



RUGBY CANADA

ANNUAL REPORT 2023





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A MESSAGE FROM THE CHAIR

SALLY DENNIS

CHAIR



A major achievement of 2023 was the development and roll-out of Rugby Canada’s ambitious and innovative strategic plan for 2024 to 2027 and beyond. Its mantra of ‘One Squad’ is already starting to permeate the organization’s day-to-day operations and inform all decision-making. Its goal is to align and unify the rugby ecosystem across the country, a long-overdue process that will require patience and commitment to complete. In providing some overdue clarity to Rugby Canada’s role and priorities, the strategic plan acknowledges that Rugby Canada cannot successfully be all things to all people, and some tough decisions have been made in the interests of focus and prioritization. The plan is the product of extensive, open and inclusive consultation with players, coaches, provincial unions, government agencies, funding partners, and others. It was made possible through the efforts of the strategic planning advisory group comprised of Nathan Bombrys, Kathleen McGinn, Karen Paquin, Jeff Hassler, Jerry Marriott, Toby Shannon and Sean Hofstetter, and facilitated by Peter John McFarlane. Thank you, one and all, for sharing with us your considerable combined expertise and donating so much of your time.

Another highlight of 2023 was the fall meeting in Calgary with the provincial unions. We spent an extraordinary weekend working together on topics ranging from our respective roles, responsibilities and mutual expectations to the national strategy for the growth of the game. Continuation of those initiatives, embodied in the ‘Calgary Commitment’, will be a priority in 2024, as improved communication and collaboration pave the way for progress.

We took the opportunity of the summer’s international fixtures in Ottawa to engage with the local rugby community, including its alumni. This was a very positive experience which demonstrated what success can look like when we work collaboratively with local government, sponsors and the community.

2023 saw the organization continue to make big strides with respect to financial clarity, stability and accountability, as well as additional resources dedicated to organizational improvement and compliance. With Nathan setting the example and tone for today’s Rugby Canada, the staff at Rugby Canada continued to work incredibly hard and demonstrate with passion their commitment to the organization and the sport.

In 2023 the board said goodbye to Maria Samson after six years as a director. We are pleased that she continues to serve as a committee member, and we wish her all the very best in her new role as chair of the Canadian University Men’s Rugby Championship. Jeff Hassler also decided not to run for a second term. The valuable and energetic contributions they both made to the business of the board are missed. Meanwhile, we welcomed Jebb Sinclair to the board, and he is already making his significant presence known at the board room table. On behalf of the board, I thank Pat Parfrey and Doug Campbell for their many years of dedication as Rugby Canada’s representatives on the World Rugby Council and the Canadian Olympic Committee, respectively. They each stepped aside in 2023.

This year’s AGM marks the end of my term as a director of Rugby Canada, and as its chair. It has truly been an honour to serve in these roles and, as chair, to lead the board through a very interesting and challenging period. A highlight has been the access it has given me to the Canadian rugby community; it has been a pleasure to represent Rugby Canada with pride across the country and elsewhere, meeting players, fans, representatives of the provincial unions and clubs, sponsors and funding partners.

It has been my privilege to serve. Thank you.

A MESSAGE FROM THE CEO

NATHAN BOMBRYNS

CEO, RUGBY CANADA



Thank you to all the players, coaches, officials, and volunteers across the nation who contributed to our sport in 2023. Your efforts make rugby happen each and every weekend and provide so much fun and camaraderie to people and communities across Canada.

We have made positive progress as an organization over the course of 2023. Our financial position has improved with more proactive financial management and the refinancing of the National Training Centre. Playing numbers across the country exceeded the previous highs of 2018, demonstrating a positive return to rugby. Stephen Aboud joined us as High Performance Director and has gone straight to task in developing a National Technical Model to implement across the provinces. Our partnership with our Canadian Rugby Players Association has been formalized under a new collective agreement. We are now working toward the achievement of a new strategic plan and started a positive journey of alignment with the PSOs through the Calgary Commitment signed last November.

We hosted a successful Canada Sevens, the first ever combined women’s and men’s event, over three days at BC Place in front of over 60,000 supporters. Our event was voted ‘Best in the Series’ by World Rugby, helping us to secure the rights to host the event again in 2024. A record crowd of 10,092 turned up to Ottawa’s TD Place to support our women’s 15s team against New Zealand in Ottawa for the Pacific Four Series in July. In August, Langford’s Starlight Stadium played host to the Rugby Americas North Sevens Olympic Qualifier with a full capacity crowd, seeing our women’s sevens team qualify for the Paris 2024 Olympics.

Ensuring our national teams engage with our local rugby communities was also a focus. At Canada Sevens, we hosted 7,000 Vancouver school children with complimentary tickets to the Friday sessions. In Ottawa, every school aged child in the city was offered a complimentary ticket to support Canada in the Pacific Four Series, 3,000 rugby balls were distributed to local schools, and over 5,000 children received rugby coaching across the two-week event period.

After starting the year with no games on the schedule, our men’s 15s managed to secure four test matches against Spain, Brazil and two with Tonga, all away from home. After three defeats, we finished the year with a 40 – 15 win over Brazil in Spain. Our men’s sevens team retained their place on the HSBC SVNS World Series by defeating Kenya in the final in nail-biting fashion in London. The men’s sevens program is now focused on their opportunity to qualify for the Olympics through the repechage tournament in Monaco this June.

A number of players who helped our women’s sevens team qualify for Paris in Langford then went into the women’s 15s camp to compete in the inaugural WXV1 tournament in New Zealand. Our Canadian women secured an outstanding come from behind win over France to finish second in the tournament.

Looking forward, we have a very exciting year of rugby ahead in 2024. Our Canadian national teams are set to compete in major competitions across the world, including: the Olympic Games, Pacific Nations Cup and WXV. We have fixtures against Japan, Romania and Scotland for our men’s 15s on Canadian soil, and we will be hosting World Rugby’s WXV1 tournament - bringing the six best women’s teams in the world to Vancouver this autumn.

These matches present a great opportunity for our national teams to engage our communities and inspire the next generation of players across the nation. We need to support them for success on and off the field, and a major focus of the organization over the next couple of years will be to expand our financial capacity to support our teams to win.

There is still a great deal of work to do and significant challenges ahead. However, I truly believe if we can continue to come together as One Squad and support each other, we will achieve some amazing results for our sport.

CORPORATE STRUCTURE

2023 BOARD OF DIRECTORS

| | |
|------------------------|---|
| SALLY DENNIS | Chair |
| STEVE SWAFFIELD | Vice-Chair; Finance & Audit Committee Chair |
| JIM LOGAN | Treasurer |
| KATHLEEN McGINN | Secretary; Governance Committee Chair |
| DAVID FORTIER | Human Resources Committee Chair |
| LAUREN WOLMAN | Ethics & Integrity Committee Chair Director |
| SANDY DONALD | Director |
| PHIL OTTO | Director |
| JEBB SINCLAIR | Athlete-Appointed |
| KAREN PAQUIN | Athlete-Appointed |

APPOINTED REPRESENTATIVES

| | |
|-------------------------|---|
| KAREN PAQUIN | Canadian Olympic Committee Representative |
| DR ARABA CHINTOH | Rugby Americas North Representative |
| SALLY DENNIS | World Rugby Council Representative |

RUGBY CANADA WOULD LIKE TO ACKNOWLEDGE THE BOARD MEMBERS WHOSE TERMS EXPIRED IN 2023

| | |
|---------------------|-------------------|
| MARIA SAMSON | Vice-Chair |
| JEFF HASSLER | Athlete-Appointed |

