



ANNUAL REVIEW

2023-2024

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FROM THE PRESIDENT

Greetings!

Wow, what an action-packed season it was on and off the ice!

World Curling is grateful to all our incredible athletes, coaches, icemakers, staff, volunteers, event hosts, sponsors and so many more who made the season so special from start to finish.

We hope you'll enjoy our new look, Annual Review. Our staff has worked hard to make this edition the most comprehensive yet. I'm thankful for our entire team's hard work on this endeavour as well as everything they've worked to accomplish this season.

One of the biggest items we started working on months ago, and introduced this past January, was the rollout of our World Curling brand refresh. It was the first of our six Big Ideas generated from the Ideation Seminar held in Toronto in the spring of 2023.

Of course, this is about much more than a new logo but rather fostering and creating an even greater sense of community for our sport.

While simply dropping one word may not seem like a major pivot, we feel like the brand refresh points us in the direction our sport needs to be going in terms of growth, how we want to be perceived and how we attract a more modern audience.

We're excited about the positive feedback we're receiving from fellow international sport federations and have discussed the process and the partners we used to get it done with them.

Improving stakeholder engagement is another of our Big Ideas we worked to address this past season. Open, honest and transparent communication is critical to the success of any organisation.

Hiring Rob Gordon as our Athlete Support Officer to more effectively liaison with our world-class athletes and James Beatt as Commercial Strategy Lead to work with new sponsors is already "paying" dividends.

As part of our comprehensive Stakeholder Engagement Plan, we also launched a series of virtual Member Association small-group meetings to proactively listen, receive important feedback and build stronger relationships with keys stakeholders. Coming together leads to better outcomes and results through a more efficient and streamlined decision-making process.

Of course, growth is always important and we're looking to expand access points to curling in non-traditional areas like Mexico, India, Chinese Taipei and beyond through our floor curling initiatives with Rock Solid. Working with the World Academy of Sport, we've also created a series of online courses based around floor curling.

There are many untapped opportunities to grow curling and expand our culture, while serving as a stepping stone to facility development and traditional curling.

With the support from traditional curling nations, floor curling is one of those tools that can help make curling more accessible to a wider audience and allow us all to grow. At the same time, we are also using our floor curling initiatives to capture more data on participants through our partnership with Salesforce. We anticipate continuing to ramp up our efforts to use data more strategically.

Our most recent championship season certainly delivered many outstanding shots, memories, crowds and of course world champions in Sydney, Schaffhausen, Gangneung and Östersund. Yet, we are continually looking to better serve our outstanding athletes, fans and stakeholders by improving our annual championship events.

One of the Forward Plan's strategic areas of focus is organisational sustainability with the idea of constantly trying to improve.

We are excited about the deep dive our new Events Working Group is doing to holistically address and improve our events through the lens of every key stakeholder. We are looking at



everything from how to increase fans in the stands and making the in-venue experience more fun, to increasing revenue through corporate sponsorships, while balancing the ever-increasing costs of delivery for traditional broadcast with an appropriate level of streaming coverage in a sensible, cost-effective manner.

In the spirit of "constant improvement", I am happy to report the financial controls and systems the Board put in place after last year's issues have been effective in allowing us to deliver a successful financial result this year. We will continue monitoring ways to improve our systems and processes to best serve our members.

As we look ahead to Milano Cortina 2026, The French Alps 2030 and Salt Lake City 2034, engagement as curling ambassadors in the greater IOC ecosystem continues to be at the forefront for myself and our secretary general Colin Grahamslaw.

Relationships in this ecosystem are critical and we are working hard to further and deepen those connections on behalf of World Curling. We are working directly with the IOC as well as through our different roles with the Winter Olympic Federations (WOF), the umbrella organisation for all the winter sports at the Olympic Games.

Colin is now serving as Secretary General of WOF, while I'm on the WOF Council as well as serving as an WOF appointee to the board of SportAccord. I believe that these efforts will benefit us in the long term.

Speaking of Milano Cortina, we are working hard to make it a huge success. We are happy that Tom Brewster has been appointed as sport manager for curling in 2026, a welcome addition that will undoubtedly benefit our athletes, coaches and fans. We had a wonderful series of meetings at the recent Summer Olympics in Paris, as all eyes are now shifting to the upcoming Winter Games in 2026.

At this year's Congress, we must say goodbye to three of our most experienced Board members — Vice Presidents Graham Prouse and Hugh Millikin and Director Toyo Ogawa. All three have given many years of tireless service to make our sport better.

They've been great friends to all of us, and I know I speak for everyone in saying we appreciate their tireless efforts to advance curling worldwide.

It's never easy to see close friends and valued colleagues go, but at the same time, change is an opportunity for fresh sets of eyes with new skills sets to get involved with our governance.

As we continue working together with a bottom-up approach to grow our sport and reach new audiences around the world, I want to thank all our current World Curling Board members for serving, while welcoming a passionate set of new and talented folks to the Board.

While we focus on executing the goals of our Forward Plan, we will continue to engage with you and operate with a transparent, open-door communication policy, which we think is important to making all of us better and driving this wonderful sport into the future. Ideas, questions, concerns, new paths forwards are welcome, and we want and need to hear from you.

You've often heard me say curling is at its very best when we're united and working together toward common goals and objectives. I'm energised daily about the direction we're moving, meaningful change happening, new opportunities ahead and remain thankful to this incredible community for the opportunity to continue to serve!

Good curling!

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THE FOUR PILLARS

ORGANISATIONAL SUSTAINABILITY

World Curling fully acknowledges the need to have adequate leadership, expertise, knowledge and resources to sustain the organisation.

This requires:

- a Board with strategic capability that will become less operational and has suitable diversity and representation
- a staff of the highest possible quality, with a structure that addresses the needs of the organisation and single points of possible failure
- the development of Member Associations — of all sizes and experiences, and open communication with them all
- good relationships with all key stakeholders
- diversification of revenue away from the Olympic Winter Games
- improved gender balance
- improved environmental sustainability.

DEVELOPMENT

All World Curling work in the area of development has one overall, straightforward aim, “to expand our community”.

To achieve this, activities are focussed on five identified needs:

- Increasing the global footprint of curling, including by supporting the establishment of new Member Associations
- Helping Member Associations to develop more curlers
- Helping developing Member Associations to become self-sufficient — training, coaching, progressing from floor curling to on-ice curling
- Making significant and proactive progress in facilities’ developments
- Creating an environment for knowledge-sharing and partnerships.

ENGAGEMENT

World Curling engages with the curling community to promote our identity, culture and values.

To achieve this vision, our activities are focussed on these five areas:

- Provide world-class broadcast of our championships to a world-wide audience
- Increase the broadcast coverage of our championships to grow our audience
- Transform the perception of curling through engaging and youthful coverage on social media
- Tell the stories of our Member Associations and athletes through written and video features
- Ensure that World Curling becomes the authority of our sport through informative and detailed content on the Federation’s website.

COMPETITION

World Curling has a significant competition programme, with championships taking place from October to May in every season. Naturally, competition is the lifeblood of any sporting organisation. As the Organisation’s strategic plan, The Way Forward, highlights, these events “showcase the best athletes in the world as the ultimate ambassadors of our culture and values.”

Some key facts about the 2022–2023 season’s competitions include:

- Altogether, there were 27 World Curling-governed competitions held from 15 October 2022 until 4 May 2023
- 12 cities in eight countries on three continents hosted World Curling-governed competitions. Canada alone played host to seven events, while Scotland hosted three.
- India made its first-ever World Curling competition appearance in Aberdeen, Scotland at the World Mixed Curling Championship 2022.

BOARD & STAFF

BOARD



Beau Welling
President, United States
Elected to 2026



Graham Prouse
Vice-President, Canada
Elected to 2024



Hugh Millikin
Vice-President, Australia
Elected to 2024



Kim Forge
Director, Australia
Elected to 2024



Helena Lingham
Director, Sweden
Elected to 2026



Sergio Mitsuo Vilela
Director, Brazil
Elected to 2026



Robin Niven
Director, Scotland
Elected to 2026



Toyo Ogawa
Director, Japan
Elected to 2024



Tyler George
Athlete Commission Chair,
United States (since June 2024)



Jill Officer
Athlete Commission Chair,
Canada (until June 2024)

STAFF

Colin Grahamslaw

Secretary General

Competitions and Development

Scott Arnold
Eeva Röthlisberger
Mark Callan
Laura Mutch
Jiri Snítíl
Karri Willms

Head of Development
Head of Competitions
Development Officer and Head of Ice Services
Competitions and Development Officer
Competitions and Development Officer
Competitions and Development Officer

Broadcast

Richard Harding
Belinda Bantle-Carboni
Sylvie Aubrit

Head of Broadcast
WCTV Production Manager
Distribution, Booking and Servicing Manager

Finance

Alan Chalmers
Karen Gourlay

Head of Finance
Accountant

Media

Christopher Hamilton
Emily Dwyer
Amy Gibson
Bardocz-Bencsik Mariann

Head of Communications and Marketing
Content Manager
Content Creator
Media Manager
(until May 2024)

Secretariat

Liz Munro
Gill Amatt
James Beatt
Rob Gordon
Rhona Howie
Susan Keith
Allan McElrath
Saskia Müller-Gastell
Derek Goodwin

Office Manager
Administrator
Commercial Strategy Lead
Athlete Support Officer
Equipment and Logistics Officer
Anti-Doping Officer
IT Officer
Projects Officer
Information and Digital Technology Officer
(until March 2024)

ORGANISATIONAL SUSTAINABILITY



Operations

Two staff members left World Curling during this season — Media Manager Bardocz-Bencsik Mariann from Hungary and, from Scotland, Derek Goodwin, Information & Technology Officer.

Allan McElrath has replaced Derek Goodwin, while other recruitment, including for a new Media Officer, has also been on-going.

Integrity

World Curling continues to work with partners to monitor for irregular betting patterns associated with our major events.

Through their on-going monitoring and intelligence systems, the International Olympic Committee's Ethics and Compliance Department has reported no concerns with betting activities around our events.

Governance

Under the Chairmanship of Board Director Rob Niven, the Governance Commission has reviewed a number of areas in the constitution this year, with proposals due to be presented for consideration at the Annual General Assembly. These include:

- **A change in the voting system to more widely reflect the development status of a Member Association beyond just the number of curlers**
- **The addition of voting rights to the Athlete Commission Chair as that person now sits on the Board**
- **A minor adjustment to the rules on gender balance on the Board to ensure the members have a free choice for the President**
- **A tidying-up of the nominations and election rules**
- **A change to the way Member Associations are represented at Annual General Assemblies**
- **A tightening up of the Anti-Doping rules to mean that teams will be disqualified if any of their team members are guilty of an Anti-Doping Rule Violation**

The Governance Commission has also reviewed and proposed to the Board two new conditional Members — Monaco who were confirmed as a Conditional Member in early August and Iran, who the Board are set to discuss during Congress.

BOARD TIME OUTS

Three of the most experienced members of World Curling's Board will be stepping back at the 2024 Annual General Assembly.

With almost 40 years' combined service, Vice-Presidents Graham Prouse (Canada) and Hugh Millikin (Australia), along with Director Toyo Ogawa (Japan), have all reached the maximum length of service allowed by the Constitution, and are now obliged to step aside.

In the lead-up to their departures, all three have been invited to reflect on their experiences with the Federation, as well as their achievements and hopes — for their own futures, as well as the sport's.



GRAHAM PROUSE

Graham Prouse, from Canada, was first elected to the World Curling Board in April 2010. Then, in 2014, he was elected as Vice-President (Americas) for an initial three-year term. Before that, Graham had been on the Canadian Curling Association board (from 2005).

Speaking about how he got into sports administration, he says, "I ended up in administration by accident. I was told there was a vacancy on the Alberta Provincial Board, and I was filling it!" He recalled wryly, "I was voluntold!" He continued, "After five years on the Canadian Board, this opportunity (World Curling Board) came up."

Graham also recalled his first impressions of when he joined the World Curling Board, "I came onto the Board from Curling Canada — the largest and most mature member — and I thought the WCF Board had the maturity of a provincial-level organisation."

He also recalls clearly what he thought was one of the priorities that needed to be addressed, "I can recall when I started there was a significant cashflow challenge — I'm proud that we established a reserve and built it to many millions of dollars." Graham adds, "the organisation is full of really good people — passionate but excited to see the organisation grow. We're a sophisticated business now."

More details of the contributions made by these three strong curling characters can be found on the World Curling website.



HUGH MILLIKIN

Hugh Millikin, from Australia, was first elected to the World Curling Board in September 2014, as Vice-President (Pacific-Asia) for an initial two-year term.

In September 2016, Hugh was re-elected, unopposed, for another four-year term. Then, in 2020, he was re-elected, again unopposed, for another four-year term.

Among other contributions, Hugh is the chair and board liaison of the Competitions and Rules Commission, which ensures all competitions and rules are fit for purpose.

Hugh was born in Canada and curling has always been Hugh's family, as he explains, "I grew up in a family of curlers — in Ottawa — my mother used to take us to the curling rink."

Hugh first went to Australia in 1988. In 1992, curling was given the status of a demonstration sport at the Albertville Olympic Winter Games. Hugh's team of the time qualified Australia for this event.

From 2013 to 2014, prior to his appointment on the World Curling Board, Hugh was the President of the New South Wales Curling Federation. Hugh explains, "When my playing was coming to an end, I became State President in Australia, and then national President, and my next thought was to be a WCF Board member."

Looking back, Hugh reckons he has brought a "critical friend" approach to his role. He says, "I've always had an entrepreneurial background — so I'm always asking questions."



TOYOKAZU OGAWA

Toyo — as he is universally known — was first elected to the World Curling Board in April 2012. During the Board restructure in 2014, he was re-elected as a Director for an initial one-year term. Then re-elected for a full four-year term in 2015. In 2019, Toyo was re-elected unopposed for his final four-year term.

Toyo came to the Federation with significant background and experience, in business, curling and sport more generally. He says, "I was a Board member of the Japan Curling Association and from there I was a member of our National Japan Olympic Committee."

He also held a prominent post as curling made its modern-day return to the Olympic fold in 1998 at the Nagano Olympic Winter Games. "I was the team leader of the 1998 Nagano Olympic team. After that, I became Vice-President of the Japanese Curling Association and then President for a couple of years."

He explains, "When I joined, I wanted to give a different perspective to the Board. Most people are from Europe and North America, so I wanted to listen, and I wanted to keep my perspective. Coming from Japan, I wanted to represent the Asia zone."

His expertise involved Toyo in specific areas of the Board's work, "I became Chair of the Facilities and the Technical Commission. I've been involved in the Facilities working group and assisting in the sustainable venue solutions work. I'm now a member of the Finance Commission."

FINANCIAL

After the disappointing results in 2023, better budget-setting and cost-control mechanisms were put in place to ensure that the 2024 figures were both significantly improved and had fewer surprises along the way.

The reported deficit for the year is therefore \$USD 158,165, against a budgeted deficit of \$USD 224,248.

Of course, there are some items that have come in better than forecast and some that have not.

Income

Overall, income increased by \$USD 900,000 in the year and was \$USD 645,000 better than budgeted. This was largely due to improved performance on our investments, with higher balances on deposit at favourable interest rates, higher dividends within our investment portfolio and a minor rebalancing of the portfolio as the world's stock markets lifted above book cost for the first time in two years.

Competition sponsors for some of our major championships remain elusive, with no sponsorship income in place yet for the Pan Continental Championships. Elsewhere other sponsorship income has stood firm and has been augmented by the two commercial partnerships struck by the Business Development team, with many more opportunities on the horizon.

Despite two extremely successful championship events in Sydney and Schaffhausen, our share of profits was down compared to the previous year, which is consistent as the Men's and Women's fluctuate in and out of Canada.

One day after our Congress in Seoul, Recast fell into administration. Fortunately, their replacement, StreamAMG has been extremely successful so there was no significant impact on budgets.

Elsewhere, Broadcast revenues remained robust, and more curling was sold to more international networks than previously.

“Broadcast revenues remained robust, and more curling was sold to more international networks than previously”

Expenditure

Expenditure was down \$USD 671,000 year on year but was still \$USD 575,000 over the original budget set.

Congress 2023 in Seoul was notably cheaper than the equivalent week in Lausanne the year before, saving \$USD 200,000 in the process.

Operational costs were \$USD 391,000 up year-on-year, primarily due to the extra staffing levels, although in real terms, costs were still less than budgeted as the favourable GBP-USD currency rate in the second half of the year meant the dollar expenditure was suppressed.

Media and Marketing combined were \$USD 22,000 better than in 2023, whilst also including \$USD 140,000 of re-branding costs as one of the first “Big Ideas” came to fruition in the year.

Broadcast costs were reduced by \$USD 833,000 in the year, but still exceeded the original budget by \$USD 300,000. The contingency amount provided for in the 2023–2024 Budget was deployed, and under the new budgetary control system, a top-up to budget of \$USD 120,000 was approved by the Board in February. Included in these costs was a one-off development fee for StreamAMG's OTT platform.

Significant savings were made at the Pan Continental Championships, the World Women's Championship and the World Mixed Doubles Championship as the lessons learnt from the experimental new broadcast methods used previously, were put into practice during the season. Only the World Men's Championship saw an increased spend in the year.

A more robust reporting mechanism as well as enhanced budgetary control meant that Broadcast delivered more than its share of the overall improved financial position of the Federation.

Balance Sheet

At the year-end the Federation had a Balance Sheet worth \$USD 8.8m, with sufficient liquid assets to cover eighteen months' operating expenses.

