



RUGBY CANADA
**ANNUAL
REPORT**
2015





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A MESSAGE FROM THE CHAIRMAN PAT ALDOUS



On behalf of the Board of Directors of Rugby Canada, I am pleased to present the 2015 Rugby Canada Annual Report.

2015 will be remembered for some great successes. Our Women's Sevens won a World Series Cup in Amsterdam and qualified for the 2016 Summer Olympic Games as a top four finisher in the 2014/2015 Series. Our Men's and Women's Sevens

teams won exciting Pan Am Games Gold Medals at home in a packed BMO Field. It was one of the most entertaining rugby days ever!

However, 2015 will be most remembered for the failure of our National Senior Men's Fifteens Team at Rugby World Cup 2015. In spite of some outstanding play, we were unable to sustain it sufficiently to win a game. In sport, winning is how we are measured. Rugby nations are often measured by the performance of their Men's Fifteens. So, in spite of our successes, Canada were losers in 2015. As your Board Chair, I am directly accountable for your disappointment.

Why then am I feeling so upbeat about where we are with Rugby Canada? We have never been better placed for success. 2016 is a year of change – positive change! Firstly, we welcome Allen Vansen as our new CEO. We are extremely fortunate that our need matched Allen's completion of his work with the Pan Am TO2015 Organizing Committee. The key to our success starts with the professional leadership at the top. Allen brings that leadership to Rugby Canada. Our department heads are solid. Mark Lemmon has grown our sponsorships and fundraising significantly. Myles Spencer has become an outstanding manager and administrator. Linh Nguyen is a quiet lady with a big stick skillfully controlling the financial and accounting management, and Jim Dixon has already demonstrated a determined commitment to reform and success in the rugby department. Dr. Pat Parfrey brings his wealth of experience and unbelievable determination to the World Rugby Council Member position. We have some of the best coaches in the world and welcome our new National Senior Men's Fifteens Team Head Coach, Mark Ancombe, to his position.

Already in 2016, we have the success of hosting the HSBC Canada Sevens in Vancouver, BC. A huge thank you to John Furlong, Bill Cooper, Jamie Levchuk and the whole Canada Sevens team for delivering the best and most successful tournament, far exceeding expectations.

Thank you to all our sponsors, ticket buyers, donors and funding partners whom all supported the growth of our sport in many ways in 2015.

We have a great team in place, and importantly, have for the first time in Rugby Canada history, grown the revenues necessary to make meaningful investments in our programs. The more we invest in programs, the greater our success. This is a proven fact. We have never been better placed for success.

In 2016, we will increase investment in grass roots and Rookie Rugby programs, we will make meaningful progress in eliminating pay-to-play for our National Senior Women's Fifteens program, we will put in place a much improved talent identification system and we will implement a full time training environment

in a centralized Men's Fifteens program. In August a centralized core of 20 players will be "carded" and come to Langford in a full time professional training environment. The selection of this squad will be from the recently completed Americas Rugby Championship and this summer's Canadian Rugby Championship. Twenty more non-centralized domestic players will be on the long-list, with training programs established and monitored. A competitions schedule has been developed to give this squad the high level of competition necessary to develop the ability to compete at the top level.

Did I mention the Olympic medal? I do not want to jinx either team by predicting a medal or medals, but we will be ready for the raised focus on rugby in Canada that comes with Olympic success.

We must now also complete the Centre of Excellence with a world class High Performance Centre. First-class programs must be supported by first-class facilities.

It is hard to not focus upon the immediate future without excitement.

I would be remiss if I did not acknowledge the work of those that have moved on. Graham Brown was a warrior for Rugby Canada and we would not have this opportunity going forward if it had not been for Graham's years of hard work to get us to where we are today. Chris LeFevre also served for many years as our World Rugby Council member and built many international relationships that contributed hugely to Rugby Canada. Kieran Crowley is a good man and was a dedicated national team coach. He gave his guts for the years he was at the helm. Kieran raised the level of our game remarkably given the very limited resources made available to him. We thank these three men for their invaluable service and wish them the very best for their futures.

I must also thank the staff of Rugby Canada and Canada Sevens for their never ending work, the many volunteers that make rugby possible in this country, and the Provincial Unions for their support and hard work as well.

Rugby Canada has a plan. It is the best plan we have ever had. With the support of the Provincial Unions, CRC organizations, and the rugby community as a whole, we will give our elite athletes the best possible chance for success and we will share in their pride in their achievements. To those who criticize because that is what they do best, you are hurting the game. If you love this game, give positive support to National programs. We will only maximize the success when all key members of our community act "As One".

This is my farewell as Chairman. It has been hard work. I do believe, however, that my biggest reward will come from the future successes of our National Teams under our new leadership team. Go Canada!

Thank You,

Pat Aldous, Chairman
Rugby Canada

Rugby Canada would like to acknowledge and thank Pat Aldous for his service and leadership as Chairman of the Board. Pat's contributions to the growth of rugby in Canada have positioned the organization for future success. The dedication and support shown to the athletes and coaches of all of Canada's National Teams is truly remarkable.

Thank you Pat!



A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER ALLEN VANSEN



2015 was a remarkable year for Rugby Canada. It is an honor and a privilege to join Rugby Canada as your CEO.

Rugby Canada had many successes in 2015. The highlight of the year was the qualification of our National Senior Women's Sevens Team for the 2016 Summer Olympic Games in Rio de Janeiro. This success was quickly followed by our dominating and exciting Gold Medal performances by both our Men's and Women's Sevens Teams at the 2015 Pan Am Games in Toronto. While our National Senior Men's Fifteens Team did not have the success we all wanted at the Rugby World Cup in England, Canada did show great progress in many important aspects of the Game that will bode well for our Men's program moving forward.

2016 will be an extraordinary year for Rugby Canada. With Rugby's re-entry into the Summer Olympic Games we are sure to see unprecedented interest in the sport both worldwide and in Canada, particularly with the strong performance of our Women's team and their expectations for success at the Games. Our National Senior Men's Sevens Team has one final opportunity to qualify for the Rio Olympic Games in Monaco. The entire Canadian rugby community will be behind our men as they fight for that final qualification spot.

Rio will provide unique opportunities for the growth of our sport and we must all be prepared to capitalize on the opportunities that will present themselves from the increased media attention and new interest in Rugby from first time players, players wanting to return to the game, new coaches, new officials and volunteers at every level of the game.

In addition to the Olympic Games, 2016 will be a critical year with our inaugural Men's Canada Sevens tournament in Vancouver. With the fantastic leadership of the tournament by the local organization, under John Furlong's leadership, expectations are high that this will be the start of a longstanding and successful stop on the Sevens World Series.

Development of the game at the grassroots level is critical and an area the Rugby Canada staff look forward to working closely with our Provincial members and the Clubs to grow and improve. The progression of our Rookie Rugby and Play Smart programs are invaluable and critical to achieve the growth and success of the sport.

The centralization of our Men's Fifteens team in Langford and the expansion of our Centre of Excellence with the development of our new National High Performance Centre, through the support of Infrastructure Canada, the City of Langford and individual contributors, are critical milestones for Rugby Canada and all of our National programs. The High Performance Centre will be the cornerstone for the organization to meet the ambitious objectives set out in our Strategic Plan.

I would like to thank the many supporters, funding partners, sponsors and members of Rugby Canada. Most importantly I want to thank our Players for their inspiring dedication and performance as they represent Canada on our National Teams at home and around the World. The support and dedication of everyone involved in Rugby Canada are the backbone of our success and our future. Thank you to the Provincial Unions, Clubs and Rugby Canada Board of Directors for your bold leadership and vision to bring our sport to new heights. To the volunteers and staff of Rugby Canada, thank you for your passionate contributions to our organization. It is an honor to join you!

Sincerely,

Allen Vansen
Chief Executive Officer
Rugby Canada





BOARD MEMBERS AND RUGBY CANADA STAFF

The Rugby Canada Board of Directors, for the Fiscal 2015 year:

PAT ALDOUS	Chairman
KEITH GILLAM	Vice Chairman
GORDON SNEDDON	Secretary
JAY JOHNSTON	Treasurer
KATHY HENDERSON	Director
JOHN SEAMAN	Director
TROY MYERS	Director
LARRY JONES	Director
DOUG CAMPBELL	Director
TIM POWERS	Director
JAMIE LOCKWOOD	Director
PEARSE HIGGINS	Director
BRIAN BURKE	Director
CHRIS LE FEVRE	World Rugby Council Representative
DAWN DAUPHINEE	Female Athlete Representative
MARK LAWSON	Male Athlete Representative
RICK POWERS	Canadian Olympic Committee Representative
RICK BOURNE	Past Chairman / NACRA Representative



Rugby Canada would like to recognize and thank all of the part-time, volunteer and intern support staff who made significant contributions in 2015.

