



# RUGBY CANADA

ANNUAL REPORT 2018





## CONTENTS

A Message from the Chairman	4
Corporate Structure	6
High Performance Report - National Senior Teams	8
Age Grade / Development Teams	13
Alumni Relations & Player Support Programs	18
National Recognition Programs	19
Rugby Training, Education & Development	20
Operations & Member Relations	23
Commercial Operations	26
Marketing & Communications	34
Events & Competitions	36
Special Projects	44
Financial Review	47
A Message from the Chief Executive Officer	50
Thank You Partners & Provincial Unions	51



## A MESSAGE FROM THE CHAIRMAN



**TIM POWERS**  
CHAIRMAN



The Canadian rugby community had lots to celebrate in 2018. With Rugby World Cup 2019 qualification on the line, our Canadian Men's XV team generated an inspiring performance in the final repechage tournament, solidifying their qualification to the RWC 2019 in Japan. Through hard work and determination, we upheld our record of participating in every RWC to-date and are proud of our team's efforts in their qualification.

Our National Men's and Women's Sevens Teams both qualified for Rugby World Cup Sevens in San Francisco and generated strong performances, finishing 12th and 7th, respectively. The tournament generated incredible broadcast audiences and garnered increased exposure to the sport of rugby across North America. Additionally, World Rugby requested the secondment of eight Rugby Canada event staff to aid in the execution of Rugby World Cup Sevens. Both our participating National Teams and Rugby Canada event staff made our Nation proud and contributed to the most successful Rugby World Cup Sevens to-date.

This past year saw the completion and grand opening of the Al Charon Rugby Canada National Training Centre. This facility built through the generous support of the Government of Canada, the City of Langford and numerous private donors houses our various national team athletes within the 20,000 square-foot space. It is a state-of-the-art centre that will allow our Canadian athletes to prepare for the rigors of global competition and compete against the world's best teams.

Canadian pride remains a hallmark of rugby events. In 2018 Rugby Canada was able to showcase the sport to Canadians from coast-to-coast, hosting Senior and Age Grade matches in British Columbia, Alberta, Saskatchewan, Ontario, and Nova Scotia. We look forward to showcasing rugby to many more proud Canadians, and will strive to set further National attendance records in the years to come.

Finally, under the leadership of Rugby Canada Chief Executive Officer, Allen Vansen, with unanimous support from the Board, 2018 saw the start of many changes for Rugby Canada. All changes pursue the goal of implementing a new long-term strategy that continues to support our National team programs, while also recognizing the need for new directions in some of these programs while continuing focus on growing the community game and ensuring financial stability for Rugby Canada. We believe in our staff, contractors and volunteers as they continually work to improve our Union.

We look forward to 2019 and the challenges it will bring. As proud Canadians, we believe that through a unified approach, the future of Canadian rugby is bright!





# CORPORATE STRUCTURE

## BOARD MEMBERS & SENIOR LEADERSHIP TEAM

### 2018 Board of Directors

<b>Tim Powers</b>	Chairman	<b>John Drake</b>	Director
<b>Kathy Henderson</b>	Vice-Chair	<b>Jamie Lockwood</b>	Director
<b>Larry Jones</b>	Secretary	<b>John Seaman</b>	Director
<b>Jay Johnston</b>	Treasurer	<b>Bill Webb</b>	Director
<b>Andrew Bibby</b>	Director	<b>Tyler Hotson</b>	Director (Male Player Director)
<b>Brian Burke</b>	Director	<b>Maria Samson</b>	Director (Female Player Director)
<b>Doug Campbell</b>	Director	<b>Dr. Pat Parfray</b>	World Rugby Council Rep.
<b>Arabah Chintoh</b>	Director	<b>Rick Bourne</b>	Rugby Americas North Rep.
<b>Sally Dennis</b>	Director	<b>Pat Aldous</b>	Canadian Olympic Committee Rep.

### Senior Leadership Team

<b>Allen Vansen</b>	Chief Executive Officer
<b>Dustin Hopkins</b>	Interim GM, Rugby Operations
<b>Kingsley Jones</b>	Men's 15s Head Coach
<b>John Tait</b>	Women's 7s Head Coach
<b>Sandro Fiorino</b>	Women's 15s Head Coach & Lead, Canada Sevens Academy
<b>Damian McGrath</b>	Men's 7s Head Coach
<b>Matt Barr</b>	Director, Athletic Performance
<b>Paul Hunter</b>	Interim Director, Rugby Development
<b>Mark Lemmon</b>	Chief Commercial & Marketing Officer
<b>Gareth Rees</b>	Director, Commercial & Program Relations
<b>Deanna Cowan</b>	Senior Manager, Merchandising & Licensing
<b>Jamie Levchuk</b>	Managing Director, Canada Sevens and Rugby Canada Events
<b>Jennifer Smart</b>	Director, Events
<b>Mary Fraser</b>	Acting Director, Marketing & Communications
<b>Myles Spencer</b>	Chief Operating Officer (through Q1)
<b>Linh Nguyen</b>	Chief Financial Officer (through Q1)
<b>Jen Braem</b>	Director, Finance (start Q2)





# RUGBY CANADA 2018 HIGH PERFORMANCE REPORT

## NATIONAL SENIOR TEAMS NATIONAL SENIOR MEN'S XV TEAM

### Successes:

- Top Canadian players who were not in full-time professional rugby environments overseas had the opportunity to train together full-time in Langford in preparation for the RWC2019 Repechage tournament.
- The team had great performances and won all 3 matches in the Repechage tournament to earn the final qualification for RWC2019.

### Challenges:

- Losing the home-and-away series with Uruguay meant that Canada did not qualify for RWC2019 as Americas 2. As a result, the team then had to qualify at the Repechage tournament in November 2018, which resulted in significant additional financial costs.
- Long distance travel was a major issue in 2018 with multiple flights to South America and Europe which was not favourable for player welfare.
- Player availability was a significant challenge as many games were played outside of the regulation 9 window.
- More continuity with our staff and players was identified as a critical learning in 2018.



### Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-01-27	RWCQ / ARC	BC Place, Vancouver	Canada	29-38	Uruguay
2018-02-03	RWCQ	Montevideo, Uruguay	Uruguay	32-31	Canada
2018-02-10	ARC	Sacramento, USA	USA	29-10	Canada
2018-02-17	ARC	Westhills Stadium, Langford	Canada	45-5	Brazil
2018-02-24	ARC	Jujuy, Argentina	Argentina Xv	40-15	Canada
2018-03-03	ARC	Santiago, Chile	Chile	17-33	Canada
2018-06-09	June Tour	Commonwealth Stadium, Edmonton	Canada	10-48	Scotland
2018-06-16	June Tour	Twin Elm Rugby Park, Ottawa	Canada	20-43	Russia
2018-06-23	June Tour	Wanderer's Grounds, Halifax	Canada	17-42	USA
2018-10-31	Repechage Prep	Oxford, UK	Oxford	20-26	Canada
2018-11-05	Repechage Prep	Coventry, UK	Coventry	12-35	Canada
2018-11-11	RWCQ - Repechage	Marseille, France	Canada	65-19	Kenya
2018-11-17	RWCQ - Repechage	Marseille, France	Canada	29-10	Germany
2018-11-23	RWCQ - Repechage	Marseille, France	Canada	27-10	Hong Kong

## NATIONAL SENIOR WOMEN'S XV TEAM

### Successes:

- With a 3-1 record, Canada outscored their opponents by a total of 120 points to 87 points.
- Having 4 back-to-back matches provided a great opportunity for Head Coach, Sandro Fiorino, to look at many selection variations in preparation for the 2021 RWC.
- The November test window allowed Sandro to play a number of uncapped players.

### Challenges:

- Preparation for the November tour was limited due to costs. While pay-to-play has been eliminated for competition, there are still challenges around the costs for preparation camps.

### Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-12-18	November Series	London, England	England	27-19	Canada
2018-12-21	November Series	Manchester, England	England (A)	14-35	Canada
2018-12-24	November Series	Cardiff, Wales	Wales	21-38	Canada
2018-12-27	November Series	Edinburgh, Scotland	Scotland	25-28	Canada



## NATIONAL SENIOR MEN'S SEVENS TEAM

### Successes:

- Reaching the semi-finals in both Cape Town and Paris tournaments, earning valuable points that ultimately resulted in a 9th place finish for the season
- Nathan Hirayama finished the series as top points scorer with 334 points.

### Challenges:

- Funding cuts from Own The Podium created significant pressures on the Men's Sevens program and Rugby Canada.
- Injuries proved to be challenging for the team in 2018 and created added pressures through February and March. These injuries questioned the program's depth and the need to identify new players.

### Results:

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2018-01-26 to 2018-01-28	Sydney 7s	Sydney, Australia	1 -0-4	12th
2018-02-03 to 2018-02-04	Hamilton 7s	Hamilton, New Zealand	1 -0-4	14th
2018-03-02 to 2018-03-04	Las Vegas 7s	Las Vegas, USA	3-0-3	10th
2018-03-10 to 2018-03-11	Canada 7s	Vancouver, BC	2-1-2	15th
2018-04-06 to 2018-04-08	Hong Kong 7s	Hong Kong	3-0-3	10th
2018-04-28 to 2018-04-29	Singapore 7s	Singapore	3-0-3	10th
2018-06-02 to 2018-06-03	London 7s	London, England	3-0-2	8th
2018-06-09 to 2018-06-10	Paris 7s	Paris, France	4-0-2	4th
2018-11-30 to 2018-12-01	Dubai 7s	Dubai, UAE	2-0-3	12th
2018-12-08 to 2018-12-09	Cape Town 7s	Cape Town, South Africa	3-0-2	4th



## NATIONAL SENIOR WOMEN'S SEVENS TEAM

### Successes:

- Finished the Series in a top 4 position - an achievement that will be used as a benchmark for Tokyo 2020 Olympic qualifications scheduled for 2019.
- Podium finishes at both Sydney and Paris were significant accomplishments for the team as they build towards Tokyo 2020. Additionally, the team narrowly missed a podium finish in Dubai with some very close games.
- On October 20th 2018, Ghislaine Landry became the first woman to hit the 1,000 point milestone on the HSBC World Rugby Women's Sevens Series.

### Challenges:

- Retirements of many key senior players (Kelly Russell, Jen Kish & Ashley Steacy) impacted overall team leadership in 2018.
- Mentally & physically, 2019 proved to be a challenging season as a result of a tough training and competition schedule.
- Consistent positive results against the Series leader, New Zealand, but closing the gap continues to be a challenge.
- A 5th place finish at Canada's home tournament in Langford was a disappointment for players and staff.
- 11th place finish in Kitakyushu was disappointing for the team and staff.

### Results:

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2018-01-26 to 2018-01-28	Sydney 7s	Sydney, Australia	5-0-1	3rd
2018-04-21 to 2018-04-22	Kitakyushu 7s	Kitakyushu, Japan	2-0-3	11th
2018-05-12 to 2018-05-13	Langford 7s	Langford, BC	4-0-2	5th
2018-06-08 to 2018-06-10	Paris 7s	Paris, France	4-0-2	3rd
2018-10-20 to 2018-10-21	Glendale 7s	Glendale, USA	5-0-1	3rd
2018-11-29 to 2018-11-30	Dubai 7s	Dubai, UAE	5-0-2	2nd

## DEVELOPMENT & AGE GRADE SEVENS TEAMS CANADA U18 WOMEN'S SEVENS

### Successes:

- The RDCA provides Canadian female athletes with the opportunity to prepare for the rigors of international 7s competition.
- The players and staff produced clinical performances in the Youth Olympic Qualifying tournament in Las Vegas. Both strong team and individual performances allowed Canada to dominate the qualifying tournament, finishing in first place.

### Challenges:

- Few opportunities for all U18 female 7s players to come together and train. A number of players are in the RDCA in Langford; however, not all players get regular contact time.
- Minimal quality 7s tournaments in Canada for U18 girls remains challenging, especially when preparing to compete in a 3-day international tournament.

### Results:

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2018-03-01 to 2018-03-03	Youth Olympic Qualifier	Las Vegas, USA	3-0-0	1st
2018-10-15 to 2018-10-18	Youth Olympics	Buenos Aires, Argentina	5-0-1	3rd

## CANADA U18 MEN'S SEVENS

### Successes:

- Despite limited competition for the Men's U18 Sevens team in 2018, winning the Youth Olympics Qualifier in Las Vegas was a huge team success.

### Challenges:

- Although the team won the 2018 Youth Olympic Qualifier, the men's U18 program did not qualify for the Youth Olympics. This was a result of IOC restrictions limiting the number of team sports permitted for each participating country. Ultimately, the Canadian Men's Field Hockey team gained the final available men's spot and Men's rugby remained sidelined.

## Results:

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2018-03-01 to 2018-03-03	Youth Olympic Qualifier	Las Vegas, USA	3-0-0	1st

## DEVELOPMENT & AGE GRADE XV TEAMS CANADA 'A' / SELECTS MEN

### Successes:

- With the goal of qualifying for RWC2019 via the Repechage tournament, the Canada 'A' program had a robust schedule against quality competition in 2018. These matches provided 43 players with the opportunity to showcase their skillset to ensure the coaching staff were able to select the best-possible team to represent Canada in the Repechage tournament.

### Challenges:

- Aside from limited available funding, the team faced no significant challenges in 2018.

## Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-05-18	June Tour Prep	York Lions Stadium, Toronto	Ontario Arrows	0-19	Canada Selects
2018-05-26	June Tour Prep	Westhills Stadium, Langford	Canada Selects	56-28	Ontario Aarows
2018-08-11	France Tour	Lacaune, France	Castres Olympiques	47-17	Canada Selects
2018-08-17	France Tour	Issoire, France	ASM Clermont Auvergne	54-15	Canada Selects
2018-10-06	APC	Montevideo, Uruguay	Uruguay 'A'	35-21	Canada 'A'
2018-10-10	APC	Montevideo, Uruguay	Argentina XV	45-5	Canada 'A'
2018-10-14	APC	Montevideo, Uruguay	Tonga 'A'	31-32	Canada 'A'

## CANADA U20 MEN

### Successes:

- Qualification for the Junior World Trophy was paramount and allowed the U20 Men's team to compete against Fiji, Portugal, Uruguay and Romania.
- Many young players such as James O'Neill, Tyler Duguid and Will Percillier excelled in the U20 international environments and will be pushing for spots in the senior men's program in the near future.
- The introduction of Gethin Watts, former WRU HP Manager as a consultant for the U20 program has been a significant boost to the U20 Men's program.

### Challenges:

- The Men's U20 program is consistently challenged with limited games and preparation time together prior to the qualifiers and Junior World Trophy. As with all age grade programs, financial support is limited and hampers quality preparation.
- Injuries in some critical games cost Canada vital points. This even further highlights the need for quality preparation to ensure our athletes are in strong physical shape to compete at the international level.
- Consistency in performance was an ongoing issue throughout the season with narrow losses coming against a number of teams.

## Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-06-12	Trophy Qualifier	Edmonton, Alberta	Canada	60-22	USA
2018-06-16	Trophy Qualifier	Edmonton, Alberta	Canada	22-40	USA
2018-08-29	Junior World Trophy	Romania	Canada	29-31	Portugal
2018-09-01	Junior World Trophy	Romania	Canada	23-27	Uruguay
2018-09-05	Junior World Trophy	Romania	Canada	26-53	Fiji
2018-09-09	Junior World Trophy	Romania	Canada	71-14	Romania





## CANADA U20 WOMEN

### Successes:

- The local host community and Rugby Nova Scotia did an outstanding job in reducing costs for both the event and the players who were selected to the National U20 program.
- Although the goal for the program was to win the Tri-Nations, the resilience of the team and staff was exceptional. A significant win against the USA and two close games against England showed that the program is competitive on the world stage
- All staff are volunteers for the Women’s U20 program. A special thanks must go to everyone involved who helped provide a very professional environment.