INCOME & EXPENDITURE ACCOUNT

for the year ended 30th June 2024

	2024 US\$	2023 US\$
INCOME		
Membership Income	41,450	41,850
IOC Monies	5,217,068	5,006,875
Marketing and Sponsorships	1,153,111	1,111,303
Bank Interest	422,714	244,778
Dividends	116,280	79,621
Realised Profits on Investments	288,370	42,395
Event Rights Fees	106,765	242,213
Development Programmes	146,244	74,547
Broadcasting Income	1,270,484	1,068,452
Miscellaneous Income	133,920	74,831
	8,896,406	7,986,865
EXPENDITURE		
Board Expenses and Congress	325,448	540,564
Commissions and Working Groups	62,964	43,433
Operations	2,361,609	1,970,030
Development Programmes	530,169	551,673
Competitions	1,086,775	1,160,550
Finance	106,058	107,844
International Relations	10,692	24,070
Media Expenses	331,936	474,017
Marketing	885,457	721,215
Broadcasting Expenses	2,919,808	3,752,465
Olympic Games	122,472	13,449
World Anti-Doping Agency	96,352	74,835
Other Administrative Expenses	95,058	7,542
Loss on Foreign Exchange	119,773	284,093
	9,054,571	9,725,780
Ordinary (Deficit)/ Surplus for the Year	(158,165)	(1,738,915)
Reserves Brought Forward	8,990,192	10,729,107
Reserves Carried Forward	8,832,027	8,990,192

BALANCE SHEET

as at 30th June 2024

	2024 US\$	2023 US\$
FIXED ASSETS		
Tangible Fixed Assets	1,254,388	1,279,124
Investments	7,499,167	7,142,046
	8,753,555	8,421,170
OTHER ASSETS		
Stock	55,632	55,632
Debtors and Prepayments - due after 1 year	1,317,953	432,767
	1,373,585	488,399
CURRENT ASSETS		
Debtors and Prepayments - due within 1 year	1,938,984	3,482,511
Bank and Cash	6,721,710	12,202,237
	8,660,694	15,684,748
CURRENT LIABILITIES		
Creditors and Accruals	5,155,807	10,804,125
NET CURRENT ASSETS	3,504,887	4,880,623
TOTAL ASSETS LESS CURRENT LIABILITIES	13,632,027	13,790,192
LONG TERM LIABILITIES	4,800,000	4,800,000
TOTAL ASSETS LESS TOTAL LIABILITIES	8,832,027	8,990,192
Represented by		
RETAINED RESERVES	8,832,027	8,990,192

THE NEW ROLE OF COMMERCIAL STRATEGY LEAD

World Curling made an ambitious step on the journey to improving engagement, increasing exposure and developing mutually beneficial relationships with partners and stakeholders by appointing James Beatt to the new post of Commercial Strategy Lead in July 2023.

Originally from England, where he now lives again, James has enjoyed a career of more than fifteen years in the business of sport. For much of that time he was based in Malaysia and Singapore, working with Repucom (now Nielsen Sports), Infront Sports and Media and International Federations such as, the Badminton World Federation and the Asian Football Confederation, among others.

Speaking about his background, James says, "When I started, it was clear that sports rights were going to explode, but also that most sports rights holders didn't really understand the potential value of their rights." He continued, "Repucom (now Nielsen Sports) developed a model to calculate the value of those rights, which significantly helped to increase my knowledge. Repucom were pioneers in this space and if you look at what's happening with the larger sports — football, formula 1, etc. — those rights are still going up in value."

James uses badminton, which is now one of the most-watched sports throughout the massive market of Asia, as an example, "Working on the badminton project got me into commercialisation of rights and I'm trying to bring my learnings about monetisation to curling." and he warns, "We have to adapt, otherwise we will get left behind."

James continued, "The first step has been to put our new Curling Channel in place. We ran into production issues when we started, but we've identified them and have been looking to improve. Because of those issues, we re-imbursed tens of thousands to customers. Even after the reimbursement, we've exceeded all expectations. It shows that the value for our rights is there."

James also highlights another important aspect of this new work, "For the first time ever, we've collected viewer data. Before now, we've had no access to data. Now we're starting to have full understanding of who our fans are, where they are, or how often they're engaging with the sport — and that goes for Member Associations too."

He highlights another point that can now be improved, "Sponsors want to be able to engage with our audiences, and we've not been able to give them in-depth information about the demographics of our fans. Now we can and this is leap in the right direction."

Since James has arrived, several new sponsors have come onboard in multi-year deals, including financial services company Central FX, as World Curling's Foreign Exchange Partner, ISS as World Curling's Official Ice Production Partner, and more

recently apparel brand Macron as the Federation's Official Technical Partner.

Another area for James' attention has been floor curling. This year, World Curling has now expanded the long-standing floor curling partnership with Rock Solid Productions and James has been working behind the scenes to support this activity. He says, "Floor curling is pretty big in some markets, and we now have a new course on-line through the World Curling Academy."

Some of James' highlights include — "Mexico — they have ambition to put floor curling in every University in Mexico, and also introduce a floor-curling course on their curriculum." Chinese Taipei have already hosted their first Hsinchu City National Championships. We received thousands of views on YouTube and had to limit the number of entries due to the demand to participate.

Reviewing progress so far, James says, "This year has been about creating pillars of stability. And while our various World Championships will always be the marque events — we need to look beyond these. We also have a loyal dedicated fan-base that demands new content and competitions. We're liable to see change and we need to be ready."





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COMMISSIONS & WORKING GROUPS

While the Board Directors, supported by a team of professional staff and contractors, are ultimately responsible to the Member Associations for the performance of World Curling, much of the detailed activity is delegated to a number of specialist Commissions and short-life working groups and committees.

Commissions

World Curling has had five on-going Commissions:

- Athlete Commission
- Competition and Rules Commission
- Finance Commission
- Governance Commission
- Technical Commission

During the season, an expansion of the Athlete Commission was agreed. As a result, the Commission has moved from six to ten members, including, for the first time, a male and female representative from the World Curling Team Rankings.

The Competition and Rules Commission set up two specialist sub-groups — a wheelchair curling expert group and an equipment advisory group.

The Governance Commission has reviewed a number of areas in the constitution this year, with proposals due to be presented for consideration at the Annual General Assembly.

Working groups

Several working groups and committees have been in place this season. They include:

- DEI working group
- Events working group
- Equipment advisory group
- Hall of Fame Induction committee
- Medical working group
- Nominations committee
- Sustainability working group
- Transgender Policy Working Group
- Wheelchair curling expert group

One highlight of this work is the major milestone reached by the Sustainability working group that saw World Curling become a signatory of the Sports for Climate Action Framework.

The Framework is an initiative of United Nations Climate Change that aims to support and guide sports actors in achieving global climate change goals. Since its formation, over 250 sports organisations signed the Framework, including several international federations in the winter Olympic Movement.



DEVELOPMENT

World Curling's development activities continued strongly in the last year, led by two major initiatives – the World Curling Academy and its far-reaching programme of courses and seminars; and a new focus on floor curling, through an expanded partnership with Canada-based Rock Solid Productions.

WORLD CURLING ACADEMY



The World Curling Academy is a partnership between World Curling and the World Academy of Sport that aims to provide education and certification for all aspects of the sport as well as providing resources to develop and grow curling locally and globally.

The Academy has a growing catalogue of online seminars on all topics of the game, including the rules of curling and competition, umpiring, maintaining curling ice, an introduction to wheelchair curling, and various aspects of coaching and competition management, such as time-clock operation at championships events.

Altogether 2,261 individuals successfully completed online courses during the year, with the most popular being Time Clock Operator (829) and Introduction to Maintaining Curling Ice (486). In addition, 351 individuals took part in the Introduction to Wheelchair Curling seminar. The World Curling Academy also introduced a series of practical webinars on brushing, balance and fitness techniques for players.

To improve accessibility, all the on-line courses are gradually being translated into languages beyond English, while, as well as all this online activity, Scott Arnold, World Curling's Head of Development, has managed a programme of in-person sessions and assessments in various locations around the globe.

The numbers of locations involved provide some idea of the scale of this operation:

Ice Technician: Belgium, Denmark, Korea, Netherlands, Poland, Scotland, Türkiye, United States

Chief Ice Technician: Finland, Korea

Game Umpire: Australia, Denmark, Japan, Poland

Technical Coach: Australia, Korea.

In addition to all this activity, several adult camps have taken place, including, for the first time, in Tallin, Estonia.

The World Curling Academy has also launched an on-line seminar giving details of the newly devised rules of competition for floor curling, to tie in with another major development initiative being undertaken by World Curling.



WORLD FLOOR CURLING

In January, World Curling announced the expansion of its long-standing partnership with Rock Solid Productions Inc. of Canada, the global leader in iceless curling.

KOREA

The partnership will promote floor curling within the World Curling membership and aid in the establishment of new Member Associations.

As part of the partnership agreement, World Curling undertook to manage the governance for the floor curling discipline and has now developed a rulebook for the sport.

At the time of the launch, World Curling President Beau Welling said, "We're delighted to grow our partnership with Rock Solid Productions and expand the role that floor curling can provide in promoting and developing our sport. We've seen substantial membership growth over the last number of years but many of our younger members don't have access to ice to practice.

Floor curling has a track record of successfully introducing curling and this new partnership will allow us to take it one step further by introducing tournaments to the off-ice discipline."

Emphasising the role that floor curling can play, Rock Solid Productions President Chad McMullan said, "We have delivered almost three million floor curling experiences in Canada over the past 15 years, and from this, tens of thousands of these floor curlers—primarily school children—eventually started playing on ice."

McMullan added, "This expanded partnership will help bring those opportunities to the rest of the world." So far, that has already proven to be true

BELARUS



AUSTRALIA



NIGERIA



MEXICO



with programmes either underway or planned in countries such as India, Mexico, and Pakistan, with Chinese Taipei already holding a national championship event. A national competition is ready to be staged in Korea, with the finals scheduled to take place in concert with the LGT World Women's Curling Championship 2025, being held in the Uijeongbu Arena, in Uijeongbu, Korea.

Some 20% of World Curling's Member Associations do not have access to curling ice within their territories, so it is difficult to underestimate the importance of floor curling's role and potential throughout the world.

ATHLETE SUPPORT STRENGTHENED



“Going forward we want to have an athlete licensing system and an event licensing system”

In 2023, World Curling appointed Rob Gordon to the brand-new position of Athlete Support Officer and since then, he has been making progress to improve the lot of curling’s athletes, as well as looking at how to improve and rationalise the events that they play in.

Rob, who is based in Winnipeg, says, “It’s been good fun and different, and I’m enjoying it.”

Describing exactly what his job is, he adds, “A portion of my job is working with World Curling’s Athlete Commission. They’re all volunteers, so I do a lot of their book-keeping. Basically, they tell me what to do and I try to make it happen.” Beyond that, Rob has other ambitious work on his plate, “going forward we want to have an athlete licensing system and an event licensing system.”

Rob’s work and appointment have come at a time of change for the Athlete Commission. He says, “The Commission has expanded to ten members, and we’ve been re-writing the terms of reference. We’ve just had an election, and I’ve contacted the database of eligible athletes for them to vote for our new expanded Commission members. We’ve now expanded the athlete database to include players from the top teams in world rankings, not just those who have played at world and regional championships as before. Now, even if you’ve played in the European or Pan Continental B- or C-Divisions, you’re allowed to be on the database and vote. This move went over well, everyone seems to think it was a good change.”

And asked about reaction to his role, he says, “The Athlete Commission has said that they appreciate that World Curling has created this position. The Commission is seeing positive outcomes, and hopefully that will trickle down to the athletes themselves.”

A big responsibility for Rob is the establishment of an Athlete Licensing System. He explains, “We want all athletes who participate in World Curling events to be licensed in one way or another. That will mean they will have completed all the necessary certification — for example having gone through an anti-doping course with the world anti-doping agency, or a match-fixing awareness course.”

“Licensed athletes will also learn about the rules of curling — that’s one everyone wanted included at some level!” Rob said, with a smile.

Rob continued, “This licensing serves multiple purposes. Some of the courses are helping with athlete welfare — the Athlete Commission has been discussing mental health a lot, so it really helps.

“We’re looking at the bigger picture in all of this. Eventually, we’ll have an event licence. We have a tour running but we want to be able to identify a standard of event components that will make a competition eligible for world tour points.”

Going back to the theme of athlete welfare, he adds, “One of the biggest things for welfare is trying to have a more concise event calendar, with, for example, events clustered geographically.”

Another role for Rob is to build an athlete database, “We’re trying to make our database more user-friendly. We put out an Athlete Commission newsletter every two months, and the database really helps with that.”

When asked what he feels about the role after his first year, Rob says simply, “Once we have the Athlete Licensing System up and running, I’ll feel that I’ve accomplished something.”





NEW PARTNERSHIP FOR MORE SUSTAINABLE ICE PRODUCTION

At the beginning of 2024, World Curling announced a new five-year partnership that sees German company ISS become the federation's Official Ice Production partner.

“This can become a positive resource for our Member Associations and the wider curling community”

ISS are the creators of the ICEGRID artificial ice rink system – which was used for curling at the Beijing 2022 Olympic and Paralympic Winter Games. One of the system’s major benefits is that it brings a more sustainable and consistent approach to the production of curling ice, allowing World Curling to work towards developing sustainable curling facilities around the world.

So how does the system work? Mark Callan, World Curling’s Head of Ice Services explains, “It’s a flooring system that can be used anywhere. Basically, it’s a plastic crate with openings for plastic or stainless steel pipes, through which you run coolants to freeze ice. And it’s re-usable multiple times. Once you’ve used it, you just roll it up and take it elsewhere.”

Speaking about the Beijing surface, he added, “The floor in Beijing was one of the most stable ice surfaces we’ve ever had. Technically, it was more consistent and therefore produced better performance ice.”

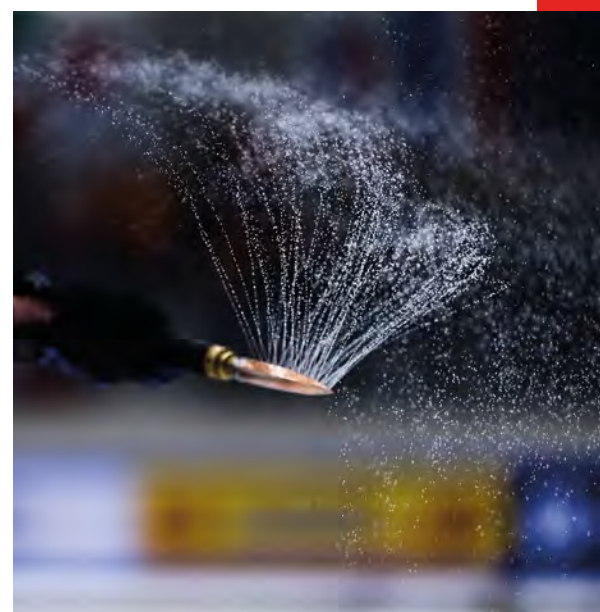
As well as being energy efficient in its operation, Mark explains other aspects of the system that contribute to the sustainability agenda, “The system is ammonia and glycol based. Glycol

is a sealed unit, so you re-use it all the time, and ammonia has no ozone depletion rating – it’s completely ozone-friendly, which is a big improvement on other methods we’ve used in the past.”

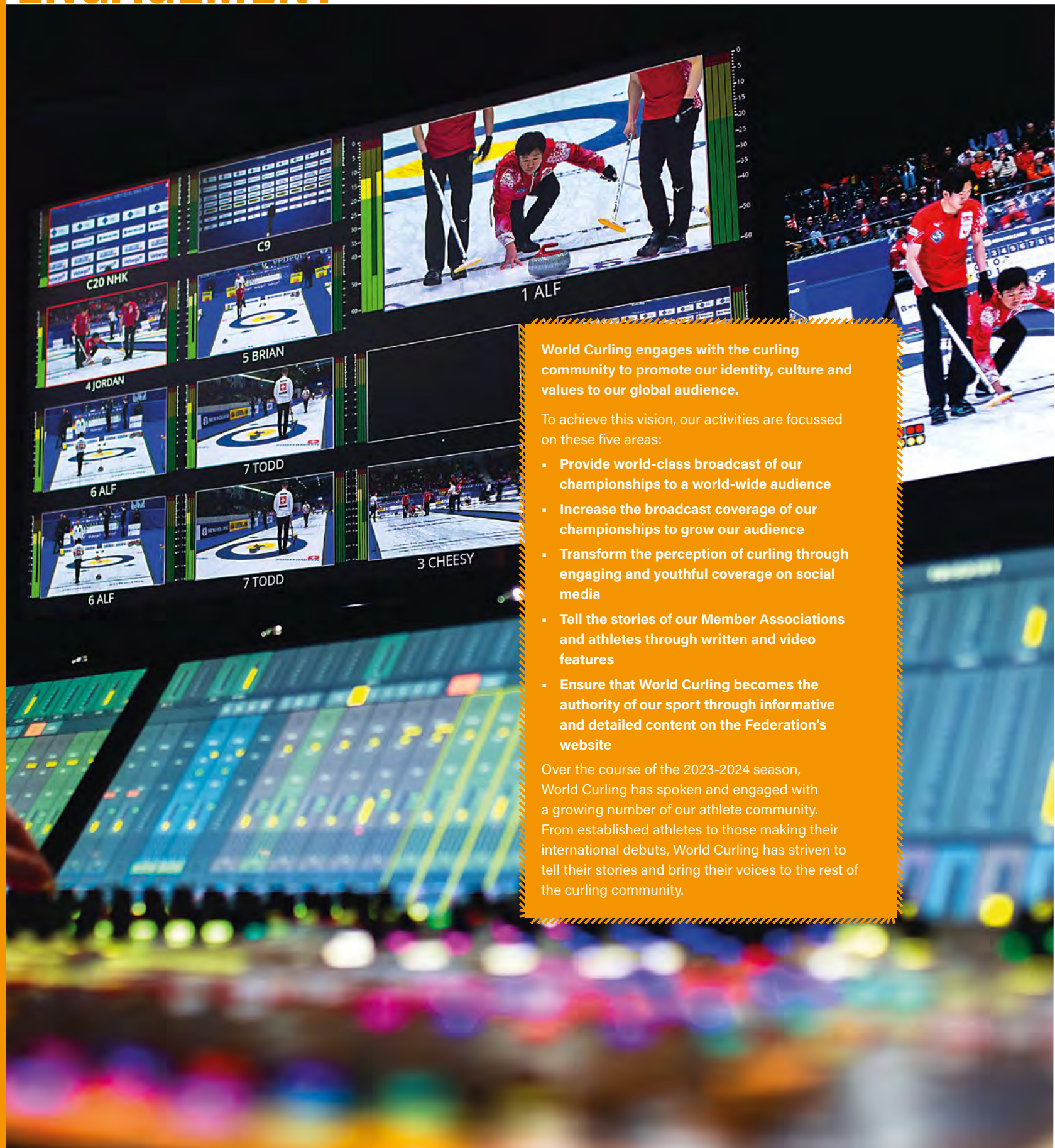
But, even when using the ICEGRID system, other traditional ice-making challenges still exist, for example, the need for de-humidification. Mark confirms, “De-humidification issues still exist, but we tend to use rental units now, which have the latest energy efficiencies, making them more environmentally friendly than before.”

