



# RUGBY CANADA

ANNUAL REPORT 2020





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## A MESSAGE FROM THE CHAIRMAN

### TIM POWERS

CHAIRMAN



I want to extend a heartfelt Thank You to the rugby community, from coast-to-coast, who continue to live the values of rugby during these challenging times. 2020 was a turbulent year, with obstacles unlike never before, but our Canadian rugby community showed solidarity and respect for both the sport and each other, and as a result, I believe we will emerge from the COVID-19 pandemic stronger than before.

While we weren't able to cheer on our Canadian National Men's and Women's Sevens team at the Tokyo 2020 Olympics, we must highlight their incredible performances from earlier in the year. Our always strong Women's Sevens Team earned Silver medals at Sydney and Hamilton, and our Men's Sevens Team won hard-fought Bronze medals on home soil at HSBC Canada Sevens. Congratulations to both teams for your achievements thus far, and we will look forward to cheering you on in Tokyo on your quest for Olympic Gold in 2021.

As we look ahead to rugby's return to play, we will call upon our communities, Clubs, and Provincial Unions to aid in the ongoing development of Canadian talent. We remain committed to achieving long-term international success, and believe our network of young, elite rugby players are paramount to that success. May we band together to not simply return to play, but to elevate, grow, and advance the sport of rugby across Canada.

Finally, under the leadership of Rugby Canada Chief Executive Officer, Allen Vansen, with unanimous support from the Board, 2020 saw the continuation 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 2021 and believe the future of Canadian rugby is bright!

## A MESSAGE FROM THE CEO

### ALLEN VANSEN

CEO, RUGBY CANADA



I'd like to first extend a sincere Thank You to every member, player, coach, official, volunteer, partner, member, employee and fan of Rugby Canada for your continued support and commitment to our sport!

2020 was certainly a challenging year for Rugby in Canada, with many obstacles faced by rugby communities across the nation. I am incredibly thankful and inspired by the comradery and collaboration shown amongst our rugby community and the commitment to rugby values both on and off the pitch during such turbulent times.

Despite the many challenges experienced in 2020, we want to highlight and celebrate the successes achieved this year too. HSBC Canada Sevens in Vancouver proved to be another tremendous success, with a record-breaking Saturday attendance, and an exhilarating performance by our Men's Sevens team earning a Bronze medal on home soil. We also want to congratulate our Women's Sevens Team for their back-to-back Silver medals at the Sydney and Hamilton tournaments. Both programs are showing tremendous promise and we will look forward to cheering them on at the rescheduled Tokyo Olympic Games in 2021.

I want to send a heartfelt thank you to all the National Team players who represented Canada in 2020. 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!

With rugby sidelined as a result of COVID-19, we sought to highlight the game of rugby, and our communities, through alternative digital methods; from Rugby Canada's Webinar Series, sharing world-class insights from key rugby personnel, to the DHL Clubhouse, seeking to relive key Canadian performances throughout history, to Honda Heroes, highlighting the rugby community's exceptional front-line workers and their selfless contributions throughout the pandemic. We may not have been able to connect with one another on-field but hope to have brought uplifting rugby stories to the community nationwide during these challenging times.

I would like to highlight the incredible efforts of our Provincial partners in their collaboration as we developed nation leading Return to Play protocols to enable Rugby activities to take place in many parts of the country, even if only for a short period in 2020. Keeping our participants safe, in every aspect, has and always will be our collective first priority.

I also want to express my gratitude for the employees for their dedication and commitment as we made many difficult decisions and said good-bye to several teammates as we made changes to address our current realities and as we look for ways to return to a 'better than normal', post COVID-19. We have some great successes to build upon from 2020 on & off the pitch that will propel us to new heights. I look back at 2020 with pride and look forward to 2021 and beyond with an immense amount of excitement and optimism.

Finally, I would like to thank the many supporters, funding partners, sponsors and members of Rugby Canada for your commitment to our vision and 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!

# CORPORATE STRUCTURE

## 2020 BOARD OF DIRECTORS

<b>Tim Powers</b>	Chairman
<b>Sally Dennis</b>	Vice-Chair
<b>Kathy Henderson</b>	Secretary & HR Committee Chair
<b>Steve Swaffield</b>	Treasurer & Finance/Audit Committee Co-Chair
<b>Maria Samson</b>	Director & Governance Committee Chair
<b>Bill Webb</b>	Director
<b>Brian Burke</b>	Director
<b>John Seaman</b>	Director
<b>Meaghan Howat</b>	Director (Player's Director - Women)
<b>Jeff Hassler</b>	Director (Player's Director - Men)

## APPOINTED REPRESENTATIVES

<b>Doug Campbell</b>	Canadian Olympic Committee Representative
<b>Dr Araba Chintoh</b>	Rugby Americas North Representative
<b>Dr. Patrick Parfrey</b>	World Rugby Council Representative
<b>Jay Johnston</b>	Treasurer Emeritus & Finance/Audit Committee Co-Chair

## RUGBY CANADA WOULD LIKE TO ACKNOWLEDGE THE BOARD MEMBERS WHOSE TERMS EXPIRED IN 2020

<b>Doug Campbell</b>	Director & Secretary
<b>Jamie Lockwood</b>	Director & Audit Committee Chair
<b>Andrew Bibby</b>	Director
<b>Tyler Hotson</b>	Male Player Director
<b>Rick Bourne</b>	Rugby Americas North Rep.

## SENIOR LEADERSHIP TEAM

<b>Allen Vansen</b>	Chief Executive Officer
<b>Jamie Levchuk</b>	Managing Director, Business Operations
<b>Dustin Hopkins</b>	Managing Director, Rugby Operations
<b>Paul Hunter</b>	Director, Rugby Development
<b>Kim Wilson-McCreath</b>	Chief Financial Consultant
<b>Kingsley Jones</b>	Director, Men's Performance Rugby & Men's 15s Head Coach
<b>John Tait</b>	Director, Women's Performance Rugby & Women's 7s Head Coach
<b>Matt Barr</b>	Director, Athletic Performance
<b>Billy Longland</b>	Chief Medical Officer
<b>Gareth Rees</b>	Director, Commercial & Program Relations
<b>Jennifer Smart</b>	Director, Events
<b>Laine Walden</b>	Director, Canada Sevens
<b>Shaun Thompson</b>	Director, Marketing & Communications
<b>Deanna Cowan</b>	Director, Merchandise & Team Apparel
<b>Sandro Fiorino</b>	Women's 15s Head Coach & Lead, Canada Sevens Academy
<b>Henry Paul</b>	Men's 7s Head Coach
<b>Jamie Cudmore</b>	Head Coach, Canadian Men's Rugby Academy
<b>Mark Lemmon</b>	Chief Commercial Officer (through Q3)
<b>Bryan Wilson</b>	Chief Operating Officer (through Q1)



## COVID-19 PANDEMIC TIMELINE / RETURN TO PLAY

Alike other sport organizations around the world, the COVID-19 pandemic had a large impact on Rugby Canada and the sport of rugby in our country. The first and foremost commitment during the pandemic has been the health and safety of our members, supporters, players, coaches, officials and staff.

