

CANADIAN
CURLING
ASSOCIATION
CANADIENNE
DE CURLING



2011-12 ANNUAL REPORT





MISSION

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

VISION

In the year 2010 and beyond, curling in Canada – from the grassroots to the highest levels of competitive play – will be strong and vibrant. Curling clubs and associations in Canada will offer a wide variety of participation opportunities for all residents of their communities. Opportunities to participate will reflect the changing needs of the cultural mosaic and lifestyles of Canadians, and allow for a healthy cross-section of recreational through competitive play. Furthermore, the management practices of clubs, member associations and the CCA will parallel those of successful businesses by always keeping the best interests of curlers in mind.



MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



It was another highly productive year for the Canadian Curling Association and for the profile of the sport of curling in general. It is once again my distinct pleasure to provide you with an overview of some of the major highlights and achievements of this past year.

TELEVISION PROFILE AND LONG-TERM STABILITY

Historic inroads for curling were made last year from a television perspective. The CCA's exclusive broadcast partnership once again delivered some 260 hours of live television to our fans on TSN. This excellent partnership was further entrenched with a new long-term deal to show all of the CCA's Season of Champions events on TSN through 2020. This new broadcast deal not only ensures significant television exposure for our sport but essential stability for the long term.

In conjunction with this new partnership, the CCA was also very pleased to announce that all of its major curling

championships will also now be shown on French-language television in Quebec thanks to a new, long-term television agreement with RDS. This year saw an increase to 260 hours of French-language television on RDS from 18 hours in 2010-11. This is the most significant television coverage in the history of our sport and will be consistently showcased over the next decade on both TSN and RDS.

SEASON OF CHAMPIONS AND OTHER CHAMPIONSHIPS

The CCA's Season of Champions properties are the pinnacle of the sport and continue to receive wonderful support from our fans from coast to coast. These major championships are certainly one of the most significant parts of the CCA's business operations.

The 2011-12 Season of Champions began in late November in Cranbrook, British Columbia, with the Capital One Canada Cup, followed by the World Financial Group Continental Cup in Langley, British Columbia; the M&M

STAFF SUPPORT &



Greg Stremmler
Chief executive officer



Rachel Delaney
Co-ordinator, development and championship services



Louise Delorme
Co-ordinator, national athlete services and coaching



Warren Hansen
Director, event operations and media



Danny Lamoureux
Director, championship services and curling club development



Paul Noble
Manager, event administration



Gerry Peckham
Director, high performance

SEASON OF CHAMPIONS EVENT MANAGEMENT AND MARKETING

Director, event operations and media: Warren Hansen | Director, championship services and curling club development: Danny Lamoureux | Manager, event administration: Paul Noble | Co-ordinator, development and championship services: Rachel Delaney | Director, national marketing: David Beesley | Manager, national marketing: Catharine Dunlop | Co-ordinator, sponsorship fulfilment: Marylou Morris | Manager, event marketing: Rod Palson | Manager, local event marketing: Andy Henry | Manager, local sponsorship: Cathy Bowman | Event sponsorship sales: Jen Ogston | Event sponsorship

Meat Shops Canadian Juniors in Napanee, Ontario; the Scotties Tournament of Hearts in Red Deer, Alberta; and the Tim Hortons Brier in Saskatoon. The final event of the season was the Ford World Women's in Lethbridge, Alberta.

PODIUM EXCELLENCE

Canadian curlers once again did our nation proud as our high-performance efforts and significant investments helped pay dividends. We saw several new teams wear the maple leaf in international competition, which was inspiring to many.

The major podium highlights included a gold medal at the World Men's Curling Championship; gold and silver medals at the World Seniors; a gold at the World Juniors; a bronze at the Ford World Women's; a bronze at the inaugural Youth Olympic Games; and a gold and a silver at the Karuizawa International Curling Championship.

CURLING ASSISTANCE PROGRAM

Thanks to the CCA's financial success during the past fiscal year, the CCA board of governors allocated a portion of the surplus revenue to provide financial assistance to the membership of the CCA, including its provincial/territorial member associations and affiliated curling facilities.

This special funding, known as the Curling Assistance Program, targets projects designed to develop the sport at the community level and/or assist capital projects critical to the operation and health of the CCA's membership.