SENIOR LEADERSHIP TEAM AND HEAD COACHES

| | |
|------------------------|---|
| NATHAN BOMBRYNS | Chief Executive Officer |
| JAMIE LEVCHUK | Managing Director, Operations & Events |
| DUSTIN HOPKINS | Managing Director, Rugby Operations |
| STUART KERBY | Managing Director, Finance & Administration |
| TANIA RICHARDS | Managing Director, Marketing & Communications |
| GARETH REES | Managing Director, Strategic Partnerships |
| STEVEN ABOUD | High Performance Director |
| KINGSLEY JONES | Men's 15s Head Coach |
| KEVIN ROUET | Women's 15s Head Coach |
| SEAN WHITE | Men's 7s Head Coach |
| JACK HANRATTY | Women's 7s Head Coach |
| PHIL MACK | Head Coach, Pacific Pride Academy |
| MIKE DEASY | Head of 15s Athletic Performance |
| ASHLEY LEWIS | Director, Governance & Regulations |
| DEANNA COWAN | Director, Merchandise & Team Apparel |
| SAM CARTER | Director, Events |



RUGBY CANADA GOVERNANCE

THE STRATEGIC PLAN: 2024-2027 AND BEYOND

2023 saw the Strategic Plan working group collect feedback and work through the launch of a new strategic plan for Rugby Canada. The plan has been approved by Rugby Canada’s board after several months of consultation and collaboration with Rugby Canada’s executive leadership team and staff, national team players and representatives from all 10 provincial unions. The new plan has put emphasis on three strategic aims:

1. Support Our Teams to Win: Build high performing national teams and provide training environments that achieve success.
2. Be a Leading Sports Organization: Transform Rugby Canada into a strong, world class national sports organization.
3. Expand Financial Capacity: Grow and diversify revenues, increase financial stability and create new opportunities.

The overview version of Rugby Canada’s new strategic plan can be found [HERE](#)

BY-LAW AMENDMENTS

- Amendments to the current by-laws were confirmed at the April 12th AGM to reflect current legislation including adding the ability to have meetings by electronic means.

FUNDING PARTNERS

In addition to corporate sponsors, Rugby Canada is fortunate to receive support from a number of funding partners. Rugby Canada would like to acknowledge World Rugby, the Government of Canada, Own the Podium, Canadian Olympic Committee, the Provinces of British Columbia and Ontario, the Cities of Ottawa and Langford, and the Greater Victoria Sports Tourism Commission for their program and event funding support in 2023.



THE CANADIAN RUGBY ACCORD

Rugby Canada and Provincial Union members set out in an exciting direction together at a workshop held in Calgary from November 3-5, 2023, uniting as One Squad for the growth and betterment of the sport moving forward.

Leadership representatives of the provincial rugby unions and Rugby Canada reviewed and discussed important topics and the roles each Provincial Union will play collaboratively to achieve success across Canada. The high performance player pathway was an additional focus, including an in-depth technical session, and the group worked to provide direction on establishing a National Growth Plan.

All agreed that one of the core values of Rugby Canada’s new strategy should be Unity – we are one country, one community and one squad. To this end, the workshop concluded with a joint statement signed by all attendees – The Calgary Commitment:

In Canada, we play rugby together, learn together, build together, win together and fail together. We celebrate each other’s successes and support each other through our defeats. Across this country, everyone has a role to play in achieving success for our national team.



ABUSE FREE SPORT

Alongside most other National Sport Organizations, in March 2023, Rugby Canada signed an agreement to join Abuse-Free Sport, the new independent program to prevent and address maltreatment in sport. Abuse-Free Sport is an independent program responsible for upholding and administering the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS). Abuse-Free Sport seeks to influence a positive shift in Canada's sport culture and to foster safe, inclusive and welcoming sport participation through a variety of prevention, response and engagement initiatives.

CANADIAN RUGBY PLAYERS ASSOCIATION

Rugby Canada and the CRPA underwent an in-depth, thorough and inclusive process in 2023 to develop the Collective Agreement with the assistance of key stakeholders and legal counsel. The Collective Agreement guides collaboration between Rugby Canada and the CRPA, provides national team players with formal representation, and outlines the rights and responsibilities of all parties.



HIGH PERFORMANCE REPORT

TECHNICAL DIRECTION

Connected to the new Strategic Plan developed by Rugby Canada for 2024 and beyond, the objectives outlined for the High Performance department started to be put into motion in 2023 as the organizations builds for the future.

A new Rugby Technical Model was developed to provide a common reference point for all coaches and technical staff within the Elite Rugby Pathway - seniors and age grade. The model has been unpacked and shared with Rugby Canada's board members, national coaches, technical staff, PSO technical leads and men's and women's university head coaches. The foundation of the theory underpinning the technical model is three-fold:

1. The Reality & Principles of the Game
2. The Principles of Effective Coaching
3. Long Term Athlete Development theory

Identifying the appropriate focus and characteristics of the game, coaches and players will ensure collective understanding of competition structures and rugby curriculum at each stage of the pathway, as well as facilitate player selection criteria throughout the pathway thus providing a common but not restrictive national direction.

The objective now is to continue developing and sharing resources to enhance the understanding of and assist in the implementation of the technical aspects of the model.

HIGH PERFORMANCE STAFFING

In 2023 there have been some new appointments to the high performance programming:

- Stephen Aboud joined Rugby Canada as the new High Performance Director with oversight over all of Rugby Canada's high-performance programs.
- Jocelyn Barrieau was appointed as the full-time Assistant Coach for the national women's sevens program based in Langford.
- Iain Monaghan was appointed as the full-time Maple Leaf Academy Head Coach.
- Phil Mack was appointed as Assistant Coach of Canada's Men's Rugby Team in December 2023. Phil will continue a strong relationship with the Pacific Pride in his secondary role as Technical Lead of the Pacific Pride. Phil's specific replacement as Pacific Pride Head Coach is in the process of appointment, where the coach will also have secondary role as Head Coach of Canada's U20 Men's Rugby Team, thus establishing a technical continuum between the U20 and Pacific Pride programs.

The Pacific Pride program also appointed a designated Strength and Conditioning Coach (Conor Young) in conjunction with the Maple Leaf Academy program appointing a full-time Strength and Conditioning Coach (Clarence Gay) and a full-time Athletic Therapist (Aiyanna Grubac).

Canada's Women's Rugby Team was also pleased to confirm the appointment of Martial Lagain as Assistant Coach, with specific focus on forward skills. This appointment continues the team's preparation to contest the 2025 Rugby World Cup.

Rugby Canada is also in the process of appointing a designated Women's 15s Program Manager, who will be responsible for managing the senior women's squad, in conjunction with supporting the age grade women's managers. A similar role will follow quickly for the men's senior team and age grade program.

NATIONAL SEVENS PROGRAM:

Our women's and men's players and staff, with support from Own The Podium, Sport Canada, and World Rugby, continue to participate in the World Rugby HSBC SVNS Series. The centralized daily training environment is witness to the diligence, determination, and application of some of Rugby Canada's finest athletes. 2023 saw the establishment of a revised Winning Style of Play (WSP) and Gold Medal Profile (GMP) for both sevens squads, which establish an individual player's ranking from participation in recognized events to justify their selection and AAP carding, which in turn allows their participation in the sevens centralized program. This revised WSP, GMP and Sevens Technical Model will be shared and driven through Rugby Canada's sevens age grade teams and sevens pathway to facilitate coaching development and alignment.

Key events this year saw the men's team win Pan American Games bronze and Rugby Americas North Sevens silver, sending them to the Final Olympic Qualifier in Monaco 2024. The women's team won silver at the Pan American Games and gold at Rugby Americas North Sevens to directly qualify for the Paris 2024 Olympics.

