



2022
Annual
Report





Message from the CEO



We recognize that our work takes place on traditional Indigenous territories across Canada. We value the contributions that Inuit, Métis and other

Indigenous Peoples have made, in shaping and strengthening our community, our province and our country. The recognition of the contribution and historic importance of Indigenous peoples is our commitment to make Truth and Reconciliation real in our community.

We also wish to acknowledge that Curling Canada's head office is located on the traditional unceded territory of the Algonquin Anishnaabeg people.

One of my favourite sayings — and I know my fellow staff members will smile as they read this — is, 'Never let a good crisis go to waste.'

Indeed, as many challenges have been presented to our sport — really to all sporting organizations across Canada and around the world — over the past two and a half years since the outbreak of the COVID-19 pandemic, there have also been incredible opportunities to learn, opportunities to pause and think, to embrace change and those important opportunities to come together as a curling community and support each other to make our sport better.

As I reflect on the past 12 months, specifically for this Annual Report, I can easily balance out the tough days (a Christmas Day conference call with senior staff to decide to cancel the Olympic mixed doubles trials comes to mind) with so many days of positivity, so many days of collaborative energy and so many days of confident steps forward for our sport. It's those kinds of days that motivate us as an organization to keep pushing the envelope on important and lasting change.

Canada and communities that we curl

in are an environment of constant change and, given our love of our sport, we must be willing to bring in those who want to join in while asking ourselves what might be stopping some who might want to play. This is a never-ending conversation for healthy organizations, and Curling Canada is no exception. Many of you were in attendance, with our partners at the University of Waterloo, at the Changing the Face of Curling symposium in Niagara Falls, Ont. While it wasn't easy to hear some of the words spoken in that room, it was absolutely necessary. One couldn't help but feel that slowly but surely, our sport is taking the right steps to embrace a participant defined experience of what genuine belonging and welcome mean in the curling community.

There is still a lot of listening and reflecting, as well as hard work to do, and many more questions to be asked and answered. But we're ready to put in that hard work and take on those questions.

Here are some highlights from the past 12 months:

Back to "Normal"

This time last year, we were hoping and planning to run our championship events much like the way they operated prior to the pandemic. Case counts were dropping, restrictions were being lifted and coming off a highly successful Tim Hortons Canadian Curling Trials, presented by AGI, in Saskatoon, we felt the worst was behind us.

As we know now, the Omicron variant had other ideas and it forced us into some tough decisions, resulting in a no-paid-customer Scotties Tournament of Hearts in Thunder Bay, Ont., and the cancellation of other championship events to keep participants, volunteers, fans, and staff safe.

But as we proved during the 2020-21 season, we have a dynamic, courageous, and adaptable staff that rises to every challenge, and throughout this past curling season we were able to pull off most of our championships in a safe, responsible

manner. By the end of the season, fans were back in the stands and congregating in the Patch, and it felt exhilaratingly normal.

At the same time, Canada's curling centres were opening their doors and welcoming back curlers — all the while putting to good use many of the safety and cleaning protocols that had been adopted the season before, and keeping everybody safe. We welcomed the opportunity to partner with our Member Associations and Clubs to deliver guidelines for leading health practices across our country and get as many as possible back on to the ice.

We're looking forward to a successful 2022-'23 curling season, and with what we have learned from the past two years, we'll be ready for anything!

Diversity and Inclusion

I referred to the Changing the Face of Curling Symposium above, but I would like to highlight important public-facing evidence of our commitment to be a more diverse sport and organization that was on display on the opening and closing days of the Tim Hortons Canadian Curling Trials in Saskatoon.

Instead of the traditional bagpipes that typically herald our opening and closing ceremonies, we chose instead to partner with Canada's Indigenous Peoples to better learn how to authentically celebrate and honour athletes on their traditional lands. In fact, in the spirit of inclusion and reconciliation, we asked the Saskatoon Tribal Council, under the leadership of Tribal Chief Mark Arcand, to take the lead on the ceremonies and their content. I know the athletes and coaches were profoundly moved by the beautiful and rich ceremonies, and the emotional impact of being presented with star blankets made a memory that will last a lifetime.

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

Egg Farmers Rocks & Rings

We continue to be proud supporters of the Egg Farmers Rocks & Rings program, which enjoyed another successful season by providing 318,000 curling 'experiences', including 204,000 in schools and another 114,000 through online portals.

Egg Farmers Rocks & Rings also showed its commitment to diversity and inclusion by adding wheelchair curling to its offerings, giving even more people the opportunity to enjoy this amazing sport.

Curling Day in Canada

In just its fourth year of existence, Curling Day in Canada has become somewhat of an institution as a way to celebrate our sport, our people and our stories. More than 380,000 viewers watched the one-hour Curling Day in Canada program aired by TSN on Feb. 5, and more than \$27,000 was raised for youth curling initiatives through Curling Day in Canada's sweepstakes contest and sales of official 2022 Curling Day in Canada merchandise.

The planning is already underway for our biggest Curling Day in Canada ever! Save Feb. 25, 2023, on your calendar and stay tuned for some exciting announcements!

International Results

A season that includes the Winter Olympics and Paralympics tends to get a lot of focus, understandably, and it's both a blessing and, occasionally, a curse that there are extremely high expectations of Canada's curling teams that compete at those events. When expectations aren't met, the reaction is disappointment from fans.

We should be proud of all the athletes who represented Canada this past season in Beijing. A men's Olympic bronze medal won by Team Gushue and a Paralympic bronze medal won by our Mark Ideson-skipped wheelchair team does not tell the full story of the sacrifices and endless hours of training and preparation put in by our athletes, coaches and high-performance support staff leading up to the Games, and I could not be prouder of all of them.

There were other international successes by Canadian teams this past season, including a men's gold medal won by Team White at the World Senior Curling Championships, a silver medal

won by Team Gushue at the LGT World Men's Championship, presented by New Holland, a bronze medal won by Team Einarson at the BKT Tires & OK Tire World Women's Championship, presented by Nature's Bounty, and a men's bronze medal won by Team Purcell at the World Junior Championships.

The work to prepare our athletes and coaches for the 2026 Winter Olympics and Paralympics began even before the Beijing Games wrapped up. Consultation with coaches and athletes has taken place all summer, and lessons learned will make us better.

Partnerships

Success at our events, in our curling centres, on the world stage, does not occur in a vacuum, nor does it happen without a lot of people pulling in the same direction. It's that spirit of partnership and mutual support that, I believe, makes our sport unique in Canada.