Rugby Canada made the decision to suspend all sanctioned rugby activities nationally effective March 14, 2020. A pan-Canadian working group consisting of representatives from Rugby Canada and the Provincial Rugby Unions was subsequently formed to outline steps of a Return to Play strategy.

The working group produced a Return to Play strategy that each Provincial Union was able to utilize that included a selection of recommended activities for each Provincial Union and their member Clubs to deliver that corresponded to each stage of their Provinces' Medical Health Officer's orders and restrictions. The plan also included resources for Clubs/Coaches to follow to ensure activities were delivered safely, appropriately and in accordance with guidelines from World Rugby.

The national 'Return to Play' guidelines were approved by the Rugby Canada Board of Directors on June 19, 2020 and the national suspension of sanctioned rugby activities was lifted. The lifting of the suspension did not signify an automatic return to play across the country due to the continued impact of the pandemic and the associated regional restrictions. However, through the commitment and hard work of many local volunteers, rugby was able to return in some regions of Canada for short spells where regulations and guidelines at the Provincial level allowed.



## MEMBERS OF THE NATIONAL "RETURN TO PLAY" WORKING GROUP

Rugby Canada would like to express a sincere thank you to **Annabel Kehoe**, CEO BC Rugby and Chair of the Steering Group, along with all of the other valued members of the Return to Play Working Group. All Working Group members include:

<b>Aaron Takel</b>	Rugby Development Manager (M&B), BC Rugby
<b>Alana Fittes</b>	Volunteer Coach, Rugby Alberta
<b>Annabel Kehoe</b>	CEO, BC Rugby – Group Chair
<b>Bailey Andrews</b>	Rugby Development Officer, Rugby New Brunswick
<b>Braedan Willis</b>	Social Media Coordinator, Rugby Manitoba
<b>Brendan Kowal</b>	Director - Player Representative, Rugby Manitoba
<b>Chris Assmus</b>	Education Manager, BC Rugby
<b>Curtis Lauzon</b>	Technical Director, Rugby New Brunswick
<b>Dalton Finkbeiner</b>	Communications & Marketing Coordinator, Rugby Ontario
<b>Darcy Patterson</b>	Rugby Development Manager (W&G), BC Rugby
<b>Dean Murten</b>	UBC Women's Head Coach & NCCP Coach Educator, BC
<b>Dustin Hopkins</b>	Managing Director Performance Rugby, Rugby Canada
<b>Emma DeLory</b>	Rugby Development Officer, Rugby Nova Scotia
<b>François Ratier</b>	Executive Director, Rugby Québec
<b>Graeme Moffat</b>	Technical Director, Rugby Alberta
<b>Jack Hanratty</b>	Provincial Lead & Head Coach, Rugby Nova Scotia
<b>Jackie Tittley</b>	Training & Education Manager, Rugby Canada
<b>James Voyer</b>	Director of Rugby, PEI Rugby
<b>Jamie Levchuk</b>	Managing Director Business Operations, Rugby Canada
<b>Jean-Louis Berthet</b>	Manager of Referee, Rugby Québec
<b>Jocelyn Barriau</b>	Women's Rugby Head Coach, Concordia Stingers & Prov Coach, Rugby Québec
<b>Joe Schissler</b>	Manager of Competitions, Rugby Ontario
<b>John Long</b>	World Rugby Coach Educator, Rugby Alberta
<b>Jordan Astrope</b>	Executive Director, Saskatchewan Rugby
<b>Kevin Rouet</b>	Head Coach, Université Laval, QC
<b>Meaghan Howat</b>	RC Player Rep & Athlete Services Manager, Gryphon Athletics, ON
<b>Myles Spencer</b>	CEO, Rugby Ontario
<b>Nathan Abdelnour</b>	Referee Development Manager, Rugby Canada
<b>Patrick Ryan</b>	Executive Director, Rugby Manitoba
<b>Paul Connelly</b>	High Performance Manager, Rugby Ontario
<b>Paul Hunter</b>	Director Rugby Development, Rugby Canada
<b>Peter Houlihan</b>	Rookie Rugby Manager, Rugby Alberta
<b>Ryan Jones</b>	Rugby Development Manager, Rugby Ontario
<b>Sam Edmonds</b>	Director of Men's Rugby, Rugby Nova Scotia
<b>Sandy Nesbitt</b>	Past-President, Rugby Alberta
<b>Scott Manning</b>	Men's Head Coach, Castaway Wanderers & Canada U18 Boys Asst. Coach, BC
<b>Shaun Thompson</b>	Director, Marketing & Communications, Rugby Canada
<b>Simon Blanks</b>	Technical Director, NLRU & Dogs RFC
<b>Stéphane Hamel</b>	Président, Rugby Québec
<b>Tim Hockin</b>	Teacher & WR Referee Educator, Rugby PEI

## FINANCIAL IMPACT OF THE PANDEMIC

Throughout 2020, Rugby Canada remained in a strong financial position with adequate cash bank balances and manageable accounts payable. The support from key funding and commercial partners was crucial in maintaining Union operations, including the Government of Canada who provided support to Rugby Canada and many other businesses via the Canada Emergency Wage Subsidy. This support, in conjunction with the completion of the 2020 HSBC Canada Sevens and reduction in program expenditures due to event cancellations, lessened the immediate impact to the Union.

However, like many businesses and other sport organizations, Rugby Canada faced difficult decisions and made significant changes to maintain a viable position for the extended timeframe of the pandemic impact. Management & the Board recognized the critical importance of Rugby Canada's cash flows moving forward due to a heavy reduction in revenue opportunities. Steps that Rugby Canada took in 2020 to mitigate the impact of the pandemic included:

- Sub-leasing the Richmond Hill office space and consolidating the office in Langford at the Al Charron National Training Centre
- Restructuring select debt services
- Worked with a group of other National Sport Organizations to advance a new national funding framework with the Government of Canada to assist with the pronounced impacts of COVID-19
- The confirmation of funding sources, including the annual High Performance investment from World Rugby through 2023
- Securing of major corporate sponsorship renewals
- Worked closely with the Provincial Member Unions on registration and insurance solutions

Despite the above mitigation, the impact of COVID-19 on Rugby Canada, and rugby in general, represents the biggest challenge to the sport in decades. Difficult decisions may still need to be made early in 2021 to ensure viability moving forward.



# RUGBY CANADA GOVERNANCE

## GENDER EQUITY

In 2020, Rugby Canada was proud to note that for the first time ever there was an equal gender split within the four Board executive positions. In addition, Dr. Araba Chintoh assumed the role of Rugby Americas North Representative, becoming the first female RAN representative for Canada and serving as a member of the RAN Exco.