The Maple Leaf Academy program continues to develop and confirm the best players for the senior women's sevens program. In conjunction with providing a high performance daily training environment for the players invited to participate, the Maple Leaf Academy had two key milestone learning experiences. A two-week camp at Shawnigan Lake School incorporating training and matches with international opposition from Japan, Hong Kong, and Australia provided exposure and an opportunity for players to secure the chance to represent Canada at the Pan American Games.



TRAINING CENTRES OF EXCELLENCE (HUBS)

Concept

To provide better domestic player development, a ‘HUB’ strategy has been initiated that would involve providing high performance training centres of excellence for current and aspiring Canadian national team players to train, improve and play rugby.

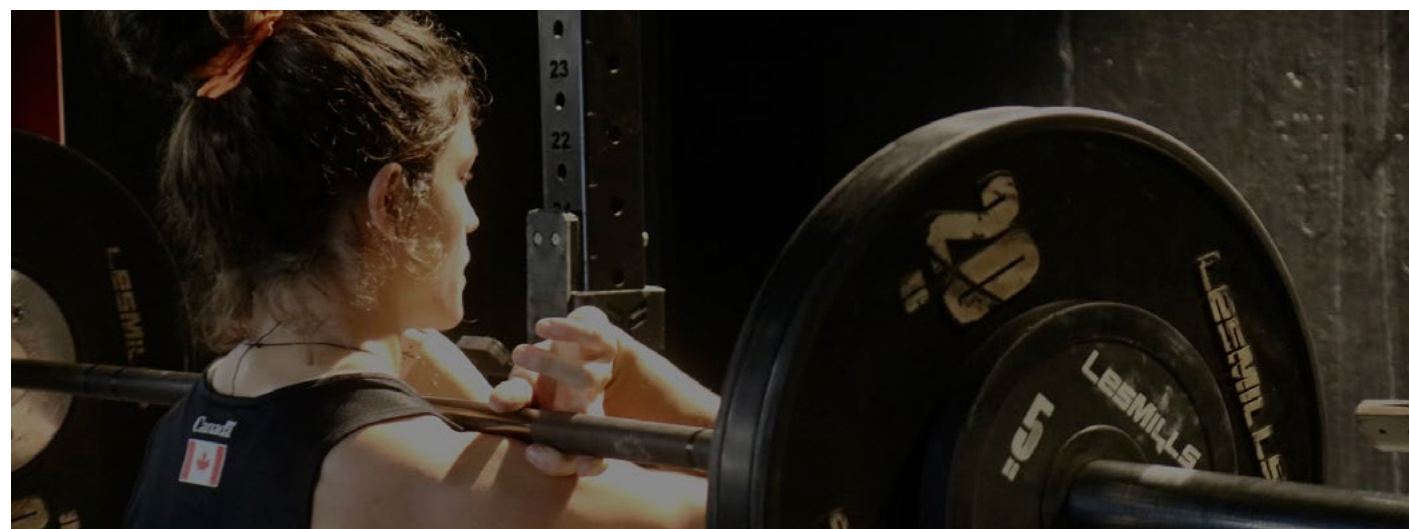
Background Information

The HUB concept aims to create lasting partnerships in targeted locations throughout Canada. The initial focus would be elite Canadian women’s 15s players with a focus on providing opportunities for players outside of, after, or as an alternate to U SPORTS rugby programs. Young players who demonstrate higher potential while playing U SPORTS rugby may concurrently be involved in the national training centre program while still attending university. Once established, the training centres may quickly evolve to provide the opportunities to elite men’s players in the same way. Over time, it is envisioned that training centres will provide support to national and provincial age-grade teams, elite sevens, and other players in the high performance pathway. It would be Rugby Canada’s desire that the elite players accessing the training centres are either qualified or on a pathway to qualify to represent Canada.

As part of the elite player and coach development pathway, the training centres will provide the opportunity to transition from the Development stage of university and club rugby, into the Development-Confirmation stage for high performance. Players who demonstrate the greatest potential in the 19yrs – 23yrs category will be considered for the training centres, where Rugby Canada can provide expert full-time rugby technical, physical, mental and lifestyle training and support, until a player is confirmed as a senior international/professional standard player.

It is hoped that the training centre programs could evolve into teams/franchises, initially playing regional matches. Women’s 15s regional team matches were held in Spring 2023, and it is hoped that the training centres could eventually support similar competitions in the future to bring up the overall quality. Higher performance competitions, including matches between the different hubs, could further evolve over time.

Rugby Canada has secured significant funding and support from World Rugby for the Training Centre of Excellence Program Director role, who will be responsible for driving and leading the project in the next few years.



NATIONAL AGE GRADE PROGRAMMING:

Pay to Play is the current reality of Canadian age grade rugby, nevertheless, the drive to lead and centralize administration and support for our volunteer coaches throughout the national age grade pathway is underway. Coaches and other key appointments are being advertised to allow people with the appropriate competencies, ambition and passion to participate in the pathway. Planning, affordability, and early communication were identified as critical by our PSOs for the future alignment and success of the national and provincial pathway, therefore Rugby Canada is determined, with support from the PSOs, to produce our national age grade rugby calendar of events – U18, U19, U20 (women and men) and U23 (women) - for the next three years.

Another shift in our national structures is the recognition that U18 squads are primarily an identification and development opportunity which will be inclusive with the objective of engaging with a wide number of players, who will continue through to the U19 Canadian Rugby Championship (CRC) event one year later. The CRC, in turn, will be a key event in the first stage of the national U20 identification process, which will culminate in the World Rugby U20 Trophy qualifiers and tournament for the men and a tour/series for the women. The national U20s are considered a key element and the start of the Confirmation stage of the elite player pathway, progressing to the Pacific Pride, Maple Leaf and U23/A teams.



HIGH PERFORMANCE COACH DEVELOPMENT:

One of the most influential elements in improving the quality of players and the game in Canada is our Coach Development program. Rugby Canada’s Coach Certification pathway utilizes the World Rugby framework, but more importantly, is underpinned by the rigour of Sport Canada’s NCCP Coach Development framework. With the introduction of the technical model, Rugby Canada is examining areas where we can improve the capacity of our coach development system to improve the quality and effectiveness of all our coaches, particularly those coaches who engage in the elite player and elite teams pathway. To facilitate this, a National Coach Development Advisory Group has been formed – chaired by Doug Tate - to provide support and guidance to Rugby Canada’s Training and Education Manager.

Two Canadian female pathway coaches, Emma DeLory (Nova Scotia) and Chelsea Ross (Rugby Alberta), have been invited to participate in the World Rugby Gallagher High Performance Academy (sevens) and International Global House Leadership course, respectfully.



