

# Annual Report 2014 **RUGBY CANADA**

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



On behalf of the Board of Directors of Rugby Canada, I am pleased to present the 2014 Rugby Canada Annual Report. 2014 has been a year for the history books for Rugby Canada.

Of the many highlights, perhaps the most exciting was being with the team, family and supporters in Paris for the Women's Rugby World Cup in August. When Magali Harvey danced the length of the field to turn the momentum of the semi-final in our favour, I am sure we all shared the excitement. To beat our French hosts in their own stadium was special. Congratulations to our Women's Fifteens program for a best-ever finish and silver medal achievement.

The most important success of the year has been the awarding of the hosting of a stop on the HSBC Sevens World Series in Vancouver starting in March 2016. Thank you to John Furlong and Gareth Rees, the co-chairs of our bid committee, who led our brilliant submission. We have a lot of work to do. Jim Dixon and the BCRU have been partners in this initiative from the start and will be important partners going forward. Making a success of this annual event will raise the profile of rugby in Canada and has the potential to generate meaningful funding for all our programs.

2014 was a great year for our Women's Sevens and Fifteens. Our Men's Sevens must also be congratulated on their sixth place finish in the HSBC Sevens World Series, another best-ever finish on the world stage. Due to player management priorities in 2015, retaining core country status is the goal in the current year. The Men's Fifteens are much better than the results indicate. We played our best matches against the strongest competition. We have truly competitive elite athletes, world-class coaches, and the best support staff. We will be ready for the 2015 Rugby World Cup. The U20 Men are a priority program for the Union. In spite of many changes to support staff, our recent qualification for the Junior World Trophy provides a very positive position moving forward.

On the administrative side, positive steps forward have been the completion of Member Relations Agreements with all members and the launching of the new registration platform, the "National Member Management System".

The business of Rugby Canada is not easy. We have enjoyed great support from our Members in 2014. The hard work of the Rugby Canada staff and interns has been amazing. As always, I thank the community of rugby and our volunteers for your contribution. Without you, we do not exist.

Looking ahead to the current year, 2015 will have many challenges and rewards. The priorities for me are the following:

- Completing the funding for the High Performance Centre in Langford. With this facility we will bring all programs together and maximize a united rugby department staffing.
- Delivery of a quality effort at the 2015 Rugby World Cup. For many of our team, it will be the pinnacle of their careers.
- Olympic qualification means a profile for rugby in our country that Canadians can relate to. The Olympics are very important for Canadians.
- Putting all the pieces together to launch a successful hosting of the Canada Women's Sevens in April 2015 and Canada Sevens in March 2016. The events can be a celebration of all rugby in Canada and will be a "game changer" for rugby in Canada.
- We will establish a different competitions model for our Men's Fifteens program. We will commit this plan for the three years ending with the Rugby World Cup in 2019. This is a work in progress, but I expect details will be shared with the Provincial Unions soon.
- Continuing to manage the fiscal challenges of Rugby Canada is essential.
- Rugby Canada will become a more direct partner with the Provincial Unions in grass roots rugby through the introduction of Rookie Rugby and the greater Community Rugby Plan.

I would like to again thank all involved participants and stakeholders in the sport for supporting the continued growth of Canadian rugby.

Go Canada!



Pat Aldous, Chairman  
Rugby Canada

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



As we begin to set our sights on the year ahead, we must take a moment to reflect on the major achievements of the past year. As our sport continues to grow in many respects, so do the annual achievements, which I as CEO become increasingly more proud of each year. 2014 proved no different than previous years in that our Board, staff and National Team programs continued to deliver at the highest level possible.

After an incredibly successful year in 2013, the pathway for 2014 was set and new targets were established to continue pushing the limits on and off the field. This required considerable attention to the improvement of our business systems and creating efficiencies in all of our operations. A major focus in 2014 was the maximization of revenue generation across all streams and preparing the organization for increased commercial activity. As such, Rugby Canada began the year with a restructuring of the Commercial Department, namely in the form of new leadership. Mark Lemmon joined us as Chief Marketing Officer in January 2014 bringing experience and expertise in sponsorship and sales and a renewed perspective on attracting corporate Canada and beyond to the Rugby Canada brand. An emphasis was also placed on all forms of fund development and creating unique opportunities for Rugby Canada's various stakeholder groups to contribute to the future growth and success of the organization.

Event hosting remains an integral part of our commercial model. The success achieved in 2013 set the bar high for international event hosting in Canada in 2014. Despite reaching record-breaking attendance figures a year earlier, 2014 brought fewer opportunities for international event hosting. The year was highlighted by near sell-out crowds at BMO Field in Toronto for the Canada vs. Scotland match and Canada vs. Japan match at Swangard Stadium in Burnaby. The attendance in Vancouver demonstrated the appetite that exists for bringing world-class events to western Canada to venues like BC Place.

With that in mind, perhaps one of the greatest successes in 2014 was the awarding of the Canada Sevens, as part of the men's Sevens World Series. World Rugby (formerly the International Rugby Board) presented the opportunity to bid for a stop on the Sevens World Series for the 2015-2016 season, through a formal tender process. Rugby Canada established an outstanding bid committee, led by co-Chairs John Furlong, former CEO of the 2010 Vancouver Olympic and Paralympic Games, and World Rugby Hall of Fame inductee Gareth Rees. Following months of tireless effort pulling together an exceptional bid package, the Canada Sevens bid was submitted to World Rugby and subsequently awarded in February 2015.

In addition, Rugby Canada was successful in being awarded a stop on the Women's Sevens World Series, beginning in 2015. The Canada Women's Sevens in Langford, BC will be the start of a new chapter in Canadian rugby and will present new opportunities and challenges for Rugby Canada. The prospect of bringing the world's best Rugby Sevens athletes and future Olympians to Langford and Vancouver over the next four years is hugely exciting and an opportunity that must be capitalized.

A priority project identified in 2014 by our Board and staff is the expansion of the Canadian Rugby Centre of Excellence, specifically the development of a world-class high performance training facility to support the centralized National Team programs. With support from our partners, the City of Langford, Rugby Canada began the process of developing short-term plans for the construction of a new facility located at the current site of the Centre of Excellence. Rugby Canada's commitment begins with a capital campaign to raise funds for this legacy initiative. To see this project through from concept to grand opening will require the support of many, and I wish to thank in advance those who can and will contribute to this vitally important project.

On the rugby side, 2014 proved to be a record year for Rugby Canada. The achievement of the National Senior Women's Fifteens Team competing in the Women's Rugby World Cup

Final and finishing in second place captured the attention of many across the Canadian sport community. The best-ever finish for the Women's program is something all involved in our sport can be proud of. The growth of women's rugby is paramount to our success organizationally and it remains our goal to be world leading in this area. Our National Senior Men's and Women's Sevens teams finished their seasons in tremendous form, clinching a record sixth place and third place standing respectively. The results proved that the many years of commitment from our athletes, coaches, staff, Provincial Unions and funding partners has truly paid off. The National Senior Men's Team have come off a difficult year and will refocus attention on the 2015 Rugby World Cup.

To ensure the continued success of our National Teams, investment must be made at the grassroots and community level. In 2014, Rugby Canada started this movement by launching a community rugby plan focused primarily on building the foundation of our participation base. The program Rookie Rugby was established, with endorsement from World Rugby and our colleagues at USA Rugby, who have successfully implemented a similar grassroots development program. We are confident in this program and value it as a major area to apply resources over the next few years. With the support of our Provincial partners, Rookie Rugby could be the catalyst to unprecedented growth of rugby in Canada.

I would like to take this opportunity to thank the many sponsors, suppliers and funding partners of Rugby Canada, as without their support none of our success would be possible. I am greatly appreciative of the support that Rugby Canada received throughout the year from the Provincial Unions. The Board of Rugby Canada continue to provide the leadership and guidance required to elevate our sport and National Teams in Canada and abroad. To our staff and volunteers, thank you for your countless contributions to this organization.

Graham Brown BHK MHK  
Chief Executive Officer  
Rugby Canada



## BOARD MEMBERS

### The Rugby Canada Board of Directors, for the Fiscal 2014 year:

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

## RUGBY CANADA WOULD LIKE TO RECOGNIZE THE MANY STAFF IN 2014

### TORONTO OFFICE

GRAHAM BROWN	Chief Executive Officer
MYLES SPENCER	Chief Operating Officer
LINH NGUYEN	Chief Financial Officer
MARK LEMMON	Chief Marketing Officer
ROBERT MACKAY	Director, Marketing, Communications & Merchandising
PENNY KROLL	Manager, Business Development
JENNIFER SMART	Manager, Events
DEANNA AHEE	Manager, Merchandise & Equipment
SION ISHMAEL	Manager, Revenue Generation
AL CHARRON	Manager, Player Advancement & Alumni Relations
MICHAEL THORNE	Manager, Commercial Sales
MARALEE DRAKE	Coordinator, Merchandising
ALEXANDRA FRANCIS	Coordinator, Promotions & Branding
SHAWN REEVES	Coordinator, Corporate Partnerships
NINA SCIROVA	Coordinator, Finance
DOLLY ALLY	Coordinator, Accounts Receivable
CASSANDRA JENNINGS	Coordinator, Accounts Receivable
NEIL MACDOUGALL	Coordinator, Member Relations

### CENTRE OF EXCELLENCE / VICTORIA OFFICE

MIKE CHU	General Manager, Rugby Operations & Performance
STEVE LANCASTER	Manager, High Performance
TREVOR ARNOLD	Manager, High Performance Match Officials
KIERAN CROWLEY	Head Coach, National Senior Men's Fifteens Team
GERAINT JOHN	Head Coach, National Senior Men's Sevens Team
LIAM MIDDLETON	Head Coach, National Senior Men's Sevens Team
JOHN TAIT	Head Coach, National Senior Women's Sevens Team
FRANCOIS RATIER	Head Coach, National Senior Women's Fifteens Team / Talent Development & Skills Coach
SANDRO FIORINO	Assistant Coach, National Women's Sevens Team
GARETH REES	Manager, National Men's Program
MEAGHAN HOWAT	Manager, National Women's Program
LES GILSON	Manager, Atlantic High Performance
NATHAN ABDELNOUR	Manager, Match Official Development
DUSTIN HOPKINS	Manager, Coach Development
MIKE SHELLEY	Manager, National Academy Program
ALANA GATTINGER	Manager, Team Services
TODD SILVERTHORN	Manager, Centre of Excellence Operations
BRYAN KELLY	Coordinator, National Program Communications
DANIELLE MAH	Physiotherapist, National Senior Men's Sevens Program
ADRIENNE STINSON	Physiotherapist, National Senior Women's Sevens Program
ANDREW EVANS	Head Strength & Conditioning Coach, Men's Program
TYLER GOODALE	Women's, Strength & Conditioning Coach
DANA AGAR-NEWMAN	Strength & Conditioning Coach
LORNA BARRY	Strength & Conditioning Coach
ABBY GALENZOSKI	Strength & Conditioning Coach
BEN HERRING	Performance Analyst & Technical Coach
CALUM RAMSAY	National Program Performance Analyst
CALLUM MORRIS	Performance Analyst, National Women's Sevens Team