RUGBY CANADA WOULD LIKE TO RECOGNIZE THE MANY STAFF IN 2015

TORONTO OFFICE

GRAHAM BROWN	Chief Executive Officer
MYLES SPENCER	Chief Operating Officer
LINH NGUYEN	Chief Financial Officer
MARK LEMMON	Chief Marketing Officer & Interim CEO
JASON TRAVIS	Director, Marketing & Communications
CARLOS FERREIRA	Director, Events & Competitions
PENNY KROLL	Manager, Business Development
JENNIFER SMART	Manager, Events
DEANNA AHEE	Senior Manager, Merchandising & Licensing
AL CHARRON	Manager, Player Advancement & Alumni Relations
MICHAEL THORNE	Manager, Commercial Sales
MARALEE DRAKE	Coordinator, Merchandising
ALEXANDRA FRANCIS	Manager, Marketing & Branding
CONOR CLARANCE	Coordinator, Promotions & Branding
SHAWN REEVES	Coordinator, Corporate Partnerships
ALEXANDRA GILLAM	Coordinator, Marketing Services & Administration
NINA SCIROVA	Coordinator, Finance
MARIANNE ORTIZ-LUIS	Coordinator, Accounts Payable
CASSANDRA JENNINGS	Coordinator, Accounts Receivable
NEIL MACDOUGALL	Coordinator, Member Relations
SCOTT ASSELSTINE	Assistant, Operations & Merchandising
PAUL HUNTER	Manager, Community Coach Development

CENTRE OF EXCELLENCE / VICTORIA OFFICE

MIKE CHU	General Manager, Rugby Operations & Performance
JIM DIXON	General Manager, Rugby Operations & Performance
TREVOR ARNOLD	Manager, High Performance Match Officials
KIERAN CROWLEY	Head Coach, National Senior Men's Fifteens Team
LIAM MIDDLETON	Head Coach, National Senior Men's Sevens Team
LEE DOUGLAS	Assistant Coach, National Senior Men's Sevens Team
JOHN TAIT	Head Coach, National Senior Women's Sevens Team
SANDRO FIORINO	Assistant Coach, National Women's Sevens Team
FRANCOIS RATIER	Head Coach, National Senior Women's Fifteens Team / Talent Development & Skills Coach
GARETH REES	Manager, National Men's Program
MEAGHAN HOWAT	Manager, National Women's Program
SEAN LIEBICH	Manager, National Senior Men's Sevens / Daily Environment
LES GILSON	Atlantic High Performance Coach
NATHAN ABDELNOUR	Manager, Match Official Development
DUSTIN HOPKINS	Manager, Coach Development
ANDREW McMASTER	Manager, High Performance Referees
ALANA GATTINGER	Manager, Team Services
KEN GOODLAND	Coordinator, National Player Development & Talent ID
TODD SILVERTHORN	Manager, Centre of Excellence Operations
BRYAN KELLY	Manager, Communications & Media Relations
MATT TIDCOMBE	Coordinator, Communications
DANIELLE MAH	Physiotherapist, National Senior Men's Sevens Program
ANDREW EVANS	Head Strength & Conditioning Coach, Men's Program
TYLER GOODALE	Women's, Strength & Conditioning Coach
DANA AGAR-NEWMAN	Strength & Conditioning Coach
LORNA BARRY	Strength & Conditioning Coach
ABBY GALENZOSKI	Strength & Conditioning Coach
CALUM RAMSAY	National Program Performance Analyst
CALLUM MORRIS	Performance Analyst, National Women's Sevens Team
HILARY O'REILLY	Administrative Coordinator, COE Operations



NATIONAL TEAMS

2015 was a significant but mixed year for Rugby Canada's National Teams. The National Senior Women's Sevens Team had historic success, qualifying for the 2016 Summer Olympics in Rio and winning Pan Am Games gold; however, the National Senior Men's Fifteens Team struggled to achieve satisfactory results. The National Senior Men's Sevens achieved 9th place in the HSBC World Rugby Sevens Series, Pan Am Games gold; however, are yet qualify for the 2016 Summer Olympics – that target awaits in June 2016.

Off the field, a number of significant initiatives were achieved. These included hosting the inaugural Canada Women's Sevens in Langford, as well as substantial successful performance funding applications to World Rugby, Sport Canada and Own The Podium. The ongoing development of the Community Rugby Plan and continued rollout of Rookie Rugby is also a significant step forward for Rugby Canada. The full rollout of Rookie Rugby is a departmental priority for 2016.

The following is a summary of the year for each National Team.

NATIONAL SENIOR WOMEN'S FIFTEENS TEAM

The National Senior Women's Fifteens Team used 2015 to identify new players, to introduce them to the national team program in preparation for Women's Rugby World Cup 2017. The program participated in the 'Super Series' in Alberta, playing test matches against England, USA and New Zealand. This was followed by a European tour for the Maple Leafs program where a number of players made their international debuts for Canada. Both competitions provided necessary competitive games and time together, laying the foundations for the new Women's Rugby World Cup cycle.

NATIONAL SENIOR WOMEN'S SEVENS TEAM

The National Senior Women's Sevens Team continues to perform extremely well on the international stage, with consistent top four places in all World Rugby Women's Sevens Series tournaments, except one, including winning the Cup Championship in Amsterdam. The team were automatic qualifiers for the 2016 Summer Olympics due to their 2nd overall finish in the World Series in 2015. The team also produced a flawless display at the Pan Am Games in Toronto winning a gold medal in front of an energetic and passionate Canadian crowd. Canada continues to challenge New Zealand and Australia for number one in the world, and is tracking well for success in Rio.

The Maple Leafs team continues to perform well also, winners in the Hong Kong International Tournament, Central Coast Sevens and 3rd place in the Las Vegas International Tournament.

- Canada secured a 2nd place finish on the HSBC Women's Sevens Series
- Gold medal at the Pan Am Games, Toronto
- The program sustained funding from Own The Podium
- The program was successful in bringing new young talent into the various teams selected for the HSBC Sevens World Series tournaments

UNDER 20 WOMEN

The Canada Under 20 Women's Team, under head coach Jen Boyd, had a disappointing campaign, losing to USA in a two-match series. The program remains an important element of the player pathway model for both the Senior Fifteens and Sevens teams, with a number of younger players being selected to National Team honours.



NATIONAL SENIOR MEN'S FIFTEENS TEAM

Overall 2015 was a disappointing year for the National Senior Men's Fifteens Team. The Pacific Rugby Championship and Pacific Nations Cup series were utilised to prepare the team for Rugby World Cup 2015. Despite playing an exciting, open style of rugby the results were unsatisfactory at the Rugby World Cup, losing all four fixtures in the pool. As a consequence a thorough review was undertaken and significant changes have been made to the program, designed to deliver greater success in ahead of Rugby World Cup 2019.

- Canada once again competed in the Pacific Nations Cup
- Rugby Canada competed in Rugby World Cup 2015 playing Ireland, Italy, France and Romania, losing the four fixtures

NATIONAL SENIOR MEN'S SEVENS TEAM

The National Senior Men's Sevens Team finished the HSBC World Rugby Sevens Series in 9th place, which was a positive achievement. Other notable results included a first ever victory over New Zealand, 4th place finish in Tokyo, Shield winners Wellington, and Bowl winners in South Africa. The Pan Am Games were a significant highlight in 2015, the team winning gold in the final against Argentina. Another highlight for 2015 was the successful application to Own The Podium for sustained financial support for the program based on the performances from 2015.

- Canada secured a top-10 finish on the HSBC World Rugby Sevens Series – 9th Place
- Gold medal at the Pan Am Games, Toronto
- The program sustained funding from Own The Podium
- The program was successful in bringing new young talent into the various teams selected for the World Series tournaments

UNDER 20 MEN

The Canada Under 20 Men's Team finished the World Rugby Junior World Trophy in second place. Under a new coaching team and program model led by Jeff Williams the team performed well and challenged Georgia in the final, eventually losing 24-49.

AGE GRADE MEN

Rugby Canada once again delivered its restructured men's age-grade development programs. This consisted of U17 regional and national camps. These were talent identification camps designed to commence athlete tracking and introduce them to the national training environment. Players were identified through the national championships and selected for regional camps before the group was refined for a national camp at Shawnigan Lake School in BC.

The U18 program followed a similar format with regional and national camps – to be followed by a tour of Ireland in early 2016. The goal is to enhance regional competition at U19 level, which strengthens the National U20 program.