NATIONAL TEAM FIXTURES & RESULTS

CANADA WOMEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|-------------|--------------|----------------|---------|--------------|--------------|
| MAR - 2023 | PAC 4 SERIES | MADRID, SPN | CANADA | WIN – 50-17 | SOUTH AFRICA |
| MAR - 2023 | SPRING TEST | MADRID, SPN | CANADA | WIN – 66-7 | USA |
| JULY - 2023 | PAC4 | OTTAWA, CAN | CANADA | WIN – 45-7 | AUSTRALIA |
| JULY - 2023 | PAC4 | OTTAWA, CAN | CANADA | LOSS – 21-52 | NEW ZEALAND |
| SEP - 2023 | FALL TEST | EXETER, UK | ENGLAND | LOSS – 21-12 | CANADA |
| SEP - 2023 | FALL TEST | WATFORD, UK | ENGLAND | LOSS – 29-14 | CANADA |
| SEP - 2023 | WXV 1 | WELLINGTON, NZ | CANADA | WIN – 31-11 | WALES |
| NOV - 2023 | WXV 1 | DUNEDIN, NZ | ENGLAND | LOSS – 45-12 | CANADA |
| NOV - 2023 | WXV 1 | AUCKLAND, NZ | FRANCE | WIN – 20-29 | CANADA |



CANADA U23 WOMEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|------------|-------------------|----------|------|-------------|--------|
| JUL - 2023 | U23 SUMMER SERIES | BOSTON | USA | WIN – 14-55 | CANADA |
| JUL - 2023 | U23 SUMMER SERIES | BOSTON | USA | WIN – 5-24 | CANADA |

CANADA U20 WOMEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|------------|-------------------|----------|--------|--------------|-------|
| JUL - 2023 | U20 SUMMER SERIES | OTTAWA | CANADA | LOSS – 24-40 | USA |
| JUL - 2023 | U20 SUMMER SERIES | OTTAWA | CANADA | LOSS – 12-39 | WALES |

CANADA'S MEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|------------|-------------|-------------------|--------|--------------|--------|
| AUG - 2023 | SUMMER TEST | NUKU'ALOFA, TONGA | TONGA | LOSS – 36-12 | CANADA |
| AUG - 2023 | SUMMER TEST | NUKU'ALOFA, TONGA | TONGA | LOSS – 28-3 | CANADA |
| NOV - 2023 | FALL TEST | ALICANTE, SPN | CANADA | WIN – 40-15 | BRAZIL |
| NOV - 2023 | FALL TEST | ALICANTE, SPN | SPAIN | LOSS – 42-20 | CANADA |



CANADA U20 MEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|------------|---------------|----------------|---------|--------------|--------|
| MAY 2023 | SPRING SERIES | URUGUAY | SPAIN | LOSS – 21-9 | CANADA |
| MAY 2023 | SPRING SERIES | URUGUAY | URUGUAY | LOSS – 21-16 | CANADA |
| JUN - 2023 | JWT QUALIFIER | SOUTH CAROLINA | USA | LOSS – 43-21 | CANADA |
| JUN - 2023 | JWT QUALIFIER | SOUTH CAROLINA | USA | LOSS – 39-14 | CANADA |

CANADA U18 MEN'S RUGBY TEAM

| DATE | COMPETITION | LOCATION | HOME | SCORE | AWAY |
|------------|----------------|-----------|-------------|--------------|--------|
| JUL - 2023 | CORENDON TOURN | AMSTERDAM | NETHERLANDS | LOSS – 14-55 | CANADA |
| JUL - 2023 | CORENDON TOURN | AMSTERDAM | USA | DRAW – 20-20 | CANADA |
| JUL - 2023 | CORENDON TOURN | AMSTERDAM | BELGIUM | WIN – 20-26 | CANADA |

CANADA'S WOMEN'S SEVENS TEAM

| DATE | TOURNAMENT | LOCATION | PLACE |
|------------|-----------------------|-----------|--------------|
| DEC- 2022 | HSBC SEVENS SERIES | DUBAI | 9TH |
| DEC- 2022 | HSBC SEVENS SERIES | CAPE TOWN | 8TH |
| JAN - 2023 | HSBC SEVENS SERIES | HAMILTON | 11TH |
| JAN -2023 | HSBC SEVENS SERIES | SYDNEY | 9TH |
| FEB - 2023 | HSBC SEVENS SERIES | VANCOUVER | 6TH |
| MAR - 2023 | HSBC SEVENS SERIES | HONG KONG | 6TH |
| MAR - 2023 | HSBC SEVENS SERIES | SINGAPORE | 14TH |
| APR - 2023 | HSBC SEVENS SERIES | TOULOUSE | 10TH |
| AUG - 2023 | RAN OLYMPIC QUALIFIER | LANGFORD | 1ST (GOLD) |
| OCT - 2023 | PAN AM GAMES | CHILE | 2ND (SILVER) |



COMMONWEALTH YOUTH GAMES SEVENS - WOMEN

| DATE | TOURNAMENT | LOCATION | PLACE |
|------------|--------------------------|----------|--------------|
| AUG - 2023 | COMMONWEALTH YOUTH GAMES | TRINIDAD | 2ND (SILVER) |

CANADA'S MEN'S SEVENS TEAM

| DATE | TOURNAMENT | LOCATION | PLACE |
|--------------|-------------------------------|-------------|--------------|
| DEC - 2022 | HSBC SEVENS SERIES | DUBAI | 14TH |
| DEC - 2022 | HSBC SEVENS SERIES | CAPE TOWN | 14TH |
| JAN - 2023 | HSBC SEVENS SERIES | HAMILTON | 14TH |
| JAN - 2023 | HSBC SEVENS SERIES | SYDNEY | 15TH |
| FEB - 2023 | HSBC SEVENS SERIES | LOS ANGELES | 11TH |
| FEB - 2023 | HSBC SEVENS SERIES | VANCOUVER | 15TH |
| MAR - 2023 | HSBC SEVENS SERIES | HONG KONG | 14TH |
| MAR - 2023 | HSBC SEVENS SERIES | SINGAPORE | 14TH |
| APRIL - 2023 | HSBC SEVENS SERIES | TOULOUSE | 4TH |
| MAY - 2023 | HSBC SEVENS SERIES (PLAY-OFF) | LONDON | 1ST |
| AUG - 2023 | RAN OLYMPIC QUALIFIER | LANGFORD | 2ND (SILVER) |
| OCT - 2023 | PAN AM GAMES | CHILE | 3RD (BRONZE) |



COMMONWEALTH YOUTH GAMES SEVENS - MEN

| DATE | TOURNAMENT | LOCATION | PLACE |
|------------|--------------------------|----------|-------|
| AUG - 2023 | COMMONWEALTH YOUTH GAMES | TRINIDAD | 4TH |





NATIONAL RECOGNITION PROGRAM

HALL OF FAME

Rugby Canada is pleased to announce the Hall of Fame class for 2023. Nine Canadian rugby icons will have their distinguished careers celebrated forever as they enter the Rugby Canada Hall of Fame. Since the inaugural Class of 2016, the Rugby Canada Hall of Fame has recognized and welcomed the most dedicated and decorated members of Canada’s rugby community to its growing list.

The Rugby Canada Hall of Fame was established to honour and preserve rugby’s culture and heritage in Canada by recognizing the extraordinary achievements of rugby participants throughout our country.

2023 INDUCTEES INCLUDE:

- KEITH WILKINSON – BUILDER**
- RICK BOURNE – BUILDER**
- SHERRY TRUMBULL – MATCH OFFICIAL**
- ANDREA BURK – PLAYER**
- JEN KISH – PLAYER**
- JULIANNE ZUSSMAN – PLAYER**
- MARK CARDINAL – PLAYER**
- MIKE JAMES – PLAYER**
- STEVE GRAY – PLAYER**

The process to nominate an individual for Hall of Fame consideration follows approved guidelines. More information can be obtained from Rugby Canada’s Hall of Fame page on our website [HERE](#)

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



RUGBY TECHNICAL SERVICE

RUGBY DEVELOPMENT

RUGBY DEVELOPMENT OFFICERS (RDO)

In 2023, Rugby Canada continued to partner with provincial unions to bolster the number of individuals who deliver rugby to schools, clubs, and community organizations. Rugby Canada renewed partnerships with Rugby Alberta, Saskatchewan Rugby, Rugby Manitoba, New Brunswick Rugby, Rugby Quebec, and Rugby Ontario. Furthermore, we created a new partnership with Nova Scotia Rugby to hire a jointly funded development officer and employed a full-time contracted RDO in Toronto in collaboration with the Toronto Arrows RFC. We also expanded our sessional coach network in Newfoundland and PEI.

| | |
|-------------------------|--------------------------------|
| British Columbia | N/A |
| Alberta | Full-time RDO |
| Saskatchewan | Full-time RDO |
| Manitoba | Full-time RDO |
| Ontario | Full-time 6-month contract RDO |
| Quebec | Full-time RDO |
| New Brunswick | Full-time RDO |
| Nova Scotia | Full-time RDO |
| PEI | Sessional Coaches |
| Newfoundland | Sessional Coaches |

ROOKIE RUGBY

The delivery of Rookie Rugby was primarily done through the RDO network in 2023, shifting the focus from mass delivery to meaningful, consistent programming to promote transition from schools to club rugby.