*Rugby Canada would like to recognize and thank all of the part-time, volunteer and intern support staff who made significant contributions in 2014.*



## NATIONAL TEAMS

2014 was a mixed year for Rugby Canada's National Teams. The National Senior Women's teams in both Fifteens and Sevens, as well as age grade teams, had enormous success, however, the National Senior Men's Fifteens and Under 20 Men's teams struggled to achieve satisfactory results. The National Senior Men's Sevens achieved an outstanding 6th place in the HSBC Sevens World Series, however, could not reach the Cup stages from a tough pool at the 2014 Commonwealth Games in Glasgow. Off the field, a number of significant initiatives were achieved. These included winning the hosting rights for the Canada Women's Sevens in Langford, a Men's Sevens event in Vancouver, as well as substantial funding applications to World Rugby, Sport Canada and Own The Podium. The development of the Community Rugby Plan and Rookie Rugby initiative is also a significant step forward for Rugby Canada.

## NATIONAL SENIOR MEN'S TEAM FIFTEENS

Overall 2014 was a disappointing year for the National Senior Men's Fifteens Team. The summer series saw the team suffer close losses against Japan, Scotland and the USA. Canada put themselves in a winning position in all three matches but could not close these games out. A similar scenario played out on the November Tour where the team lost a close match to the RFU Championship XV, before beating Namibia. Two further defeats occurred against Samoa and Romania to close out the 2014 campaign. 2015 will be a year to refocus and build momentum towards the Rugby World Cup.

- Canada once again competed in the Pacific Nations Cup, with a home match in Burnaby, BC.
- BMO Field proved to be a terrific venue with another near sell-out crowd against Scotland in June.
- Rugby Canada hosted the IRB Americas Rugby Championship for a third consecutive year in October 2014 at Westhills Stadium in Langford, BC. Canada suffered defeats to rivals USA and Argentina and came out on top against Uruguay, to once again finish the tournament in third place.

### DID YOU KNOW?

*Sean Duke became Canada's Men's Sevens Team all-time try leader with 109 tries*



## NATIONAL SENIOR MEN'S TEAM SEVENS

The National Senior Men's Sevens team finished the HSBC Sevens World Series in 6th place, which was an outstanding achievement. Highlights of the year included a 3rd place finish in Las Vegas and an appearance in the Cup Final in Glasgow. Other notable results included Cup Quarterfinal appearances in Wellington, Tokyo, Hong Kong, and a Bowl win (9th) in London. With the consistent results achieved throughout the World Series campaign, hopes were high for at least a Quarterfinal result in Glasgow at the 2014 Commonwealth Games. However, Canada was drawn in the same pool as New Zealand and home team Scotland, and unfortunately did not beat either team to progress. Another highlight for 2014 was the successful application to Own The Podium for increased financial support for the program. Based on the excellent performances from 2014, OTP has increased funding by 10% to the Men's Sevens team. After successful lobbying to Sport Canada, additional Athlete Assistance Program Cards were also provided.

- Canada secured a best-ever finish on the HSBC Sevens World Series – 6th Place.
- The program secured a 10% increase in funding from Own The Podium
- The program was successful in brining new young talent into the various teams selected for the HSBC Sevens World Series tournaments and Commonwealth Games

## UNDER 20 MEN

The Canada Under 20 Men's Team finished the IRB Junior World Trophy in seventh place. The program underwent a number of leadership changes following the 2014 campaign and is set to compete once again in the 2015 Junior World Trophy.

## AGE GRADE MEN

A number of changes have been made to the national age grade development structures with the Under 17 Men moving to a camp and development basis, and the Under 19 Men being withdrawn and replaced with an Under 18 Men's team. This has the benefit of ensuring the net is cast wider at the Under 17 level, and that identified Under 18 players now have a longer window to prepare for the Under 20 Junior World Trophy. The Under 18 tour in 2014 to Romania was a huge developmental success, despite moderate results, and was run in parallel to the National Senior Men's Team tour. This allowed for some very positive synergies and collaboration between the teams.



Harry Jones







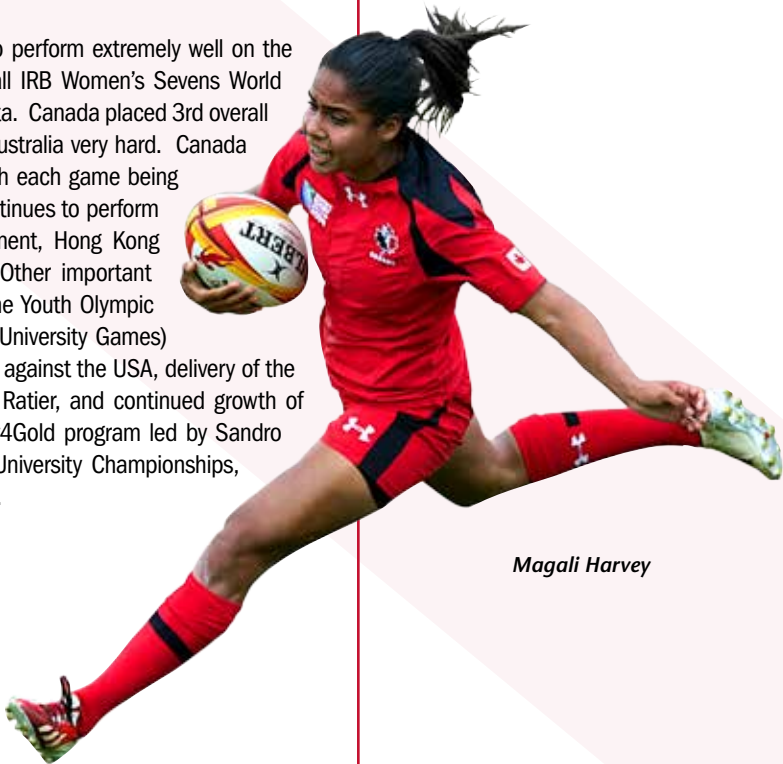
## NATIONAL SENIOR WOMEN’S TEAM FIFTEENS

The National Senior Women's Fifteens Team completed an outstanding year by making the final of the 2014 Women's Rugby World Cup in France. The team drew with eventual winners England in pool play, before beating hosts France in the semi-final, and losing a close final in a rematch against England. The Women's Rugby World Cup results built upon a successful two match series against USA where Canada won both matches. The team also had a successful tour to New Zealand, beating Australia before dropping two close matches to the Black Ferns. Magali Harvey scored one of the standout tries of the Women's Rugby World Cup tournament, also winning the IRB Women's Player of the Year Award, whilst a number of other players, including Captain Kelly Russell were included in the tournament team. The success of this team was built on good coaching (Francois Ratier, Gary Dukelow and Colette MacAuley) and a lot of hard work by the players. Many of the players have trained at the Centre of Excellence in Langford, including thirteen current or former carded sevens players, showing the value of a centralised and professional training environment. The next Women's Rugby World Cup is in 2017, and Canada has the potential to win this tournament provided the appropriate funding and build-up is satisfied.

- Canada matched a best-ever finish at a Rugby World Cup tournament, finishing with the silver medal at the 2014 Women's Rugby World Cup (Note: Canada finished in 2nd place at the 2013 Women's Rugby World Cup Sevens).

## NATIONAL SENIOR WOMEN’S TEAM SEVENS

The National Senior Women's Sevens Team continues to perform extremely well on the international stage, with consistent top four places in all IRB Women's Sevens World Series tournaments, including a final appearance in Atlanta. Canada placed 3rd overall in the series, and continues to push New Zealand and Australia very hard. Canada shared a 3-match exhibition series against Australia, with each game being won or lost by a single score. The Maple Leafs team continues to perform well also, winning the Las Vegas International Tournament, Hong Kong International Tournament and Central Coast Sevens. Other important successes for the program included a silver medal at the Youth Olympic Games in China, and a Gold Medal at the FISU (World University Games) in Brazil. Other highlights include a four-from-four record against the USA, delivery of the Quebec regional development program led by Francois Ratier, and continued growth of women's rugby through the successful launch of the Try4Gold program led by Sandro Fiorino. Langford once again played host to the CIS University Championships, experiencing growth in the number of participating teams.



Magali Harvey

## UNDER 20 WOMEN

The Canada Under20 Women's Team, under head coach Sandro Fiorino, had another strong campaign, beating USA in a two match series. The program has quickly become a major element of the player pathway model for both the Senior Fifteens and Sevens teams, with a number of younger players being selected to National Team honours.

