation one of your choice charities for philanthropy.

## DONORS’ IMPACT ON CURLING IN CANADA



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

*Thank you to our donors for your ongoing support!*



**FOR THE LOVE OF CURLING**

# HIGH PERFORMANCE



Team Canada — 2019 world mixed champions

**T**HE THIRD YEAR OF THIS QUADRENNIAL BRINGS with it the COVID-19 pandemic and a number of uncertainties and a series of challenges. It's unclear when we'll be able to return to play and to competition, so our National Team Program is focused on developing a series of training and competition plans with the hope that the national and international curling landscapes return to normal later this year.

The Curling Canada high-performance leadership team remains focused and motivated as we continue to plan how best to achieve podium results at world and Olympic championships. This is becoming an increasingly daunting task as numerous other curling nations continue to strengthen their programs and elite-performance capabilities.

Given our 2022 Olympic and Paralympic medal aspirations in all four curling disciplines, the 2020-21 season is dedicated to strengthening the critical performance elements and gaps noted during the past season. That means every athlete who aspires to the podium in 2022 has an abundance of mindful and focused performance-oriented work to attend to.

We opened the 2019-20 competitive season with a gold-medal performance at the World Mixed Curling Championship and finished on a very positive note at the World Wheelchair Curling Championship by earning a hard-fought silver medal. The Canadian men's and women's champions

never had the opportunity to wear the Maple Leaf on the world stage, with both events being cancelled by COVID-19. The Canadian Mixed Doubles Curling Championship was also forced to cancel. We are, however, proud to announce that our junior men and junior women are both world champions!

Individual player and team "gap analysis" is the predominant focus at this stage of the quadrennial, as we make measured, data-supported comparisons between the key performances of Canada's best and the elite squads of other top-performing curling nations. Every performance component is dissected and assigned a relative value, providing a clear, evidence-based, honest evaluation of how Canadian high-performance teams measure up against the best in the world and, as a result, how best to structure our training and competition plans.

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

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



Canada's men's and women's teams swept gold at the 2020 world junior championships

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

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

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

A predominant focus of the Next Generation program is to identify talented bantam, juvenile and junior-aged athletes and help them develop at a much younger age. Its ultimate objective is to fast-track and support these promising athletes with an eye

to ensuring that we keep up with the international curling nations that “hot-house” young athletes to ensure they are competitive on the world stage at a younger age. We continue to develop and invest in this program and look forward to partnering with our member associations in this worthwhile endeavour.

To support these “Next Gen” athletes in their pursuit of excellence, as well as numerous athletes at various ages and stages, we continue to invest in the development of competent, qualified coaches. We are enhancing our coach-training and evaluation techniques through our involvement with the National Coaching Certification Program under the direction of the Coaching Association of Canada. We have made significant advancements in all aspects of coach education in the last few years with the intention of providing world-leading coaching support to our athletes as they journey from the playground to the podium.

We are pleased and proud to note that our junior and university athletes continue to perform exceptionally well on the international stage!

## ACKNOWLEDGMENTS

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

This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Elaine Dagg-Jackson, Jeff Stoughton, Scott Pfeifer, Paul Webster, Renée Sonnenberg, Helen Radford, Melissa Soligo, Jim Waite, Bill Tschirhart, Rob Krepps, Wendy Morgan, Mick Lizmore, Wayne Kiel, Kyle Paquette, Kyle Turcotte, Jorie Janzen, Adam Kingsbury, Rob Krepps, Dr. Bob McCormack, Dr. Steven Dilkas, Sari Shatil and Karen Watson.

We would also like to acknowledge Jennifer Ferris for her ongoing leadership in developing our vastly improved coaching training/evaluation modules and her substantial contribution to Curling Canada's Safe Sport initiatives.

We are also very grateful to our funding partners — Own The Podium, Sport Canada, Canadian Paralympic Committee and the Canadian Olympic Committee — for their leadership, guidance and support.

Go Canada!



Team Canada — 2020 world wheelchair silver medalists

# CHAMPIONSHIPS

## SEASON OF CHAMPIONS

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

That was never more evident than during the 2019-20 curling season as curling — like every other sport in the world — was severely affected by the COVID-19 pandemic, resulting in some championships being cancelled and curlers around the world wondering when they will be able to return to the ice.

As a backgrounder, 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.