Last year, approximately \$300,000 was funded through CAP and at the 2012 National Curling Congress, the CCA

board of governors approved another quarter of a million dollars to be available this coming year.

FEATURE NEWS AND PROFILES

This past year saw unique exposure provided to the CCA through both non-traditional media and acknowledgments received for our business practices and the events we own and operate. In the fall, the CCA was selected for a corporate profile by *Biography*, which was broadcast across North America to approximately 50 million households on networks including CNN, Fox, MSNBC and the Discovery Channel.

Additionally, the CCA facilitated a partnership with the Golf Channel, which did a travel feature on the City of Ottawa and profiled curling, including world champion Craig Savill providing instruction to host Lauren Thompson.

The CCA was also chosen for a feature story in the *Canadian Business Journal* for best business practices in the sport industry.

At the end of the season, our organization was very honoured to be selected as the winner of PRESTIGE Awards for the 2011 National Event of the Year (2011 Tim Hortons Brier) and the 2011 International Event of the Year (2011 Ford World Men's).

For further information on our organization, please visit www.curling.ca.

Good curling!

Greg StremLaw

Chief Executive Officer

Canadian Curling Association

SERVICES



Patricia Ray
Chief operating officer



Karen Ryan
Executive assistant



Brennan Schnell
Co-ordinator,
information technology



Glenn van Gulik
Director,
information technology



JoAnne Viau
Co-ordinator,
financial services



Karen Wan
Manager,
event financial services



Paul Webster
National development coach

sales: Kathryn Larsen | Manager, event financial services: Karen Wan | Editor, *Extra End* magazines: Laurie Payne | Co-ordinator, daily publications: Larry Wood | Manager, merchandising: Robin Henry | Manager, entertainment and production: Roger Powell | Manager, bar operations: Elmer Epp | Media co-ordinator: Jeff Timson | Media co-ordinator, Scotties Tournament of Hearts: Robin Wilson | Photography co-ordinator: Michael Burns | Photography co-ordinator, Scotties Tournament of Hearts: Andrew Klaver | Event master of ceremonies: Stuart Brown | Event master of ceremonies: Jim Jerome | Season of Champions event managers: Rob Dewhirst, Terry Morris, Gord McNabb, Trina Joly, Neil Houston

MESSAGE FROM THE CHAIR



On behalf of the Canadian Curling Association's board of governors, it is my privilege to share this annual report with you.

The CCA uses the Carver Policy Governance model, which guides the actions of the board of governors and staff.

The 2011-12 season was marked by many success stories. Four teams – those skipped by Kevin Martin, Glenn Howard, Jennifer Jones and Heather Nedohin – qualified for the Tim Hortons Roar Of The Rings Canadian Curling Trials to be held in Winnipeg in December 2013.

The opportunities to excel are endless and the CCA is committed to making as many as possible a reality.

The season's highlights include:

- For a fifth consecutive year, the CCA finished the fiscal year in the black with a positive financial outlook, enabling the board of governors to meet its obligations to the long-term reserve fund.
- The board continues to invest in grassroots curling by investing in the Curling Assistance Program. This year, \$250,000 has been allocated to develop the sport at the community level and to assist capital projects critical to the operation and health of the CCA's member associations and affiliated curling facilities.
- At this year's National Curling Congress, held in Ottawa in June, the newest Canadian Curling Hall of Fame inductees – Pat Sanders, Millard Evans, Marv Wirth, Ken McLean and André Ferland – were on hand to be officially honoured at the inaugural Hall of Fame luncheon.
- The function of the Constitutional Review Committee, formed in June 2011 with representatives from member associations and the board of governors, is to review the CCA's constitution and bylaws as they relate to the new

Canada Not-For-Profit Corporations Act. To be in compliance with the new legislation, changes were presented by the CRC at this year's congress and were approved by the membership. The CRC has asked member associations for input in several areas and to bring further suggestions to next year's congress.

- Beginning in 2015, all 14 member associations will have equitable opportunity to access the Tim Hortons Brier and Scotties Tournament of Hearts. The Brier will also see a Team Canada – the 2014 Brier winner – join the field in 2015.
- Two years ago, the CCA created a provincial/territorial ranking system to measure member association performances at all national curling championships operated and sanctioned by the CCA. Based on the highest average points, this year's Dominion Member Association Cup was awarded to Alberta. In addition, Alberta – the member association making the biggest year-to-year improvement on an average point basis – also received the Governor's Cup.
- Through enhanced marketing and broadcast agreements, extended sponsorships and supplier's contracts, the CCA has helped to stabilize our sport for many years to come.