### Challenges:

- The National U20 Women’s program is Pay-to-Play, which presents significant challenges when striving to ensure all quality players in Canada have access the National U20 team program. More regular contact between coaches and players is critical in the continued development of world class players.

### Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-08-06	U20 Tri Nations	Halifax, Nova Scotia	Canada	36-12	USA
2018-08-10	U20 Tri Nations	Halifax, Nova Scotia	Canada	22-36	England
2018-08-18	U20 Tri Nations	Halifax, Nova Scotia	Canada	27-27	England

## CANADA U18 MEN

### Successes:

- This extended program provided the opportunity for over 100 players to participate at a higher level in 2018. The Hong Kong tour also provided new competition over the regular USA games that take place annually.
- Increased contact time between coaches and players through new competition proved to be very valuable in terms of player development.
- All staff are volunteers for the Women’s U20 program. A special thanks must go to everyone involved who helped provide a very professional environment.

### Challenges:

- The National U18 Men’s program is Pay-to-Play, which presents significant challenges when striving to ensure all quality players in Canada have access the National U18 team program. In 2018 some players paid as much as \$8000 to represent Canada at all camps and competitions. More regular contact between coaches and players is critical if we are going to continue to develop world class players.

### Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
2018-03-23	Can vs HK	Hong Kong	Canada	24-28	Hong Kong
2018-03-27	Can vs HK	Hong Kong	Canada	62-5	Hong Kong
2018-03-31	Can vs HK	Hong Kong	Canada	14-5	Hong Kong
2018-12-28	NA4 – U18	San Diego, USA	Canada White	22-10	USA White
2018-12-28	NA4 – U18	San Diego, USA	Canada Red	13-40	USA Blue
2018-12-31	NA4 – U18	San Diego, USA	Canada White	0-33	USA Blue
2018-12-31	NA4 – U18	San Diego, USA	Canada Red	20-20	USA Red

## CANADA U18 WOMEN

### Successes:

- With the division of East / West competitions, the U18 Women’s staff were able to select 60 players to compete in a higher level of competition, allowing for further talent identification. This gave the staff the best opportunity to select the top 30 players to compete against the USA. The result didn’t go Canada’s way but the competition was invaluable.

### Challenges:

- The National U18 Women’s program is Pay-to-Play which presents significant challenges when striving to ensure all quality players in Canada have access the National U18 team program.
- Limited competition and currently heavily reliant on the USA for cost effective competition.

### Results:

DATE	TOURNAMENT	LOCATION	HOME TEAM	FINAL SCORE	AWAY TEAM
June 2018	Can-Am U18	Brentwood College, Victoria	Canada West	8-12	USA West
June 2018	Can-Am U18	Brock University, Ontario	Canada East	20-24	USA East
Dec 2018	Can-Am U18	San Diego, USA	Canada U18	27-31	USA U18



# ALUMNI RELATIONS & PLAYER SUPPORT PROGRAMS

## ALUMNI RELATIONS

As in previous years, Rugby Canada’s alumni continued to support and attend various matches hosted across Canada. A key objective for Rugby Canada is to remain engaged with our proud Canadian athletes, coaches and staff, all of whom have represented our country of Canada on the international rugby stage.

Small informal alumni gatherings continue to be organized around major Rugby Canada hosted events such as the HSBC Canada Sevens and various other test matches hosted throughout Canada.



## NATIONAL PLAYER’S SUPPORT PROGRAM

This program continues to supplement gaps and deficits in Rugby Canada’s funding, thus supporting our athletes by allowing them to focus their attention on training and playing at the highest international level. Funds are used to address the needs of team programs and individual players over the course of the year. In 2018 much like the two previous years, money was raised with an increased focus on other Rugby Canada fundraising initiatives, the main of which being the Al Charron National Training Centre.

# NATIONAL RECOGNITION PROGRAM

## RUGBY CANADA ANNUAL AWARDS

The 2018 Annual Awards Dinner recognizing 2017 award recipients, was held on March 7, 2018 in Vancouver as one of many lead-up events to the annual HSBC Canada Sevens Tournament. Over 300+ guests gathered at the Sheraton Wall Centre Hotel to celebrate the Annual Award recipients for their outstanding contributions to the growth and development of rugby in Canada. The award recipients, recognized for their contribution for 2017 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
- President’s Award

- Justin Douglas
- Ghislaine Landry
- Matt Heaton
- Kelly Russell
- Cole Keith
- Taylor Black
- David McCully
- Jo Ann Robinson
- Alan Hudson
- Judy Seddon
- Rugby Nova Scotia
- Taylor Paris
- Kelly Russell
- Keith Gillam, Richard Powers, Bill Webb, & Mayor Stewart

## HALL OF FAME

The 2017 of Hall of Fame Inductees were celebrated alongside the Annual Awards Dinner in March of 2018 and were recognized on-field during the HSBC Canada Sevens Tournament held at BC Place in Vancouver.

### 2017 INDUCTEES INCLUDE:

- Stephanie White - Player
- Douglas “Buzz” Moore - Player
- Spence G. McTavish - Player
- Ruth Hellerud-Brown - Player
- Dr. Maria Gallo - Player
- Dr. Ian Birtwell - Coach
- Monty Heald - Past President



The Hall of Fame nominations and selection process are overseen by a subcommittee of the Ways and Means Committee.



# RUGBY TRAINING, EDUCATION & DEVELOPMENT

## TRAINING & EDUCATION

Rugby Canada piloted and/or participated in a number of training and educational efforts over the course of 2018. Some highlights includes the following:

- World Rugby invite Rugby Canada to participate in the coaching resource revision group, along with New Zealand Rugby and Scottish Rugby. The purpose of this group was to revise and update World Rugby coaching level 1 and level 2 resources.
- Rugby Canada piloted a coaching webinar with Richard Cheetham, titled ‘Improving Skill Acquisition Through Deliberate Practice’
- Rugby Canada, in partnership with Rugby Ontario, piloted an “Introduction to Tackle Technique” professional development workshop for coaches.
- Rugby Canada hosted a match official professional development workshop at Oakville Rugby Club in Ontario with Wayne Barnes (International Match Official).
- Rugby Canada supported USA Rugby in the hosting of a World Rugby Educator training,

## Coach Development Programs:

COURSE	# OF COURSES	# OF COACHES TRAINED
NCCP Community Initiation/World Rugby Level 1	36	404
NCCP Competition Introduction/World Rugby Level 2	14	126
World Rugby Coaching 7s Level 1	3	27
Professional Development – National Key Themes	2	14
Professional Development – Other	12	366

## Medical Training & Education :

COURSE	# OF COURSES	# OF PARTICIPANTS TRAINED
First Aid in Rugby	1	7

## Match Official Development :

COURSE	# OF COURSES	# OF OFFICIALS CERTIFIED
Match Official Level 1 Course Delivery	26	242
Match Official Level 2 Course Delivery	2	13
Professional Development	5	125



## RUGBY DEVELOPMENT

Rugby Canada piloted and/or participated in a number of development efforts over the course of 2018. Some highlights includes the following:

- Rugby Canada supported the Queens University Coaching Symposium with guest coaching from Sandro Fiorino (National Senior Women’s XV Team Coach) & Paul Hunter (Manager, National Coach Development).
- Rugby Canada was a member of the Rowan’s Law Concussion Working Group, providing support and recommendations on the implementation of concussion management best practice in Ontario.
- Rugby Canada hosted a professional development workshop with New Zealand Sevens Head Coach, Clark Laidlaw, prior to the HSBC Canada Sevens Tournament in Vancouver. A professional development workshop with World Rugby staff, Paddy o’ Brian and Craig Joubert, was facilitated for local match officials as well.
- Rugby Canada was invited by Rugby Ontario to attend a series of growing the game workshops across the province, to engage local clubs to receive feedback on best practice to grow and develop rugby across the province.
- Rugby Canadaparticipated as a guest speaker at the Elevate Conference, in Toronto to share best practice with Concussion Management alongside Ken Dryden (Former Canadian Member of Parliament & Retired NHL player)
- In partnership with Rugby Ontario, Rugby Canada attended Don Mills Collegiate School for Rowans Law Day to share best practice for concussion management.
- Rugby Canada’s Rookie Rugby was endorsed by Physical Health Education Canada



## HSBC Rookie Rugby, Presented by Honda :

The past year was a momentous year for Rookie Rugby as it saw a massive investment into the program through two corporate sponsors. HSBC entered year two of their three-year sponsorship agreement as the Title Sponsor of Rookie Rugby and Honda committed to three years as the program’s presenting sponsor. These sponsorships allowed Rugby Canada to provide additional resources and support for all 10 provincial unions, including personalized Rookie Rugby signage to be used at various events.