### DID YOU KNOW?

*Magali Harvey was named the IRB Women’s Player of the Year 2014. Harvey is the first Canadian to win the prestigious award.*

## PLAYER LIST (The following players received National Team honours in 2014)

### NATIONAL SENIOR MEN’S FIFTEENS

Tyler Ardron, ON  
Ray Barkwill, ON  
Brett Beukeboom, ON  
Nick Blevins, AB  
Connor Braid, BC  
Hubert Buydens, SK  
Aaron Carpenter, ON  
Jamie Cudmore, BC  
Nanyak Dala, SK  
Sean Duke, BC  
Kyle Gilmour, AB  
Ryan Hamilton, BC  
Jeff Hassler, AB  
Ciaran Hearn, NL  
Nathan Hirayama, BC  
Tyler Hotson, BC  
Jake Ilnicki, BC  
Harry Jones, BC  
Adam Kleeberger, BC  
Anthony Luca, BC  
Phil Mack, BC  
Jamie Mackenzie, ON  
Phil Mackenzie, ON  
Duncan Maguire, AB  
Jason Marshall, BC  
Gordon McRorie, AB  
John Moonlight, ON  
Pat Parfrey, NL  
Taylor Paris, ON  
Seb Pearson, ON  
Jon Phelan, QC  
Benoit Piffero, QC  
James Pritchard, Aus  
Mike Scholz, ON  
Jebb Sinclair, NB  
Richard Thorpe, UK  
Andrew Tiedemann, AB  
Conor Trainor, BC  
Liam Underwood, ON  
DTH van der Merwe, SK  
Sean White, BC  
Jordan Wilson-Ross, ON  
Doug Wooldridge, ON

### NATIONAL SENIOR MEN FIFTEENS – CANADA ‘A’

Kyle Baille, PEI  
Ray Barkwill, ON  
Nick Blevins, AB  
Admir Cejvanovic, BC  
Andrew Coe, BC  
Nanyak Dala, SK  
Derek Daypuck, ON  
Tom Dolezel, ON  
Sean Ferguson, BC  
Aaron Flagg, BC  
Kyle Gilmour, AB  
Ryan Hamilton, BC  
Pete Houlihan, BC  
Pat Kay, BC

Ryan Kotlewski, AB  
Jamie Mackenzie, ON  
Gordon McRorie, AB  
Dan Moor, ON  
Callum Morrison, BC  
Evan Olmstead, AB  
Clay Panga, AB  
Pat Parfrey, NL  
Seb Pearson, ON  
James Smith, AB  
Doug Wooldridge, ON

### NATIONAL MEN’S SEVENS

Connor Braid, BC  
Admir Cejvanovic, BC  
Nanyak Dala, SK  
Justin Douglas, BC  
Sean Duke, BC  
Mike Fuaitefau, BC  
Lucas Hammond, ON  
Ciaran Hearn, NL  
Nathan Hirayama, BC  
Harry Jones, BC  
Pat Kay, BC  
Adam Kleeberger, BC  
Phil Mack, BC  
Karen Paquin, AB  
John Moonlight, ON  
Chauncey O’Toole, NB  
Mike Scholz, ON  
Jack Smith, ON  
Conor Trainor, BC  
Jake Webster, ON  
Sean White, BC  
Jordan Wilson-Ross, ON  
Adam Zaruba, BC

### MAPLE LEAFS SEVENS MEN

Connor Braid, BC  
Nanyak Dala, SK  
Justin Douglas, BC  
Sean Ferguson, BC  
Harry Jones, BC  
Phil Mack, BC  
Duncan Maguire, AB  
John Moonlight, ON  
Mike Scholz, ON  
Conor Trainor, BC  
Sean White, BC  
Jordan Wilson-Ross, ON  
**FISU SEVENS MEN**  
Sean Ferguson, BC  
Sang Joon (Jason) Park, ON  
Brendan Kelliher, BC  
Kainoa Lloyd, ON  
Sang Min (Jeff) Park, ON  
Joe Newman, ON  
Nathan Roberts, ON  
Jordan Sandover-Best, BC  
Michael Santangeli, ON  
Chad Strapp, ON

Matt Taylor, NS

### NATIONAL SENIOR WOMEN’S FIFTEENS

Elissa Alarie, QC  
Emily Belchos, ON  
Brittany Benn, ON  
Stephanie Bernier, QC  
Tyson Beukeboom, ON  
Latoya Blackwood, QC  
Andrea Burk, BC  
Sammy Crandell, AB  
Olivia DeMerchant, NB  
Kim Donaldson, ON  
Jessica Dovanne, BC  
Arielle Dubissette-Borrice, ON  
Magali Harvey, QC  
Mary-Jane Kirby, ON  
Hilary Leith, BC  
Ashley MacDonald, PEI  
Kayla Mack, SK  
Mandy Marchak, MB  
Barbara Mervin, ON  
Kayla Moleschi, BC  
Jacey Murphy, ON  
Cindy Nelles, ON  
Karen Paquin, QC  
Claragh Pegg, ON  
Marie-Pier Pinault-Reid, QC  
Kelly Russell, ON  
Laura Russell, ON  
Maria Samson, AB  
Julia Sugawara, BC  
Amanda Thornborough, MB  
Brittany Waters, BC  
Julianne Zussman, QC

### NATIONAL WOMEN’S SEVENS

Elissa Alarie, QC  
Hannah Darling, ON  
Arielle Dubissette-Borrice, ON  
Bianca Farella, QC  
Paige Farries, AB  
Julia Greenshields, ON  
Magali Harvey, QC  
Sara Kaljuvee, ON  
Jennifer Kish, AB  
Ghislaine Landry, ON  
Kayla Mack, SK  
Mandy Marchak, MB  
Kayla Moleschi, BC  
Karen Paquin, QC  
Kelly Russell, ON  
Ashley Steacy, AB  
Brittany Waters, BC

### MAPLE LEAFS SEVENS WOMEN

Elissa Alarie, QC  
Emily Belchos, ON  
Nikki Case, ON

Arielle Dubissette-Borrice, ON  
Bianca Farella, QC  
Paige Farries, AB  
Magali Harvey, QC  
Sara Kaljuvee, ON  
Mandy Marchak, MB  
Nadia Popov, ON  
Frederique Rajotte, ON  
Brittany Waters, BC

### FISU SEVENS WOMEN

Arielle Dubissette-Borrice, ON  
Bianca Farella, QC  
Paige Farries, AB  
Deanna Foster, ON  
Emmanuela Jade, ON  
Sara Kaljuvee, ON  
Katie McNally, ON  
Breanne Nicholas, ON  
Nadia Popov, ON  
Natasha Smith, ON  
Alex Tessier, QC  
Natasha Watcham-Roy, QC

### UNDER 20 MEN

Liam Beaulieu, BC  
MacBryan Bos, BC  
Neil Courtney, BC  
Charles DeBove, QC  
Justin Douglas, B.C.  
Joe Eric, BC  
Harjun Gill, BC  
Fergus Hall, BC  
Connor Hamilton, BC  
Matt Harrison, MB  
Sam Hayward, Aus  
Sawyer Herron, ON  
George Jeavons-Fellows, UK  
Josh Larsen, NZ  
Ben Lesage, AB  
Adam McQueen, AB  
Matt Mullins, ON  
James Pitblado, BC  
Lucas Rumball, ON  
Jordan Sandover-Best, BC  
Djustice Sears-Duru, ON  
Simon Sexton, UK  
Jack Smith, ON  
Reid Tucker, BC  
Max Van Dijk, ON  
Nathan Yanagiya, BC

### UNDER 20 WOMEN

Lauren Agnew, ON  
Stephanie Black, ON  
Caroline Crossley, ON  
Sasha Elliott, AB  
Alexandria Ellis, ON  
Fabiola Forteza, QC  
Deanna Foster, ON  
Colleen Irowa, ON  
Emmanuela Jada, ON  
Dorian Khouri, ON

Natalie Lesco, ON  
Maddie Mackenzie, NS  
DaLeaka Menin, AB  
Jess Neilson, BC  
Breanne Nicholas, ON  
Tiffany Picketts, BC  
Camille Provencal-Aube, QC  
Coreen Riley, AB  
Danielle Spice, ON  
Sara Svoboda, ON  
Katie Svoboda, ON  
Alex Tessier, QC  
Emily Tuttosi, MB

### UNDER 18 MEN

Justin Aylward, NL  
George Barton, BC  
Jean-Bernard Sansoucy, QC  
Cooper Coats, NS  
Kelly Declan, BC  
Curtis Delmonico, BC  
Foster Dewitt, BC  
Trevor Helgason, BC  
Jason Hignell, BC  
Nolan Howell, BC  
Conor Johnston, ON  
Cole Keffer, BC  
William Manhire, UK  
Jackson McDonough, AB  
Aidan McMullan, QC  
Peter Milazzo, ON  
Fabio Moniz, QC  
Hadrien Muller, QC  
Kyle Patterson, NB  
David Pelosi, QC  
Mitchell Richardson, ON  
Ben Scher, BC  
John Stewart, ON  
Ryan Strickland, NS  
Adrian Wadden, ON  
MacLain Wakefield, ON  
Braydon Williams, BC  
Andrew Quattrin, ON

## RESULTS

### NATIONAL SENIOR MEN’S FIFTEENS

Date	Tournament	Location	Home Team	Score	Away Team
May 21	Exhibition	North Vancouver, BC	BC Bears Invitational	26 – 27	Canada Selects XV
June 7	Pacific Nations Cup	Burnaby, BC	Canada	25 – 34	Japan
June 14	Test Match	Toronto, ON	Canada	17 – 19	Scotland
June 21	Pacific Nations Cup	Sacramento, California	USA	38 – 35	Canada
November 2	Exhibition	Worcester, UK	RFU Championship XV	28 – 23	Canada
November 7	November Tour	Colwyn Bay, Wales	Canada	17 – 13	Namibia
November 14	November Tour	Vannes, France	Canada	13 – 23	Samoa
November 22	November Tour	Bucharest, Romania	Romania	18 – 9	Canada

### NATIONAL SENIOR MEN’S FIFTEENS – CANADA ‘A’

Date	Tournament	Location	Home Team	Score	Away Team
October 11	Americas Rugby Championship	Langford, BC	Canada ‘A’	20 – 6	Uruguay
October 15	Americas Rugby Championship	Langford, BC	Canada ‘A’	3 – 16	USA XV
October 19	Americas Rugby Championship	Langford, BC	Canada ‘A’	9 – 39	Argentina Jaguars

### NATIONAL SENIOR MEN’S SEVENS

Date	Tournament	Record (W-L-T)	Place	
<b>2013/2014 Sevens World Series</b>				
Jan 24-26	IRB USA 7s	4 - 2 - 0	3rd	Won 3rd/4th Playoff
Feb 7-8	IRB New Zealand 7s	3 - 3 - 0	6th	Lost Plate Final
Mar 22-23	IRB Japan 7s	1 - 3 - 1	7th	Lost Plate Semi-Final
Mar 28-30	IRB Hong Kong 7s	2 - 3 - 0	7th	Lost Plate Semi-Final
May 3-4	IRB Scotland 7s	4 - 1 - 1	2nd	Lost Cup Final (Runners Up)
May 10-11	IRB London 7s	4 - 1 – 1	9th	Bowl Winners
July 26-27	Commonwealth Games	4 - 2 - 0	9th	Bowl Winners
<b>2014/2015 Sevens World Series</b>				
Oct 11 -12	IRB Australia 7s	4 - 2 - 0	13th	Shield Winners
Dec 5-6	IRB Dubai 7s	3 - 3 - 0	13th	Shield Winners
Dec 13-14	IRB South Africa 7s	3 - 3 - 0	9th	Bowl Winners