It is indeed an honour to serve as chair of this great organization. I am proud to be involved with a team of fellow governors, CCA senior management, staff, supporters and our many volunteers, who work to improve our sport at the local, national and international level.

We look forward to 2012-13!

Ron Hutton

Chair, 2012-13 CCA Board of Governors

BOARD OF GOVERNORS

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



The 2012-13 Canadian Curling Association board of governors: (front row, from left) Laura Lochanski, Hugh Avery, Ron Hutton and Cindy Maddock; (back row) Jim Mann, Elaine de Ryk, Shirley Osborne, Bob Osborne, Marilyn Neily and Yves Maillet.



DEVELOPMENT

The Canadian Curling Association's development programs involve a series of initiatives aimed at raising awareness of the sport nationwide, retaining curlers and developing programs and materials to recruit new ones.

It's through the development programs that the CCA maintains direct contact with approximately 1,000 affiliated curling clubs, 14 provincial and territorial associations, 12 affiliate members and the more than one million Canadians who play the sport each year.

ADS RECRUIT NEW CURLERS

The ongoing saga of Johnny "The Hammer" Chow, Mary "Bullseye" Dobbin and Alex "The Hack" Marchand continued last season in a series of television commercials that aired during the Season of Champions broadcasts on TSN and RDS.

The commercials began after the 2010 Olympic Winter Games in Vancouver in an effort to recruit new curlers. Following the exploits of these fictitious club players in the second year of their club experience, our stars curled in local bonspiels, made new friends, won some prizes and actually won a few curling games.

Johnny, Mary and Alex are the cornerstones of a wall-to-wall awareness program designed to show that curling at your local club is fun, affordable and great

exercise, that anyone can play and that you're guaranteed to meet new people! The call to action from the messaging was "It started with a click," aimed at the CCA's www.startcurling.ca website.

The 30-second commercials aired more than 400 times on TSN and RDS and enjoyed more than 48,000 views on YouTube.

In the upcoming 2012-13 season, the characters' successful careers will continue with new ads and new storylines.

DISCOVER CURLING

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

The CCA is developing a participant base that accurately represents the Canadian population by offering equitable entry-level opportunities, basic and advanced training, coaching and other positions to involve new participants in the sport fully.

In partnership with our provincial and territorial member associations, the CCA staged 49 formal sessions across the country, with 508 participants trying the sport for the first time!

CAPITAL ONE ROCKS & RINGS

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

Using unique floor-curling equipment in gymnasiums, elementary-aged students experience a high-energy, fun-filled session while learning about the sport – its fundamentals and objectives, the delivery and how to sweep.

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

The 2011-12 season was the third full season for the program and interest was once again outstanding – more than 124,805 students in 912 schools took part. Besides the fun day they had experiencing Rocks & Rings, each school was given a copy of the *Getting Started In Curling* teacher's guide courtesy of the CCA.

The program was so popular that it's been expanded to include summer sports camps, with more than 30 individual camps showcasing Rocks & Rings!

The CCA also collaborated with Rock Solid Productions – the company that delivers the program – to create a new and very popular television commercial that aired on TSN and RDS throughout the season. The program received nationwide media coverage above and beyond the ads on Season of Champions broadcasts.

Additionally, our partners at Rock Solid Productions developed a cool outdoor curling activity that promises to build awareness with new participants. Called "streetcurling," this realistic curling experience made its debut at the 2012 Super Bowl in Indianapolis, Indiana, with

more than 10,000 football fans giving the sport a try. Streetcurling was also showcased at Sport Accord in Quebec City and will be rolled out at many street festivals and major events across Canada.

THE BUSINESS OF CURLING

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

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

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

In 2011-12, Business Of Curling symposiums were held in Sudbury and St. Catharines in Ontario, Vancouver, Halifax and Corner Brook, Newfoundland and Labrador, where they were attended by more than 85 curling club board members and managers.

THE GOLF CHANNEL GOES CURLING!