Mark and ISS have recently collaborated in the installation of a system in a new facility in Czechia – a converted warehouse in Ostrava. Mark says, “All in all, it’s ideal to use as a new or temporary installation.”

Speaking about the partnership, World Curling Commercial Strategic Lead James Beatt says, “Ice production is an energy intensive process. This partnership will give us the opportunity to carry out that fundamental requirement of our sport in a more sustainable and efficient manner.” As the Czechia install shows, James adds, “This can become a positive resource for our Member Associations and the wider curling community.”



ENGAGEMENT



World Curling engages with the curling community to promote our identity, culture and values to our global audience.

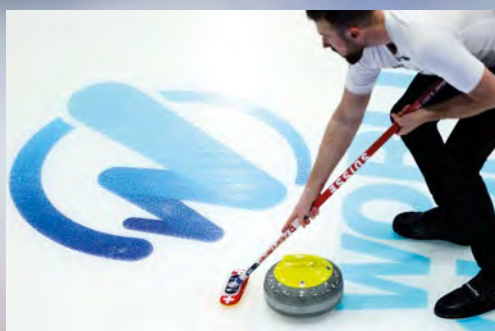
To achieve this vision, our activities are focussed on these five areas:

- Provide world-class broadcast of our championships to a world-wide audience
- Increase the broadcast coverage of our championships to grow our audience
- Transform the perception of curling through engaging and youthful coverage on social media
- Tell the stories of our Member Associations and athletes through written and video features
- Ensure that World Curling becomes the authority of our sport through informative and detailed content on the Federation's website

Over the course of the 2023-2024 season, World Curling has spoken and engaged with a growing number of our athlete community. From established athletes to those making their international debuts, World Curling has striven to tell their stories and bring their voices to the rest of the curling community.

REBRAND

The launch of the World Curling rebrand and new website arrived as one of the cornerstone components of the six “Big Ideas” defined by the World Curling Board in January 2023.



The brand refresh launched in January 2024 prior to the Youth Olympic Games in Gangwon and become more prominent at World Curling championships throughout the final few months of the season.

“The new identity is a modern and dynamic brand for our sport,” said World Curling President, Beau Welling. “We are excited to be showcasing our sport and brand to increasingly younger and more diverse audiences by reaching them through our engaging digital platforms.

“The brand identity refresh is about more than just a new logo. It’s an opportunity to redefine our vision for the sport and share our values to the wider world as we continue to develop as a modern and inclusive community.

“The brand was developed, in collaboration with our partners, WePlay, to be flexible and allow us to consolidate the number of projects managed

by World Curling under one unified brand umbrella. This refresh is a fundamental first step in the exciting journey our organisation and sport is undertaking.”

The new World Curling logo is the embodiment of the core aspects of the sport, crafted with the two fundamental elements of curling. The outer circle draws inspiration from the rotation of a stone, while the internal element is designed to emulate the sweeping motion on ice.

Together the two elements work to create a sense of forward movement, alluding to the future of World Curling as we continue to foster the development, values and community of our unique sport.

The new brand identity launched alongside a modern website and a refresh of our existing digital assets and social media channels.

“The new identity is a modern and dynamic brand for our sport”



MEDIA

World Curling's Media operations spent the season developing deeper connections with our athletes and broader curling community with engaging social media content and by developing and sharing the stories of our Member Associations.

This change in content and engagement strategy brought with it several highlights.

As part of the rebranding process, the website was separated to hold the news and authoritative content, while the event live scoring and data is now managed on a separate standalone section of the website to improve performance.

Following these changes, content areas of our website received over five million unique page views, while the live scoring section — now

managed by our partners at CurlIT — received over 52 million page views for the season.

The shift in strategy allowed us to focus on creative and engaging social content that would drive a younger and more digital-first audience to our sport. This content allowed us to highlight our athletes and bring the curling community behind the scenes of our championships in more fun and entertaining ways with a focus on short form video.

All our social channels continue to grow steadily, and various pieces of content have gone viral throughout the year. Many of our short form pieces receive millions of views — our most successful Instagram Reel currently has a view count of 30.7 million views (at the time of writing).

Our long form written content has brought in multiple new voices, including articles provided to the World Curling website throughout the season by our athlete community and in particular, Anna Kubeskova from Czechia.

This variety of long form written content has allowed us to tell a range of stories from our Members, several of which have been highlighted throughout this Annual Review.

This season also saw the Media Team launch the new Photo Licensing system. This allows World Curling to sell their photography from events in an effort to offset some of the increasing costs associated with staffing championships with photographers.

Media Manager, Bardocz-Bencsik Mariann left the Federation at the end of the season, though will continue to work with us on a freelance basis. A new full time Media Officer has been employed and will join the team following the 13th World Curling Congress in Montreal, Canada. More information on the new Media Officer will be made available when appropriate.

Visit our website at <https://worldcurling.org> to read the articles produced in our 2023–2024 season.



BROADCAST

World Curling's broadcast activities are vital in increasing global awareness and involvement in our sport. But, as with all sports, the environment and audience demands are challenging and constantly changing.

Prior to 2020, World Curling TV covered our main events with one or two productions involving a maximum coverage of two sheets of ice from each session during the round-robin stage of each Championship.

The decision on which games were prioritised was driven by demand from World Curling's broadcast partners. This meant that there could be almost no coverage of some of the participating countries at these championships.

World Curling's main broadcast efforts now concentrate on six major championships — the European and Pan Continental Championships in November and December and the four World Championships (Juniors, Women's, Men's and Mixed Doubles) in March and April.

With more digital TV channels being offered by most broadcasters, there is no limit on the amount of content required. Many of our broadcast partners are now interested in showing as many games as possible from our events involving teams from their countries.

To facilitate this demand, World Curling have addressed the method of production, and the costs involved in making a TV show to the specification required by our broadcast partners.

Broadcasters are still feeling the effects of the financial crisis and have less money for rights or the cost of traditional broadcast productions that require the use of an Outside Broadcast truck and up to 25 crew per game. Without sufficient revenue generation, World Curling cannot afford to produce three or four shows at a time to this level. The result is that World Curling has been working towards the need to produce shows at

much lower cost while maintaining the quality to satisfy our broadcast partners.

There has been a rapid improvement in the quality of cameras allowing a higher fidelity of picture at a much lower cost. Curling is fortunate because the field of play does not move so a satisfactory programme can be made using four or five cameras. This includes overhead cameras at each end of the field of play on a rail above the house. These cameras are often used for more than 50% of all shots in any game as they both pan and tilt.

The other main saving involves the rapid development of computer-based technology, allowing transfer of the shows from the site of the event to the broadcaster. The resilience of this technology has significantly improved. This has resulted in all games from our six major events being covered by either moving or static cameras to an acceptable production standard. There is increasing demand from our partners to take all games involving the teams from their country, no longer just from Canada.

The results of these developments can also be seen by curling fans through the creation of "The Curling Channel" which will involve all games being shown and the option to switch from one sheet to another at the click of a button during the round robin series of the event. This allows the viewer to chart the progress of any team at any time for a reasonable subscription cost.

THE CURLING CHANNEL



International sports broadcasting is changing rapidly, with more and more sports bodies producing streaming content, on platforms they control, that are suitable for viewing on smart phones, tablets and computers as well as on a television.

Gradually this route — of spectators consuming sports coverage individually, rather than by way of the more traditional broadcast methods through national and international television channels — is becoming more prominent.

Historically, TV broadcasting of World Curling competitions has been expensive and in recent years seen broadcast revenue being squeezed. That is the background as World Curling has continued to develop The Curling Channel.

The method of production and the costs involved to make a TV show to the specification required have been addressed with the improvement in technology, while a new subscription service has been set up to help offset some of those costs.

The Curling Channel set-up means that more coverage is available session-by-session at World Curling events. Subscribers can now choose what they want to watch, and when they want to watch it.

The ambition is for The Curling Channel to stream all sheets at World Championships and provide static coverage of events they would not have previously been able to show, giving curling fans more to watch than ever before.

World Curling's Commercial Partnerships Manager James Beatt has been involved in developing this new model, and he says, "We want to provide the greatest archive of Curling content for fans around the world, so our followers can access past, present and future Curling competitions 24/7. This shift in strategy will ensure the Curling Channel becomes an enabler for curling competitions, member associations and other third parties, to develop bespoke content for our fans worldwide."

While streaming to individual subscribers is proceeding apace, there have been developments in World Curling's broadcast production methods too. Richard Harding, World Curling Head of Broadcast, explains, "One of our main savings involves the rapid development of computer based technology, allowing transfer of the shows from the site of the event to our broadcasters around the world."



Richard continued, "The resilience of this technology has also improved hugely. This has resulted in all games from our six major events being covered by either moving or static cameras to an acceptable production standard. There is increasing demand from our partners to take all games involving the teams from their country."

While the development of the Curling Channel has been a success, it has faced difficulties in the past season.

World Curling's original streaming partner, Recast, went into administration days before the opening championship of the season, before returning in a limited capacity then changed their operating priorities.

A new partner was found in StreamAMG, and the channel was re-launched with a new subscription model. However, a series of technical production complications caused issues in the streaming from the BKT Tires World Women's Championship set the progress of the platform back briefly.

These problems were overcome and, where appropriate, full refunds were made to subscribers. Despite these challenges, The Curling Channel went from strength-to-strength throughout the remainder of the season bringing a higher standard to our production the availability of our events.

The Curling Channel has become a key component of the World Curling broadcasting and its growth and improvement are fundamental to the growth of the coverage of our sport worldwide.

“There is increasing demand from our partners to take all games involving the teams from their country”

ATHLETE STORIES

Throughout the year, as well as traditional reporting of competition progress and results, World Curling has taken a closer look at what makes our players great and the experiences they have had on their sporting journeys.

This has been done through special articles produced through the eyes and experience of world-level international curler and skip Anna Kubeskova from Czechia, multi-sport journalist Michael Houston and World Curling's Senior Reporter Mike Haggerty, both from Scotland. Between them they have given specialised insights.

Among the topics Anna has looked at, she has written about modern-day sweeping techniques and the effect of technology on curling, as well as persuading some of our top performers to look back on the experiences as juniors.

Meanwhile Michael has given exposure to the remarkable dedication of the New Zealand's men's team in spending almost a year away from home as they pursue their curling ambitions, as well as profiles of several of the newer nations taking part in our competitions, in his collection of articles.

To complement these in-depth articles, World Curling's Content Manager Emily Dwyer and Content Creator Amy Gibson have produced engaging and entertaining social media stories showing a different side of our athletes.

Meanwhile, the World Curling Academy has devised a series of on-line webinars giving tips to athletes and coaches alike, including topics such as better sweeping techniques and the best way to keep fit for curling during the off-season.

All this material is available on the World Curling website and/or social media channels.



Guyana and Mexico: Adapting to life at the top table

Once they had completed their own round-robin programme — with a loss to Canada — the Mexico women's team became the most intent spectators as Japan and Australia played out their last round-robin game at the Pan Continental Curling Championships 2023.

They knew, while wishing their fellow competitors no ill will, that a win for Japan over Australia would settle this year's relegation battle in their favour. So, when Japan won, they all breathed a sigh of relief, knowing that they were now safely in seventh position and back into next year's A-Division. Skip Adriana Camarena spoke for all her team when she said, "We're very excited. I'm over the moon and we're very happy."

Having lost the previous year's B-Division final, the Mexican women were only promoted to the A-Division when Kazakhstan had to withdraw because of travel difficulties. With the dust settled on a campaign that saw them retain A-Division status, they had a chance to reflect on their experiences this time round.

Adriana said, "The team has learned what a team needs to be at this level. That means communication, knowing our roles, playing our

roles. Shot making is crucial and the number one thing. But it all comes together when we take strategic decisions and try to make the best of them and practice those scenarios. Exposure to all that is the most important thing that's happened to us."

She added, "We learn from the best. Even when they trounce us, we're learning, and we make careful use of those lessons, to apply them and to put them together for the next game."

Taking part in this event for the past two years had clearly been a learning experience for the whole team, as second player Veronica Huerta explained, "I've been curling for not even two years, so to be playing against Olympians is pretty incredible. Just to know that we're all human — we all make shots, and we all miss shots, no matter what level you are at... I've enjoyed all of it."

Another important point that the team make is that playing in high class conditions brings out the best in them. As third player Karla Martinez says, "The ice here is more consistent for us and I felt that as a team we work better on this ice here." If determination has anything to do with it,



the Mexican women will be back next time round, stronger than ever.

Another character who seems determined to improve and come back again is Guyana's newest team member, Khemraj Goberdhan.

Khemraj, or Devon as he is known, played lead for a Guyana team who were taking part in only their second international competition after competing in the B-Division of the inaugural Pan Continental Curling Championships in 2022.

He said, "When you're watching it on TV as a fan you see how great these guys are, but seeing that in person when you're facing them, you see really how good they are and that's where you want to be."

For Guyana, life in the A-Division after their promotion from 2022 had been a steep learning curve, but both the team and Goberdhan on a personal level as newcomers to the sport embraced the challenge.

"I would say [it has been] challenging, but you know it gives us something to strive towards. This year, playing against people that have been playing for twenty, thirty, forty years and I haven't



"When you're watching it on TV as a fan you see how great these guys are, but seeing that in person, you see really how good they are..."

been playing for a full year, it can be a little intimidating, but the experience of seeing the likes of Gushue and Dropkin and taking that in is really cool."

Even though Guyana failed to win a game this tie round and suffered relegation back down to the B-division, Goberdhan believed the exposure to playing against the top nations will not only prove invaluable to the skillset of the current team but will also increase awareness of the sport in the country and amongst the Guyanese diaspora abroad.

"I think the good thing about it is we've gotten a little bit of exposure now that we've that we've won [the B-Division last year] and I think

people are now starting to get into it seeing that, 'hey there's four guys from Guyana playing' I think getting more people [Guyana diaspora] out here to curl [is key]. Now, I have friends and family out here who want to at least try it and really the first step is trying, right? You may or may not like it but try it."

Individually, Goberdhan was determined to take a holistic outlook towards the competition — making sure he did not let the chance to improve and enjoy the opportunity pass him by, "For me personally, it's really just keep growing, keep getting better, and just enjoying the experiences."

HALL OF FAME

Induction into the World Curling Hall of Fame is the highest “non-playing” honour that World Curling can bestow on someone. It recognises outstanding contribution to the sport of curling whether through on-ice achievements or off-ice endeavours.

There are two classes of honour:

Curler: awarded to athletes who have achieved extraordinary distinction and outstanding results, and have demonstrated exceptional sportsmanship and character, in the sport of curling.

Builder: awarded to individuals who have accomplished distinguished service and have made major contributions to the development and advancement of international curling.

World Curling inducted five new recipients into the World Curling Hall of Fame in 2024.

Two of these inductees were in the “Curler” category, Thomas Ulsrud from Norway and Sonja Gaudet from Canada.

The third inductee, Les Harrison from Canada was inducted in the “Builder” category.

The final two inductees, Jalle Jungnell from Sweden and Pål Trulsen from Norway were inducted in the combined “Curler and Builder” category.

To find out more about the World Curling Hall of Fame visit <https://worldcurling.org/awards/freytag/>

Inductees

Thomas Ulsrud

(Norway – Curler)

Thomas Ulsrud was one of the most decorated and most popular curlers of the past few decades. His international curling career lasted for over 35 years, starting with the Uniroyal World Junior Curling Championships in 1985, and concluding at the Le Gruyère AOP European Curling Championships in 2019.

He participated in three Olympic Winter Games, winning silver in 2010 in Vancouver, Canada. He took part in 12 world men's championships, taking medals from five and was crowned world men's champion in 2014 in Beijing, China. He represented Norway at 17 European championships and medalled at 11 of them. His team took back-to-back European gold medals in 2010 and 2011.

During the 2010 Vancouver Olympic Winter Games, Thomas and his team introduced the now famous Fancy Pants to the game, which brought a new and dynamic take on the curling uniform. The Fancy Pants became a core component of Team Ulsrud's branding for the remainder of their career, bringing significant attention to both the team and our sport.



Sonja Gaudet

(Canada – Curler)

Sonja Gaudet is one of the most decorated wheelchair curlers, winning three Paralympic Winter Games and three gold medals from world championships. Her

Paralympic medal record is perfect. She took part in three Winter Paralympics and won gold at all three: in 2006 in Torino, Italy, in 2010 in Vancouver, Canada and in 2014 in Sochi, Russia.

She represented Canada at eight world wheelchair championships and was crowned world champion at three: in 2009 in Vancouver, Canada, in 2011 in Prague, Czechia and in 2013 in Sochi, Russia.



Les Harrison

(Canada – Builder)

Les Harrison served curling as a volunteer in several organisations in numerous roles. He served as World Curling President from 2006 to 2010, and held the Vice-President position for six years as well as serving as a Member of the Executive Board for three years.

He also played a significant role in the inclusion of curling as a medal sport at the Winter Universiade in 2007.

Serving as Vice-Chair of International Relations at the Canadian Olympic Committee, he played a key role in the development of mixed doubles as a new discipline in the sport.



Jalle Jungnell

(Sweden – Curler and Builder)

As a curler, Jalle won two Paralympic bronze medals: in 2006 in Torino, Italy and in 2010 in Vancouver, Canada. He also won silver medals at two world championships: in 2009 in Vancouver and in 2013 in Sochi, Russia.

He has been awarded the Sportsmanship Award three times and has been a role model for wheelchair athletes since the discipline was created.

As a builder, Jalle has played an important role in the development of wheelchair curling, since the first clinics in 2000 in Switzerland. There, he was part of the group that tried out the sport, started its development and created the rules.

He served on the Board of the Swedish Curling Association (2014–2023) and has also been involved in the Swedish Paralympic Committee as a delegate from curling.



Pål Trulsen

(Norway – Curler and Builder)

As a curler, Pål Trulsen won silver at the Olympic Winter Games in 1992 in Albertville, France, when curling was a demonstration sport. Ten years later he was crowned Olympic champion in Salt Lake City, United States when curling was a medal sport. He also won three world championship medals and stood on the podium of European championships twice. One of his European medals is gold from 2005.

As a builder, during his time as General Secretary for the Norwegian Curling Association, nine dedicated curling arenas have been built since 2010 with another venue planned. Trulsen has provided valuable support and advice during the planning and building process.

Also, during his time as General Secretary, Norway has hosted three World Curling events: the Le Gruyère European Curling Championships in 2013, the World Mixed Doubles and Senior Championships in 2019, all in Stavanger, and the Le Gruyère AOP European Curling Championships 2021 in Lillehammer.