While the championship mix is different today, the Season of Champions is still curling's most recognized series of events. Before the onset of COVID-19, the Season of Champions was scheduled to air more than 300 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. Additionally, TSN/RDS broadcast games this past season from the European Curling Championships.

Curling Canada's relationship with TSN goes back to 1984, and last February, it was announced that TSN/RDS would continue to be the exclusive broadcaster of the Season of Champions for another eight years — through the 2027-28 season.

Curling Canada's non-Season of Champions events get even more exposure thanks to a broadcast and streaming agreement with CBC that includes coverage of the national mixed doubles, wheelchair, seniors and university and college championships, although this past season only the university and college championships were staged.

Meanwhile, round-robin coverage of the New Holland Canadian Junior Men's and Women's Curling Championships was offered online, as was streaming coverage of the Canadian Curling Club Championships.

The 2019-20 Season of Champions series began with the Home Hardware Canada Cup, presented by Pioneer, November 27 to December 1 at the Leduc Recreation Centre in Leduc, Alberta. For the 2019 event, the prize money was increased by a stunning 185 per cent, as Canada's top seven men's and seven women's teams battled for \$40,000 top prizes as well as berths in the 2021 Tim Hortons Roar of the Rings, presented by AGI — the event that will determine Canada's four-player teams for the 2022 Olympic Winter Games in Beijing.

On the women's side, Ottawa's Rachel Homan came out on top for the second time, defeating the Tracy Fleury team from East St. Paul, Manitoba, in the final. In men's competition, Toronto's John Epping claimed his first Canada Cup title with a win over Calgary's Kevin Koe in the final.

The Season of Champions then returned to London, Ontario, for the 2020 OK Tire & BKT Tires Continental Cup, presented by Service Experts Heating, Air Conditioning and Plumbing. After winning six titles in



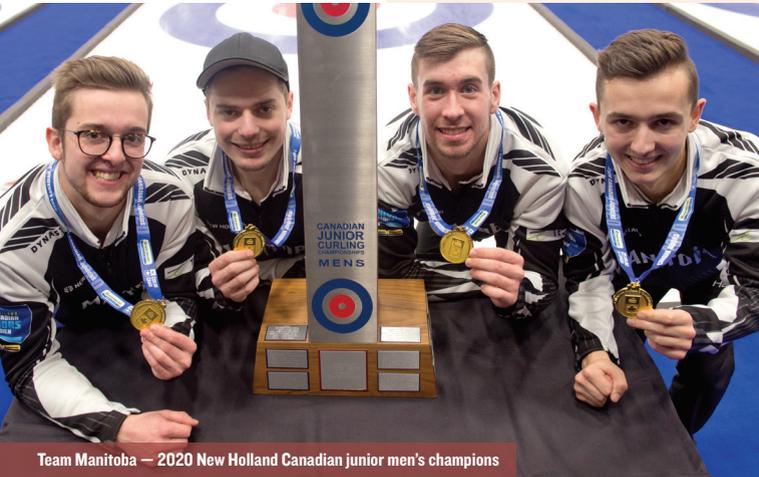
Team Quebec — 2020 Canadian mixed champions



Team Rachel Homan — 2019 Home Hardware Canada Cup women's champions



Team John Epping — 2019 Home Hardware Canada Cup men's champions



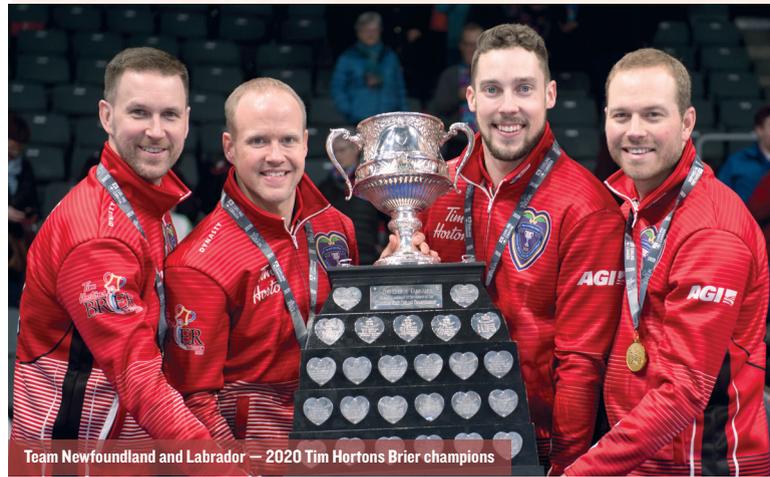
Team Manitoba — 2020 New Holland Canadian junior men's champions