CIBC





PLAYER LIST (The following players received National Team honours in 2015)

NATIONAL SENIOR MEN'S FIFTEENS

Tyler Ardron, ON
 Ray Barkwill, BC
 Brett Beukeboom, ON
 Nick Blevins, AB
 Connor Braid, BC
 Hubert Buydens, SK
 Aaron Carpenter, ON
 Jamie Cudmore, BC
 Nanyak Dala, SK
 Thyssen de Goede, BC
 Matt Evans, BC
 Kyle Gilmour, AB
 Jeff Hassler, ON
 Ciaran Hearn, NL
 Nathan Hirayama, BC
 Tyler Hotson, BC
 Jake Ilnicki, BC
 Harry Jones, BC
 Phil Mack, BC
 Phil Mackenzie, ON
 Gordon McRorie, AB
 John Moonlight, ON
 Callum Morrison, BC
 Evan Olmstead, AB
 Jon Phelan, QC
 Benoit Piffero, QC
 James Pritchard, Aus
 Djustice Sears-Duru, ON
 Richard Thorpe, UK
 Andrew Tiedemann, AB
 Conor Trainor, BC
 Liam Underwood, ON
 DTH Van Der Merwe, SK
 Doug Wooldridge, ON

NATIONAL MEN'S SEVENS

Tyler Ardron, ON
 Philip Berna, BC
 Connor Braid, BC
 Admir Cejvanovic, BC
 Nanyak Dala, SK
 Justin Douglas, BC
 Sean Duke, BC
 Matt Evans, BC
 Mike Fuailefau, BC
 Lucas Hammond, ON
 Jeff Hassler, AB
 Ciaran Hearn, NL
 Nathan Hirayama, BC
 Harry Jones, BC
 Pat Kay, BC
 Phil Mack, BC
 John Moonlight, ON
 Matt Mullins, ON
 Taylor Paris, ON
 Pat Parfrey, NL
 Mike Scholtz, ON
 Conor Trainor, BC

Liam Underwood, ON
 Sean White, BC
 Adam Zaruba, BC

MAPLE LEAFS SEVENS MEN

John Abraham, ON
 Luke Bradley, BC
 Trent Cooper, BC
 Andrew Coe, ON
 Thyssen de Goede, BC
 Riley DiNardo, ON
 Guiseppe du Toit, BC
 Aaron Evison, BC
 Andrew Ferguson, ON
 Geoff Girling, BC
 Karsten Leitner, BC
 Dan Mathie, ON
 Luke McCloskey, BC
 Brandon McLeod, ON
 Brendan McGovern, ON
 Dylan Mundy, ON
 Daniel Pelletier, QC
 Tony Pomroy, NL
 Nathan Rees, BC
 Lucas Rumball, ON
 Jordan Sandover-Best, BC
 Mitch Santilli, ON
 Theo Sauder, BC
 Jack Smith, ON
 Max Van Dijk, ON
 Adrian Wadden, ON
 Jake Webster, BC
 Jonathan West, ON
 Jordan Wilson-Ross, BC
 Nathan Yanagiya, BC

NATIONAL SENIOR WOMEN'S FIFTEENS

Tyson Beukeboom, ON
 Latoya Blackwood, QC
 Andrea Burk, BC
 Olivia DeMerchant, NB
 Julia Folk, SK
 Lisa Gauthier, ON
 Chelsea Guthrie, AB
 Lori Josephson, ON
 Mary-Jane Kirby, ON
 Carolyn McEwan, BC
 Katie McNally, ON
 DaLeaka Menin, AB
 Barbara Mervin, ON
 Jacey Murphy, ON
 Jess Neilson, BC
 Cindy Nelles, ON
 Tiffany Picketts, BC
 Camile Provencal-Aube, QC
 Laura Russell, ON
 Maria Samson, AB
 Natasha Smith, ON
 Emma Taylor, NS

Alex Tessier, QC
 Amanda Thornborough, MB
 Brittany Waters, BC
 Julianne Zussman, QC

NATIONAL SENIOR WOMEN'S FIFTEENS MAPLE LEAFS

Tyson Beukeboom, ON
 Fabiola Forteza, QC
 Chelsea Guthrie, AB
 Janai Haupapa, AB
 Mackenzie Higgs, ON
 Emmanuela Jada, ON
 Lori Josephson, ON
 DaLeaka Menin, AB
 Chelsey Minter, BC
 Jess Neilson, BC
 Cindy Nelles, ON
 Irene Patrinos, ON
 Brittany Priddle, ON
 Camille Provencal-Aube, QC
 Frédérique Rajotte, QC
 Kristy Sargent, AB
 Simone Savary, ON
 Gabrielle Senft, SK
 Natasha Smith, ON
 Demi Stamatakis, BC
 Katie Svoboda, ON
 Emma Taylor, NS
 Alexandra Tessier, QC
 Amanda Williams, MB

NATIONAL WOMEN'S SEVENS

Elissa Alarie, QC
 Emily Belchos, ON
 Britt Benn, ON
 Caroline Crossley, BC
 Hannah Darling, ON
 Arielle Dubissette-Borrice, QC
 Channele Edwards-Challenger, AB
 Bianca Farella, QC
 Paige Farries, AB
 Julia Greenshields, ON
 Magali Harvey, QC
 Sara Kaljuvee, ON
 Jen Kish, AB
 Ghislaine Landry, ON
 Kayla Mack, SK
 Mandy Marchak, MB
 Kayla Moleschi, BC
 Karen Paquin, QC
 Nadia Popov, ON
 Kelly Russell, ON
 Ashley Steacy, AB
 Natasha Watcham-Roy, QC
 Charity Williams, ON

MAPLE LEAFS SEVENS WOMEN

Elissa Alarie, QC
 Emily Belchos, ON
 Britt Benn, ON
 Catherine Boudreault, QC
 Elizabeth Boudreault, QC
 Pamphinette Buisa, QC
 Caroline Crossley, BC
 Hannah Darling, ON
 Arielle Dubissette-Borrice, QC
 Channele Edwards-Challenger, AB
 Paige Farries, AB
 Fabiola Forteza, QC
 Ashley Gordon, ON
 Elizabeth Harvey, QC
 Magali Harvey, QC
 Emmanuela Jada, ON
 Alexandra King, ON
 Kayla Mack, SK
 Breanne Nichols, ON
 Maddy Seattle, ON
 Natasha Smith, ON
 Alexandra Tessier, QC
 Natasha Watcham-Roy, QC

YOUTH COMMONWEALTH GAMES WOMEN

Olivia Apps, ON
 Catherine Boudreault, QC
 Elizabeth Boudreault, QC
 Christine Branch, ON
 Shawna Brayton, QC
 Caroline Crossley, BC
 Elizabeth Harvey, QC
 Geneviève Kasa-Vubu, ON
 Nakisa Levale, BC
 Rachel McCallan, ON
 Julia Schell, ON
 Tia Svoboda, ON

UNDER 20 MEN

Brendan Blaikie, ON
 John Shaw, ON
 Matt Tierney, ON
 Paul Cuilini, ON
 Adrian Wadden, ON
 Ollie Nott, BC
 Alex Colborne, UK
 Luke Bradley, BC
 Dan Joyce, Ire
 Guiseppe Du Toit, BC
 Tim Hart, NS
 Andrew Coe, ON
 Mitch Santilli, ON
 Karsten Leitner, BC
 Owen Brombal, ON
 Mitch Rothman, BC
 Bryce Worden, NB
 Cali Martinez, BC
 Justin Aylward, NL

Dillon Goos, ON
 Nate Thomas, AB
 Tony Pomroy, NL
 Dylan Horgan, Ire
 Brandon Waeygen, AB
 Paddy Finlay, Ire
 Tim Hart, NS
 Harjun Gill, BC
 Conor Young, Aus
 Reegan O'Gorman, BC
 Philip Berna, BC
 Paul Ciutini, ON
 Emil Sehic, NB

UNDER 20 WOMEN

Joanna Alphonso, NS
 Jocelyn Berteit, AB
 Gillian Boag, AB
 Maddison Brattan, ON
 Alysha Corrigan, PEI
 Darcy Dickinson, AB
 Alexandria Ellis, ON
 Fabiola Forteza, QC
 Britni French, ON
 Maddy Graham, AB
 Natalie Kweicen, ON
 Jaelei Meyer, NS
 Brooke Newsome, ON
 Kelsey Owen, ON
 Justine Pelletier, QC
 Jordan Podealuk, AB
 Gabrielle Senft, SK
 Dana Silerova, QC
 Karina Stevenson, AB
 Katie Svoboda, ON
 Jill Tatarun, AB
 Jenna Thompson, QC
 Emily Tuttosi, SK
 Morgan Walker, BC
 Aline Wicklum, AB
 Petra Woods, ON





RESULTS

NATIONAL SENIOR MEN'S FIFTEENS

Date	Tournament	Location	Home Team	Score	Away Team
July 18	Pacific Nations Cup	San Jose, California	Canada	6 – 20	Japan
July 24	Pacific Nations Cup	Burnaby, BC	Canada	18 – 28	Tonga
July 29	Pacific Nations Cup	Toronto, ON	Canada	20 – 21	Samoa
August 3	Pacific Nations Cup	Burnaby, BC	Canada	15 – 13	USA
August 22	Test Match RWC Warm-up	Ottawa, ON	Canada	23 – 41	USA
August 29	Exhibition	Halifax, NS	Canada	19 – 12	Glasgow Warriors
Sept 2	Test Match RWC Warm-up	London, UK	Canada	16 – 15	Georgia
Sept 6	Test Match RWC Warm-up	London, UK	Canada	18 – 47	Fiji
Sept 19	Rugby World Cup	Cardiff, UK	Ireland	50 – 7	Canada
Sept 26	Rugby World Cup	Leeds, UK	Italy	23 – 18	Canada
October 1	Rugby World Cup	Milton Keynes, UK	France	41 – 18	Canada
October 5	Rugby World Cup	Leicester, UK	Canada	7 – 50	Romania

NATIONAL SENIOR MEN'S FIFTEENS – CANADA 'A'

Date	Tournament	Location	Home Team	Score	Away Team
March 10	Pacific Rugby Challenge	Suva, Fiji	Junior Japan	17 – 69	Canada
March 14	Pacific Rugby Challenge	Suva, Fiji	Samoa 'A'	19 – 17	Canada
March 18	Pacific Rugby Challenge	Suva, Fiji	Pampas (Arg)	36 – 15	Canada
March 23	Pacific Rugby Challenge	Suva, Fiji	Samoa 'A'	26 – 28	Canada