Home-Grown Talent COMPETES FOR BRAZIL



Brazil was among the 34 nations taking part in the World Mixed Curling Championship 2023 at Curl Aberdeen in Scotland.

While this was the sixth appearance by Brazil in this event, the team that took part in this competition marked a unique achievement on behalf of the Brazilian Ice Sports Federation.

Until this event, all of Brazil's players on the world stage had been based abroad. However, in the shape of Fabiana Campos and Felipe Pires — the married couple who made up the team's front end — Brazil was represented for the first time by players who had come into the sport through the new dedicated curling facility in Sao Paulo.

The Arena Ice Brasil opened in 2020, but really only got started after the pandemic. Activities there include a club championship, and when Fabiana and Felipe came along to that event as curious outsiders, little did they know that a year later, they would be competing for their country. As Fabiana says, "Felipe persuaded me to go to the championship, and that was the start."

Now, things are different and reflecting on the journey the couple has made, Felipe said, "I'm enjoying it all very much and I'm really pleased to be here." Reflecting on the momentous nature of their journey, he added, "During the opening ceremony, I almost cried."

The impact of having a dedicated facility in Brazil has been marked. As skip Sergio Mitsuo Vilela — who is also a World Curling Board Director — explains, "Before we had our arena, we had 50 registered curlers. After two years we have 650 people registered... all people who have attended

and gone through basic training. So that's the type of impact that you're going to make through having a facility."

Sergio added, "Development is also important. Lots of countries, I'm thinking of Portugal for example, start out where you try to find people who are abroad and already know how to play, but have that country's passport. This is a good way to start in the short term, but development comes through the juniors. If you have dedicated ice and people able to teach them, you'll get juniors involved."

He also emphasised another crucial point, saying, "While it's important that you bring people in to teach curling, you also need to have people capable of teaching others how to teach curling."

Sergio goes on to explain that progress is happening at a decent pace, "In partnership with the Brazilian Paralympic Committee, we are training our wheelchair curlers, and they will be making their debut at the world wheelchair championship and the world mixed doubles. We are going to be at the Youth Olympic Games in February with a Canadian-based team, but, with the Brasil Arena up and running, we are sure that the next junior teams will come from Brazil itself"

Brazilian curling is also making progress in other areas that will bear fruit in the future.

Sergio explains again, "The Sportsian Olympic Committee has recognized us for some while, but now, for the first time, curling had a project

approved by the Sports Incentive project of the government's Sports Ministry, and that's a big deal. It means we can be sponsored and supported by private companies, and they get tax relief on their investment. It also shows the growing level of influence that curling has in Brazil."

This development gives the Brazil team the right and obligation to proudly wear the highly-regarded official mark of the Brazilian sports incentive law (lei de incentivo ao esportes) on their uniform, as well as the official seal of the Brazilian Federal Government (Assinaturas Principal – Sports Ministry), what was made possible by fellow São Paulo Curler and now Team Manager Andrea Carlana.

To form this particular team, skip Sergio and third player Fernanda Marques, who are cousins, living in Switzerland at the time of the championship and members of the Grasshoppers Curling Club under now two times Brazilian Coach Nicole Hirsig, had already targeted participation in Aberdeen. When they came across Fabiana and Felipe at the Sao Paulo championship, the team line-up was complete.

The appearance of this team was a major step forward for Brazilian curling and Fabiana and Felipe went on to compete in the World Mixed Doubles Qualification Event 2023, in Dumfries, Scotland, as they continued their international curling adventure.

SPONSORSHIP & MARKETING

The 2023-2024 season saw the ongoing stability for World Curling's sponsors and began additional multi-year partnership deals with new sponsors.

The season also saw additional broadcast coverage, on both traditional channels and the new Curling Channel streaming platform. This allowed World Curling to stream games at lower tier events and showcase the coverage of every game from our top tier events.

The loss of Russia and the smaller coverage in China, due to their teams still working their way back to the World level events post COVID, continues to impact the traditional broadcaster pickup and negatively impacted our sponsor visibility.

The Le Gruyère AOP European Curling Championships 2023 and LGT World Men's Curling Championship 2024 were sell-out events with our marketing agent, Infront. Curling Canada also sold out all available inventory at the BKT Tires World Women's Curling Championship 2024.

These championship sellouts helped to increase our income, bringing it closer to our pre-pandemic levels.

The Pan Continental Curling Championships and World Mixed Doubles Curling Championship are now the focus to find their place in our sponsor eco-system.



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COMPETITION



Competition is the lifeblood of any sporting organisation and World Curling has a significant championship programme taking place from October to May in every season.

These events involve juniors, elite athletes, and seniors – able-bodied and Paralympic athletes alike.

In all cases, these events “showcase the best athletes in the world as the ultimate ambassadors of our culture and values”.



The championship reports that follow celebrate the success and achievement of our athletes.

Through the season, there were some notable landmarks:

- Historic first-ever World Curling medals for Lithuania — silver by their women at the World Senior Championships
- First-ever World Championship medals for Estonia — silver in World Mixed Doubles
- Philippines make a first-ever appearance at a World Championship — World Seniors
- A first World Championship win for New Zealand women
- Debut by Spain at the World Wheelchair Mixed Doubles Championship
- First World Women’s Championship in Nova Scotia — in Sydney, Cape Breton Island
- Korea’s Olympic and Paralympic venue from 2018 — the Gangneung Curling Centre — back in use for World Wheelchair Championships
- Brazil claims first-ever win at the Youth Olympic Games
- Nigeria makes first-ever Olympic appearance at Youth Olympic Games
- Jamaica makes international debut at Pan Continental Championship

ANTI-DOPING



Remembering

Dr. Janice Harvey

Everyone at World Curling was deeply saddened by the passing of our friend and Medical Advisor, Dr. Janice Harvey in December 2023 following a brief illness.

Janice became our Medical Advisor in 2005 and quickly became a valuable member of the World Curling Family. She served as our Medical Advisor at the Vancouver 2010 Olympic Winter Games and again at the Beijing 2022 Olympic Winter Games.

Janice was deeply involved in our Therapeutic Use Exemption Committee, initially as an important member, but then taking on the role of Committee Chair.

During the opening ceremony of the World Junior Curling Championships 2024 in Lohja, Finland, World Curling played its part in the highly symbolic handing-over of the Golden Baton of clean sport.

The baton represents fair play and clean sport and is a part of a challenge campaign organised by the Finnish Centre for Integrity in Sports. It has been carried from one international event to another in Finland since 2008 – more than thirty events in total so far.

It was brought to the World Junior Curling Championships from squash's European Team Championships 2023 that had been held in Helsinki. As reigning world champion, Scotland skip Robyn Munro received the baton from Finnish squash player, Papu Alanko.

Speaking after receiving the baton, Robyn Munro said, "Fair play is a vital part of sport and ensures a level playing field which in turn brings all the things I love about being involved in sport: respect, friendship, equality and integrity. Without clean and fair sport, we would lose all these values that athletes cherish".

Throughout the Championships, the Finnish Center for Integrity in Sports held a promotional campaign and staffed a special anti-doping education booth. This campaign continued

World Curling's #CurlClean programme that has reached hundreds of athletes and coaches since 2017.

From 1 July 2023 to 30 June 2024, 70 In-Competition and 38 Out-of-Competition tests were carried out through World Curling's anti-doping programme with 2 Adverse Analytical Findings.



WORLD MIXED

CURLING CHAMPIONSHIP 2023



Aberdeen, Scotland: 14-21 October

Curl Aberdeen in Scotland hosted the first competition of the 2023-2024 World Curling season, the World Mixed Championship.

This was the seventh edition of the event, with the previous three editions all taking place in this venue — 2019, 2021 and 2022.

34 teams competed at this open-entry competition.

They were:

Group A: Belgium, England, Ireland, Israel, Japan, Netherlands, Scotland, Sweden and Wales

Group B: Australia, Canada, Chinese Taipei, Finland, Hungary, Lithuania, New Zealand, Poland and Slovenia

Group C: Austria, Brazil, Estonia, Germany, India, Italy, Spain and United States

Group D: Czechia, Hong Kong, Latvia, Nigeria, Norway, Slovakia, Switzerland and Ukraine.

Following 24 sessions of Group play and a series of qualification games, the quarter finals saw Sweden beat Belgium, by 7-2; Canada beat Australia, by 7-3, Norway beat Latvia, by 8-5, and Spain beat Japan, by 6-4.

In the semi-finals, Sweden beat Canada, by 7-4, while Spain had a 4-3 victory over Norway. Canada then took the bronze medals after a 4-3 victory over Norway, while in the gold medal final, Sweden beat Spain, by 8-2.

Curl Aberdeen will host the World Mixed Curling Championship 2024 in October.

Medallists

Sweden

Johan Nygren (skip)
Jennie Waahlin (third)
Fredrik Carlsen (second)
Fanny Sjöberg (lead)
Per Carlsen (coach)

Spain

Sergio Vez (skip)
Oihane Otaegi (third)
Mikel Unanue (second)
Leire Otaegi (lead)

Canada

Felix Asselin (skip)
Laurie St-Georges (third)
Emile Asselin (second)
Emily Riley (lead)
Michel St-Georges (coach)

PAN CONTINENTAL

CURLING CHAMPIONSHIPS 2023



Kelowna, British Columbia, Canada:
29 October – 4 November

The second Pan Continental Championships took place at the Kelowna Curling Club in British Columbia, Canada.

This event serves as the world championship qualification route for all national Member Associations, apart from those in the European Zone.

The championships featured 14 women's teams, divided into an A-Division of eight teams and a B-Division of six teams. In men's play, 16 teams competed, divided into an A-Division of eight teams and a B-Division of eight teams.

In the women's event, Jamaica and Philippines made their international debut appearances, while the men's event featured a Philippines team for the first time at this level.

The eight women's A-Division teams were (in finishing order): Korea, Japan, United States, Canada, New Zealand (all qualified for the world championship), Chinese Taipei, Mexico and Australia (as eighth-place team Australia were relegated to next season's B-Division).

After round-robin play, Korea beat Canada, by 8-4, in one semi-final, while Japan were 10-8 winners over United States in the other. United States then

beat Canada, by 8-7, to take bronze medals, while Korea beat Japan, by 11-6, in the gold medal final.

The women's B-Division teams were Brazil, China, Hong Kong, Jamaica, Kenya and Philippines.

In the final, China beat Jamaica, by 11-3, to qualify for next season's A-Division.

The eight men's A-Division teams were (in finishing order): Canada, Korea, Japan, United States, New Zealand (all qualified for the world championship), Australia, Chinese Taipei and Guyana (as eighth-place team Guyana were relegated to the B-Division).

In the semi-finals, Canada beat United States, by 8-3, and Korea were 8-7 winners over Japan. The Japanese then beat United States, by 9-6, to take bronze medals, while Canada defended their title with an 8-3 win over Korea in the gold medal game.

The men's B-Division teams were Brazil, China, Hong Kong, India, Kenya, Mexico, Philippines and Saudi Arabia. In the semi-finals China beat Mexico, by 7-1, while Philippines were 9-5 winners over Hong Kong. In the bronze medal game, Hong Kong beat Mexico, by 10-7, while China defeated Philippines, by 8-4, to win gold and qualify for next season's A-Division.

Medallists

WOMEN

Korea

Gim Eunji (skip)
Kim Minji (third)
Kim Suji (second)
Seol Yeeun (lead)
Seol Yeji (alternate)
Shin Dongho (coach)

Japan

Fujisawa Satsuki (skip)
Yoshida Chinami (third)
Suzuki Yumi (second)
Yoshida Yurika (lead)
Ishizaki Kotomi (alternate)
J.D. Lind (coach)

United States

Tabitha Peterson (skip)
Cory Thiesse (third)
Tara Peterson (second)
Becca Hamilton (lead)
Vicky Persinger (alternate)
Cathy Overton-Clapham (coach)

MEN

Canada

Brad Gushue (skip)
Mark Nichols (third)
E.J. Harnden (second)
Geoff Walker (lead)
Jim Cotter (alternate)
Caleb Flaxey (coach)

Korea

Park Jongduk (skip)
Jeong Yeongseok (third)
Oh Seunghoon (second)
Seong Jihoon (lead)
Lee Kibok (alternate)
Lee Yejun (coach)

Japan

Yanagisawa Riku (skip)
Yamaguchi Tsuyoshi (third)
Yamamoto Takeru (second)
Koizumi Satoshi (lead)
Usui Shingo (alternate)
Bob Ursel (coach)

Living on the edge:

The importance of the European A-Division

It might be an important international championship, but every year, the Le Gruyère AOP European Curling Championships is also the gateway to participation at World Championship level and, eventually Olympic competition and medal possibilities.

However, to unlock the key to all of this, it is imperative to stay in the A-Division — for some teams, being demoted to the B-Division means cuts in funding, and a smaller chance to get to the Olympic Games.

Every year, two bottom teams are relegated from the A- to the B-Division of the Championships. The two top teams from the B-Division then replace them for the next year. Staying in the A-Division is imperative — something that all teams who have recently been relegated or promoted from one division to another agree on. Among them are women's teams from Estonia, Czechia and Latvia.

On the men's side, Netherlands, Finland and Denmark have all had this experience.

In the A-Division, the final round-robin ranking decides who the bottom teams are — the two teams with the least number of wins are relegated. In the B-Division, the round robin is followed by semi-finals and the winners of those games will advance to the final and into next year's A-Division.

"The semi-final in the B-Division does feel like an actual final and the gold medal game is just for the medal and being able to call yourself the champion of the B-Division," says Santa Blumbergea-Berzina who has played six European championships for Latvia, the first three in the B-Division, and the last three in A-Division.

"I have never been so nervous like in the last end of that semi-final game at the ECC last year, because winning meant everything to us. It meant a chance to qualify for the worlds this

year," adds Michaela Baudysova, a member of the Czechia women's team.

But what makes it so different?

There are various aspects that make playing in each of the divisions very different. A-Division games are usually played in arenas which allows a large number of fans to watch the games.

Also, this year, the A-Division was staged in Aberdeen while the B-Division took place in Perth.

"Playing in front of a crowd is more fun as the adrenaline gets pumping a little bit more, which makes playing in the A-Division more exciting," thinks Wouter Goesgens, skip of the Dutch men's team that won last year's B-Division.

In the top division, players experience cameras and broadcasters, as well.

"Mentally, it is tough in both groups. In the A-Division, we get more publicity even in Finland and we have to play really well to get enough wins to achieve our goals. In the B-Division, your result of the whole week depends on just one or two games," explains Kalle Kiiskinen, who won Olympic silver in 2006, and participated in 11 Europeans, among which, one in the B-Division.

Playing in the A-Division gives the teams a chance to qualify for a world championship which may lead to earning Olympic points. Therefore, the team's funding might be highly affected, such as in the case of the Estonian team.

"Our sports funding is built on the Olympic Games and road to the Games, which means the closer you are to qualifying, the more preparation funding you will get. Being in the B-Division

is being 'far' from the Olympic points and that means less funding. Being in the A-Division means you can qualify for the same season's world championship, where you can get Olympic points, and that means more funding to the team," says Estonia women's skip, Marie Kaldvee.

All the teams mentioned above have experienced the differences between the A- and B-Divisions, however, there is one team that has experienced them even more.

The Danish men's team has been through it all, literally. In the past few years, they have participated in all three tiers of the Europeans: A-, B- and C-Division. They also qualified for the last Olympic Games in Beijing.

"Denmark has had a bit of a rollercoaster going on the last couple of years with A, B, C, B, A semi-final, A and now B again. The goal is and has been from the beginning to make it back to the Olympics. Not qualifying for the Worlds last year really makes that difficult to achieve. But where there is a chance, there is hope," says Danish skip and former world junior champion Mikkel Krause.

Most teams agree that their goal for this Olympic cycle is to qualify for Milano Cortina 2026. Staying in the A-Division or qualifying there was therefore the short-term goal of them all at the Le Gruyère AOP European Curling Championships 2023. It is the first step on the road to achieving their dream. However, relegation does not mean that all is lost. All these teams will still have a chance to play at the Olympic Qualification Event, which many of the above teams have already experienced in the previous cycle.



Le Gruyère AOP EUROPEAN CURLING CHAMPIONSHIPS 2023



Aberdeen and Perth, Scotland: 18-25 November

The Le Gruyère AOP European Curling Championships 2023 were staged in Scotland.

Curl Aberdeen provided the venue for the A-Division competitions, while the B-Division events took place at Perth Curling.

This was the 48th European championships, and it was once again supported by long-term sponsor, Le Gruyère AOP, for the 21st time.

In total, 28 Member Associations were represented at these competitions.

As well as being championships in their own right, these events acted as qualifiers for the world championships held later in the season.

In the women's event, the top eight teams qualified for the BKT Tires World Women's Curling Championship 2024. In the men's competition, qualification for the LGT World Men's Curling Championship 2024 were up for grabs. Eight European teams qualified for the world championship, including hosts of the world event, Switzerland.

The ten women's teams that competed in the A-Division were (in final ranking order): Switzerland, Italy, Norway, Sweden, Scotland, Estonia, Denmark, Türkiye (all qualified for the world championship), Czechia and Germany (both relegated to next season's B-Division).



After the round robin, Switzerland beat Norway, by 8-3, in one semi-final, while Italy were 11-2 winners over Sweden in the other game.

The Norwegians went on to beat Sweden, by 10-3, to take bronze medals, while reigning world champions Switzerland beat Italy, by 6-5, to take this Swiss team's first-ever European title.

The ten B-Division women's teams were: Austria, Belgium, England, Finland, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia.

From these teams, Hungary and Lithuania reached the final, to qualify for next season's A-Division. Hungary beat Lithuania, by 9-2, to emerge as B-Division champions. Meanwhile, Belgium and Slovakia were relegated to the C-Division.

The ten men's teams that competed in the A-Division were (in final ranking order): Scotland, Sweden, Switzerland, Italy, Norway, Germany, Netherlands, Czechia (all qualified for the world championship), Türkiye and Finland (both relegated to next season's B-Division).

After round-robin play, Sweden beat Italy, by 7-6, in one semi-final, while Scotland were 7-4 winners over Switzerland in the other.

The Swiss then beat Italy, by 8-4, in an extra end to take bronze medals, while Scotland defeated Sweden, by 6-5, in an extra end to take gold and defend their title.