# OPERATIONS & MEMBER RELATIONS

## MEMBER MANAGEMENT & REGISTRATION

Rugby Canada achieved significant growth in participation in 2018, with membership increasing by a staggering 14.5% from 2017 to 2018, achieving 34,942 registrations. Junior and Senior categories experienced the largest growth in registration in 2018. This is a positive reflection of the investments being made across the Canadian rugby community. Rugby Canada’s member registration numbers have experienced a gradual increase since 2010, and continue to grow year-over-year.

UNION	MINOR	JUNIOR	SENIOR	OTHER	VISITOR	GRAND TOTAL
AB	1,416	2,372	1,996	112	432	6,328
BC	919	1,972	3,241	849	491	7,472
MB	-	88	578	6	81	753
NB	-	151	325	3	41	520
NL	80	110	156	3	87	436
NS	252	146	658	44	50	1,150
ON	2,097	5,056	5,039	534	677	13,403
PEI	106	65	144	18	11	344
PQ	420	827	1,822	82	119	3,270
SK	324	117	468	39	75	1,023
RC	-	34	168	41	-	243
<b>TOTAL</b>	<b>5,614</b>	<b>10,938</b>	<b>14,595</b>	<b>1,731</b>	<b>2,064</b>	<b>34,942</b>

**Notes:**

1. Rugby Canada Memberships are based on paying members processed through the National Rugby Registration System
2. Other = Masters, Rec, University, Pre-Season, Offseason, Medical & Managers
3. Senior = Senior Players, Coaches, Match Officials
4. “RC” members include National Team athletes not associated with any Club / Provincial Union.



## INSURANCE

Marsh Canada Ltd. continues to serve as Rugby Canada's Broker of Record. The longevity of this relationship ensures smooth day-to-day policy administration as well as allowing Rugby Canada to look towards the future with Marsh's expert knowledge of rugby in the insurance landscape.

Chubb Insurance administers the personal accident claims arising from Rugby Canada's membership, with a dedicated Claims Specialist to the account, thereby providing familiarity, consistency, and faster response times.

Tour and event sanctioning remains an important aspect of Rugby Canada's risk mitigating strategies. It has become an integral part of event and tour planning. A plan to move the administration of sanctioning to SportLoMo is still ongoing.

Rugby Canada encourages all provinces to opt into the excess medical coverage buy-up option. This option ensures that injured members have insurance coverage for expenses such as physiotherapy, wheelchair rental, ambulance fees and semi-private hospital rooms. The small fee to purchase this coverage provides an invaluable goodwill gesture as well as piece of mind for members.





# COMMERCIAL OPERATIONS

## SPONSORSHIP

2018 was a tremendous year for the Rugby Canada commercial department, featuring a new Official Rugby Canada Uniform partnership, and many key partnership renewals.

The following are key highlights from 2018 Sponsorship department:

- In January, 2018, Rugby Canada was excited to announce a new multi-year partnership with global rugby brand Canterbury. The partnership announcement coincided with the unveiling of a new Rugby Canada brand system that boasted a distinctly Canadian look and feel, and hit at the heart of what Canadian rugby is all about. The new partnership with Canterbury was the result of an extensive RFP process undertaken by Rugby Canada with a goal of forming a partnership with a provider who could deliver a world class product to support our national programs.
- Rugby Canada was thrilled to announce the partnership renewal with Goldcorp. This extended the original partnership from 2015 until 2021 and saw Goldcorp stay on as an Official Partner of Rugby Canada's Women's Programs.
- The Butchart Gardens, located in Brentwood Bay, British Columbia, extended their partnership with Rugby Canada, which included The Butchart Gardens remaining a Premier Partner of both the HSBC Canada Sevens (Men's) & HSBC Canada Women's Sevens events. The Butchart Gardens and the Clarke Family continue to be a staunch supporter of Rugby Canada and our many events & programs.
- One of Rugby Canada's longest standing partners (Helijet) also extended their support and partnership with Rugby Canada through June, 2019. Helijet is Rugby Canada's Official Aviation Partner and have shown support for the entire Rugby Canada organization, inclusive of the national and age-grade programs, as well as the HSBC Canada Sevens & HSBC Canada Women's Sevens events.
- Rugby Canada's Official Automotive Partner, Honda Canada, extended their partnership with Rugby Canada to the end of 2018. Honda Canada strives to support not only the National Team programs but also grass-roots rugby in Canada, demonstrated through their alignment as the Presenting Sponsor of Rugby Canada's Rookie Rugby program.
- Rugby Canada also renewed their partnership with Bodylogix, extending the partnership with the Canadian based Nutritional Supplement brand through December, 2019.
- Continuing their ongoing support of Rugby Canada's Age-Grade programs, Shawnigan Lake School and Ruby Canada continued a partnership providing support for the Men's & Women's U20 programs through 2021.
- Rugby Canada & The Globe & Mail (Canada's national newspaper) extended their partnership to provide valuable media promotion support surrounding Rugby Canada's calendar of international events.

## TELEVISION BROADCAST



2018 was a great year for rugby on television in Canada. Rugby Canada's Official Broadcast Partner, TSN, televised each of the organization's Rugby World Cup Qualifiers in 2018, including matches against Uruguay, Kenya, Germany & Hong Kong. TSN also televised Canada's Men's 15s match against Scotland, played in Edmonton, Alberta.

Online streams were also available to the Canadian rugby community through TSN, as well as through Rugby Canada hosted channels. These streams included Men's 15s competition at the 2018 Americas Rugby Championship matches that were hosted in the USA, Argentina and Chile, as well as the team's summer series matches against the Ontario Arrows, Russia and the USA.

Further streamed matches or competitions included the U20 Men's Junior World Rugby Trophy Qualifiers vs. the USA, the CRC U19 Men, U20 Women and the CRC Sr. Women competitions held in Saskatoon, and the CRC Senior Men's Competition. Four additional U20 Women's matches between Canada, USA & England were streamed, along with the U18 Men's & Women's Westerns / Easterns and the Canadian University Men's Rugby Championships.

Following the momentous announcement in 2017, Rugby Canada and the Canadian Broadcasting Corporation's (CBC) partnership ensured that every minute of the HSBC World Rugby Men's and Women's Sevens Series was streamed live on CBC's Platforms in 2018. This included ten international men's events and five international women's events, along with the 2018 Rugby World Cups 7s event that was held in San Francisco, California and was competed in by each of Rugby Canada's Men's & Women's Sevens programs.





## FUND DEVELOPMENT & FUNDRAISING

Fundraising takes many forms and meets many needs within Rugby Canada's corporate and budgeting structures. The following categories showcase areas where funds can be directed with a view to donors tailoring their legacy and connecting with the program outcomes:

### National Team Support Programs - Men's & Women's National Senior Teams

Ultimately, on the world stage, we strive to have our teams qualify for Men's and Women's future Rugby World Cups. Events are organized around pinnacle events to raise campaign funds.

### National Age-Grade Programs - Men's & Women's U17 - U20

For many talented young athletes, the financial barriers to pursue sport at the high performance level are immense. A competitive athlete with potential to move up in the sport system will face a range of costs in order to make the leap, including training and equipment fees, higher level coaching and international competition travel expenses. By funding our age-grade teams we give the best young athletes increased access to our programs and a chance to stay in rugby. We will retain the best of the best when we eradicate the current pay-to-play model. - Within the pay to play model there is support to engage parents, friends and potential partners to contribute to the sponsoring or donating to program costs.