NATIONAL SENIOR MEN'S SEVENS

Date	Tournament	Record	(W-L-T)	Place
2014/2015 Sevens World Series				
Feb 6-7	New Zealand 7s	3 - 3 - 0	13th	Won Shield Final
Feb 13-15	USA 7s	2 - 3 - 0	7th	Lost Plate Semi-Final
Mar 27-29	Hong Kong 7s	2 - 3 - 0	11th	Lost Bowl Semi-Final
Apr 4-5	Japan 7s	3 - 3 - 0	4th	Lost Third Place
May 9-10	Scotland 7s	2 - 3 - 0	7th	Lost Plate Semi-Final
May 16-17	London 7s	2 - 3 - 0	7th	Lost Plate Semi-Final
Jun 13-14	NACRA 7s (Olympic Qualifier)	5 - 1 - 0	2nd	Lost Cup Final (Runners Up)
Jul 11-12	Pan Am Games	4 - 1 - 0	1st	Won Cup Final (Gold Medal)
2015/2016 Sevens World Series				
Dec 4-5	Dubai 7s	2 - 4 - 0	13th	Shield Winners
Dec 12-13	South Africa 7s	2 - 2 - 1	11th	Lost Bowl Semi-Final



RESULTS

U20 MEN

Date	Tournament	Location	Home Team	Score	Away Team
March 10	Exhibition	Shawnigan Lake, BC	Canada	21 – 9	Romania
March 14	Exhibition	Langford, BC	Canada	36 – 13	Romania
March 23	JWRT Qualifier	Shawnigan Lake, BC	Canada	24 – 23	USA
March 27	JWRT Qualifier	Langford, BC	Canada	41 – 6	USA
May 12	Junior World Rugby Trophy	Lisbon, Portugal	Canada	35 – 20	Namibia
May 16	Junior World Rugby Trophy	Lisbon, Portugal	Canada	24 – 15	Hong Kong
May 20	Junior World Rugby Trophy	Lisbon, Portugal	Canada	13 – 11	Tonga
May 24	Junior World Rugby Trophy – Final	Lisbon, Portugal	Canada	24 – 49	Georgia







RESULTS

NATIONAL SENIOR WOMEN'S FIFTEENS

Date	Tournament	Location	Home Team	Score	Away Team
June 27	Super Series	Calgary, AB	Canada	22 - 40	New Zealand
July 1	Super Series	Red Deer, AB	Canada	28 - 36	USA
July 5	Super Series	Edmonton, AB	Canada	13 - 15	England
December 1	Maple Leafs	London, England	England A	37 - 29	Canada A
December 5	Maple Leafs	London, England	England A	22 - 19	Canada A

NATIONAL SENIOR WOMEN'S SEVENS

Date	Tournament	Record (W-L-T)	Place	
2014/2015 Women's Sevens World Series				
Dec 4-5	World Rugby Dubai	4 - 2 - 0	3rd	Won 3rd/4th Playoff
February 7-8	World Rugby Brazil 7s	5 - 1 - 0	3rd	Won 3rd/4th Playoff
March 14-15	World Rugby USA	4 - 2 - 0	3rd	Won 3rd/4th Playoff
April 18-19	World Rugby Langford	4 - 2 - 0	6th	Lost 5th/6th Playoff
May 15-16	World Rugby London	5 - 1 - 0	2nd	Lost Cup Final (Runners Up)
May 22-23	World Rugby Amsterdam	6 - 0 - 0	1st	Won Cup Final – Olympic Qualification
July 11-12	Pan Am Games	6 - 0 - 0	1st	Won Cup Final (Gold Medal)
2015/2016 Women's Sevens World Series				
Dec 4-5	IRB Dubai 7s	4 - 2 - 0	3rd	Won 3rd/4th Playoff

U20 WOMEN

Date	Tournament	Location	Home Team	Score	Away Team
August 19	U20 Can-Am Cup	Seattle, USA	USA	38 - 22	Canada
August 22	U20 Can-Am Cup	Seattle, USA	USA	32 - 5	Canada

MAPLE LEAFS SEVENS (DEVELOPMENT TEAMS)

Date	Tournament	Record (W-L-T)	Place	
Jan 11-12	Men – Mar Del Plata 7s	0 - 6 - 0	6th	Lost Shield Final
Jan 16-17	Men – Vina Del Mar 7s	2 - 1 - 0	2nd	Lost Cup Final (Runners Up)
Feb 12-14	Men – Las Vegas Invitational 7s	3 - 1 - 0		Lost Quarter-Final
Feb 13 - 15	Women – Las Vegas 7s Red	5 - 1 - 0	3rd	Won Playoff
	Women – Las Vegas 7s White	3 - 3 - 0	4th	Lost Playoff
Mar 27	Women – Hong Kong 7s	6 - 0 - 0	1st	Won Cup Final
May 23-24	Women – Amsterdam 7s	8 - 0 - 0	1st	Won Cup Final
Aug 21-22	Men – Limerick 7s	3 - 3 - 0	8th	Lost Shield Final
Oct 24-25	Men – Central Coast 7s	3 - 2 - 0	7th	Won Bowl Final
Oct 24-25	Women – Central Coast 7s	4 - 1 - 0	4th	Lost Semi-Final
Oct 31 - Nov 1	Men – Halloween 7s	4 - 1 - 0	2nd	Lost Cup Final (Runners Up)
Dec 4-5	Men – Dubai International 7s	1 - 4 - 0	12th	Lost Plate Semi-Final





RUGBY DEVELOPMENT

2015 saw effective management of a national database for all aspects of development, including reviewing and aligning historical data with the training.rugbycanada.ca online program. Huge steps were also taken to ensure that Player Welfare is incorporated as a core component to all development programs. The completion of Rugby Ready and Concussion Management – as well as Laws of the Game for Match Officials – modules is now mandatory, as these three modules are recognized as Rugby Canada's PlaySmart.

MATCH OFFICIAL DEVELOPMENT

2015 was a good year for reviewing and building a new administrative structure to ensure the effective delivery and growth of Match Official development. Some of the key areas of focus included the appointment and implementation of a new Regional Match Official Development Committee, which will aid in reporting on successes and weaknesses of current programming in regions, and the creation of a National Training and Education calendar for Match Officials which lists all courses and professional development workshops across the country.

Quality Assurance reports of Match Official educators were introduced to professionalize the Match Official educator workforce and have them all work under the same set of guidelines and criteria. This took place in the form of an East (Toronto) and West (Calgary) workshop with all Match Official educators present, where they were assessed using the new QA structure.

In 2015, Rugby Canada paid particular attention to developing the current crop of Coach of Match Officials (CMO) across the country. Professional development sessions were run around the 2015 Women's Super Series in both Calgary and Edmonton, with 12 CMOs in Alberta attending.

Other development opportunities included the Pacific Nations Cup Match Official Development Workshops, where international referees attending the first two legs of the Pacific Nations Cup matches conducted professional development sessions for local referees in BC and Ontario. There were also Match Official Development workshops in Western Canada for referees attending the Western Canadian Age Grade Championships in Kelowna, who received coaching from Nathan Abdelnour (Match Official Manager for the event) throughout the tournament. The development included one-on-one video review and group feedback on the tackle and scrum.

HIGH PERFORMANCE MATCH OFFICIALS

With the High Performance Match Officials, 2015 was an unusual year with reduced numbers of National level games (eg. CRC) but increased international opportunities for Canadian Match Officials due to events like the Pacific Nations Cup and the Pan Am Games.

Some key successes included the integral role that Rugby Canada's Match Officials played in the very successful Pan Am Games: three Referees (Rose Labreche, Chris Assmus and Harry Mason), four Assistant Referees (Sherry Trumbull, Karen Lozada, Michael Jones and Amy Murray), and one Performance Reviewer (Andrew McMaster) were appointed as Match Officials.

Canada also provided match officials to numerous fifteens matches through the summer, in advance of the Rugby World Cup:

- Pacific Nations Cup - Andrew McMaster, David Smortchevsky and Harry Mason were all appointed as Assistant Referees;
- Chris Assmus refereed Canada v Glasgow (with Rose Labreche and Dave Crisp as Assistant Referees);
- Andrew McMaster (Assistant Referee) was appointed to Canada v USA; and,
- David Smortchevsky (Assistant Referee) and Andrew McMaster (Television Match Official) were appointed to Australia vs. USA in Chicago.



RUGBY DEVELOPMENT

Another highlight was Rose Labreche being invited to referee at the Canada Women's Sevens in Langford, and performing well enough to secure herself inclusion in World Rugby's Women's Sevens Referee Panel for the 2015-2016 HSBC Women's Sevens World Series is an enormous success. Rose was also appointed to her first fifteens test match during the Women's Super Series, held throughout Alberta. Sherry Trumbull also continued to demonstrate that she is one of the top female referees in the world, with two referee appointments during the Super Series, which followed another two referee appointments during the 2015 Women's 6 Nations.

There were two retirements from the Rugby Canada National Panel at the end of 2015; Bryan Arciero has chosen to focus more on family life, and will fill a new role of Performance Reviewer for the National Panel in coming years, and Andrew McMaster stepped down to take over the role of Manager, High Performance Match Officials, from Trevor Arnold.



