



# RUGBY CANADA ANNUAL REPORT 2012



[rugbycanada.ca](http://rugbycanada.ca)





2012 Americas Rugby Championship  
Westhills Stadium  
Langford, BC





Introduction	4
Corporate Structure	5
National Teams	6
National Competitions	16
Rugby Development	18
High Performance Rugby	22
National Recognition Program	24
Commercial Operations	25
Insurance and Registration	29
Financial Review	30
Partners & Provincial Unions	31



## A MESSAGE FROM THE CHAIRMAN **PAT ALDOUS**

On behalf of the Board of Directors of Rugby Canada, I am pleased to present the *2012 Rugby Canada Annual Report*.

The past year saw many changes in Rugby Canada's way of doing business. The fundraising and commercial departments were completely restructured. The rugby department is now fully established with a world-class management team. Rugby Canada is well positioned to take the organization to the next level.

Our teams' performances overall met the "no excuses" standard established in 2011.

Our National Senior Men's Team won the games that they needed to win, with victories over the USA and Georgia in June and a solid victory over Russia in November. Although a loss, the Team's performance against the Maori All Blacks was outstanding and entertaining rugby. Losses to Italy in June and Samoa in November completed the year's test matches.

The staff of Rugby Canada and the communities of Langford and Victoria came together to run an extremely successful Americas Rugby Championship. Canada's second place finish to Argentina was a solid performance by players selected from the CRC competition, with several of them being subsequently named to the National side to the November tests.

On the sevens front, our men and women both won their divisions of the NACRA World Cup Qualifier tournament held in Ottawa in August. Again the Rugby Canada staff and a group of great volunteers ran an outstanding tournament. Earlier in the year the men won the qualifying tournament in Hong Kong to become a core country for the IRB Sevens World Series. Our women continued to show they were one of the world's best with tournament wins in Las Vegas and Amsterdam. Losses to tournament winners England in Hong Kong and London were hard fought, with the London encounter being settled in overtime.

I would like to thank all the staff of Rugby Canada for their contributions in the past year. Without these committed people, Rugby Canada fails. Equally, we must thank the many volunteers throughout the rugby community that are essential to the game. Without the volunteers, nothing is possible.

The pursuit of a community that acts "As One" must continue. Only through working together will we maximize the success, at all levels. Grassroots to national heroes benefit from a cohesive rugby community.

To my fellow volunteer Board Members, your services have been excellent. Every Member of the Board has done everything that has been asked of them. I thank you all and look forward to welcoming the new Board Members that will be confirmed at the Fiscal 2012 Annual General Meeting. *Go Canada Go!!!*

Pat Aldous, Chairman  
Rugby Canada



## A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER **GRAHAM BROWN**

2012 marked one of the most successful years ever by both our athletes and the National Union. On the field, tremendous effort has been put forth by the staff and board of Rugby Canada on developing a world class rugby department. The investment by the City of Langford, the International Rugby Board and the Government of Canada through both Sport Canada and Own the Podium along with the support of our members have helped position Canada as one of the top rugby nations in the world. Our rugby department now boasts world class coaches, managers and high performance staff. Our rugby department has also been fortunate to attract world class leadership in Mike Chu and Steve Lancaster. All of our focus must now be placed on our athletes and ensuring every opportunity for success is maximized.

Rugby Canada will not be able to sit idle. Our rugby department will continue to require new and innovative equipment and facilities. Additional athlete support services will be required as our programs continue to develop and more demands are placed on our athlete's time and service to the National Union. Enhanced provincial, regional and national high performance integration must be developed. Community rugby must continue to be supported and further enhanced. The growth of the game domestically will be a significant metric when evaluating the overall success of Canadian Rugby post 2016. Remaining competitive on the world stage will require both community and country to continue to work together to grow, develop and train for the game.

From a business perspective at the National level, Rugby in Canada has become one of the top 10 sports in Canada in total revenue and expense. This brings

forward enormous challenges financially for the Union. Total turnover in 2002 by Rugby Canada was approximately 2.5 million. Ten years later annual turnover is expected to top 10.5 million dollars. Non dues / non grant revenue (revenue other than registration / insurance and those monies allocated from our funding partners the IRB and Sport Canada) represented approximately 90% of the Unions income in 2002. That number has decreased to 65% in 2013. This is still not good enough. Rugby Canada must continue to drive non dues / non grant revenue generation and develop new and innovative revenue streams. The Board recognize the importance of our membership and that registration dollars are not infinite. However, as with any business there are times when capital investment is required to help move the business forward and further improve financial capacity. Rugby in Canada is no longer a second or third tier sport. The game is now played in schools and communities across Canada and registrations continue to increase. National Television networks are now interested in developing the sport and with Olympic inclusion beginning in 2016, the sky really is the limit. Where this sport is within the national sport structure in 2020 will be directly related to the decisions this sport makes over the next 2-3 years.

Our funding partners, our Foundation and business partners are all showing their desire to see our athletes succeed and Canada win. Growing this game will require new revenues and a much more professional approach to the promotion and presentation of the sport nationally. A plan is in place and I am very confident that Canadian rugby will be able to maximize the many opportunities that exist both on and off the rugby pitch. My hope is that together we can all continue to make rugby in Canada a tier 1 sport. We want to be world beaters and community leaders. This is our shared journey for the game as we work "AS ONE".

Graham Brown BHK MHK  
Chief Executive Officer  
Rugby Canada





## BOARD MEMBERS AND RUGBY CANADA STAFF

### The Rugby Canada Board of Directors, as of the Fiscal 2011 Annual General (April 2012):

PAT ALDOUS	<i>Chairman</i>
KEITH GILLAM	<i>Vice Chairman</i>
GORDON SNEDDON	<i>Secretary</i>
JAY JOHNSTON	<i>Treasurer</i>
STEPHANIE WHITE	<i>Director</i>
DAVID LOUGHEED	<i>Director</i>
TROY MYERS	<i>Director</i>
LARRY JONES	<i>Director</i>
DOUG CAMPBELL	<i>Director</i>
TIM POWERS	<i>Director</i>
JAMIE LOCKWOOD	<i>Director</i>
PEARSE HIGGINS	<i>Director</i>
CHRIS LE FEVRE	<i>IRB Council Representative</i>
DAWN DAUPHINEE	<i>Female Athlete Representative</i>
MARK LAWSON	<i>Male Athlete Representative</i>
RICK POWERS	<i>Canadian Olympic Committee Representative</i>
RICK BOURNE	<i>Past Chairman / NACRA Representative</i>



### DID YOU KNOW ◀

In 2012, Jebb Sinclair became the 2nd Canadian-born player to win the Currie Cup, South Africa's premier domestic tournament.

