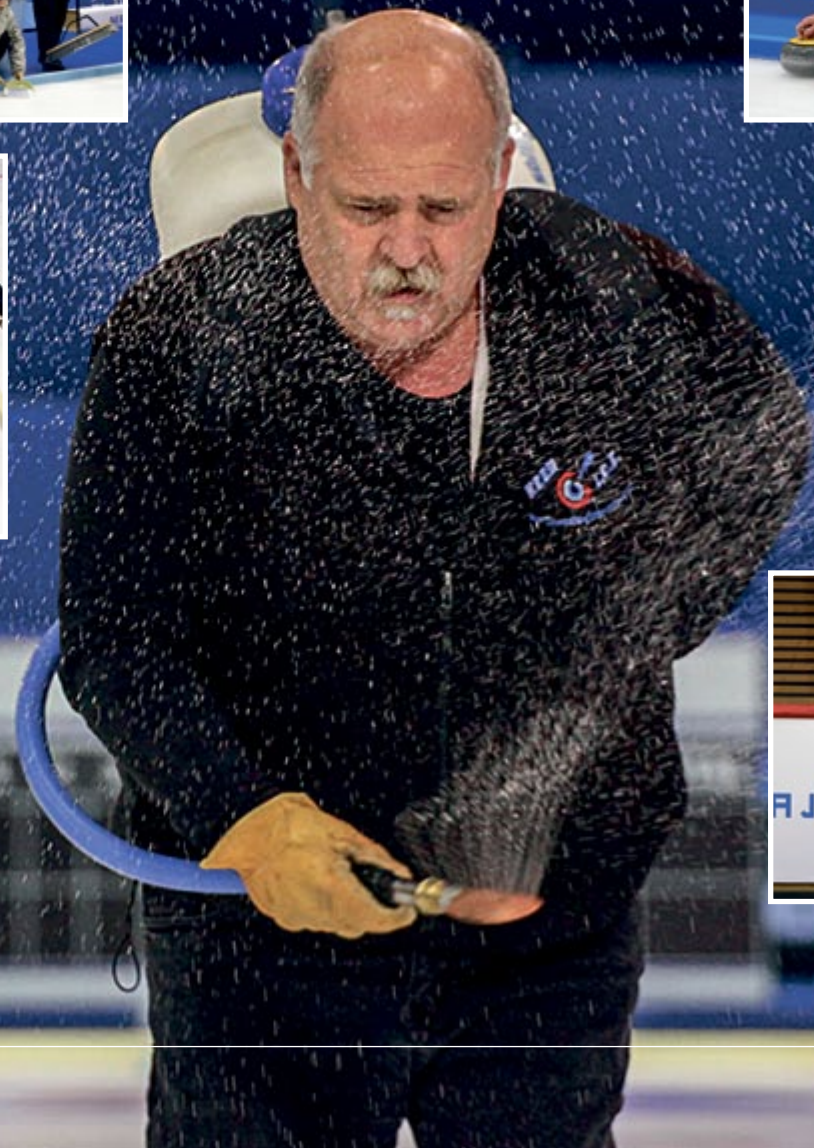




Annual Review 2014-2015



Preparing for Play...



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President's message

Welcome to the World Curling Federation's (WCF) Annual Review for season 2014-15. This is the third time that we have created an Annual Review document to report our activities to our Member Associations (MAs).

This was another busy season, the pace of life never seems to let up - which is great! But the major highlight came after our last Championship had been completed when the International Olympic Committee (IOC) confirmed Mixed Doubles as an additional event at the PyeongChang 2018 Olympic Winter Games.

Likely to get underway the day before the opening ceremony, it is going to be a separate discipline at the start of the Games, with eight teams involved. It's a different sport and a different format and, as we have seen in our Mixed Doubles World Championship in recent years, it gives a real chance for our smaller associations to contest for medals. IOC President Thomas Bach visited our Mixed Doubles event in Sochi before the vote was taken and I am sure this was helpful - he really enjoyed his time with us. Now, we have another wonderful opportunity to showcase our sport which I am delighted about. Also, around the same time, the International Paralympic Committee (IPC) confirmed that the wheelchair curling event in PyeongChang 2018 will be expanded from 10 to 12 teams which also gives the opportunity for more Associations to participate - really excellent news!

Earlier in the season, I was honoured to join President Bach in unveiling the statue "Curling: Pure Emotion," making curling the first Olympic Winter sport to have a sculpture at the Olympic Museum Park in Lausanne, Switzerland. Created by Swiss sculptor - and curler - Bjorn Zryd, the sculpture, made of Italian Carrara marble, is two metres long and 60 centimetres high and depicts a curler in delivery.

It can be seen to the left of the entrance to the Museum and, for me, these three developments are clear indicators that curling is certainly on the map.

Another major milestone in developing our sport came when the Finnish Curling Association was selected to trial our first Portable Curling Facility. 16 projects worldwide, from MAs as far apart as Brazil, New Zealand and Iceland, were considered for this project, and now, with funding and technical support from us, Copper Hill Curling Club in Turku will create a two sheet portable facility, inside an

Curling continues as the fastest-growing Olympic winter sport



insulated tent. It has been my goal since becoming President in 2010 to find a way to support more facilities and we will watch developments with interest. We have allocated funds to support more projects in the future.

We held our third stand-alone Congress in Reno, USA, last year. With this format, rather than squeezing in meetings during competitions, MAs have proved that they can interact much more freely and effectively. Our Congresses are very informative with the majority of our Member Associations represented and participating. Additionally, by taking our Congress to different locations every year - the 2015 Congress is taking place in Belgrade, Serbia - MAs who, at present, are not in a position to host a world competition can create a showcase as their contribution to the world-wide curling family.

Another memorable season of Championships has taken place over this past twelve months and the highlights included:

- a first-ever world event in Estonia - the World Junior Curling Championships - where a small committee delivered an outstanding event in a wonderful facility in Tallinn, with the added benefit of being run in the same venue and at the same time as the World Junior Ice Skating Championships.
- a highly-successful return to Japan, with over 300 million viewers watching the ZEN-NOH World Women's Curling Championship.

- 70,000 spectators for the Ford World Men's Championship in Halifax, Nova Scotia - another great event delivered in Canada.
- a wonderful brand-new purpose-built curling facility in Karuizawa, Japan, used to host the Pacific-Asia Championships.
- a happy return to Sochi, Russia, for our Seniors and Mixed Doubles Championships, a fine example of the legacy of the Olympic Winter Games.

To add to our activities, we purchased and moved into a new WCF secretariat. This move not only gives us a base fit for our future purposes, but also, because we are staying in Perth, Scotland, our existing staff, complete with their skills and knowledge, have moved with us.

Our new Board structure is bedding-in, with three Vice-Presidents in charge of their Zones, while our Commissions are becoming more effective. We welcomed Hong Kong and Qatar as new members at our Congress last year as curling continues as the fastest-growing Olympic winter sport.

This season, we have been able to invest in new facilities and maintain our support programmes. We have a secure financial situation to allow us to do all of this and we wish to continue to use our money and resources for the benefit of the sport, invest in facilities, and support our MAs.

All in all, it has been a truly memorable season and I hope you enjoy reading about it in our Annual Review.

WCF Board and Staff

WCF Staff

- Keith Wendorf** Director of Competitions and Development
- Eeva Röthlisberger** Competitions and Development Officer
- Allen Coliban** Competitions and Development Officer
- Darrell Ell** Competitions and Development Officer
- Scott Arnold** Competitions and Development Officer
- Susan Wendorf** Competitions and Development Assistant
- Richard Harding** Development Officer
- Saskia Müller-Gastell** Projects Officer
- Joanna Kelly** Media Manager
- Danny Parker** Media Relations Officer
- Chris Hamilton** IT and New Media Officer

WCF Secretariat

Perth, Scotland

- Thelma Black** Finance Controller
- Susan Keith** Anti-Doping Administrator
- Liz Munro** Competitions and Development Administrator
- Gill Amatt** Administrative Assistant

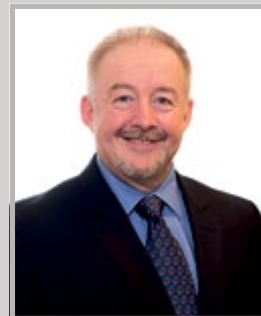
WCF Board



WCF President
Kate Caithness OBE
Scotland (Elected to 2018)



Vice President (Europe)
Bent Ånund Ramsfjell
Norway (Elected to 2015)



Vice President (Americas)
Graham Prouse
Canada (Elected to 2017)



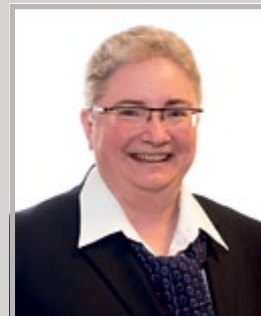
Vice President (Pacific-Asia)
Hugh Millikin
Australia (Elected to 2016)



Director
Andy Anderson
USA (Elected to 2018)



Director
Hew Chalmers
Scotland (Elected to 2017)



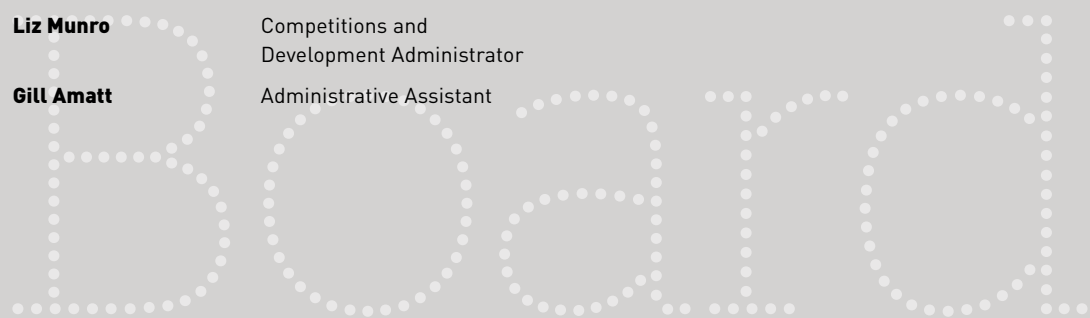
Director
Laura Lochanski
Canada (Elected to 2016)



Director
Toyokazu Ogawa
Japan (Elected to 2015)



Secretary General
Colin Grahamslaw
Scotland (Appointed)





Pacific-Asia Curling Championships

Karuizawa, Japan; 9-15 November 2014

The Pacific-Asia Curling Championships 2014 were staged in Japan in Karuizawa's Ice Park Curling Hall - a brand new and state-of-the-art dedicated curling facility.

Karuizawa was the host venue when curling made its return to the modern-day Olympic Winter Games programme in 1998. The resort town, in the prefecture of Nagano, had staged these Championships previously, in a non-dedicated curling facility - in 1992, 1997 and 2009.

12 teams (seven men's and five women's teams) from the World Curling Federation's Pacific-Asia zone competed at the 2014 championships.

In the women's event, hosts Japan, Australia, China, 2013 champions Korea and New Zealand competed not only for the Championship title, but also to qualify from the Pacific-Asia zone for the ZEN-NOH World Women's Curling Championship 2015 in Sapporo, Japan. As host of that event, Japan had already secured a place in the line-up, therefore, only the winning women's team would also qualify, or, if Japan won, then the runner-up would qualify.

In the men's event, hosts Japan, Australia, defending champions China, Chinese Taipei, Kazakhstan, Korea and New Zealand took part, with both the winner and the runner-up qualifying for the Ford World Men's Curling Championship 2015 in Halifax, Canada.

The women's competition took the form of a double round-robin, with the top four teams qualifying through a 'best-of-five' semi-final series for the medal games. Results of the two games in the double round-robin counted as the first two games of their 'best-of-five' series.

The four semi-finalists were Korea, China, Japan and New Zealand, with New Zealand winning a tie-breaker against Australia by 11-6 to make it. Korea, who went unbeaten throughout the double round-robin, beat New Zealand by 10-7 in the last of their semi-final games to move onto the gold medal game, where they faced China who had won their 'best-of-five' series 3-0 against Japan.

Japan then beat New Zealand to win bronze medals. China upset Korea's unbeaten run by claiming an extra end 7-6 win to secure the gold medals and the sole place in the 2015 Women's Worlds line-up.

The men's competition saw the seven teams play a single round-robin to produce the top four teams for the final stages. These four teams would then play a 'best-of-three' semi-final series, with the results of their games against one another in the round-robin counting as the first game of the 'best-of-three' series.

As in the women's event, Australia and New Zealand faced each other in a tie-breaker to determine the fourth team in the

semi-final line-up along with Japan, Korea and China. This time, Australia emerged as qualifiers, with a 7-5 win. Round-robin leaders Japan then beat Australia in their semi-final series to go to the gold medal game, as did China over Korea.

In the medal games, Korea claimed bronze with a 7-4 win over Australia, while China beat Japan by 7-5 to win the gold medals and the title, helped largely by a steal of two points in the ninth end. However, Japan had the consolation of joining champions China in the World Championship line-up. This victory completed a golden double for China.