COACH DEVELOPMENT

Rugby Canada's new Community Coach Development position was created in June 2015. The purpose of the position is to improve the effectiveness of Rugby Canada's Coach Development Workforce through Training and Education to deliver quality NCCP / World Rugby courses and workshops. The goal was to improve athletes and grow the game of Rugby Union while building a safer environment for both athletes and coaches. In 2015, a stronger focus on the governance of coach development was a priority, and was aided by the integration of development platforms like World Rugby Passport, the Coaching Association of Canada's (CAC) Locker System, and the Rugby Canada Training & Education online platform.



RUGBY DEVELOPMENT

Several coach development highlights of 2015 include Coach Development Training weekends held in Vancouver, Calgary and Toronto; the launch of National Coaching Certification Program / World Rugby integrated coaching courses in all provinces on April 15th 2015; and the creation of a National Training and Education calendar, which includes all workshops and courses in 2016 throughout all 10 provinces.

Other notable events include an International Professional Development Workshop lead by the Glasgow Warriors and Gregor Townsend in Halifax, NS, which had 68 coaches in attendance. National Professional Development Workshops were also delivered in Vancouver, Toronto, Calgary and Halifax, with a total of 122 coaches in attendance. Additionally, the KickSmart Professional Development Workshop, which aims to enhance the development of Kicking Skills at all levels of the game, was piloted. An emphasis was also placed on introducing a system of Quality Assurance Reports for Coach Educators across Canada to ensure their accreditations do not expire. In consultation with National Team Coaches, Provincial Unions, National Age Grade Coaches, Rugby Canada Board Members, and Provincial Union Staff to identify the key needs of a national skills document have resulted in the creation of National Key Themes Skills Resource and Professional Development resources.

ROOKIE RUGBY



The Rookie Rugby program was introduced in 2014 and has seen great development since then. In 2015, Rugby Canada conducted a full review of its pilots at the

Honda offices in Markham, ON, as Honda is sponsoring the Rookie Rugby program. This was very well received and made the concept of Honda Rookie Rugby very real for all who attended. Rugby Canada identified the need for quality equipment to support the program after the review meetings in September 2015. As a result, 750 Rookie Rugby kits are now in stock in advance of the 2016 spring orders. Additionally, Rugby Canada was chosen by Aurelie Lemouzy (Development Programs Officer, World Rugby) for an on-site visit of one of Rugby Canada's Rookie Rugby pilots. The Red Deer pilot hosted Aurelie for two days and Rugby Canada received excellent reviews.

RUGBY CANADA PLAYSMART

Planning and development was carried out on Rugby Canada's PlaySmart program. The emphasis of this program is to educate and highlight all areas of Player Welfare and ultimately to put players first when it comes to safety in Rugby. PlaySmart was successfully launched in 2016 at the inaugural National Rugby Conference.





HIGH PERFORMANCE RUGBY

CANADIAN RUGBY CENTRE OF EXCELLENCE - HIGH PERFORMANCE FACILITY EXPANSION

In the summer of 2013, the City of Langford generously committed further funding in land and development fees to create a new home base for Rugby Canada's athletes. On July 31st, 2015, the Government of Canada announced the project had been selected for priority funding consideration under the Building Canada Fund – Major Infrastructure Component.

This state-of-the-art high performance training facility will finally meet the on and off field requirements of our athletes. The rugby community must now rally behind the athletes, and support a major capital campaign to fund the Centre's construction and operational costs.

On a typical day, athletes will be able to prepare and eat gold medal meals in the kitchen / dining area, train in the gym, and undertake technical and tactical sessions on the turf fields, just steps away from the Centre of Excellence. With this facility, the athletes will increase the number of days they train together, maximize contact time between and among coaches, players and personnel, and further their pursuit of excellence in each and every competition. The facilities will also be made available for use by other elite level athletes from within the local region as well as age grade athletes and teams from across Canada.

RUGBY CANADA HIGH PERFORMANCE CENTRE VISION

A world leading facility that prepares our players to win on the international stage.

- 20,000 square foot facility
- High Performance Strength & Conditioning Gym
- Medical / Treatment Room
- Video Analysis Classroom
- Two 30-person Change Rooms
- Kitchen & Dining Area
- Conference & Study Rooms
- Canadian Rugby Hall / Wall of Fame





NATIONAL RECOGNITION PROGRAM

ANNUAL AWARDS PROGRAM

Our 2015 Annual Awards were hosted by Her Honour, Judith Guichon, Lieutenant Governor of British Columbia on April 16, 2015 at Government House in Victoria. It was a year to celebrate the past and present by honouring the 2014 Women's Rugby World Cup team that finished with a Silver medal and celebrating the inaugural Canada Sevens Women's tournament in Langford that same weekend.

Over 250, guests along with Her Honour, also celebrated the year's Annual Award recipients for their outstanding contributions to the growth and development of rugby in Canada. The award recipients, recognized for their contribution for 2014 were:

Player of the Year, Men's Sevens
 Player of the Year, Women's Sevens
 Player of the Year, Men's Fifteens
 Player of the Year, Women's Fifteens
 Young Player of the Year, Male
 Young Player of the Year, Female
 Coach of the Year, Male
 Coach of the Year, Female
 Match Official of the Year
 Volunteer of the Year
 Provincial Union Award
 NSM15 "Canadian Shield" Player of the Year
 NSW15 Gillian Florence Player of the Year

John Moonlight
Ashley Steacy
Jeff Hassler
Kelly Russell & Magali Harvey
Lucas Rumball
Breanne Nicholas
Shaun Allen
Jo Hull
Sherry Trumbull
Connie McGinley
Rugby Ontario
Hubert Buydens
Andrea Burk





FUND DEVELOPMENT

Rugby Canada's Fund Development Program had a busy year that started with the Webb Ellis Trophy Tour here in Canada and concluded with a fitting send-off dinner for the Men's Fifteens team before they departed to England for Rugby World Cup 2015.

The Webb Ellis Trophy, made a stop in two Canadian cities to highlight Canada as one of the teams participating in the Rugby World Cup. Their visit to Toronto included a scenic stop at Niagara Falls, visits with some youth rugby teams, a



rugby and ice hockey challenge, a private

reception at the home of the British Consul General and a reception for the local rugby community that included Minister of Sport, Bal Gosal. The trophy then flew to Vancouver where it made a few scenic stops along the waterfront before attending First Nations Rugby practice session hosted by Rugby Canada's Phil Mack. It was exciting for rugby fans to see the trophy up close, have their photo taken with it and build excitement for the Rugby World Cup with Canadian rugby fans.



Rugby Canada took advantage of the Women's Rugby Super Series being held in Alberta to host two fundraisers with team members from Canada, England, New Zealand and the United States in attendance. A reception was hosted by Rugby Canada Board member Larry Jones in Calgary and a dinner hosted by the local organizing committee in Edmonton. Together these events raised \$46,951.00.

Our Toronto and Victoria Players Championship Golf Tournaments were held in 2015 and the exclusive golf outing at Redtail Golf Course in Port Stanley, Ontario returned for its second year. All three tournaments combined raised \$180,107.00.

We partnered with local communities to hold fundraising events in Toronto and Ottawa. The Queens, Western and Bishops Universities came together with Rugby Canada's support to host the Rugby Regale with proceeds benefiting the rugby programs for each participating organization. The Ottawa rugby community came together and hosted an event with the Men's Fifteens team prior to their match against the United States with proceeds supporting the National Player Support Program and Rugby Ontario.

We continued to support the Canadian Rugby Foundation's Hong Kong 7s Luncheon and incorporated some activations with local sponsors Maxwells Clothiers Limited and Sun Life Financial. The Foundation allocated \$30,000.00 from the luncheon to support our National Sevens Program. A second overseas fundraiser was held to bring Canadians together in conjunction with the London Sevens.

Online fundraising for rugby programs and tours were facilitated for the National Teams as well as Provincial Union programs through Rugby Canada. An online fundraising page was established for the Twin Elm Rugby Park's capital campaign to help make long overdue renovations to their facility. Over \$112,000 in donations was received.



The fundraising wrapped up for the year with a Rugby World Cup Send-off Dinner in Toronto just prior to the team's departure for England. Each member of the team proudly received their commemorative red blazer which returned as a tradition of Canadian rugby after having been last presented in the 1990s. Each team member was also presented with a Rugby Canada branded Tissot watch and headphones from PSB Speakers along with many well wishes from the 350 guests in attendance. A live and silent auction was held which all together raised \$196,606.00 for the men's rugby program.



COMMUNICATIONS

2015 saw Rugby Canada's communications department achieve unprecedented success. With nearly 1,000 articles published and more than a dozen international fixtures broadcast from Canada, Rugby Canada saw record breaking numbers.

On social media, Canada's Facebook page alone reached nearly 20 million people while growing the Twitter fan base by more than 25 per cent. Rugby Canada remains an international leader in social media where the Instagram account has more followers than Canada Basketball, Baseball Canada, Soccer Canada and Swimming Canada combined.

Rugby Canada continues to be a leader on video content with over one million views accounted for in 2015 from game highlights, previews and feature stories.