We have long-standing business relationships with corporate Canada that have lasted decades, not years.

We have a broadcast partner at TSN/Bell Media that continues to take our sport to new heights and greater exposure.

And we have 14 Member Associations from coast to coast to coast who share our ambition of creating more Canadian curlers, more Canadian curlers curling better, and more Canadian curling fans.

We all have a role to play in this. I'm truly thankful for those partnerships.

I also want to acknowledge the support of our Board of Governors. It is a group of people I admire and respect, and they make our curling community a better place. A huge thank you to all of those who serve.

Additionally, our staff has endured numerous challenges over this pandemic era, but always has found a way to get the job done, and done extremely well.

In particular, I want to single out our Director, High Performance Gerry Peckham; our Executive Director of Curler Experience & Curling Club Development Danny Lamoureux; and our Director, Client Services, National Marketing Marylou Morris. All three are transitioning to retirement after many years of working for Curling Canada. Their work behind the

scenes has been crucial in the growth and development of our sport in this country. I cannot thank them enough.

The Year Ahead

It's the start of a new quadrennial leading to the 2026 Winter Olympics and Paralympics in Italy, and we will see new teams on display, new events such as the PointsBet Invitational in Fredericton, and, yes, new opportunities to make impactful changes in the way we operate.

I urge you all to join us on our journey to make curling a sport and an experience that truly embodies belonging and welcome.

And don't be afraid if the answer is that you're not prepared. We don't know what is ahead of us but with our passion, our commitment to excellence, and our teams of incredible ambassadors and teachers, we will get there.

I wish you all good, healthy and safe curling!

Katherine Henderson

Chief Executive Officer
Curling Canada

Purpose

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

Vision

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



Staff and support services

NATIONAL OFFICE STAFF

KATHERINE HENDERSON
Chief Executive Officer

ORIYOMI BAKARE
Senior Accountant

BRODIE BAZINET
Foundation Manager

AL CAMERON
Director, Communication and Media Relations

STEPHANIE CUMMINS
Foundation and Philanthropic Program Coordinator

RACHEL DELANEY
Coordinator, Development and Championship Services

LOUISE DELORME
Co-ordinator, National Athletes Services and Coaching

ANDREW DENNY
Writer/Editor, Web Content

CATHARINE DUNLOP
Director, National Marketing, Season of Champions

JENNIFER FERRIS
NCCP and Safe Sport

HANNAH GOUGEON
Sponsorship Coordinator

ANDY HENRY
Manager, Marketing and Tickets

NEIL HOUSTON
Event Manager

MARCY HRECHKOSY
Event Manager

DANIELLE INGLIS
Coordinator, Social Media and Web Content

KYLE JAHNS
Manager, Communication and Media Relations

OMID KAHRIZ
Chief Finance Officer and Executive Director, Corporate Services

PRABHJOT KALRA
Manager, Information Services and Technology

MADDIE KELLY
Event Manager

EMILY KALDIS
Manager, Human Resources / Corporate Services

DANNY LAMOUREUX
Executive Director of Curling Experience and Curling Club Development

LAURENCE LAVALLEE
Sponsorship Coordinator

AMANDA MacKENZIE
Event Manager

WILMER MARCHENA
Bookkeeper / Accounting Clerk

ROBYN MATTIE
Manager, Curling Club Championship

GORD McNABB
Events Consultant

MARYLOU MORRIS
Sponsorship Consultant

KYLE PAQUETTE
Director, National Wheelchair Program

SKYELAR PARCELS
Part-time Finance Support

GERRY PECKHAM
High Performance Consultant

HELEN RADFORD
Manager, Youth Curling and NextGen

RICK RAMSBOTTOM
Event Sponsorship Support Services

JANLYN RATHGEBER
Bookkeeper/Accounting Clerk

BOBBY RAY
Club Development Manager

KAREN RYAN
Executive Assistant

CASEY SWEENEY
Accounting Operations Manager

NOLAN THIESSEN
Executive Director of Curling Fan Experience and Marketing

JAKE TOUGAS
Sponsorship Coordinator

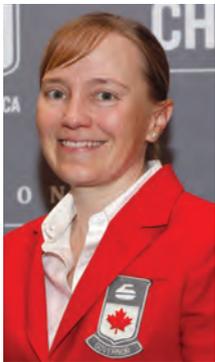
JOANNE VIAU
Coordinator, Financial Services

LISA WEAGLE
Wheelchair Program Communications Manager

SEASON OF CHAMPIONS SPONSORSHIP, MARKETING AND EVENT SERVICES

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

Message from the chair



It's been two and a half years since the words "COVID" and "pandemic" seemingly became as commonplace in our sport as "in-turn" and "out-turn".

Suffice it to say, those two and a half years have been challenging for our sport and our organization, and yet as I look back on that time frame, and in particular the 2021-22 curling season during which I served as Chair of the Curling Canada Board of

Governors, I see so many reasons to take pride in what we've accomplished together.

With challenges come opportunities — to rethink, reshape and reframe, and I believe that Curling Canada has taken steps in all of those areas to move our sport forward.

Our successes on the ice have been well-chronicled, but it is off the ice and away from any scoreboard where I believe our most profound successes could be found.

Those who were with us in Saskatoon for the Tim Hortons Canadian Curling Trials saw evidence of that during the Opening and Closing Ceremonies as both were staged by the Saskatoon Tribal Council and provided a moving experience for our athletes, our staff and fans in attendance.

We have committed as an organization to having meaningful Indigenous inclusion in all of our events, on and off the ice, and seeing that play out in Saskatoon, and again at other championship events, was truly inspiring and profound.

And while there are significant steps being taken in the areas of Diversity, Equity and Inclusion, the Changing the Face of Curling symposium in Niagara Falls reminded us that we can't sit back and wait for changes to be made — we must, together, be the ones MAKING those changes and ensuring that all who set foot in a curling centre anywhere in Canada feel welcome and comfortable.

As I step away from the Board after four years of service, I can't be more thankful and in awe of the efforts put forth by my fellow governors, the staff of Curling Canada, and curling volunteers across our amazing country. I bore witness to complete and utter professionalism, dedication and sheer passion, and it inspired and humbled me.

Additionally, as a former athlete myself, I know all too well the challenges of competing at a high level, and the accompanying sacrifices that must be made in

order to pursue the opportunity to play at a national or international championship.