GolfNow, the Golf Channel's travel show, made a stop in Ottawa last summer to visit area golf courses and the



community as a whole. And while the show's staff was in Canada, of course they wanted to try curling – in August!

With the help of a local ice technician and two-time world champion Craig Savill, a sheet of curling ice was installed at a local hockey rink literally overnight. Lauren Thompson, the host of *GolfNow*, was Savill's guest for a learn-to-curl session and after 15 minutes of training, delivered her very first curling stone to the top of the eight-foot! The episode aired on the Golf Channel a number of times. With the channel's 100 million subscribers worldwide, it's sure to have an impact on curling. The video is still online and can be viewed at www.golfchannel.com/media/golf-now-ottawa-curling-092211.

CURLING CENTRE RESOURCES

The CCA produced 20,000 posters, of which 20 were delivered to every curling facility in the country. Three posters featured the images of our TV stars, Johnny Chow, Mary Dobbin and Alex Marchand. The package included a detailed planning guide designed to assist curling clubs with a mid-season recruitment campaign targeting new players. This guide was designed to help them capture public attention by emphasizing how easy and how much fun it is to get involved in the sport. The concept was to encourage people to investigate and experience the enjoyment of the game first-hand.

CURLING ASSISTANCE PROGRAM

The CCA allocates funds from certain championship events for the purpose of providing financial assistance to the membership of its provincial and territorial member associations and affiliated curling facilities. This funding is known as the Curling Assistance Program.

CAP targets projects designed to develop the sport at the community level or to assist capital projects critical to the operation and health of the CCA's membership.

The CCA received 95 applications requesting

\$1,371,299.53 in grants. Twenty-five successful applicants received grant money totalling \$299,685.21 from the 2011-12 Curling Assistance Program.

The list of successful applicants can be found at <http://www.curling.ca/programs-and-services/curling-assistance-program/2011-2012-results>.

BLOGGING

The CCA's information technology department's blogging area on www.curling.ca was enhanced this year, with more recreational curling-specific topics blogged on a regular basis. They are *House Call* (adult instruction) by Kim Perkins; *Business Of Curling* (club operations) by Danny Lamoureux; *Pebbles To Boulders* (little rocks) by Mort Cooper; *Around The House* (the recreational curler) by Jean Mills; *Youth Olympic Games* by Emily Gray; *Musings Of Curling* (en français) by Guy Hemmings; and *Making Great Curling Club Ice* (tips of the trade). The 90 columns published attracted a total of 47,700 online visits.

VOLUNTEER OF THE YEAR

Peter Waugh of Port Hawkesbury, Nova Scotia, is the winner of the 2012 Volunteer of the Year Award in recognition of his significant contribution to the success of the Strait Area Community Curling Club.

Waugh chaired a committee focused on expanding and improving the club and, after many months of work, the renovated facility opened in January 2011 with a new three-sheet arena and lounge.

Waugh's efforts have had a far-reaching effect in the community: the new rink and the sport of curling have received more local media coverage and community awareness, resulting in an increase in club membership.

And, according to Waugh's nominators, thanks to the renovations of the club, "we are now able to host larger bonspiels and have been able to apply to host provincial curling events. This is something we never would have been able to do in the past."



PARTNERS

SEASON OF CHAMPIONS SPONSORS



OFFICIAL BROADCASTER



FUNDING PARTNERS



BUSINESS PARTNERS



ACKNOWLEDGMENTS

The Canadian Curling Association extends its sincere appreciation to its 14 member associations and 12 affiliate members.