- 13,969 sessions delivered
- 18,694 male participants
- 19,588 female participants
- 10 instructors trained
- 1 instructor training sessions delivered



LET'S PLAY RUGBY PRESENTED BY NFP

Let's Play Rugby presented by NFP took a large step forward in 2023 as the program continues to be developed in the early stages of its existence. The program is designed to continue to grow the game of rugby for individuals who want to participate in women and girls rugby. In 2024, there will be a shift as the clubs will begin to deliver the program overseen by their respective provincial unions. In 2023 the Let's Play Rugby program was highlighted by:

- 26 sessions delivered in clubs and communities across Canada
- 700 participants from 11 clubs across Canada
- Let's Play Rugby card deck was created
- 5 video resources developed



COMMUNITY RUGBY FUND

The Community Rugby Fund is a program that offers a wide breadth of grants aimed to benefit the sustainability and growth of rugby across Canada. The fund allows all registered rugby clubs, as well as schools and community organizations in Canada, to submit an application for funding based on the guidelines and criteria provided by the program. In 2023, Rugby Canada received more than 40 applications from the 10 provinces.

Each of the 11 successful applications for 2023 clearly displayed their approach and passion for growing rugby across Canada. These 11 now join the 16 prior applicants who have benefited from the fund in the program's first two years in 2021 and 2022.

Priority was given to those rugby clubs, schools or community organizations who applied for grant funding that focused on cultivating the community game with special consideration given to projects that:

- Create or develop a school to club pathway to increase the number of registered rugby players participating in club rugby
- Create new programs or develop existing programs that introduce women and/or girls to rugby.
- Build program delivery capacity through the development of Coaches and/or Match Officials within the rugby community.

2023 HSBC Bank Community Rugby Fund Recipient List

South Shore Bright and Lion RFC - Nova Scotia
St. Anne de Bellevue RFC - Quebec
Brantford Harlequins RFC - Ontario
Burlington RFC - Ontario
Hijabi Ballers - Ontario
Peterborough Pagans RFC - Ontario

Scarborough RFC - Ontario
Saskatoon Badgers RFC - Saskatchewan
Bow Valley RFC - Alberta
Rocky Mountain Rogues RFC - British Columbia
Thunder Rugby - British Columbia



AGE GRADE LAW VARIATIONS

In 2018, Rugby Canada, in collaboration with the provincial unions and the Age Grade Law Variations Committee, implemented new Age Grade Law Variations for U7-U19 rugby. Since then, the Variations have been reviewed annually by the Age Grade Law Variation Working Group, taking input from the rugby community and making necessary amendments. The Age Grade Law Variations serve to establish a standardized, national set of age-appropriate variations of rugby with a key focus on enjoyment, player development, and player welfare. In 2022, the Variations were further developed and enhanced to include detailed laws of the game for each age group with significant variations. Rugby has committed to no further changes until the 2026 season and will continue to work with the University of Calgary research team regarding any future changes.

We are committed to continually reviewing and improving the [Age Grade Law Variations](#) to ensure they remain relevant, effective, and in line with the needs of the rugby community.

BLUE CARD

Rugby Canada and the provincial unions remain committed to the safety and welfare of all players. In 2022, Rugby Canada rolled out the Blue Card program in Ontario and carried the pilot through until 2023. The Blue Card provides a streamlined process to identify and manage suspected concussions on and off the field of play. The Blue Card is a crucial tool in ensuring that all athletes are removed from the field of play safely and receive the appropriate follow-up care.

The success of the Blue Card program has led to its expansion, with club Blue Card Leads now able to directly input Blue Cards on behalf of their organization into SportLoMo. This expansion increases the autonomy of the clubs and decreases the administrative burden on the provincial unions, while still providing the necessary support to players throughout the return to play process.

In 2023, the Blue Card was presented at the SIRC National Concussion Conference and the University of Toronto published the first Blue Card research project on Match Official perceptions.

As Rugby Canada and the provincial unions continue to prioritize player safety and game welfare, The Blue Card program is just one of the many initiatives that Rugby Canada is proud to have implemented. More information on the Blue Card can be found [HERE](#). The Blue Card will be open through application to all provinces in 2024.



NATIONAL TEAMS IN THE COMMUNITY

Rugby Canada is proud to have continued its tradition of community engagement in 2023 through a series of successful legacy events held during our national team events. These events provided an opportunity for our national team players, as well as visiting nations, to connect with thousands of youth from local schools, community groups, and rugby clubs.

During these engagement sessions, the Rugby Canada Development Team facilitated a range of activities designed to introduce and advance the rugby skills of the participants. The sessions were led by experienced coaches and players, who shared their knowledge and passion for the game.

In total, we hosted over 30 engagement sessions across Canada, which were attended by more than 7,000 participants. These sessions included mini rugby games, skills clinics, and interactive demonstrations. Participants were also given the opportunity to meet and interact with our national team players, who provided valuable insight into the opportunities rugby can offer should they choose to join the game.



Community Visits Program

Number of events: 19
 Number of participants: 1600+
 Profile of participants: Community youth with little to no rugby experience
 Total hours of activity: 30+ hours

Youth Festivals

Number of events: 3
 Number of participants: 700
 Profile of participants: New and existing youth under the age of 12 / girls between the ages of 13-16
 Total hours of activity: 6 hours

On-Field Activations

Number of events: 4
 Number of participants: 400
 Profile of participants: Existing rugby players under the age of 16 with some rugby experience
 Total hours of activity: 3 hours

Guard of Honour / Anthems

Number of participants: 600
 Profile of participants: Existing rugby players under the age of 16 with some rugby experience
 Total hours of activity: 40 minutes

Vancouver Sevens Youth Super Session

A closed-door event for youth and primary school kids to attend the Vancouver Sevens for free. 6000+ youth attended.

Paris 2024 Olympic Qualifiers Summer Camp

To ensure a love of the game, Rugby Canada piloted its first summer camp in over 8 years, hosting 35 youth. 5 non-playing national team members and Rugby Canada's Rugby Development Team led the 5 day camp.

Pacific Four Series Balls to School Activation

To leave a legacy in the community, 3,000 balls were donated to over 160 schools in the Ottawa region via 9 local rugby clubs.