While the results don't always meet expectations (and rest assured, no one has higher expectations than the athletes themselves, and no one is more disappointed when they don't meet those expectations), the effort, the perseverance, and the sheer class and grace of our athletes under the most trying circumstances must be recognized. I can't thank our athletes enough for wearing the Maple Leaf with pride and distinction.

I leave the Board alongside colleagues Donna Krotz and Paul Addison after four years together, and I want to convey my sincere gratitude and admiration for their commitment to our sport. To put it simply, our sport is better for having people like Donna and Paul in it.

To our incoming Governors Ray Baker, Scott Hindle, Jennifer Howard and Teri Palynchuk and our new Chair Michael Szajewski, I thank you for volunteering your time to our sport and I offer my sincere congratulations. You will have challenges ahead of you, but opportunities as well to take our sport and organization in new and exciting directions. Embrace those opportunities — they can make a huge difference in the growth of our sport.

It has been both an honour and a privilege to part of the Curling Canada organization. I thank you all for your efforts and sincere shared ambition of making our sport better for everyone.

Amy Nixon

Outgoing Chair
Curling Canada Board of Governors

THE NATIONAL BOARD IS ELECTED BY THE

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



Out in the community and back on the ice

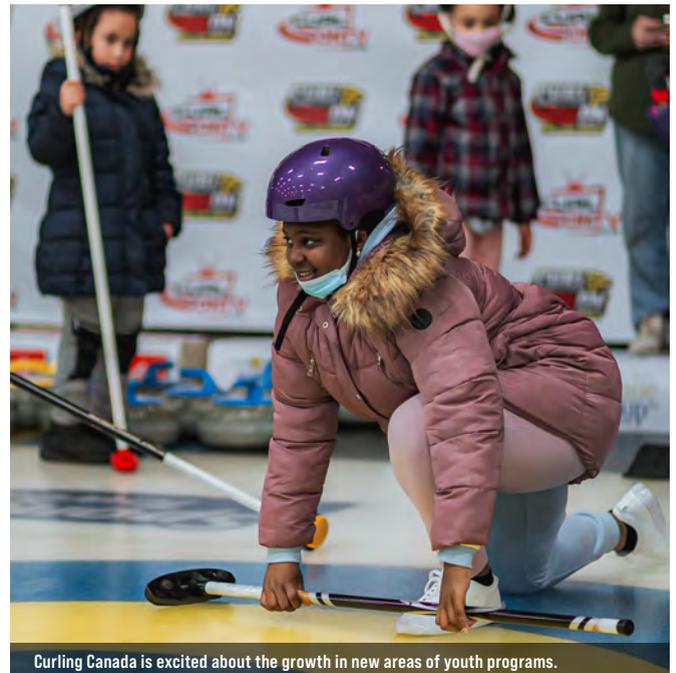
Curling Canada’s philanthropic program, For the Love of Curling, is built on the belief that participation in sport is essential to the social, mental, and physical development and well-being of our young community members. Thanks to the generous support of the Canada-wide curling community, the 2021-2022 season saw major strides in getting kids and youth back on the ice and re-engaged in curling.

The future of our sport is bright

Youth programs and participation in curling were significantly impacted by the closure of curling centres, event cancellations and the stop-start seasons associated with the global pandemic. For the 2021-2022 season it was critical to support grassroots youth curling initiatives that would not only welcome back previous participants but invite a new, more diverse representation of young Canadians into our sport.

“Curling Canada is excited about the growth in new areas of youth programs that has been made possible through meaningful community partnerships across the country,” says Helen Radford, Manager, Youth Curling and NextGen. “The focus and collaboration at all levels of our sport has definitely helped ignite a renewed momentum in youth engagement.”

Last year, with our Member Associations, curling centres and community partners, we strategically invested resources into various aspects of youth recruitment and development, including these highlights from the 2021-2022 season:



Curling Canada is excited about the growth in new areas of youth programs.

- The commitment of \$217,000 over two years (2021-2022 and 2022-2023), to collaborate on 40 new youth grassroots programs across Canada, under three categories of focus: School Programs, Inter-club Youth Leagues and Racialized Youth Recruitment programs.
- The expansion of the Egg Farmers Rocks & Rings program, presented by Curling Canada, to virtual and in-person classrooms, as well as the traditional gymnasium format, to hit the program’s lifetime milestone of two million curling experiences delivered.
- Piloted an exciting new program, that focuses on teaching transferable life skills, specifically those that are applicable to sport and aspects of off-ice leadership and personal growth, with our valued new partners at Developing Young Leaders of Tomorrow Today (DYLOTT).
- Successfully hosted expanded fields of play, offering additional growth opportunities for competitive teams and athletes, at the 2022 New Holland Canadian Under-21 Curling Championship, held in Stratford, Ont., and the Canadian Under-18 Boys and Girls Curling Championships in Oakville, Ont.



Black, Indigenous and Racialized Youth Program participants at the Catarauqui Curling Club in Kingston, Ont.

Women Curling Leaders' Circle leads by example

Recognizing that keeping girls in sport is vital to the future of curling, as part of a Government of Canada Gender Equity Grant from Sport Canada, the Women in Curling Leaders' Circle (WCLC) invested in the design and execution of a first-time curling experience pilot that would allow girls to try something new, with their friends by their side, in a women-led environment, free of any expectations or judgment. The outcomes were nothing short of inspiring!

Year one of the pilot ran successfully, and at full capacity, in three cities: Prince George, B.C., Thunder Bay, Ont., and St. John's, N.L., hosting provincial, Canadian and world women champions, as well as Olympic curling athletes, surrounded by excited and nervous school-aged girls for their first slide, first throw and, in many cases, first steps on the curling ice.

Building on the importance of social connections, each pilot event included warm room experiences, with photo and one-on-one opportunities with some of the top women curlers in Canada, snacks, prizes, and the chance to ask questions about the sport they were trying for the first time.

These experiences are fostering greater connections for girls in curling.

For the Love of Curling Scholarships

Thanks to the support of the curling community, \$27,500 in For the Love of Curling scholarships were awarded to 11 deserving young curlers, to support their educational goals and pursuit of excellence on the curling ice.

Of those recipients, the Governor General's Curling Club selected one deserving candidate to receive a scholarship financially supported by donations from its membership worth \$2,500.



For the Love of Curling Scholars (former and current) that competed at the 2022 Juniors.