## BY-LAW AMENDMENTS

Following an extensive governance review, several by-law modifications were presented to the membership for approval in 2020. The following changes to by-laws were made unanimously:

- By-law 4.1 was modified to reduce the size of the Board of Directors to no more than eleven total Directors, including the Male and Female Player Directors, and to ensure equal gender representation with either gender not exceeding the other gender by more than two Directors.
- By-law 4.4 was modified to reduce Board Directors' election terms from 4 to 3 years.
- By-law 4.4A was added to ensure alignment of Board nominees with skills, qualifications or areas of expertise as identified by the Governance Committee.
- By-law 5.4 was modified to define quorum in-line with the reduced Board size.
- By-law 5.5 was modified to give the Board Chair a vote on each matter brought to a vote, rather than only in the event of a tie.
- By-law 7.2 was modified to appoint Board Officer positions for 1-year terms and confirm that a Director may be re-elected as an Officer for as long as he or she is a Director. The Chair may also be re-elected as a Director for an additional 1-year term following two consecutive 3-year terms if he or she has been re-appointed as Chair, conditional on such re-election as a Director.
- By law 8.1 was modified to redefine the composition of the Board Standing Committees (Finance/Audit, Governance and Human Resources).
- By law 8.3 was added to confirm the Rugby Canada CEO can attend all Board committee meetings, save the human resources committee where he or she can attend via invitation.

# WORLD RUGBY UPDATES

## WORLD RUGBY ELECTION

On May 2, 2020 Sir Bill Beaumont was re-elected as the Chairman of World Rugby for a second four-year term. The Rugby Canada Board and CEO had the opportunity to engage with both candidates (Sir Bill Beaumont and Agustin Pichot) regarding their candidacies, and a detailed review of both candidates' manifestos was undertaken.

There were strong opinions for the merits of both candidates within Rugby Canada. There was general agreement for the following priorities:

- A need for change within World Rugby in terms of investment in Tier 2/Emerging Nations
- Increased access to matches between Tier 1 and Tier 2 Nations
- A commitment to advancing the Women's game further – particularly at the performance level
- A need to update World Rugby's governance structure
- The global situation with COVID-19 highlighted the need for stability during this challenging and uncertain time.

With feedback collected from the Board and the Performance Leadership Group, Rugby Canada chose to support Sir Bill Beaumont in his bid to be re-elected for a further term as World Rugby Chairman. Despite the ongoing impact of COVID-19, Rugby Canada believes some progress has been made in our areas of concern and World Rugby has remained a source of stability throughout the pandemic.



# HIGH-PERFORMANCE REPORT

2020 was a challenging year for Rugby Canada's performance programs due to the COVID-19 pandemic and its associated restrictions. All National Team training activities ceased for an eight-week period in April-May 2020. Rugby Canada worked extensively with both BC health and provincial authorities to develop a robust return to train protocol (RTP) that allowed athletes to train and compete at the Al Charron Training Centre in Langford, BC under a unique high-performance exemption.

## 2020 HIGH-PERFORMANCE RESULTS

Prior to the COVID-19 outbreak, the HSBC World Series started in late 2019 with series stops in Glendale, Dubai, Cape Town, Los Angeles, and Vancouver. The following is a breakdown on both the men's and women's sevens performances at each of the events prior to the cancellation of the series.

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2019-10-05 to 2019-10-06	Glendale 7s	Glendale, USA	3-1-2	6th
2019-12-05 to 2019-12-07	Dubai 7s	Dubai, UAE	4-0-2	2nd
2019-12-13 to 2019-12-15	Cape Town 7s	Cape Town, South Africa	4-0-2	3rd
2020-01-25 to 2020-01-26	Hamilton 7s	Hamilton, New Zealand	4-0-1	2nd
2020-02-01 to 2020-02-02	Sydney 7s	Sydney, Australia	4-0-1	2nd

New Zealand were crowned champions in a cut short season with Canada finishing 3rd overall with some excellent performances.



## SENIOR MEN'S SEVENS RESULTS (2019-20 SERIES)

DATE	TOURNAMENT	LOCATION	RECORD (W-D-L)	PLACE
2019-12-05 to 2019-12-07	Dubai 7s	Dubai, UAE	1-0-3	10th
2019-12-13 to 2019-12-15	Cape Town 7s	Cape Town, South Africa	2-0-2	11th
2020-01-25 to 2020-01-26	Hamilton 7s	Hamilton, New Zealand	3-1-0	5th
2020-02-01 to 2020-02-02	Sydney 7s	Sydney, Australia	1-0-3	10th
2020-02-29 to 2020-03-01	Los Angeles 7s	Los Angeles, USA	3-0-3	10th
2020-03-07 to 2020-03-08	Canada 7s	Vancouver, Canada	5-0-1	3rd

New Zealand were crowned champions in a cut short season with Canada finishing 8th overall. You will also note a reduced number of games per tournament compared to previous years. Rugby Canada, along with a number of other unions, are in discussions with World Rugby on the future tournament structure.

## NATIONAL SENIOR SEVENS CENTRALIZED PROGRAMMING

Despite the pandemic, both the Men's and Women's Sevens programs managed to return to full training in September 2020. All athletes were allocated weights and fitness equipment during lockdown but all training activities were limited.

A staged Return-to-Play was actioned for the programs and gradually, as the restrictions eased, the players returned back to full contact training in October 2020. Although some training activities were optional throughout this period, on the whole, all athletes had access to both on-field and gym training activities on a daily basis. A lack of competition tested the athlete's; however, their professionalism towards daily training was excellent.

Due to an official complaint put forward by the NSW7s team in November 2020 that program went on leave until January 2021 to allow a number of formal proceedings to take place.



## NATIONAL SENIOR FIFTEENS PROGRAMMING

Unfortunately, International 15's competitions, for both men and women, were cancelled in 2020 due to the ongoing COVID-19 pandemic. The MLR North American League was also cancelled; however, some of our men's and women's players did manage to get some professional rugby in both Europe and the Southern Hemisphere during 2020. A particular success was the ability of the Allianz Women's Premier League run by the RFU to get up and running for the 2020-21 season. Many of Sandro Fiorino's long list are playing in the league with some players standing out on a weekly basis. Although the season is not over, the Saracens team is sitting 8 points clear at the top of the table.

Also, on the women's side, a special mention must go to Cindy Nelles who was an integral part of the Canterbury team winning the Farah Palmer Cup in New Zealand last October. Cindy also got selected to the New Zealand Barbarians Team that played the Black Fern's in November 2020.

A significant blow for the NSW15s preparations in 2020 was the cancellation of the Pacific 4 competition with New Zealand, Australia and USA. This has now been rescheduled for November 2021 at a venue still to be determined.

Although all Men's international fixtures were cancelled, World Rugby funding did allow a 3-week performance camp to take place in Langford in November 2020. Although it took place under very strict COVID-19 protocols, 40 domestic-based players were invited into camp to train and play two competitive fixtures. These games were critical for head coach, Kingsley Jones, to monitor the progress of the domestic players as they looked to prepare for 2021 competition.