### Rugby Canada Staff in 2012

#### TORONTO OFFICE

GRAHAM BROWN	<i>Chief Executive Officer</i>
NICK TAYLOR	<i>Director, Commercial Operations</i>
MYLES SPENCER	<i>Senior Manager, Operations</i>
LINH NGUYEN	<i>Senior Manager, Finance &amp; Human Resources</i>
PENNY KROLL	<i>Manager, Business Development</i>
JENNIFER SMART	<i>Manager, Events</i>
DEANNA AHEE	<i>Manager, Merchandise &amp; Equipment</i>
PAT CRAVEN	<i>Coordinator, Corporate Communications</i>
ALEXANDRA FRANCIS	<i>Coordinator, Promotions &amp; Branding</i>
NINA SCIROVA	<i>Coordinator, Finance</i>
BOB KREASUL	<i>Coordinator, Member Services</i>
TREVOR STONE	<i>Coordinator, Member Services</i>

#### VICTORIA OFFICE

MIKE CHU	<i>General Manager, Rugby Operations &amp; Performance</i>
STEVE LANCASTER	<i>Manager, High Performance</i>
MATTHUW RONALD-JONES	<i>Director, Fund Development</i>
TREVOR ARNOLD	<i>Senior Manager, Rugby Development - Match Officials &amp; National Competitions</i>
KIERAN CROWLEY	<i>Head Coach, National Senior Men's Program</i>
GERAINT JOHN	<i>Head Coach, National Senior Men's Sevens Program</i>
JOHN TAIT	<i>Head Coach, National Women's Program</i>
SANDRO FIORINO	<i>Assistant Coach, National Women's Program</i>
GARETH REES	<i>Manager, National Men's Program</i>
MEAGHAN HOWAT	<i>Manager, National Women's Program</i>
KRISTY MARTIN HALE	<i>Manager, National Women's Program</i>
LES GILSON	<i>Manager, Atlantic High Performance</i>
KIM OSLUND	<i>Manager, Health Services</i>
DUSTIN HOPKINS	<i>Manager, Coach Development</i>
MIKE SHELLEY	<i>Manager, National Academy Program</i>
TODD SILVERTHORN	<i>Manager, Community Programs</i>
ANNE LE LANNIC	<i>Assistant Manager, National Women's Program</i>
MATT BARR	<i>Men's, Strength &amp; Conditioning Coach</i>
TYLER GOODALE	<i>Women's, Strength &amp; Conditioning Coach</i>
BRYAN KELLY	<i>Coordinator, National Program Communications</i>
ADAM STOREY	<i>Coordinator, National Program Communications</i>



Rugby Canada would like to recognize and thank all of the part-time, volunteer and intern support staff who made significant contributions in 2012.



2012 Americas Rugby Championship  
Westhills Stadium  
Langford, BC

## NATIONAL TEAMS



Over 100 Canadian national players worked towards international success in 2012 and great strides were made to develop our athletes as competitors. With both of Rugby Canada's National Sevens Teams winning their respective NACRA World Cup Qualifier tournaments, and hosting the Americas Rugby Championship, there was no shortage of excitement within the Canadian Rugby community throughout the 2012 season.





CENT • LED

# STADIUM

## CITY CENTRE PARK





## NATIONAL SENIOR MEN'S TEAM FIFTEENS

Throughout the summer tests, the Americas Rugby Championship (ARC), and the International Rugby Series in the UK, the National Senior Men's Fifteens Team put in strong showings with its defense being one of the highlights of the campaign. With nine total matches in 2012, every match proved meaningful and provided the team's new players with international test experience as they work their way towards Rugby World Cup 2015.

- Posted a record of five wins and four losses with the biggest wins coming against USA, Georgia and Russia. Though the team lost to Italy in Toronto, being able to play at BMO Field in front of over 12,000 spectators was seen as a major highlight of the 2012 season.
- As host nation of the Americas Rugby Championship, Canada welcomed Argentina, Uruguay and USA to Westhills Stadium in Langford, BC and lost only to Argentina, finishing second overall.
- Finishing the season ranked 14th by the IRB, the National Senior Men's Fifteens team made great advancements in their defence and showed strong unity and dedication. All of the players that represented Canada this year in the ARC are current or former Canadian Rugby Championship players, reinforcing it as an important pathway for high performance development within Canadian rugby.



*Chauncey O'Toole  
National Senior Men's Team  
Canada vs. Samoa  
Parc Eirias, Wales*

### UNDER 20 MEN

The Under 20 Men's Team made good progress in developing Individual Performance Plans (IPPs), despite a disappointing 6th place finish at the IRB Junior World Rugby Trophy. A number of players have gone onto higher honours, and the development of selection profiles and KPIs for academies have added to the growing professionalism at this level.

### UNDER 19 MEN

The Under 19 Men's Team faced some fierce competition on their UK tour in February. Though they only won one of three games, they proved to be tough competitors against some of the strongest players in their age group.

### UNDER 17 MEN

At the Wellington Festival in Berkshire, UK, the Under 17 Men's Team finished with a strong win against Belgium U17 and two competitive losses against South England U16 and France U16.





## NATIONAL SENIOR WOMEN'S TEAM FIFTEENS

- The National Senior Women's Team chose to work internally this year to create depth in player numbers and develop skill level across the country. A majority of the women's program's top sevens players also play for the National Senior Women's Fifteens program and the Fifteens squad benefited from significant skill development through the intensive centralization program.
- The internal growth of the team on the pitch was complemented off the pitch with the appointment of Meaghan Howat as Manager, National Women's Program. As a former national team member, Meaghan has a strong understanding of the needs of the team and will help propel them towards success in the years to come.
- The National Senior Women's Fifteens program held an East/West and Tight 5 camp in April. The objective of the camp was to provide the athletes with strong internal competition and give the coaches the opportunity to assess talent and plan for the next year.



Mandy Marchak  
National Senior Women's Sevens Team  
2012 Las Vegas Sevens

## UNDER20 WOMEN

The Under 20 Women's Team, driven by Head Coach Sandro Fiorino, held their first Talent Identification Camp of 2012 in Montreal with additional trials, camps, and testing continuing throughout the year building towards the 2013 Nations Cup. By the end of 2012 the Under 20 Women's program was down to its top 40 U20s and top 35 U18s. The growth of this category is promising for building our National Senior Women's Fifteens and Sevens programs.

"By the end of 2012 the U20W program was down to its top 40 U20s and top 35 U18s. The growth of this category is promising for building our NSW15s and NSW7s programs."



2012 Las Vegas Sevens  
Canada - Bowl Champions









# 17

► **DID YOU KNOW**

In 2012, 17 Canadians played professionally in European leagues.

## NATIONAL SENIOR MEN'S AND WOMEN'S SEVENS TEAMS

Both Men's and Women's Sevens teams had powerful and passionate performances throughout 2012. High achievements by both teams have heightened aspirations for the 2013 IRB Rugby World Cup Sevens and the 2016 Summer Olympics in Rio.

- Competing for the plate in both Wellington and Dubai as well as a bowl win in Las Vegas, the National Senior Men's Sevens Team were able to secure core status within the IRB Sevens World Series with their performance in Hong Kong.
- Within the women's circuit, Canada performed consistently well across the international season, finishing 1st in Las Vegas and Amsterdam and 3rd in Hong Kong and London.
- Both the National Senior Men's and Women's Sevens Teams qualified for the 2013 IRB Rugby World Cup Sevens by winning their respective North America and Caribbean Rugby Association (NACRA) Qualifying Tournaments.
- High Performance plans were submitted to Own The Podium (OTP) in order to gain funding and resource support for our sevens teams as they aim towards the 2016 Summer Olympics.







