



**REPORT NAME:** CEO Report

**SUBMITTED BY:** Graham Brown

**DATE OF REPORT:** April 10, 2015

---

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.

**RUGBY CANADA**

Toronto Office / Bureau de Toronto  
30 Rue East Beaver Creek Road, Suite 110  
Richmond Hill, ON CANADA L4B 1J2  
Tel / Tél : 905 707 8998  
Fax / Téléc : 905 707 9707

Victoria Office / Bureau de Victoria  
3024 Rue Glen Lake Road  
Langford, BC CANADA V9B 4B4  
Tel / Tél : 250 418 8998  
Fax / Téléc : 250 386 3810

rugbycanada.ca  
info@rugbycanada.ca

Canada





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.

Respectfully submitted,

Graham Brown  
Chief Executive Officer

**RUGBY CANADA**

**Toronto Office / Bureau de Toronto**  
30 Rue East Beaver Creek Road, Suite 110  
Richmond Hill, ON CANADA L4B 1J2  
Tel / Tél : 905 707 8998  
Fax / Téléc : 905 707 9707

**Victoria Office / Bureau de Victoria**  
3024 Rue Glen Lake Road  
Langford, BC CANADA V9B 4B4  
Tel / Tél : 250 418 8998  
Fax / Téléc : 250 386 3810

rugbycanada.ca  
info@rugbycanada.ca

Canada