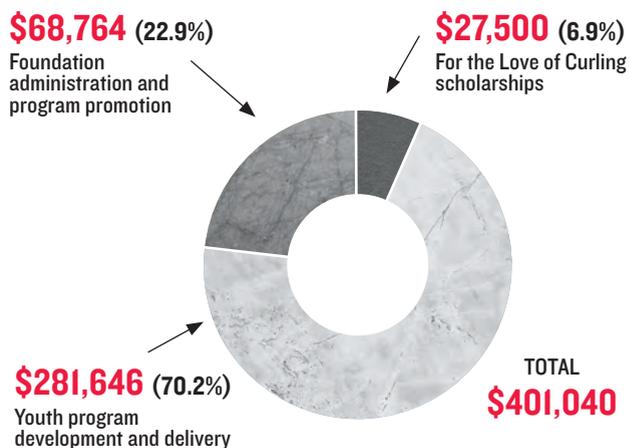
Meet the 2021-2022 For the Love of Curling Scholars:

- Ryleigh Bakker of Calgary
- Piper Croisier of Sudbury, Ont.
- Calissa Daly of Ottawa
- Celeste Gauthier of Ottawa
- Jordon McDonald of Winnipeg
- Christopher Pratt of Calgary
- Carly Autumn Smith of Ammon, N.B.
- Jamie Smith of Sudbury, Ont.
- Michaela Robert of Clarksburg, Ont.
- Johnson Tao of Richmond, B.C.

The additional For the Love of Curling scholarship, presented by the Governor General's Curling Club, was awarded to Chantel Hoag of Gravelbourg, Sask.

"To be recognized as a For the Love of a Curling Scholar with the generous support of the Governor General's Curling Club, is an incredible honour. I am so grateful for the opportunity to join the promotion of youth curling in my community and beyond," said Hoag. "In the spirit of inclusion, I would love to use the platform set forth by this scholarship to encourage people of all ages, genders, orientations, and backgrounds to participate in the great sport of curling."

DONORS' IMPACT ON CURLING IN CANADA



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

Thank you to all our partners and supporters for making meaningful change possible!





High Performance

Curling Canada is faced with a daunting challenge heading into the 2022-23 season with Olympic/Paralympic medal aspirations/expectations in all four curling disciplines in clear focus. We are striving to maintain our podium status in men’s and wheelchair and to slightly strengthen our women’s and mixed doubles performances, with consistent podium results top of mind.

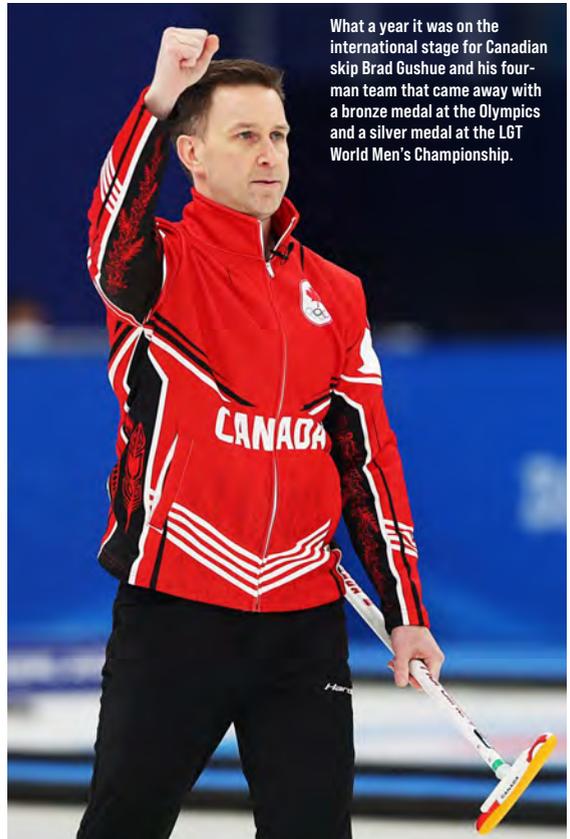
We were pleased to have finished the 2021-22 competitive season on a very positive note at the world championships — the Canadian women won bronze and the men silver.

With future podium performances front of mind at the 2026 Olympic/Paralympic Games in Italy, it is critical that we use the past quadrennial for review, reflection, analysis and evaluation as world curling becomes more and more competitive every year.

Curling Canada is currently undertaking an extensive review of all aspects of our High Performance Program with the intention of ensuring our elite athletes/coaches are receiving world-class support in their journey to the respective Olympic/Paralympic podiums.

“Gap analysis” is the predominant focus post-Olympics, as we make measured, data-supported comparisons between the key performances of Team Canada and the elite squads of other top-performing curling nations. Every performance component is

A predominant focus of the NextGen Program is to identify talented bantam, juvenile and junior athletes and help them develop at a much younger age via opportunities provided at the provincial/territorial level.



What a year it was on the international stage for Canadian skip Brad Gushue and his four-man team that came away with a bronze medal at the Olympics and a silver medal at the LGT World Men’s Championship.

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, 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



Future star Nicholas Codner, the youngest curler to play in the Tim Hortons Brier.

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

We continue to look for ways to strengthen our respective national team programs with the assistance of Own The Podium, the Canadian Olympic Committee, the Canadian Paralympic Committee and Sport Canada. Our teams receive expert guidance and advice on how to improve their on-ice training regimes and also their physical and mental training protocols.

We will also look for ways to strengthen our NextGen program with the intention of providing critical performance insights/techniques to assist the advancement of our younger athletes who have the potential to represent Canada in 2026, 2030 and beyond. We 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 NextGen program is to identify talented bantam, juvenile and junior-aged athletes and help them develop at a much younger age via opportunities provided at the provincial/territorial level. The ultimate objective is to fast-track and support these promising athletes with an eye to ensuring that we keep up with the international curling nations that “hot-house” young athletes to ensure they are competitive on the world stage at a younger age. We continue to develop and invest in this program and look forward to partnering with our Member Associations in this worthwhile endeavour.

To support these “NextGen” athletes in their pursuit of



Canada measures up against the best in the world in all disciplines, including wheelchair curling where Ina Forrest and Dennis Thiesen are among the country's best players.

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

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

Acknowledgments

Curling Canada extends its sincere appreciation to the entire high-performance team for its contributions to the training and performance of Canada's elite athletes and coaches. We would also like to pay tribute to those who take on leadership roles on behalf of the organization. This group includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Elaine Dagg-Jackson, Jeff Stoughton, Scott Pfeifer, Paul Webster, Renée Sonnenberg, Helen Radford, Wendy Morgan, Mick Lizmore, Wayne Kiel, Kyle Paquette, Kyle Turcotte, Jorie Janzen, 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. 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!