2014 marked the start of a new era for the organisation of the Pacific-Asia Championships as the event came under the wing of the World Curling Federation following the dissolution of the Pacific Curling Federation earlier in the year. The event was also televised for the first time by the WCF's World Curling TV.

The Pacific-Asia Championships goes on to break further new ground in 2015, when Almaty in Kazakhstan will host the country's first ever international curling championship.

The 2015 Championships will be held 8-14 November in Almaty, Kazakhstan.



RESULTS

Medal teams - women

🇨🇳 **China**
Sijia Liu (skip)
Jinli Liu (third)
Xinna Yu (second)
Rui Wang (lead)
Jie Mei (alternate)

🇰🇷 **Korea**
Eun Jung Kim (skip)
Kyeong Ae Kim (third)
Seon Yeong Kim (second)
Yeong Mi Kim (lead)
Min Jung Kim (alternate)

🇯🇵 **Japan**
Ayumi Ogasawara (skip)
Sayaka Yoshimura (third)
Kaho Onodera (second)
Yumie Funayama (lead)
Anna Ohmiya (alternate)

Medal teams - men

🇨🇳 **China**
Jialiang Zang (skip)
Dejia Zou (third)
Dexin Ba (second)
Qiang Zou (lead)
Jinbo Wang (alternate)

🇯🇵 **Japan**
Yusuke Morozumi (skip)
Tsuyoshi Yamaguchi (third)
Tetsuro Shimizu (second)
Kosuke Morozumi (lead)

🇰🇷 **Korea**
Soo Hyuk Kim (skip)
Tae Hwan Kim (third)
Jong Duk Park (second)
Yoon Ho Nam (lead)
Min Hyeon Yoo (alternate)

Online results:

Men: <http://wcf.co/pacc2014resultsmen>

Women: <http://wcf.co/pacc2014resultswomen>

Operations and Integrity

Offices

After 15 years in our Tay Street office, the WCF purchased new premises in Perth, at Atholl Crescent and moved in April. The new premises provide more space and allows for the relocation of items that were previously stored offsite to the office. They also provide space for accommodation for overseas staff when visiting the UK.

The purchase and renovation of the premises has been supported by the local authorities in Perth.

Staffing

Shirley Davies, Admin Assistant, left the WCF after 9 years last summer. The vacancy allowed the opportunity to re-evaluate the role, and a part-time position is being trialled for her replacement.

Daniel Parker, Media Officer, left the WCF in June 2015 to take up a position as Communication Manager with the International Hockey Federation based in Lausanne. Danny had been with the Federation

for almost four years. Cameron MacAllister, previously working with Scottish Rugby, has been recruited as his replacement and you will have the opportunity to meet him during our congress in Belgrade.

Anti-Doping

Following the approval of the WCF Anti-Doping Rules at the Congress in Reno last year, the WCF was recorded as being compliant with the new Anti-Doping Code by WADA.

Over the last 12 months a number of anti-doping tests were carried out: 52 out of competition; 37 in-competition. There were 3 missed tests and 2 adverse analytical findings, all of which were accounted for by Therapeutic Use Exemption Certificates.

On-going discussions with WADA have allowed the WCF to review the way it manages its Registered Testing Pool and, under the guidelines set out in the 2015 World Anti-Doping Code, a new format for the testing pool will be introduced for the coming season. The new format will reduce the number of athletes required to provide one hour

whereabouts every day and introduce a new system of team whereabouts. This will allow more tests to be conducted in a cost-effective manner.

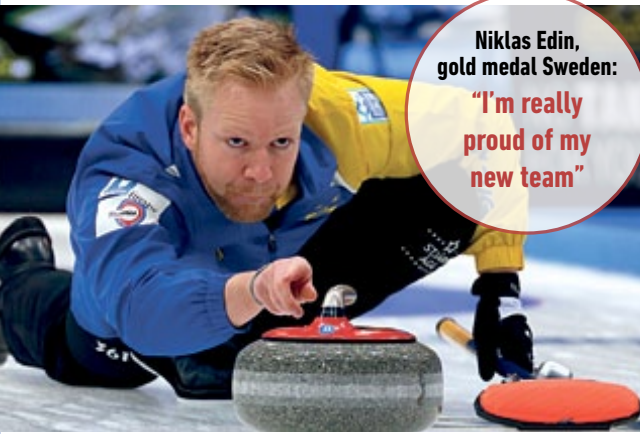
The WCF continues to develop its partnerships with National Anti-Doping Agencies and over the last twelve months has worked closely with UK Anti-Doping and the Canadian Centre for Ethics in Sport to co-ordinate the testing of the UK and Canadian-based athletes. Discussions are underway with other National Anti-Doping Agencies to increase the number of these partnerships.

Integrity

The WCF continues to work with the IOC using their Match Fixing and Irregular Betting Pattern monitoring system to monitor the World Men's, Women's and Mixed Doubles Curling Championships, and the European and Pacific-Asia Curling Championships for suspicious behaviour.

There were no suspect activities reported to the WCF over the past season.





**Niklas Edin,
gold medal Sweden:
"I'm really
proud of my
new team"**



Le Gruyère European Curling Championships

Champéry, Switzerland; 22-29 November 2014

For what was the 40th edition of this event, the Le Gruyère European Curling Championships returned to Champéry in Switzerland for the second time.

As in 2010, the 2014 A Division games were staged in the Palladium Arena in Champéry itself, while the B Division took place at the nearby Verney Arena in Monthey.

In both the men's and women's events, 10 national teams contested the A Divisions while a further ten women's teams and sixteen men's teams competed in the B Divisions.

In the men's championship, hosts Switzerland, skipped by Sven Michel, were defending the title they won in Stavanger, Norway in 2013. The other nine teams in the men's A Division were: the Czech Republic, Denmark, Germany, Italy, Latvia, 2014 world champions Norway, Russia, Scotland and Sweden.

Sweden were the defending champions in the women's event, but they were represented by a different team on this occasion. The other nine teams in the women's A Division were: the Czech Republic, Denmark, Estonia, Finland, Germany, Latvia, Russia, Scotland and Switzerland, with the Swiss represented by the then 2014 world champions, skipped by Binia Feltscher.

In the last session of women's A Division round-robin play, Russia maintained their unbeaten record with a 9-5 victory over Switzerland. By this stage, both Russia and Switzerland had already qualified for the play-offs but elsewhere in the same session, Scotland beat Finland by 7-6 and Denmark emerged as 9-6 victors over Sweden to join them in the top four.

The Czech Republic finished last and were relegated to next year's B Division. Latvia finished second-bottom, while eighth-placed Estonia would be challenged for the last available European slot in the 2015 ZEN-NOH World Women's Curling Championship by the eventual B Division winners.

Switzerland then beat Russia Page 1v2 Play-off to move directly to Saturday's gold medal game. Meanwhile, Denmark beat Scotland in the Page 3v4 Play-off.

In the semi-final, Russia beat Denmark, to face Switzerland for the third time - this time for gold medals and the title, while Denmark faced Scotland for bronze.

Switzerland then added the European crown to their world title when they beat Russia by 8-7 in the women's final, while Scotland beat Denmark by 8-4 to secure bronze.

In the men's Championship, Sweden completed their round-robin programme undefeated with an 8-7 win over Germany, while Italy beat Scotland to take a clear second place. Defending champions Switzerland sealed third place.

Meanwhile, the Czech Republic carved out an extra end win over world champions Norway in the last round-robin session, forcing these two teams into a tie-breaker for the fourth Page Play-off slot - Norway won that re-match.

Germany and Scotland finished the round-robin tied in seventh place, forcing a tie-breaker, with the loser finishing eighth and facing a challenge by B Division winners Finland for the last European slot at the Ford Men's World Curling Championship 2015. Scotland beat Germany in this game to secure seventh place.

In the men's Play-offs, Sweden beat Italy to move directly to the gold medal game while Norway beat Switzerland. Norway then beat Italy in the semi-final to face a gold medal game against Sweden.

Italy then lost to Switzerland in the bronze medal game, Sweden beat Norway in the gold medal game to complete the entire Championship undefeated.

The Le Gruyère European Championships also acts as the European qualifier for the World Championships, with eight qualification places available for both men and women.

To complete the qualification, the B Division winners - Norway women and Finland men - challenged the eighth-placed teams in a best-of-three series, with the winners taking the last available slots at the world championships.

The sixteen teams in the men's B Division were divided into two groups.

A Group consisted of Croatia, England, Estonia, France (who were relegated from the A Division in the previous year), Israel (promoted from the C Division earlier in the season), Lithuania, the Netherlands, and Turkey.

The men's B Group were: Austria, Belgium (promoted from the C Group earlier in the season), Spain, eventual B group winners Finland (relegated from the A group the previous year), Hungary, Poland, Romania and Wales.

The ten teams in the women's B Division were: Austria, Belarus, England, Hungary, Italy (relegated from the A Division in the previous season), the Netherlands (promoted from the C Division), eventual B Division winners Norway (relegated from the A Division in the previous season), Poland, Slovakia (promoted from the C Division, and Turkey.

The 2015 Championships will be held 20-28 November in Esbjerg, Denmark.



RESULTS

Medal teams - women

- 🇨🇭 **Switzerland**
Binia Feltscher (skip)
Irene Schori (third)
Franziska Kaufmann (second)
Christine Urech (lead)
Carole Howald (alternate)

- 🇷🇺 **Russia**
Anna Sidorova (skip)
Margarita Fomina (third)
Alexandra Saitova (second)
Ekaterina Galkina (lead)
Nkeiruka Ezekh (alternate)

- 🇪🇸 **Scotland**
Eve Muirhead (skip)
Anna Sloan (third)
Vicki Adams (second)
Sarah Reid (lead)
Lauren Gray (alternate)

Medal teams - men

- 🇸🇪 **Sweden**
Niklas Edin (skip)
Oskar Eriksson (third)
Kristian Lindstroem (second)
Christoffer Sundgren (lead)
Henrik Leek (alternate)

- 🇳🇴 **Norway**
Thomas Ulsrud (skip)
Torger Nergaard (third)
Christoffer Svae (second)
Haavard Vad Petersson (lead)
Sander Roelvaag (alternate)

- 🇨🇭 **Switzerland**
Sven Michel (skip)
Florian Meister (third)
Simon Gempeler (second)
Stefan Meienberg (lead)
Marc Pfister (alternate)

Online results:

Men: <http://wcf.co/ecc2014resultsmen>

Women: <http://wcf.co/ecc2014resultswomen>

Facilities & Technical Assistance

Through several well-established programmes, the WCF continues to provide support and technical assistance to develop curling facilities around the world.

The Green Initiative Programme (GIP)

This offers interest free loans of up to \$100,000 USD or up to 50% of the cost of a project, giving MAs the opportunity to encourage curling facilities to cut the carbon footprint in their rinks by reducing energy usage and preventing energy loss. This will contribute to improving operating costs and increase the sustainability of curling centres.

The New Facility Assistance Programme (NFA)

This helps to fund new curling facilities up to a maximum of \$50,000 USD per sheet of curling ice created.

Norway is the latest of 13 nations to take advantage of this Programme, for which the WCF currently has a fund of \$1,300,000 USD available for loans (with repayments held in a ring-fenced fund to be used exclusively for future projects).

The Portable Curling Facility Programme (PCF)

This programme has taken a big step forward this year, with the first project now underway in Turku, Finland.

The initiative will see the WCF provide CopperHill Curling Club in Turku with a two sheet Portable Curling Facility, created within an insulated tent.

This approach has been developed following advances in technology and equipment that have seen examples of curling clubs successfully operating in insulated tents.

It is hoped that these portable facilities could be the stepping-stone for MAs to progress from the shared arena environment with other ice sports, to dedicated curling facilities, without the huge financial investment required for a traditional dedicated building.

16 projects worldwide were considered for this trial, with bids coming in from Belgium, Bulgaria, Brazil, Finland, Iceland, New Zealand, Norway, Romania, Serbia, USA and Wales. The Turku facility is scheduled to be operating by the end of 2015, after which more projects will follow.

Deferred Payment Scheme

The WCF also operates a deferred payment scheme to help with the purchase of major pieces of equipment, such as curling stones, ice scrapers and ice plants. Up to 2015, this scheme has supplied **4166** new curling stones, **4434** reconditioned curling stones and **35** curling ice scrapers.



Development

The WCF team of Competitions and Development Officers, led by Keith Wendorf, maintained a busy programme of activities during the 2014/15 season.

Activities included:

Curling Equipment Programme

Supported by partners BalancePlus and Goldline, curling equipment was provided to the WCF Junior Camp in Fuessen, Germany and the WCF Junior Team Camp - the Sweetlake Camp - in the Netherlands. Equipment was also provided to the WCF Adult Camps in Prague and Bratislava as well as the Instructors' Course in Fuessen.

Groups of junior curlers in England and Hong Kong also received equipment, with new MA Hong Kong hosting its first curling clinic this year (one of two clinics held in Karuizawa, Japan).