RUGBY CANADA WEBSITES

For the second straight year, Rugby Canada's principle website, www.rugbycanada.ca, experienced major growth in its online traffic. With exciting events such as the Rugby World Cup, Canada Sevens and the Women's Rugby Super Series, record numbers were recorded with more than 3 million views total. Nearly 1,000 articles were published in 2015 ranging from game recaps, previews/roster announcements, news, community information and player profiles among others. 2015 also saw the increased use of social media in articles with embedded videos added as well as tweets and Instagram posts. The website also supports other Rugby Canada website domains including, but not limited to, events, retail sales and training.



3,000,000
website views

1,000
The number of
articles published
on Rugby Canada
website for 2015

TELEVISION BROADCAST

2015 was an exciting year for rugby on television in Canada. TSN and RDS, official broadcast part of Rugby Canada, televised all three of Canada's home Pacific Nations Cup matches as well our international test match against the USA in Ottawa. TSN also broadcast the entire 2015 Rugby World Cup including all four of Canada's games. Online, Rugby Canada streamed all six games of the Women's Rugby Super Series as well as four men's U20 games held on Vancouver Island. Canada's 2015 Rugby World Cup warm-up game against Fiji was also streamed online. 2015 also saw TSN show segments of the inaugural Canada Sevens from Westhills Stadium in Langford with the entire tournament being streamed online through World Rugby. Domestically, Rugby Canada streamed the entire Canadian Rugby Championship from Calgary as well as the U19 CRC from Saskatchewan.

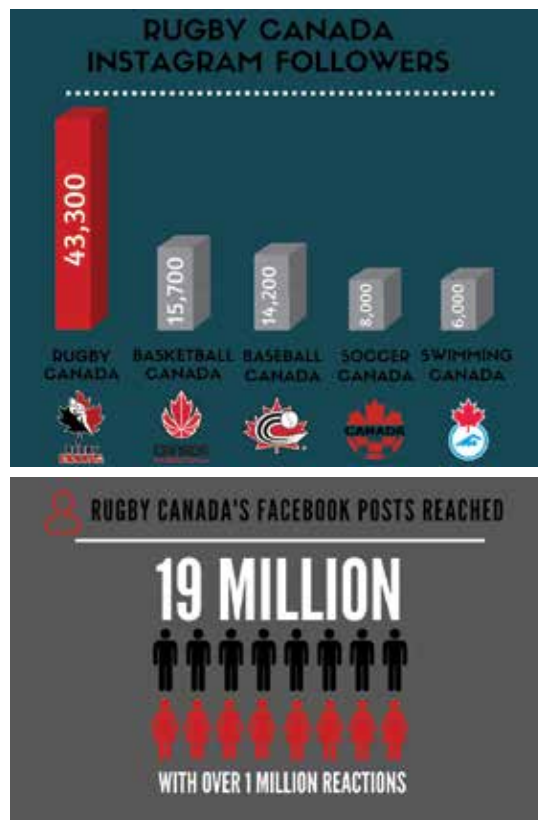
TSNTM

RDS^{MD}



SOCIAL MEDIA

- Rugby Canada continues to be an industry leader across all social media platforms, while maintaining the third largest following for a National Sport Organization.
- With the use of images and video, Rugby Canada saw its numbers reach record heights in 2015.
- On Facebook, 2015 was the most successful year as posts reached 19,566,228 people while generating far more than 1 million reactions.
- On Twitter, Rugby Canada achieved more than 10,000 new followers with a particular hike being seen during the Pacific Nations Cup and Rugby World Cup. Rugby Canada's tweets created 26.72 million impressions.
- On Instagram, Rugby Canada's account averaged 2-3 posts every day varying from game photos, video or promotion of events. Rugby Canada's Instagram account has more followers than Baseball Canada (12K), Soccer Canada (5K), Canada Basketball (15K) and Swimming Canada (5K) combined!
- On YouTube, Rugby Canada's account generated 327,450 views with nearly 1.1 million minutes watched in 2015, both new highs for the channel.
- In late 2015, Rugby Canada launched its Snapchat account. Currently, analytical reviews are unavailable but the account has generated more than 1,000 followers since its inception.



RUGBYca MAGAZINE

RUGBYca magazine continues to offer a means of promoting national and provincial activities; previews of future events; established a connection to potential event attendees; increased exposure of Canada's national teams and athletes, coaches and support staff; and, numerous other initiatives undertaken throughout the rugby community. In 2015, the magazine increased its reach as efforts were made to distribute each issue to the rugby community by way of member clubs and high schools across Canada. The magazine was also successful in increasing the advertising revenue, with new advertisers seeing tremendous value in the publication.



MERCHANDISE AND NATIONAL TEAM KIT

2015 was a positive year for the Merchandise & National Team Kit Department. As a whole, the department surpassed budget goals for many initiatives and had a number of significant highlights. Staff successfully managed relationships with over 17 suppliers and processed sales and orders placed worldwide.

- **Women's Super Series**
Over a series of three games held in Calgary, Red Deer and Edmonton, the Merchandise department exceeded the event sales budget by 27%.
- **Pacific Nations Cup Triple Header at BMO Field**
The industry average of merchandise sold at a sporting event per attendee is approximately \$3.25. Total Sales Per Capita at the Pacific Nations Cup Triple Header, held at BMO Field in Toronto Ontario were \$9.02.
- **Canada vs. Glasgow Warriors – Halifax, NS**
The first major international event in Eastern Canada in many years was a catalyst for major single day sales relative to the size of event, taking in total sales of \$25,439.56.
- **National Team Kit**
Over 50 Team Kit Orders were processed through the Merchandise department, from 17 national teams and programs. Kit orders ranged from \$1,200 to \$121,000 MSRP.
- **Rookie Rugby**
In 2015, Rookie Rugby was launched. In the initial phase of the project over 90 kits were ordered, picked, packed and shipped to clubs across the country.



RUGBY CANADA
COLLECTION
OFFICIAL MERCHANDISE

GET YOUR 2015 RUGBY WORLD CUP SUPPORTER GEAR

\$89⁹⁹
2015 Rugby World Cup Replica Jersey

\$34⁹⁹
Rugby Canada Supporter T-Shirt

\$69⁹⁹
2015 Rugby World Cup Polo

STORE.RUGBYCANADA.CA
Come by #RedNation's Canada Corner before each match and purchase your supporter wear at a special price!



EVENTS & COMPETITIONS

In 2015 Rugby Canada's event department hosted 19 international fixtures at home in addition to three (3) National Competitions. This past year Rugby Canada's Events Team also hosted the inaugural Canada Women's Sevens, as a part of the World Rugby Women's Sevens Series, and played an integral role in the planning and execution of Rugby Sevens at the Pan American Games in Toronto.

The following are key highlights from the 2015 events and competitions season:

- The Inaugural Canada Women's Sevens tournament saw 12 international women's sevens teams compete over two days at Westhills Stadium in front of a sell out crowd. While Canada did not have the results on the field that it wanted, the feedback on the event from teams was incredibly positive with Canada Women's Sevens being named the best tournament on the circuit by the teams. World Rugby praised the tournament for its management/organization and ability to draw the largest crowd of all the stops in the series.
- Canadian sports fans (and particularly Toronto sports fans) were introduced to and quickly embraced Rugby Sevens at the Pan American Games in Toronto this past July. Canada's Men's and Women's Sevens teams won Pan Am Games Gold in front of an electric crowd and has been hailed one of the best sports of TO2015 by tournament organizers. Working with TO2015 also provided Rugby Canada events staff a valuable and unique experience working with a large scale multisport tournament.
- On March 27, 2015, Canada's U20 Men qualified for the Junior World Rugby Trophy by defeating the USA. Nearly 1,000 people came out to watch the home team over the course of the two-game qualifying series.
- Rugby Canada created and hosted a new tournament for elite international women's team in 2015. The Inaugural Women's Rugby Super Series saw match play between Canada, the USA, England and New Zealand's women's national teams. This tournament saw some of the largest crowds for women's rugby internationals hosted in Canada in the last six (6) years, surpassing the Women's Can-Am Cup Series from 2014. More than 6,000 fans came out in support of the tournament and our Canadian Women. The events team created a professional environment, raising the bar for hosting of women's internationals from previous years.
- The events team is also pleased to have brought a double-header day of Women's Internationals in Red Deer, AB as it endeavours to bring rugby into new markets where possible. This is a positive step for the growth of the game.
- Rugby Canada successfully hosted nine (9) fixtures in just ten (10) days as a part of the World Rugby Pacific Nations Cup 2015 tournament. Over the course of three (3) match days Rugby Canada welcomed more than over 16,000 fans to watch the tournament live at Swangard Stadium and BMO Field.
- The 2015 season saw a great deal of growth within its Volunteer base, with more than 300 new volunteers that had not previously volunteered with a Rugby Canada event.
- Once again working with host cities across the country, particularly new communities, enabled Rugby Canada to develop strong relationships with Local Organizing Committees who in turn assist with event planning and implementation.
- The Canadian Rugby Championship U19 Men's Final was expanded to include a women's division at the U20 level. This is a positive step forward towards aligning all competitions across both genders.
- The National Championship Festival and National Women's League competitions were not held in 2015, as the competitions structures are under review and restructuring. Provincial teams that would normally have participated in these National Competitions, instead participated in regional tournaments and competitions. While we do not like to see less competition at the National level, the restructuring of these competitions is a positive move forward in the growth and development of our elite athletes.
- Rugby Canada's events 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.
- Rugby Canada's Manager, Events was seconded to the Rugby World Cup 2015 to work with the England 2015 organizing committee in Match Management, responsible for executing all matches at two Rugby World Cup 2015 venues. This is a testament to Rugby Canada, as it is viewed as a professional union with top quality staff at all levels amongst the global rugby community.
- The Events Department is looking forward to another exciting year in 2016 with the inaugural HSBC Canada Sevens (men) and all eyes on the Road to Rio.