Curling Canada's High Performance Program has produced some stunning results, including the first mixed doubles gold medal at the 2018 Olympics in PyeongChang, delivered by John Morris and Kaitlyn Lawes.



Championships

National championship events operated by Curling Canada are the most publicly visible aspect of our organization, and they require huge amounts of organization, both high-level and on the ground.

That's true in every season, but the 2021-22 curling season — as was the case the season before — demanded not only the ability to change on the fly as circumstances changed on a weekly, and sometimes daily, basis due to the ongoing COVID-19 pandemic, but also cooperation from all stakeholders, including Member Associations, athletes, business partners, local organizing committees and our broadcast partners at TSN.

Through it all, Curling Canada again managed to put on a successful season of championship events that not only fulfilled contractual obligations, but also entertained curling fans from coast to coast, and around the world.

The history of Curling Canada's major championship events goes back, of course, to the first edition of the Brier in 1927. But it was in the mid 1990s that Canadian curling's direction was altered forever so that more fans could enjoy watching their favourite sport. Curling Canada (then known as the Canadian Curling Association), in collaboration with the St. Clair Group of Toronto and the World Curling Federation, developed a unique approach in 1994 to marketing national

and international curling championships. They created a series of championships, named the Season of Champions, that included the Canadian Mixed, Canadian Seniors, Canadian Juniors, the Hearts, the Brier, World Juniors and the World Men's and Women's Curling Championships.

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

While the championship mix is different today, the Season of Champions is still curling's most recognized series of events. The Season of Champion boasts more than 300 hours of live broadcast coverage exclusively on the TSN network and its French counterpart, RDS. Additionally, TSN/RDS has broadcast games from the European Championships, and this past season carried games from the World Mixed Doubles Championship, while Olympic rights-holder CBC showed every minute of the Olympic and Paralympic curling competitions this past season from Beijing.

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

For the second straight season, the pandemic, and its accompanying travel and safety restrictions, forced Curling Canada to take unique measures to keep athletes, fans, volunteers and staff as safe as possible. Among these measures, unfortunately, were the cancellation of the 2022 Canad Inns Canadian Mixed Doubles Curling Trials in Portage la Prairie, Man.; the 2022 Continental Cup in Fredericton; the 2022 Canadian Wheelchair Championship in Moose Jaw, Sask.; the 2022 U SPORTS/Canadian Colleges Athletic Association Championships in Sudbury, Ont.; and the 2022 Canadian Mixed Doubles Championship in Sudbury.

Additionally, the 2022 Canadian Under-18 Boys and Girls Championships were postponed and relocated — from February in Timmins, Ont., to early May in Oakville, Ont.

Moose Jaw, Sudbury and Timmins will play host to the events they lost in the coming 2022-23 season,

Team Kerri Einarson failed to win at the Tim Hortons Curling Trials in Saskatoon, but rebounded nicely to capture a third straight Scotties Tournament of Hearts championship in Thunder Bay, Ont.



while Fredericton will play host to the inaugural 2022 PointsBet Invitational in September.

Also, as a result of a surge in cases in Ontario, the 2022 Scotties Tournament of Hearts in Thunder Bay, Ont., had to be played with no fans in the building until the closing weekend, when event volunteers were allowed in to view the playoffs.

But for the most part, there was a return to normalcy as fans were in attendance at most Curling Canada events for the first time since the 2020 Tim Hortons Brier in Kingston, Ont.

The 2021-22 Season of Champions kicked off in Liverpool, N.S., at Queens Place Emera Centre. The 2021 Home Hardware Canadian Curling Pre-Trials, presented by New Holland, Oct. 25-31, were the final opportunity for Canadian teams to make it to the Tim Hortons Canadian Curling Trials, presented by AGI, which would decide Canada's four-player entries for the 2022 Winter Olympics in Beijing.

Two men's and two women's teams would come out of the Pre-Trials. On the women's side, it was Team Krista McCarville (Thunder Bay) and Team Jacqueline Harrison (Dundas, Ont.) earning berths. The men's berth-winners were Team Jason Gunnlaugson (Morris, Man.) and Team Tanner Horgan (Kingston).

From there, the focus turned to the SaskTel Centre Nov. 20-28 in Saskatoon, as four years of planning, training, competing and hoping culminated with the 2021 Tim Hortons Canadian Curling Trials. After a year away from watching curling in person, Saskatoon fans were thrilled to be back in the arena, and in the Patch, and they were treated to a thrilling nine days of action in an event that generated more than \$12 million in economic benefits for the City of Saskatoon.

Two past Olympians skipped their teams to victory in Saskatoon, as Team Jennifer Jones (Winnipeg) claimed the women's title, while Team Brad Gushue (St. John's, N.L.) prevailed on the men's side.

Thunder Bay got its long-awaited opportunity to play host to the Scotties Tournament of Hearts Jan. 28-Feb. 6 at historic Fort William Gardens, albeit in a fan-free environment. But with the support of Curling Canada's longtime partners at Kruger Products, who were sponsoring their 41st straight edition of the Scotties, the event still proved memorable.

All 14 Member Associations sent teams, and the field was rounded out by two-time defending champions Team Kerri Einarson from Gimli, Man., and three Wild Card entries based on Canadian Team Ranking System points. The field was expanded from 16 to 18 for a second straight year to give teams the opportunity to participate as some provincial and territorial championships couldn't be played due to the pandemic.

The hometown hopefuls, skipped by Krista McCarville, gave local fans a thrill by reaching the



gold-medal game before falling short to Kerri Einarson's two-time defending champions from Gimli, Man.

There were no restrictions on fans in Lethbridge, Alta., which made the best of its first chance to host the Tim Hortons Brier, presented by AGI, March 4-13 at the ENMAX Centre.

Using the same format as the Scotties, with Brendan Bottcher's 2021 champs playing as Team Canada, the 2022 Tim Hortons Brier ended under some of the most unusual circumstances in the event's rich history. Team Brad Gushue lost its vice-skip Mark Nichols due to a positive test for COVID-19 on the eve of the playoffs. The team soldiered on with three players and prevailed in the gold-medal game against Team Kevin Koe of Calgary.

The World Curling Championships were staged as a combined men's and women's event from 1989 to

TOP: Playing a man short for the playoffs, skip Brad Gushue's team from Newfoundland and Labrador, wearing Wild Card #1 colours, won its fourth Tim Hortons Brier championship.

BOTTOM: Nova Scotia's Team Owen Purcell qualified for the World Junior Men's Championship in Jönköping, Sweden, where it won a bronze medal.