## PLAYER LIST (The following players received National Team honours in 2012)

### NATIONAL SENIOR MEN FIFTEENS

Tyler Ardon (ON)  
 Kyle Armstrong (ON)  
 Raymond Barkwill (ON)  
 Brett Beukeboom (ON)  
 Nick Blevins (AB)  
 Connor Braid (BC)  
 Hubert Buydens (SK)  
 Aaron Carpenter (ON)  
 Allistair Clark (ON)  
 Zac Coughlan (ON)  
 Nanyak Dala (SK)  
 Tom Dolezel (ON)  
 Sean Duke (BC)  
 Matt Evans (BC)  
 Ed Fairhurst (BC)  
 Aaron Flagg (BC)  
 Ryan Hamilton (BC)  
 Jeff Hassler (AB)  
 Josh Hart (MB)  
 Ciaran Hearn (NL)  
 Nathan Hirayama (BC)  
 Tyler Hotson (BC)  
 Creag Johnston (ON)  
 Harry Jones (BC)  
 Pat Kay (BC)  
 Chris Long (BC)  
 Phil Mack (BC)  
 Jamie Mackenzie (ON)  
 Phil Mackenzie (ON)  
 Jason Marshall (BC)  
 Clayton Meeres (BC)  
 John Moonlight (ON)  
 Chauncey O'Toole (NB)  
 Owen Parfrey (NL)  
 Patrick Parfrey (NL)  
 Taylor Paris (ON)  
 Seb Pearson (ON)  
 Jon Phelan (QC)  
 Cam Pierce (BC)  
 Mike Pletch (ON)  
 James Pritchard (Aus)  
 Jacob Rumball (ON)  
 Mike Scholz (ON)  
 Jebb Sinclair (NB)  
 Andrew Tiedemann (AB)  
 Conor Trainor (BC)  
 Liam Underwood (ON)  
 DTH van der Merwe (BC)  
 Sean White (BC)  
 Eric Wilson (BC)  
 Jordan Wilson-Ross (ON)  
 Toni Wodzicki (QC)  
 Doug Wooldridge (ON)

### NATIONAL MEN'S SEVENS

Tyler Ardon (ON)  
 Lukas Blakovec (ON)  
 Connor Braid (BC)  
 Nanyak Dala (SK)  
 Thyssen de Goede (BC)  
 Justin Douglas (BC)  
 Dustin Dubrovsky (ON)  
 Sean Duke (BC)  
 Sean Ferguson (ON)  
 Michael Fuailefau (BC)  
 Lucas Hammond (ON)  
 Jeff Hassler (AB)  
 Ciaran Hearn (NL)  
 Nathan Hirayama (BC)  
 Harry Jones (BC)  
 Phil Mack (BC)  
 Connor McCann (ON)  
 Clayton Meeres (BC)  
 Justin Mensah-Coker (BC)  
 John Moonlight (ON)  
 Chauncey O'Toole (NB)  
 Taylor Paris (ON)  
 Beau Parker (BC)  
 Mike Scholz (ON)  
 Conor Trainor (BC)  
 Sean White (BC)  
 Robert Wilson (NL)

### NATIONAL WOMEN'S SEVENS

Lindsay Anderson (ON)  
 Brit Benn (ON)  
 Andrea Burk (BC)  
 Jessica Dovane (BC)  
 Arielle Dubissette-Borrice (ON)  
 Bianca Farella (QC)  
 Lisa Gautier (ON)  
 Megan Gibbs (ON)  
 Julia Greenshields (ON)  
 Magali Harvey (QC)  
 Jen Kish (AB)  
 Ghislaine Landry (ON)  
 Mandy Marchak (BC)  
 Barbara Mervin (BC)  
 Kayla Moleschi (BC)  
 Karen Paquin (QC)  
 Cheryl Phillips (ON)  
 Kelly Russell (ON)  
 Ashley Steacy (AB)  
 Amanda Thornborough (BC)  
 Brittany Waters (BC)  
 Kelsey Willoughby (AB)  
 Julianne Zussman (QC)

### UNDER 20 MEN

Lukas Balkovec (ON)  
 Noah Barker (BC)  
 Grady Bowd (AB)  
 Doug Crowe (BC)  
 Mike Dalsin (BC)  
 Andrew Ferguson (ON)  
 Michael Fuailefau (BC)  
 Lucas Hammond (ON)  
 Josh Hart (MB)  
 Matthew Heaton (QC)  
 Lucas Hoppe (ON)  
 Jake Ilnicki (BC)  
 Patrick Kay (BC)  
 Chase Keliher (BC)  
 Alex Marshall (NL)  
 Conor McCann (ON)  
 Andrew McGinn (BC)  
 Clayton Meeres (BC)  
 Ryan Monahan (NL)  
 Taylor Paris (ON)  
 Casey Reed (AB)  
 Jacob Rumball (ON)  
 Eric Salvaggi (ON)  
 Cam Stones (ON)  
 Fuku Vikilani (BC)  
 Jon West (ON)

### UNDER 19 MEN

Paul Ahn (BC)  
 Jorden Best (BC)  
 Josh Boyles (ON)  
 Mac Chown (ON)  
 Joe Franey (SK)  
 Eric Garnham (ON)  
 Fergus Hall (BC)  
 Lucas Hammond (ON)  
 Jordan Harvey (BC)  
 Sawyer Hearn (ON)  
 Matthew Heaton (QC)  
 Daniel Lantos (NL)  
 Jonny LaPlaca (ON)  
 Alex Mascott (BC)  
 Kerry McElhaney (AB)  
 David Merithew (ON)  
 Liam Murphy-Burke (BC)  
 Jon Nadler (QC)  
 Luca Pattellia (ON)  
 Darcy Ralph (AB)  
 D.J. Sears (ON)  
 Scott Sopel (ON)  
 Monty Tichkowsky (SK)  
 Reid Tucker (BC)  
 Fuku Vikilani (BC)

Jacob Webster (ON)  
 Matt Whittle (NL)

### UNDER 17 MEN

Nicholas Andrews (BC)  
 Randall Barton (BC)  
 Lucas Bradley (BC)  
 Mitch Brant (UK)  
 Paul Ciulini (ON)  
 Thomas Chan (ON)  
 Andrew Coe (ON)  
 Peter John Collins (ON)  
 Shane Dagge (BC)  
 Michael Dourous (ON)  
 Giuseppe DuToit (BC)  
 Marshall Fuller (BC)  
 Harjun Gill (BC)  
 Brandon Ho (BC)  
 Tristan Hooley (ON)  
 George Jeavons (UK)  
 Devin King (ON)  
 Kieran Lacey (NL)  
 Spencer Loughlin (BC)  
 Patrick Lynott (QC)  
 Thomas MacDougall (QC)  
 Jordan Marsh (ON)  
 Calixto Martinez (BC)  
 Connor McRae (BC)  
 Christopher Miles (BC)  
 Spencer Miller (BC)  
 Jonathan Norris (BC)  
 Oliver Nott (BC)  
 Rupert Peers (BC)  
 Connor Plumpton (ON)  
 James Porter (BC)  
 Louis Retief (BC)  
 Lucas Rumball (ON)  
 Mitchell Santilli (ON)  
 John Shaw (ON)  
 Kyle Stanley (NL)  
 Tobin Sydney-Smith (BC)  
 Joel Tompkins (NL)  
 Tomasi Vataiki (BC)  
 Brandon Waeyen (AB)  
 Kieran Washburn (AB)