## RESULTS

### U20 MEN

Date	Tournament	Location	Home Team	Score	Away Team
April 7	Junior World Trophy	Hong Kong	Namibia	37 – 25	Canada
April 11	Junior World Trophy	Hong Kong	Canada	18 – 18	Uruguay
April 15	Junior World Trophy	Hong Kong	Canada	12 – 37	Japan
April 19	Junior World Trophy – Final	Hong Kong	Canada	33 – 30	Hong Kong

### U18 MEN

Date	Tournament	Location	Home Team	Score	Away Team
November 16	November Tour	Bucharest, Romania	Romania U19	31 – 0	Canada
November 19	November Tour	Bucharest, Romania	Romania U18	15 – 16	Canada
November 22	November Tour	Bucharest, Romania	Romania U19	9 – 3	Canada





## RESULTS

### NATIONAL SENIOR WOMEN’S FIFTEENS

Date	Tournament	Location	Home Team	Score	Away Team
April 15	Can-Am Cup	Shawnigan Lake, BC	Canada	51 – 7	USA
April 19	Can-Am Cup	Langford, BC	Canada	14 – 10	USA
June 6	Test Match	Tauranga, New Zealand	Canada	22 – 0	Australia
June 9	Test Match	Tauranga, New Zealand	New Zealand	16 – 8	Canada
June 13	Test Match	Whakatane, New Zealand	New Zealand	33 – 21	Canada
August 1	Women’s Rugby World Cup	Marcoussis, France	Canada	31 – 5	Spain
August 5	Women’s Rugby World Cup	Marcoussis, France	Canada	42 – 7	Samoa
August 9	Women’s Rugby World Cup	Marcoussis, France	Canada	13 – 13	England
August 13	Women’s Rugby World Cup	Paris, France	France	16 – 18	Canada
August 17	Women’s Rugby World Cup (Final)	Paris, France	Canada	9 – 21	England

### NATIONAL SENIOR WOMEN’S SEVENS

Date	Tournament	Record (W-L-T)	Place	
<b>2013/2014 Women’s Sevens World Series</b>				
Feb 15-16	IRB USA 7s	5 - 1 – 0	2nd	Lost Cup Final (Runners Up)
Feb 21-22	IRB Brazil 7s	5 - 1 - 0	3rd	Won 3rd/4th Playoff
Mar 26-28	Hong Kong 7s	6 - 0 - 0	1st	Cup Winners
April 5-6	IRB China 7s	3 - 1 - 1	3rd	Won 3rd/4th Playoff
May 16-17	IRB Netherlands 7s	4 - 2 - 0	3rd	Won 3rd/4th Playoff
Oct 25-26	Central Coast 7s	6 - 0 - 0	1st	Cup Winners
<b>2014/2015 Women’s Sevens World Series</b>				
Dec 4-5	IRB Dubai 7s	4 - 2 - 0	3rd	Won 3rd/4th Playoff

### U20 WOMEN

Date	Tournament	Location	Home Team	Score	Away Team
August 22	U20 Can-Am Cup	Sarnia, ON	Canada	51 – 5	USA
August 25	U20 Can-Am Cup	London, ON	Canada	43 – 6	USA

### MAPLE LEAFS SEVENS (DEVELOPMENT TEAMS)

Date	Tournament	Record (W-L-T)	Place	
Feb 13-15	Men – Las Vegas 7s	3 - 2 - 0	6th	Lost Plate Semi-Final
Feb 13-15	Women – Las Vegas 7s	6 - 0 - 0	1st	Cup Winners
Jul 10-12	Men – Kelowna RugbyDaze	6 - 0 - 0	1st	Cup Winners
Jul 10-12	Women – Kelowna RugbyDaze	5 - 1 - 0	2nd	Lost Cup Final (Runners Up)
Aug 9-10	Men – Limerick Club 7s	4 - 1 - 1	2nd	Lost Cup Final (Runners Up)
Aug 17-20	Women – U18 Youth Olympic Games	4 - 3 - 0	2nd	Lost Cup Final (Runners Up)



Canada's National Senior Women's Team stand on guard in Paris ahead of the 2014 Women's Rugby World Cup Final.



## NATIONAL COMPETITIONS & CHAMPIONSHIPS

The National Championships bring together teams from the ten Provincial Unions to compete for the National title. The Canadian Rugby Championships (Senior and Under-19), National Women's League and National Championship Festival are important events that provide opportunity for Provincial and Regional level athletes to compete in high level competition, allowing them to develop into high performance athletes who could one day play for Rugby Canada's National Programs. The competitions were executed in the same format as in previous years, with a cost sharing structure adopted for both travel and event costs. In addition to Provincial and Regional Competitions, Rugby Canada also hosted the National University Sevens Championships tournament, providing opportunities for post-secondary students to be identified for National Program participation.

### CANADIAN RUGBY CHAMPIONSHIP (CRC)



- For the first time ever, this competition saw a full home and away series; each team playing six games (hosting three at home and visiting each of the other teams once).
- The Ontario Blues took home the MacTier Cup for the fourth consecutive year. This Championship came down to the final game, where the Blues pulled out a bonus point win, which was required to come out on top of the Prairie Wolf Pack.
- Following the 2015 CRC Competition, 13 players went on to feature on the National Men's Fifteens sides for their first time, participating in the October 2014 Americas Rugby Championship squad (Canada 'A') and November 2014 Tour, further reinforcing the importance of this competition in our National Team Player Pathway.

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



- The fourth annual CRC U19 tournament took place at Swilers Rugby Complex in St. John's, Newfoundland in July. This competition saw close to 120 athletes compete representing five regions of Canada; BC Bears, Prairie Wolf Pack, Ontario Blues, the Voyageurs, and the Atlantic Rock.
- Modifications were made to the eligibility rules for the 2014 tournament in order to get all five teams back in the competition. The decision to allow a limited number of Under 20 eligible athletes to participate allowed all five teams to play at a competitive level, thus enhancing the outcomes of the tournament. This provided a competitive environment for the Canada Under 20 Program selectors in attendance. Many athletes were selected from this competition to compete in the 2015 Under 20 Program.
- Knocking the BC Bears out of the top spot (as the winners for the previous 2 years), Ontario took the Championship, with an undefeated record in the 2014 tournament.

### NATIONAL WOMEN'S LEAGUE (NWL)



- This competition saw a significant decrease in participation; going from an eleven team and two division tournament in 2013, to a single division, five team tournament in 2014. This was partly due to 2014 being a World Cup year, which took a number of eligible players for participation at the National Program, making them unavailable for their NWL programs.
- During the original planning stages, an Under 20 Division was planned to take place, with four teams representing their regions, but was eventually cancelled.
- The five teams (three Provincial, two Regional) that competed for the Senior NWL Championship in 2014 were British Columbia, Prairies, Ontario, Quebec & Atlantic. Ontario ended up coming out on top and claimed the Championship.

### NATIONAL CHAMPIONSHIP FESTIVAL



- The 2014 National Championship Festival was hosted at the Calgary Rugby Park, by Rugby Alberta, with almost 900 participants in attendance.
- The tiered structure as adopted in previous years was maintained in 2014, and brought the return of the Cup, Plate, & Bowl Championships. These awards varied among the four divisions due to the number of teams participating at each age grade; U18 Boys, U18 Girls, U16 Boys and U16 Girls.
- In the U18 Boys division, there were two tiers of competition. Tier 1 saw Ontario 1 and BC 1 play a three game series with BC 1 coming out victorious in all three matches. In the Tier 2 division, eleven U18 boys teams competed for the Cup, Plate and Bowl. With representation from all 10 Provinces, this division was seen as a major success. Ontario 2 became the Tier 2 U18 Boys Champions defeating a passionate Alberta side in the final. The Plate was awarded to Ontario 3, and Saskatchewan were named the Bowl Champions.
- In the U18 Women's category, seven teams battled for the Cup Championship, with British Columbia ultimately taking home the prize, in a narrow defeat over Ontario.
- Eight teams were in the running for the Cup and Bowl Championships in the U16 Boys division. The Quebec boys claimed the title of Bowl Champions, while British Columbia took top honours as the 2014 Cup Champions.
- In the three-team U16 Women's category, Ontario took home the Cup defeating British Columbia and Alberta in all matches.

### NATIONAL UNIVERSITY SEVENS RUGBY CHAMPIONSHIP



- Showing growth again in 2014, a total of 26 teams participated in the National University Sevens Rugby Championships.
- In the Men's Division, the University of Victoria Vikes took their third consecutive Cup Championship after a series of commanding wins.
- In Women's Division, the underdogs the McMaster Marauders took their first Cup Championship title after coming into the Cup round as an underdog ranked 7th at the end of their round robin matches.
- The competition proved to be a valid pathway for selection to the National Programs, seeing athletes from both the women's and men's divisions selected for National Program participation, at both the Maple Leafs level (development squad) and National Senior Program level.
- The National Invitational University 7s Championships saw a slight growth in participation from 25 teams in 2013 to 26 teams in 2014.