MEMBER ASSOCIATIONS

Alberta Curling Federation
www.albertacurling.ab.ca

Curl BC
www.curlbc.ca

Curling Québec
www.curling-quebec.qc.ca

CurlManitoba
www.curlmanitoba.org

New Brunswick Curling Association
www.nbcurling.com

Newfoundland and Labrador Curling Association
www.curlingnl.ca

Northern Ontario Curling Association
www.curlinoca.ca

Northwest Territories Curling Association
www.nwtcurling.com

Nova Scotia Curling Association
www.nscurl.com

Nunavut Curling Association
 Tel: (867) 645-2534

Ontario Curling Association
www.ontcurl.com

Prince Edward Island Curling Association
www.peicurling.com

Saskatchewan Curling Association
www.saskcurl.com

Yukon Curling Association
www.yukoncurling.ca

AFFILIATE MEMBERS

Canadian Deaf Curling Association
www.deafcurlcanada.org

Canadian Firefighters Curling Association
www.cffca.ca

Canadian Postal Employees Curling Classic
www.postalcurling.ca

Curl Atlantic
www.curlatlantic.com

Curl Ontario
www.ontcurl.com

Hamilton and Area Curling Association
www.hamiltoncurling.com

Northern Alberta Curling Association
www.northernalbertacurling.ca

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

Ottawa Valley Curling Association
www.ovca.com

Peace Curling Association
www.peacecurl.org

Southern Alberta Curling Association
www.saca.ca

Toronto Curling Association
www.torontocurling.com



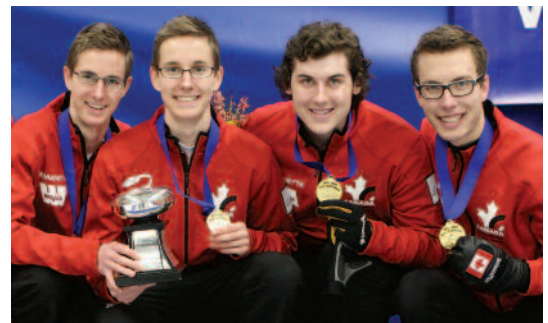
HIGH PERFORMANCE

The 2011-12 curling season offered important insights into Canada's status on the international scene.

We won a hard-fought gold medal at the world men's championship and were proud to earn a valued bronze medal at the world women's. Both events provided ample opportunity to assess the strength of other elite curling nations and it became obvious that a podium finish at the

2014 Olympic Winter Games in Sochi, Russia, will take exceptional performances by both Canadian teams.

Our approach in the final two years leading up to the Games is to regard ourselves as "contenders" as opposed to "frontrunners," and to continue our efforts to be totally prepared to produce podium-worthy performances in what will be the most challenging and competitive



environment ever faced by Canadian teams. There is no substitute for Olympic gold and that is our ultimate objective.

We were extremely pleased with how the past season unfolded in terms of planning, implementing performance strategies, evaluating performance protocols and the overall performance of our high-performance teams. We continued to monitor and establish performance standards in men's and women's play on a player-by-player and positional basis, and will use these standards to set training priorities over the next season.

Based on our assessment of all of the key performance factors through detailed "gap analysis," the predominant objective is to maintain our "best" standard in men's play and look for "slightly elevated" performance standards in women's play.

Our National Wheelchair Program continues to seek innovative ways to improve performance standards among our National Team Program athletes and we are always on the lookout for new talent. The level of performance around the world is improving rapidly and we will have to bring our best to achieve podium results in 2014 as we strive to make it three wheelchair gold medals in a row!

Team Canada continues to train hard in an effort to maintain our status on the international stage. The upcoming season will focus on bridging performance gaps and increasing the number of "competitive" games played during the 2012-13 schedule.

We have once again received exceptional support from our partners at Sport Canada and Own The Podium and, as a result, we are able to provide significant support to athletes, coaches and sport scientists. We continue to look for ways to "train smarter," as there is only so much time available to the average curling athlete for training and competition.

The use of technology in training ensures a high quality and measurable training experience, which will definitely increase the potential to improve performance. Our La Relève Program continues to

produce exceptional talent, boding well for the future of Canadian curling. The new Podium Project, which is intended to identify and develop young talent among bantam, juvenile and junior-aged athletes, had a great first year and heads into year two with a number of best practices already in place from which to build and create momentum.

This will be a very busy and intense competitive season as teams pursue berths in the Canadian Curling Trials and pre-trials. Events will be oversubscribed as teams chase essential Canadian Team Ranking System points in pursuit of their Olympic aspirations. Our wheelchair athletes will be fully engaged in enhancing all of the critical performance elements in pursuit of a spot on Team Canada for the 2014 Paralympics.

This is a big high-performance year all around for the Canadian Curling Association as we implement and oversee the essential programs and services that support our athletes and coaches as they pursue their Olympic dreams.