Team Manitoba — 2020 New Holland Canadian junior women's champions



Team Manitoba — 2020 Scotties Tournament of Hearts champions



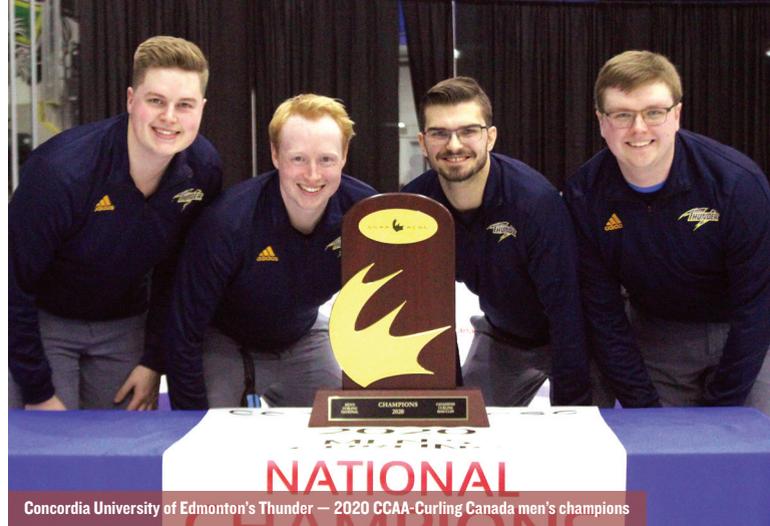
Team Newfoundland and Labrador — 2020 Tim Hortons Brier champions



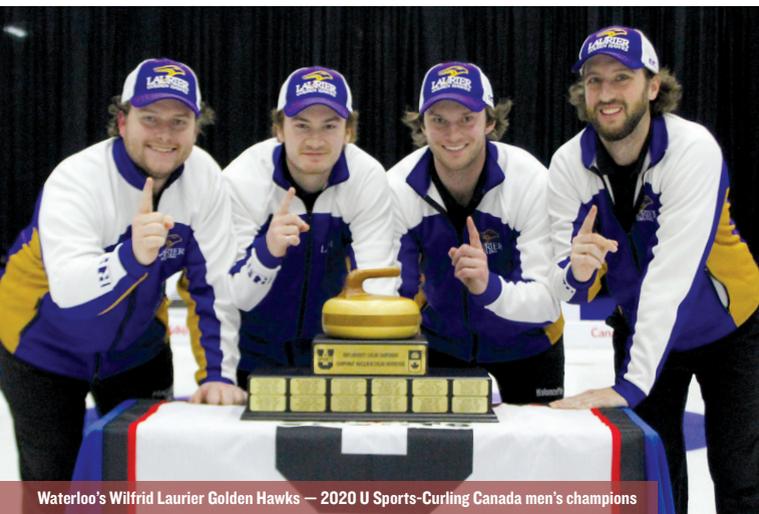
Alberta's Lethbridge Curling Club and Ontario's KW Granite Club — 2019 Canadian Curling Club champions



Douglas College Royals of New Westminster, B.C. — 2020 CCAA-Curling Canada women's champions



Concordia University of Edmonton's Thunder — 2020 CCAA-Curling Canada men's champions



Waterloo's Wilfrid Laurier Golden Hawks — 2020 U Sports-Curling Canada men's champions



University of Alberta Pandas — 2020 U Sports-Curling Canada women's champions

succession, Team Canada had its streak snuffed out in 2019 in Las Vegas by Team Europe. The overseas crew prevailed again in London, running away with a 37.5-22.5 victory in the multi-event competition.

While Team Europe was celebrating its victory, the 2020 New Holland Canadian Juniors were getting underway in the Township of Langley, British Columbia.

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 2020 Canadian Juniors, held January 18 to 26 at the George Preston Recreation Centre, saw Karlee Burgess make history as the first three-time women's champion. Burgess had won twice before playing for Nova Scotia before moving to Manitoba to join a new team and to be close to her boyfriend, Jacques Gauthier. Burgess threw third rocks for the Mackenzie

Zacharias-skipped Manitoba champs, who defeated Alberta's Abby Marks in the gold-medal game.