## RESULTS



### NATIONAL SENIOR MEN'S TEAM FIFTEENS

Date	Tournament	Location	Home Team	Score	Away Team
June 9	Summer Test Series	Kingston, ON	Canada	28-25	United States
June 15	Summer Test Series	Toronto, ON	Canada	16-25	Italy
June 23	Summer Test Series	Burnaby, BC	Canada	31-12	Georgia
October 12	Americas Rugby Championship	Langford, BC	Canada	28-10	Uruguay
October 16	Americas Rugby Championship	Langford, BC	Canada	20-3	USA
October 20	Americas Rugby Championship	Langford, BC	Canada	9-28	Argentina
November 9	International Rugby Series	Colwyn Bay, Wales	Canada	12-42	Samoa
November 17	International Rugby Series	Colwyn Bay, Wales	Canada	35-3	Russia
November 20	Exhibition	Oxford, England	Canada	19-32	Maori All Blacks

### U20 MEN

Date	Tournament	Location	Home Team	Score	Away Team
March 7	Exhibition	Shawnigan Lake, BC	Canada	22 - 30	Romania
March 10	Exhibition	Langford, BC	Canada	7 - 23	Romania
March 23	Exhibition	Shawnigan Lake, BC	Canada	12 - 42	USA
May 26	Exhibition	Langford, BC	Canada	28 - 34	USA
June 18	Junior World Rugby Trophy	Salt Lake City, Utah	Canada	17 - 31	Georgia
June 22	Junior World Rugby Trophy	Salt Lake City, Utah	Canada	35 - 38	Japan
June 26	Junior World Rugby Trophy	Salt Lake City, Utah	Canada	60 - 45	Zimbabwe
June 30	Junior World Rugby Trophy	Salt Lake City, Utah	Canada	31 - 43	Chile

### U19 MEN

Date	Tournament	Location	Home Team	Score	Away Team
February 26	Exhibition	Leicester, UK	Canada U19	29-0	Welbeck Sixth Form
February 29	Exhibition	Leicester, UK	Canada U19	22-37	Leicester Tigers Academy
March 3	Exhibition	Northampton, UK	Canada U19	14-55	Northampton Academy

### U17 MEN

Date	Tournament	Location	Home Team	Score	Away Team
April 4	Exhibition	Berkshire, UK	Canada U17	12-70	Wales Schools U16
April 8	Wellington Festival	Berkshire, UK	Canada U17	34-10	Belgium U17
April 11	Wellington Festival	Berkshire, UK	Canada U17	10-14	England South U16
April 13	Wellington Festival	Berkshire, UK	Canada U17	3-36	France U16





## RESULTS

### NATIONAL SEVENS MEN



Date	Tournament	Record (W-L-T)	Place	
Feb. 3 - 4	Wellington 7s	2 - 3 - 0	7th	Plate Semi Final
Feb. 10 -12	USA 7s	4 - 2 - 0	9th	Bowl Winners
Mar. 23 - 25	Hong Kong 7s	5 - 1 - 0	13th	Shield Winners, Core Status Achieved
Aug. 25 - 26	NACRA	6 - 0 - 0	1st	World Cup Qualifier
Oct. 12 - 13	Gold Coast 7s	2 - 3 - 0	11th	Bowl Semi Finalist
Nov. 3 - Dec 1	Dubai 7s	2 - 3 - 1	6th	Plate Finalist
Dec. 8 - 9	South Africa 7s	1 - 4 - 0	15th	Shield Semi-Finalist

### NATIONAL SEVENS WOMEN

Date	Tournament	Record (W-L-T)	Place	
Feb. 10 - 12	USA 7s	5 - 0 - 0	1st	Cup Winners
Mar. 23 - 25	Hong Kong 7s	2 - 1 - 0	3rd	Cup Semi Finalist
May 12 - 13	London 7s	3 - 2 - 0	3rd	Cup Semi Finalist
May 19 - 20	Amsterdam 7s	6 - 0 - 0	1st	Cup Winners
Aug. 25 - 26	NACRA	6 - 0 - 0	1st	World Cup Qualifier



2012 Las Vegas Sevens  
Canada – Cup Champions



## NATIONAL CHAMPIONSHIPS



The National Championships bring together teams from across the 10 provinces to compete for the title of Canada's best. The Canadian Rugby Championship, National Women's League and National Championship Festival are important vehicles to identify and develop high performance athletes for Rugby Canada's national programs. A competitions review was initiated in 2012 to provide more structure and clarity around the national competitions, as well as to provide a proposed National Sevens competition structure.

### CANADIAN RUGBY CHAMPIONSHIP (CRC)

- In the fourth season of the CRC, four teams went head to head to battle it out for the MacTier Cup through a five round competition.
- It was a race to the finish with three of the four teams as contenders for the cup right up until the last game; however, the Ontario Blues came out victorious for the second year in a row.
- Following the CRC competition, over 15 players went on to National Team honours at the Americas Rugby Championship and International Rugby Series in October and November.

### CANADIAN RUGBY CHAMPIONSHIP UNDER 19 (CRC U19)

- At the second annual CRC U19 competition over 100 athletes representing five regional teams traveled to Edmonton to compete for the cup in July.
- British Columbia went undefeated in the tournament to win the competition.

### NATIONAL WOMEN'S LEAGUE - TIER 1 (NWL)

- The six game National Women's League tournament brought players and national team selectors to Laval Université in July.
- Ontario went undefeated in the tournament beating out British Columbia 26-12 in the final.

### NATIONAL CHAMPIONSHIP FESTIVAL

- The U16M, U18M and U18W were hosted in Sherbrooke, QC this year for the National Championship Festival held August 8th to 12th bringing together over 650 athletes to compete for national pride.
- British Columbia showed dominance on the pitch throughout the tournament with their U16M first team going undefeated and their U18M team edging out Alberta in the final.
- Alberta won the U18 Women's championship though facing heavy competition in the final from Ontario.