### Rugby Canada Development Academy (Women)

In partnership with Belmont Senior Secondary School in Langford, BC and Sooke School District #62, the Academy provides a highly specialized rugby skills training environment with an integrated approach to scholastic and athletic pursuits. Next generation funding through "Own The Podium" support of the Women's National Sevens Program is accessed for this program.

### Rugby Canada Pacific Pride Academy (Men)

The re-introduction of the Pride Development program out of Langford BC has been a revelation for supporting and identifying Canada's next generation of Sevens and Fifteens players. There is a growing Data base of "Pride" alumni and a working group (led by Ryan Smith and Jamie Cudmore) that is planning fundraising events across the country for 2019 in the Prides Inaugural year.

## Canadian Rugby Foundation Endowments

The Canadian Rugby Foundation's (CRF) mission is to provide long term endowment funding to support grass-roots rugby in Canada. They work with clubs, organizations and individuals to provide supplementary funding for programs, scholarships and junior development across Canada. The foundation works with Rugby Canada to receive payments on a variety of projects stretching from member club initiatives to U20 World Trophy campaigns. Rugby Canada also supported the Canadian University Men's Fifteens championship whose inception has been driven by the Foundation.

The two programs below are hosted within the CRF and have actively supported the efforts to remove the pay-to-play model and the goal to ensure no player is prevented from participation based on funding.

- **CAPTAIN'S ASSIST FUND** - Designed to assist Canadian age-grade national team players in meeting the modern day demands of rugby, the Foundation adopted the Captain's Assist Fund as a vehicle to support young players striving to obtain the requisite experience to play at the highest level. The U20 World Trophy has been a particular focus of a group of dedicated individuals (Canadian Rugby Foundation Board, Mark Wyatt, Mike Holmes, Dr. Pat Parfrey, Andrew Purdey, David Robertson)
- **MONTY HEALD NATIONAL WOMEN'S FUND** - This fund was created to fill the need for increased financial support for the National Senior Women's 15s team, and contributes annually to ensure there are no costs to playing on our national teams. Providing greater access to the international womens game has been a focus of a group of dedicated individuals (The Canadian Rugby Foundation Board, Liz Ferguson, Barry Giffen, Stephanie White, Meaghan Howatt)

## Individual Champions and Donors

In addition to the parents, friends of rugby and partners of Rugby Canada who contribute to the essential fundraising component of delivering high performance Rugby, there are many individual champions who go above and beyond in their support:

- Rick Powers
- Robin and Barnabas Clarke
- Andrew Purdey
- Dr. Pat Parfrey
- Pat and Linda Aldous
- Rob Ash & Family
- Kevin Reid
- Bill Webb



## The Annual Victoria “Players Championship” Golf tournament

The Victoria “Players Championship” Golf tournament, held every summer has become a mainstay of the Rugby Canada Fundraising year. It is organized by a Volunteer committee of alumni and friends (Mark Cardinal, Joe Frenette, Graeme Bethel, Bobby Ross) and lead by Helen Welch and Gareth Rees with support from Rugby Canada Departments and staff. The Greater Victoria business community support has grown every year and the introduction of Bear Mountain Golf and Ecoasis (Dan Mathews) as a full Rugby Canada partner has provided significant contra at the course that the committee works hard to monetize to be spent on Athlete programs. (140 golfers).



## External Contributors

In addition to its regular Fundraising and donor support programs, Rugby Canada is the beneficiary of several important external funds and philanthropic groups who choose to support the programs and opportunities Rugby Canada is trying to provide for young athletes.

- Golf for Kids – Incredible Langford-Based event (chaired by Dale Douglas and Murray Fraser) that raised \$1 Million through their Bear Mountain Event. RC Received support for young players.
- British Canadian Business Association – Held their inaugural event (with RC Staffing and Prizing support) at the Pan Pacific Hotel in Vancouver the week of Canada Men’s Sevens – %100 of Fundraising was to support RC Programs
- Hong Kong Sevens Fund – Entered its 10th year and through its annual Luncheon the week of the Hong Kong Sevens is able to support individual male and female players, Extra initiatives for the team (travel, therapy etc.) and general support for the National Sevens Program through a contribution to Rugby Canada. The HK Fund Board have been huge champions and along with their leaders Ferg Wilmer and Randy Heward have made a significant impact in growing Sevens Rugby and supporting players
- City of Langford – The Mayor’s Golf Event and several other initiatives support RC Programs through their Fundraising
- Langford Economic Development Committee – Provides support for various event and athlete-based initiatives through their funds.
- SportAssist – Is a Vancouver Island based group that has helped individual athletes and will come on board to support the inaugural Pride Academy program in Langford in 2019.
- Destination Greater Victoria, Sport Hosting Vancouver and several host city tourism departments all contribute to defer event costs for RC at annual and special event throughout the year.

## MERCHANDISING & TEAM UNIFORMS

2018 was an exciting and transitional year for the Merchandise Department. As a whole, the department maintained revenue goals for many initiatives and had a number of significant highlights. As a result of an extensive RFP process throughout 2017, Canterbury was announced as our new multi-year team uniform supplier. Canterbury, a leading supplier of team apparel has been dedicated for more than a century to making the most innovative highest quality products in rugby. In addition to the Canterbury partnership, a new brand was also unveiled through RUGBY.CA and STORE.RUGBY.CA.



## Online Store / Group Sales

The Online Store had an exciting year with the launch of Canterbury and Rugby Canada’s new brand. The Online Store ‘store.rugby.ca’ was launched in March 2018, partnering with Shopify for a more customer friendly & streamlined shopping experience.

Shopify is the best e-commerce platform on the market today. With hundreds of built-in apps and features its designed to help business’ start, grow and manage their business. With our sleek new design and platform, the Online Store exceeded budgetary goals throughout the year and into the holiday season. Picking, packing and shipping over 2,500 online purchases domestically and internationally.



## Event Sales

For all domestic hosted Rugby Canada Events, the Merchandise Department oversees and executes all in stadium merchandise sales objectives. Operating functions include; outsourcing (as appropriate) to third party vendor and managing partner salesforce merchandise settlement and contract, retail product selection, retail pricing strategy, product shipping logistics, venue point-of-purchase display materials and set up, branding, inventory management and financial reconciliation

### HSBC Canada Sevens, Vancouver

The 3rd Year of this event sustained success for Rugby Canada, meeting budgetary goals. Merchandise per capita was \$4.61 (over 2 days) based on in stadium attendance of 78,000. Merchandise was available throughout the stadium across 6 kiosks, 1 suite location and an off-site merchandise trailer.

### HSBC Canada Women's Sevens, Langford

For the 4th year in a row this event was a success for Rugby Canada, hitting budgetary expectations. Merchandise per capita was \$5.40 (over 2 days).

### Men's 15s International Series

The industry average of merchandise sold at a sporting event per attendee is approximately \$3.50.

Canada vs. Uruguay (RWCCQ)	\$1.95 Per Capita in Vancouver, BC*
Canada vs. Scotland	\$5.30 Per Capita in Edmonton, AB
Canada vs. Russia	\$5.21 Per Capita in Ottawa, OT
Canada vs. USA	\$6.08 Per Capita in Halifax, NS

## HSBC Rookie Rugby, presented by Honda Merchandise Kits

In 2015, Rugby Canada introduced Rookie Rugby. This program continues to grow year to year, increasing total purchased kits. In 2018 the ability to order 'a la carte' was introduced allowing clubs and schools to purchase all Rookie Rugby equipment separately. All kits that were ordered were picked, packed and shipped to clubs across the country.



## Team Uniform

The Merchandise Department is responsible for all National Team Apparel and equipment for all Rugby Canada programs. The merchandise department provided direction in performing a Request for Proposal (RFP) in search of a new National Team Apparel Supplier. After a 12-month review process of the proposals and an extensive analysis Rugby Canada selected Canterbury to be the 2018 – 2023 Exclusive Supplier of Team Apparel for Rugby Canada.

National Team uniform planning and forecasting is crucial to all programs pre-tour preparation. All programs require their uniforms 2-3 weeks prior to departure/team assembly. This process requires considerable attention to detail and organization from start to finish. It is the responsibility of the High Performance Department and Merchandise Department to determine the quantities and styles of uniforms that are needed for the tour and/or event. From time-to-time multiple teams, tours and events will happen simultaneously and all tours must be managed efficiently and delivered on time.