As an indication of the success of this programme, Scotland's Royal Caledonian Curling Club reported that of 60 curlers provided with equipment through this programme over the past two years, 48 are now curling regularly within mainstream clubs in Scotland.

Camps and Courses

- 119 junior curlers from 23 MAs attended the 2014 WCF/DCV Hummelt Junior Curling Camp
- Ice-Technician and Basic Umpiring courses were also held in Fuessen in the summer of 2014 along with an 'Introduction to Instruction' course, with 62 participants from 15 MAs
- Seven teams from Estonia, Finland, Romania and Poland attended the Sweetlake Junior Team Camp in August 2014, with instructors drawn from Canada, the Netherlands and Sweden

- Instructors and assistants from Canada, Romania, Scotland and Spain conducted the 8th WCF Adult Curling Camp in Prague, Czech Republic in August 2014 for 49 participants from 14 MAs.

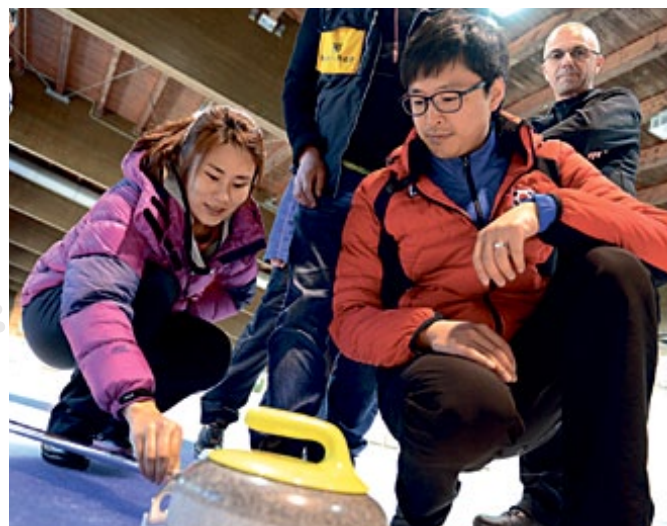
Collaborations and Instruction

In collaboration with Curling Canada, "Discover Curling", an instructional video series with a companion iBook and PDF is now available to all MAs, while "Discover Wheelchair Curling" covers the same ground for wheelchair curling. The scripts and videos for both of these series are available to be edited and translated into any language.

Supported by Curling Canada and the United States Curling Association, a newly-created 'Introduction to Wheelchair Curling Instruction Course' was held in Fuessen in July 2014, as was the first 'Advanced Instructor' and 'Introduction to Coaching' course using the WCF curriculum.

Coach Mentoring

Two successful Coach Mentoring Programmes were held at major events during the season - at the Le Gruyère European Championships in Champéry, Switzerland and the Ford World Men's Championship in Halifax, Canada. This programme has now produced 35 "graduates" from 10 different MAs, with facilitators coming from eight MAs.



Off-Ice Development Programmes

The WCF has enjoyed a strong partnership with the US-based Foundation for Global Sports Development (GSD), a charity that promotes fair play, education and the benefits of sport for young people around the world.

GSD's support has been at the heart of two WCF developmental programmes - the Olympic Celebration Tour and the Sports Media Training Programme and, as GSD Executive Board member Dr Steven Ungerleider explains, "Our chief objective is to educate youth around the world about the positive culture of sport and the benefits of active play. Programmes like the WCF's 'Olympic Celebration Tour' accomplish that goal and we are dedicated to supporting programmes like this that extend the goodwill of sport."

Meanwhile, David Ulich, another GSD Executive Board member, adds "we have been delighted with the positive outcomes of WCF's thriving programmes. The number of people interested in curling continues to grow in tandem with the WCF's media and outreach programmes and this is precisely the kind of progress we are eager to see. The WCF's unique programming and outreach align nicely with our own mission and goals. Together, we can bring the sport of curling to young people across the globe."

Olympic Celebration Tour

Aiming to capitalise on the increased interest in curling brought about through Olympic participation, the Olympic Celebration Tour is a series of instructional sessions with curling Olympians promoting interest and participation around the world.

There were five stops on the Tour this season - three in the USA - in Charlotte, North Carolina (featuring Sweden's Viktor Kjaell, bronze medallist from Sochi); Portland, Oregon (with Canada's Turin Olympic champion Jamie Korab); and Phoenix, Arizona (involving Canada's Vancouver gold medallist Carolyn McRorie). There were two visits in Asia, to Karuizawa and Niigata, Japan and Canada's Sochi gold medallist Kaitlyn Lawes attended both.

The activities at each stop were tailored to local circumstances but included school visits, meeting local politicians and media as well as curling itself. On each stop, there were dedicated junior sessions.

Speaking about his club's experience, President Bruce Irvin of Portland's Evergreen Curling Club said, "a couple of parents told me that they really liked how curling was welcoming and fun for their children. We now expect to see more kids in our junior programme."

Meanwhile, Charlotte Curling Association President Steve McKee said, "this event, the publicity we have been able to gain from it

and the momentum we have been able to garner from it, has really blown us away. I would credit this event with a whopping 43% growth in our club."

Clubs in Karuizawa tell a similar story - "the Olympic Celebration Tour is a great success - it helps create awareness and attracts new curlers!"

Sports Media Trainee Programme

The WCF Sports Media Trainee Programme was established in 2012 and is designed to give aspiring sports journalists, photographers and TV production trainees from around the world the opportunity to gain valuable media experience at an international sporting event.

Through the Programme, students aged between 18 and 30 who are in full-time education are invited to enter a competition, with the prize of joining the WCF Media and Communications team at one of the WCF Championships. This gives the winners the chance to develop journalistic, photography or TV production skills in a practical setting, providing vital knowledge and experience to help them progress prospective careers within the media industry.

The programme covers all travel and accommodation costs as well as providing a monetary allowance for trainees each day. The journalist

students interview athletes and others involved in the Championships for regular news reports. They also write feature reports relating to the Championships, while photographers are tasked with capturing all the action on the ice and behind the scenes for the duration of the Championships.

TV production trainees gain a wide grounding in many aspects of staging a live sports host broadcast production. They assist with audio and camera equipment, work with the World Curling TV ENG news feature crew, and help the WCTV Production Management team.

The winning students took part in the following Championships:

• Le Gruyere European Curling Championships 2014; Champéry, Switzerland

Journalist: Sarah Lane
(University of Georgia, USA)

Photographer: Flannery Allison
(Rochester Institute of Technology, USA)

TV Production: Jordan Schenkelberg
(SAIT Polytechnic, Canada)



• World Junior Curling Championships 2015; Tallinn, Estonia

Journalist: Stephen Bark
(University of West of Scotland, Scotland)

Photographer: Patrick Fulgencio
(University of Kings College, Canada)

• ZEN-NOH World Women's Curling Championship 2015; Sapporo, Japan

Journalist: Michael Houston
(Glasgow Caledonian University, Scotland)

Photographer: Lok Hin Sung
(Hong Kong Institute of Education, Hong Kong)

TV Production: Edward Hebert
(Humber College, Canada)

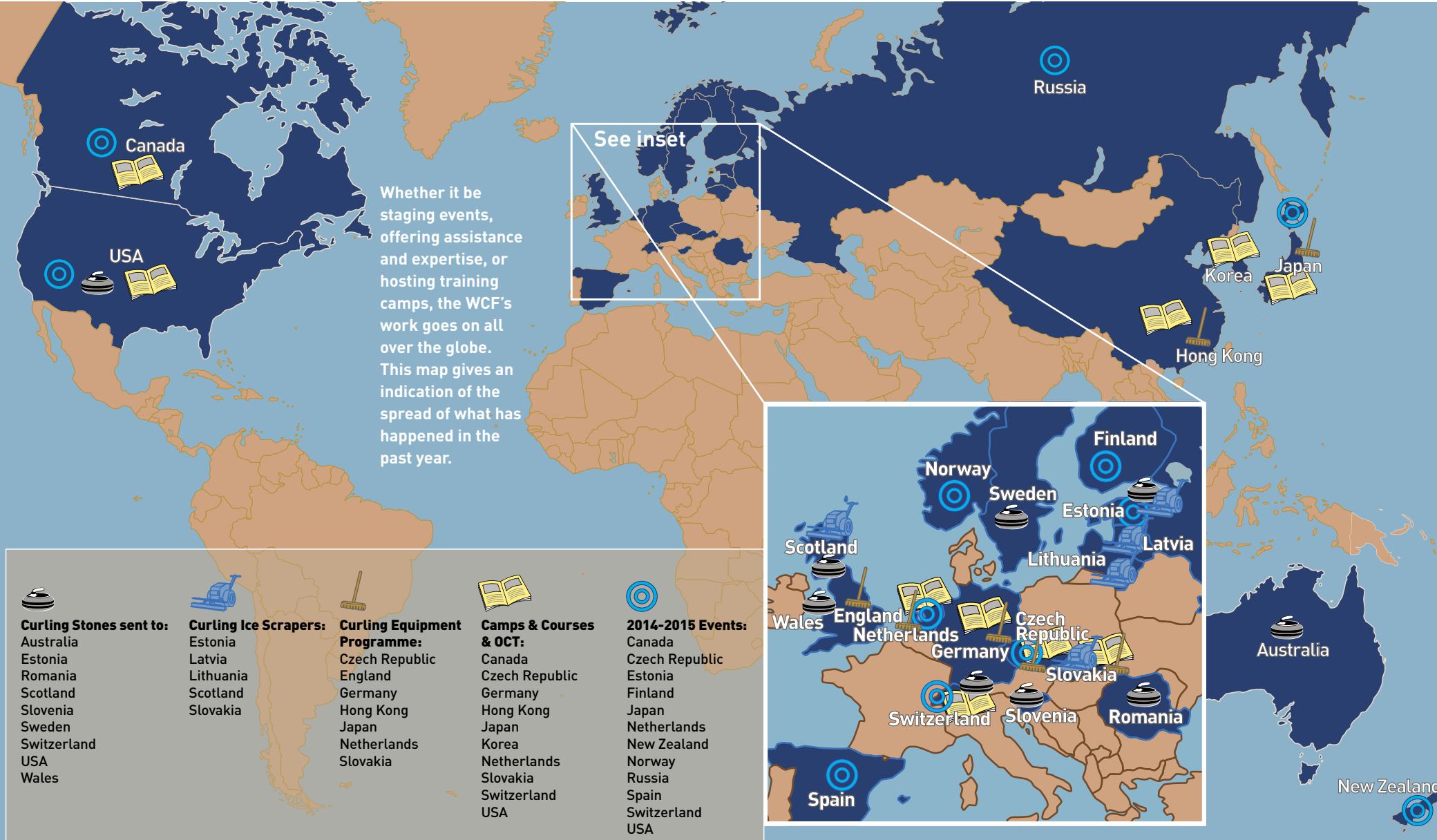
While all of these winners remain in education, all of their predecessors have benefitted from their involvement in the programme, with several gaining sports media staff positions and freelance contracts.



the Olympic Celebration Tour is a great success - it attracts new curlers!



Global Activity



Zonal reports

Pacific-Asia

The change to the new WCF Zonal structure was completed this season with the disbanding of the Pacific-Asia Curling Federation. The first event conducted within the WCF control was the Pacific-Asia Championships in Karuizawa, Japan, in November and it was a huge success.

The final Pacific-Asia Junior Championships were held in Naseby, New Zealand, in January and junior curlers in the region are looking forward to competing in the new World Junior-B Championships in Finland in January 2016.

The 2015 Pacific-Asia Championships will make curling history, as it will be the first time that a WCF Championship event will be held in Kazakhstan.

Curling continues to grow in the region. Hong Kong and Qatar have become conditional members of the WCF and joined the Pacific-Asia Zonal Commission. Following on from the success of the ZEN-NOH World Women's Curling Championship in Japan, there will be continued exposure for the sport with New Zealand Winter Games set for August 2015, Asian Winter Games in Sapporo 2017 and the University Games in Almaty, Kazakhstan in 2017.

Commission Members: Australia, China, Japan, Hong Kong, Kazakhstan, Korea, Mongolia, New Zealand, Qatar and Chinese Taipei.

Americas

A new initiative - proposed by Brazil - has emerged out of work by the Americas Zonal Commission.

Brazil believes that ex-patriot Latin American curlers can be developed in countries with existing curling facilities and programmes, while at the same time efforts continue to establish facilities in Latin America. This two-pronged approach means that Brazilian and other South and Central American curlers can be developed in the USA and Canada, with the possibility of eventually helping to grow the sport in their homelands, when the time comes.

Commission Members: Brazil, Canada, US Virgin Islands, USA

the
Pacific-Asia
Championships in
Japan were a huge
success

Europe

In terms of MAs, the European Zonal Commission is by far the biggest Zone of the WCF's Zones. The Commission has therefore established Working Groups as it strives to deliver positive benefits to the European curling community.