## RESULTS

### CANADIAN RUGBY CHAMPIONSHIP

Date	Location	Home	Score	Away
August 9	Calgary Rugby Park	Prairie Wolf Pack	31 – 10	BC Bears
August 16	Twin Elm Rugby Park	Ontario Blues	21 – 11	Atlantic Rock
August 16	Kelowna, BC	BC Bears	3 – 30	Prairie Wolf Pack
September 4	Ellerslie Rugby Park	Prairie Wolf Pack	3 – 28	Ontario Blues
September 4	Klahanie Park	BC Bears	63 – 6	Atlantic Rock
September 7	Calgary Rugby Park	Prairie Wolf Pack	53 – 5	Atlantic Rock
September 7	Klahanie Park	BC Bears	20 – 30	Ontario Blues
September 18	Swilers Rugby Complex	Atlantic Rock	10 – 31	Prairie Wolf Pack
September 18	University of Guelph	Ontario Blues	29 – 11	BC Bears
September 21	Peterborough Rugby Club	Ontario Blues	26 – 29	Prairie Wolf Pack
September 21	Swilers Rugby Complex	Atlantic Rock	20 – 26	BC Bears
September 27	Swilers Rugby Complex	Atlantic Rock	5 – 45	Ontario Blues



### CANADIAN RUGBY CHAMPIONSHIP U19

Date	Location	Home	Score	Away
July 16	Swilers Rugby Complex	Prairie Wolf Pack	7 – 26	British Columbia
July 16	Swilers Rugby Complex	Atlantic Rock	17– 22	Ontario
July 17	Swilers Rugby Complex	British Columbia	12 – 10	Voyageurs
July 17	Swilers Rugby Complex	Atlantic Rock	29 – 0	Prairie Wolf Pack
July 18	Swilers Rugby Complex	Ontario	59 – 0	Prairie Wolf Pack
July 18	Swilers Rugby Complex	Atlantic Rock	52 – 0	Voyageurs
July 19	Swilers Rugby Complex	Voyageurs	7 – 14	Prairie Wolf Pack
July 19	Swilers Rugby Complex	British Columbia	5 – 14	Ontario
July 20	Swilers Rugby Complex	Atlantic Rock	10 – 34	BC
July 20	Swilers Rugby Complex	Voyageurs	5 – 41	Ontario



### NWL PREMIER DIVISION

Date	Location	Home	Score	Away
July 29	Twin Elm Rugby Park	Prairies	41 – 22	Atlantic
July 29	Twin Elm Rugby Park	British Columbia	10 – 20	Quebec
July 30	Twin Elm Rugby Park	Atlantic	5 – 62	Ontario
July 30	Twin Elm Rugby Park	Quebec	27 – 11	Prairies
July 31	Twin Elm Rugby Park	Quebec	22 – 32	Ontario
July 31	Twin Elm Rugby Park	Prairies	12 – 48	British Columbia
August 2	Twin Elm Rugby Park	Atlantic	15 – 45	British Columbia
August 2	Twin Elm Rugby Park	Prairies	27 – 57	Ontario



### ADDITIONAL NATIONAL CHAMPIONSHIP RESULTS

National Championship Festival ([www.nationalfestivalrugby.com](http://www.nationalfestivalrugby.com))  
National University Sevens Rugby Championship ([www.canadianuniversity7s.com](http://www.canadianuniversity7s.com))



The National Senior Women's Sevens program after a three-match series against Australia at Gold Coast Sevens.



## RUGBY DEVELOPMENT

2014 was a major transition year for the Rugby Development department. Focus has shifted from the traditional Coach and Match Official streams to now include development work in the areas of grassroots rugby, specifically Rookie Rugby, Strength & Conditioning and First Aid in Rugby (Fair). Based on these core pillars of development, a number of initiatives were completed in 2014. Perhaps the most significant achievement was the development of the Rookie Rugby program and the Community Rugby Plan, which was launched during the year, with plans to rollout in a phased-approach across Canada in 2015.

In addition, Rugby Canada continued to establish best-practice program and service delivery through the Member Relation Agreement program with the Provincial Unions. This program has consistently provided opportunities in every Province to support the development of High Performance and Community Rugby, including player, coach and match official development, as well as various other commercial and administrative initiatives.

## MATCH OFFICIAL DEVELOPMENT

The Match Official program continued to develop in 2014, a year that brought some major exposure to Canadian match officials. The highlight of the year was Sherry Trumbull's performance at the 2014 Women's Rugby World Cup, which culminated in her appointment to the 3rd place match between host France and Ireland. Sherry's preparation off the field and her ability to consistently perform on the field is a model worth looking up to and will hopefully inspire a future generation of young referees, male and female. Sherry's year also included two Women's 6 Nations appointments earlier in the year. In continuation with our High Performance Match Officials, Chris Assmus was appointed to the IRB Nations Cup in Romania as part of the June Test series, taking on Romania vs. Uruguay and Romania vs. Russia. Rugby Canada was also privileged to send a team of three down to assist IRB Referee Craig Joubert with the USA Eagles vs. New Zealand All Blacks match in Chicago in November. Chris Assmus and Andrew McMaster were Assistant Referees for that match, and Andrew Hosie was the Television Match Official.

In addition, there were several Tier 2 appointments for a number of referees, with Rose Labreche being invited to the Dubai Invitational tournament and USA Women's Sevens as she continues along her path to refereeing at the international level. There were also two retirements from the National Panel, as Andrew Hosie stepped down in order to focus on his family life and his expanding role as a Television Match Official. Nathan Abdelnour also stepped down off the panel in order to continue his focus on his role with Rugby Canada and commit more time to the role.

From a development perspective, Rugby Canada's focus turned to Quality Assurance and Training of its IRB Educator workforce. Particular emphasis was placed on sharing best practice, understanding learning styles, focusing on the practical aspect of learning, and ensuring that referees attending initiation courses or development sessions are coming away having achieved a particular set of goals. The desired outcome of such a strategy is to lead to a better working relationship with all stakeholders of the game, improved game understanding, and improved educating methods; all to lead to an increase in performance across all levels of the game.

We also shifted the focus to include far more collaboration with coaches and players across all levels. Again, the biggest outcome to gain is to improve working relationships between coaches, players, and match officials, but more importantly, to improve their mutual understanding of what each other is trying to achieve.

## COACH & COMMUNITY DEVELOPMENT

In the Coaching realm there was considerable activity in 2014. A World Rugby Educator Training course took place in Toronto in June to add new individuals to Rugby Canada's coach education workforce. Rugby Canada also ran a Coach/Referee Educator Development Workshop in both East and West Canada in March. Growing the qualified coaching workforce has been a major focus for Rugby Canada over the past two to three years, and remains a priority.

As player welfare takes on a larger role in our promotion and development of the game, the Medical courses on offer are one of the ways Rugby Canada can educate participants in the community side of the game, specifically the risk-management techniques and processes on addressing injuries. Rugby Canada began with a World Rugby Medical course for FAIR Educators as well as Match Doctors for International events during the 2014 Americas Rugby Championship. From there, the Educator workforce has gone out to deliver several FAIR courses, with more planned for 2015. As a national union, Rugby Canada has also mandated police background checks for all national team staff and technical staff.

Finally, in regards to high performance and community coach development there were some key initiatives that took place. The first was the attendance by Chris Silverthorn of the Ontario Blues to the World Rugby Talent Optimisation Program (TOP) in July 2014. There was also the CRC U19 coaching workshop held by Mike Shelley in Newfoundland at that same time as the National Championship. In addition, Rugby Canada was able to implement all of the technical requests included in Member Relation Agreements (MRAs) with each province. Finally, as a means of professional development for community and development staff, both attended the World Rugby Training and Education Conference and the Canadian Sport for Life Summit in February, as well as the NACRA Training and Education Workshop in December.

### DID YOU KNOW?

*Liam Middleton had a previous encounter with Canadian Rugby before becoming Canada's National Senior Men's Sevens Team Head Coach. Liam coached Canada's Matt Evans at Hartpury College in the UK.*



**Liam Middleton**



## ROOKIE RUGBY

In 2014, a new community rugby program was launched to inspire the growth of the next generation of rugby athletes, coaches and officials. The program is called Rookie Rugby. Over the course of 2014, a considerable effort went into the development and implementation of the operational planning and phase one stage of Rookie Rugby, a new non-contact program designed to introduce the game to elementary school aged kids, with an emphasis on implementing stages 1-4 of Rugby Canada's Long-Term Rugby Development Plan. Rookie Rugby provides a safe introduction to the game of rugby using a non-contact form of the game for boys and girls of all ages. Rookie Rugby is intended to be played in schools and communities across Canada.

From a program delivery perspective, Rookie Rugby moved from a strategic planning stage from June – September, through to an operational planning stage with all Provincial Unions from September – October, then to Provincial Educator training, which culminated in the last training session in March of 2015. Throughout all of this time there has been a lot of effort put into ensuring the pilots are running with adequate planning and support, and that the curriculum design will be adopted by P.H.E. Canada as a certified national educational program (expected in May 2015).



## CANADIAN RUGBY CENTRE OF EXCELLENCE

Work continues on the fund development for the new high performance training facility. The advantages of bringing all our staff and players together in one consolidated training facility cannot be underestimated. The vision is to have one medical and sport science team, with a variety of discipline experts servicing our outstanding young athletes. The coaching and support staff will be able to work together more collaboratively and provide a greater range of expertise across technical areas. Furthermore, the facility will provide an inspirational home for our athletes that will be the equal of many of the international teams against which we seek to compete.

Staffing at the COE continues to evolve, with a number of changes. Geraint John, Steve Lancaster and Mike Shelley have all moved onto other roles. Geraint now coaches the Australia Men's Sevens team, Steve is the High Performance Director for Netball NZ, and Mike has taken a more hands on role with his family business. Adrienne Stinson returned to a senior medical role in Saskatchewan, Lorna Barry has returned to Ireland, and Ben Herring also resigned to take on an extensive family travel experience. Rugby Canada wishes to thank all these staff for their commitment and contribution to a hugely successful period, both on and off the field.

### DID YOU KNOW?

*After successfully hosting the Americas Rugby Championship for three consecutive years at Westhills Stadium, the venue will host the Canada Women's Sevens in April 2015.*







Karen Paquin



## AWARDS AND RECOGNITION

The National Recognition Program continued to oversee the growth of our Annual Awards Program that was launched in 2012 and worked with the Past Presidents Committee to get more shape put around a Hall of Fame Program as well.

### ANNUAL AWARDS PROGRAM

On April 11, 2014 our second Annual Awards Ceremony was held in conjunction with the Fiscal 2013 Annual General Meeting. The ceremony was held at the Royal BC Museum in Victoria, BC and attended by over 225 guests. Gerald Davies of the Welsh Rugby Union was the guest speaker and helped Rugby Canada recognize outstanding individuals who committed their time, energy and support to the sport of Rugby in Canada. The year's program saw its first two repeat winners in the Men's and Women's Sevens Player of the Year category. The Annual Award categories and recipients were:

NSM15 "Canadian Shield" Player's Player of the Year  
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

Phil Mack  
John Moonlight  
Jen Kish  
Ciaran Hearn  
Kelly Russell  
Patrick Kay  
DaLeaka Menin  
Michel Francois  
Stephanie Murphy  
Bruce Kulinski  
Mark Winokur  
BC Rugby Union



### RUGBY CANADA HALL OF FAME

Led by Past President and Honorary Life Member, Monty Heald, the Rugby Canada Hall of Fame committee was formed and meetings were held to begin discussing the nomination process with the anticipation of the Hall of Fame being located in a new High Performance Centre that would serve as a training facility for our teams in Langford, BC.