Gauthier made it a double victory for teams from Manitoba when his team beat Newfoundland and Labrador's Daniel Bruce for the gold medal.

Both Team Zacharias and Team Gauthier went on to claim gold medals at the 2020 World Juniors in Krasnoyarsk, Russia.

The Scotties Tournament of Hearts has no peer when it comes to partnership in Canadian sports. The 2020 Hearts, which was held February 15 to 23 at Mosaic Place in Moose Jaw, Saskatchewan, marked an amazing 39 straight years of title sponsorship by Kruger Products.

In a memorable extra-end gold-medal game, Manitoba's Kerri Einarson claimed her first Hearts title by beating Ontario's Rachel Homan.

The 2020 Tim Hortons Brier, presented by AGI, February 29 to March 8 at the Leon's Centre in Kingston, Ontario, saw Alberta's Kevin Koe trying to make history as the first skip ever to win five Canadian men's titles.

But Koe's defending champs from Calgary fell short. Instead, Newfoundland and Labrador's Brad Gushue won his third title in four years, beating Alberta's Brendan Bottcher in the final; it was Team Bottcher's third consecutive Brier final loss.

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.

But in 2020, the COVID-19 pandemic forced the World Curling Federation to cancel both the world women's, scheduled for Prince George, British Columbia, and the world men's, slated for Glasgow, Scotland.

Curling Canada is truly thankful 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, particularly in the midst of the pandemic.

### OTHER CHAMPIONSHIPS

Curling Canada also is responsible for the operation of six other championship events — the Canadian Mixed, the Curling Club Championships, the Everest Canadian Seniors, the Canad Inns Canadian Mixed Doubles Curling Championship, the Canadian Wheelchair and the Canadian Under-18 Boys and Girls Championships. It also plays an active role in the annual U Sports-Curling Canada University Championships as well as the Canadian Colleges Athletic Association Championships.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was played November 3 to 9 in Saguenay, Quebec, and it was an emotional victory for the home-province team from the des Collines and Etchemin curling clubs. Jean-Sébastien Roy skipped Quebec to 12 straight victories, including a win over New Brunswick in the gold-medal final.

Team Roy is hoping to give Canada its third straight gold medal at the 2020 World Mixed, tentatively scheduled for October in Aberdeen, Scotland. In 2018, Ontario's Mike Anderson took home gold for Canada and Colin Kurz's Manitoba team topped the podium in 2019.

The 2019 Canadian Curling Club Championships ran November 25 to 30 at the Leduc Curling Club in Leduc, Alberta, at the same time as the 2019 Home Hardware Canada Cup was being staged next door at the Leduc Recreation Centre. Ontario's Paul Moffatt claimed the men's title, while Alberta's Nanette Dupont took the women's gold, her second title after winning with a different team in 2010.

It was announced in February that Everest Funeral Concierge will take on the title sponsorship of the 2020 Canadian Curling Club Championships.

As it turned out, the 2020 U Sports-Curling Canada University Championships and the CCAA-Curling Canada Championships, staged simultaneously

from March 11 to 15 at Stride Place in Portage la Prairie, Manitoba, were the season's final national curling championships.