Three Working Groups and Project Leaders for each were appointed at the World Curling Congress in Reno. They are:

- **EU Funding and the Business of Curling**
(Project Leader: Dara Gravara, Serbia)
- **Youth Projects**
(Project Leader: Susanne Slotsager, Denmark)
- **Wheelchair Curling**
(Project Leader: Bruce Crawford, Scotland)

The Youth Working Group met in May to focus on analysing current European youth development data and work on a strategy for future development. The results will be presented to the European Zonal Member Associations during the WCF Congress in Belgrade.

Commission Members: Andorra; Austria; Belarus; Belgium; Bulgaria; Croatia; Czech Republic; Denmark; England; Estonia; Finland; France; Georgia; Germany; Greece; Hungary; Iceland; Ireland; Israel; Italy; Kosovo; Latvia; Liechtenstein; Lithuania; Luxembourg; Netherlands; Norway; Poland; Romania; Russia; Scotland; Serbia; Slovakia; Slovenia; Spain; Sweden; Switzerland; Turkey; Ukraine; Wales



Sponsorship & Marketing

Sponsorship

Once again, WCF Sponsorship income has remained above the \$1m USD mark, with a slight increase over the 2013/14 season.

The raw figures mask improved performance as foreign exchange differences have had a negative effect on the season's activities. For example, the Le Gruyère sponsorship of the 2014 European Curling Championships was worth 15,000 Euros more than 2013 but, once the values were put in \$ USD, the income for that package was lower than 2013.

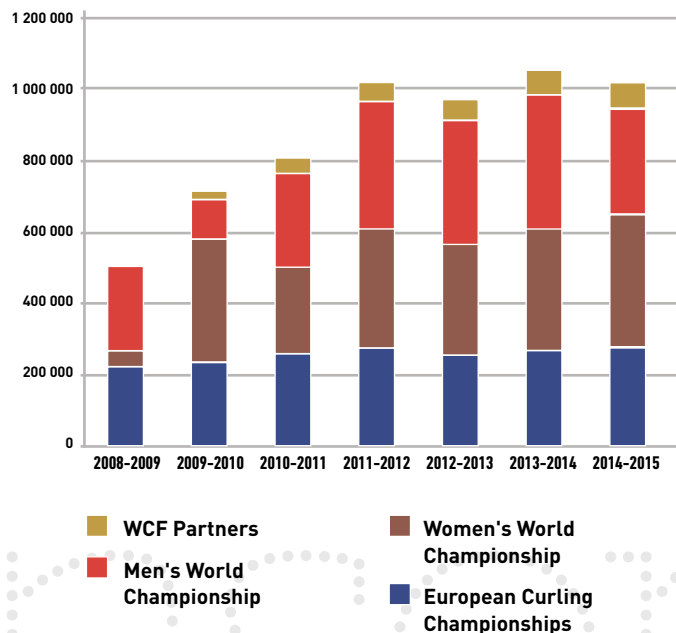
Season highlights include:

- sell-out of sponsorship packages at the 2015 World Women's Championship
- Le Gruyère, long-term sponsor of the European Championships, on board for another two years (2015-2016)
- 2016 World Men's Championship in Basel, Switzerland is already sold-out of sponsorship packages
- The World Championship outside of Canada (Sapporo, Japan) outperformed the Canadian event in terms of sponsorship income produced for the WCF. It is a good position for the sport to be in where events held in the rest of the world are able to achieve sponsorship income for the Federation at comparable or higher levels than the Canadian event.

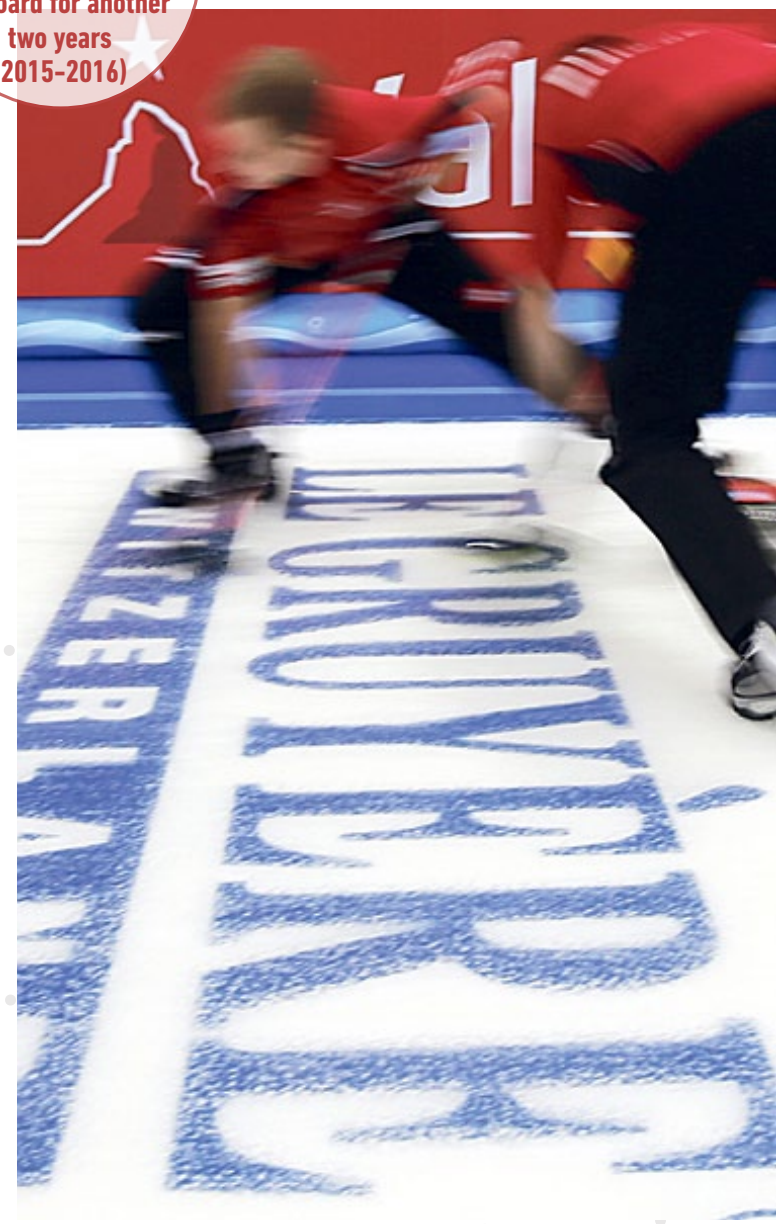
The WCF appreciates the support of our sponsors this season: Aeroflot, Ford of Canada, Le Gruyère, Titlis Glacier Mountain, Lucerne, Mount10, ZEN-NOH, EDOX, 361, AtomAMPD, DB Schenker and Jet Ice.

Summary of WCF sponsorship revenues by year

(2008-2015) in \$USD



Le Gruyère, long term sponsor of the European Championships, on board for another two years (2015-2016)



Broadcasting & Media

Once again, it has been a busy season for the Federation's television-making arm - World Curling TV (WCTV). Broadcast coverage was produced from seven events: the Europeans, Juniors, Women's and Men's Worlds, Mixed Doubles and, for the first time, from the Pacific-Asia Championships along with a special production in association with USA Curling.

This growth in production is backed up by growing exposure and viewing numbers as our global cumulative audience figure reached over 444 million this season in the territories where broadcast analysis was carried out. These figures were boosted by the success of the World Women's Championship in Japan which reached over 300 million people worldwide.

Over 40 TV channels worldwide are known to have broadcast coverage of our events with WCF broadcast partnerships extending to North and South America, across Europe and Asia.

121 games were produced for live broadcast and can be viewed on the WCF's YouTube Channel World Curling TV as video on demand. The Channel is fast becoming a significant platform itself with over 14,000 subscribers. (See pull out box for a breakdown of viewing this season).

Media & Communications

Momentum generated by increased interest in curling following the Sochi 2014 Olympic and Paralympic Winter Games continued into this season across all of our communications platforms.

The busiest period for our websites was during the Ford World Men's Curling Championship in April when nearly 190,000 people visited the event website, trialled for the first time under the worldcurling.org website rather than as a stand-alone curlingevents.com site.

This proved to be even more popular than last year's busiest period, which was registered on our Sochi 2014 event website during the Olympic Games (189,797 compared to 168,091 visitors).

Our social media remains extremely popular amongst curling fans, with continued growth shown over all channels.

WCF Facebook fans increased by 23 percent and our Twitter followers rose by 47%, Google+ followers grew by 24% and LinkedIn followers increased by 63%.

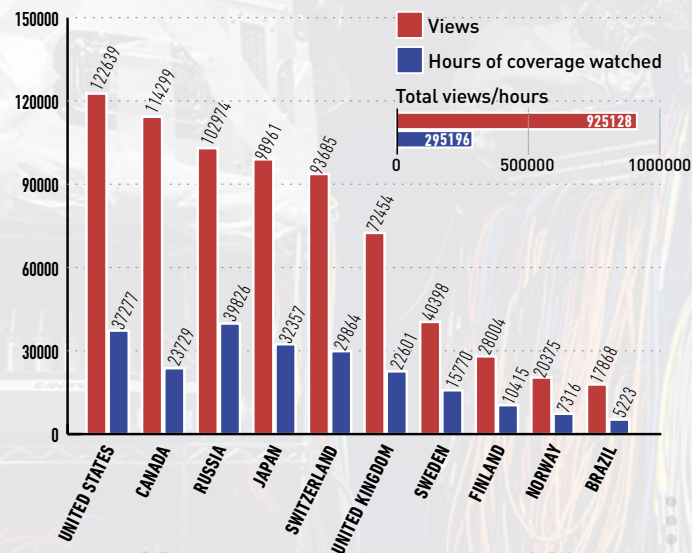
We also launched an Instagram account earlier in the season and have already gained 533 fans, which we aim to grow over the forthcoming season by providing a lot more content on this increasingly popular platform.

Eight Member Associations took advantage of the Media Assistance Programme (MAP) this season which provides funding to cover accommodation costs for a MA communications representative to be onsite at WCF events.

A significant amount of additional and native language coverage of our sport has been generated by MAs using the programme. We encourage more MAs to take up this opportunity.

Season 2014/15 - World Curling TV

Top 10 Viewing Nations





World Wheelchair Curling Championship

Lohja, Finland; 7-13 February 2015

Ten teams participated in the World Wheelchair Curling Championship, which was staged at the Kisakallio Sports Institute in Lohja, Finland.

The teams were: defending champions Canada, China, hosts Finland, Germany, Norway, Russia, Scotland, Slovakia, Sweden, and the USA.

Both Germany and Norway had gained their places in the line-up through their performances at the 2014 World Wheelchair Qualification event, held in Lillehammer, Norway, in November.

With there being no Wheelchair World Championship in the Paralympic Games year, this was the tenth edition of this event since the inaugural Championship was held in Sursee, Switzerland in 2002.

At the end of the round-robin, China, Finland and Slovakia joined unbeaten Russia in the Page play-offs.

China's wins against Norway and Sweden on the final round-robin day meant they secured second place and faced Russia in the Page 1v2 play-off, while Finland's 8-4 victory over Scotland and Slovakia's 8-5 win against Norway saw them clinch the Page 3v4 play-offs spots.

In the Page 1v2 game, China emerged as 3-1 winners to hand Russia their first defeat of the week. This result also sealed China's first-ever place in a wheelchair curling championship final and guaranteed them their best-ever finish in this event regardless of the result of the gold game.

As China moved directly to the final, Russia went on to face Slovakia in the sole semi-final, after the Slovaks had an extra end 6-5 win over Finland in the Page 3v4 game.

At the same time as the Page Play-offs were taking place, Germany defeated Scotland in the relegation tie-breaker to take the last available direct place in the line-up for the 2016 World Wheelchair Curling Championship, to be staged in Lucerne, Switzerland.

Scotland, Sweden and Norway finished at the bottom of the round-robin rankings and now must make progress to the 2016 Championships by way of the World Wheelchair B Curling Championship, which will take place in Lohja, Finland, in November 2015.

In the semi-final, Russia opened strongly and went on to a seven-end 12-1 win over Slovakia, to face China once again but this time for the championship title. Slovakia would face Finland in the bronze medal game.

Finland went on to beat Slovakia by 8-5 in the bronze game - making curling history in this Championship for more than one reason: not only was this Finland's highest-ever ranking at a

World Wheelchair Curling Championship, it also marked the first time that Finland had been represented by teams at the World Wheelchair, World Women's and World Men's Curling Championship in the same season.

To add to their achievements, Finland second Mina Mojtahedi was awarded the World Wheelchair Curling Championship Sportsmanship Award. This was voted for by fellow participants and given to the athlete who they thought best exemplified the traditional values of skill, honesty, fair play, sportsmanship and friendship during the event.

In the gold medal game, Russia were crowned 2015 World Wheelchair Curling champions with a 7-4 win over China, who took silver.

This was a second World Wheelchair Curling Championship win for Russia and this team, skipped by Andrey Smirnov, after they won in Chuncheon, Korea, in 2012.

This gold medal win also kept Russia in second place behind Canada in the World Wheelchair Curling rankings, with China being rewarded by moving into third place on the table, overtaking Scotland/Great Britain. USA moved up to fifth position, leapfrogging Sweden.