The 2021 Everest Curling Club champions were full measure for their national titles in Ottawa.

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.

After both 2021 world championships were staged in the Calgary bubble because of the pandemic, it was back to normal in 2022 as Prince George, B.C., played host to the 2022 BKT Tires & OK Tire World Women’s Championship, presented by Nature’s Bounty, March 19-27 at the CN Centre. Prince George was scheduled to host the same event in 2020, but the event was cancelled two days before the start as the pandemic had started raging around the world.

Some familiar faces would finish on top of the podium as Silvana Tirinzoni’s Swiss team claimed its third consecutive world championship, defeating South Korea in the gold-medal game. Canadian fans cheered loudly as Team Einarson captured the bronze medal with a win over Sweden.

The LGT World Men’s Curling Championship, presented by New Holland, returned to familiar surroundings as Orleans Arena in Las Vegas played host April 2-10.

And just like the 2018 gold-medal game played in the same arena, it was Sweden’s Team Niklas Edin beating Canada’s Team Gushue. It was Team Edin’s fourth consecutive world men’s championship triumph.

The New Holland Canadian Junior (Under-21) Championships returned to the Stratford Rotary Complex in Stratford, Ont., with Nova Scotia’s Team Tylour Stevens winning its province’s third women’s title in the past six years. On the men’s side, it was Team Landan Rooney giving Ontario its first national junior men’s crown since 2010. The men’s team will wear the Maple Leaf at the 2023 World Junior Championships in Fuessen, Germany. The women’s team will earn its chance to compete in Fuessen at the World Junior-B Championships in Lohja, Finland in December 2022.

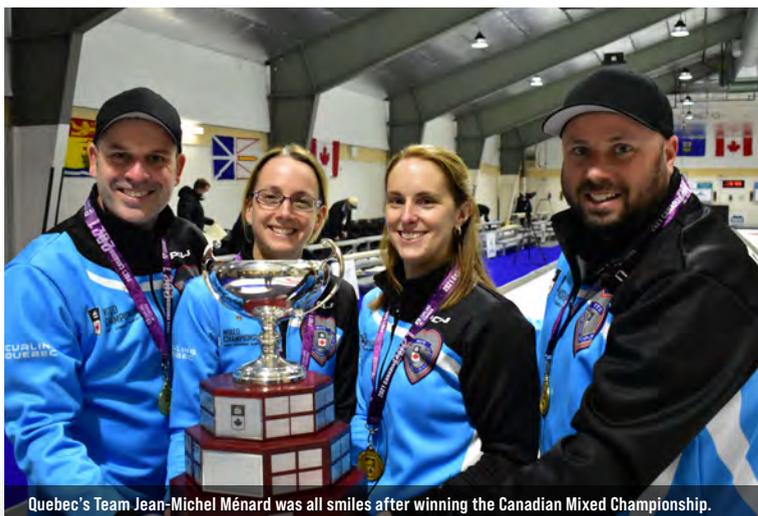
Curling Canada extends its profound and sincere gratitude to the entire event management and marketing team for its contributions to the Season of Champions, along with championship host committees and volunteers. Special thanks go to the event managers and office personnel for all of their hard work and commitment to running safe and successful championships.

Other Championships

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



Canada struck gold at the 2022 World Men’s Senior Championship in Geneva, Switzerland.



Quebec’s Team Jean-Michel Ménard was all smiles after winning the Canadian Mixed Championship.

As well, due to the pandemic, Curling Canada also put on a national Under-21 event to decide Canada's teams for the 2022 World Junior Championships.

Staged concurrently in Saskatoon with the 2021 Tim Hortons Canadian Curling Trials, the New Holland World Junior Qualifying Event saw Northern Ontario's Team Isabelle Ladouceur win the women's berth and Nova Scotia's Team Owen Purcell prevail on the men's side.

Team Purcell would go on to win a bronze medal at the World Juniors in Jönköping, Sweden, while Team Ladouceur missed the playoffs.

The Canadian Mixed, contested since the event's 1964 debut in Toronto, was played at the Camrose Golf & Curling Club Nov. 7 to 14. Quebec's Team Jean-Michel Ménard captured the gold medal and will wear the Maple Leaf on behalf of Canada at the World Mixed Curling Championship Oct. 15-22 in Aberdeen, Scotland. It was Ménard's second Canadian mixed title, and his first since 2001.

The 2021 Everest Canadian Curling Club Championships took place Nov. 29 to Dec. 4 at the Ottawa Hunt and Golf Club in Ottawa. Northern Ontario's Team Tracey Larocque captured the women's

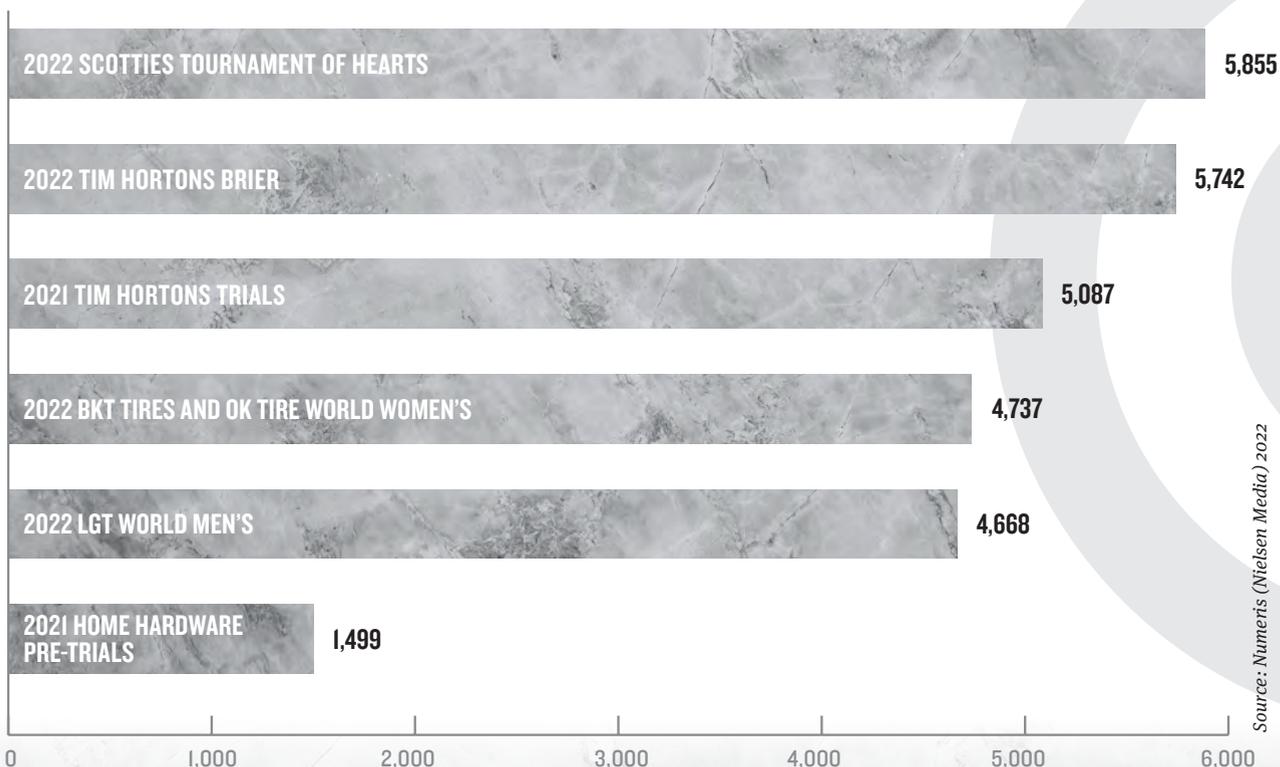
championship, with Nova Scotia's Team Nicholas Deagle claiming the men's title.