## NATIONAL AGE-GRADE PROGRAMMING

Unfortunately, virtually all National Team Age Grade programming was cancelled in 2020 due to the effects of the pandemic. One exception was the U20 Men's Tour to Portugal that took place in February, prior to the pandemic locking sport down globally. The program took a 28-man squad to take on Portugal in two matches. In the first game, Canada lost 33-20 however they bounced back well for the second game with 48-20 victory. Based on their performance a number of players secured spots on the Men's National Academy and some have moved on to MLR contracts in 2021.



## MEN'S NATIONAL ACADEMY (PACIFIC PRIDE)

Over 30 athletes assembled for the 2020-21 season of the Men's National Academy in Langford. Unfortunately, due to the cancellation of the BC league, games did not take place; however, specific emphasis was placed on skill acquisition, game understanding, and physical development for the players involved. Despite this lack of competition, the Men's Academy has proved to be a good base for players to gain MLR selection. The following players have graduated from the program in into MLR clubs:

1. Michael Smith – San Diego
2. Josh Thiel – San Diego (2nd Season)
3. Mason Flesch – Toronto Arrows
4. Tyler Rowland – Toronto Arrows
5. Siaki Vikilani – Toronto Arrows
6. Chris Atkinson – Toronto Arrows
7. Nik Hildebrand – Houston
8. Liam Murray – Houston
9. Crosby Stewart – Houston

Phil Mack was also a great addition to the Men's Academy in September 2020. He joined the program as assistant coach under head coach, Jamie Cudmore. Phil had previously spent the last 2 seasons coaching in the MLR with the Seattle Seawolves and comes with a wealth of experience in the Seven's game to support any emerging Seven's players .



## **WOMEN'S ACADEMIES**

The official launch of the newly named Maple Leaf Academy took place in September 2020. There were over 75 athletes who applied, with twelve selected to join the additional four returning athletes from the previous season. The new demographic of this program now targets athletes 18-22 years of age. Kelly Russell moved back from Ontario to take the new head coach role of the Maple Leaf Academy in September 2020. Some scrimmages have been possible with a number of the island based 15s players under Rugby Canada's High-Performance Exemption from COVID-19 restrictions.

Due to the COVID-19 pandemic, restrictions on the Ontario-based women's academy resulted in limited activity in 2020. As we look ahead to 2021, all regional hubs, Eastern Ontario (Ottawa), Central Ontario (Toronto) and Western Ontario (Guelph) hope to return to play shortly.

## **NATIONAL TALENT ID SYSTEM DEVELOPMENT**

In 2020, a renewed effort was placed on upgrading Rugby Canada's talent identification system. To support this update, Adam Kleeberger moved into a new targeted role focusing on upgrading both the data management system and Rugby Canada's scouting network. This new system, The Sports Office (TSO), has proved to be of significant value for housing critical player information which also includes medical / Injury data.

Unfortunately, the lack of domestic and provincial competition has prevented new scouting reports being submitted; however, the network is now in place for rugby's return. To date there are over 500 athletes incorporated into the TSO system and over 60 scouts targeted across Canada.



# ALUMNI RELATIONS & PLAYER SUPPORT PROGRAMS

## ALUMNI RELATIONS

In 2020, as a direct result of COVID-19, Rugby Canada was unable to host matches on home soil and subsequently was not able to host any alumni at Domestic events, as normal.. Unfortunately, no alumni were recognized through capping ceremonies prior to, or during, Rugby Canada events in 2020.

In response to COVID-19 restrictions, Rugby Canada created several digital programs that, for the large part, profiled our alumni and their achievements in rugby and in life after their playing careers. “Honda Heroes” and “The DHL Clubhouse” as well as a series of “RC Technical videos” brought these stories to a much wider audience. Rugby Canada aims to grow these properties and continue to lean on the many great stories that our alumni have to tell.

Rugby Canada is proud of our women and men who have represented Canada at the international level in both 7’s and 15’s and is keen to reinstate the practice of providing them the opportunity to gather and unite at Rugby Canada events once COVID-19 protocols allow. More than ever before, the role of our alumni and their ability to support and mentor programs in these unprecedented times is valued. To meet our strategic objectives, we need them engaged in the sport and the Canadian rugby community.



# NATIONAL RECOGNITION PROGRAM

## RUGBY CANADA ANNUAL AWARDS

Due to the ongoing COVID-19 pandemic, Rugby Canada’s Annual Awards pivoted from an in-person dinner ceremony to a series of digital events in 2020. During the month of August, Rugby Canada acknowledged and recognized 13 outstanding individuals through video interviews conducted by Gareth Rees; these virtual award ceremonies were shared on Rugby Canada’s social media accounts in an episodic format. Winners were notified of their awards via email, and were instructed on how to accept their awards on a platform called Streamyard. Once video interviews had concluded, each recipient’s award was shipped directly to their homes, along with a suite of Rugby Canada merchandise. The award recipients, recognized for their contribution for 2019 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*

- Nathan Hirayama, BC**
- Britt Benn, ON**
- Matt Heaton, QC**
- Olivia DeMerchant, NB**
- Will Percillier, BC**
- Elizabeth Gibson, ON**
- Aaron McDonald, ON**
- Catherine Laing, AB**
- Shandra Mosher Gallant, BC**
- Ian Maclean, BC**
- Rugby Alberta**
- Patrick Parfrey, NFLD**
- Olivia DeMerchant, NB**

## HALL OF FAME

On February 2, 2020, Rugby Canada announced that five outstanding individuals, along with the 2013 National Senior Women’s Sevens Team, were to be inducted to the 2019 Hall of Fame. The class of 2019 was also recognized on-field during HSBC Canada Sevens, held at BC Place in Vancouver in March 2020.

- 2019 INDUCTEES INCLUDE:**
- John Graf - Player**
  - Dave Loughheed - Player**
  - Maureen MacMahon - Player**
  - Dr. Natascha Wesch - Player & Coach**
  - Dr. Preston Wiley – Builder/Player**
  - 2013 National Senior Women’s Sevens Team**

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

## RUGBY CANADA CHAIRPERSON AWARDS

On December 21, 2020, Rugby Canada was pleased to confirm two Chairperson Award recipients for 2020. The Chairperson Awards are presented on an annual basis on behalf of the Chair of the Rugby Canada Board of Directors. Both of this year's recipients were nominated and endorsed by Board Chair, Tim Powers.

*Rugby Canada Chairperson  
Award Recipients*

- 1. Pat Aldous**
- 2. Rugby Club Volunteers Across Canada**

Pat Aldous has had a long association with Rugby Canada as a former National team player, Board member, Chair, COC Representative and continuing Board member for the Canada Sevens tournaments. He and his wife Linda have also been long time supporters of Rugby Canada and its various rugby programs.

Pat's leadership, dedication and record of success speak for themselves. During his tenure as Vice-Chair and Chair, Rugby Canada had many game changing moments. Landing and executing the Canada Sevens tournaments was a hallmark achievement and took Canada to a new level on the international rugby stage. Pat also began the campaign to build the Al Charron National Training Centre in Langford and more recently was a source of expertise and support as Rugby Canada worked to enhance the financial management of the organization.