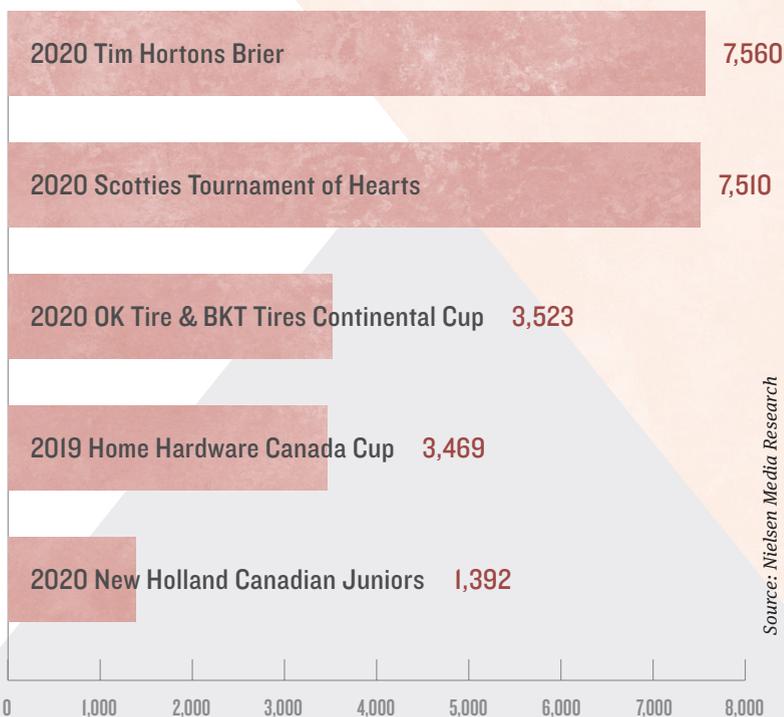
In the U Sports competition, teams from Ontario and Alberta went home with gold medals — Waterloo's Wilfrid Laurier Golden Hawks, skipped by Matthew Hall, in the men's event, and Edmonton's University of Alberta Pandas, helmed by Selena Sturmay, in the women's event. The two teams will represent Canada at the 2021 Winter Universiade in January in Lucerne, Switzerland.

In the CCAA championships, it was a repeat of the 2019 event, with Concordia University of Edmonton's Thunder (skipped by Evan Van Amsterdam) and the Douglas College Royals of New Westminster, B.C., (skipped by Kayla MacMillan) taking the men's and women's gold medals for a second straight year.

The COVID-19 pandemic forced the cancellation of the Everest Canadian Seniors and Canad Inns Canadian Mixed Doubles championships, both scheduled for Portage la Prairie; the Canadian Under-18 Boys and Girls Curling Championships, scheduled for Sudbury, Ontario; the Canadian Wheelchair Curling Championship, scheduled for Boucherville, Quebec; and the World Mixed Doubles and World Seniors championships, both scheduled for Kelowna, British Columbia.

### SEASON OF CHAMPIONS BROADCASTS

Persons 2+ Reach Figures (000s)



Source: Nielsen Media Research

# DEVELOPMENT

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

It's through these development programs that Curling Canada maintains direct contact with 920 affiliated curling clubs, 14 provincial and territorial associations, 11 affiliate organizations and nearly two million Canadians who play the sport each year.

## YOUTH DEVELOPMENT

Youth recruitment and retention are ongoing priorities for Curling Canada, with significant investments in this area of development each year. Note: Please see the Curling Canada Foundation report on page 6 for details.

## VOLUNTEER OF THE YEAR AWARD

Bill Shorter of Deep River, Ontario, is the winner of the 2018-19 Volunteer of the Year Award in recognition of his significant contribution to the success of the Deep River Curling and Squash Club.

Few aspects of the club's operation haven't been touched by the influence of Shorter; as club president he is responsible for the entire physical operation of the club.

Shorter works with the club's junior and Learn to Curl programs and was active in making sure that the club complies with the guidelines established by the passing of Rowan's Law regarding concussion safety in youth sport.

Shorter also volunteers as the club's ice and property director, heading the crew of ice technicians, and organizes work parties that produce stellar ice conditions for club members.

His greatest volunteer contribution came when the club was facing significant challenges with its ice plant as the 2017-18 season was winding down. At season's end, Shorter co-ordinated a fundraising effort, as well as volunteer work parties, to upgrade the ice plant and replace all of the floor piping to completely restore the ice surface.

And if that effort wasn't enough, Shorter also worked with the local fire department to produce an Ammonia Safety Protocol as well as a Fire Protection Policy for the Deep River Club.

## ADULT LEARN TO CURL

The Adult Learn to Curl program is now active in more than 400 curling centres at which Canadians are curling for the first time – and loving it! The program is having a significant impact on membership retention and is re-energizing many curling rinks.

The program's goal is to enhance the experience of new adult players, offering a yearlong program that develops skills and improves retention instead of the traditional one-day clinics. Players receive professional instruction every week, fast-tracking their learning and development as recreational curlers. After one season, new players are ready to join established leagues and are ready for competitions!

## CURLING DAY IN CANADA

The second annual Curling Day in Canada was held on February 22, 2020. The event was established to celebrate everything Canadians value about the great sport of curling and the unique connections within the curling community, and it couldn't have been better received by the millions of participants and spectators across the country.