## RESULTS



### CRC

Date	Location	Home	Score	Away
August 15	Calgary Rugby Park	Prairie Wolfpack	64 - 19	Pacific Tye
August 25	Oakville Crusaders RFC	Ontario Blues	23 - 19	Atlantic Rock
August 25	Calgary Rugby Park	Prairie Wolfpack	45 - 19	Pacific Tye
September 1	Burlington RFC	Ontario Blues	31 - 36	Pacific Tye
September 1	Swilers Rugby Park	Atlantic Rock	18 - 22	Prairie Wolfpack
September 4	Oakville Crusaders RFC	Ontario Blues	38 - 17	Prairie Wolfpack
September 4	Swilers Rugby Park	Atlantic Rock	26 - 20	Pacific Tye
September 15	Bear Mountain Stadium	Pacific Tye	17 - 32	Ontario Blues
September 15	Calgary Rugby Park	Prairie Wolfpack	26 - 29	Atlantic Rock
September 22	Swilers Rugby Park	Atlantic Rock	16 - 40	Ontario Blues



### CRC U19

Date	Location	Home	Score	Away
July 11	Edmonton, AB	Wolfpack	0 - 30	British Columbia
July 11	Edmonton, AB	Voyageurs	3 - 11	Ontario
July 12	Edmonton, AB	Ontario	34 - 14	Wolfpack
July 12	Edmonton, AB	Voyageurs	45 - 24	The Rock
July 13	Edmonton, AB	British Columbia	41 - 17	Voyageur
July 13	Edmonton, AB	Ontario	84 - 7	The Rock
July 14	Edmonton, AB	British Columbia	31 - 24	Ontario
July 14	Edmonton, AB	Wolfpack	39 - 5	The Rock
July 15	Edmonton, AB	Wolfpack	0 - 30	British Columbia
July 15	Edmonton, AB	Voyageurs	3 - 11	Ontario



### NWL TIER 1 RESULTS

Date	Location	Home	Score	Away
June 28	Quebec City, QC	British Columbia	24 - 39	Ontario
June 28	Quebec City, QC	Quebec Cariboux	16 - 32	Alberta
June 29	Quebec City, QC	Quebec Cariboux	21-46	Ontario
June 29	Quebec City, QC	British Columbia	31 - 15	Alberta
July 1	Quebec City, QC	Quebec Cariboux	22 - 23	Alberta
July 1	Quebec City, QC	British Columbia	26 - 12	Ontario





► **DID YOU KNOW**  
Lindsay Hilton of Halifax, Nova Scotia won the 2012 IRB Spirit of Rugby Award, for her remarkable achievement in playing the sport with no limbs.

## RUGBY DEVELOPMENT



Canada's high performance rugby teams rely heavily on development of new players through streams such as the National Festival and the Canadian Rugby Championship. In order to support the efforts of the provincial unions and local clubs, Rugby Canada works in conjunction with them to provide the young athletes with a platform for positive growth.

### LONG TERM RUGBY DEVELOPMENT

- The Rugby Canada Long Term Rugby Development (LTRD) implementation guide and age grade competition pathway were completed in April 2012 and are available in both English and French. In December 2012 the sevens specific supplementary LTRD guides were also completed and are now available to Rugby Canada's members.

### SEVENS DEVELOPMENT

- August 2012 was a significant month for the development of the sevens game. Over a week Rugby Canada in conjunction with the Eastern Ontario Rugby Union ran a number of events. Highlights include 51 participants at the IRB Level 1 Sevens coaching course and 150 boys and girls at the Sevens Skills Clinic.
- Rugby Development clinics for coaches, referees and youth players were conducted in conjunction with the NACRA Sevens event, the ARC Tournament and all IRB international matches conducted in Canada during 2012.





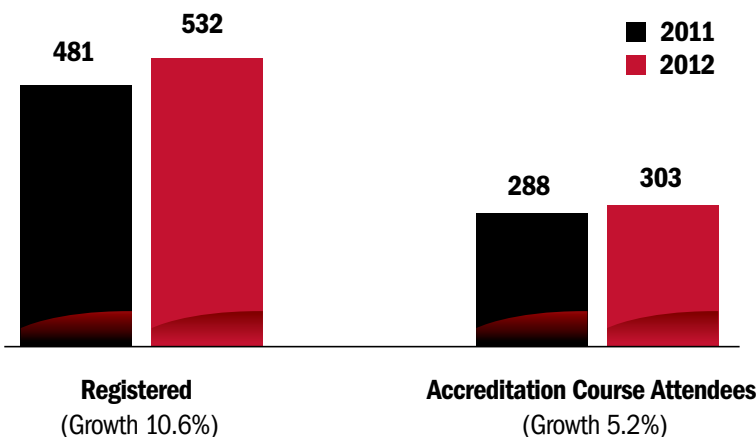
## MATCH OFFICIAL DEVELOPMENT



- Throughout 2012 Rugby Canada conducted numerous Match Official development clinics and workshops across Canada. This included a total of 29 IRB accreditation courses. Many of these were delivered by provincially based IRB accredited Educators. Most of these (25) were centered upon the accreditation of new referees whilst the others were accrediting Referee Coaches or upgrading the level of accreditation of already accredited Referees, some of whom were registered with Rugby Canada and others operating within the school systems.
- The National Panel of Referees had another successful year with Sherry Trumbull, Joyce Henry, Bryan Arciero, Chris Assmus and Andrew Hosie all receiving IRB appointments.
- A number of Canada's off-field officials performed significant roles at IRB events. Steve Chessum, Gordon Sneddon, Dustin Hopkins and David Pue acted as Match Commissioners at IRB internationals. Alan Hudson, Hugh Christie and Graeme Mew were appointed to Judicial Officer roles and Bruce Kuklinski and David Mew served as Citing Commissioners.



## MATCH OFFICIAL GROWTH







Barbara Mervin  
National Senior Women's Sevens Team





## COACH DEVELOPMENT



### SKILLS DEVELOPMENT

- New Zealand High Performance skills coach and Japan's assistant coach at Rugby World Cup 2011, Mick Byrne, was initially invited over to Canada to help develop the kicking game within the National Senior Women's Sevens team. Mick then later returned to work with Rugby Canada's carded players, the Under 20 Men's Team as well as work with Mike Shelley (Manager, National Academy Program).

### HIGH PERFORMANCE COACH DEVELOPMENT

- As a part of Professional Development, Kieran Crowley (Head Coach, National Senior Men's Program), Geraint John (Head Coach, National Senior Men's Sevens Program) and Sandro Fiorino (Assistant Coach, National Women's Program) were sent to New Zealand to learn from Super Rugby franchises. In addition, John Tait (Head Coach, National Women's Program) visited Hockey Canada's High Performance Women's Camp in Calgary, AB.

### STRENGTH AND CONDITIONING TRAINING FOR RUGBY COACHES

- Rugby Canada, in partnership with the IRB, hosted an IRB Level 1 Strength & Conditioning Coach Educator Training course this year in Kingston, ON. As the first of its kind within the NACRA region, this workshop will allow the future training of rugby specific strength and conditioning coaches in Canada.

### FACILITATOR TRAINING AND EDUCATION

- Two Master Learner Facilitator (MLF) Training programs were initiated in 2012 in January and November, in Ontario and Montreal respectively. The MLF training operates as a quality control measure and adds consistency to the delivery of coach education across Canada.

### RUGBY CANADA REGIONAL SKILLS COACHES

- Rugby Canada now has two appointed Skills coaches in both the Atlantic and Quebec regions. Les Gilson (Halifax, NS) and Francois Ratier (Montreal, QC) are in place to identify and work with targeted players as they strive to make it to the Canadian Rugby Centre of Excellence in Langford.