The CCA offers its sincere appreciation to the entire high-performance team for its ongoing contribution to the training and performance of Canada's elite athletes and coaches, and acknowledges those who take on leadership roles on behalf of the organization. The team includes, but is not limited to, the following dedicated coaches, team leaders, program managers and sport science experts: Jim Waite, Elaine Dagg-Jackson, Rick Lang, Wendy Morgan, Joe Rea, Paul Webster, Rob Krepps, Helen Radford, Scott Arnold, Melissa Soligo, Bill Tschirhart, Glen Jackson, Marcel Rocque, Penny Werthner, Kyle Paquette, Laura Farres, Bob Comartin and Istvan Balyi.

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

Go Canada!





CHAMPIONSHIPS

SEASON OF CHAMPIONS

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

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

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

Although today's championship mix differs somewhat from the original, the Season of Champions celebrated its 18th year last year and boasted more than 264 hours of live broadcast coverage exclusively on TSN, and, for the first time ever, 264 hours of French-language coverage on RDS.

The first event of the 2011-12 season – the Capital One Canada Cup – was held in Cranbrook, British Columbia, November 30 to December 4 at the Cranbrook Rec Plex. The ninth Canada Cup – which included seven of the best women's and seven of the best men's teams in Canada – is closely aligned with the Tim Hortons Brier and the Scotties Tournament of Hearts, with the champions of each earning automatic berths in the next year's competition. The 2011 field also included the defending 2010 Canada Cup winners and was rounded out by five of the top-ranked men's and women's teams in Canada. The prize package was \$140,000.

The 2011-12 winners – teams skipped by Winnipeg's Jennifer Jones and Edmonton's Kevin Martin – earned berths in the 2012 Capital One Canada Cup in Moose Jaw, Saskatchewan, the 2013 World Financial Group Continental Cup in Penticton, British Columbia, and the 2013 Tim Hortons Roar Of The Rings Canadian Curling Trials in Winnipeg, which will determine Canada's two representatives at the 2014 Olympic Winter Games in Sochi, Russia.

The season's second event, the eighth World Financial Group Continental Cup – was staged at the Langley Events Centre in Langley, British Columbia, January 12 to 15, with Team World defeating Team North America 235 to 165. The series is tied at four wins each.

Similar in format to golf's Ryder Cup, the Continental Cup brings together 12 of the world's best men's and women's teams – six representing Team World, six representing Team North America – competing in a unique event.

A total of 400 points is available from the competition's four disciplines – mixed doubles, singles, team and skins.

The Canadian junior men's championship, the world's second oldest curling event, dates back to 1950. 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 CCA-operated event, with a total of 13 provinces and territories represented in both the men's and women's fields. The winners advance to represent Canada at the World Juniors.

Strathcona Paper Centre and the Napanee & District Curling Club in Napanee, Ontario, played host to the M&M Meat Shops Canadian Juniors February 4 to 12, with Alberta's Jocelyn Peterman taking first-place women's

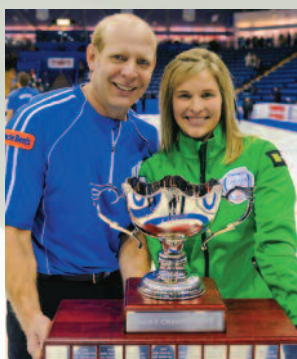
honours and Brendan Bottcher claiming Alberta's 16th junior men's title.

The Canadian Women's Curling Championship – now the Scotties Tournament of Hearts – has been in existence since 1961 and has become one of the best known and most popular women's sporting events in Canada. Alberta's Heather Nedohin won three straight playoff games to earn the Hearts title and the right to represent Canada at the Ford World Women's Curling Championship in Lethbridge, Alberta.