Competition	Dates	Location	Venue	Participants
National Invitational University 7s	March 6 – 7	Langford, BC	Westhills Stadium	390
Canadian Rugby Championship (Senior Men)	June 28 & July 1	Calgary, AB	Calgary Rugby Park	120
Canadian Rugby Championships (U19 Men & U20 Women)	July 15 – 19	Regina, SK	Regina Rugby Club	235
National Invitational University 7s	March 6 – 7	Langford, BC	Westhills Stadium	390

Event	Dates	Location	Venue	Attendance
U20 Men vs. Romania	March 10	Shawnigan Lake, BC	Shawnigan Lake School	51
U20 Men vs. Romania	March 14	Langford, BC	Westhills Stadium	228
Junior World Rugby Trophy Qualifier: U20 Men vs. USA	March 23	Shawnigan Lake, BC	Shawnigan Lake School	112
World Rugby Junior Trophy Qualifier: U20 Men vs. USA	March 27	Langford, BC	Westhills Stadium	533
Canada Women's Sevens (World Rugby Women's Sevens Series)	April 18 – 19	Langford, BC	Westhills Stadium	5,955
Women's Rugby Super Series: England vs. USA / Canada vs. New Zealand	June 27	Calgary, AB	Calgary Rugby Park	2,716
Women's Rugby Super Series: New Zealand vs. England / Canada vs. USA	July 1	Red Deer, AB	Red Deer Titans Rugby Club	1,423

NATIONAL COMPETITION RESULTS

The National Championships underwent a review and restructuring in 2015, with effort being placed on finding the most suitable age bands to maximize development and performance. In 2015, the Canadian Rugby Championships (CRC) took place in the Senior Men, Under-19 Men and Under-20 Women age bands. The competitions took place exclusively in the Prairie region, with Calgary Rugby Park hosting the Senior Men's competition in a tournament format, and Regina Rugby Park hosting both the Under-19 Men and Under-20 Women's tournaments. For the first year in many, the National Championship Festival did not take place, as a result of the ongoing remodeling of the domestic age grade championship structure. In addition to the CRC tournaments, Rugby Canada also hosted the National University Sevens Championships tournament, providing opportunities for post-secondary students to be identified for National Program participation.





CANADIAN RUGBY CHAMPIONSHIP

Date	Location	Home	Score	Away
June 28	Calgary Rugby Park	Ontario Blues	44 - 22	Atlantic Rock
June 28	Calgary Rugby Park	Prairie Wolf Pack	57 - 7	BC Bears
July 1	Calgary Rugby Park	Atlantic Rock	30 - 31	BC Bears
July 1	Calgary Rugby Park	Prairie Wolf Pack	33 - 25	Ontario Blues



CANADIAN RUGBY CHAMPIONSHIP U19 MEN

Date	Location	Home	Score	Away
July 15	Regina Rugby Park	Ontario	45 - 1	Wolf Pack
July 15	Regina Rugby Park	British Columbia	56 - 5	Voyageurs
July 16	Regina Rugby Park	Ontario	26 - 8	Atlantic
July 16	Regina Rugby Park	Voyageurs	28 - 7	Wolf Pack
July 17	Regina Rugby Park	Ontario	71 - 5	Voyageurs
July 17	Regina Rugby Park	British Columbia	12 - 7	Atlantic
July 18	Regina Rugby Park	Voyageurs	19 - 29	Atlantic
July 18	Regina Rugby Park	Wolf Pack	10 - 15	British Columbia
July 19	Regina Rugby Park	Ontario	8 - 11	British Columbia
July 19	Regina Rugby Park	Atlantic	27 - 12	Wolf Pack



CANADIAN RUGBY CHAMPIONSHIP U20 WOMEN

Date	Location	Home	Score	Away
July 14	Regina Rugby Park	British Columbia	0 - 39	Wolf Pack
July 15	Regina Rugby Park	Ontario	38 - 12	Wolf Pack
July 16	Regina Rugby Park	Ontario	27 - 15	British Columbia
July 17	Regina Rugby Park	British Columbia	5 - 69	Wolf Pack
July 18	Regina Rugby Park	Ontario	22 - 12	Wolf Pack
July 19	Regina Rugby Park	Ontario	48 - 12	British Columbia





INSURANCE

In 2015, the National Insurance Program underwent considerable change, following a flat renewal a year earlier. Working with the Broker of Record, Marsh Canada Ltd., Rugby Canada negotiated an additional \$5M in limits, bringing a total of \$10M, under the General Liability policy. In addition, there remained no Participant coverage exclusion on the policy; however, this has been identified as a potential area of concern as the sport casualty business evolves. The AD&D and Travel Medical policies experienced no change in premium, and a new Emergency Travel Medical care provider, Europ Assistance, was implemented. On the Directors & Officers Liability policy, the insurer has pushed for a full bodily injury exclusion, but Marsh was able to renew under the same terms. Claims reporting and processing continued to increase in 2015, and the ability to purchase optional buy-up limits / coverage for extended medical through Marsh Canada was utilized by a number of Provincial Unions.

Overall market conditions remained flexible and competitive despite increasing concern with concussion related injuries. The need to develop and promote player welfare, in particular concussion education, was a major focus for Rugby Canada in 2015. Utilizing world leading educational materials from World Rugby, and learning from the tragedies of Rowan Stringer's death and subsequent effort to pass "Rowan's Law" in Ontario, Rugby Canada PlaySmart was developed in late 2015. This initiative is intended to bring greater awareness to those involved in the sport at all levels, including players, coaches and parents alike.

Rugby Canada identified the need to address the risk exposures of the organization through risk identification and through transfer of risk via commercial third party vendors. In late 2015, Rugby Canada applied best practices by deciding to conduct an open and transparent tender process of engagement of an Insurance Brokerage for the initial level of risk control processes and insurance placement. The process was completed in early 2016. Working with Marsh Canada Ltd., Rugby Canada's objective is to continue identifying opportunities to maximize value in the existing risk management program and provide the best coverage and benefits to all registered participants across Canada.

REGISTRATION

Rugby Canada experienced a material growth in participation in 2015. Since 2010, the past fiscal year marked the largest increase in registered participants, with a 5% year-over-year change. This is a positive reflection of the investments being made in community rugby across Canada. 2015 marked the start of a nation-wide community rugby program targeted at increasing participation at the grassroots level. Rookie Rugby, in its pilot year, was a major contributor to the increase in Minor-category participants in targeted regions. The objective of Rugby Canada's community rugby plan is to expand the participation base, getting more youth playing the sport at a younger age. This aligns with Rugby Canada's strategic objective of increasing total participation to 30,000+ by 2019.

Rugby Canada's National Registration Program, now being referred to as Member Management, experienced considerable change in 2015. The launch of a new online member management platform in partnership with Sport Ngin, brought new challenges merging technology and the administration of the sport. The new platform required significant investment of resources at all levels (Club, Provincial and National) to build and implement ahead of the 2105 season. All ten (10) Provincial Unions utilized the platform, bringing an overall improved experience for the end users. Increased demand from Clubs for opening annual registration earlier in the calendar year was acknowledged. Efforts were made to achieve this, and the 2015 registration season was opened mid-February. The initial feedback suggested that Clubs and Provincial Unions, as well as Rugby Canada, had received a significant portion of annual registration revenue at a point earlier in the year than ever before.

The transition between service providers was met with an unexpected change to the core functionality of the member management platform. As Rugby Canada approached a critical point in the setup of the platform, Sport Ngin indicated they were experiencing delays, which ultimately forced a change in the way the system would function. As a result, 2015 was, regrettably, plagued with challenges on the administrative front. While the end user experience was not impacted, the inefficient reporting functions led to major challenges with financial and participant data reconciliation for various stakeholders. Considerable effort has gone into resolving these issues, and many other functions / deliverables, for 2016.



MEMBER RELATIONS - SANCTIONING PROCESSES

Rugby Canada continued to evolve ways to service members by enhancing the various sanctioning and clearance processes for Clubs and Provincial Unions. The demand for sevens tournaments and one-off exhibition games, as well as camps and clinics to attract new players, all increased in 2015. As a result, an extensive white-paper presentation was delivered to Sport Ngin, on how to move these processes online. After developing and testing, these processes are set to be launched in early 2016. This process will allow each Provincial Union to approve and track all types of programs on a single platform, thus reducing a significant administrative burden.

The three components of Rookie Rugby's Community Development program, Try, Play and Stay, all pushed the technological and administrative threshold in 2015. 2016 will see the launch of Try and Play Day online sanctioning processes as well as a more extensive discount code process to track first year minor registrations in Rookie Rugby targeted areas. Rugby Canada's staff is dedicated to further upgrade and the use of technology to better support the Provincial and Club stakeholders who deliver these programs.