The Canadian senior men's championship dates back to 1965 and the senior women's to 1973. The Canadian Seniors — for curlers 50 years of age and older — has been operated as a combined event since 1985. The 2021 Everest Canadian Seniors, which took place Dec. 6-11 in Sault Ste. Marie, Ont., saw Saskatchewan's Team Sherry Anderson capture an unprecedented fourth straight women's gold medal, while Team Wade White of Alberta claimed its second national senior men's title in four years. Those teams went on to represent Canada at the 2022 World Senior Championships in Geneva, Switzerland, with Team White claiming its second world title, while Team Anderson bowed out in the quarterfinals, falling short in a bid for a third straight world title.

After two years of cancellations, the fourth edition of the Canadian Under-18 Boys and Girls Curling Championships were finally held May 1-7 in Oakville, Ont., and it was a Western Canada sweep. Team Myla Plett of Alberta won the girls gold medal while Team Matthew Drewitz of Saskatchewan was the boys gold-medallist.

Season of Champions broadcasts

Persons 2+ Reach Figures (000s)



Source: Numeris (Nielsen Media) 2022



Development

Curling Canada’s development programs aim to raise awareness of the sport nationwide, to retain curlers and to develop programs and materials to recruit new players.

It’s through these development programs that Curling Canada maintains direct contact with 920 affiliated curling clubs, 14 provincial and territorial associations, 14 affiliate organizations and nearly 1.986 million Canadians who play the sport each year.

Customer Recruitment

Curling Canada created a two-year Youth Grassroots Funding Initiative Program with three focus opportunities – schools, racialized youth and youth leagues. All multi-week, on-ice programs have consistent core values criteria for built-in sustainability, inclusivity, and new participant recruitment. With an enthusiastic response from the curling community, we approved philanthropic impact funding of \$217,000 over two years, for 40 new grassroots programs across Canada. (19 school / 11 racialized youth / 10 league). The reality of COVID-19 directly impacted the launch of the grassroots funding opportunities so some programs will be extended over a three-year period. The publicly stated goal of these funding initiatives was to get a more diverse makeup of youth on the ice to try curling with their friends in a fun and welcoming environment.

We were able to run our Under-18 Boys and Girls National Championships with a new expanded field of 42 teams in Oakville, Ont. The event was a tremendous success, and we were thrilled to see so many amazing young athletes back on the national stage with many



The Under-18 Boys and Girls national championships were a huge success.

Member Associations sending two teams to represent their province. Our Under-21 Men’s and Women’s National Championships also had a newly expanded field of 36 teams, and it was held in Stratford, Ont. Our U-21 champions are now part of our National NextGen Program and will train and compete for a season before representing Canada at the international level.

Adult Learn-To-Curl

The Adult Learn-To-Curl program is active in more than 400 Canadian curling clubs. Learn-To-Curl Canadians are playing for the first time – and loving it! The program is having a significant impact on membership retention and is re-energizing many curling clubs.

The program’s goal is to enhance the experience of new adult players, offering up to 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, are ready for competitions, and are very willing volunteers!

Curling Day In Canada

Curling Day in Canada (Feb. 5, 2022) was established to celebrate everything Canadians value about the great sport of curling and the unique connections within the curling



Adult Learn-To-Curl programs are popular across Canada.

community. It could not have been better received by the millions of participants and spectators across the country.

The annual event celebrates the value of Canada's great sport and amplifies the voices of curling fans across the nation. The celebration's hashtag — #CurlingDayinCanada — reached 8.5 million impressions on social media and ranked within the top 30 hashtags of the day on Twitter.

A cumulative average of 388,000 viewers tuned into the one-hour special, produced and aired by TSN/Bell Media, which highlighted the welcoming culture and diversity of Canada's grassroots curling community. The show focused on various topics, including diversity in curling, the constantly growing Egg Farmers Rocks & Rings program, and a visit from the Tankard Trophy during an iconic outdoor curling bonspiel in Winnipeg. The show also served as a send-off for Canada's Olympic curling teams.

Once again, this year, Canadians celebrated Curling Day in Canada in grand fashion. The community raised tens of thousands of dollars to support youth development in the sport. In total, \$27,038 was raised for youth curling initiatives through Curling Day in Canada's sweepstakes contest and sales of official 2022 Curling Day in Canada merchandise.

Curling Canada greatly appreciates everyone who participated in Curling Day in Canada this year and looks forward to next year's celebration on Feb. 25, 2023.

Story Contest winner — Renee Gagnon

Renee Gagnon submitted her story 'A Selfless Act and the Gift of Life' about her spouse Charles, who saw an appeal from a fellow curler, Adam, who needed a kidney and was running out of options. The two acquaintances underwent some testing and successfully donated the kidney. As Renee says, "Charles became one kidney lighter and Adam got renewed life." Renee has won an all-expenses-paid trip to the closing weekend for four people at the 2023 Tim Hortons Brier in London, Ont. Canadians submitted over 100 curling stories, which were narrowed down to the Top 12 stories for voting purposes. A total of 12,804 votes were cast, with Renee's story coming out on top.