The 16 B-Division men's teams were: Austria, Belgium, Denmark, England, Estonia, France, Hungary, Ireland, Latvia, Liechtenstein, Poland, Portugal, Slovakia, Spain, Ukraine and Wales.

Round-robin play in two groups was followed by a qualification knock-out round and semi-finals. The winners of the semi-finals – England and Austria – qualified for next season's A-Division. England took the gold medals after a 6-4 win over Austria. At the bottom of the table, Portugal and Liechtenstein were relegated to the C-Division.

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Medallists

WOMEN

Switzerland

Silvana Tirinzoni (skip and third)
Alina Paetz (fourth)
Selina Witschonke (second)
Carole Howald (lead)
Stefanie Berset (alternate)
Pierre Charette (coach)

Italy

Stefania Constantini (skip)
Elena Mathis (third)
Angela Romei (second)
Giulia Zardini Lacedelli (lead)
Marta Lo Deserto (alternate)
Violetta Caldart (coach)

Norway

Marianne Roervik (skip and third)
Kristin Skaslien (fourth)
Mille Haslev Nordbye (second)
Martine Roenning (lead)
Ingeborg Forbregd (alternate)
Rune Steen Hansen (coach)

MEN

Scotland

Bruce Mouat (skip)
Grant Hardie (third)
Bobby Lammie (second)
Hammy McMillan (lead)
Kyle Waddell (alternate)
Michael Goodfellow (coach)

Sweden

Niklas Edin (skip)
Oskar Eriksson (third)
Rasmus Wranå (second)
Christoffer Sundgren (lead)
Daniel Magnusson (alternate)
Alexander Lindstroem (coach)

Switzerland

Yannick Schwaller (skip and third)
Benoit Schwarz-van Berkel (fourth)
Sven Michel (second)
Pablo Lachat (lead)
Kim Schwaller (alternate)
Haavard Vad Petersson (coach)

Junior Champs: the first step of a lengthy curling journey

The Youth Olympic Games provides an initial entry point to international curling at the very youngest level, and often this early Olympic experience is simply the first step to competing at World Junior level and beyond.

The pathway between junior and elite competition has been long-standing and with the even-younger start point of the Youth Olympics, that pathway is becoming even more pronounced.

Over the years, new stars begin to emerge. For example, this season's Youth Olympic Games gold and silver medal skips Logan Carson (Great Britain/Scotland) and Jacob Schmidt (Denmark) went on to compete in the world junior championships.

However, a walk through the world junior championships' hall of champions from previous years shows many more examples of the world junior to world elite curling championship gold-medal pipeline.

It can be traced back to 1976 when Neil Houston won junior gold as part of Paul Goswell's Canadian rink. Ten years later, he played second for Ed Lukowich, winning the Hexagon World Curling Championships in Toronto.

Swedish great Peja Lindholm became the first world junior skip to later become a world champion as an adult, lifting the trophy in 1989, preceding a decorated

career where he claimed three world titles and seven European medals.

His successor, Niklas Edin, one of the greatest skips in curling history, won junior gold in 2004 — ending a Canadian dominance that included victories for the likes of John Morris and Brad Gushue. Edin would go on to beat fellow world and world junior gold medallist Bruce Mouat in the Beijing 2022 Olympic Winter Games final.

The Youth Olympic Games features mixed gender teams — a different challenge from single-sex teams at the World Juniors, as Denmark's Jacob Schmidt acknowledges. He says, "There is a big difference in men's teams and mixed. In my men's team event we've played together for almost six years now, so there is a chemistry there that is hard to match, but there is also the change in level now, now that we are playing under-21."

Another player at the 2024 World Juniors has already gone on to take first steps at world championship level — 21-year-old Benjamin Kapp. Keeping an international curling tradition alive for a third generation in his family, Benjamin

followed up his fifth-placed World Junior skipping experience with another fifth place at the LGT World Men's Curling Championship 2024 in Schaffhausen, Switzerland as third player on Marc Muskatewitz's German team.

Two other well-known modern-day champions can also point to strong foundations at Junior Championship level.

Current Olympic champion Eve Muirhead made her first mark at junior level, winning gold four times, while Denmark's Madeleine Dupont, played in five World Junior Championships, on her way to European gold in 2022.

Dupont says, "I would not have missed any of my junior years. There were so many amazing experiences and memories in my junior years, and it is the thing that I can still look back on with great joy today."

Meanwhile, Muirhead recalls that after winning her third consecutive gold medal at the world junior championships in Vancouver in 2009, she then had just five days to recover and travel to Korea to play at the women's world championship, skipping a completely different team. She said of the experience, "I remember it was a bit of a challenge at that time, I flew with my coach straight from Vancouver and thankfully, I received a lot of advice on nutrition and how to manage jetlag. And of course, if you have this opportunity to play both events, you take it."

The pathway from junior to elite curling is filled with household names in the curling community and as we watch these young athletes continue to shine on the international stage we can be confident that the future of our sport is in safe hands.



WINTER YOUTH OLYMPIC GAMES



Gangwon, Korea: 20 January – 1 February

106 young curlers, representing 24 nations, took part in the Winter Youth Olympic Games in Gangwon, Korea. This was the fourth edition of these Games, and all curling action took place in the Gangneung Curling Centre, the venue of the PyeongChang 2018 Olympic and Paralympic Winter Games.

Kazakhstan, Nigeria, Qatar and Ukraine all made their first appearance at this level.

16 teams competed in the mixed team event, divided into two round-robin groups.

Group A: China, Japan, New Zealand, Nigeria, Norway, Sweden, Türkiye and United States

Group B: Brazil, Canada, Denmark, Germany, Great Britain, Italy, Korea and Switzerland.

At the end of round-robin play, group leaders China and Great Britain qualified directly for the semi-finals. In the cross-over play-offs between the second- and third-ranked teams, Denmark beat Japan, by 8-3, while Switzerland were 4-3 winners over United States. The Swiss then went down to Great Britain, by 8-6, in one semi-final, while Denmark beat China, by 6-4, in the other one, to set up the medal games.

Switzerland beat China, by 10-8, to take bronze medals, while Great Britain were 7-5 winners over Denmark to take gold.

The mixed doubles competition featured 24 teams divided into four groups:

Group A: Canada, Czechia, Great Britain, Hungary, Korea and Nigeria

Group B: Norway, Qatar, Slovenia, Sweden, Ukraine and United States

Group C: Brazil, China, Japan, Latvia, New Zealand and Türkiye

Group D: Austria, Denmark, Germany, Italy, Kazakhstan and Switzerland.

At previous Winter Youth Olympic Games, the mixed doubles event had seen players of the team competition split into international pairings. This time, the mixed doubles event gave the opportunity for up to six players from each nation to enjoy the Olympic experience.

Following round-robin play, the top two teams from each group proceeded to the quarter-finals.

In these games, Great Britain beat Germany, by 7-5, Sweden were 9-6 winners over China, United States beat Czechia, by 8-7, and Denmark defeated Japan, by 9-7.

Then, in the semi-finals, Great Britain were 6-5 winners over Sweden, while Denmark beat United States by the same score.

The Americans then claimed bronze medals with a 7-4 extra-end victory over Sweden. In the gold medal final, the British duo beat Denmark, by 7-6, to give Great Britain both gold medals from the Games. Meanwhile, Danish siblings Katrine and Jacob Schmidt picked up their second Youth Olympic silver medals.

Medallists

MIXED TEAM

Great Britain

Logan Carson (skip)
Tia Laurie (third)
Archie Hyslop (second)
Holly Burke (lead)
David Aitken (coach)

Denmark

Jacob Schmidt (skip)
Katrine Schmidt (third)
Nikki Jensen (second)
Emilie Holtermann (lead)
Ulrik Schmidt (coach)

Switzerland

Nathan Dryburgh (skip)
Alissa Rudolf (third)
Livio Ernst (second)
Jana Soltermann (lead)
Meico Oehninger (coach)

MIXED DOUBLES

Great Britain

Callie Soutar (female)
Ethan Brewster (male)
Scott Andrews (coach)

Denmark

Katrine Schmidt (female)
Jacob Schmidt (male)
Ulrik Schmidt (coach)

United States

Ella Wendling (female)
Benji Paral (male)
James Wendling (coach)

Curling is Cool: Curlers' Careers Can Be Cool Too

When they spend a week in competition on the world stage, it is easy to feel that we get to know the curlers and who they are.

But do we really know them? When watching wheelchair curlers in particular, it is also easy to be intrigued by their back story... What do they do when they're not competing? And what happened that caused them to be in a wheelchair in the first place?

Particularly in sports like curling, many athletes have to juggle a job with their playing career — Paralympic and world champions find themselves returning to the day job soon after hearing their national anthem play on the major stage.

And sometimes what curlers do in their day jobs only increase our admiration for their achievements. Take, for example, two members of Norway's wheelchair world champion team — Geir Arne Skogstad and Mia Larsen Sveberg.

Skogstad's background is in spinal cord and brain injury rehabilitation, a role that focuses on physical health; while Sveberg's focus is on music, teaching and sign language.

Sveberg has a degree as a music teacher. She also is the leader of the Norwegian Handicapped Youth Organisation and is studying Norwegian Sign Language so she can officially educate others.

As a music teacher, she plays with a band of people with disabilities in her home city of Trondheim. She plays the piano and sings at gigs and festivals and works for an agency that specialises in disability assistance recruitment. She is also a disability rights advocate. She was introduced to activism at the age of 11 when her father, who has hearing loss, flew her with him to the capital Oslo to demonstrate for more interpreters in Norway, as well as the use of text on public transportation for those who cannot hear.



Mia has hearing loss too and must use hearing aids. Due to her father's condition and her own, Norwegian Sign Language is her primary way of communicating, followed by Norwegian and then English. She still has some study to undertake to be able to teach the language to others and in doing so she will follow the same career path as her mother.

While curling is important, the constant in her life will always be music. "Music has always been with me, no matter what" she says, "I started playing piano when I was six and I did sport all the time at the same time, but at that time I was walking and didn't have a disability. That came around 15, 16 years old. So, when my body shut down against me, I went to music. That's where I get out my frustration, my happiness, my sadness, everything in my body — every emotion I have."

In contrast, it might take some convincing to get Geir Arne Skogstad singing in front of a crowd, but his day-to-day life is full of supporting people on their road to recovery.

He won silver in para ice hockey at the Salt Lake City 2002 Paralympic Winter Games, but then had issues finding employment.

He explained, "I was out of work for one-and-a-half years, but since I'd been in the resource group for the local spinal cord organisation board, I was asked by the project leader to come and take a position in the centre as an employee."

Now Skogstad works in the rehabilitation clinic at a local hospital in Trondheim, acting as a peer mentor to help new wheelchair users transition to a new chapter in life, where he shares his life experiences and assists those with the technical side of using the chair.

"The thing I love about the job is when you succeed in helping people change from feeling their life is at some point of end after an injury, you then help them to change their mindset, help them to develop skills and you see the change in their face and their emotions when they get over this, finding a new way to accept the new situation and cope with it," he says.

Skogstad's role makes him a connector in disability sport. He is perhaps one of the most influential wheelchair curlers in the world as his job makes him be a perfect link between curling participation and helping the recovery process for those with a newly acquired disability. He has introduced others to wheelchair curling, including Mia.

"That's always been the positive part about being an athlete and a peer mentor" he says, "being in a position to show that big things are possible despite your injury."



WORLD JUNIOR

CURLING CHAMPIONSHIPS 2024



Lohja, Finland: 17-24 February

The World Junior Curling Championships 2024 were staged in Lohja, Finland for the first time.

In both women's and men's competitions, ten teams representing their national Member Associations took part.

The women's teams represented Canada, China, Germany, Japan, Korea, Norway, Scotland, Sweden, Switzerland and Türkiye.

Of these teams, China, Canada, Germany and Türkiye all secured their spots at this event by reaching the semi-finals at the World Junior-B Curling

Championships 2023. The others took part by virtue of their performances in last year's world junior championships.

After nine sessions of round-robin play, top-ranked Switzerland faced fourth-placed Canada in the semi-final and won, by 5-4, to go onto the gold medal game. The other semi-final was between second-ranked Japan and third-placed Norway, with Japan winning, by 8-5, to go onto the final.

Switzerland were 10-3 winners over Japan in the gold medal final to take the word title undefeated.

Norway went on to beat Canada, by 7-5, to take bronze medals.

The participating men's teams were Canada, China, Denmark, Germany, Italy, New Zealand, Norway, Scotland, Switzerland and United States.

Of these, Canada, United States, Denmark and New Zealand all qualified by reaching the semi-finals at the World Junior-B Championships.

After round-robin play, ranking leaders Norway met fourth-placed United States in the semi-finals and won, by 10-4, to go onto the gold medal final. The other semi-final saw second-placed Italy win over third-ranked Denmark, by 7-5.

It took Norway two extra ends to win the final over Italy, by 7-6, and claim their country's first-ever world junior men's title.

Denmark beat United States, by 10-9, to take bronze.



Medallists

WOMEN

Switzerland

Xenia Schwaller (skip)
Selina Gafner (third)
Fabienne Rieder (second)
Selina Rychiger (lead)
Zoe Schwaller (alternate)
Andreas Schwaller (coach)

Japan

Tabata Momoha (skip)
Nihira Miku (third)
Miura Yuina (second)
Nakajima Mikoto (lead)
Ueno Yui (alternate)
Sato Hiroshi (coach)

Norway

Torild Bjoernstad (skip)
Nora Oestgaard (third)
Ingeborg Forbregd (second)
Eilin Kjaerland (lead)
Ingebrigt Bjoernstad (coach)

MEN

Norway

Lukas Hoestmaeligen (skip)
Tinius Haslev Nordbye (third)
Magnus Lilleboe (second)
Eskil Eriksen (lead)
Harald Daehlin (alternate)
Johan Hoestmaeligen (coach)

Italy

Stefano Gilli (skip and third)
Francesco De Zanna (fourth)
Andrea Gilli (second)
Francesco Vigliani (lead)
Alberto Cavallero (alternate)
Marco Mariani (coach)

Denmark

Jacob Schmidt (skip and third)
Jonathan Vilandt (fourth)
Alexander Qvist (second)
Kasper Jurlander Boege (lead)
Nikki Jensen (alternate)
Lars Vilandt (coach)

COMPETITION



SD BIOSENSOR WORLD WHEELCHAIR CURLING CHAMPIONSHIP 2024

Gangneung, Korea: 2-9 March

12 teams took part in the championship, held in the Gangneung Curling Centre, the venue for the wheelchair curling competition of the 2018 Paralympic Winter Games.

The teams were: Canada, China, Czechia, Estonia, Italy, Korea, Latvia, Norway, Scotland, Slovakia, Sweden and United States.

Slovakia, Estonia and Italy qualified for the event from the World Wheelchair-B Curling Championship, held in November 2023 in Lohja, Finland.

These teams played a round robin to determine the top six teams that would go forward to knock-out play.

China qualified direct for the semi-finals as round robin leaders, as did second-placed Canada. Behind them, third-placed Latvia lost, by 6-7, to sixth-placed Sweden in one qualification game, while fifth-ranked Norway beat fourth-placed Korea, by 6-3, in the other qualification game to set up the semi-finals. In the semi-finals, Norway beat China, by 7-3, while

Canada were 4-2 winners over Sweden. China then took bronze medals with a 6-3 victory over Sweden, while the gold medal final saw Norway beat Canada, by 6-2.

World Wheelchair-B Curling Championship 2023
Lohja, Finland: 5-10 November

The World Wheelchair-B Curling Championship 2023 took place in Lohja, Finland between 5-10 November.

11 teams took part in the event, with the three medal-winning teams qualifying for the world championship.

The participating teams were: Brazil, Denmark, England, Estonia, Finland, Italy, Japan, Poland, Slovakia, Spain and Switzerland.

The medal-winners were Slovakia, Estonia and Italy, who earned their spot in the world championship line-up.



SD BIOSENSOR

Medallists

Norway

Jostein Stordahl (skip)
Geir Arne Skogstad (third)
Ole Fredrik Syversen (second)
Mia Larsen Sveberg (lead)
Ingrid Djupskas (alternate)
Peter Dahlman (coach)

Canada

Mark Ideson (skip and lead)
Jon Thurston (fourth)
Ina Forrest (third)
Gil Dash (second)
Chrissy Molnar (alternate)
Mick Lizmore (coach)

China

Wang Haitao (skip)
Zhang Shuaiyu (third)
Zhang Qiang (second)
Yan Zhuo (lead)
Peng Bing (alternate)
Li Jianrui (coach)





SD BIOSENSOR WORLD WHEELCHAIR MIXED DOUBLES CURLING CHAMPIONSHIP 2024

Gangneung, Korea: 11-16 March

Altogether 21 teams representing their national Member Associations took part in this event in the Gangneung Curling Centre, the venue for the wheelchair curling competition of the 2018 Paralympic Winter Games.

The teams were divided into three round-robin groups of seven:

Group A: Estonia, Latvia, Norway, Poland, Scotland, Slovakia and Türkiye

Group B: Canada, England, Finland, Italy, Slovenia, Switzerland and United States

Group C: China, Denmark, Hungary, Japan, Korea, Spain and Sweden.

After round-robin play, the top two teams in each group plus the two third-ranked teams with the better Draw Shot Challenge qualified for the quarter-finals and were ranked one to eight.

In the quarter-finals, top-ranked United States lost, by 8-9, to eighth-ranked Japan; second-ranked Korea beat seventh-ranked Estonia,

by 7-4; third-ranked Slovakia went down, by 7-8, to sixth-placed Italy; and fourth-placed China were 8-4 winners over fifth-ranked Latvia.

In the semi-finals, China beat Japan, by 7-2, while Korea were 9-6 winners over Italy.

In the gold medal final, hosts Korea beat China, by 8-3, to win their first ever world championship medal in a wheelchair curling discipline.

The bronze medals went to Italy thanks to an 8-4 win over Japan.



SD BIOSENSOR

Medallists

Korea

Cho Minkyong (female)
Jeong Taeyeong (male)
Park Mihye (coach)

China

Wang Meng (female)
Yang Jinqiao (male)
Ru Xia (coach)

Italy

Orietta Berto (female)
Paolo Ioriatti (male)
Roberto Maino (coach)

The Dupont Sisters

30 world championship appearances and playing in four different Olympic Games would be a good track record for many World Curling Member Associations, but that is the total amassed so far by just two people who competed at the BKT Tires World Women's Curling Championship 2024 — sisters Denise and Madeleine Dupont from Denmark.