On Field Apparel is a collection of garments that are to be used to play the game of rugby on the international stage. All National Team Programs from elite to junior are provided with on field uniforms. All "rugby" on field products must be sampled and performance tested by our Rugby Canada High Performance Department. These garments must be made to withstand and perform international rugby.

Off field Apparel is crucial within the training environment and culture of Rugby Canada. As part of the national team apparel needs, from time-to-time our national programs will also require items customized due to World Rugby competitions. With programs running year round, and across the globe different seasonal items may be requested. Rugby Canada ensures all programs will be provided with apparel that is suitable to perform in the weather they are in.

All national team clothing must abide by World Rugby's Regulation 11 Guidelines, which clearly outlines all union crests, manufacturer and advertising mark dimensions for each garment that is worn within the playing enclosure. Uniform branding is a key component to many partnerships with Rugby Canada. This provides significant brand exposure both in Canada and across the world through the international events Rugby Canada's teams compete in.



# MARKETING & COMMUNICATIONS

2018 was an exciting year for the marketing and communications departments at Rugby Canada. In the first quarter, Rugby Canada launched an exciting rebrand including a new logo, website and apparel partnership with Canterbury.

The newly introduced Rugby Canada brand was developed by Hulse & Durrell, an award winning Canadian design firm based out of Vancouver, and known for their exemplary work on the Vancouver 2010 Olympics, both Canadian and International Olympic Committees, as well as several other Canadian National Sport Federations. The new website was designed and developed by Locomotive based in Montreal. Funding for Rugby Canada’s new brand system and platform was made possible through the Canadian Olympic Committee’s National Sport Federation “Brand Enhancement Initiative” project.

The new brand brings an unmistakable look and feel to Canadian rugby. No bells. No whistles. Bold, straight forward, and genuine. This is rugby. This is Canada. The brand was built on the themes that make this sport remarkable. Courage, tradition, honour, perseverance, and straight up fun. The look was influenced by nearly half a century of Canadian rugby iconography.

A strikingly simple logo is at the heart of the new brand. The sport is center stage, set within an angular interpretation of the maple leaf — a symbol instantly understood around the world. The logo is framed by a shield, referencing the sport’s heritage and barricade-like athletic qualities. It’s an unmistakable design that will help connect fans and future players to the sport of rugby in Canada and serve as a powerful symbol of pride and excellence for Canada’s men’s and women’s high-performance teams.

Rugby Canada’s social media channels continued to grow in 2018 with engaging content throughout the year. Overall social media following increased 6.5% over 2017 with a combined following of 228,883.



## SOCIAL MEDIA



94,550  
Followers

14,590,647  
Impressions

1,149,931  
Engagements



74,348  
Followers

24,645,003  
Impressions

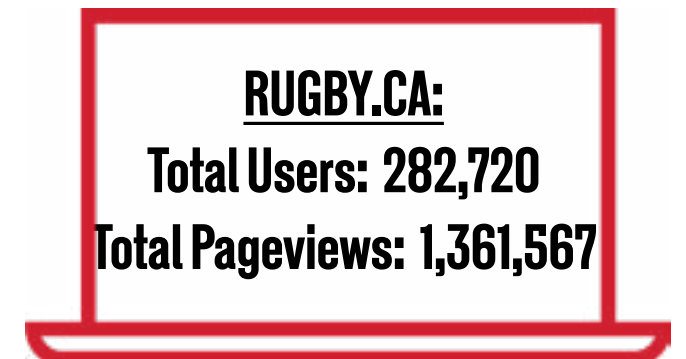
929,352  
Engagements



59,985  
Followers

19,244,430  
Impressions

556,966  
Engagements





# EVENTS & COMPETITIONS

## INTERNATIONAL EVENTS

### MEN'S INTERNATIONAL EVENTS

#### NSM15 v Uruguay: RWC 2019 Qualifier / Americas Rugby Championship

In its second bid to try and qualify for the Rugby World Cup 2019 in Japan, Canada's National Senior Men's Team (NSM15) played host to Uruguay in the first match in a 2-game series. The match, also included as a part of the 2018 Americas Rugby Championship tournament, was held at BC Place stadium in Vancouver, BC on Saturday, January 27th, 2018. This match saw a new Canadian record for attendance at a Tier 2 match, with 16,132 fans cheering on Canada in a closely contested match.

DATE	LOCATION	VENUE	ATTENDANCE	TICKET REVENUE
2018-01-27	Vancouver, BC	BC Place Stadium	16,132	\$260,894.50

\*Match results can be found in the High Performance reports.

#### NSM15 v Brazil: Americas Rugby Championship

In its second game of the 2018 Americas Rugby Championship, Canada's men's team played host to Brazil at Westhills Stadium in Langford on Saturday, February 17th, 2018. Being an outdoor venue in February, the delivery of this match faced many challenges around weather. The field had to be monitored closely to ensure the surface and immediate layers beneath were not frozen, and that it was safe to play on. Despite all the challenges, the home crowd were entertained by a thrilling and decisive Canadian win!

DATE	LOCATION	VENUE	ATTENDANCE	TICKET REVENUE
2018-02-17	Langford, BC	Westhills Stadium	1,753	\$15,538.25

\*Match results can be found in the High Performance reports.

#### NSM15 v Scotland: June Test Window

To kick off its three game June Test series, Canada's men's team battled it out against Scotland at Commonwealth Stadium in Edmonton on Saturday, June 9th, 2018. This was the first men's Test Match to ever be played at Commonwealth Stadium, and the City invested in bringing Rugby to the City by installing new rugby posts, having the artificial turf surface certified as World Rugby Regulation 22 compliant and by investing \$50,000 cash sponsorship towards the event.

DATE	LOCATION	VENUE	ATTENDANCE	TICKET REVENUE
2018-06-09	Edmonton, AB	Commonwealth Stadium	12,824	\$416,263.40

\*Match results can be found in the High Performance reports.

#### NSM15 v Russia: June Test Window

Canada's men's team faced Russia in the second Test Match of the June window. This game was held in Ottawa at Twin Elm Rugby Park on Saturday, June 16th, 2018. With only 6 weeks' notice that Rugby Canada was to host this match it was a challenge to pull together. In the end it was successful with a great fan turnout and experience, especially given the circumstances.

DATE	LOCATION	VENUE	ATTENDANCE	TICKET REVENUE
2018-06-16	Ottawa, ON	Twin Elm Rugby Park	3,312	\$80,581.82

\*Match results can be found in the High Performance reports.





## NSM15 v USA: June Test Window

The final men’s Test Match of the June window took place in Halifax. The game, versus rivals USA, was the first men’s Test Match to be hosted in Nova Scotia, and was held at the Wanderers Grounds on Saturday, June 23rd, 2018. There was a lot of enthusiasm for the match, and while training facilities were a challenge, we received a lot of great feedback from the teams about the hospitality of the local community. In the end the game had a sellout crowd in attendance and the atmosphere was electric!

DATE	LOCATION	VENUE	ATTENDANCE	TICKET REVENUE
2018-06-23	Halifax, NS	Wanderers Grounds	6,213	\$98,193.00

\*Match results can be found in the High Performance reports.

## WOMEN’S INTERNATIONAL EVENTS

Rugby Canada did not host any Senior Women’s international 15s home matches in 2018.

## AGE GRADE INTERNATIONAL EVENTS

### U20 Women’s Tri Nations Cup

Canada’s U20 Women’s team played host to the U20W Tri Nations Cup, featuring games against USA and England over a two week period. The event took place in Nova Scotia at Acadia University and Wanderers Grounds in Halifax from August 7-18th, 2018. It was a fantastic event that was staged in partnership with Rugby Nova Scotia and Sports and Entertainment Atlantic.