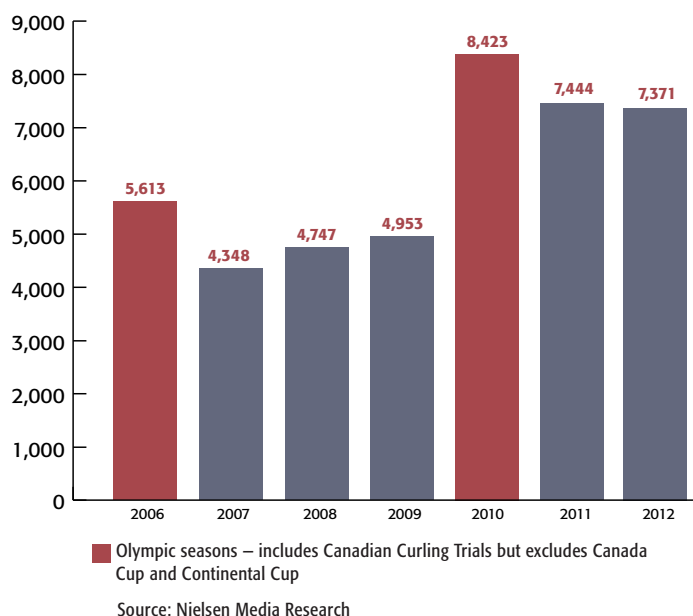
The 2012 Scotties Tournament of Hearts, held February 18 to 26 at Westerner Park in Red Deer, Alberta, was the 52nd Canadian women's championship and the 31st year of Kruger Products as the title sponsor.

The Brier, which celebrated its 83rd year in 2012, is recognized as the oldest and best-known curling event in the world. The 2012 edition of the Canadian men's curling classic was hosted at the Credit Union Centre in Saskatoon March 3 to 11. Ontario's Glenn Howard won his second Tim Hortons Brier title as a skip and his fourth overall, earning him the right to represent Canada at the World Men's Curling Championship in Basel, Switzerland.

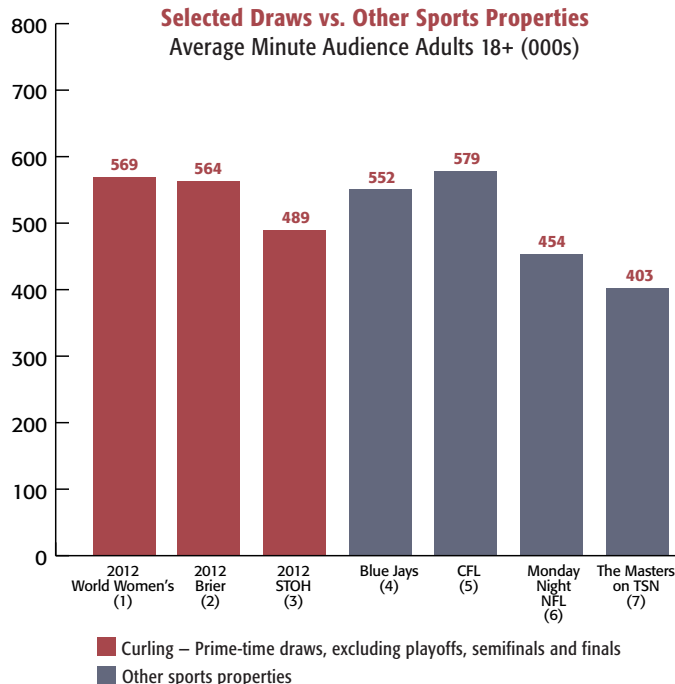
The World Curling Championships operated as a combined men's and women's event from 1989 to 2005, when two separate championships were established. Every year one of the world championships – either the men's



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



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



NOTES:

- (1) 5-draw average, excluding playoffs, semifinals and final
- (2) 5-draw average, excluding playoffs, semifinals and final
- (3) 6-draw average, excluding playoffs, semifinals and final
- (4) 85-game average, April 5 to July 22, 2012
- (5) 73-game average, July to November 2011
- (6) 17-game average, September to December 2011
- (7) 4-round average, April 2012 (rounds 1-2 live, 3-4 tape-delayed)

or women's – is played in Canada under the management of the CCA.

In 2012, the 12-team Ford World Women's was held at the ENMAX Centre in Lethbridge, Alberta, March 17 to 25 and was won by Switzerland's Mirjam Ott. Canada's Heather Nedohin won bronze.

The CCA extends its sincere appreciation to the entire event management and marketing team for its contribution to the Season of Champions. Special thanks go to the event managers and office personnel for all of their hard work and commitment.

OTHER CHAMPIONSHIPS

The CCA is directly responsible for the operation of three other championships – the Canadian Mixed, Canadian Seniors and Canadian Wheelchair. It also plays an active role in the annual CIS-CCA Canadian University Curling Championships.