More than 312,000 viewers tuned into a one-hour television special, produced and aired by TSN/Bell Media, that highlighted the welcoming culture and diversity of Canada's grassroots





curling community. The show, which can be viewed at <https://youtu.be/iAXWQewSKb4>, covered everything from backyard family rinks to the iconic Brier Tankard visiting Ontario's Niagara Falls Curling Club.

Engaging clubs and individual curlers from across Canada was an integral aspect of the Curling Day in Canada celebrations and Curling Canada is pleased to report that 235 curling stories were received and the following prizes awarded by random draw:

- Lola Murphy of Paradise, Newfoundland and Labrador, won an all-expenses-paid trip to the closing weekend of the 2020 Tim Hortons Brier in Kingston, Ontario.
- The Niagara Falls Curling Club won the opportunity to host the storied Brier Tankard accompanied by four-time Brier champion David Nedohin and his daughter, Alyssa.
- École élémentaire catholique l'Étoile-de-l'Est in Orleans, Ontario, won two Floor Curling Starter Kits, and Dixie Public School in Peel, Ontario, won an Egg Farmers Rocks & Rings Tournament Day.

Through a Canada-wide curling game, clubs had a chance to win a \$10,000 renovation grant. More than 140 clubs registered and each was asked to send in the top and bottom scores on its scoreboards for games played on Curling Day in Canada. This

coast-to-coast undertaking determined the "top" as the winners with a final recorded score of 7,807 to 7,022 on the "bottom."

As scores were submitted throughout the day, each participating club received a ballot for a chance to win the \$10,000 grant. And the grand prize draw winner is the Woodstock Curling Centre in Woodstock, Ontario.

With sincere appreciation to every curler and curling centre that participated in the nationwide celebration, Curling Canada is already looking forward to a repeat performance for the next Curling Day in Canada, which is scheduled for February 27, 2021.

### FACTS

- The Business of Curling Facebook page currently has 4,182 friends. Visit [www.facebook.com/groups/businessofcurling](http://www.facebook.com/groups/businessofcurling).
- Curling Canada piloted Facebook marketing campaigns in three Alberta communities – Strathmore, Sylvan Lake and Dawson Creek. A curling club in each community was asked to host a free Learn to Curl drop-in event, which attracted new players on to the ice with trained instructors to learn the basics of curling. Facebook was used to entice customers to a rink for a trial Curling 101 session. The campaigns were very successful, with more than 258 people signed up and 38 signing up for Learn to Curl programs.

# PARTNERS

## SEASON OF CHAMPIONS SPONSORS



## OFFICIAL BROADCASTER



## FUNDING PARTNERS



## BUSINESS PARTNERS



## Acknowledgments

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

### MEMBER ASSOCIATIONS

- Curling Alberta  
[www.albertacurling.ab.ca](http://www.albertacurling.ab.ca)
- Curl BC  
[www.curlbc.ca](http://www.curlbc.ca)
- Curling Québec  
[www.curling-quebec.qc.ca](http://www.curling-quebec.qc.ca)
- CurlManitoba  
[www.curlmanitoba.org](http://www.curlmanitoba.org)
- Curl PEI  
[www.peicurling.com](http://www.peicurling.com)
- CurlSask  
[www.curlsask.ca](http://www.curlsask.ca)
- CurlingNB  
[www.nbcurling.com](http://www.nbcurling.com)

Newfoundland and Labrador  
Curling Association  
[www.curlingnl.ca](http://www.curlingnl.ca)

Northern Ontario  
Curling Association  
[www.curlno.ca](http://www.curlno.ca)

NWT Curling Association  
[www.nwtcurling.com](http://www.nwtcurling.com)

Nova Scotia Curling Association  
[www.nscurl.com](http://www.nscurl.com)

Nunavut Curling Association  
Tel: 867-645-2534

Ontario Curling Association  
[www.ontcurl.com](http://www.ontcurl.com)

Yukon Curling Association  
[www.yukoncurling.ca](http://www.yukoncurling.ca)