### ONLINE COACH EDUCATION

- Rugby Canada launched the online coaching program ([coach.rugbycanada.ca](http://coach.rugbycanada.ca)) to keep in touch with its growing coaching workforce across Canada. As of the end of 2012 there was over 900 coaches registered with the hopes of breaking 1500 by the end of 2013.

### DEVELOPMENT OF ADVANCED COACHING ACCREDITATION

- The new NCCP Competition Development/IRB Level 3 course was piloted in Kingston, ON in October. Eight selected coaches were trained in this new context over a five day event. The first NCCP Competition Development program will be run as soon as final approval is granted by Coaching Association of Canada.

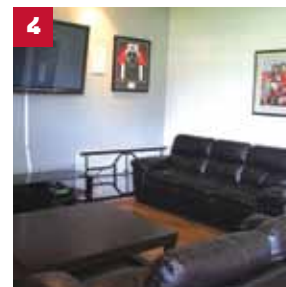
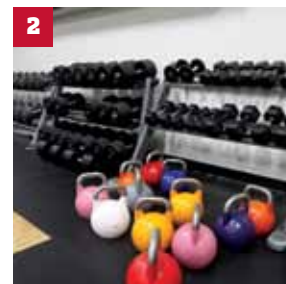




## CENTRE OF EXCELLENCE

On January 20th, 2012 the Canadian Rugby Centre of Excellence (COE) officially opened in Langford, British Columbia. This milestone event for rugby in Canada is one that is a credit to the vision and leadership of Rugby Canada.

- This state of the art training facility includes a sport medicine laboratory, scrum specific training area, advanced video analysis infrastructure and a flood lit stadium fit with IRB specified playing surfaces.
- The availability of the COE makes athlete centralization possible, allowing Rugby Canada's athletes to work as a team on and off the pitch.
- Though Rugby Canada will still face geographical and financial obstacles, the continued development and changing vision of the COE over the future years is intended to position Canada's brightest athletes to become competitors at the highest level.



1. Motivational poster in training area 2. Weight training facility  
3. Extensive medical room 4. Lounge area with video analysis

**“To actually have access to facilities when we want and need it...to me it just seems like we’ll really have a fighting chance to win a gold medal. I can’t wait to get there.”**

**TAYLOR PARIS**  
Canadian National Senior Men’s Team

**“The COE provides a high performance environment where our athletes can come and focus solely on attaining world-class levels of technical, tactical and physiological gains.”**

**JOHN TAIT**  
Head Coach National Women’s Program



The Centre of Excellence’s focal point is the Westhills Stadium and Rugby Canada offices.

James Pritchard  
National Senior Men's Team  
Canada vs. Italy  
BMO Field, Toronto, ON





## AWARDS AND RECOGNITION



The National Recognition Program was initiated in 2012 in order to recognize and honour members and groups of the Canadian Rugby community who have committed time and effort to develop the game, the players and the culture of rugby.

The national recognition program is the result of the ongoing efforts made by the Rugby Canada National Recognition Committee members:

Keith Gillam, (*Vice Chairman, Rugby Canada Board of Directors*)  
Monty Heald, (*Past President, Rugby Canada*)  
Troy Myers, (*Director, Rugby Canada Board of Directors*)  
Gordon Sneddon, (*Secretary, Rugby Canada Board of Directors*)  
Graham Brown, (*CEO, Rugby Canada*)  
Penny Kroll, (*Manager, Business Development, Rugby Canada*)

## NATIONAL AWARDS PROGRAM

Led by the vision of Keith Gillam, the purpose of the Rugby Canada Annual Awards is to highlight and recognize the outstanding individuals who commit their time, energy and support into the sport of rugby in Canada.

- |                                      |                             |
|--------------------------------------|-----------------------------|
| 1. Chairman Award                    | 5. Provincial Union Award   |
| 2. Coach of the Year                 | 6. Volunteer of the Year    |
| 3. Match Official of the Year        | 7. Young Player of the Year |
| 4. Player of the Year, Male & Female | 8. Appreciation Award       |

The first round of awards from 2012 will be presented at the Annual Awards Dinner on April 13, 2013 in conjunction with the Annual General Meeting in Victoria.

## RUGBY CANADA HALL OF FAME

The Rugby Canada Hall of Fame was initiated in 2012 as a means of preserving and honouring Canada's rugby heritage by recognizing extraordinary achievements in the sport of Rugby by using our collection and stories to inspire all Canadians to pursue their dreams. A selection committee comprised of members from across the country are able to be inducted through five categories: Athlete, Builder, Pioneer, Media and Team.

## RUGBY CANADA LIFE MEMBERSHIP

The Rugby Canada Life Membership is given to individuals who have shown a commitment to the sport and a dedication over time that is unparalleled. This year Rugby Canada was able to recognize Alan E. J. Sharp through induction as a Life Member. Alan Sharp was the pre-eminent administrator for the sport of Rugby Football in Canada during the 1980's & 90's. Alan has invested over 27 years into the development of rugby in Canada working internally as a member of the Board of Directors and internationally as a council member on the International Rugby Board.



## FUND DEVELOPMENT



Rugby Canada Fund Development sector works with alumni and supporters in order to keep them active within the Canadian rugby community. In 2012 Rugby Canada Fund Development initiated its alumni and recognition programs and saw the return of some celebrated annual events.

- The Rugby Canada Alumni Program was launched and allowed Rugby Canada to re-engage with over 250 men and 60 women alumni. These alumni were invited to attend home international matches in 2012 at which time capping ceremonies were held for over 20 alumni that had not yet been presented with their first cap.
- Rugby Canada was honored to host a dinner featuring Chris Rudge, former CEO of the Canadian Olympic Committee; Chairman and CEO of the 100th Grey Cup Committee and Executive Chairman of the Toronto Argonauts. This dinner brought over 50 current and potential supporters together to hear Chris Rudge speak about the process of getting to the Olympics, the impact it can have on a sport and the importance of having a strong foundation within the organization supporting the team and driving them to be their best.
- Legacy programs were held in conjunction with the NACRA event in Ottawa with the support from the Ontario Trillium Foundation. The grant of \$64,900 was one of the largest ever awarded by the Ontario Trillium Foundation in the area of sports.
- Langara Fishing Lodge hosted the Canadian Rugby Fishing Challenge bringing guests in from as far as Wales and generating a cumulative total of over \$175,000 for rugby in Canada since its inception.
- Two fundraising golf tournaments were held during the summer; one in Victoria and one in Toronto to raise funds and awareness for the Canadian Rugby Centre of Excellence.
- Taking advantage of a last minute opportunity, 225 guests attended the Black and Blue Dinner in Toronto featuring former NZ All Blacks coach Graham Henry and Brian Burke formerly of the Toronto Maple Leafs. This exciting dinner brought new members from the Toronto New Zealand population into the Rugby Canada family of supporters and opened new doors for Rugby Canada within this community. Working with Rugby Ontario, a coaching clinic led by Graham Henry was held at Varsity Stadium seeing over 175 of the regions high school, university and club coaches together to learn from one of the very best in rugby.
- Over half a million Aeroplan Miles were collected to support travel for players to attend various tours and training opportunities around the world.
- A stronger relationship was formed with the Canadian Rugby Foundation and a Memorandum of Understand was produced and signed to have both organizations working together to support the growth of rugby in Canada, including a fundraising luncheon held in Hong Kong around the Hong Kong Sevens tournament.