MATCH	DATE	LOCATION	VENUE	ATTENDANCE
Canada vs. USA	2018-08-07	Wolfville, NS	Acadia University	500+
Canada vs. England	2018-08-10	Wolfville, NS	Acadia University	500+
Canada vs. USA	2018-08-14	Wolfville, NS	Acadia University	500+
Canada vs. England	2018-08-18	Halifax, NS	Wanderers Grounds	2000+

\*Match results can be found in the High Performance reports.

## NATIONAL / DOMESTIC COMPETITIONS

### NATIONAL CHAMPIONSHIPS

#### Canadian Rugby 7s Championship: U18 Men & Women

Once again the Canadian Rugby Sevens Championship was hosted alongside the HSBC Canada Sevens in early March 2018. The tournament was hosted over two days at Burnaby Lake Rugby Club in Burnaby, BC, with the finals being played at BC Place stadium during a break in action for the HSBC Canada Sevens. Weather and staff resources continue to be challenges for this tournament, but the teams and tournament staff persevered and delivered a great championship.

DATE	LOCATION	VENUE	PARTICIPANTS	WINNERS
2018-03-08 and 2018-03-09	Burnaby & Vancouver, BC	Burnaby Lake Rugby Club & BC Place Stadium	275	<b>U18 Men:</b> 1st – Ontario 2nd – British Columbia 3rd – Alberta  <b>U18 Women:</b> 1st – Ontario 2nd – Alberta 3rd – British Columbia

#### Canadian Rugby 7s Championship: U19 Men, U20 Women & Senior Women

This year’s Canadian Rugby Championship (CRC) for U19 Men, U20 Women and Senior Women was held in Saskatoon, SK. The Saskatoon Rugby Club were fantastic hosts to the teams and tournament staff, and the week-long event was a great success! As a legacy, the tournament was able to be leveraged and help the local organizing group secure a grant for improvements to be made to the Saskatoon Rugby Club!

DATE	LOCATION	VENUE	PARTICIPANTS	WINNERS
2018-07-15 to 2018-07-22	Saskatoon, SK	Saskatoon Rugby Club	454	<b>U19 Men:</b> 1st – Ontario 2nd – Atlantic 3rd – Prairie Wolfpack  <b>U20 Women:</b> 1st – Prairie Wolfpack 2nd – Ontario 3rd – Nova Scotia  <b>Senior Women:</b> 1st – Quebec 2nd – Nova Scotia 3rd – Ontario



## Canadian Rugby Sevens Championship: U19 Men, U20 Women & Senior Women

This year's Canadian Rugby Championship (CRC) for U19 Men, U20 Women and Senior Women was held in Saskatoon, SK. The Saskatoon Rugby Club were fantastic hosts to the teams and tournament staff, and the week-long event was a great success! As a legacy, the tournament was able to be leveraged and help the local organizing group secure a grant for improvements to be made to the Saskatoon Rugby Club!

DATE	LOCATION	VENUE	PARTICIPANTS	WINNERS
2018-07-15 to 2018-07-22	Saskatoon, SK	Saskatoon Rugby Club	454	<p><b>U19 Men:</b> 1st – Ontario 2nd – Atlantic 3rd – Prairie Wolfpack</p> <p><b>U20 Women:</b> 1st – Prairie Wolfpack 2nd – Ontario 3rd – Nova Scotia</p> <p><b>Senior Women:</b> 1st – Quebec 2nd – Nova Scotia 3rd – Ontario</p>

## HSBC CANADA SEVENS HSBC CANADA MEN'S SEVENS

In 2018, HSBC Canada Sevens became the largest annual sporting event in Canada, hosting + 78k fans, 300 athletes and team management, 150 volunteers, and 30 international World Rugby staff. In its third year, the tournament was recognized as the best stop of the 2018 World Rugby Sevens Series, surpassing Sevens giants such as Hong Kong, Cape Town and London. The champion of 2018 HSBC Canada Sevens was Fiji who beat underdog Kenya in the final match.

We would like to recognize the support of our tournament sponsors, whose ongoing partnership makes this event possible year-over-year:

<b>Principal Partner:</b>	HSBC
<b>Global Partners:</b>	DHL Capgemini Tag Heuer
<b>Premier Partner:</b>	Sport Hosting Vancouver
<b>Signature Partners:</b>	Grosvenor Ford
<b>Official Partners:</b>	Ausenco Boston Pizza Helijet Langara Fishing Adventures New Zealand Trade & Enterprise Parq Vancouver The Butchart Gardens The Vancouver Club Tim Hortons
<b>Funding Partners:</b>	Wheaton Precious Metals, The Government of Canada The Province of British Columbia
<b>Media Partners:</b>	Global BC The Globe & Mail
<b>Licensees:</b>	Postmark Brewing The Wine Syndicate

DATE	LOCATION	VENUE	ATTENDANCE	WINNERS
2018-03-10 to 2018-03-11	Vancouver, BC	BC Place Stadium	78,096	1st – Fiji 2nd – Kenya 3rd – South Africa  14th - Canada



## HSBC CANADA WOMEN'S SEVENS

As the largest annual women's sporting event in Canada, HSBC Canada Women's Sevens was one of two standalone events on the 2018 Series. Hosting over 6,000 fans, 200 athletes, officials and team management, 130 volunteers, and 30 international World Rugby staff, we were recognized as one of the favorite stops for players and staff. The Langford market offers a rugby loyalist fan base that fills the intimate stadium, arriving in time for the first game and staying until after the last. The gold medal winner at 2018 HSBC Canada Women's Sevens was team New Zealand.

We would like to recognize the support of our tournament sponsors, whose ongoing partnership makes this event possible year-over-year:

- Principal Partner:** HSBC
- Global Partners:** DHL  
Capgemini  
Tag Heuer
- Premier Partner:** The Butchart Gardens
- Signature Partner:** Ford
- Official Partners:** Bear Mountain Resort & Ecoasis  
Boston Pizza  
Goldcorp  
Helijet  
Langara Fishing Adventures  
Securiguard  
Tim Hortons
- Funding Partners:** The Government of Canada  
The Province of British Columbia  
City of Langford  
Tourism Victoria
- Media Partners:** Chek
- Licensees:** Nude Beverages  
Postmark Brewing

DATE	LOCATION	VENUE	ATTENDANCE	WINNERS
2018-05-12 to 2018-05-13	Langford, BC	Westhills Stadium	6,000+	1st – New Zealand 2nd – Australia 3rd – USA  5th - Canada





# SPECIAL PROJECTS

## AL CHARRON RUGBY CANADA NATIONAL TRAINING CENTRE

Rugby Canada, in partnership with the City of Langford, celebrated the official opening of the Al Charron Rugby Canada National Training Centre in Langford, BC on February 27, 2018. His Worship Stewart Young, Mayor of the City of Langford and Allen Vansen, Rugby Canada Chief Executive Officer (CEO), marked the occasion during a special event on-site, which featured a ribbon cutting ceremony. The approximately 1,900-square-metre, two-storey performance training centre will serve as the home to all of Rugby Canada’s national teams, as well support the training needs of other high performance amateur athletes in the region.

The Centre represents the single largest investment ever made by Rugby Canada in its pursuit to grow the sport in Canada and centralize team operations to create the necessary infrastructure to keep our teams competitive in international competitions. Funding for the capital construction project was made possible with a federal government contribution of \$2,935,250 through the Building Canada Fund – Major Infrastructure Component, \$2,500,000 in repayable contributions from the City of Langford, along with over \$2,600,000 in private donations raised by Rugby Canada to date.

The Al Charron Rugby Canada National Training Centre has been designed to create the best daily training environment possible, centralizing all the necessary aspects of high performance training. The centre features a state of the art gymnasium featuring elite strength and conditioning equipment, on-site therapy and treatment rooms, hydrotherapy pools, locker rooms, meeting rooms set up for video analysis, kitchen and dining lounge, and three double occupancy bedroom studio units. The Centre is located adjacent to Westhills Stadium, further complementing the enhanced resources available to Rugby Canada’s national teams.

The Centre is now in active use by all of Rugby Canada’s national teams as they continue preparations for upcoming international competition.