Pat's leadership was vital as 7s rugby began participation in the Olympics, and he oversaw the organization during a time of two historic women's performances - a silver medal at the 2014 RWC and a bronze medal at the 2016 Summer Olympics. Pat and Linda often took the time to support our teams in-person all over the globe.

"Pat has been a true warrior for Canadian rugby, on and off the field," stated Tim Powers. "He served with intelligence, integrity, and guts. Pat was the first to put his hand up or offer support when help was needed. Pat also helped mentor me and was always present with honest strong advice for which I feel personally grateful." Powers continued, "I know Pat is not one who seeks recognition or the spotlight, but I wanted to ensure we took steps to properly thank him for all he has done – Pat is a truly deserving recipient of this award!"

The second Chairperson's Award is believed to be a first in the history of Rugby Canada. Rather than an individual, this Award is being presented symbolically to a large group of volunteers right across the country.

"For obvious reasons, 2020 has been a year unlike any other," said Powers. "However, during the final 10 months of the year affected by the pandemic, we have seen the best of our rugby community. From coast-to-coast, Rugby Club volunteers gave selflessly to ensure our community game could continue, in whatever form was safe. They served as COVID safety managers, organized alternate rugby programming or helped coordinate fundraising efforts to aid their Clubs in sustaining and recovering."

Powers added, "It is therefore a great pleasure to present a Chairperson's Award to all of the Rugby Club volunteers across Canada that did their part to ensure rugby not only survived, but thrived despite the impact of COVID-19. I encourage all Clubs to recognize those members that gave of themselves, and ensure they know they share in this award!"



# RUGBY TECHNICAL SERVICE

## RUGBY TRAINING & EDUCATION

Rugby Canada was pleased to announce that former international player Jackie Tittley accepted the position of Training and Education Manager in April 2020.

Jackie brings a wealth of player and coaching experience to her new role; most recently as a Coaching Consultant with the Coaches Association of Canada, but also as regional Ontario East head coach with Rugby Ontario's Senior Women's program and head coach with Barrhaven Scottish Rugby in Ottawa.

Jackie will lead training and education for Rugby Canada, working closely with our provincial unions, Sport Canada, and World Rugby. In her new role, Jackie will be working with all Provincial unions to help grow and develop their current training education tools, both in-person and online. She will also be supporting the Provincial unions and clubs with professional development for coaches, updating and revising coach training and educational resources as needed. As well, with the new dynamic of increased online learning opportunities, Jackie will be offering more online training opportunities to coaches and players.

Welcome to the team, Jackie!

## DOMESTIC COURSE DELIVERY

CATEGORY	COURSE	# OF COURSES	# OF TRAINEES
Coach Development	NCCP Community Initiation/WR Level 1 courses	15	189
Coach Development	NCCP Competition Introduction/WR Level 2 courses	2	35
Match Official Development	Professional Development - Themes included: a. Canadian Referee Landscape b. Referee/Coach relationships c. Community Engagement	4	121
General Development	World Rugby Activate courses	5	82
General Development	BC Rugby Provincial Coaching Conference		

## WORLD RUGBY E-COURSE DELIVERY

COURSE	# OF PARTICIPANTS
Rugby Ready	18,120
Concussion Management for the General Public	10,656
COVID-19 Return to Play Awareness for Players and Coaches	1827
COVID-19 Return to Play Awareness for Administrators	841

## RUGBY CANADA WEBINAR SERIES, PRESENTED BY DHL

As a new initiative in 2020, Rugby Canada released the "Rugby Canada Webinar Series, Presented by DHL" on March 26, 2020. The webinar series featured 19 distinct sessions, designed to share invaluable rugby insights and knowledge with the Canadian rugby community, during a time when on-field play was suspended as a result of COVID-19. The series featured a range of topics, including the following key themes:

- Technical & Tactical (breakdown, scrum, principles of attack and defense)
- Team Culture
- Event Management
- Team & Tour Management
- Athlete Transition
- Mental Health
- Inclusion in Rugby
- Nutrition
- Club Return to Play
- Professional Rugby in North America



## RUGBY DEVELOPMENT

### RUGBY DEVELOPMENT OFFICERS

In 2020, Rugby Canada launched a number of jointly funded Rugby Development Officer partnerships with Provincial Unions to grow the workforce delivering rugby in local clubs, schools, and community organizations. Rugby Canada partnered with Rugby Alberta, Sask Rugby, Rugby Manitoba and New Brunswick Rugby to employ a jointly funded development officer in each of the provinces, as well as a sessional coach in Newfoundland. This new initiative aims help grow and foster the sport of rugby provincially, delivering rugby in local schools to help grow community rugby throughout the provinces.

### HSBC ROOKIE RUGBY, PRESENTED BY HONDA

An invaluable investment of two key corporate sponsors, HSBC Bank and Honda Canada, continue to permit the growth and development of rugby from the grassroots level. Returning as the Title and Presenting sponsors of Rookie Rugby, HSBC Bank and Honda Canada's continued investment of this program, especially during 2020, affords children and families with the opportunity to learn and love the game of rugby from a young age. We thank our valued partners for their ongoing commitment, and look forward to future HSBC Rookie Rugby, presented by Honda events in 2021.



# RUGBY SERVICES

## SANCTIONING

Rugby Canada made a number of improvements to the sanctioning process, inclusive of the following:

- Updates to the online process for sanctioning events, such as Come and Try Rugby, which has been integrated into the national registration platform, SportLoMo.
- Improvements to the international player clearance process, which includes individuals wanting to play in another country now follow the international Player Clearance process. A new International Player Clearance form is available online in both English and French.
- Procedural updates for Rugby Clubs wishing to tour internationally, inclusive of new documentation to be completed, as well as updated information online.

Updated information about sanctioning can be found by visiting [www.rugbycanada.sportlomo.com](http://www.rugbycanada.sportlomo.com)

## INSURANCE

Marsh Canada Ltd. continues to serve as Rugby Canada’s broker, with Chubb Insurance continuing to administer personal accident claims for Rugby Canada’s members. Rugby Canada still has a dedicated claims specialist at Chubb Insurance to ensure faster communication between all involved parties. All Travel Medical Claims are processed by Generali; however, Rugby Canada did not renew our Travel Insurance Policy for the period between May 1st 2020 – April 30th 2021, as a result of COVID-19 restrictions.

## REGISTRATION

COVID-19 had a significant impact on registration number in 2020. With rugby sidelined for a number of months, numbers fell significantly nationwide; however, the invaluable Return to Play strategy, developed by the pan-Canadian working group, ensured that participation in rugby was not lost in 2020. Included within the Return to Play strategy was a selection of recommended activities for each Provincial Union and their member Clubs to deliver that corresponded to each stage of their Provinces’ Medical Health Officer’s orders and restrictions. The plan also included resources for Clubs/Coaches to follow to ensure activities were delivered safely, appropriately and in accordance with guidelines from World Rugby.

We look forward to a full-scale return to play once Provinces are medically permitted and will strive to continue to grow the game of rugby within Canada in the years to come.