“I feel very fortunate to have had these experiences”



If you add in a further eight World Juniors appearances and 24 campaigns at various European Championships — including gold medals in 2022, “experienced” would be a fair word to describe these siblings. It also helps that they always radiate a sense of fun on the ice whenever they play.

Denise is the elder of the two, and she started her World Championship career in 2003, playing in Winnipeg. She explained that was an early experience that started her fond relationship with the country of Canada, saying, “Every time we go to Canada, my colleagues tell me we’re so lucky. We’ve been here so many times and we just love this country. It’s fantastic to meet people all around the place.”

Thinking about this specific visit, she said, “We were really lucky this time, we had a long layover in Toronto, so we had a chance to check Toronto out. We’re lucky to see the big cities but also to see the small places where you can feel the people living there.”

Unlike her sister, Denise played in the 2006 Turin Olympic Winter Games, but since then, she and Madeleine have been together at the 2010 Games in Vancouver, the 2018 Games in Pyeongchang and most recently, the 2022 Games in Beijing. All of this means that if Denmark are successful in qualifying for Milan Cortina 2026, Denise will become a member of a rather exclusive club — a five-time Olympian. She says, “I really hope that I can go to Cortina. I thought it was amazing the first time when I went to Turin, but every time at the Olympic Games is special.”

When Denise looks back on her record, she seems as surprised as anyone that she is still going strong, “No, I didn’t think we’d be still doing this when I started. In my first championship I was

thinking ‘this is what I love’ — I did love it from the first time. I never imagined I’d still be doing this. What I love about the sport is that you can still keep going, even when you’re as old as me. You can still play at a high level, and I think that’s fantastic.”

Madeleine shares Denise’s surprise that they are still involved. She said, “We didn’t think anything more than ‘oh, this is fun!’ Now we just keep it fun, and we take it one season at a time. We never plan four years ahead or anything like that — that’s what makes it fun — you never know what’s going to happen.”

Madeleine started her world championship career one year after Denise, in 2004 in Gavle, Sweden. She has three Olympic Games appearances under her belt too.

When asked to compare then — when she started in 2004 — and now, she said, “It’s more competitive now. Teams have three, four or five team leaders and officials, we’ve always just been a team and a coach. It’s more professional now.”

Reflecting on whether her experience has been beneficial, Madeleine added, “It’s almost a cliché, but you learn so much when you’re in a team... about compromise, flexibility and how to be around people and knowing yourself a lot better than otherwise.”

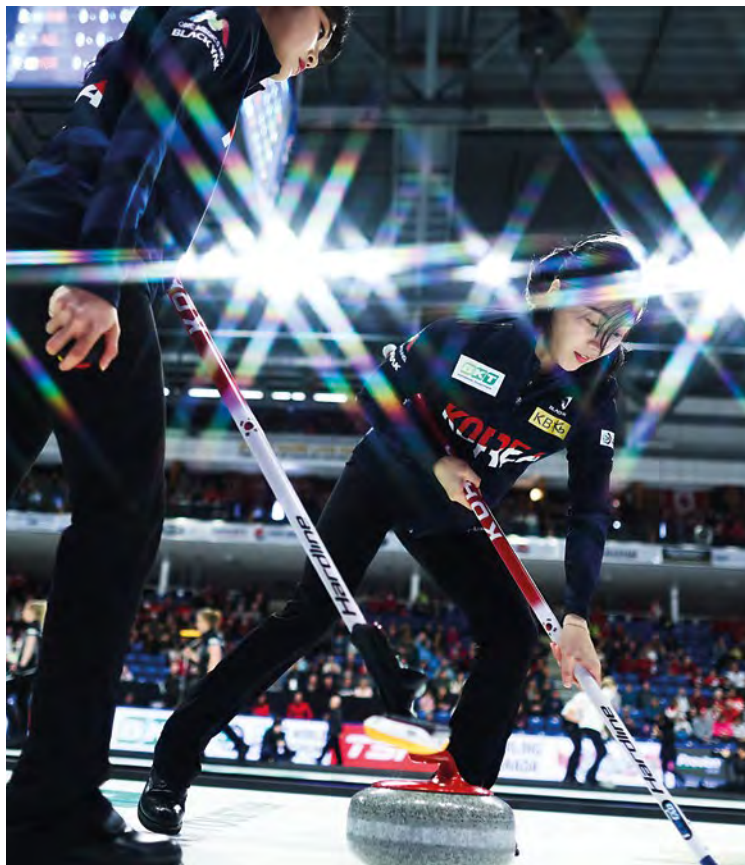
Madeleine also explained the reaction from her friends when she tells them she’s off on another curling campaign, “People are always jealous. People always say have a nice holiday. This is not a holiday — this is more work than work!”

Reflecting overall, Madeleine said, “It’s so interesting and I’ve had so many experiences. I feel very fortunate to have had these experiences.”

BKT TIRES

WORLD WOMEN'S

CURLING CHAMPIONSHIP 2024



Sydney, Nova Scotia, Canada: 16-24 March

The Centre 200 Ice Arena in Sydney on Cape Breton Island was the venue for the BKT Tires World Women's Curling Championship 2024. This was a first world women's championship to be staged in Nova Scotia.

13 teams competed – hosts Canada, Denmark, Estonia, Italy, Japan, Korea, New Zealand, Norway, Scotland, Sweden, Switzerland, Türkiye and United States, having qualified from either the Pan Continental Championships 2023 or the Le Gruyère AOP European Curling Championships 2023.

After 20 sessions of round-robin play, the top six teams moved onto the play-offs.

Canada topped the round robin to go straight to the semi-finals, as did second-placed Switzerland, who were defending a four-time world title record.

Below these two teams, qualification games saw third-placed Italy face sixth-ranked Denmark. The Italians won this game, by 7-4, to face Switzerland in the semi-final. The other qualification game saw fourth-placed Korea play fifth-ranked Sweden. The Koreans won, by 6-3, to book a semi-final place against Canada.

In the semi-finals, Canada beat Korea, by 9-7, while Switzerland were 6-3 winners over Italy.

These results led to a bronze medal game between Korea and Italy which the Koreans won, by 6-3.

Canada went on to face the Swiss defending champions in the gold medal game. The Canadians won, by 7-5, thanks largely to a split on a front stone by skip Homan in the ninth end, which gave her team a score of three for a 7-5 lead. Switzerland ran out of stones in the tenth end, to give Canada a first world women's gold medal since 2018.

BKT
GROWING TOGETHER

Medallists

Canada

Rachel Homan (skip)
Tracy Fleury (third)
Emma Miskew (second)
Sarah Wilkes (lead)
Rachel Brown (alternate)
Don Bartlett (coach)

Switzerland

Silvana Tirinzoni (skip and third)
Alina Paetz (fourth)
Selina Witschonke (second)
Carole Howald (lead)
Stefanie Berset (alternate)
Pierre Charette (coach)

Korea

Gim Eunji (skip)
Kim Minji (third)
Kim Suji (second)
Seol Yeeun (lead)
Seol Yeji (alternate)
Shin Dongho (coach)

New Zealand Curling: The Movie!

The curling world has been getting used to seeing New Zealand curlers on ice at major championships, but the time may well be coming where we will all have to get used to seeing — “New Zealand curlers - the movie!”



It is well known that after their appearances in the 2022-2023 Pan Continental and World championships, three of the New Zealand men's team — skip Anton Hood, Ben Smith and Brett Sargon — took the bold decision to re-locate to Canada with the prime purpose of improving their curling abilities and becoming more competitive at elite level.

As Anton explains, “We needed to get more exposure to competition and ice-time. Canada and then Calgary was an easy option for us because of how much competition there was. We knew we needed to move somewhere with a bit more curling and that's how we ended up in Calgary.”

As it happened, after a Facebook plea put out by World Curling Board Director Kim Forge, the three New Zealanders ended up living and helping out in a Seniors' Home in Calgary to give them a base as they pursued their curling dreams — Anton even ended up working at the Calgary Curling Club.

The story of the extremes they embraced as they pursued their sporting dreams has caught the imagination of many — to the extent that the New York Times published an in-depth feature article about the mutual inter-generational benefits to the curlers and the residents of the Chartwell Colonel Belcher Retirement Residence, springing from their time there.

And that article, among other publicity spotlights, resulted in the most unexpected of consequences. Peter de Boer, who is the team's coaching advisor,

explains, “After the New York Times article we had multiple approaches from people in New Zealand and the States to take up the story of three young New Zealanders taking on the world — curling in a different country to try to achieve their sporting goals. And doing that by saving money, being clever and ending up in this warm, loving environment (at the home). Put all that together and, all of a sudden, you've got a story, and we seemed to spark interest.”

Peter continued, “So we've spent a couple of months negotiating a deal, which we now have, and we have a team who are now writing a script and will hopefully sell a deal to people who might buy it. So that's something for the next twelve months.”

Peter also puts his finger on what may well make this story such an attraction for the general public, “These guys are an inspiration. They're doing things that most people wouldn't do. They're putting their careers and lives on hold and putting their curling dreams at the top of the list. For people who come from a country where curling is not a big sport and they don't get any funding, I think that's inspiring.”

Despite their dedication, the New Zealanders failed to record a win at the world championships, finishing bottom of the rankings. About this, skip Anton said, “It's kind of hard when you don't have any wins in the column to say it's helped, but I think what it has done, although the results don't show it, is that it has made us more confident to be out there.”

“Last year we were struggling with the experience.

I feel like we deserve to be here now. We were very competitive at the Pan Continentals and don't forget, we're still very young in our curling careers.”

Thinking more about the lack of wins, he adds, “It's tough, but we believe in the process. We understand that strategically and technically, we're a wee bit further behind lots of these teams because of the programmes that lots of these countries have.”

Looking to the future, the New Zealanders, as the lowest-ranked qualifiers in each of the last two Pan Continental Championships, may well have an additional challenge as they pursue their world and Olympic dreams — in the form of China, who will be in next season's A-Division at the Pan Continental event — another strong contender for world championship qualification.

While Anton says he hasn't thought about the prospect of China much, Peter has another take on that challenge, “I think we're a direct threat to China. In 2022 we didn't beat any of the teams seeded above us, we didn't get to the tenth end against any of them. Last year, we beat Korea, and beat all the other teams comfortably that we needed to beat and competed well in two of the three games against the top teams. We've got learning to do, but we have to stick to the processes and make every moment matter.”



Schaffhausen, Switzerland: 30 March – 7 April

The IWC Arena in Schaffhausen, Switzerland was the venue for the LGT World Men's Championship 2024. Schaffhausen is situated one hour north of Zürich, and this was the first World Curling championship to be held there.

With Switzerland gaining participation as hosts, the other teams qualified through two different routes:

- **From the Le Gruyère AOP European Curling Championships 2023 (in qualification order):** Scotland, Sweden, Italy, Norway, Germany, Netherlands and Czechia
- **From the Pan Continental Championships 2023 (in qualification order):** Canada, Korea, Japan, United States and New Zealand.

As well as having world titles and medals on the line, this event was the first of two Olympic qualifier world championships. With Italy already qualified as hosts, seven further national Member Associations will qualify their National Olympic Committee directly for the 2026 Olympic Winter Games in Milan-Cortina.

The others will be eligible to compete at a Pre-Olympic Qualification Event and/or the Olympic Qualification Event, held in the 2025–2026 season.

After 20 sessions of round-robin play, table-toppers Sweden and second-placed Canada qualified directly for the semi-finals.

In qualification games, third-placed Scotland beat sixth-ranked United States, by 8-4, to go on to face Canada in the semi-finals. The other qualification game saw fifth-placed Italy beat fourth-ranked Germany, by 8-3, to go onto the semi-final against Sweden.

In the semi-finals, Canada beat Scotland, by 9-4, while Sweden were 5-3 winners over Italy.

In the gold medal final, Sweden beat Canada, by 6-5, and this triumph gave skip Niklas Edin and third Oskar Eriksson a record-breaking seventh world men's title.

In the bronze medal game, Italy beat Scotland, by 7-6, stealing the win in the extra end. This gave Italy their second men's world medal after a bronze in 2022.



Private
Banking

Medallists

Sweden

Niklas Edin (skip)
Oskar Eriksson (third)
Rasmus Wranå (second)
Christoffer Sundgren (lead)
Daniel Magnusson (alternate)
Alexander Lindstroem (coach)

Canada

Brad Gushue (skip)
Mark Nichols (third)
E.J. Harnden (second)
Geoff Walker (lead)
Kyle Doering (alternate)
Caleb Flaxey (coach)

Italy

Joel Retornaz (skip)
Amos Mosaner (third)
Sebastiano Arman (second)
Mattia Giovanella (lead)
Francesco De Zanna (alternate)
Ryan Fry (coach)



EVENT HOSTING

World Curling's various championships simply cannot take place without curling communities around the globe stepping up to act as hosts.

Because of the scale and reach of the events, hosting a championship is a big task, no matter where it takes place. But the rewards can be just as big too.

Here is a look at the hosting experience at four of this season's Championships, each in their own way underlining that the experience leaves a positive legacy and benefits for the communities involved.

Event Working Group

This season an Event Working Group has been formed to discuss every aspect of our championships. One of the core elements the group has been discussing is how to create these win-win situations for all our event hosts.

The Event Working Group will be sharing some of their insights at the 13th World Curling Congress in Montreal, Canada this year.

The Curl Aberdeen Way

Curl Aberdeen provided the warmest of welcomes to the athletes, official and spectators involved in the A-Division of the Le Gruyère AOP European Curling Championships 2023.

Curl Aberdeen Chairman Graham Russell spoke at the opening ceremony, and in his remarks, he said simply, "Our ethos is that those who enter our doors are our guests. Whether you be an elite curler or are taking to the ice for the first time, we want all to enjoy the experience, so that when you leave, you do so with a smile and are happy to return. We believe that is the spirit of curling."

His fellow-club members certainly showed that spirit in everything that they did. Graham said, "We are running this week with a total of 70 volunteers, out of a membership of 450. We've got a small professional staff team here, and they're now running on adrenaline because the oxygen tanks are empty, so we need the support from our volunteers." Those volunteers turned their hands to any of the tasks required to keep the show going, with Graham himself leading by example. When he wasn't not dressed in his Sunday best for presentations and ceremonies, he rolled up his sleeves up like everyone else.

Graham also explained the reasoning behind Curl Aberdeen's decision to act as hosts, saying, "Following the social lock-down during the pandemic, there's been a worrying reduction in the mental health of the nation and a dramatic effect on sports clubs' finances. Many people have simply gone into isolation, yet social sports like indoor curling have proven time and time again to improve both mental and physical well-being. We hope that this high-profile event, will inspire the next generation — of all ages."

Not surprisingly, the hope for the Curl Aberdeen board is that their members' efforts would yield financial benefit, "Prior to Covid we had £150,000 of savings, two years of COVID and we've been wiped out."

Hosting events like this means that Curl Aberdeen members are deprived of their normal use of the ice and Graham is aware of that problem, "I'm not getting complaints yet, but I'll be able to show the figures to show that we benefit from running an event like this. I hope our members realise that this is important for curling and therefore to the benefit of Curl Aberdeen."



"Sydney sees major economic boost from Women's World Curling Championship"

That was the headline in Canadian media months after Sydney in Nova Scotia played host to the BKT Tires World Women's Curling Championship 2024.

And this claim was made in the wake of a major economic impact study carried out by Sport Tourism Canada which declared that the first-ever world championship held in Sydney delivered a significant economic boost to the region, with the combined spending of out-of-town participants, delegates, and spectators who visited, in combination with the expenditures made by the event organisers, totalled just over \$CAD 10 million.

"The Championship not only showcased world-class curling but also delivered substantial economic benefits," said Cape Breton Mayor Amanda McDougall, "These numbers demonstrate the importance of hosting major sporting events and their role in stimulating economic activity and community engagement."

The Nova Scotia Minister of Communities, Culture, Tourism and Heritage Allan MacMaster also affirmed the event as a resounding success, adding, "This has brought tremendous economic vitality to our province and Sydney, and this success reinforces our commitment to fostering economic growth and enhancing community pride through sports tourism."

The Championship was given a \$CAD 850,000 non-repayable contribution to fund improvements and contribute to hosting costs, but a \$CAD 10 million pay-back makes that look like money well spent.



Schaffhausen success

Sweden's Team Edin left the LGT World Men's Curling Championship 2024, held in Schaffhausen, Switzerland as deserved winners.

But it is also clear that Schaffhausen's people, businesses, town and state authorities, commercial supporters and even the venue — the IWC Arena — were all winners too, as curlers and supporters from all round the world travelled home, singing the praises of this small Swiss town and its people.

The 220-strong band of volunteers was led by Organising Committee President Michael Stauble, and he spoke for many when he said, "I've had the time of my life" adding, perhaps more importantly, "and I didn't expect that!"

So, how did this success story come about? Firstly, it was a matter of years of preparation, with the original event hosting put on hold when the COVID pandemic struck, giving the organisers extra time to put their plans into action.

Eventually, as activity increased, lots of pieces fell into place. An early win was the support received from the local authorities, "The city and state decided 'yes, we're going to support you' and they paid about a quarter of our budget." However, that investment looks like it has paid off for the authorities. Michael says, "I think they have a good return when you see everyone who is here and spending in our community."

The event also gained community support quickly, from locals and from the wider Swiss curling community. "We had about 220 volunteers. One year ago, we started to gather volunteers through all the curling clubs in Switzerland." Notably, the organisers were

able to bring in volunteers from outside the curling family, including Doris Ochsner, who explained, "That's what I do, I volunteer — Iron Man events, Special Olympics, but just in Switzerland." Doris added, "If your heart is not in it, you couldn't do events or volunteering. You'd not be doing a good job."

Another volunteer, Beatrice Huber, had a different experience and a different story to tell, but one that was equally as valuable, "I'm completely new in the volunteer business. It's great, meeting nice people and it's a good way to contribute. The athletes are very open and very nice and friendly in talking to us."

In another key move, the organisers were able to call on the services of local young men who were in the position of having to complete their full-time national service obligation by clocking up hours of what is called "civil service." These uniformed civil service members provided an always-there uniformed presence throughout the venue, leaving other volunteers to carry out more specialised roles.

Above the support from the local authorities, there were two obvious sources of revenue. First, ticket sales. Through the round-robin, the event had a capacity of 1,200 seats and every session was packed. An extra tribune was installed overnight for the play-off games... and it sold out too.