The Canadian Mixed made its debut in Toronto in 1964. The 2012 championship – held in Sudbury, Ontario, at the Sudbury Curling Club November 12 to 19, 2011 – was won by Saskatchewan's Jason Ackerman.

Two members of the winning team – third Chantelle Eberle and second Dean Hicke – represented Canada at the 2012 World Mixed Doubles in Erzurum, Turkey. Canada finished in sixth place in the 27-team event with an 8-1 record.

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.

In 2012, the Canadian Seniors was staged March 17 to 24 at the Abbotsford Recreation Centre in Abbotsford, British Columbia, and was won by Alberta teams skipped by Rob Armitage and Cathy King. The senior champions will represent Canada at the 2013 World Senior Curling Championships next April at the Grant-Harvey Centre in Fredericton.

Wheelchair curling and the Canadian Wheelchair Curling Championship are relatively new to the Canadian curling scene. The first national championship was held in 2004. Darwin Bender's Saskatchewan squad captured the 2012 Canadian title in a championship held in the Fort William Curling Club March 18 to 25 in Thunder Bay, Ontario.

Also new to the Canadian curling scene, the fifth annual CIS-CCA Canadian University Curling Championships were held at the Welland Curling Club in Welland, Ontario, March 14 to 18. The 2012 champions – Laura Crocker of Waterloo's Wilfrid Laurier Golden Hawks and Brendan Bottcher of the University of Alberta Golden Bears from Edmonton – will represent Canada at the 2013 FISU Winter Universiade in Trentino, Italy, December 11 to 21.

FINANCE

BALANCE SHEET

As at April 30

	2009-2010	2010-2011	2011-2012
ASSETS			
Current			
Cash	\$ 622,441	\$ 2,248,553	\$ 2,842,159
Accounts receivable	3,005,433	2,970,000	2,875,703
Prepaid expenses	54,752	101,429	114,330
	<u>3,682,626</u>	<u>5,319,982</u>	<u>5,832,192</u>
Capital assets	<u>726,181</u>	<u>721,077</u>	<u>749,195</u>
	\$ 4,408,807	\$ 6,041,059	\$ 6,581,387
LIABILITIES AND NET ASSETS			
Current			
Accounts payable and accrued liabilities	\$ 1,520,776	\$ 2,532,242	\$ 2,250,848
Deferred contribution	—	—	681,250
Current portion of long-term debt	19,940	311,095	224,059
	<u>1,540,716</u>	<u>2,843,337</u>	<u>3,156,157</u>
Long-term debt	<u>311,095</u>	<u>—</u>	<u>—</u>
	1,851,811	2,843,337	3,156,157
Net assets			
Invested in capital assets	395,146	409,982	525,136
Internally restricted reserve	1,531,717	1,464,095	1,197,619
Unrestricted	630,133	1,323,645	1,702,475
	<u>2,556,996</u>	<u>3,197,722</u>	<u>3,425,230</u>
	\$ 4,408,807	\$ 6,041,059	\$ 6,581,387

COMPARATIVE INCOME STATEMENT

For the year ended April 30

	2009-2010	2010-2011	2011-2012
Revenue			
Domestic	6,492,998	5,711,738	6,694,759
International	110,000	128,826	166,700
High performance	1,867,298	1,965,837	1,999,300
Management	889,105	914,873	920,059
Other	414,552	1,268,856	443,382
Total revenue	9,773,953	9,990,130	10,224,200
Expense			
Domestic	4,412,047	4,863,260	5,243,172
International	213,946	279,357	361,316
High performance	2,417,888	2,307,361	2,331,456
Management	1,821,092	1,851,989	1,844,275
Other expenses	55,937	47,436	216,473
Total expenses	8,920,910	9,349,403	9,996,692
Surplus	853,043	640,727	227,508
Accumulated surplus after year-end	2,556,995	3,197,722	3,425,230

2011-12 REVENUE

Category	Amount	Percentage
Sponsorships	4,787,826	47%
Sport Canada/Own The Podium	2,856,000	28%
Event revenue and funding	995,990	10%
Other funding agents	102,242	1%
Other revenue	976,933	9%
Affiliation fees	325,059	3%
Competitor fees	180,150	2%
Total	\$ 10,224,200	