UNION	MINOR	JUNIOR	SENIOR	OTHER	VISITOR	GRAND TOTAL
AB	134	323	214	64	30	765
BC	225	128	634	450	3,438	4,875
MB	28	9	49	21	5	112
NB	4	242	251	30	3	530
NL	68	249	204	14	6	541
NS	94	86	308	9	65	562
ON	787	1,846	1,078	753	111	4,575
PEI	29	79	75	14	17	214
PQ	88	152	61	41	12	354
SK	56	36	35	109	-	236
RC	-	-	203	-	-	203
<b>TOTAL</b>	<b>1513</b>	<b>3,150</b>	<b>3,112</b>	<b>1,505</b>	<b>3,687</b>	<b>12,967</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, Board, Social, & Volunteers
3. Senior = Senior Players, Coaches, Match Officials
4. “RC” members include National Team athletes not associated with any Club / Provincial Union.
5. Visitor = Those who participated under a Temporary 2-week, 72-hour, or 12-week registration.

## REGISTRATION PLATFORM

Utilizing the Sportlomo platform for player registration, Rugby Canada updated the front-end website in 2020, aiming to provide a more user-friendly experience for registrants. Updates included the following:

- New Team Sheet panels to enhance tracking and tracing
- New electronic signature on registration form.
- Attestation created for members to sign before every rugby activity
- Refund process updates - online refunds now permissible

# COMMERCIAL OPERATIONS

## SPONSORSHIP

Immediately following the conclusion of HSBC Canada Sevens in March, COVID-19 forced the cancellation of all on-field rugby competitions. In a year unlike any other, Rugby Canada continued to work tirelessly with our valued partners through many unforeseen challenges, and despite the on-field cancellations, there were still many exciting partnerships moments to highlight from 2020.

The following are key highlights from the Sponsorship department in 2020:

- In early 2020, Rugby Canada announced a long-term partnership with global technical sportswear brand, Macron. Macron provides technical clothing for both professional and non-professional sports teams, and Rugby Canada joined Italy, Scotland, Germany and Portugal as National rugby teams partnered with the brand.
- Rugby Canada & long-term and dedicated corporate partner, DHL Express Canada, announced a partnership renewal that would see the partnership extend until the end of 2023. DHL has been a proud supporter of Rugby Canada since 2014, while also having a global presence through their partnerships with the HSBC World Rugby Sevens Series and the Rugby World Cup. With rugby sidelined, we partnered with DHL to present a number of key digital activations in 2020, inclusive of the following:
  - **DHL Clubhouse: From the Vault** - A 6-part series, looking back in rugby history to replay and relive some of the greatest on-field Canadian performances
  - **Rugby Canada Webinar Series, Presented by DHL:** a 19-session digital series designed to share world-class rugby insights and knowledge with the Canadian rugby community,
- Rugby Canada's Official Automotive Partner, Honda Canada, renewed their commitment to grassroots rugby in Canada, as the Rookie Rugby Presenting Sponsor through the end of 2021. Honda's commitment to rugby in Canada extends from grassroots to Rugby Canada's National Teams. With rugby sidelined, we partnered with Honda Canada to generate the **Honda Heroes** campaign, highlighting the rugby community's exceptional front-line workers and their selfless contributions throughout the pandemic.
- Rugby Canada also announced a major partnership renewal with global rugby brand HSBC Bank, that extends to 2023. HSBC Bank, Rugby Canada's Official Banking Partner, renewed their commitment to grassroots rugby in Canada, as the Title Sponsor of Rookie Rugby. HSBC Bank continue to partner in the global growth of rugby, as shown through their Series Title sponsorship of the HSBC World Rugby Sevens Series.
- CTMS Travel Group and Rugby Canada announced a multi-year partnership renewal that runs from 2020-2025. CTMS Travel Group became the Official Air Travel Services Partner of Rugby Canada in 2016 and we are excited to continue the long-term partnership.

- Rugby Canada were proud to welcome Sobeys as a Rugby Canada partner through the end of 2021. The Sobeys partnership will focus on the National Senior Women's Sevens program, leading into the Tokyo Summer Olympics.
- Helijet, Rugby Canada's Official Aviation Partner extended their long-standing partnership with Rugby Canada through to December, 2021.
- One of Rugby Canada's long-term partners Langara Fishing Adventures, extended their support and official partnership with Rugby Canada through to December, 2023.
- Bodylogix renewed their partnership with Rugby Canada in 2020 to continue as the Official Nutritional Supplement Supplier.
- The Globe and Mail renewed their partnership for 2020 to provide valuable media promotion surrounding Rugby Canada events and communications, inclusive of HSBC Canada Sevens.

## TELEVISION BROADCAST



Rugby Canada's continued partnership with CBC Sports ensured the live broadcast and highlights coverage of the six HSBC World Rugby Sevens Series events held in 2020. These included events held in Dubai, Cape Town, Hamilton (NZ), Sydney, Los Angeles, and HSBC Canada Sevens, held in Vancouver.

Broadcast results for HSBC Canada Sevens were very strong, both in Canada and globally.

- Day 1 highlights of Vancouver achieved the highest number of views amongst all stops on the 2019/2020 HSBC World Rugby Sevens Series, generating an average audience of 89,000 viewers.
- HSBC Canada Sevens generated 3.55 million viewing hours worldwide - A 10% growth over the 2019 event
- Many key markets saw a year-on-year increase in viewership, most notably Australia increased by 77%.

Unfortunately, as a result of the COVID-19 pandemic, HSBC Canada Sevens was the last Rugby Canada live broadcast in 2020. Rugby Canada would like to thank CBC Sports and TSN for their continued support and investment in the sport of rugby in Canada.



## FUND DEVELOPMENT

Fundraising takes many forms and meets many needs within Rugby Canada's corporate and budgeting structures. The ongoing impact of COVID-19 caused many traditional fundraising efforts to be halted or postponed in 2020; however, Rugby Canada continues to fundraise and support the many programs receiving invaluable funds.

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

On the world stage, we strive to have our teams qualify for Men's and Women's future Rugby World Cups. This program continues to supplement gaps and deficits in Rugby Canada's funding, thereby allowing our athletes to focus their attention on training and competing at the international level. Fundraising events are organized around pinnacle events and funds are used to address the needs of team programs and individual players over the course of the year. In 2020, the focus for donations remained on the Rugby Canada National Major Giving Campaign, a selection of key strategic programs requiring funding from generous donors committed to the development of rugby in Canada.

The NPSP contributions continue to directly fund the Al Charron National Training Center.

### 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)

Partnered 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. Fundraising events were held in Vancouver and Toronto in 2019 in the Pride's inaugural year, continue to receive invaluable support from our partners and the rugby community.

## CANADIAN RUGBY FOUNDATION ENDOWMENTS

The Canadian Rugby Foundation's mission is to provide long term endowment funding to support grassroots 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 (Canadian Rugby Foundation Board, Mike Holmes, Liz Ferguson, Barry Giffen, Stephanie White, Meaghan Howatt)

## INDIVIDUAL CHAMPIONS & 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
- Erik Blachford
- Kevin Reid
- Bill Webb

## THE ANNUAL VICTORIA "PLAYER'S 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, Paul Robert and Ray Barkwill) and is lead by Helen Welch and Gareth Rees with support from Rugby Canada Departments and staff. While the 2020 Player's Championship was unfortunately canceled in 2020, Rugby Canada will look forward to reinstating it once COVID-19 restrictions permit.