## FUND DEVELOPMENT

Rugby Canada's Fund Development Program expanded on its previous year's success by adding new events, expanding our overseas fundraising effort in a new market and adding new initiatives to support current programs.

- The National Player Support Program (NPSP) continued to reach out and raise funds to support Rugby Canada's elite athletes. Over \$213,730 was raised through donations and a limited edition print created and offered as an incentive to donors supporting the NPSP.
- The Toronto and Victoria Players Championship Golf Tournaments were held in 2014, supplemented by a new exclusive golf outing at Redtail Golf Course in Port Stanley, Ontario. All three tournaments combined raised \$148,735
- Two fundraising gala dinners were held; one in Vancouver prior to the Canada vs. Japan Pacific Nations Cup match in Burnaby and the other in Toronto with the Scotland team prior to the match at BMO Field.
- Langara Fishing Adventures hosted another Rugby Canada Fishing Challenge that saw Howard Aldous take top honours with the largest fish weighing in over 27 pounds. The event raised funds to support the Men's and Women's Sevens teams to prepare them for the 2016 Summer Olympic Games.
- Rugby Canada continued to support the Canadian Rugby Foundation's Hong Kong Sevens Luncheon and incorporated some activations with local sponsors Maxwell's Clothiers and Sun Life Financial. The Foundation allocated \$30,000 from the luncheon to support the National Sevens Program. It was also nice to include the Women's Sevens team in the luncheon for 2014.
- A second overseas fundraiser was added in London, England to celebrate one year to go before Rugby Canada's first Pool Match in the 2015 Rugby World Cup. This luncheon brought Canadian ex-pats out to hear Canada's own Gareth Rees and RFU alumni Jason Leonard together to reminisce about their playing days.
- Online fundraising for rugby programs and tours was facilitated for the National Teams as well as Provincial Union programs through Rugby Canada. Over \$96,000 in donations was received.
- The annual Aeroplan Beyond Miles Donation Program was held in December 2014 with 374,928 miles donated to help provide flights for additional team members or medical staff to travel to competitions, flights for players to travel overseas for additional training programs and for use to generate revenue through fundraising events.
- Rugby Canada recognized its Alumni during a series of Capping Ceremonies around some of the home internationals and offered ticket incentives to get more alumni out to support the current national teams on the pitch. They were also encouraged to support the organization through engagement as a NPSP donor, participate in fundraising events and participate on local organizing committees to support Rugby Canada's many initiatives.



**RUGBY CANADA'S GOLF TOURNAMENTS**  
**RAISED**  
**\$148,735**

**\$\$\$\$\$**  
**30,000**  
from the Hong Kong Sevens Luncheon

**YEAR 2**  
**NPSP raised**  
**\$213,730**



**374,928**  
miles donated



**2,500,000**  
website views



**TSN**  
**RDS**

## COMMUNICATIONS

Another year of growth – that is what characterizes 2014 for Rugby Canada's Communications department. The growth of all of Rugby Canada's media channels is a testament to the quality and quantity of content being produced each year. All forms of media continue to engage a strong following, while also attracting new enthusiasts across social media and television audiences. Rugby Canada continues to capitalize on the many successes of its National Teams, athletes, coaches and events. With such momentum, Rugby Canada continues to focus on finding new ways to connect with fans and bring new and unique content to viewers and followers. Rugby Canada's media partnerships can be credited for supporting the growth of the various communications platforms.

### RUGBY CANADA WEBSITES

- Rugby Canada's principle website, [www.rugbycanada.ca](http://www.rugbycanada.ca), experienced major growth in its online traffic. With considerable volume of exciting and unique content throughout the year, over 2.5 million views were recorded. While the website acts as Canadian rugby's primary source of news and unique content, the reach extended beyond Canada's borders with major increases in international views.
- 700+ written articles, including game recaps, player profiles, community news and roster announcements were featured on the website.
- The Rugby Canada website also supports the promotional efforts for all major events, fundraising initiatives and ticket sales

### TELEVISION BROADCAST

2014 was an exciting year for rugby on television in Canada. TSN and RDS, official broadcast partners of Rugby Canada, televised all of Canada's Men's matches from the 2014 Pacific Nations Cup in Burnaby, BC and Sacramento, CA, along with the international test match at BMO Field in Toronto against Scotland. 2014 also saw the debut of Canada's Women's Rugby Team in August on TSN and RDS during the 2014 Women's Rugby World Cup in Paris, France. Based on Canada's exhilarating performances and television audiences, excitement and interest for women's rugby from coast-to-coast was at an all-time high throughout the tournament as Canada finished their best-ever second place.



## SOCIAL MEDIA

- Rugby Canada continues to be an industry leader across all social media platforms, while maintaining the third largest following for a National Sport Organization.
- The Rugby Canada Facebook page generated an incredible 17,409 new followers in 2014, ending the year with 40,994. Photo, video and other content generated 19,515,223 views in 2014.
- On Twitter, Rugby Canada account received 9,180 new followers in 2014, ending the year with 33,805 followers. Photo, video and other content generated 19,514,469 views throughout 2014.
- A total of 106 videos were uploaded to Rugby Canada's YouTube page in 2014, generating nearly 250,000 views.
- Rugby Canada continued to be a leader on Instagram as well, growing the fan base by over 10,000 in 2014, ending the year with 14,678 followers.

## RUGBYCA MAGAZINE

After a successful launch in 2013, RUGBYca magazine continued to offer a means of promoting national and provincial activities; previews of future events; established a connection to potential event attendees; increased exposure of Canada's national teams and athletes, coaches and support staff; and, numerous other initiatives undertaken throughout the rugby community.



**40,994**  
FOLLOWERS



**33,805**  
FOLLOWERS



**250,000**  
VIEWS



**14,678**  
FOLLOWERS



## MERCHANDISE AND EQUIPMENT

The Merchandising program of Rugby Canada continued to evolve and reaffirm itself as a major revenue stream for the organization. A focus in 2014 was product development, bringing new apparel options to the already diverse product line available on the Rugby Canada Online Store (store.rugbycanada.ca). Unique promotional campaigns were used throughout the year to offer new and existing customers great opportunities to support Canadian rugby. Online sales continue to be a reliable and consistent source of revenue; however, the onsite event sales remain the major driver of all retail revenue.

Perhaps the most significant change in the merchandising program in 2014 was Rugby Canada's official technical partner and provider of National Team apparel. In June 2014, Rugby Canada and Under Armour announced a four-year partnership, making the global sport brand the official on and off-field supplier.

Rugby Canada would like to thank KooGa Canada and KooGa UK for its many years of service as an official kit supplier of Rugby Canada. The KooGa brand played a major role in the growth of the sport of rugby, both in Canada and around the world.

- Rugby Canada launched partnerships with Under Armour and Maxwell's Clothiers in 2014. Maxwell's Clothiers was named official formalwear supplier of Rugby Canada.
- The Rugby Canada Online Store used many unique promotional campaigns, including social media, bi-weekly newsletters, email promotions, television advertisements on TSN broadcasts, RUGBYca magazine advertisements and a custom catalogue.
- A new merchandise sales record was set at the Canada vs. Scotland event, grossing over \$90,000. In addition, Rugby Canada was present at five other major events, grossing a total of over \$213,000.
- The department managed the kit and equipment requirements of the National Programs, including the order, processing and delivery of over 50 tours and camps.







BMO Field, Toronto



## EVENTS HOSTING

In 2014, Rugby Canada's Event department hosted 12 international fixtures in Canada in addition to the five National Competitions. In addition to this it was an exciting year on the planning and strategizing side with efforts going into bids and hosting proposals for beyond 2014.

Looking forward there is a lot on the horizon to be excited about for 2015 and 2016; however, there are a number of highlights from the 2014 events and competitions:

- On June 7, 2014 over 6,000 people attended the Canada vs. Japan match at a sold out Swangard Stadium in Burnaby, BC, making it one of the highest attendances in that market. This was the second fixture Rugby Canada has hosted in the last two years that has sold out ahead of the match day.
- On June 14, 2014 Canada played host to Scotland where another top attendance of over 17,000 watched a close fought match between Canada and Scotland.
- Rugby Canada hosted two Can-Am Cup series matches in 2014. The Can-Am Cup Series for the National Senior Women's Fifteens Team saw Canada take on the USA in a two game aggregate series culminating in Langford, BC. These fixtures were important to the Women's Team for their preparation ahead of the Women's Rugby World Cup in France.
- The Can-Am Cup series had one of the highest attendance figures for a women's match hosted in Canada in the last five years.
- Rugby Canada hosted a second Can-Am Cup Series for the Under 20 Women against the USA. This two-match aggregate series was hosted in London and Sarnia, Ontario. The events team created a professional environment for the teams allowing them to perform at their best.
- The 2014 season saw a steady retention rate with volunteers with 78% of the volunteers assigned having been a past Rugby Canada volunteer.
- Once again working with host cities across the country enabled Rugby Canada to develop strong relationships with Local Organizing Committees, who in turn assist with event planning and implementation.
- Rugby Canada's events provided a unique opportunity to reach youth and aspiring rugby players, coaches and officials through specialized clinics, courses and workshops as well as through special National Team appearances and ancillary events. The 2014 season was no exception with clinics, courses and/or sessions being held around each of Rugby Canada's 2014 events.
- In addition to the planning and execution of all 2014 events and competitions, the events team worked diligently to bring in more than \$150,000 in grant funding from various outlets.