The 2016 Championship will be held 21-28 February in Lucerne, Switzerland.



RESULTS

Medal teams

- ⦿ **Russia**
 Andrey Smirnov (skip)
 Marat Romanov (third)
 Oxana Slesarenko (second)
 Alexander Shevchenko (lead)
 Svetlana Pakhomova (alternate)
- ⦿ **China**
 Wang Hai Tao (skip)
 Zhang Qiang (third)
 Liu Wei (second)
 Xu Guang Qin (lead)
 He Jun (alternate)
- ⦿ **Finland**
 Markku Karjalainen (skip)
 Sari Karjalainen (third)
 Mina Mojtahedi (second)
 Tuomo Aarnikka (lead)
 Vesa Leppanen (alternate)

Online results:

<http://wcf.co/wwhc2015results>



Curling in Estonia



During his time with the WCF Media & Communications team in Tallinn, Estonia, Trainee Journalist Stephen Bark looked at some of the background to what was a historic week:

The World Junior Curling Championships 2015 represented a high-water mark in the history of the Estonian Curling Association (ECA), which was established in 2002. It was the first time a curling world championship event had taken place in the country and the first time an Estonian team was represented at this level. It showed that curling has come a long way in this country, especially, when just 11 years ago, Estonia didn't even have any dedicated curling ice.

It wasn't until December 2004 that, in a former Soviet missile factory, the first dedicated curling ice was officially opened. There are tales of players having to use umbrellas on the ice there, whenever it rained outside. Fast forward to October 2014, just five months before the WJCC 2015, and the opening of the Tondiraba Ice Hall, one of the best ice facilities in Europe and a perfect venue for both the WJCC and the World Junior Figure Skating Championships, which were staged in the building at the same time.

Harri Lill is the Secretary of the ECA and he spoke about how important the event was for Estonia. "I think it's probably the most important curling event we've ever had in Estonia. It is a big chance for us. This new facility helps us to have this chance - without it, we wouldn't - and of course it's a test for ourselves to see if we can manage to organise such an event."

For the ECA, the event wasn't just a chance to challenge themselves in hosting but it was also the chance to show how far Estonian curling has come. Junior men's skip Robert-Kent Pall and his team started the championship on top form winning against Italy. Afterwards Pall said: "It is really special to open with a win on home ice!"

Like any major sporting event, the WJCC couldn't happen without volunteers. Unlike the 25,000 volunteers needed to make Sochi 2014 possible, there were only a few more than 30 volunteers in Tallinn.

All of this combines to have a big impact on Estonia and curling in the country. Minister for Culture, Urve Tiidus was

present at the opening ceremony. She said: "To have a world curling championship here is very important to Estonia. For us, this is a new experience. Curling is a very new sport here in Estonia and we all know that curling is growing in popularity. I hope it has a good future in this country."

One of Estonia's Olympic heroes, gold medal discus champion Gert Kanter was part of the opening ceremony and he added his praise and advice, saying, "I think any world championship is very important to any country. I'm sure we will do a good job here. My message to these juniors is to be patient and to train hard, because everything is possible. Work hard and train hard - that's it."

All the way to a closing banquet inside a submarine museum, hosted by a proud and relieved ECA President Fred Randver, these Championships were truly a success for Estonia, showing how far curling has come since the days of the leaky Soviet missile factory. Estonia has set a standard that other emerging curling nations, no matter how big or small, can draw experience from and follow.

World Junior Curling Championships

Tallinn, Estonia: 28 February - 8 March 2015



Braden Calvert, gold medal Canada: "it's a dream come true for all of us"

History was made when the Estonian Curling Association, first established in 2002, hosted its first-ever WCF Championship event - the World Junior Curling Championships.

The Tondiraba Ice Hall, a new facility owned by the City of Tallinn, was the venue and, for the first time, top international junior curlers and figure skaters competed under the same roof - as the complex hosted the ISU World Junior Figure Skating Championships 2015 at the same time.

To be eligible for these Championships, a player must be less than 21 years by the end of the 30th day of June of the year immediately preceding the year in which the championship is to take place.

The ten junior women's teams were: defending champions Canada, the Czech Republic, England, hosts Estonia, Korea (qualified as winner of the Pacific-Asia Junior Curling Championships 2015), Russia, Scotland, Sweden, Switzerland, and the USA.

Estonia made a first World Junior Championships appearance while England had won the right to play at this level for the first time through victory in the European Junior Curling Challenge.

The ten junior men's teams involved were: Canada, hosts Estonia, Italy, Korea (qualified as winner of the Pacific-Asia Junior Curling Championships 2015), Norway, Russia (qualified as winner of the European Junior Curling Challenge), Scotland, Sweden, defending champions Switzerland, and the USA.

In the women's event, Scotland and Sweden joined already-qualified Canada in the Page Play-offs when they both had wins in the last session of round-robin play. In this session, USA beat Switzerland, meaning that the USA and Switzerland finished on five wins from the round-robin, as did Korea and Russia. However, in comparing the record of wins among these four teams, USA emerged top and Switzerland in second place, thereby qualifying to take part in a tie-breaker to decide which of them would take up the fourth and last place in the Page Play-off line-up.

With poorer records among the four teams, Russia and Korea also had to play a tie-breaker, to determine which would finish sixth to take the last available direct qualification place in next year's World Junior Championship, with the other finishing seventh and therefore relegated to next year's World Junior-B Curling Championships. Korea won the game and avoided relegation.

In the tie-breaker for fourth place, Switzerland beat USA but went on to lose to Sweden in the Page 3v4 Play-off game to drop into the bronze medal game. Meanwhile, Canada beat Scotland in the women's Page 1v2 Play-off game to take the direct route to the junior women's final.

The Scottish women recovered from their loss against Canada with a semi-final victory over Sweden, to set up a third meeting with

Canada in the gold medal game, while Sweden went on to face Switzerland for bronze.

The Canadians beat Scotland again, to win gold medals and the world title. This victory completed a remarkable personal double for their skip Kelsey Rocque who retained the title with a completely different team from last year. At the same time, Switzerland beat Sweden after an extra end to take bronze.

In the men's event, the four Page Play-off participants, Canada, Switzerland, Sweden and Scotland, had already been determined before the final round-robin session.

With new qualification rules only guaranteeing six places in next year's line-up, as well as a guaranteed place for hosts Turkey, the spotlight fell on the teams still trying to qualify directly, with Russia and Norway claiming the fifth and sixth qualifying spots for the 2016 Championships.

In the men's Page 1v2 Play-off game, the lead changed hands six times but defending champions Switzerland eventually lost to Canada. Meanwhile, in the Page 3v4 game, Sweden beat Scotland to qualify for the semi-final against Switzerland, with the Scots moving on to the bronze medal game.

In the semi-final, Switzerland beat Sweden to face Canada again in the gold medal game. The bronze medal game saw Scotland beat Sweden while, at the same time, Canada took the world title as they beat Switzerland to complete a remarkable Canadian junior double.

Sportsmanship Awards are presented to the junior athletes selected by their peers as those 'who exemplify the traditional values of skill, honesty, fair play, sportsmanship and friendship in the world of curling'. The men's winner was Norwegian skip Gaute Nepstad, while the women's winner was Niamh Fenton of England.

Following changes voted upon by WCF Member Associations at the 2014 World Curling Congress, the qualification process for this event has now changed. Until this year, the winners of both the European Junior Curling Challenge and the Pacific-Asia Junior Curling Championships qualified for the World Junior Championships.

A new qualification system will be used for the 2016 World Junior Curling Championships in Erzurum, Turkey, and beyond.

For each gender, the host nation will have one entry along with the top six highest-ranking nations (excluding the host) from the previous year's World Junior Championships. They will be joined by the top three teams per gender from a new World Junior-B Curling Championships, being staged for the first time in January 2016 in Lohja, Finland.

The 2016 Championships will be held 5-13 March in Erzurum, Turkey.



RESULTS

Medal teams - women

- 🇨🇦 **Canada**
 - Kelsey Rocque (skip)
 - Danielle Schmiemann (third)
 - Holly Jamieson (second)
 - Jessica Iles (lead)
 - Kristen Streifel (alternate)
- 🇪🇸 **Scotland**
 - Gina Aitken (skip)
 - Naomi Brown (third)
 - Rowena Kerr (second)
 - Rachel Hannen (lead)
 - Karina Aitken (alternate)
- 🇨🇭 **Switzerland**
 - Lisa Gisler (skip and third)
 - Briar Huerlimann (fourth)
 - Rahel Thoma (second)
 - Elena Stern (lead)
 - Raphaela Keiser (alternate)

Medal teams - men

- 🇨🇦 **Canada**
 - Braden Calvert (skip)
 - Kyle Kurz (third)
 - Lucas Van Den Bosch (second)
 - Brendan Wilson (lead)
 - Colton Lott (alternate)
- 🇨🇭 **Switzerland**
 - Yannick Schwaller (skip and third)
 - Romano Meier (fourth)
 - Patrick Witschonke (second)
 - Michael Probst (lead)
 - Reto Keller (alternate)
- 🇪🇸 **Scotland**
 - Bruce Mouat (skip)
 - Duncan Menzies (third)
 - Derrick Sloan (second)
 - Angus Dowell (lead)
 - Bobby Lammie (alternate)

Online results:

Men: <http://wcf.co/wjcc2015resultsmen>

Women: <http://wcf.co/wjcc2015resultswomen>

Curling in Japan

This year's ZEN-NOH World Women's Curling Championship was hosted in Sapporo, the largest city on Japan's northern island of Hokkaido, while earlier in the season, the new Ice Park Curling Hall in Karuizawa in the prefecture of Nagano, staged the Pacific-Asia Championships. Both events were great successes. While he was in Sapporo, WCF Trainee Journalist Michael Houston discovered some of the background to the rise of curling in Japan. Here is his report:

Nagano hosted the Olympic Winter Games in 1998, when curling was re-instated as an official sport. Then, the Japanese teams finished fifth in both the men's and women's competition, with the men losing a tie-breaker to USA in the last end, narrowly missing the semi-finals, and breaking the hearts of the home crowd.

Since then, Japanese curling has grown, especially on the island of Hokkaido. There are now over 10,000 curlers in Japan with more than 2,500 competing regularly.

Masayuki Namioka, Executive Director of the Japan Curling Association explains why: "we've created an environment where it's easy to enjoy curling within your school or company, with your friends and co-workers. There has also been an increase of curling halls in Japan over the past ten years too."

Namioka, who himself curls as well as his five children, started playing after the Nagano Olympics. He believes the sport is suited to the Japanese people and has looked to improve standards. He says: "presently, we have foreign coaches training our teams, but it's also important to develop excellent Japanese coaches too."

One of those foreign coaches is JD Lind, a Canadian currently living in Sapporo who coaches for the Japanese Women's Curling Academy, the only curling academy for women in the world. At the 2015 world Championship, he acted as national coach for the Japanese women's team, who are celebrities in their homeland.

"This team has a big following especially in Hokkaido, where curling is taken very seriously. The better the team do, the more curling becomes popular in Japan" Lind explains.

Aside from the international-level development, the women's curling academy is doing well. "The idea is to help the main teams, but also build a base of decent curlers. We're trying to bring the overall level up, but the main role is to try to get more curlers at a high level. Hopefully that will trickle down to the more recreational curlers" says Lind.

Over and above the curling academy, there are other ways people in Japan are becoming involved in curling. Japan's Talent Identification programme (TID) helps to decide which sport is best for children aged 11 or 12.

Lind explains: "I know that Japan have modelled their TID on what Britain did (for example tests to find potential rowers). They had a few tests and picked the kids who were the top performers. A few of them had curling experience and some of them had never seen it before – it's a really interesting concept - we'll see how it looks ten years from now."

Fuji Miki is another Canadian involved in curling in Japan and he says: "the other day I was sitting at the rink in Sapporo and there were a lot of 12, 13, 14 year old kids that are really skilled – just like Canada. But in Japan, the kids don't play in many leagues, they practise their fundamentals and that's where they increase their ability to play."

While it is evident that young people are highly involved in curling, the same cannot be said for male adults, which Miki thinks is about culture: "when men finish university and find employment, they stop playing. At nine o'clock they'll start work and by ten o'clock at night they're still working!" He does point out that despite their work commitments, many men still find time for curling at the weekends, showing that it is still a popular leisure activity.

Turning to the future Miki believes: "These are very exciting times. I'm glad there's someone like JD here running the academy. I think that in the next five to ten years you're going to find the level of curling rise dramatically."





Alina Paetz, gold medal Switzerland:
"I don't think my family and friends back home will believe it, like me"



ZEN-NOH World Women's Curling Championship

Sapporo, Japan; 14-22 March 2015

The 2015 ZEN-NOH World Women's Curling Championship was staged at the Tsukisamu Gymnasium in Sapporo, Hokkaido, Japan.