2015 MEMBERSHIP REGISTRATIONS BY CATEGORY

Union	Minor	Junior	Senior	Total	Other	Visitor	Grand Total
AB	639	1,331	2,130	4,100	222	411	4,733
BC	897	1,265	3,058	5,220	750	215	6,185
MB	0	24	530	554	4	126	684
NB	0	82	381	463	2	51	516
NL	38	148	136	322	0	60	382
NS	47	55	676	778	128	33	939
ON	1,771	3,718	4,005	9,494	720	621	10,835
PEI	0	24	43	67	0	20	87
PQ	326	539	1,535	2,400	0	38	2,438
SK	151	80	428	659	35	75	769
Total	3,869	7,266	12,922	24,076	1,861	1,650	27,568

Note: "Other" includes Masters / Winter / Flag registrations.





SUMMARY

The year ended December 31, 2015 featured sound financial performance by Rugby Canada. Operationally, the Union showed a surplus of \$47,697.

Highlights in 2015 included:

- The balance of the Demand Loan relating to the 2006 Women's Rugby World Cup has been paid off at the end of fiscal 2015.
- The Board of Directors of the Union and Provincial Unions have established the internally restricted net assets to keep monies in reserve for potential insurance claims in excess of the insurance policy coverage which may arise in the future. As at December 31, 2015, the internally restricted balance is \$202,635.
- World Rugby financial support increased by 28% over the previous year due to a Rugby World Cup year and international events.
- Sponsorship revenue increased by 85% over the previous year and now represents 9% of the Union's overall revenues.
- International events revenue increased by 63% over the previous year and now represents 11% of the Union's overall revenue. It must be noted that the 11% in the pie chart below does not include grants from World Rugby and Sport Canada. Funding from World Rugby and Sport Canada for events have been reclassified in a separate line under World Rugby and Sport Canada. The events would not be successful without financial support from our funding partners. 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 Rugby Canada's brand building effort.

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





Statement of Financial Position

December 31	2015	2014
ASSETS		
Current		
Cash	\$ 135,447	\$ -
Cash - Restricted	268,457	-
Temporary investments	170,792	170,792
Accounts receivable	605,305	710,325
Grants receivable	319,449	208,360
Inventory	574,415	419,297
Prepaid expenses	206,045	441,475
	<u>2,279,910</u>	<u>1,950,249</u>
Investments in controlled organizations	300	
Capital assets	<u>453,383</u>	<u>422,159</u>
Due from controlled organizations	55,698	
	\$ 2,789,291	\$ 2,372,408
LIABILITIES AND NET ASSETS		
Current		
Bank overdraft	\$ 271,609	\$ 299,689
Demand loan	-	139,604
Accounts payable & accrued liabilities	1,169,187	1,024,821
Deferred fees and contributions	1,680,460	1,241,979
Current portion of obligations under capital lease	16,627	29,454
	<u>3,137,883</u>	<u>2,735,547</u>
Obligations under capital lease	-	19,319
Deferred lease inducement	124,476	138,306
	<u>3,262,359</u>	<u>2,893,172</u>
Net Assets		
Internally restricted	202,635	150,884
Unrestricted deficiency	<u>(675,703)</u>	<u>(671,648)</u>
	<u>(473,068)</u>	<u>(520,764)</u>
	\$ 2,789,291	\$ 2,372,408



Statement of Operations

For the year ended December 31	2015	2014
Revenues		
World Rugby Limited	\$3,699,454	\$2,888,344
Sport Canada	2,992,509	3,020,018
National insurance	868,738	762,667
National registration	862,176	889,864
Sponsorships	1,444,866	779,208
Fundraising	504,323	366,089
Donations	1,226,647	1,091,519
Domestic competitions	114,251	413,603
International events	1,845,326	1,132,363
National teams	1,590,919	877,035
Development - Coaching & refereeing	110,811	20,475
Sales of merchandise	585,580	510,192
Rebate	128,000	-
Other income	106,639	82,361
	16,080,239	12,833,738
Expenses		
Accounting, legal and professional fees	441,683	469,323
Amortization of tangible capital assets and leased tangible capital assets	107,718	93,474
Bad debts	1,250	1,425
Board of directors and planning meetings	179,394	207,590
Domestic competitions	389,187	616,702
Donations	933,033	750,639
Exchange (gain) loss	(159,330)	3,609
Fundraising	293,525	232,821
International events	2,779,947	1,421,605
National insurance	688,487	580,215
National office and general administration	1,011,690	878,067
National registration	5,773	26,462

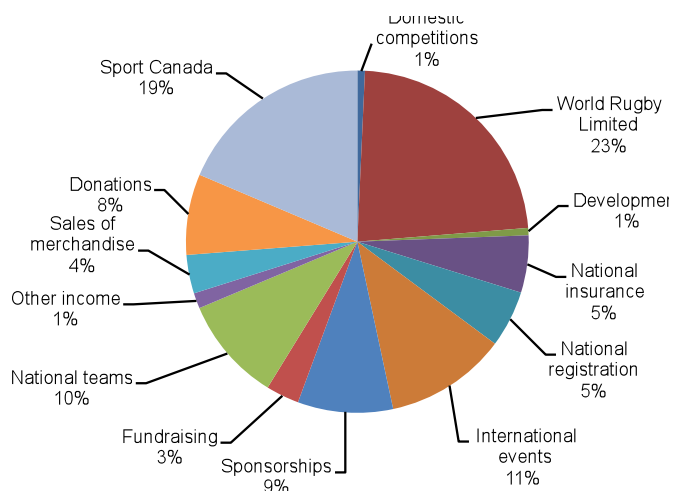


FINANCIAL REVIEW

National teams	6,612,261	5,204,858
Marketing	670,667	521,310
Program development	364,277	317,135
Purchase of merchandise items	254,556	305,338
Short-term interest, bank charges and exchange rate	46,515	50,602
Staff salaries, benefits and commissions	<u>1,411,909</u>	<u>1,111,281</u>
	<u>16,032,542</u>	<u>12,792,456</u>
Excess (deficiency) of revenues over expenses before player injury settlement	47,697	41,282
Player injury settlement	-	58,168
Excess (deficiency) of revenues over expenses	\$ 47,697	\$ (16,886)

Source of Funds

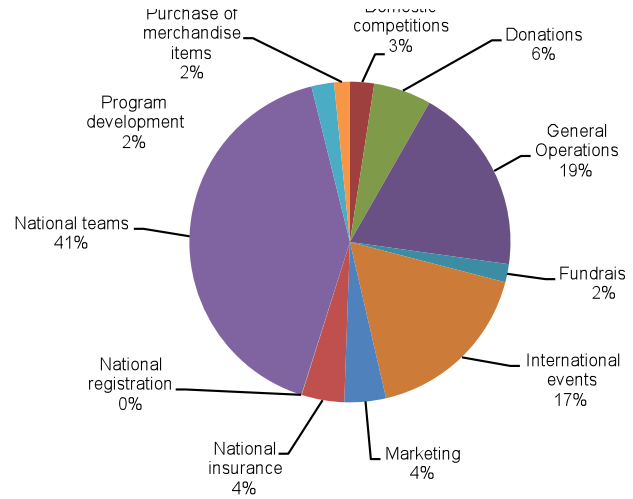
Category	Amount	Percentage
Domestic competitions	114,251	1%
World Rugby Limited	3,699,454	23%
Development	110,811	1%
National insurance	868,738	5%
National registration	862,176	5%
International events	1,845,326	11%
Sponsorships	1,444,866	9%
Fundraising	504,323	3%
National teams	1,590,919	10%
Other income	234,639	1%
Sales of merchandise	585,580	4%
Donations	1,226,647	8%
Sport Canada	2,992,509	19%
Total	<u>\$16,080,239</u>	





Use of Funds

Category	Amount	Percentage
Domestic competitions	389,187	2.4%
Donations	933,033	5.8%
General Operations	3,040,829	19.0%
Fundraising	293,525	1.8%
International events	2,779,947	17.3%
Marketing	670,667	4.2%
National insurance	688,487	4.3%
National registration	5,773	0.04%
National teams	6,612,261	41.2%
Program development	364,277	2.3%
Purchase of merchandise items	254,556	1.6%
Total	\$16,032,542	0%





PARTNERS AND PROVINCIAL UNIONS

PARTNERS IN THE PURSUIT OF EXCELLENCE



RUGBY CANADA SPONSORS, SUPPLIERS & SUPPORTERS



- Adup Display
- Avis Budget Group
- Canadian Direct Insurance
- CN
- Canadian Rugby Foundation
- Enterprise Canada
- Evolve Fitness
- Gilbert
- Globe and Mail
- Government of Canada (Sport Canada)
- Gowlings
- Helijet
- Hemingway's
- Iovate - MuscleTech
- Kubota
- Langara Fishing Adventures
- Luxardo
- Marsh
- Maxwell's Clothiers
- Merit Travel
- PSB Speakers
- ScrumMaster
- Shawnigan Lake School
- Sun Life
- Tissot
- Tourism Burnaby
- TSN

PROVINCIAL UNIONS







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