*Langara Fishing Challenge*





## COMMUNICATIONS

2012 was an exceptional year for Rugby Canada's Communications Department. Continuing to build on the momentum from 2011, fans were able to engage through live streaming and a range of social media platforms that consistently rank highly among Canada's most respected and widely followed National Sports Organizations.

### RUGBY CANADA WEBSITE ([www.rugbycanada.ca](http://www.rugbycanada.ca))

- With 677,680 site visits, rugbycanada.ca saw 183,964 unique visitors. Approximately 75% of those visitors were returning visitors, while just over 25% were new visitors.
- Over 1200 written articles, including game recaps, player profiles, community news and roster announcements, were featured on the website

### TELEVISION BROADCAST

In 2012, the National Senior Men's Fifteens Team competed against Italy, Samoa, Russia and the New Zealand Maori and the games were broadcast on TSN or TSN2. A total of 250,000 televisions tuned in to see Canada compete.

- Canada vs. Italy June 15 – Live – 35, 000
- Canada vs. Samoa November 9 – Live – 37, 000
- Canada vs. Samoa November 9 – Delay – 57, 000
- Canada vs. Russia November 17 – Live – 97, 000
- Canada vs. Maori All Blacks November 23 – Live – 24, 000



### SOCIAL MEDIA

- The Rugby Canada Facebook page grew by 2,459 "likes" in 2012, ending the year off with 10,356 "likes".
- On Twitter, @RugbyCanada ended the year with 11,652 followers, an increase of over 3000 followers over the past 12 months.
- A total of 84 videos were uploaded to Rugby Canada's YouTube Page, which in total received 32,255 views for an average of close to 400 views per video.
- November saw the launch of both the Rugby Canada Instagram and Pinterest pages. In less than two months both accounts reached over 100 followers and have contributed to the growth of Rugby Canada's web presence and online traffic.



Rugby Canada website and sample eBlast.





## MERCHANDISE AND EQUIPMENT



In 2012, Rugby Canada’s Merchandise Department used progressive marketing techniques, communications and unique product promotions to grow sales and increase exposure of the brand. The Rugby Canada Collection now has over 150 different products in stock and carries the best selection of rugby products in Canada. With the launch of the Rugby Canada Collection Catalogue, Rugby Canada is now able to showcase items such as replica jerseys, performance wear, lifestyle apparel, business attire, outer wear, accessories and New Era hats. The Merchandise Department was able to achieve this success in 2012 due to the increase of domestically hosted International Test Matches.

- The Rugby Canada New Era hat collection was featured throughout 2012 in the New Era Flagship store in Toronto.
- Leading up to Canada v Italy, Rugby Canada Merchandise was available at ‘Real Sports Apparel’ downtown Toronto, owned by Maple Leafs Sports & Entertainment. This provided great exposure for the brand of Rugby Canada and marketing of the international test match.
- Developed new branded products for sale through all channels by working with existing and new vendors, further expanding the diversity of Rugby Canada’s product offering.
- Since 2010 the Merchandise Department has increased gross sales by 181%, now selling over \$300,000 in merchandise per year.

National Senior Men’s Team Players  
(Left to right) Jeff Hassler, Connor Braid  
and Nanyak Dala



Rugby Canada Store refresh in 2013





## EVENTS AND COMPETITIONS



With increased domestic National Team competition in 2012, the Rugby Canada Events and Competitions Department brought the excitement of the game to multiple cities across Canada. Highlighted by record breaking attendance, 2012 saw the unparalleled growth of rugby culture in Canada.

- Rugby Canada delivered over 20 events and activities in 2012.
- The events team successfully executed an ambitious and busy event calendar which saw three international fixtures in three different cities in just three weeks.
- On July 15, 2012, over 12,000 people attended the Canada v. Italy match at BMO Field in Toronto, making it the highest attendance ever recorded at an international rugby match in Canada.
- In just six short weeks the events team pulled together a highly successful Americas Rugby Championship event which saw 6,688 in attendance.
- The 2012 season saw more than 600 volunteers dedicate their time and effort at Rugby Canada events.
- Working with host cities across the country, Rugby Canada was able to develop strong relationships with Local Organizing Committees to assist with event planning and implementation.
- Improved government relations and support, particularly at the local municipal levels, through the attendance of prominent government officials at our events and increased financial support from varying levels of government.
- The national tournaments continue to grow, most notably the National Invitational University 7s Championships, which increased from 8 teams in 2011 to 17 teams in 2012.
- The large number of events in 2012 provided a unique opportunity to reach youth and aspiring rugby players, coaches and officials through specialized clinics, courses and workshops as well as through special National Team appearances and ancillary events.

Competition	Dates	Location	Venue	Participants
National Invitational University 7s	March 2 - 3	Langford, BC	Centre of Excellence	255
National Women's League	June 29, 30, July 1	Quebec City, QC	Laval University	115
Canadian Rugby Championships Under 19 Men's Final	July 11 - 15	Edmonton, AB	Nor'Westers Athletic Association	145
National Championship Festival	August 8 - 12	Sherbrooke, QC	Bishop's University	764

Event	Dates	Location	Venue	Attendance
U20 Men vs. Romania	March	Langford, BC	Centre of Excellence	194
U20 Men vs. USA	May	Langford, BC	Centre of Excellence	203
U20 Men vs. St. Andrew's College	June 9	Langford, BC	Centre of Excellence	176
NSM15 vs. USA	June 9	Kingston, ON	Richardson Stadium	5,953
NSM15 vs. Italy	June 15	Toronto, ON	BMO Field	12,211
NSM15 vs. Georgia	June 23	Burnaby, BC	Swangard Stadium	3,661
NACRA Rugby World Cup 7s 2013 Qualifier	August 25 - 26	Ottawa, ON	Twin Elm Rugby Park	1,274
Americas Rugby Championship	October 12, 16, 20	Langford, BC	Centre of Excellence	6,688



## INSURANCE

The National Insurance Program had a positive year in 2012, following the progress made in 2011. Rugby Canada continues to offer an exceptional insurance program to its members. In early 2012, Rugby Canada and Marsh Canada engaged in a series of meetings to work through the renewal process with the various carriers to maximize the existing programs. It remains Rugby Canada's main objective to deliver affordable, effective coverage for players and volunteers participating across Canada.

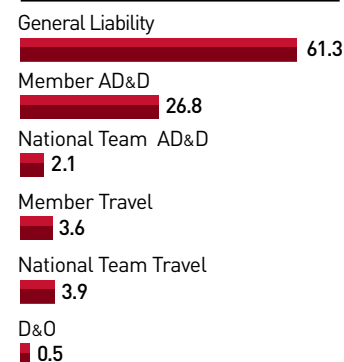
- Insurance rates remained status quo from 2011, while the declared membership aggregate was unchanged at 25,000.
- There were no major (catastrophic) claims recorded in 2012, which further strengthens Rugby Canada's position with its providers and the insurance market in general.
- Marsh Canada assisted Rugby Canada's effort in improving communication to the members, via brochures, detailed summaries of insurance to allow access to detailed policy information, and regular contact with Provincial Union administrators.
- There was a general improvement in claims settlement and response time from the carriers.
- The ability to purchase optional buy-up limits / coverage for extended medical through Marsh Canada was utilized by a number of Provincial Unions
- Discussions were initiated about the potential change to the insurance year-end. Marsh Canada has identified a number of considerations that must be examined; however, Rugby Canada continues to investigate the feasibility of this change in future.