## 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 annual event (chaired by Dale Douglas and Murray Fraser) that continues to raise funds through their Bear Mountain Event. RC is proud to be associated with "golf for kids" and through a successful digital campaign in 2020, successfully raised funds on par with previous years. A big thank you to Dale, Murray, and their team for all their support of our athletes.
- British Canadian Business Association – Held their third annual 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 – Through its annual Luncheon the week of the Hong Kong Sevens is able to support individual male and female players and 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 in the program
- City of Langford – The Mayor's Golf Event and several other initiatives including offsetting facility expenses and media campaign investments by our host city support RC programs throughout the year.
- Langford Economic Development Committee – Provides support for various event and athlete-based initiatives through their funds. Prior to RWC 2019 a significant contribution was made to support the RWC warm up match and community send-off in Langford BC.
- SportAssist – Is a Vancouver Island based group that has helped individual athletes and came on board to support the inaugural Pride Academy program in Langford in 2019 with a cash support.
- Victoria Sport Commission(Tourism 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

### NEW OFFICIAL UNIFORM & TEAM APPAREL PARTNER (2020-2029)

On May 27 2020, Macron was announced as the Official Uniform & Team Apparel Partner for Rugby Canada. This exciting long-term partnership with Macron is the result of an extensive RFP process undertaken by Rugby Canada. The key objective was to form a partnership with a leading company capable of delivering world class products to support our national programs. Rugby Canada joins Scotland, Wales, Italy, Portugal and Romania as National Rugby Unions partnered with Macron.

Due to the COVID-19 Pandemic, the official launch of Rugby Canada's National Team Uniform & Replica Collection was postponed until Summer 2021.

### ONLINE STORE / GROUP SALES

The Online Store had a challenging 6-month period with limitations on product selection due to the COVID-19 Pandemic. Sales became stable for the remainder of 2020, once a new collection of fan wear was launched leading into the holiday season. Some sample items included the following:



The Online Store exceeded revised budgetary goals for the holiday season, with the Merchandise Department picking, packing and shipping over 1,700 online purchases, both domestically and internationally. Our Shopify platform streamlined the shopping experience, providing insight and analytics on customer purchasing trends to better assist in planning promotional campaigns.

## EVENT SALES

For all domestically 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.

Merchandise event sales were only received at the HSBC Canada Sevens event in 2020, as all other hosted events were cancelled due to the COVID-19 Pandemic.

### HSBC Canada Sevens, Vancouver

Merchandise per capita was \$3.97 (over 2 days) based on in-stadium attendance of 74,000. Merchandise was available throughout the stadium across 4 kiosks and 1 suite location.

### HSBC Canada Women's Sevens, Langford

Cancelled due to the Pandemic

### Men's XVs International Series

Cancelled due to the Pandemic

## 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 HSBC Rookie Rugby equipment separately. All kits that were ordered were picked, packed and shipped to clubs across the country.



# MARKETING & COMMUNICATIONS

In the most unprecedented of years, the marketing and communications department at Rugby Canada was continually active, albeit in ways we had never faced in the past.

2020 started out as any other year at Rugby Canada. The high-performance calendar was full with age-grade camps and competitions, while Canada's Men's and Women's Sevens Teams were traveling across the globe, competing on the HSBC World Rugby Sevens Series. Internally, for the Marcomms department the first quarter of the year is the home stretch of the HSBC Canada Sevens campaign and when final preparations are being made to launch the campaign for the HSBC Canada Women's Sevens. While COVID-19 had begun introducing itself through the early months of the year, we had little idea what was going to happen next.

Our multifaceted campaign for the Vancouver stop on the HSBC World Rugby Sevens Series was executed effectively and efficiently, utilizing revised tactics and refreshed campaign creatives. Media and fans from all over BC, Canada and the world-over descended on BC Place Stadium in Vancouver on March 7th and 8th, with targets for ticket sales and overall revenue achieved. We were proud to announce the achievement of the largest single-day rugby crowd in Canadian history, at over 39,000 fans in attendance on Day One of the tournament.



The week leading up to HSBC Canada Sevens included the ever-popular HSBC Rookie Rugby, presented by Honda Youth Jamboree, with hundreds of youth rugby players joining a fun-filled day of skills sessions with several Canadian rugby stars. The traditional Sevens Captain's photo was done in a most untraditional way. In a moving and positive day for all involved, the 16 Captains from the participating teams visited Ronald McDonald House in Vancouver, to spend an afternoon with the children and families staying there while receiving treatment at BC Children's Hospital. It was a special day that won't soon be forgotten.

## DIGITAL CONTENT

With the absence of live events in 2020, an emphasis was placed on designing creative digital content to provide value to the rugby community and to service our commercial partners. From coaching webinars and archived match replays presented by DHL, to showcasing members of the Canadian rugby community making a difference with Honda Heroes, we had to continually think outside the box. Additionally, we facilitated valuable content working with HSBC to create a series of home workouts with members of Canada's Women's Sevens Team, hosted our Annual Awards in a virtual setting for the first-time ever, offered engaging contests for our fans, and celebrated the anniversaries of multiple historic Canadian rugby matches.

Shortly after HSBC Canada Sevens, the global COVID-19 pandemic emerged and much of the world began to shut down. With the external environment changing on a daily basis, the Marcomms department was kept busy providing timely updates and key communications to our community. This included updates from the pan-Canadian 'Return to Play' working group formed by Rugby Canada and the Provincial Rugby Unions. Notably, several important societal issues also came to the forefront during the pandemic and many of our national team athletes played prominent roles in creating awareness and driving change. Rugby Canada is proud to support all of our players and established an internal BIPOC Working Group to assist in the development of policies, education and training to ensure rugby in Canada is free of racism.



## SOCIAL MEDIA

Due to the absence of a full calendar of events, we published less posts on our social channels than in years prior, when events were plentiful. We expect to be back to our regular number of published posts when global rugby events return.