Before the games started and after they finished, all these ticket holders had a terrific time, creating and enjoying the carnival atmosphere in the dedicated area outside the IWC Arena. They found themselves partying, and buying food and drink from the vendors who were there under licence from the organisers, creating another revenue stream.

In addition, the organising committee also pulled together a raft of local sponsors, official suppliers and commercial supporters, who all became funding or support-in-kind contributors to the event.

Östersund experience

For those in attendance at the World Mixed Doubles Curling Championship or the World Senior Curling Championships in Östersund this year, it often seemed as if the events were running themselves.

Of course they weren't, with a lot of behind-the-scenes effort going on, but Östersund's experienced team coped with every challenge without fuss and with smiles on their faces. As a result, two more championship events were delivered to the highest standard.

These championships were just the latest in a series of world and international competitions hosted in Östersund, and, with every event, the Östersund team have made positive adjustments which have all helped to improve the curling experience for everyone involved and, ultimately, produce financial contributions to the running of the Östersund Curling Club.

Two of the key organisers — Organising Committee President Per Bergman and Flemming Patz - gave some background to the approach they have developed. Asked why they do it, Per declared, "It's fun!" While Flemming was clear about their motivation, saying "One of the things to me is that we are serving curlers and curling."

Per added, "We have close to 100 volunteers running this event and while there are a lot of curling club members involved in running this, there are others as well. We have a good co-operation with the biathlon federation, and they have been helping us a lot. Also, the Swedish Federation has been backing us up, and they gave us a financial contribution."

The Östersund community has the distinct advantage of having an exceptional venue to operate from. Per explained, "We're in communication with the city of Östersund. They are very happy to talk with us and if we can bring an event to Östersund, they are very happy to just let us have the Arena." He added, "We have a small amount of financial support from the city too — just enough to cover our basic costs."

For this year's events, the Östersund organisers made two major improvements. Flemming explains one of them, "Our first aim is to break even more or less. Now for the first time, we have an arrangement with the hotels, and they included the costs of our transport in their prices. Because of that, we have been able to make a small profit, which goes to Östersund Curling Club."

This season's World Mixed Doubles Championship saw some familiar duos taking part — for example Australia's Tahli Gill and Dean Hewitt, and Spain's popular pairing Oihane Otaegi and Mikel Unanue.



Familiar Faces at Mixed Doubles

You can add to that list Estonia's Harri Lill, who was taking part in his seventh World Mixed Doubles Championship along with partner Marie Kaldvee.

The Estonians were certainly one of the most experienced teams taking part, and arguably one of the most motivated too. For all their years of competing, including just missing out on medals in 2019 and 2023, when they finished fifth on both occasions, they remain supremely focussed on what their target is, "We both believe we can do it, so we've just got to make it happen" said Harri.

He continued, "Olympic qualification is why we're here." And being fully aware that this event was one of only two opportunities to gather points for direct Olympic qualification, he adds, "World championship success would be sort of secondary — it's the points that are most important to us."

Both Harri and Marie started their curling careers involved in their national men's and women's teams, but mixed doubles is now their primary focus. Marie gave some insight into their thinking, saying, "I think mixed doubles is the best shot [at Olympic participation] for small nations, especially like us, because you need two athletes that are dedicated to work hard enough. I'm not saying our ladies' and men's teams aren't working hard, but it is more that we have played together for a long time."

Marie continued, "This is our seventh worlds — we have gained so much and every year we're trying to find a little bit more. To find two athletes

who are taking all this time from personal life and from work life, it's not that easy. Many people don't have the possibility to do so with their work."

And the Estonian pair are trying hard to make their Olympic ambitions come true in other ways rather than just putting in the practice hours on the ice. They have been part of a publicity campaign at home that has seen them build a growing profile, on posters and in the media.

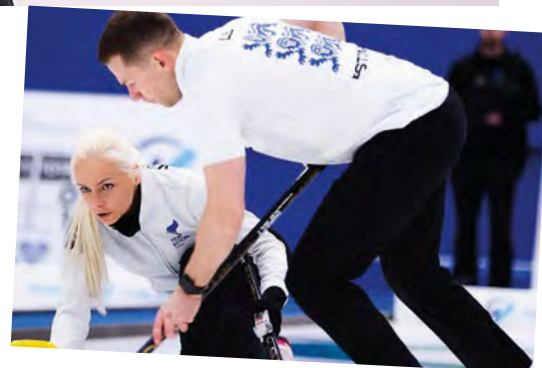
Marie explained, "We are trying to find sponsors and that would give us a little advantage. If we can have the best sports equipment, then, we're taking it. We're not going to say no. Every sponsor that we can find, even if it's just a photoshoot once a year, I'm taking it."

She added, "We have a good Estonia curling media team which gives us big exposure. It's getting better because we have had some good results in tournaments. And we're getting good results in the media pages."

Harri added his thoughts, "This kind of exposure helps to make us known and makes it better for other sponsorship opportunities too. Throwing the rocks is just a small part of what we're trying to do, we have a big team around us."

While their mixed doubles Olympic qualification campaign is a big part of what is happening in Estonian curling, there is other good news too.

Harri said, "Corporate curling in Estonia is still healthy, but we only have three sheets and we're trying to get more ice for club curlers. We have between 80 or 100 people who are practising all



the time and thousands who come through the corporate side."

Marie agreed, "The level of curling in Estonia is getting better and better, with people coming to practise during the daytime which never used to happen, so the ice is booked the whole day"

While this is all good news, at the Championship, Marie and Harri remained firmly focussed on the Olympic job at hand. And they got their reward, battling through to a first-ever appearance in a world final by an Estonian team and eventually taking historic silver medals, losing by 4-8 to Swedish brother and sister Rasmus and Isabella Wranåa.

This result — and the qualification points gained — was a major step forward on Harri and Marie's Olympic dream. And, taking a moment to look further ahead and dream a little more about the Olympics, Marie said, "It has been a dream for quite a long time — ever since I started curling at a better level than just as a junior curler. Now that I know what I'm doing, and now that I know what we are capable of... It means the world."

WORLD MIXED DOUBLES

CURLING CHAMPIONSHIP 2024



Östersund, Sweden: 20-27 April

The Östersund Arena hosted the World Mixed Doubles Championship 2024 and simultaneously, the world senior championships.

Member Associations gained the right to have teams in the twenty-strong field through either their performances in the 2023 world championship in Gangneung, Korea or through the World Mixed Doubles Qualification Event 2023, held in Dumfries, Scotland.

The four qualifiers from the qualification event were Germany, France, China and New Zealand.

The 20 teams were divided into two groups of ten:

Group A: Denmark, Estonia, France, Germany, Italy, Japan, Norway, Spain, Switzerland and Türkiye

Group B: Australia, Canada, China, Czechia, Korea, Netherlands, New Zealand, Scotland, Sweden and United States.

After 18 sessions of round-robin play, the two group winners – Norway and Sweden – went directly to the semi-finals.

In cross-over games the second- and third-placed team from each group played qualification games for the remaining semi-final spots. In these games, Estonia beat Canada, by 6-5, while Switzerland defeated Scotland, by 8-6.

In the semi-finals, Estonia beat Norway, by 8-6, while Sweden were 6-3 winners over Switzerland.

Sweden was crowned world champions after an 8-4 win over Estonia in the gold medal final. This silver was a first-ever world championship medal for Estonia.

In the bronze medal game, Norway beat Switzerland, by 6-5.

At the foot of the rankings, Türkiye, France, New Zealand and Spain were relegated to the World Mixed Doubles Qualification Event 2024.



Medallists

Sweden

Isabella Wranaa (female)
Rasmus Wranaa (male)
Andreas Prytz (coach)

Estonia

Marie Kaldvee (female)
Harri Lill (male)
Tomi Rantamäki (coach)

Norway

Kristin Skaslien (female)
Magnus Nedregotten (male)
Thomas Loevold (coach)



Both Ends of Competitive Experience

While curling and curling events nearly always have a great sense of community, it could be argued that no World Curling competition is better at binding together its contestants as 'one big family' than the World Senior Curling Championships.



Invariably, every game — hard-fought as it may have been — ends up with joint team photographs and lengthy post-game chats, which are either updates from previous years of head-to-head action or planting the seeds of new curling friendships.

This means that the World Senior Championships is one of the great levellers among competitors — sporting backgrounds, illustrious as they may be, don't need to matter at all... it's all in the moment and in the competition.

And, while this year's World Seniors field featured some real stars of the past, it also saw some newcomers at this level who were just content to be competitors of the present.

Take for example, two extremes — the hugely experienced Swedish women's team, and the Philippines men's team, making their country's debut at this level.

In skip Anette Norberg and third Cathrine Lindhal, the Swedish women's team featured two of the most successful international curlers ever — both double Olympic gold medallists (in Turin 2006 and Vancouver 2010), both double world champions, and six-times European champions, whose team were inducted into the World Curling Hall of Fame in 2021, among other honours and medals. Above that, Cathrine served as a World Curling Board Director for several years once she retired from elite curling.

Perhaps after such a storied career, Cathrine would have had enough of competition? But no, "I still love to play curling" says Cathrine, who had the bonus of competing in her hometown.

Cathrine is clear about why she remains involved and why senior curling is so important, "I think the biggest thing about curling is the friendship and the community. And also, that you can still be competitive at this age." Summing up her experience so far, she says, "My message is just to have fun, and if you have fun, it will go well, that's the most important thing."

By contrast, the entire Philippines men's team were all debutants at this level, described by Jonathan Ochoco as "a cool experience."

This men's team were only the second team to represent Philippines at a World Curling Championship. Philippines became a World Curling Member Association at the 2023 Congress and their newly-formed men's team competed in the Pan Continental Curling Championships 2023 in Kelowna, Canada — finishing second out of eight teams in the B-Division.

And it was the performance in the Pan Continental event that sparked the creation of this senior team, as Jonathan explains, "This all came about when we had our first team in the PCCC last year and then the President of the Federation asked me if I would be interested in doing a men's seniors team." He continued, "At the time, I didn't know of anyone else who was eligible. Then there was a Philippines bonspiel in Washington DC, and we found more eligible people."

While it was clear the Philippines enjoyed their experience in Sweden, they also have a serious ambition for the future. Jonathan says, "The ambition is to grow the sport of curling for Filipinos. The Federation has only been around for a year, so we're only at the beginning. There's been an effort to identify Filipinos around the world to see if they would be interested in participating in various events. Also, there's lots of juniors coming up that are eligible."

Lead Joselito Cruz identifies one obvious method for development. He says, "We're in discussions about floor curling."

While the team had fun, they were also very aware of the pathfinding role they were playing, as third Peter Garbes points out, "Being in our national playing uniform is a big deal. National pride is a big thing for us. We all grew up in the States, but we all have ties with back home. I'm just as American as I am Filipino, but putting on this jersey means so much."

"I'm just as American as I am Filipino, but putting on this jersey means so much"

WORLD SENIOR

CURLING CHAMPIONSHIPS 2024



Medallists

WOMEN

Canada

Susan Froud (skip)
Kerry Lackie (third)
Kristin Turcotte (second)
Julie McMullin (lead)
Jo-Ann Rizzo (alternate)
Alain Corbeil (coach)

Lithuania

Virginija Paulauskaite (skip)
Rasa Veronika Jasaitiene (third)
Jolanta Sulinskiene (second)
Gaiva Valatkiene (lead)
Egle Cepulyte (alternate)
Olga Dvojeglazova (coach)

Scotland

Karen Kennedy (skip)
Gail Thomson (third)
Alison Cunningham (second)
Gillian King (lead)
Margaret Richardson (alternate)

MEN

Canada

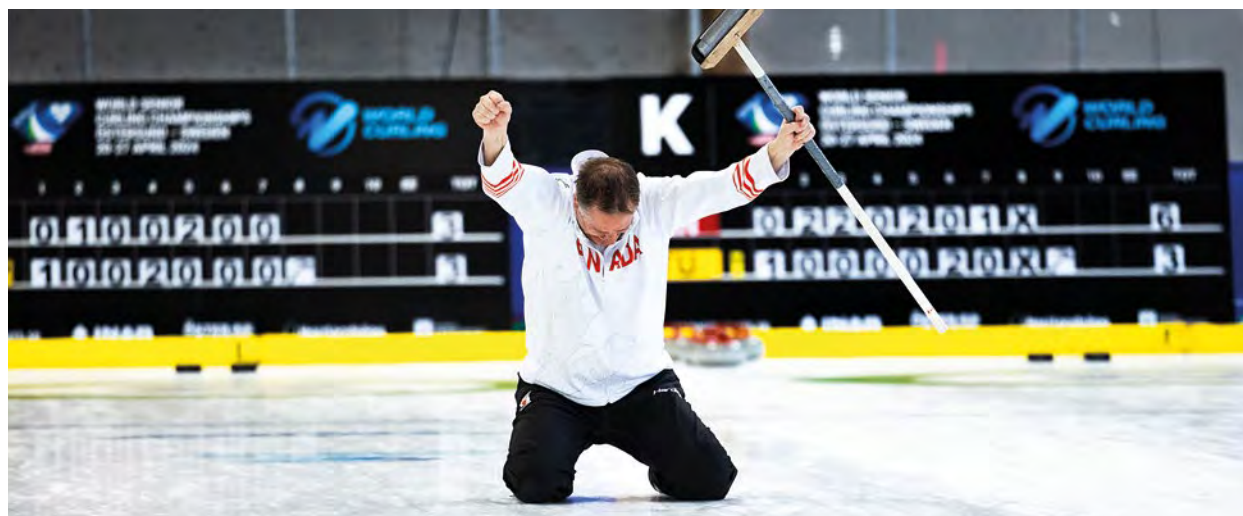
Paul Flemming (skip)
Peter Burgess (third)
Martin Gavin (second)
Kris Granchelli (lead)
Kevin Ouellette (alternate)

United States

Mike Farbelow (skip)
Rich Ruohonen (third)
Bill Stopera (second)
Darren Lehto (lead)
Pete Annis (coach)

Sweden

Mats Wranaa (skip)
Mikael Hasselborg (third)
Anders Eriksson (second)
Gerry Waahlin (lead)
Per Noreen (alternate)



Östersund, Sweden: 20-27 April

The World Senior Curling Championships 2024, staged in the Östersund Arena at the same time as the world mixed doubles championship, featured 18 women's teams and 25 men's teams.

The women's teams were divided into three groups:

Group A: Canada, Czechia, Finland, Japan, Lithuania and Norway

Group B: Estonia, Hong Kong, Ireland, Latvia, Sweden and Switzerland

Group C: Australia, Denmark, England, New Zealand, Scotland and United States.

There were 12 sessions of round-robin play to decide the quarter-final lineup. In the quarter-finals, Switzerland beat Sweden, by 8-7, Lithuania were 11-1 winners over England, Canada beat Latvia, by 12-0, and Scotland were 5-4 winners over Japan.

In the semi-finals, Lithuania defeated Switzerland, by 5-2, while Canada beat Scotland, by 10-3. Scotland then recovered to beat Switzerland, by 6-3, to win bronze medals, while Canada took gold and the world title with a 7-3 victory over Lithuania.

This silver is a historic first World Curling championship medal for Lithuania.

The men's teams were divided into four groups:

Group A: Canada, Croatia, Denmark, Finland, Norway, Philippines and Wales

Group B: Germany, Ireland, New Zealand, Nigeria, Poland and Scotland

Group C: Belgium, England, Estonia, Latvia, Switzerland and United States

Group D: Australia, Czechia, Hong Kong, Hungary, Japan and Sweden.

After 17 sessions of round-robin play, in the quarter-finals, Sweden beat Czechia, by 8-4, Canada were 7-2 winners over Norway, United States beat Switzerland, by 8-7, while Germany were 9-4 winners over Scotland.

In the semi-finals, Canada beat Sweden, by 9-6, while United States defeated Germany, by 10-4. Sweden then took bronze medals, beating Germany, by 11-9, while Canada defeated United States, by 4-3, to win gold medals and take the world title.



Gender equality: Addressing the lack of Female Coaches

"If you're able to help a team perform better, then it shouldn't matter what your gender is." This is the view of Renee Sonnenberg, Canadian national coach at this season's Pan Continental Curling Championships. Renee was one of just two female coaches involved in the A-Division in Kelowna, along with United States coach Cathy Overton-Clapham.

In a sport that sees relative equality in player participation and public interest levels, coaching is an area where gender parity is lacking.

Last season across 11 of World Curling's biggest events, including the European, Pan Continental and World championships, the paucity of female coaches was eyebrow-raising. At these events, the number of female team coaches averaged out at just fifteen percent, with no women coaching in the A-Division of the men's Europeans, the world men's or men's world junior championships.

The lack of female coaches at the top-level came as no shock to Renee, who is aware of her status as an outlier. She said, "I do feel that [I am a minority]. I'm not surprised because I sense it. I see all the men around me all the time."

Cathy was similarly disappointed at the lack of women coaching at the highest level of the sport, "That's not very good, is it? I'm not sure why that is. There's lots of talented women out there who could be coaching teams."

Regarding the lack of women coaching men's squads, Renee believes there is a perception that women must prove themselves to a greater extent as a player than men must before they are considered as potential top-class coaches.

"I find that a lot of stake is put on having had success as an athlete, and taking the time to do that and I think the men are viewed differently that way."

World Curling now has a Diversity, Equity and Inclusion (DEI) Working Group with the stated aims of initiating International Olympic Committee-recommended gender balance activities and "raising awareness of what diversity, equity and inclusion means across the sport of curling."

Alongside this positive step forward, Renee believes there are further measures that World Curling can take to help increase the number of women in coaching at the top of the sport.

"Raising awareness, I think that's a big thing. Promoting women's coaches, creating a women's coaching group where we could talk to each other about what's working, help each other learn."

She also believes it is paramount that players realise there is a pathway into coaching post-retirement.

"It does start really with the awareness. To make people go home [and think] maybe I should consider this other avenue rather than just the status quo."

While there is a long way to go before true equality is achieved in the sport, it is obvious that role models in high-level positions are important in paving the road for aspiring female coaches. As Cathy describes, "I did have a female coach, Janet Arnott, who was also a past team-mate, and she was a great mentor in that role as there's not many female coaches around."

From a personal standpoint, Cathy is content to be viewed as a role model herself for prospective coaches, "We see two women out here coaching in Kelowna so I would look at it that way."

As for Renee, while she recognises the challenges that women must overcome to reach the highest level, she encourages others to follow in her footsteps, "I would be honoured to be considered a role model. I think people give kind of sideways glances when I walk into a room that's filled with men."