RUGBY TRAINING & EDUCATION

In 2023, Rugby Canada's Training and Education sector was highlighted by the launch of the new TackleSmart resource, an introduction to contact program for coaches, and the advancement of the new Learning Management System with development of the system beginning. Other important information from training and education in 2023 included the following:

- In partnership with Rugby Americas North and USA Rugby, Rugby Canada ran Educator Training in Atlanta, Georgia where we trained 15 new Educators (7 Match Official and 8 Coach) from 8 provinces. 8 of these new Educators are now fully accredited with the other 7 expected to be completed this year.
- The Women in Leadership Fund ran for the third year in a row and awarded funds to 6 new recipients from 5 provinces.
- Delivered 8 Professional Development workshops for coaches and match officials across Canada. 4 sessions were held in-person, and 4 were held online. In total, the 2023 PD sessions reached 75 Coaches and 65 Match Officials

DOMESTIC COURSE DELIVERY

| CATEGORY | COURSE | # OF COURSES | # OF TRAINEES |
|----------------------------|--|--------------|------------------------------|
| Coach Development | NCCP Rookie Rugby | 8 | 90 |
| Coach Development | NCCP Community Initiation/WR Level 1 courses | 46 | 525 |
| Coach Development | NCCP Competition Introduction/WR Level 2 courses | 8 | 92 (25 Evaluations complete) |
| Coach Development | NCCP Competition Development/WR Level 3 courses | 0 | 9 Evaluations complete |
| Coach Development | WR Activate | 6 | 52 |
| Match Official Development | WR Level 1 Introduction to Match Officiating | 33 | 325 |
| Match Official Development | WR Level 2 Developing Match Officials | 1 | 6 |
| General Development | WR Immediate Care in Rugby Level 2 | 2 | 16 |

WORLD RUGBY E-COURSE DELIVERY

| COURSE | # OF PARTICIPANTS |
|--|-------------------|
| Rugby Ready | 2257 |
| Concussion Management for the General Public | 2268 |
| World Rugby Laws of the Game | 1072 |
| Rugby Canada Introduction to the Blue Card | 582 |



RUGBY SERVICES

REGISTRATION

In 2023, we collaborated with the provincial unions and various regions to promote registration. We are pleased to see an overall increase in membership up 5% from 2022. Notably, the Junior category saw a significant increase of 33%, which is great news for the future of the sport. We did see some attrition in the Senior and Other (non-player such as coach and referee) category.

| UNION | MINOR | JUNIOR | SENIOR | OTHER | VISITOR | GRAND TOTAL |
|-------------------|-------------|---------------|---------------|-------------|-------------|---------------|
| Alberta | 1189 | 2020 | 1529 | 389 | 665 | 5792 |
| BC | 1385 | 2950 | 3281 | 763 | 843 | 9222 |
| New Brunswick | 49 | 575 | 269 | 49 | 597 | 1539 |
| Newfoundland | 155 | 276 | 138 | 42 | 92 | 703 |
| Nova Scotia | 370 | 531 | 654 | 48 | 44 | 1647 |
| PEI | - | 147 | 96 | 7 | 78 | 328 |
| Quebec | 514 | 672 | 1695 | 318 | 396 | 3595 |
| Manitoba | 52 | 178 | 370 | 49 | 287 | 936 |
| Ontario | 2908 | 5750 | 4238 | 974 | 1115 | 14,985 |
| Saskatchewan | 145 | 230 | 452 | 83 | 165 | 1075 |
| RC ONLY | - | - | 450 | - | - | 450 |
| 2023 Total | 6767 | 13,329 | 13,172 | 2722 | 4282 | 40,272 |
| 2022 Total | 6421 | 9997 | 13,524 | 3313 | 4937 | 38,192 |

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.

INSURANCE

In 2023, we welcomed NFP as our new insurance broker. We'd like to thank them for their work in taking our policies to market to ensure that our membership is accessing the best rates and coverage possible.



COMMERCIAL OPERATIONS SPONSORSHIP

In 2023, Rugby Canada worked to nurture and grow relationships with existing partnerships, while placing a strong emphasis on engaging in new discussions to continue developing our family of partners. We are grateful for the support shown from our partners in 2023 and thank each of them for helping to grow the sport from grassroots to the national programs. The following are key highlights in 2023 from Rugby Canada's partnerships:

- NFP entered year two as the organization's official team partner for Canada's Women's Rugby Team. The NFP sponsored Let's Play Rugby grassroots participation program continued its growth in 2023, introducing new girls rugby participants across the country.
- Signature partner Velocity Trade continued as the lead partner for the Women's and Men's Sevens Teams during the HSBC World Rugby Sevens Series and the RAN Sevens Paris 2024 Olympic Qualifiers.
- A leading technical sportswear and international rugby partner, Macron continued as a Rugby Canada Premier Partner in 2023. Macron delivered excellence throughout the year for our teams on the pitch and Canadian rugby fans across the country.
- DHL Express Canada has demonstrated their commitment to the growth of rugby in Canada with over 10 years as a lead partner with Rugby Canada. DHL was a key event partner for the Pacific Four Series matches in Ottawa.
- HSBC Bank's title sponsorship of community-based programs "Rookie Rugby" and "Community Rugby Fund" continued and grew in 2023 to provide further funding and support for Canadian rugby communities.
- Official Partners The Butchart Gardens, Gilbert Rugby, Langara Fishing Adventures, Helijet and Shawnigan Lake School continued their long-standing support of Rugby Canada.
- Rugby Canada welcomed in new Official Event Partners Guinness, Safeguard Global, Asahi, Carson Auto, Strand Dev, Cité de l'Île and Dentons surrounding the summer international events in Ottawa and Langford.



TELEVISION & BROADCAST

Rugby Canada continued its partnership with CBC Sports for live streaming and broadcast coverage of the 2023 HSBC World Rugby Sevens Series. Digital coverage of every Series event via the CBC Sports website, app and CBC Gem was augmented by select linear television coverage. These included 3 television broadcasts and network studio production for the HSBC Canada Sevens that reached over 745,000 viewers across Canada. The multiple platform coverage was valuable in ensuring Canadian rugby supporters and new fans alike could access both live and on-demand sevens action.

CBC (Canada), along with The Rugby Network (Global), also broadcast the Rugby Americas North Sevens, Paris 2024 Qualification Event hosted in Langford by Rugby Canada. In addition to strong viewership across the country, more than 15,000 international plays were recorded as fans tuned in from the USA, Caribbean and around the globe. Rugby Canada worked in conjunction with Roll Focus Productions to build the program, graphics and commercial integrations – a good exercise in the evolving world of broadcast where varied platforms and production options are coming online.

Rugby Canada was again happy to partner with TSN (Bell Media) as an official broadcaster. TSN provided linear television coverage, as well as digital coverage via their updated TSN+ platform, of Canadian test matches as part of a continuing two-year partnership. TSN also obtained the rights for the Pacific-4 (hosted in Ottawa and produced by Dome Productions) and WXV competitions, providing increased coverage and exposure for women’s rugby across Canada.

The year culminated with the first two stops of the 2023-24 World Rugby SVNS Series airing in Canada on RugbyPass TV. Purchased by World Rugby, RugbyPass TV is a world-class streaming platform created to connect rugby fans across the globe more deeply with the game. The platform launched on August 25, 2023 with in excess of 200 hours of exclusive content. World Rugby broadcast leadership also visited Canada late in 2023 to take the first steps in building a comprehensive broadcast strategy for rugby in Canada for the next 5 years – ideally to include all rugby properties across new and diverse platforms for our fans to access.

Rugby Canada thanks all broadcast partners for their efforts and commitment to showcasing Canadian rugby!



PHILANTHROPIC FUND DEVELOPMENT

2023 proved to be a transitional year as Rugby Canada began preparations to make a targeted philanthropic strategy a key objective in expanding the organization’s financial capacity, in accordance with the new strategic plan. Work continued in the areas of policy development, targeted fundraising and collaboration with the Canadian Rugby Foundation.

CANADIAN RUGBY FOUNDATION

Rugby Canada continued to work in partnership with the Canadian Rugby Foundation under the terms of a memorandum of agreement signed in 2022. The Canadian Rugby Foundation creates and manages endowed and capital project funds to promote and support amateur rugby activities in all parts of Canada. Valuable support was again provided direct to rugby clubs, in support of rugby awards and to move forward rugby capital projects across the country.