Curling facility \$5,000 grant winner — Otterburn Legion Memorial

Laura Derry of the Otterburn Legion Memorial Curling Club in Quebec earned her facility a \$5,000 grant by creating an event micro-site to share the centre's Curling Day in Canada activities, events and initiatives in the community and at the curling facility.

2023 Curling Day in Canada Festival winner — Banff Curling Club

Curling Canada thanks all curling facilities that shared their exciting plans for next year's Curling Day in Canada celebration and looks forward to seeing all these plans



Story Contest winner Renee Gagnon wrote about Charles Gagnon and his kidney recipient Adam Freilich.

come to fruition next year. The Banff Curling Club in Alberta was selected as the festival winner. Curling Canada will work with the Banff Curling Club to create a memorable inaugural Curling Day in Canada Festival in 2023. The Banff Curling Club submitted an entry that builds on the momentum of its outstanding community engagement under its contest submission theme of "Celebrating Curling Day in Canada: Mountain Style."

Curling Day in Canada Sweepstakes winner — Dale Nash

Dale Nash of New Avon, N.B., won the Curling Day in Canada Sweepstakes prize pack of an all-inclusive closing weekend package for two to the 2023 Scotties Tournament of Hearts in Kamloops, B.C. The prize includes accommodation, return airfare and 2023 Curling Day in Canada merchandise. Nash was randomly selected by entering the Sweepstakes draw.

With great appreciation to every curler and rink that participated in the nation-wide celebration, Curling Canada is already looking forward to a repeat performance on Feb. 25, 2023, for the next Curling Day in Canada.

Facts The Business of Curling Facebook page currently has over 5,900 friends - www.facebook.com/groups/businessofcurling.



Partners

SEASON OF CHAMPIONS SPONSORS



OFFICIAL BROADCASTER



FUNDING PARTNERS



BUSINESS PARTNERS



Acknowledgments

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

MEMBER ASSOCIATIONS

- Curling Alberta**
www.curlingalberta.ca
- Curl BC**
www.curlbc.ca
- Curling Québec**
www.curling-quebec.qc.ca
- CurlManitoba**
www.curlmanitoba.org
- Curl PEI**
www.peicurling.com
- CurlSask**
www.curlsask.ca
- CurlingNB**
www.curlingnb.com

- Newfoundland and Labrador Curling Association**
www.curlingnl.ca
- Northern Ontario Curling Association**
www.curlno.ca
- NWT Curling Association**
www.nwtcurling.com
- Nova Scotia Curling Association**
www.nscurl.com
- Nunavut Curling Association**
Tel: 867-645-2534
- Ontario Curling Association**
www.curl-on.ca
- Yukon Curling Association**
www.yukoncurling.ca

AFFILIATE ORGANIZATIONS

- Canadian Branch Curling**
www.canadianbranch.org
- Canadian Deaf Sports Association**
www.assc-cdsa.com
- Canadian Firefighters Curling Association**
www.cffca.ca
- Canadian Police Curling Association**
www.policecurling.ca
- Canadian Postal Employees Curling Classic**
www.postalcurling.ca

- Hamilton and Area Curling Association**
www.hamiltoncurling.com
- Ontario Blind Curlers Association**
Tel: 613-722-8084
- Ontario Curling Council**
www.ontariocurlingcouncil.com
- Optimist Junior Interclub Curling League**
optimistjuniorcurling.ca
- Ottawa Valley Curling Association**
www.ovca.com
- Toronto Curling Association**
www.torontocurling.com



Finance

CURLING CANADA BALANCE SHEET *as at April 30*

	2017/18	2018/19	2019/20	2020/21	2021/22
Assets					
Current					
Cash and investments	\$ 6,048,177	\$ 7,593,480	\$ 5,657,422	\$ 6,935,032	\$ 9,621,623
Accounts receivable	1,736,962	1,031,465	1,027,668	2,381,972	2,337,689
Sales taxes receivable	856,147	832,153	666,756	542,066	578,333
Prepaid expenses	151,352	142,229	146,439	350,490	393,097
	8,792,638	9,599,327	7,498,285	10,209,560	12,930,742
Tangible capital assets	861,371	943,181	1,392,071	1,216,327	1,078,923
	\$ 9,654,009	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665
Liabilities And Net Assets					
Current					
Accounts payable and accrued liabilities	\$ 2,062,366	\$ 2,525,169	\$ 1,153,456	\$ 829,790	\$ 2,221,867
Government liabilities	—	—	—	—	—
Deferred contribution	1,421,904	1,175,375	1,067,335	2,659,292	759,702
	3,484,270	3,700,544	2,220,791	3,489,082	2,981,569
Net assets					
Internally restricted for invested in tangible capital assets and intangible assets	861,371	943,181	1,392,070	1,216,327	1,078,923
Internally restricted reserve	3,829,847	4,781,643	5,453,867	5,453,867	5,453,867
Unrestricted	1,478,521	1,117,140	-176,372	1,266,611	4,495,306
	6,169,739	6,841,964	6,669,565	7,936,805	11,028,096
	\$ 9,654,009	\$ 10,542,508	\$ 8,890,356	\$ 11,425,887	\$ 14,009,665

CURLING CANADA COMPARATIVE INCOME STATEMENT for the year ended April 30

	2017/18	2018/19	2019/20	2020/21	2021/22
Total revenue	\$ 23,276,052	\$ 19,356,355	\$ 18,783,241	\$ 11,336,904	\$ 22,755,527
Total expenses	\$ 22,003,317	\$ 18,684,130	\$ 18,955,641	\$ 10,069,664	\$ 19,664,236
Surplus	1,272,735	672,225	(172,400)	1,267,240	3,091,291
Accumulated surplus after year-end	\$ 6,169,739	\$ 6,841,964	\$ 6,669,565	\$ 7,936,805	\$ 11,028,096

2021/22 CURLING CANADA REVENUE

Category	Amount	Percentage
Season of Champions events		
Direct	\$ 9,803,286	42.1%
National and local sponsorships	5,345,571	23.5%
National Team Programs	3,172,064	12.9%
Sport Canada Core Funding	1,263,500	5.6%
Sport Canada Recovery Fund	2,126,616	9.3%
Philanthropic	401,040	1.8%
Competitors & Affiliation Fees	378,911	1.7%
Grants & Other	144,834	0.6%
Investment Income (Loss)	(55,527)	-0.2%
Canadian Wage Subsidy	158,303	0.7%
Non Season of Champions Events	16,929	0.1%
Total	\$ 22,755,527	100%