### Quotes

“Langford is proud to be the home of Rugby Canada. From the installation of a World Rugby certified turf, to the construction of this high performance training facility, to the pending expansion of Westhills Stadium, Langford is committed to working with all levels of government and the development community to ensure that all high performance athletes have the resources they need to train right here in Langford. The Al Charron Rugby Canada National Training Centre, which has only been possible by the hard work of so many people, will not only serve as the home base for Rugby Canada athletes, coaches, trainers and management for many years to come, but will also support the training needs of other high performance athletes in the region.”

His Worship Stewart Young, Mayor of Langford

“Infrastructure investments are all about communities and people, and we are proud to be supporting Canada’s amateur athletes through this new and improved high-calibre training facility. The Al Charron Rugby Canada National Training Centre will be a major recreation hub for Vancouver Island, attracting even more visitors and tourists and providing new economic opportunities for residents. Projects like this help ensure Canadian communities remain among the best places in the world to live, work and raise a family.”

The Honourable Amarajeet Sohi, Minister of Infrastructure and Communities

“A facility of this caliber is a game changer for those of us in the program right now, and for the generations of young players coming after us. This kind of support is hugely motivating, and we can all benefit from being together to learn from each other, and push each other to build an even stronger rugby culture that’s founded in honour and excellence.”

Harry Jones, Canada’s Men’s Sevens Team Captain





# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

DECEMBER 31	2018	2017
<b>ASSETS</b>		
<b>Current</b>		
Cash	\$ 764,095	\$ 310,465
Cash - restricted	41,982	228,990
Temporary investments	115,123	170,792
Accounts Receivable	927,242	1,116,390
Grants Receivable	460,912	107,015
Inventories	265,496	341,935
Prepaid Expenses	147,297	313,275
	<b>2,722,147</b>	<b>2,588,862</b>
<b>Investments in controlled organizations</b>	416,137	296,467
<b>Tangible capital assets</b>	8,610,202	8,312,602
	<b>\$ 11,748,486</b>	<b>\$ 11,197,931</b>
<b>LIABILITIES &amp; NET DEFICIENCY</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	2,464,769	1,565,054
Deferred contributions	1,601,425	1,588,091
Deferred fees	1,034,167	694,696
Construction costs payable	591,923	1,043,320
Current portion of obligations under capital leases	128,407	122,339
	<b>5,820,691</b>	<b>5,820,691</b>
<b>Note payable to City of Langford</b>	1,021,000	1,000,000
<b>Obligations under capital leases</b>	1,822,841	1,926,793
<b>Deferred contributions related to tangible capital assets</b>	3,662,236	3,747,999
<b>Due to controlled organizations</b>	35,939	221,626
<b>Deferred lease inducement</b>	82,984	96,814
	<b>12,445,691</b>	<b>12,006,732</b>
<b>Deficiency in net assets</b>		
Contribution of Land	290,206	-
Internally restricted	48,721	48,721
Unrestricted	(1,036,132)	(857,522)
	<b>(697,205)</b>	<b>(808,801)</b>
	<b>\$ 11,748,486</b>	<b>\$ 11,197,931</b>



## STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31	2018	2017
<b>REVENUES</b>		
<b>External Funding</b>		
World Rugby Limited	\$ 2,396,276	\$ 2,213,444
Sport Canada	2,505,495	2,309,270
Other Grants	585,264	395,654
	<b>5,487,035</b>	<b>4,918,368</b>
<b>Membership</b>		
National insurance	759,954	679,314
National registration	1,237,449	1,109,223
	<b>1,997,403</b>	<b>1,788,537</b>
<b>Rugby Canada</b>		
Sponsorships	1,542,361	1,905,955
Fundraising	116,507	209,553
Donations	1,174,704	954,172
Domestic competitions	144,184	193,757
International events	1,022,217	1,831,301
National teams	2,117,825	2,042,855
Development - coaching and refereeing	34,333	44,029
Sales of merchandise	774,712	916,068
Other income	697,973	241,050
	<b>7,624,816</b>	<b>8,338,740</b>
<b>Other</b>		
Equity in income of controlled organizations	1,549,564	1,195,104
	<b>16,658,818</b>	<b>16,240,749</b>

## STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31	2018	2017
<b>EXPENSES</b>		
Accounting, legal and professional fees	187,835	122,513
Amortization of tangible capital assets & leased tangible capital assets	420,069	105,127
Board of directors and planning meetings	145,358	253,747
Domestic competitions	378,730	611,029
Donations	183,856	326,140
Exchange loss (gain)	(15,347)	4,146
Fundraising	48,264	274,276
Centre of Excellence	334,385	145,621
International events	1,187,972	1,451,762
National insurance	518,612	574,816
National office and general administration	1,216,813	760,994
National registration (recovery)	6,250	(2,000)
National teams	8,786,180	8,709,365
Marketing	191,985	401,360
Program development	362,194	478,431
Costly sales (Note 4)	713,358	649,886
Interest and bank charges	178,300	142,316
Staff salaries, benefits and commissions	1,929,614	1,620,361
	<b>16,837,428</b>	<b>16,629,890</b>
Deficiency of revenues over expenses	\$ (178,610)	\$ (389,141)



# A MESSAGE FROM THE CEO



**ALLEN VANSEN**  
CEO, RUGBY CANADA



Let me first start by extending my sincerest Thank You to every member, player, coach, official, volunteer, partner, employee and fan of Rugby Canada for your continued support and dedication!

2018 was a year that saw a tremendous amount of change initiated within Rugby Canada. The year started with an incredible low in our RWC2019 qualification quest, but was concluded with an inspiring performance by the Men's XV team as they qualified for the RWC in the final repechage tournament, ultimately maintaining Canada's record of participating in every RWC to-date.

Our community's deep passion & commitment to our sport inspires every one of our staff & players each & every day. Like our National Team programs, who strive for excellence on the field, the many changes initiated in 2018 are made with the same intent, to strive for excellence in our administration & governance of the sport at every level of the game.

I must pay a special thank you to every registered participant, club administrator & our Provincial leaders for their commitment to supporting the Men's XV's team in their RWC Qualification quest through the additional premium charged on the 2018 registration fees. Your continued support of our Men's XV's team ensured they had the preparation needed to win the repechage tournament in November & book a spot the Japan RWC2019. On behalf of every player, coach, support team member & administrator, THANK YOU!

Once again, our National Senior Teams provided inspirational performances throughout the year in every match & tournament played, all representing Canada so proudly & passionately. The Rugby World Cup Sevens tournament in San Francisco proved to be a remarkable event with an outstanding broadcast audience & increased interest in the sport across North America. A heartfelt thank you to all the National Team players who represented Canada in 2018. Additionally, we wish to extend a special note to those players who have called it a career & have worn the Team Canada jersey for their last match – Thank You!

In partnership with our Provincial Rugby Unions, the HSBC Rookie Rugby program, presented by Honda, continues to introduce new youth to the fantastic game of Rugby with over 90,000 participants taking part in 2018.

The new Al Charron National Training Centre had its first year of full year of operation with all four of our National Senior Team's players using this world-class 20,000 square foot facility to prepare to compete against the best in the World. The facility provides our athletes with the very best to prepare, rehabilitate & train.

Our International event hosting continues to be a hallmark of Rugby Canada, showcasing the game & our National Teams to our ardent & new fans alike. Record setting attendances were achieved again, in addition to the new broadcast partnership with CBC Sports to showcase our National 7s Team programs to a growing fan base across the country.

2018 saw the start of many changes for Rugby Canada with a new long-term approach to maintaining our highly successful programs, while setting a new direction for programs we strongly believe can be world leading in the future.

I would like to thank the many supporters, funding partners, sponsors and members of Rugby Canada for your continued support. The support and dedication of everyone involved in Canadian Rugby are the backbone of our success and our future. Thank you to the Provincial Unions, Member Clubs and Rugby Canada Board of Directors for your bold leadership and vision to bring our sport to new heights. To the players, volunteers & staff of Rugby Canada, thank you for your passionate contributions to our organization!

# THANK YOU TO OUR PARTNERS & PROVINCIAL UNIONS

## PREMIER PARTNERS



## SIGNATURE PARTNERS



## OFFICIAL PARTNERS







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