A key element of the collaboration continued to be the operation of Funds supporting Rugby Canada senior and age grade teams. These funds include:

- Monty Heald Senior National Women’s Fund
- U20 Fund
- Hong Kong and Olympic 7s Fund
- Women’s Age-Grade Rugby Fund
- Captains’ Fund
- Pacific Pride Legacy Fund
- Dick Ellis Memorial Fund
- Les Voyageurs Fund



**CANADIAN RUGBY
FOUNDATION**

INDIVIDUAL CHAMPIONS & DONORS

Rugby Canada would like to recognize select champions and donors who consistently go above and beyond with their significant support of rugby in our country:

- | | |
|-----------------------|-----------------------------|
| • Geoff Rubin | • Robin and Barnabas Clarke |
| • Bill Webb | • Duncan McNaughton |
| • Andy Wright | • Dr. Pat Parfrey |
| • Franck Blandigneres | • Rick Powers |
| • Araba Chintoh | • Tim Powers |
| • Sally Dennis | |

OTHER SUPPORT ORGANIZATIONS

Rugby Canada would also like to recognize:

- Dave Lougheed and For the Love of the Game Foundation for its continued support of Rugby Canada programs
- Dale Douglas and Murray Stewart of Golf for Kids, who annually aid in fundraising in support of Rugby Canada
- Major League Rugby and the Toronto Arrows

Rugby Canada sincerely thanks all philanthropic supporters.

MERCHANDISING & TEAM UNIFORMS

Macron: Official Uniform & Team Apparel Partner for Rugby Canada 2020-2029

Macron is the Official Uniform & Team Apparel Partner for Rugby Canada. This exciting long-term partnership with Macron allows Rugby Canada to invest into developing high quality uniforms and team apparel to elevate performance. The merchandise department is responsible for all national team apparel across all national programs. In 2023, custom uniforms were produced for Canada's Men's and Women's Sevens Teams competing at the Commonwealth Youth Games and Pan American Games.

Rugby Canada joins World Rugby, Scotland, Wales, Italy, Poland, Samoa, Portugal, Georgia, and Romania as National Unions partnered with the brand.

Macron continues to be an industry leader in Sustainability. Reducing the impact on the environment, Macron has launched the Macron 4 the Planet initiative to reuse resources.

THE PROJECT AT A GLANCE

351.725.370 Kg*

OF PLASTIC SAVED TO PRODUCE CLOTHING



535.073,339 Kg*

OF CO₂ NOT EMITTED TO PRODUCE CLOTHING

*data updated of 20/12/2023



Better cotton

We guarantee the highest standards of cotton quality and worker protection.



Eco Fabric

We offer products made of fabric from 100% recycled and recyclable plastic.



Recycle® socks

We are committed to giving new life to textiles waste, regenerating them as new products.



Eco packaging FSC

We implement policies to recycle and reuse paper and plastic for packaging.



Long product lifecycle

We invest in the production of items with a long life cycle, in order to reduce waste.



Macron headquarters

Our headquarters is built according to the highest standards of environmental and energy sustainability.



come your own hero

3 beehives have been installed in the green areas around the company in collaboration with Apicolturaurbana.it.





MARKETING & COMMUNICATIONS

A key focus of the Marcomms team in 2023 was marketing and ticket sales for the three significant international events hosted in Canada: HSBC Vancouver Sevens, the Pacific Four Series, and the Rugby Americas North Sevens (Olympic qualification event). This included marketing efforts that helped lead to a record-setting 10,092 fans for Canada's Pacific Four Series match against New Zealand in Ottawa, the largest crowd in Canadian women's rugby history.

Canadian players and teams were further supported by the Marcomms team for competitions outside of Canada, including the HSBC World Rugby Sevens, the Pan American Games, and the Youth Commonwealth Games. Members of the Marcomms team provided on-site communications support at the inaugural WXV tournament, Canada's Women's Rugby Team's September fixtures in England, and Canada's Men's Rugby Team's summer and fall tours in Fiji/Tonga and Spain. For all competitions featuring Canadian squads, including Age Grade, the Marcomms team drove promotion, awareness and coverage through our digital content and communications channels.



Merchandise and apparel sales were supported by promotional campaigns built around events hosted in Canada, Black Friday/Cyber Monday, and the winter holidays. New content and activations were developed with Rugby Canada's commercial partners, including interactive contest such as the NFP Forward and Back Game Changers and the DHL Predictive Challenge.

Working with the rugby development team, storytelling and digital content was developed for community projects such as Rookie Rugby, Community Rugby Fund, the Women in Leadership Program, Let's Play Rugby Presented by NFP, Rowan's Law, Rugby Canada's legacy events and Coaches Week.



SOCIAL MEDIA & DIGITAL CONTENT

Rugby Canada published almost 5000 total posts across all four of our major social media channels, more than double the total numbers of posts made in 2021 and 2020 while keeping pace with the 5668 posts made in 2022. Rugby Canada's Instagram and Facebook follower count grew by a combined total of 19,000 in 2023, while also seeing an increase in engagement and impressions across the two channels. Our website also saw a substantial increase in users, sessions and total page view throughout the year.

2023

FOLLOWERS
TOTAL

108.7K
70.1K
99.5K
11.8K

ENGAGEMENTS
TOTAL

730.7K
80.1K
904.6K
11.7K

IMPRESSIONS
40.1M

PUBLISHED POSTS
4.9K



RUGBY.CA

USERS: 326K

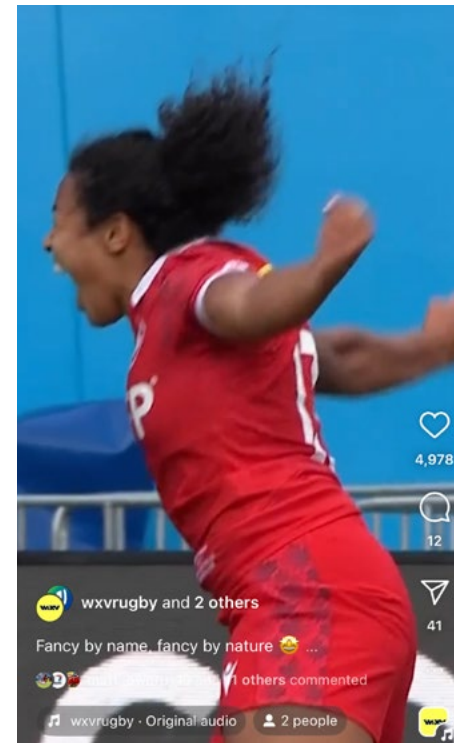
SESSIONS: 446K

PAGEVIEWS: 902K

NEWSLETTER

EMAILS SENT: 173

EMAILS DELIVERED: 814K



EVENTS & COMPETITIONS

INTERNATIONAL EVENTS & NATIONAL / DOMESTIC COMPETITIONS

2023 World Rugby Pacific Four Series

Canada was awarded the right to host rounds two and three of the 2023 Pacific Four Series in Ottawa at TD Place – a great opportunity to showcase top-flight rugby on home soil and again demonstrate Canada’s hosting abilities. In addition to hosting the two Canadian matches, two further games (USA vs Australia, USA vs New Zealand) were also played in Ottawa. A Canadian record crowd of 10,092 watched Canada take on New Zealand and Canada finished second, qualifying for the WXV1 competition later in the Fall. Many thanks to the Government of Ontario, Tourism Ottawa and Ottawa Sports and Entertainment Group for their partnerships.