This was the second time that the WCF had held its World Women's Championship in Japan with the 2007 event taking place in Aomori. It was also the third time that the Championship took place in Asia - the 2009 event being in Gangneung, Korea, in the venue that will be used during the PyeongChang 2018 Olympic Winter Games.

The twelve teams that qualified to compete were: Canada, China, Denmark, Finland, Germany, hosts Japan, Norway, Russia, Scotland, defending champions Switzerland, Sweden and the USA.

When the teams came to play their last round-robin games, leaders Switzerland - who had lost only to Denmark during the week - and second-placed Canada knew they had already qualified for the Page Play-offs. In the final session of round-robin play, Russia beat China by 11-6 to make the third Play-off slot.

Because of this result, China finished in joint fourth place with Scotland and these two teams faced a tie-breaker, with the winner taking the fourth and last available place in the Play-off line-up.

The Scots won that tie-breaker by 9-4 to face Russia in the Page 3v4 Play-off, while Switzerland and Canada contested the Page 1v2 Play-off.

It was Russia that won the 3v4 Play-off, beating Scotland by 7-2 to move on to the sole semi-final, and pushing the Scots into the bronze medal game.

Switzerland faced Canada in the Page 1v2 Play-off game and won by 6-4 to go directly to the gold medal game and send Canada into the semi-final, to face Russia.

In that semi-final, Canada beat Russia by 7-4 to face Switzerland again, this time in the gold medal game while Russia would play Scotland for the bronze medals.

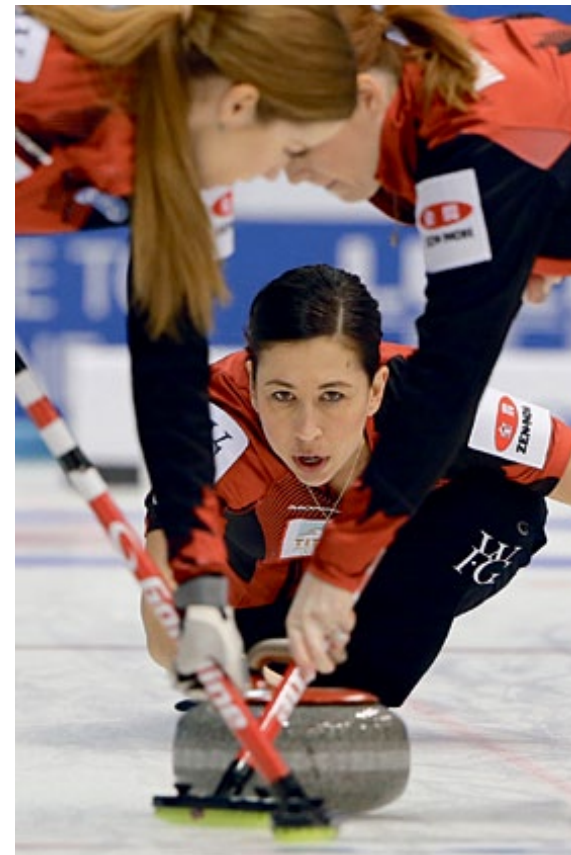
This bronze medal game was the third encounter of the week between Russia and Scotland, with each having won once previously. It was, however, the most one-sided of the three games, with Russia emerging as 13-4 winners after the obligatory eight ends. This was a second successive world bronze medal for skip Anna Sidorova and her Russian team.

Switzerland then faced Canada in the gold medal game, and it was the Swiss who had the better start, holding a 4-0 lead after six ends.

Eventually, in the tenth end, Swiss skip Alina Paetz was able to draw her final stone inside three Canadian stones around the button, to score one point, win the game by 5-3, and take Switzerland's second successive world title. In fact, this was the third world title in four years by three completely different Swiss women's teams.

During the closing ceremony it was announced that Sanna Puustinen, skip of Finland, was the winner of the Frances Brodie Award, voted for by all the players to recognise the player they think best exemplified curling's values and sportsmanship throughout the event.

The 2016 Championship will be held 19-27 March in Swift Current, Canada.



RESULTS

Medal teams

- ⊙ **Switzerland**
 Alina Paetz (skip)
 Nadine Lehmann (third)
 Marisa Winkelhausen (second)
 Nicole Schwaegli (lead)
 Carole Howald (alternate)
- ⊙ **Canada**
 Jennifer Jones (skip)
 Kaitlyn Lawes (third)
 Jill Officer (second)
 Dawn McEwen (lead)
 Jennifer Clark-Rouire (alternate)
- ⊙ **Russia**
 Anna Sidorova (skip)
 Margarita Fomina (third)
 Alexandra Saitova (second)
 Ekaterina Galkina (lead)
 Nkeiruka Ezekh (alternate)

Online results:
<http://wcf.co/wcc2015results>



Competition & Rules Commission

The WCF Competition and Rules Commission is a Standing Commission formed in 2013 as part of the update to the WCF Constitution and By-Laws.

Its purpose is to proactively review, assess and enhance the rules of play and standards of competition to ensure the continued growth, enjoyment and marketability of curling, both as a sport in the Olympic programme and as a world-wide recreational activity.

The WCF General Assembly is responsible for approving changes to the Rules of Play, and the co-operative process laid out in the Commission's Terms of Reference ensures that the Competition and Rules Commission works closely with the Athlete Commission and reports regularly to the WCF Board and MAs. The Commission also has a mandate to include other stakeholders and experts in its work, as the subject matter deems necessary.

The goal of all of this is to ensure all relevant input is received, alternative points of view are well-known, and that important decisions can be taken with full information.

A Commission meeting was held in conjunction with the 2014 World Curling Congress in Reno, USA and from that point, the Commission identified items requiring attention within its area of responsibility. Over the winter, data was gathered and assessed and the Commission has compiled some 43 items for discussion.

Some issues are items discussed in Reno that required additional consultation, while a number of new issues have also been considered. These items are based on input from MAs and/or WCF staff and commission members, and they represent ideas and concepts for enhancements to the game.

The items range from minor rule changes to significant changes, encompassing:

- **game structure**
- **game duration**
- **new measuring systems**
- **pace of play**

- **electronic devices on the field of play**
- **standards for competition equipment and clothing**
- **coach interaction**
- **sport presentation.**

Through this process, priorities have been identified and a number of options and recommendations have been forwarded to the WCF Board, Athlete Commission and MAs for consideration and feedback. The Commission's recommendations developed using this process will be presented to the 2015 World Curling Congress for consideration by the General Assembly.

Chair

Hugh Millikin (WCF Vice-President, Pacific-Asia)

Members

Paul Ahlgren (Sweden)

John Brown (England)

Hew Chalmers (WCF Director)

Hans Frauenlob (New Zealand)

Karel Kubeska (Czech Republic)

Danny Lamoureux (Canada)

Leif Öhman (Technical Delegate, Pyeong Chang 2018)

Graham Prouse (WCF Vice-President, Americas)

Mark Swandby (USA)

Keith Wendorf

(WCF Director of Competitions & Development)



Governance Commission

MAs held their first board elections at the 2014 Congress in Reno, USA under the WCF's new constitution.

This constitution sees the number of Directors increase from seven to eight and a new WCF Board structure with one President, three Vice-Presidents, (one for each of the regional zones: Americas, Europe and Pacific-Asia), and four Board Directors.

Since Reno, the Governance Commission has been working on:

- **Code of Conduct Policies**
- **Conflict of Interest Policy**
- **Terms of Reference for the: Governance, Athlete, Finance, Competitions & Rules, European and Pacific-Asia Zonal Commissions**

These have now been approved by the WCF Board.

The Commission continues to work on:

- **Hospitality and Gifting policies and guidelines**
- **Terms of Reference for the Americas Zonal and Hall of Fame Commission.**
- **The WCF Strategy 'The Way Forward'**

The Commission is also looking at the definition of a "registered curler" to assist with gathering participation data.

In all of its work, the Commission has been guided by governance best-practice and consultation with MAs.

Governance Commission members:

Chair

Laura Lochanski (WCF Director)

Willie Nicoll (Scotland)

Graham Prouse (WCF Vice-President, Americas)

Olli Rissanen (Finland)

Gerrit-Jan Scholten (Netherlands)





Thomas Ulsrud, silver medal Norway:
 "we lost to a really good team, so what can I say?"



Ford World Men's Curling Championship

Halifax, Canada; 28 March - 7 April 2015

Twelve teams representing the world's top men's curling nations took part in the Ford World Men's Curling Championship 2015 in the Scotiabank Centre, Halifax, Canada.

The World Curling Championship started in 1959 as the Scotch Cup and this was the 22nd occasion that a men's championship had been hosted in Canada. Surprisingly perhaps, it was the first time that the event had been staged in the province of Nova Scotia.

The twelve teams taking part were hosts Canada, China, the Czech Republic, Finland, Italy, Japan, defending champions Norway, Russia, Scotland, Sweden, Switzerland and the USA.

At the conclusion of round-robin play, defending champions Norway topped the rankings, having lost only once in the week (to USA). Canada ranked second (having lost only to Norway). As a result, these two teams were set to play each other in the Page 1v2 Play-off game. Sweden finished the round-robin third and Finland and the USA were tied for fourth place and faced a sudden-death tie-breaker to determine the last qualifier for the Page Play-offs.

Finland went on to beat the USA by 6-5 in the tie-breaker to set up a Page 3v4 Play-off against Sweden. It was the Swedes who emerged victorious from that game, by 7-4, to move onto the semi-final and leave Finland playing for bronze medals later.

In the Page 1v2 game, Norway beat Canada by 7-6 after an extra end. This game was tight all the way and Canada levelled the

game for the third time with one point in the tenth to tie 6-6. Eventually, Norwegian skip Thomas Ulsrud drew his last stone of the extra end into the house to score one point and claim the 7-6 win.

Canada then lost the semi-final, won 6-3 by Sweden, but rebounded in the bronze game, with an 8-4 win over Finland to secure medals for the hosts.

In the gold medal game, Norway started with last stone advantage but it was Sweden who took the early lead, stealing three points in the first end on their way to a 9-5 win that gave them gold medals and the world title.

The final was played out in front of an audience of just under 5,000, while some 70,000 spectators attended the event in Halifax throughout the week.

This was a second world title for Swedish skip Niklas Edin, who had won previously in 2013 with a different team. It also added to the European title this team won in November 2014. In that Championship, they had also beaten Thomas Ulsrud's Norwegian team in the final.

During the closing ceremony, the customary announcement of the Collie Campbell Sportsmanship Award was made. This Award, voted for by all the players, recognises the athlete they think best exemplified curling's values and sportsmanship throughout the event. The 2015 winner was Kosuke Morozumi, lead for Japan.

The 2016 Championship will be held 2-10 April in Basel, Switzerland.



RESULTS

Medal teams

- Ⓞ **Sweden**
 Niklas Edin (skip)
 Oskar Eriksson (third)
 Kristian Lindstroem (second)
 Christoffer Sundgren (lead)
 Henrik Leek (alternate)
- Ⓞ **Norway**
 Thomas Ulsrud (skip)
 Torger Nergaard (third)
 Christoffer Svae (second)
 Haavard Vad Petersson (lead)
 Markus Hoeiberg (alternate)
- Ⓞ **Canada**
 Pat Simmons (skip)
 John Morris (third)
 Carter Rycroft (second)
 Nolan Thiessen (lead)
 Thomas Sallows (alternate)

Online results:

<http://wcf.com/wmcc2015results>



Mixed Doubles

June 8th 2015 was a historic day in the development of Olympic curling. That was when the International Olympic Committee confirmed that Mixed Doubles Curling will be an additional event at the PyeongChang 2018 Olympic Winter Games, meaning that three curling events - Men's, Women's and Mixed Doubles, will now be part of the 2018 Olympic Winter Games programme.

The exciting new fast-moving version of the game, featuring just two players - one female and one male - has come a long way since the inaugural Championship took place in Vierumaki, Finland, in 2008. The eighth World Mixed Doubles Championship was staged in Sochi this season, with the Hungarian duo of Zsolt Kiss and Dorottya Palancsa winning (for the second time) - rather than a team from one of curling's traditional powerhouse nations.

Since the first Championships in Finland, Mixed Doubles has continued to grow, with open-entry World Championships. In Dumfries, Scotland, in 2014 a record total of 34 teams took part, from Asia, Australasia, Europe, North America and South America. At this event, Brazil made a world championship debut, showing mixed doubles' growing global popularity.

Instead of playing in teams of four, mixed doubles curling is for teams of two players - one male and one female (no alternate/spare player is allowed). The game is played on the same sheets of ice as "traditional" curling, with some differences, including:

- ⊙ Teams have only six stones each (instead of eight) and one of those stones, from each team, is prepositioned on the centreline before each end of play starts.
- ⊙ Player one delivers the first and last stones and player two plays the second, third and fourth stones. If they choose to, the two players may swap positions from one end to the next.
- ⊙ Sweeping can be done by both team members.
- ⊙ Each team receives 22 minutes of thinking time and games are fixed at 8 ends - compared to 38 minutes and 10 ends for "traditional" curling.



Not surprisingly for such a new discipline, changes and improvements are still being contemplated.