### DID YOU KNOW?

*It was announced in 2014 that BMO Field would be expanded to increase seating capacity to over 30,000.*



Competition	Dates	Location	Venue	Participants
National University Sevens	March 1 – 2	Langford, BC	Westhills Stadium	390
National Women's League	June 27 – 30	Ottawa, ON	Twin Elm Rugby Park	142
Canadian Rugby Championships Under 19 Men	July 17 – 21	St. John's, NL	Swilers Rugby Complex	147
National Championship Festival	August 7 – 11	Calgary, AB	Calgary Rugby Park	876

Event	Dates	Location	Venue	Attendance
Can-Am Cup: NSW15 vs. USA	April 15 & 19	Shawnigan Lake & Langford, BC	Shawnigan Lake School & Westhills Stadium	688
Pacific Nations Cup: NSM15 vs. Japan	June 7	Burnaby, BC	Swangard Stadium	6,145
NSM15 vs. Scotland	June 14	Toronto, ON	BMO Field	17,841
Can-Am Cup U20: Canada U20 vs. USA U20	August 22 & 25	London & Sarnia, ON	London St. Georges RFC & Norm Perry Park	550
Americas Rugby Championship	October 11, 15, 19	Langford, BC	Westhills Stadium	5,833



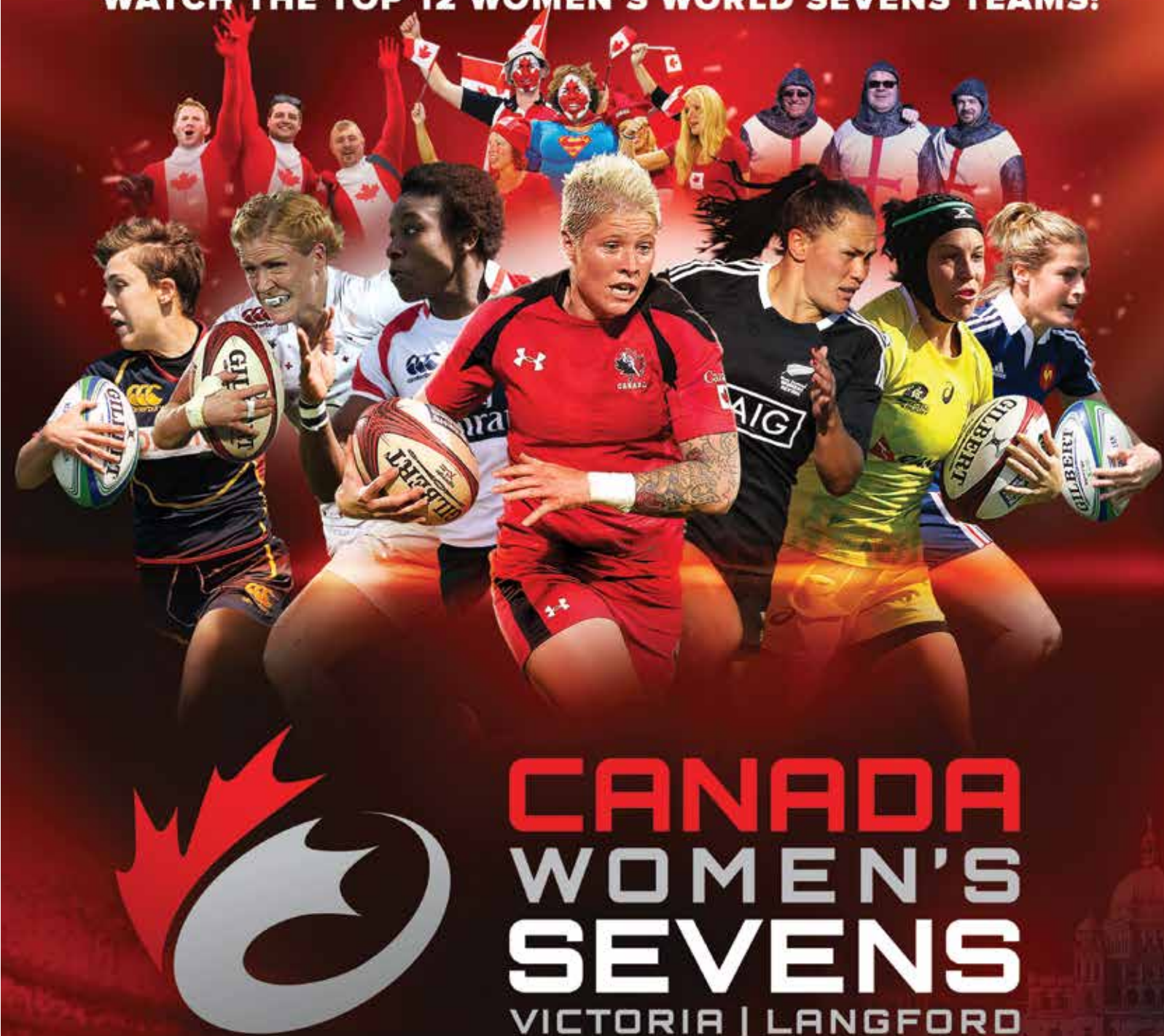
Rugby Sevens continues to grow in popularity and the Sevens World Series has developed extensively since its formation in 1999. Such growth and global development was underlined by the inclusion of Rugby Sevens in the 2016 and 2020 Olympic Games, and as a result the 2015-2016 season will see increased coverage and promotion of Rugby Sevens ahead of its Olympic debut. In early 2014, and through an exhaustive bid process, World Rugby (formerly the International Rugby Board) set out to determine the host countries of the expanded Sevens World Series, which would increase from nine to ten tournament venues in 2015-2016.

On June 25, 2014, Rugby Canada and the Canada Sevens Bid Committee, led by co-Chairs John Furlong and Gareth Rees, announced a formal bid submission for Vancouver to host the Sevens World Series at BC Place stadium, starting in 2016. With overwhelming support from funding partners and various stakeholders, the world-class Canada Sevens bid was submitted to World Rugby. In February 2015, Rugby Canada officially announced the successful awarding of Canada Sevens in Vancouver. The announcement drew significant media coverage from across Canada, as well as congratulatory remarks from Prime Minister Stephen Harper and many other parliamentary dignitaries, along with the Canadian Olympic Committee and all of Rugby Canada's partners. The Canada Sevens will be a two-day indoor tournament at BC Place, and will feature 16 of the world's top men's teams. The tournament is anticipated to be broadcast both nationally and globally, reaching over 100 countries across the world.

In addition to the awarding of the men's Sevens World Series tournament, Rugby Canada announced earlier in 2014 that Canada became the latest country to join the list of Women's Sevens World Series hosts. Langford, BC will welcome the Canada Women's Sevens in April 2015 at Westhills Stadium and play host to the top twelve women's sevens teams in the world. The tournament will form part of the 2016 Olympic qualification process, with the top four teams at the conclusion of the Series qualifying for Rio. The event itself is a tremendous opportunity to showcase women's rugby in Canada, and demonstrate to the world that Canada is a leader in growing women's sport.

# THE WORLD IS COMING

## WATCH THE TOP 12 WOMEN'S WORLD SEVENS TEAMS!





## INSURANCE

The National Insurance Program experienced little change in 2014, following a positive year in 2013. Rugby Canada continues to offer an exceptional insurance program to its members. The Broker of Record, Marsh Canada, and Rugby Canada completed the renewal process for the programs and were able to achieve a significant savings for the General Liability coverage. Upon the recommendation and approval of the Members at the Fiscal 2013 Annual General Meeting, these savings were allocated to support the National Senior Women's Program, Community Rugby plan and the Centre of Excellence. With respect to the insurance coverage, there was minimal change to the policies; however, Rugby Canada continues to always consider program additions and ways to further enhance the coverage in place for its members. Working with our experienced broker, Rugby Canada's objective is to identify opportunities to maximize value in the existing risk management program and provide the best coverage and benefits to all registered participants across Canada. In 2014 Rugby Canada created a risk management framework where a risk identification and assessment exercise was undertaken leading to the establishment of a risk management policy monitored by the Board.

- Rugby Canada's ability to secure steady insurance rates has been made possible due to a positive loss history over the past few years.
- The Travel Medical coverage proved very beneficial to a number of members as the out-of-country services were utilized by clubs and tour groups when injuries occurred. One specific example during the 2014 Las Vegas Sevens saw a case of young player from Ontario was seriously injured and suffered head and neck trauma requiring extensive care for a period of one week. The Travel Medical Policy was activated and all costs were covered or recouped at a later date.
- Claims reporting and processing improved considerably in 2014, resulting in faster benefit payouts than in years past.
- The ability to purchase optional buy-up limits / coverage for extended medical through Marsh Canada was utilized by a number of Provincial Unions.
- With Rugby Canada embarking on the hosting of an increased number of major international events, there is a consideration to increase the liability limits for the General Liability policy for the 2015/2016 year.

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

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



Tyler Ardron, Hubert Buydens & Adam Kleeberger

## REGISTRATION

The National Registration Program saw an increase in the application of online registration throughout the country. Rugby Canada worked with all Provincial Unions to create a platform to improve the process of registration and management of members, the collection of dues payment and reconciliation. Clubs and Provincial Unions saw an expedited transfer of funds collected through online registration, allowing all parties to reconcile with far less administration. Registration numbers remained steady in 2014, with similar year-end totals as in 2013. Rugby Canada remains committed to finding ways to control registration compliance across the country while also promoting growth in participation.

After a long-term relationship with service provider Ivrnet (formerly ITSportsNet), Rugby Canada made the decision to change direction with the member management program beginning January 2015. In early 2014, and after collaboration with the Provincial Unions on the needs and critical fixes required for the online registration platform, Rugby Canada selected Sport Ngin, an industry leading technology company which has attracted over 9,000 sport organizations, associations or teams from across North America and around the world, to take over as service provider. Much of 2014 was spent managing existing registration needs while also focusing considerable attention on the development of the new and improved Member Management platform. The transition would not be without some difficulties as it is an immense task to migrate over 250 clubs, 10+ match official or junior rugby associations, 10+ sub-unions, and 10 Provincial Unions to a new system. Rugby Canada is committed to the evolution of its member needs and wants. Many updates and additions will be forthcoming in 2015 and beyond for the Rugby Canada Member Management platform.