RUGBY CANADA NATIONAL DEVELOPMENT ACADEMY AND MAPLE LEAF ACADEMY REASSEMBLE IN LANGFORD



# EVENTS & COMPETITIONS

## INTERNATIONAL EVENTS, AGE-GRADE EVENTS, & NATIONAL / DOMESTIC COMPETITIONS

The impact of COVID-19 resulted in the cancellation of all Men's & Women's International events, Age-Grade events, and National / Domestic competition. The following events were cancelled in 2020:

- NSM15 - July Test Series - Canada vs. French Barbarians - July 4, 2020
- NSM15 - July Test Series - Canada vs. Italy - July 7, 2020
- NSM15 - America's Rugby Championship - Canada vs. Brazil - August 22, 2020
- NSM15 - America's Rugby Championship - Canada vs. Chile - August 29, 2020
- NSM15 - Halloween Rugby Weekend - Canada vs. USA - October 30, 2020
- NSM15 - Halloween Rugby Weekend - Fiji vs. New Zealand XV - October 31, 2020
- NSW15 - Two-week Can-Am Series - Canada vs. Usa - November, 2020
- U19 Men - Canadian Rugby Championship - July, 2020



## HSBC CANADA SEVENS

### HSBC CANADA MEN'S SEVENS

In 2020, HSBC Canada Sevens hosted +74,000 fans, 300 athletes, officials & team management, 150 volunteers, and 30 international World Rugby staff. The event continues to rank as a top host on the HSBC World Rugby Sevens Series, exceeding operational and team services delivery requirements. The event's reputation has been built upon the world-class facilities Vancouver has to offer, our electric fan atmosphere that is second to none, and our commitment to delivering a high-performance event to all stakeholders. The winner of HSBC Canada Sevens 2020 was New Zealand, the second championship that they have won in Vancouver. Most notable was Team Canada's bronze medal finish, their first medal on home soil.

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

- |   |   |
|---|---|
| <b>Series Principal Partner:</b> HSBC             | <b>Official Partners:</b> Adera Development Corp. |
| <b>Series Global Partners:</b> DHL                | Helijet   |
| Capgemini   | Honda Canada                                      |
| UL  | Langara Fishing Adventures                        |
| Cinga   | SW / Showtime Event & Display                     |
| <b>Premier Partners:</b> Sport Hosting Vancouver  | The Butchart Gardens                              |
| Grosvenor   | The Vancouver Club                                |
| <b>Signature Partners:</b> Medallia               | Wheaton Precious Metals                           |
| <b>Funding Partners:</b> The Government of Canada | <b>Media Partners:</b> Daily Hive                 |
| The Province of British Columbia                  | Global BC   |
| <b>Licensees:</b> Stanley Park Brewing            | The Globe & Mail                                  |
| Mike's Hard Sparkling Water                       |   |

DATE	LOCATION	VENUE	ATTENDANCE	WINNERS
2020-03-07 to 2020-03-08	Vancouver, BC	BC Place Stadium	74,456	1st – New Zealand 2nd – Australia 3rd – Canada

### HSBC CANADA WOMEN'S SEVENS

Initially set for May 2nd & 3rd, the 2020 HSBC Canada Women's Sevens event was cancelled due to the ongoing COVID-19 pandemic. Normally, the event hosts over 6,200 fans, 200 athletes, officials and team management, 166 volunteers, and 30 international World Rugby staff, making it a marquee event for the Vancouver Island rugby community.

DATE	LOCATION	VENUE	ATTENDANCE	WINNERS
2020-05-02 to 2020-05-03	Langford, BC	Westhills Stadium	N/A	N/A

# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

DECEMBER 31	2020	2019
<b>ASSETS</b>		
<b>Current</b>		
Cash	\$ 3,178,232	\$ 207,795
Cash - restricted	-	72,081
Temporary investments	108,452	106,822
Accounts Receivable	442,908	826,396
Grants Receivable	162,438	339,036
Inventories	146,751	179,918
Prepaid Expenses	261,140	165,965
Due from controlled organizations	-	109,609
	<b>4,299,921</b>	<b>2,007,622</b>
<b>Investments in controlled organizations</b>	<b>380,851</b>	<b>629,395</b>
<b>Tangible capital assets &amp; leased tangible capital assets</b>	<b>7,944,069</b>	<b>8,254,702</b>
	<b>\$ 12,624,841</b>	<b>\$ 10,891,719</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
<b>Current</b>		
Bank overdraft and line of credit	\$ -	\$ 30,000
Accounts payable and accrued liabilities	1,830,452	2,780,228
Deferred fees	539,462	857,886
Deferred contributions	3,085,187	855,180
Construction costs payable	591,923	591,923
Note Payable to the City of Langford	1,113,501	-
Current portion of obligations under capital leases	140,462	136,142
Due to controlled organizations	-	20,108
	<b>7,300,987</b>	<b>5,271,467</b>
<b>Note payable to City of Langford</b>	<b>-</b>	<b>1,050,467</b>
<b>Obligations under capital leases</b>	<b>1,531,745</b>	<b>1,670,840</b>
<b>Deferred contributions related to tangible capital assets</b>	<b>3,474,430</b>	<b>3,568,333</b>
<b>Deferred lease inducement</b>	<b>55,323</b>	<b>69,153</b>
	<b>12,362,485</b>	<b>11,630,260</b>
<b>Net assets (deficiency)</b>		
Contribution of Land	290,206	290,206
Internally restricted	48,721	48,721
Unrestricted	(76,571)	(1,077,468)
	<b>262,356</b>	<b>(738,541)</b>
	<b>\$ 12,624,841</b>	<b>\$ 10,891,719</b>

## STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31	2020	2019
<b>REVENUES</b>		
<b>External Funding</b>		
World Rugby Limited	\$ 1,340,437	\$ 1,957,256
Sport Canada	2,012,269	2,430,540
Other Grants	542,027	419,357
	<b>3,894,733</b>	<b>4,807,153</b>
<b>Membership</b>		
National registration & insurance	1,124,851	2,576,551
<b>Rugby Canada</b>		
Amortization of contributions related to leased tangible capital assets	93,903	93,903
Cost recoveries	21,674	628,146
Domestic competitions	6,600	398,800
Donations	201,393	974,714
Fundraising	38,101	231,421
National teams	78,483	926,748
Other income	58,274	147,695
Sales of merchandise	373,171	616,357
Sponsorships	747,438	1,754,269
	<b>1,619,037</b>	<b>5,772,053</b>
<b>Other</b>		
Revenue from controlled organizations	1,575,456	1,753,155
Canada Emergency Wage Subsidy	1,007,160	-
	<b>2,582,616</b>	<b>1,753,155</b>
	<b>9,221,237</b>	<b>14,908,912</b>

FOR THE YEAR ENDED DECEMBER 31	2020	2019
<b>EXPENSES</b>		
Accounting, legal and professional fees	274,922	216,693
Amortization of tangible capital assets & leased tangible capital assets	363,934	393,004
Domestic competitions	2,775	322,349
Exchange loss (gain)	1,142	51,534
National insurance	475,241	607,471
National office & general administration	288,915	517,716
National registration	-	35
National teams	3,405,593	8,973,544
Marketing	277,365	256,583
Program development	7,681	70,730
Cost of sales	296,684	408,675
Interest and bank charges	31,743	126,329
Staff salaries, benefits & commissions	2,445,858	1,202,189
Team costs	248,628	541,467
Travel	99,859	979,539
	<b>8,220,340</b>	<b>14,950,248</b>
Excess (deficiency) of revenues over expenses	<b>\$ 1,000,897</b>	<b>\$ (41,336)</b>





# THANK YOU TO OUR PARTNERS & PROVINCIAL UNIONS

## PREMIER PARTNERS



## SIGNATURE PARTNERS



## OFFICIAL PARTNERS



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