For PyeongChang, there will be eight teams involved, and, with Korea guaranteed a place in the line-up as host, the other seven qualifiers will be determined by points gained in the next two World Championships. The Mixed Doubles Championship will be completed at the start of the Games, before the men's and women's events get underway.

During the 2015 Championship in Sochi, Russia, IOC President Thomas Bach joined Russian Federation Deputy Prime Minister and President of the Russian Olympic Committee, Alexander Zhukov, to see for themselves what Mixed Doubles can offer. They were hosted by WCF President Kate Caithness and she said: "I was delighted to be able to host President Bach and Russian Olympic President Zhukov personally during this event. They were able to see first-hand what an exciting addition Mixed Doubles curling will be to the Olympic programme."

She added, "over the past few years the likes of Hungary, Spain and Austria have been winning Mixed Doubles medals, but find it difficult to break through in traditional curling competitions. Now that this discipline will be part of the Games, many more associations will have a chance of winning an Olympic medal."





World Mixed Doubles Curling Championship

Sochi, Russia; 18 - 25 April 2015

The international curling spotlight returned to the Ice Cube Curling Centre in Sochi's Olympic Park - the venue for the curling events of the 2014 Olympic and Paralympic Winter Games, when the World Mixed Doubles Curling Championship 2015 was staged there.

This was the eighth edition of this event since the inaugural Championship took place in Finland in 2008. With a total of 30 teams involved from Asia, Australasia, Europe, North America and South America, the global popularity of mixed doubles curling continues to grow.

Instead of playing in teams of four, mixed doubles curling is for teams of two players – one male and one female (no alternate/spare player is allowed). The game is played on the same sheets of ice as “traditional” curling, with some differences.

The teams were divided into three groups:

Group A: Australia, Czech Republic, Denmark, France, Japan, Russia, Slovakia, Switzerland, Turkey, and USA.

Group B: Austria, Brazil, China, Finland, Italy, Latvia, New Zealand, Norway, Slovenia, and Sweden.

Group C: Belarus, Canada, England, Estonia, Hungary, Korea, Poland, Romania, Scotland, and Spain.

Upon completion of the round-robin, Norway, USA and Estonia joined Canada and Russia in qualifying directly for the quarter-finals.

Meanwhile, with Hungary finishing in a clear third place in Group C, they had to await a number of tie-breakers to determine third place in the other groups, with Denmark and Japan tied in Group A, while Finland, Italy, Latvia and Sweden all still had qualification hopes in Group B.

Once the quarter-final line-up had finally been determined, Canada beat USA by 9-6, Hungary handed Russia their first loss of the competition - by 10-4, Sweden emerged as 8-3 winners over Estonia and Norway completed the semi-final line-up with a 6-4 win over Denmark.

Zsolt Kiss,
gold medal Hungary:
“we’re happy we could repeat the win from two years ago. I hope everybody is happy at home.”

In the semi-finals, Hungary faced Norway, and came from behind at the halfway point in the game to win 9-6. The other semi-final was between Sweden and Canada and the teams were tied at 6-6 as they played the final end. However, in that end, Sweden’s Per Noreen made a raise takeout to remove the counting Canadian stone and win by 8-6.

Norway went on to beat Canada by 9-4 to take bronze medals while Hungary and Sweden faced each other in the gold medal game.

This game was tight all the way, with Sweden levelling the score at 4-4 in the sixth end with a single point steal. In the seventh end, Hungary’s Zsolt Kiss drew through a tight pack to tap out a Swedish stone and score two points for a 6-4 lead. When Sweden could only take one point from the last end, Hungary’s Dorottya Palanca and Zsolt Kiss won the World Mixed Doubles Curling Championship for the second time, following their 2013 win in Fredericton, Canada.

The 2016 Championship will be held 16-23 April in Karlstad, Sweden.



RESULTS

Medal teams

🇮🇪 **Hungary**
Dorottya Palanca
Zsolt Kiss

🇸🇪 **Sweden**
Camilla Johansson
Per Noreen

🇳🇴 **Norway**
Kristin Skaslien
Magnus Nedregotten

Online results:

<http://wcf.co/wmdcc2015results>

World Curling Hall of Fame

During the season, the WCF announced that Canada's Russ Howard and Ray Turnbull, and Japan's Hiroyuki Saito, were to be inducted into the World Curling Hall of Fame.

This was the fourth year that the WCF accepted nominations for induction into the Hall of Fame, which is described as "the highest honour that the WCF can bestow".

The honour recognises outstanding achievements and contributions to World Curling. There are two classes of Award - curler and builder.

For more information on the World Curling Hall of Fame, go to: www.worldcurling.org/world-curling-hall-of-fame



Hiroyuki Saito

Japan's Hiroyuki Saito was a Member of the WCF Executive Board for six years, from 2002 until 2008. Saito brought the first World Curling Championship level competition to Asia in 2007 when Aomori, Japan, hosted the World Women's Curling Championship.

He was also a long serving President of the Pacific-Asia Curling Federation, during which he ensured the region received permanent spots in the men's and women's World Curling Championships. In his homeland, Saito also served as President of the Japan Curling Association, overseeing a considerable increase in the number of curling clubs in Japan.



Russ Howard

Canada's Russ Howard won Olympic gold skipping Team Canada in 2006 in Turin, Italy, in addition to winning Canada's national championship (The Brier) and World Curling Championships in 1987 and 1993.

He played an important role in revolutionising the way the game is played. The current four-stone Free Guard Zone rule can be traced to Howard's so-called Moncton Rule, which was introduced at a bonspiel in his hometown in 1990.



Ray Turnbull

Canadian Ray Turnbull was a Brier winner in 1965, and played a crucial role prompting the Canadian Curling Association (now Curling Canada) to create a junior-age national championship.

During his years as a player, he developed teaching techniques and was among the first to offer formal instruction for players and coaches, both in Canada and around the world, in addition to his work as an official. Turnbull moved into the broadcast booth with TSN in 1985 and stayed there through until 2010, becoming one of the sport's most familiar and trusted voices.

Athlete Commission

The main focus of the Athlete Commission in the past year has been to build interaction with athletes through being present at Championship events, collecting ideas, information and knowledge in order to establish best practices.

Members of the Commission were present at the World Wheelchair Curling Championship in Finland, the ZEN-NOH World Women's Curling Championship in Japan and the Ford World Men's Championship in Canada.

One of the main activities for the Athlete Commission this season has been to conduct - in close collaboration with the Competitions and Rules Commission - a survey among participants (athletes and coaches) at the Women's and Men's World Championships. One hundred questionnaires were completed and provide a very valuable basis for further discussions on possible future rule changes and other initiatives to improve our sport. The results of the survey will be presented at the World Curling Congress in Belgrade.

The IOC has invited the WCF to attend the IOC Athlete Forum in Lausanne in October 2015. Ann Swisshelm, Chair ("skip") of the Athlete Commission will take up the invitation.

To be eligible to become a member of the Athlete Commission, the requirements of the definition of an Athlete must be met. An Athlete is any curler who,

within the preceding 8 years, has represented an MA at one of the following events:

- **Olympic Winter Games**
- **Paralympic Winter Games**
- **World Curling Championships (Men, Women, Wheelchair)**

The Terms of Reference were approved by the WCF Board in December 2014. However, the IOC decision to include Mixed Doubles in the 2018 PyeongChang Olympic Winter Games implies that athletes from all past and present World Curling Mixed Doubles Championships also will also be eligible for the WCF Athlete Commission.

The WCF has started a process to prepare a database of athletes who would qualify at the time of the next Athlete Commission election in 2016.

The current WCF Athlete Commission members are:

Skip

Ann Swisshelm (USA)

Vice-Skip

Cathrine Lindahl (Sweden)

Michael McCreadie (Scotland)

Bent Ånund Ramsfjell

(WCF Vice-President, Europe)

Andreas Schwaller (Switzerland)

Kelly Scott (Canada)

Bingyu Wang (China)



Ann Swisshelm, participating in the Olympic Winter Games in Sochi in 2014

WADA

Anti-Doping

The WCF collaborates extensively with the World Anti-Doping Agency (WADA) in the fight to keep curling free from doping.

Throughout the year, the WCF maintains an extensive anti-doping programme that includes in- and out-of competition testing for athletes. There are also significant information and educational initiatives.

As we try to keep curling a doping-free sport, athletes have certain roles and responsibilities, which means that athletes must:

- **know and comply with all "applicable anti-doping policies and rules".**
- **take responsibility for what they "ingest", meaning what they eat and drink and anything that may enter their body. The essential rule is that if it is in your body, you are responsible for it. In legal terms, this is called "strict liability".**
- **be available for sample collection.**
- **inform medical personnel that they are obligated not to give prohibited substances or methods.**

- **take responsibility to make sure that any medical treatment they receive does not violate the Code.**
- **cooperate with anti-doping organisations investigating anti-doping violations.**

Coaches, trainers, managers, agents and other support personnel also have certain rights and responsibilities which means that they must:

- **know and comply with all anti-doping policies and rules that apply to them or the athletes they support.**
- **co-operate with the athlete-testing programme.**
- **use their considerable influence to promote a clean sport philosophy.**
- **co-operate with Anti-Doping Organisations (ADOs) investigating anti-doping rule violations.**
- **not use or possess any prohibited substance or method without a valid justification.**

Various education resources are available on the WADA website: <https://www.wada-ama.org/en/what-we-do/education-awareness/tools-for-stakeholders>



Key Facts & Figures Season 2014-2015

First WCTV Coverage of Pacific-Asia Championships



Sweden's Niklas Edin wins second world title - with new team

119 junior curlers from **23 MAS** attended 2014 WCF/DCV Hummelt Junior Curling Camp



@worldcurling
Twitter followers increased by **47%**



WCF Facebook fans rose by **23%**

First **Broadcast** of **European Championships** in Canada and USA

49 participants from **14 MAS** for 2014 Prague Adult Camp

Global cumulative **TV audience** reach figure for **WCTV coverage** **OVER 444 million**



Hungary's Zsolt Kiss and Dorottya Palancsa win second **World Mixed Doubles** title

English women qualify for their first ever **World Junior Championships**



Estonia hosts **First World Championships** WJCC



Italian men make **play-off stages** of a major championship for first time since **1995**

Finland win First **Wheelchair curling** medal



Israel competes at **European Championships** for first time



Second world title for **Russian Wheelchair curling** team



62 participants from **15 MAS** attend 2014 **Ice-Tech and Umpiring** courses





World Senior Curling Championships

Sochi, Russia; 18 - 25 April 2015

The Iceberg Skating Palace Training Arena, one of the venues used by figure skaters to warm-up and practise at the Sochi 2014 Olympic Winter Games, hosted the 14th edition of the World Senior Curling Championships.

To be eligible to take part in these Championships, men's and women's team players "must be not less than 50 years of age by the end of the 30th day of June in the year immediately preceding the year in which the Championship is taking place".

This was the second time that Russia had hosted the World Senior Curling Championships following the event held in Chelyabinsk in 2010. Altogether 13 women's and 24 men's national teams took part.

The women were divided into two groups:

Group A: Czech Republic, Finland, Japan, hosts Russia, defending champions Scotland, Sweden, and Switzerland.

Group B: Canada, England, Italy, New Zealand, Slovakia, and USA.

The three men's Groups were:

Group A: Defending champions Canada, Czech Republic, Ireland, Italy, Japan, Kazakhstan, Latvia, and Scotland.

Group B: Denmark, England, Hungary, New Zealand, Norway, hosts Russia, Sweden, and Turkey.

Group C: Australia, Finland France, Germany, Poland, Slovakia, Switzerland, and USA.

In the women's Championship, Sweden topped Group A to qualify directly for the semi-finals, Finland finished second while Switzerland finished third in the Group. As a result, these two teams moved onto the qualification round.

In Group B, undefeated USA topped the rankings to take a semi-final place, while second-placed Canada moved onto the qualification round.

Three teams - England, Italy and New Zealand - tied for third, and the draw shot challenge results ranked New Zealand third among them, to end their Championship campaign.

Italy then beat England by 6-3 in a tie-breaker to face Finland in the qualification round. They won that by 9-3, while Canada beat Switzerland by 5-2 to set up a semi-final line-up of Canada against Sweden and Italy against the USA.

Italy beat USA in their semi-final when their fourth player Grazia Ferrero produced the shot of the session with her last - a lengthy straight raise take-out to score one point for a 7-6 win to qualify them for the gold medal game. Canada beat Sweden by 11-2 in the other semi-final.

USA then went on to take bronze with a 6-4 win over Sweden while, in the gold medal game, Canadian skip Lois Fowler led her team to a 6-2 win over Italy, for a 10th women's world seniors title won by Canada. The silver for skip Fiona Grace Simpson and her team was a first-ever world curling championship medal for Italy.

In the men's event, the top two teams in each group and the best of the three third-placed teams (determined by draw shot challenge performance) were to proceed to the quarter-finals, while the remaining two third-placed teams were to play-off for the last available quarter-final place.