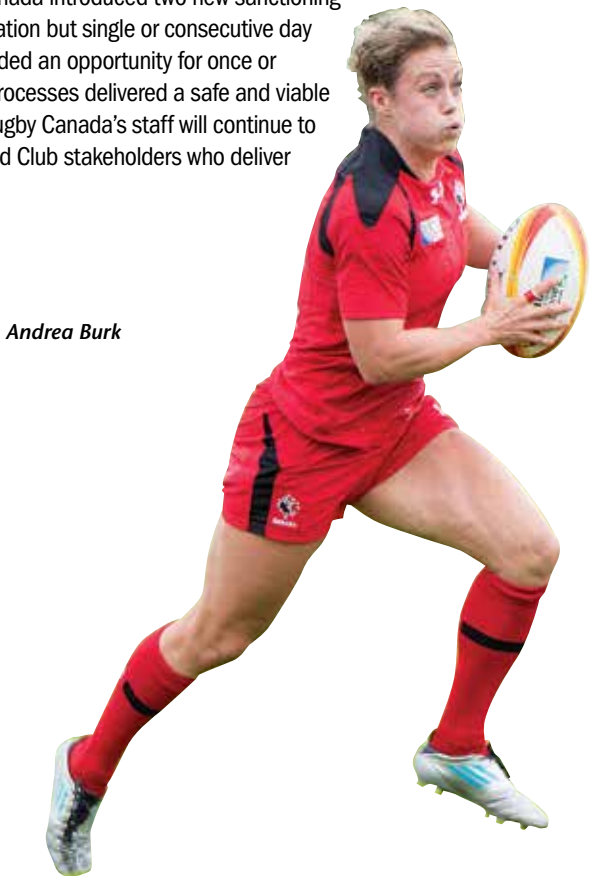
## TOURS, TOURNAMENTS, CAMPS, CLINICS, PROGRAMS /ACADEMIES AND INTERNATIONAL TRANSFERS

Rugby Canada continued to support the membership in delivering service and administration for inbound / outbound tours and international player transfers, as well as providing sanctioning for numerous tournaments across the country. The number of Clubs, Schools and Provincial Teams touring within Canada and to other countries continued to increase from years past. The interest from foreign teams is also on the rise, suggesting Canadian rugby has a positive global presence and reputation. Rugby Canada introduced two new sanctioning areas with much success over 2014. The Camp or Clinic Sanctioning captured shorter duration but single or consecutive day for off-season training and programing. Similarly, Program and Academy Sanctioning provided an opportunity for once or twice-a-week programs throughout the winter and off-season months. Both sanctioning processes delivered a safe and viable option for training and introduction to the sport of rugby for inexperienced participants. Rugby Canada's staff will continue to find ways to improve the processing and administration to better support the Provincial and Club stakeholders who deliver these programs.

### 2014 MEMBERSHIP REGISTRATIONS BY CATEGORY

Union	Minor	Junior	Senior	Total	Other	Visitor	Grand Total
AB	562	1,110	2,211	3,883	264	390	4,537
BC	730	1,442	2,862	5,034	571	224	5,829
MB	0	48	565	613	6	181	800
NB	0	68	330	398	0	56	454
NL	35	134	161	330	0	18	348
NS	74	17	666	757	3	35	795
ON	1,352	3,849	3,922	9,123	403	664	10,190
PEI	0	79	82	161	0	4	165
PQ	314	594	1,580	2,488	5	65	2,558
SK	0	54	400	545	4	66	524
Total	3,067	7,395	12,779	23,241	1,256	1,703	26,200

\* BC is the total of the registrations made in 2014 from the 2013/14, and 2014/2015 seasons.  
\*\* "Other" includes Masters / Winter / Flag registrations.



Andrea Burk



## SUMMARY

Financially, fiscal year 2014 was a challenging one for Rugby Canada. Some unexpected operational costs put the Union into a deficit of \$(16,885) excess of revenues over expenses. Revenues decreased from \$13.8M to \$12.8M for the year. The decrease in revenue was due to the reduced number of international events hosted in Canada. Rugby Canada continues to benefit from very strong partnerships with World Rugby and Sport Canada, which combined account for a considerable portion of Rugby Canada's annual funding. Rugby Canada also continues to benefit from Own the Podium (OTP) support, which helped the National Senior Women's Sevens Team to a third place finish in the Women's Sevens World Series standings. Likewise, OTP funding for the National Senior Men's Sevens Team helped them to their highest finish to date, sixth on the world stage. Significant progress was made towards the Union's debt reduction. The balance of the Demand Loan relating to the 2006 Women's Rugby World Cup decreased by 49% in 2014. The loan will be paid off by end of Fiscal 2015. Although 2014 presented a challenging year, Rugby Canada, its Board of Directors and CEO, are committed to increasing revenue generation from non-direct revenue streams. This will allow Rugby Canada to become a more sustainable and stable organization.

## STATEMENT OF FINANCIAL POSITION

December 31	2014	2013
<b>ASSETS</b>		
<b>Current</b>		
Cash	\$ -	\$ 8,784
Temporary investments	170,792	170,792
Accounts receivable	918,685	609,406
Inventory	419,297	358,759
Prepaid expenses	441,475	285,822
	<u>1,950,249</u>	<u>1,433,563</u>
<b>Capital assets</b>	422,159	370,390
	<u><b>\$ 2,372,408</b></u>	<u><b>\$ 1,803,953</b></u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current</b>		
Bank overdraft	\$ 299,689	\$ -
Demand loan	139,604	271,580
Accounts payable & accrued liabilities	1,024,821	847,676
Deferred fees and contributions	1,241,979	1,047,815
Current portion of obligations under capital lease	29,454	6,812
	<u>2,735,547</u>	<u>2,173,883</u>
Obligations under capital lease	19,319	8,716
Deferred lease inducement	138,306	125,233
	<u>2,893,172</u>	<u>2,307,832</u>
<b>Net Assets</b>		
Internally restricted	150,884	173,701
Unrestricted deficiency	(671,648)	(677,580)
	<u>(520,764)</u>	<u>(503,879)</u>
	<u><b>\$ 2,372,408</b></u>	<u><b>\$ 1,803,953</b></u>

*Although 2014 presented a challenging year, Rugby Canada, its Board of Directors and CEO, are committed to increasing revenue generation from non-direct revenue streams.*

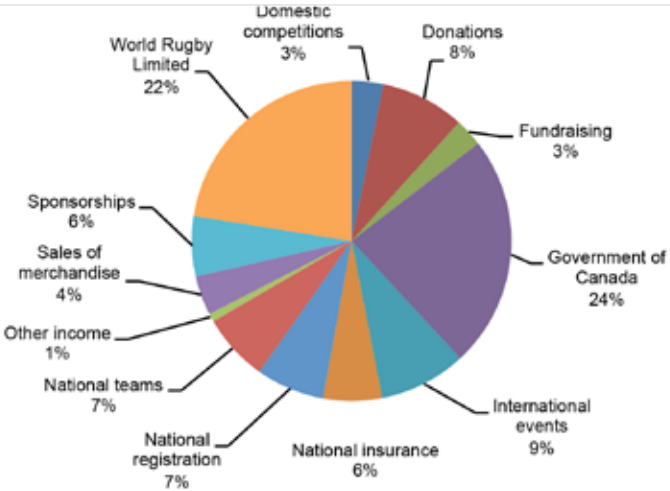
## STATEMENT OF OPERATIONS

For the year ended December 31	2014	2013
<b>Revenues</b>		
World Rugby Limited	\$ 2,888,344	\$ 2,557,892
Sport Canada	3,020,018	2,552,446
National insurance	762,667	882,207
National registration	889,864	908,600
Sponsorships	779,208	793,767
Fundraising	366,089	402,246
Donations	1,091,519	830,463
Domestic competitions	413,603	152,589
International events	1,132,363	2,190,923
National teams	877,035	1,190,315
Development - Coaching & refereeing	20,475	78,924
Sales of merchandise	510,192	562,579
Other income	85,773	200,867
	<u><b>12,837,150</b></u>	<u><b>13,303,818</b></u>
<b>Expenses</b>		
Accounting, legal and professional fees	469,323	382,913
Amortization of tangible capital assets and leased tangible capital assets	93,474	85,882
Bad debts	1,425	4,669
Board of directors and planning meetings	207,590	227,393
Domestic competitions	616,702	360,126
Donations	750,639	626,590
Fundraising	232,821	215,793
International events	1,421,605	2,524,615
National insurance	580,215	743,471
National office and general administration	878,067	726,107
National registration	26,462	35,941
National teams	5,204,858	5,213,022
Marketing	521,310	554,840
Program development	317,135	281,606
Purchase of merchandise items	305,338	317,718
Short-term interest, bank charges and exchange rate	54,211	77,624
Staff salaries, benefits and commissions	1,114,692	1,029,241
	<u><b>12,795,867</b></u>	<u><b>13,407,551</b></u>
<b>Excess (deficiency) of revenues over expenses before player injury settlement</b>	41,283	(103,733)
Player injury settlement	58,168	-
<b>Deficiency of revenues over expenses</b>	<u><b>\$ (16,885)</b></u>	<u><b>\$ (103,733)</b></u>



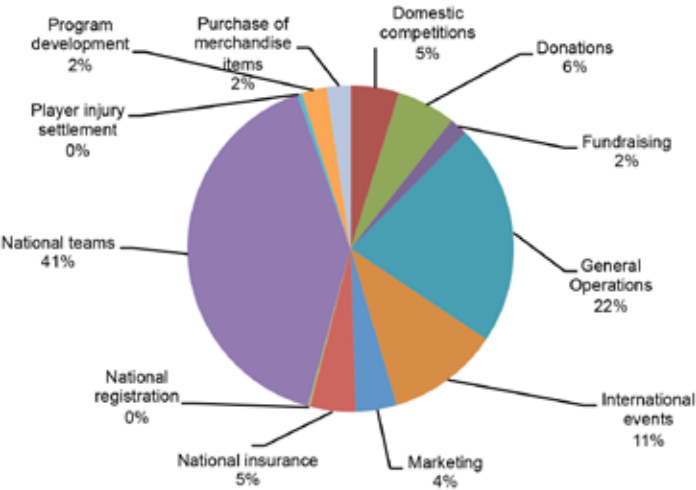
SOURCE OF FUNDS

Category	Amount	Percentage
Domestic competitions	413,603	3%
Donations	1,091,519	9%
Fundraising	366,089	3%
Government of Canada	3,020,018	24%
International events	1,132,363	9%
National insurance	762,667	6%
National registration	889,864	7%
National teams	877,035	7%
Other income	106,248	1%
Sales of merchandise	510,192	4%
Sponsorships	779,208	6%
World Rugby Limited	2,888,344	22%
<b>Total</b>	<b>\$ 12,837,150</b>	



USE OF FUNDS

Category	Amount	Percentage
Domestic competitions	616,702	4.8%
Donations	750,639	5.8%
Fundraising	232,821	1.8%
General Operations	2,818,782	21.9%
International events	1,421,605	11.1%
Marketing	521,310	4.1%
National insurance	580,215	4.5%
National registration	26,462	0.2%
National teams	5,204,858	40.5%
Player injury settlement	58,168	0.5%
Program development	317,135	2.5%
Purchase of merchandise items	305,338	2.4%
<b>Total</b>	<b>\$ 12,854,035</b>	



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PROVINCIAL UNIONS







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