### AFFILIATE ORGANIZATIONS

- Canadian Branch Curling  
[www.canadianbranch.org](http://www.canadianbranch.org)
- Canadian Deaf Sports Association  
[www.assc-cdsa.com](http://www.assc-cdsa.com)
- Canadian Firefighters  
Curling Association  
[www.cfca.ca](http://www.cfca.ca)
- Canadian Police  
Curling Association  
[www.policecurling.ca](http://www.policecurling.ca)
- Canadian Postal Employees  
Curling Classic  
[www.postalcurling.ca](http://www.postalcurling.ca)

Hamilton and Area  
Curling Association  
[www.hamiltoncurling.com](http://www.hamiltoncurling.com)

Ontario Blind Curlers Association  
Tel: 613-722-8084

Ontario Curling Council  
[www.ontariocurlingcouncil.com](http://www.ontariocurlingcouncil.com)

Optimist Junior Interclub  
Curling League  
[optimistjuniorcurling.ca](http://optimistjuniorcurling.ca)

Ottawa Valley Curling Association  
[www.ovca.com](http://www.ovca.com)

Toronto Curling Association  
[www.torontocurling.com](http://www.torontocurling.com)

# FINANCE

## CURLING CANADA BALANCE SHEET *as at April 30*

	2015/16	2016/17	2017/18	2018/19	2019/20
<b>Assets</b>					
<b>Current</b>					
Cash and investments	\$ 3,871,393	\$ 3,829,725	\$ 6,048,177	\$ 7,593,480	\$ 5,657,421
Accounts receivable	3,028,323	3,215,279	1,736,962	1,031,465	916,669
Sales taxes receivable	642,649	465,457	856,147	832,153	666,756
Prepaid expenses	133,732	328,117	151,352	142,229	146,439
	<u>7,676,097</u>	<u>7,838,578</u>	<u>8,792,638</u>	<u>9,599,327</u>	<u>7,387,285</u>
<b>Tangible capital assets</b>	<u>500,882</u>	<u>515,792</u>	<u>861,371</u>	<u>943,181</u>	<u>1,503,071</u>
	<b>\$ 8,176,979</b>	<b>\$ 8,354,370</b>	<b>\$ 9,654,009</b>	<b>\$ 10,542,508</b>	<b>\$ 8,890,356</b>
<b>Liabilities And Net Assets</b>					
<b>Current</b>					
Accounts payable and accrued liabilities	\$ 3,702,679	\$ 2,666,648	\$ 2,062,366	\$ 2,525,169	\$ 1,153,456
Government liabilities	—	—	—	—	—
Deferred contribution	466,632	790,718	1,421,904	1,175,375	1,067,335
	<u>4,169,311</u>	<u>3,457,366</u>	<u>3,484,270</u>	<u>3,700,544</u>	<u>2,220,791</u>
<b>Net assets</b>					
Internally restricted for invested in tangible capital assets and intangible assets	500,882	515,792	861,371	943,181	1,503,071
Internally restricted reserve	2,457,112	2,857,112	3,829,847	4,781,643	5,383,145
Unrestricted	1,049,674	1,524,100	1,478,521	1,117,140	216,651
	<u>4,007,668</u>	<u>4,897,004</u>	<u>6,169,739</u>	<u>6,841,964</u>	<u>6,669,565</u>
	<b>\$ 8,176,979</b>	<b>\$ 8,354,370</b>	<b>\$ 9,654,009</b>	<b>\$ 10,542,508</b>	<b>\$ 8,890,356</b>

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

	2015/16	2016/17	2017/18	2018/19	2019/20
<b>Total revenue</b>	\$ 17,513,062	\$ 19,917,772	\$ 23,276,052	\$ 19,356,355	\$ 18,783,241
<b>Total expenses</b>	17,674,292	19,028,436	22,003,317	18,684,130	18,955,641
<b>Surplus</b>	(161,230)	889,336	1,272,735	672,225	(172,400)
<b>Accumulated surplus after year-end</b>	\$ 4,007,668	\$ 4,897,004	\$ 6,169,739	\$ 6,841,964	\$ 6,669,565

**2019/20 CURLING CANADA REVENUE**

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 9,274,852	49%
National and local sponsorships	4,659,697	26%
National team programs	2,489,700	13%
Sport Canada core funding	1,263,500	7%
Philanthropic	452,109	2%
Competitors and affiliation fees	463,000	2%
Grants and other	110,259	1%
Non Season of Champions events	70,125	0%
<b>Total</b>	<b>\$ 18,783,241</b>	<b>100%</b>