At the end of the round-robin, Canada and Scotland had qualified from Group A, with Ireland and the Czech Republic tied for third and facing a tie-breaker.

Denmark, New Zealand and Sweden had all qualified from Group B while the Group C qualifiers were USA, Switzerland and Australia.

Ireland beat the Czech Republic by 7-6 in the tie-breaker, and then beat Australia in the qualification game by the same score, to then face the USA in the quarter-finals. The Irish campaign ended at this point with USA winning by 6-3.

In the other quarter-finals, Canada beat Sweden by 9-3, Denmark were 5-4 winners over Scotland and New Zealand beat Switzerland by 5-4.

Canada then beat Denmark by 5-3 in the semi-final, while USA beat New Zealand by 9-4 to set up an all-North American gold medal game.

The New Zealanders emerged as 6-4 winners over Denmark to take the bronze medals, while Lyle Sieg's USA team completed an undefeated week with a 9-4 win over Canada's Alan O'Leary to take gold medals and the 2015 title. This was the first USA gold medal in this event since 2010.

The 2016 Championships will be held 16-23 April in Karlstad, Sweden.



Fiona Simpson, silver medal Italy: "this is well and truly beyond our expectations. The team played so well - we're really, really happy"



RESULTS

Medal teams - women

🇨🇦 **Canada**
Lois Fowler (skip)
Maureen Bonar (third)
Cathy Gauthier (second)
Alllyson Stewart (lead)

🇮🇹 **Italy**
Fiona Grace Simpson (skip and third)
Grazia Ferrero (fourth)
Fulvia Tiboldo (second)
Vittoria Santini (lead)

🇺🇸 **USA**
Norma O'Leary (skip)
Linda Christensen (third)
Mary Shields (second)
Lucy DeVore (lead)
Shelley Dropkin (Alternate)

Medal teams - men

🇺🇸 **USA**
Lyle Sieg (skip)
Tom Violette (third)
Ken Trask (second)
Steve Lundeen (lead)
Duane Rutan (alternate)

🇨🇦 **Canada**
Alan O'Leary (skip)
Andrew Dauphinee (third)
Danny Christianson (second)
Harold McCarthy (lead)

🇳🇿 **New Zealand**
Hans Frauenlob (skip)
Dan Mustapic (third)
Lorne De Pape (second)
Iain Craig (lead)
Dave Watt (alternate)

Online results:

Men:
<http://wcf.co/wsc2015resultsmen>

Women:
<http://wcf.co/wsc2015resultswomen>

Fiscal year

The past twelve months have been challenging for any organisation operating in multiple currencies with wildly fluctuating exchange rates. Despite this, the WCF has produced another strong set of results that continues to provide a solid foundation for the work of the Federation moving forward.

At first sight it would appear that the Federation has faced a huge negative impact from the changes in exchange rates, with the accounts showing the deduction of an exchange rate adjustment in excess of \$400,000 USD. However, this does not tell the whole story. In fact across the operational areas of the Federation, the WCF benefited from the strengthening \$ USD. With the vast majority of this year's expenses paid out in \$ CDN, GBP and Euros, the majority of the operational areas of the business outperformed budget expectations.

Operations showed an expenditure of some \$200,000 USD under budget. While some of this can be attributed to the difficulties we have had in filling a vacancy in our finance department, the majority of this saving is due to the change in exchange rate between the date budgets were set and the expense realised.

A similar story can be seen in both Broadcasting and Competitions with our main broadcast events coming in around \$190,000 USD under budget and our competitions programme saving \$140,000 USD.

Against this background it is pleasing to be able to report a surplus of around \$380,000 USD against a budgeted surplus of \$200,000 USD. There must be caution noted with this result as whilst the exchange rates have worked in our favour this year this will not always be the case.

Marketing revenues continue to hold strong with the Women's World Championship in Japan delivering higher sponsorship revenues than the previous out-of-Canada event, the Men's World Championship in Beijing. However the European Curling Championships is more of a challenge with new sponsors proving difficult to find.

During the year, the Federation went through an exercise to appoint a second investment advisor. This was because the Board felt that it was prudent not to put all investments in one place and as such has set a policy that no single investment advisor should hold more than \$10m USD of the WCF's investments. Following a thorough process, the Royal Bank of Canada's Chicago office was selected and an investment was made with them shortly before the end of the financial year. Whilst this was significantly later than had been planned, it was important to ensure that due diligence had been carried out before any investment was made.

The Board took the decision in September to realise some of the profits on investments held with JPM to allow investment in the production of the Curling Night In America programme with NBC. This was felt to be a positive investment with the largest funder of the Olympic Games, who strongly support curling.

Income from the Sochi Games is at a slightly lower level than that of the Vancouver Games and, as is now the custom, will be allocated over the four years of the Olympic cycle.

A significant investment has been made by the Federation through the purchase of new office headquarters in Perth, Scotland. An analysis of the options showed that purchasing premises was preferable to continuing to rent with the capital cost of the building equating to around 8/9 years rental outlays. The new premises, a 200 year old four-storey stone-built building, part of a terrace overlooking a park, will be revalued each Olympic year and the valuation will be carried in the books with adjustments to the previous value taken though the accounts that year.

The balance sheet remains in a strong position, as we would expect at this point in an Olympic cycle. The Federation retains significant funds to cover the expenditures of the next three seasons. The reserves continue to build to ensure the Federation could withstand a short term loss of income and allow itself time to adjust activities to cope with such a loss.



Income and Expenditure Summary

for the Year End 30 June 2015

Income	2015	2014
Member Subscriptions	\$ 26,450.00	\$ 26,400.00
Rights and Marketing Income	\$ 6,102,077.95	\$ 7,155,211.38
Broadcasting License Fees	\$ 143,759.30	\$ 155,054.00
Programme and Service Income	\$ 93,344.86	\$ 71,858.87
Investment Income	\$ 332,126.11	\$ 83,642.08
Miscellaneous Income	\$ 86,174.93	\$ -18,379.21
	\$ 6,783,933.15	\$ 7,473,787.12
Expenditure		
Governance Expenses	\$ 426,451.93	\$ 379,661.95
Operations and Administration	\$ 1,242,320.91	\$ 1,148,348.86
Programme and Services	\$ 590,368.17	\$ 642,483.44
Competitions	\$ 612,420.76	\$ 793,085.40
Marketing Expenses	\$ 1,257,357.75	\$ 1,454,099.13
Broadcasting Costs	\$ 1,674,918.94	\$ 2,097,299.58
Olympic Games Expenditure	\$ 7,608.53	\$ 310,905.91
Anti-Doping Programmes	\$ 52,935.52	\$ 87,226.64
Bad Debt	\$ -	\$ 14,860.41
Gain / Loss on Capital Assets	\$ -6,316.10	\$ 2,878.31
Gain / Loss on ForEx	\$ 433,948.95	\$ -11,757.34
	\$ 6,292,015.36	\$ 6,919,092.29
Surplus / Loss for the Year	\$ 491,917.79	\$ 554,694.83

Balance Sheet as at 30 June 2015

	2015	2014
Fixed Assets	\$ 868,761.83	\$ 307,183.49
Current Assets	\$ 23,320,394.58	\$ 12,327,802.14
Current Liabilities	\$ 7,281,408.27	\$ 7,351,068.82
Net Current Assets	\$ 7,281,408.27	\$ 7,351,068.82
Net Assets	\$ 8,150,170.10	\$ 7,658,252.31
Reserves Brought Forward	\$ 7,658,252.31	\$ 7,103,557.48
Surplus for the Year	\$ 491,917.79	\$ 554,694.83
Reserves Carried Forward	\$ 8,150,170.10	\$ 7,658,252.31

A look forward



President Kate Caithness considers some future developments



One of the most exciting developments in the coming season will be how we move forward with Mixed Doubles.

Now that the IOC has determined it will be on the 2018 PyeongChang Olympic programme, we know MAs will be working hard to qualify.

There may be slight amendments to the Mixed Doubles rules, but the qualification procedure is set. It will be: open entry to the next two World Championships (as in the past) with the top sixteen teams each year gaining Olympic points. Hosts Korea, already have an automatic entry and the top seven nations over the next two World Championships, in terms of their Olympic points, will also qualify.

We're lucky with the qualification period we've been able to secure. The IOC has allowed us an eighteen month period rather than just one year, as it is for other sports. This means that performances at two World Championships will count for qualification, rather than just one, which is much more equitable.

Another exciting development is that our new Portable Curling Facility in Finland is due to be completed by the end of the year. We will then open the door again to all the other bids we received and to new ones too. There will be more projects like this. The Finnish project is a blueprint for the future.

While the portable facility is a milestone development, it is encouraging to note the many other facility building projects happening all over the world. We are always willing to consider giving WCF support and expertise to any MA project that will help see our sport grow.



Turning to our events calendar, we are in the hands of several tried and tested local organising committees in the upcoming season as we return to Esbjerg, Denmark; Erzurum, Turkey; Swift Current, Canada; Basel, Switzerland; and Karlstad, Sweden.

We are also going to two exciting new WCF Championship venues - Almaty in Kazakhstan, and Lucerne in Switzerland. And the season kicks off with our first-ever World Mixed Championship also in Switzerland, this time in Berne.

In developing our organisation, we can never sit back and be complacent. We need to be dynamic. Our sport may be in great shape but that doesn't mean we can't keep moving forward.

That's why we are continuing to explore the possibilities of staging new events to give us more exposure during the four-year gap between Olympic Games. And, as the new Olympic TV channel develops, we hope to have more exposure on that too.

The recent decision taken to stage the 2022 Olympic and Paralympic Winter Games in Beijing is very exciting for curling as this will be hosted in the iconic Water Cube which was the venue for swimming in the 2008 Summer Games.

And finally, we have an important anniversary coming up! In 2016, it will be the fifty year anniversary of the creation of our organisation, as the International Curling Federation. We are currently finalising plans as to how we will mark it and be able to review just how far our sport and the Federation have come since 1966.

Diary

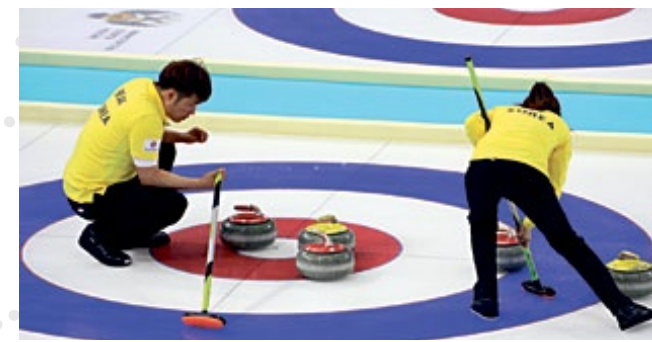
WORLD CURLING FEDERATION &
MAJOR INTERNATIONAL CURLING CHAMPIONSHIPS
2015-2016

2015

2-5 September	4th World Curling Congress	Belgrade, Serbia
12-19 September	World Mixed Curling Championship	Berne, Switzerland
12-17 October	European Curling Championships C Division	Champéry, Switzerland
7-12 November	World Wheelchair-B Curling Championship 2015	Lohja, Finland
8-14 November	Pacific-Asia Curling Championships	Almaty, Kazakhstan
20-28 November	Le Gruyère European Curling Championships	Esbjerg, Denmark

2016

3-9 January	World Junior-B Curling Championships	Lohja, Finland
12-21 February	Lillehammer Winter Youth Olympic Games	Lillehammer, Norway
21-28 February	World Wheelchair Curling Championship	Lucerne, Switzerland
5-13 March	World Junior Curling Championships	Erzurum, Turkey
19-27 March	Ford World Women's Curling Championship	Swift Current, Canada
2-10 April	World Men's Curling Championship	Basel, Switzerland
16-23 April	World Mixed Doubles Curling Championship	Karlstad, Sweden
16-23 April	World Senior Curling Championships	Karlstad, Sweden



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WCF Champions 2014-2015



China - 2014 Men's Pacific-Asia Champions



China - 2014 Women's Pacific-Asia Champions



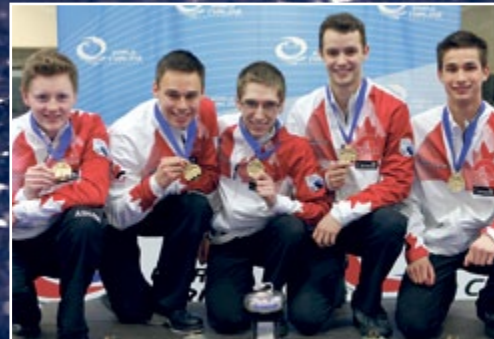
Sweden - 2014 Men's European Champions



Switzerland - 2014 Women's European Champions



Canada - 2015 Women's Junior World Champions



Canada - 2015 Men's Junior World Champions



Switzerland - 2015 Women's World Champions



Sweden - 2015 Men's World Champions



Hungary - 2015 Mixed Doubles World Champions



Canada - 2015 Women's Senior World Champions



USA - 2015 Men's Senior World Champions



Russia - 2015 World Wheelchair Champions