She added, "I'm hoping that my performance as a coach, doing a good job, raises the profile of women in coaching and can inspire other women to take the risk. Because it's definitely a risk to take that leadership role."

In a further positive move, Jennifer Dodds from Scotland and Fiona Grace Simpson of Portugal have now joined the Women in Sport High Performance Pathway (WISH). WISH is a 21-month leadership programme that equips ambitious women coaches to succeed in obtaining roles at elite coaching levels within their sports.

ONLINE BACKUP



MOUNT10.CH



Olympic and Paralympic Qualification Continues

Qualification is now well underway in all five curling disciplines that will be involved in the Milano Cortina 2026 Olympic and Paralympic Winter Games.

Olympic Winter Games Qualification

In the three Olympic disciplines (team women, team men and mixed doubles), the 2024 world championship events started the process with National Olympic Committee qualification points gained through national team performances this season.

Performances at the 2025 championships will finalise seven of the men's and women's teams to join hosts Italy in the line-ups.

The remaining two women's and men's team slots will be decided at an Olympic Qualification Event to be staged in December 2025.

National Olympic Committees that have finished between 9th and 13th on qualification rankings will be entitled to compete at this event, as will the top three finishers from the Pre-Olympic Qualification Event, to be held in the autumn of 2025.

Eligibility for the Pre-Olympic Qualification Event is also available to any National Olympic Committee represented at the 2024 or 2025 European or Pan Continental Championships.

In Mixed Doubles, any National Olympic Committee that competed at the 2024 or 2025 World Championship but did not finish in a qualification position (top seven, plus hosts Italy) will be entitled to enter the Olympic Qualification Event for Mixed Doubles.

This Event will have a field of 16 teams, which will be completed by using world ranking positions as of 1 May 2025, if necessary.

OLYMPIC QUALIFICATION POINTS

WOMEN

Rank	Olympic National Committee	2024	2025 Olympic Qualification Points
1	Italy	10	Qualified as hosts 10
2	Canada	15	15
3	Switzerland	13	13
4	Republic of Korea	11	11
5	Sweden	9	9
6	Denmark	8	8
7	United States of America	7	7
8	Scotland/Great Britain*	6	6
9	Norway	5	5
10	Türkiye	4	4
11	Japan	3	3
12	Estonia	2	2
13	New Zealand	1	1

* Points for Great Britain are gained by Scotland at World Women's Curling Championships.

MEN

Rank	Olympic National Committee	2024	2025 Olympic Qualification Points
1	Italy	11	Qualified as hosts 11
2	Sweden	15	15
3	Canada	13	13
4	Scotland/Great Britain*	10	10
5	Germany	9	9
6	United States of America	8	8
7	Switzerland	7	7
8	Netherlands	6	6
9	Czechia	5	5
10	Norway	4	4
11	Japan	3	3
12	Korea	2	2
13	New Zealand	1	1

MIXED DOUBLES

Rank	Olympic National Committee	2024	2025 Olympic Qualification Points
1	Italy	13	Qualified as hosts 13
2	Sweden	27	27
3	Estonia	23	23
4	Norway	20	20
5	Switzerland	18	18
6	Canada	16	16
7	Scotland/Great Britain*	15	15
8	Republic of Korea	14	14
9	Japan	12	12
10	United States of America	11	11
11	Germany	10	10
12	China	9	9
13	Netherlands	8	8
14	Denmark	7	7
15	Australia	6	6
16	Czechia	5	5
17	Türkiye	4	4
18	France	3	3
19	New Zealand	2	2
20	Spain	1	1

Paralympic Winter Games Qualification

Wheelchair Curling will consist of two competitions with ten National Paralympic Committees competing in the Mixed Team event and eight National Paralympic Committees competing in the Mixed Doubles event.

Italy qualify, for each competition, automatically as the host.

After the 2025 World Wheelchair Curling Championships, using aggregate performances from the 2023, 2024 and 2025 Championships, the nine highest ranked Member Associations will each obtain one mixed team qualification slot, while the seven highest ranked Member Associations will each obtain one mixed doubles qualification slot.

PARALYMPIC QUALIFICATION POINTS

MIXED TEAM

Rank	Paralympic National Committee	2023	2024	2025 Paralympic Qualification Points
1	Italy	3	5	Qualified as hosts 8
2	Canada	12	12	24
3	China	14	10	24
4	Norway	6	14	20
5	Sweden	9	9	18
6	Republic of Korea	8	7	15
7	Scotland/Great Britain*	10	3	13
8	Latvia	4	8	12
9	United States of America	7	4	11
10	Czechia	5	2	7
11	Slovakia	0	6	6
12	Denmark	2	0	2
13	Japan	1	0	1
14	Estonia	0	1	1

* Points for Great Britain are gained by Scotland at World Wheelchair Curling Championships.

MIXED DOUBLES

Rank	Paralympic National Committee	2023	2024	2025 Paralympic Qualification Points
1	Italy	1	10	Qualified as hosts 11
2	China	9	12	21
3	Republic of Korea	6	14	20
4	Latvia	14	6	20
5	United States of America	12	8	20
6	Slovakia	7	7	14
7	Canada	10	0	10
8	Estonia	4	5	9
9	Japan	0	9	9
10	Scotland/Great Britain*	5	3	8
11	Germany	3	0	3
12	Finland	0	2	2
13	Hungary	2	0	2
14	Denmark	0	1	1

Full details of the current qualification positions are available on the World Curling website.

Olympic QR Code link



Paralympic QR Code link



WORLD RANKINGS

These tables represent the most recent Member Associations' World Rankings for the Olympic and Paralympic disciplines of women, men, mixed doubles, wheelchair curling and wheelchair mixed doubles.

They take into account performances in the various championship events of the season.

Further information on how these rankings are calculated can be found on the World Curling website.

In addition, World Curling maintains the World Ranking for the non-Olympic Mixed discipline and produces the World Curling Team Ranking Lists.

The World Curling Team Rankings Lists, include the results from events from across the world including World and National Championships, Grand Slams, World Curling Tour events and other registered international and national events.

Further information on these Ranking Lists and other details are also available on the World Curling website.

Scan the QR code:

World Rankings Overview



World Curling Team Rankings Overview



Wheelchair

	Member Association	Points	+/-
1	China	83.582	0
2	Canada	70.149	0
3	Sweden	62.537	0
4	Norway	53.254	+2
5	Korea	34.746	-1
6	United States	32.203	+2
7	Latvia	30.449	+2
8	Scotland/Great Britain	28.403	-3
9	Slovakia	25.433	+1
10	Russia	23.582	-3
11	Italy	17.493	+3
12	Czechia	15.343	+1
13	Estonia	14.910	-1
14	Switzerland	13.761	-3
15	Finland	8.251	+4
16	Japan	7.976	0
17	Denmark	7.791	+1
18	Germany	6.955	-3
19	Poland	6.507	+4
20	Saudi Arabia	6.448	-3
21	England	6.179	-1
22	Hungary	3.731	-1
23	Türkiye	2.806	-1
24	Brazil	2.388	+3
25	Spain	2.269	+2

Wheelchair Mixed Doubles

	Member Association	Points	+/-
1	Korea	59.915	+8
2	Latvia	55.745	-1
3	United States	51.745	-1
4	China	50.000	+6
5	Italy	45.532	+3
6	Sweden	35.000	-3
7	Slovakia	34.979	0
8	Hungary	30.426	-4
9	Canada	28.149	-4
10	Japan	27.787	+7
11	Norway	25.532	-5
12	Estonia	24.681	0
13	England	22.979	-2
14	Scotland/Great Britain	20.511	0
15	Denmark	13.766	+1
16	Finland	12.766	+2
17	Germany	12.511	-4
18	Switzerland	12.468	-3
19	Poland	6.426	0
20	Türkiye	5.702	+1
21	Spain	3.064	+1
22	Slovenia	2.894	0
23	Czechia	2.809	-3

* All remaining Member Associations are ranked 24 with 0.000 points

Women

	Member Association	Points	+/-
1	Switzerland	84.459	0
2	Canada	62.351	+1
3	Korea	50.838	+2
4	Sweden	45.000	-2
5	Japan	39.027	-1
6	United States	35.838	0
7	Scotland/Great Britain	33.338	0
8	Italy	31.676	+2
9	Denmark	31.270	0
10	Norway	31.081	-2
11	Türkiye	16.919	+2
12	Germany	15.784	0
13	Russia	11.982	-2
14	Estonia	11.486	+2
15	Czechia	11.014	0
16	Hungary	8.973	+2
17	China	8.865	-3
18	Latvia	8.392	-1
19	New Zealand	6.622	+11
20	Lithuania	6.119	+2
21	Slovenia	6.103	+1
22	Austria	5.995	+1
23	Slovakia	5.946	-3
24	England	5.686	+3
25	Kazakhstan	5.243	-6

EVENT CALENDAR

Men

	Member Association	Points	+/-
1	Sweden	84.085	0
2	Canada	78.085	0
3	Scotland/Great Britain	60.845	0
4	Italy	48.577	+1
5	Switzerland	45.085	-1
6	United States	38.296	0
7	Korea	34.507	0
8	Norway	26.282	0
9	Germany	25.690	+1
10	Japan	19.831	-1
11	Czechia	19.324	+1
12	Netherlands	16.535	+2
13	Russia	12.225	-2
14	Denmark	11.901	-1
15	Finland	11.873	0
16	Türkiye	11.718	+1
17	China	9.803	-1
18	Spain	8.659	0
19	New Zealand	8.141	+2
20	Chinese Taipei	7.510	-1
21	Latvia	7.113	-1
22	Austria	6.792	+1
23	England	6.738	-1
24	Australia	5.555	+7
25	Belgium	5.392	+3

Mixed Doubles

	Member Association	Points	+/-
1	Norway	66.791	0
2	Sweden	60.537	+2
3	Scotland/Great Britain	58.060	-1
4	Switzerland	47.522	+2
5	Canada	43.075	0
6	United States	42.209	-3
7	Italy	41.403	0
8	Estonia	37.090	+4
9	Japan	32.284	-1
10	Germany	23.627	+1
11	Czechia	18.701	-1
12	Australia	18.507	-3
13	Korea	18.119	+4
14	Denmark	14.015	-1
15	China	13.806	-1
16	Hungary	11.254	-1
17	Türkiye	9.991	+3
18	Spain	9.149	0
19	New Zealand	8.991	0
20	Finland	8.672	+1
21	Netherlands	7.272	+4
22	England	6.209	0
23	Russia	5.910	-7
24	Austria	4.761	-1
25	France	4.564	+3

Name	Location	Start Date	End Date
13th World Curling Congress	Montreal, Canada	04/09/2024	08/09/2024
World Mixed Curling Championship 2024	Aberdeen, Scotland	12/10/2024	19/10/2024
Pan Continental Curling Championships 2024	Lacombe, Canada	26/10/2024	02/11/2024
World Wheelchair-B Curling Championships 2024	Lohja, Finland	02/11/2024	09/11/2024
Le Gruyère AOP European Curling Championships 2024	Lohja, Finland	16/11/2024	23/11/2024
Le Gruyère AOP European Curling Championships B-Division 2024	Östersund, Sweden	16/11/2024	23/11/2024
World Mixed Doubles Qualification Event 2024	Dumfries, Scotland	02/12/2024	07/12/2024
World Junior-B Curling Championships 2024	Lohja, Finland	08/12/2024	19/12/2024
FISU World University Games 2025	Torino, Italy	11/01/2025	23/01/2025
World Wheelchair Curling Championship 2025	Stevenston, Scotland	01/03/2025	08/03/2025
World Wheelchair Mixed Doubles Curling Championship 2025	Stevenston, Scotland	11/03/2025	16/03/2025
World Women's Curling Championship 2025	Uijeongbu, Korea	15/03/2025	23/03/2025
LGT World Men's Curling Championship 2025	Moose Jaw, Canada	29/03/2025	06/04/2025
World Junior Curling Championships 2025	Cortina, Italy	12/04/2025	21/04/2025
World Mixed Doubles Curling Championship 2025	Fredericton, Canada	26/04/2025	03/05/2025
World Senior Curling Championships 2025	Fredericton, Canada	26/04/2025	03/05/2025
European Curling Championships C-Division 2025	Östersund, Sweden	26/04/2025	03/05/2025
World Junior Mixed Doubles Curling Championship 2025	Edmonton, Canada	06/05/2025	11/05/2025

THANK YOU

Many people help World Curling's Board and staff deliver competitions, clinics, programmes, and other activities around the world.

This page lists many of those who have given their time and expertise this past season.

With apologies to anyone who may be accidentally left out, World Curling offers sincere thanks for doing so, as well as to all the volunteers, in many capacities, who have contributed to the success of recent events.

Function	Given Name	Family Name
Chief Umpire	Wojciech	Augustyniak
Deputy Chief Timer	Markus	Bachmann
Chief Umpire	Dianne	Barker
Deputy Chief Umpire	Glenda	Barrowman
Deputy Chief Umpire	Roland	Basler
Chief Umpire	Tim	Bastian
Deputy Chief Ice Technician	Eldie	Benson
Chief Umpire	Bob	Bomas
Deputy Chief Ice Technician	Tom	Brewster
Game Umpire	Harry	Brodie
Game Umpire	Donna	Butler
Chief Timer	Guido	Caccivio
Game Umpire	Patti	Caldwell
Chief Ice Technician	Mark	Callan
Deputy Chief Umpire	Darren	Carson
Game Umpire	Magdalena	Chmiel-Nowak
Deputy Chief Umpire	Franziska	Christ Buettler
Deputy Chief Ice Technician	Graham	Conrad
Game Umpire	Randy	Czarnetzki
Chief Umpire	Susie	Czarnetzki
Deputy Chief Ice Technician	Fraser	Davidson
Deputy Chief Timer	Giorgia	De Lotto
Deputy Chief Timer	Darrell	Demick
Chief Timer	Ingemar	Eriksson
Deputy Chief Ice Technician	Greg	Ewasko
Game Umpire	Johan	Fahlstroem
Timing Supervisor	Kirstina	Fairweather
Game Umpire	Cecilia	Fransson
Chief Ice Technician	Joe	Fritz
Game Umpire	Rob	Gagnon
Game Umpire	Sandy	Gagnon
Game Umpire	Ki	Gennemark
Deputy Chief Timer	Kay	Gibb
Chief Umpire	Michele	Gower
Game Umpire	Ingemar	Gruftman
Game Umpire	Taina	Heino
Chief Ice Technician	John	Heron
Timing Supervisor	Jim	Hogg
Game Umpire	Junpyo	Hong
Game Umpire	Anja	Huckle
Chief Timer	James	Hustler
Deputy Chief Umpire	David	Imlay
Deputy Chief Ice Technician	Asmus	Joergensen
Game Umpire	Tomas	Kadlec
Deputy Chief Ice Technician	Patrik	Kapralik
Chief Timer	Thomas	Kiesche
Deputy Chief Timer	Jiwon Catalina	Kim
Game Umpire	Se-Mi	Kim
Game Umpire	Daryl	Kirton
Deputy Chief Umpire	Linda	Kirton
Game Umpire	Bart	Klomb
Game Umpire	Kari	Kokkonen
Game Umpire	Maerang	Koo
Chief Timer	Susan	Lankisch-Lister
Classifier Panellist	Julene	Larranaga
Deputy Chief Ice Technician	Hyoungseok	Lee
Chief Classifier	Young Hee	Lee
Deputy Chief Timer	Lingshu	Li
Classifier Panellist	Peihong	Li
Game Umpire	Rainer	Maegi
Deputy Chief Ice Technician	Alister	Martin

Function	Given Name	Family Name
Chief Ice Technician	Paul	Martin
Deputy Chief Ice Technician	Phil	Martin
Deputy Chief Timer	Cristian	Matau
Game Umpire	Gheorghe	Matau
Deputy Chief Umpire	John	Mcgowan
Deputy Chief Timer	Phil	Mckenzie
Deputy Chief Timer	Rob	Mckinlay
Deputy Chief Ice Technician	Stuart	Mclachlan
Chief Umpire	Colin	Melrose
Game Umpire	Rastislav	Michalka
Game Umpire	Cheryl	Minns
Classifier Panellist	Anne-Gabrielle	Mittaz Hager
Deputy Chief Ice Technician	Ivan	Moglia
Game Umpire	Bernat	Monzo
Game Umpire	Julie	Morley
Game Umpire	Sharon	Morrison
Deputy Chief Ice Technician	George	Munro
Chief Classifier	Emilie	Newell
Game Umpire	Taru	Oksanen
Chief Ice Technician	Mika	Ollikainen
Deputy Chief Timer	Maarit	Palsynaho
Classifier Panellist	Joo Young	Park
Classifier Panellist	Soyeon	Park
Game Umpire	Kaye	Paterson
Game Umpire	Agnes	Patonai
Game Umpire	Thomas	Pautsch
Timing Supervisor	Lisa	Peters
Game Umpire	Denise	Pimpini
Game Umpire	Marta	Pluta
Timing Supervisor	Nagore	Ramirez De La Piscina
Game Umpire	Leslie	Reid
Chief Ice Technician	Mike	Reid
Chief Umpire	Joaquim	Reimertz
Deputy Chief Umpire	Jens	Rigtorp
Chief Ice Technician	Stefan	Roethlisberger
Game Umpire	Bill	Rourke
Chief Timer	Christian	Schaller
Deputy Chief Umpire	Michael	Schlatter
Deputy Chief Timer	Brigitte	Schoeneich
Game Umpire	Tom	Sephton
Classifier Panellist	Sari	Shatil
Deputy Chief Ice Technician	Ingvild	Skaga
Deputy Chief Ice Technician	Mike	Slattery
Game Umpire	Fabio	Sola
Game Umpire	Jim	Stewart
Game Umpire	Silvia	Sykorova
Game Umpire	Iulia	Traila
Game Umpire	Octavia	Traila
Chief Umpire	Brett	Waldroff
Chief Timer	Stuart	Walker
Chief Ice Technician	Jon	Wall
Game Umpire	Marg	White
Game Umpire	Herb	Wong
Chief Ice Technician	Hans	Wuthrich
Chief Timer	Brian	Yeats
Timing Supervisor	Robin	Young
Medical Advisor	Dr Bob	McCormack
Medical Advisor	Dr Young-Hee	Lee
Medical Advisor	Dr Niall	Elliott
Medical Advisor	Dr Maarit	Valtonen

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