Location: Ottawa, Ontario

Venue: TD Place

Attendance: 10,092 (July 8) & 4,081 (July 14)

Result: L 52-21 (NZ) & W 45-7 (AUS)

Rugby Sevens Paris 2024 Qualification Event (Rugby Americas North)

Rugby Canada won a bid to host the regional qualification event as awarded by RAN. The event was lauded as the new standard-setter for RAN tournaments. 10 teams (6 Men, 4 Women) played 23 games across 2 days with Olympic qualification at stake. Competition was broadcast live across the country on CBC allowing rugby fans to watch Canada win the women’s competition, while USA took the men’s tournament.

Location: Langford, BC

Venue: Starlight Stadium

Attendance: over 5,000

Result: Canada Women qualified for Paris 2024; Canada Men qualified for the Olympic repechage



HSBC CANADA SEVENS

HSBC Canada Sevens returned to BC Place for an eighth time in 2023, but for the first time as a combined men’s and women’s event. The new version of the HSBC World Rugby Sevens Series brought a total of 28 teams (16 Men and 12 Women) who played 79 matches across 3 days. Despite the increase in teams, World Rugby remained pleased with the smooth operations of the Canadian hosted series stop.

2023 brought an increase in attendance over 2022 as we look to build back the event following 3 pandemic-influenced hosted tournaments. 2023 was the final year of a 4-year hosting agreement with World Rugby and the tournament moved forward on a 1-year renewal to host again in 2024 in the first year of what ended up being the brand new HSBC SVNS Series. The Series will see some adjustments for 2023-24 and the commercial hosting model will also undergo changes.

| DATE | LOCATION | VENUE | ATTENDANCE | WINNERS |
|-----------------|---------------|------------------|------------|---------------------------------------|
| March 3-5, 2023 | Vancouver, BC | BC Place Stadium | 66,700 | Argentina (Men) & New Zealand (Women) |

- Series Principal Partner:** HSBC
- Series Global Partners:** DHL, Capgemini
- Technical Partner:** Gilbert
- Premier Partners:** Sport Hosting Vancouver, Grosvenor
- Signature Partner:** BC Lottery Corporation
- Event Partners:** BC Place, StayVancouverHotels.com
- Funding Partners:** Government of Canada, Province of British Columbia, World Rugby



FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

| DECEMBER 31 | 2023 | 2022 |
|---|----------------------|----------------------|
| ASSETS | | |
| Current | | |
| Cash | \$ 2,690,535 | \$ 1,930,717 |
| Cash - restricted | - | - |
| Temporary investments | - | - |
| Accounts Receivable | 588,888 | 288,163 |
| Grants Receivable | 60,000 | 281,497 |
| Inventories | 585,317 | 544,539 |
| Prepaid Expenses | 250,158 | 304,219 |
| Due from controlled organizations | 553 | - |
| | 4,175,451 | 3,349,135 |
| Investments in controlled organizations | 39,584 | 184,907 |
| Tangible capital assets & leased tangible capital assets | 7,188,696 | 7,426,927 |
| | \$ 11,403,731 | \$ 10,960,969 |
| LIABILITIES & NET ASSETS | | |
| Current | | |
| Bank overdraft and line of credit | \$ - | \$ - |
| Accounts payable and accrued liabilities | 785,272 | 963,037 |
| Players Legacy Fund payable | 567,546 | 574,287 |
| Deferred fees (Note 7) | 1,114,168 | 1,030,222 |
| Deferred contributions (Note 7) | 1,095,514 | 912,881 |
| Current portion of note payable to the City of Langford (Note 6) | 120,657 | - |
| Current portion of obligations under capital lease (Note 6) | 30,818 | 29,260 |
| Due to controlled organizations (Note 11) | 12,778 | 30,959 |
| | 3,726,753 | 3,540,646 |
| Note payable to City of Langford | 1,708,535 | 1,166,915 |
| Obligations under capital leases | 1,322,191 | 1,353,009 |
| Deferred contributions related to tangible capital assets | 3,192,721 | 3,286,624 |
| Deferred lease inducement | 13,831 | 27,661 |
| | 9,964,031 | 9,966,778 |
| Net assets (deficiency) | | |
| Contribution of Land | 290,206 | 290,206 |
| Internally restricted | 48,721 | 48,721 |
| Unrestricted | 1,100,773 | 655,264 |
| | 1,439,700 | 994,191 |
| | \$ 11,403,731 | \$ 10,960,969 |



STATEMENT OF OPERATIONS

| FOR THE YEAR ENDED DECEMBER 31 | 2023 | 2022 |
|---|-------------------|-------------------|
| REVENUES | | |
| External Funding | | |
| World Rugby Limited | \$ 3,989,247 | \$ 3,162,879 |
| Sport Canada | 3,352,665 | 3,719,485 |
| Other Grants | 692,816 | 345,930 |
| | 8,034,728 | 7,228,294 |
| Membership | | |
| National registration & insurance | 2,889,604 | 2,345,806 |
| Rugby Canada | | |
| Amortization of contributions related to leased tangible capital assets | 93,903 | 93,903 |
| Cost recoveries | - | - |
| Domestic competitions | 598,237 | 303,857 |
| Donations | 909,059 | 172,146 |
| Fundraising | - | 89,855 |
| National teams | 672,030 | 1,008,360 |
| Other income | 257,651 | 282,998 |
| Sales of merchandise | 521,239 | 323,202 |
| Sponsorships | 1,736,339 | 1,423,721 |
| | 4,788,458 | 3,698,042 |
| Other | | |
| Revenue (loss) from controlled organizations | (145,323) | 488,933 |
| Canada Emergency Wage Subsidy | - | - |
| | 15,567,467 | 13,761,075 |



| FOR THE YEAR ENDED DECEMBER 31 | 2023 | 2022 |
|--|-------------------|-------------------|
| EXPENSES | | |
| Accounting, legal and professional fees | 154,764 | 111,525 |
| Amortization of tangible capital assets & leased tangible capital assets | 289,655 | 306,344 |
| Domestic competitions | 88,441 | 24,433 |
| Exchange loss (gain) | 25,270 | 4,208 |
| National insurance | 665,972 | 592,603 |
| National office & general administration | 904,257 | 357,719 |
| National registration | - | - |
| National teams | 7,627,418 | 7,712,017 |
| Marketing | 791,488 | 871,527 |
| Program development | 343,093 | 17,568 |
| Cost of sales | 464,353 | 365,105 |
| Interest and bank charges | 94,056 | 16,552 |
| Staff salaries, benefits & commissions | 1,608,025 | 1,328,156 |
| Team costs | 595,236 | 286,950 |
| Travel | 1,469,930 | 1,627,157 |
| | 15,121,958 | 13,621,864 |
| Excess (deficiency) of revenues over expenses | \$ 445,509 | \$ 139,211 |

Rugby Canada has improved its financial position in 2023, with an increase in cash and reduction in payables for the financial year. Revenues continued to grow during 2023 as the game grew domestically and we hosted the Pacific Four Series tournament in Canada. Our funding from Sport Canada, World Rugby, Own the Podium and the Canadian Olympic Committee have been key drivers in this growth.

There was a surplus of Income over Expenditure in 2023 of \$445,509. This has therefore increased our un-restricted reserve to a total of \$1,100,773. Rugby Canada received funding from Sport Canada through the COVID Recovery Fund but this stream ended in 2023. Rugby Canada's focus in the strategic plan on expanding financial capacity alongside our commitment to financial stability means that we will continue to explore new revenue streams and find new ways to reduce costs.





THANK YOU TO OUR PARTNERS & PROVINCIAL UNIONS

PREMIER PARTNERS



SIGNATURE PARTNERS



OFFICIAL PARTNERS



PROVINCIAL UNIONS





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