Rugby Canada provides the following policies to members participating in sanctioned or authorized activities:

- General Liability Insurance
- Accidental Death & Dismemberment Insurance
- Travel Coverage Insurance
- Directors & Officers Liability Insurance

### COVERAGE AREA % OF COVERAGE



## REGISTRATION

Following setbacks with the planned launch of an enhanced online registration and payment system for the 2012 season, Rugby Canada established a Management Committee, comprised of Provincial Union representatives and Rugby Canada staff, to provide oversight to the ongoing work in the area of registration and insurance. BC Rugby was the first Provincial Union to implement the new system in August 2012. After considerable review a decision was made to carry forward with Ivrnet and begin the transition of the remaining nine (9) Provincial Unions onto the online registration and payment system for 2013.

### Tours & Tournaments

Rugby Canada also had a steady year in 2012 in terms of inbound and outbound tours of school and club rugby teams, and sanctioned 47 tournaments across Canada, through a newly implemented process.

Inbound Tours 42    Outbound Tours 135    Tournaments 47

### 2012 MEMBERSHIP REGISTRATIONS BY CATEGORY

Union	Minor	Junior	Senior	Total	Masters	Winter	Visitor
AB	163	1,334	2,067	3,564	69	0	211
BC	646	1,797	2,887	5,330	171	0	55
MB	40	82	628	750	13	0	51
NB	0	73	405	478	0	0	68
NL	16	118	163	297	6	0	9
NS	44	168	661	873	3	0	74
ON	1,474	4,109	4,386	9,969	235	34	287
PEI	0	66	83	149	1	0	11
PQ	222	598	1,731	2,551	11	0	60
SK	0	171	463	634	1	0	29
<b>Total</b>	<b>2,605</b>	<b>8,516</b>	<b>13,474</b>	<b>24,595</b>	<b>510</b>	<b>34</b>	<b>855</b>

\* BC is the total of the registrations made in 2012 from the 2011/12, 2012 and 2012/2013 seasons.



## FINANCE

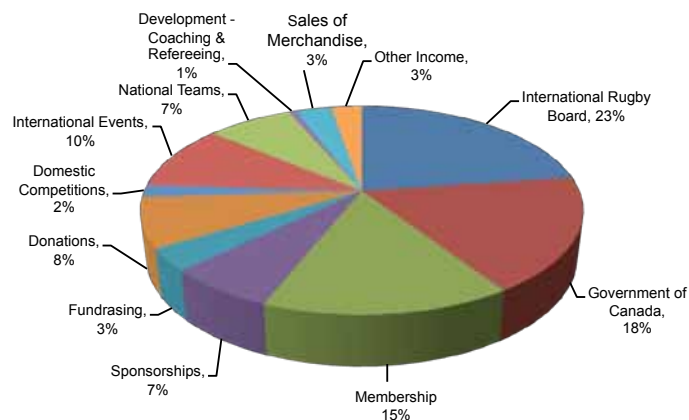


The year ended December 31, 2012 featured another solid financial performance by Rugby Canada. Operationally, the Union showed a surplus of \$98,116.

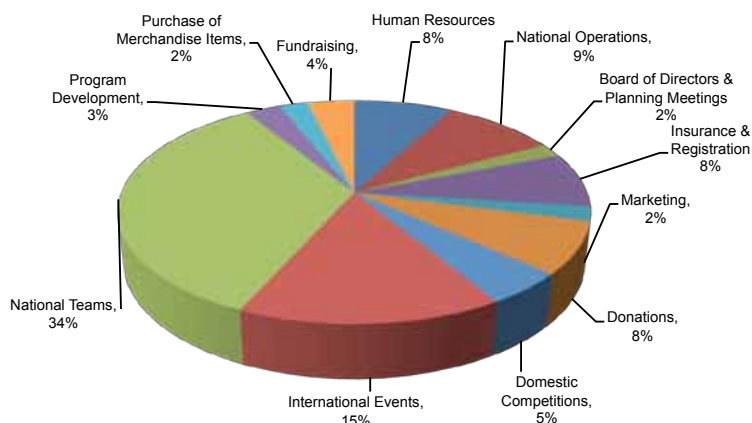
### Highlights in 2012 included:

- International Rugby Board support increased by 27% over the previous year due to their support of the America's Rugby Championship.
- Government of Canada support increased by 21% over the previous year. This increase in support includes the support from Own the Podium for Women Sevens program.
- Significant progress was made towards the Union's debt reduction. The demand loan decreased by 23%.
- Significant progress was made towards the Union's deficit reduction. The overall deficit decreased by 46%. The internally restricted funds (insurance contingency fund) increased by 81%.
- Sponsorship revenue increased by 63% over the previous year and now represents 7% of the Union's overall revenues.
- International events increased by 158% over the previous year and now represents 18% of the Union's overall revenue. The events would not be successful without the financial support from International Rugby Board and Sport Canada. The hosting of home matches and the attendance of Canadian Rugby fans to support these matches is not only having an impact on revenue generation but on the Union's brand building effort. *Note: The 10% in the pie chart does not include grants from International Rugby Board and Sport Canada. The remaining 8% has been removed under events and put in a separate line under International Rugby Board and Sport Canada.*

### SOURCE OF FUNDS



### USE OF FUNDS



In summary, the overall financial position of Rugby Canada continues to improve. Rugby Canada remains committed to providing a sound financial platform and will continue efforts to reduce the deficit. Significant effort must still be applied to revenue generation. Current revenue streams must be further strengthened and new revenues streams implemented in order to continue to meet the demands associated with the continued enhancement of our rugby department.



# PARTNERS AND PROVINCIAL UNIONS



## PARTNERS IN THE PURSUIT OF EXCELLENCE



## RUGBY CANADA SPONSORS, SUPPLIERS & SUPPORTERS



Ad Up Display  
Bennett Jones SLP  
Butchart Gardens  
Canadian Rugby Foundation  
Corus Entertainment  
Enterprise PR  
Hemingway's  
Lifford Wines  
MacDougall, MacDougall  
& MacTier Inc

Safeguard  
ScrumMaster  
Shawnigan Lake School  
TD Bank Group  
Tourism Burnaby  
Tourism Kingston  
TSN



## PROVINCIAL UNIONS



[rugbycanada.ca](http://rugbycanada.ca)

**TORONTO**

Suite 110, 30 East Beaver Creek Road  
Richmond Hill, ON L4B 1J2  
905.707.8998



**VICTORIA**

3024 Glen Lake Road  
Langford, BC V9B 4B4  
250.418.8998