

ANNUAL REPORT

2025-2026



**CURLING
ONTARIO**

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HONOURING TRADITIONAL TERRITORY

Curling Ontario acknowledges that we participate in the sport of curling on Indigenous land that has been inhabited by Indigenous people from the beginning.

As settlers, we are grateful for the opportunity, and we thank all generations of people who have taken care of this land – for thousands of years.

We recognize and appreciate their historic connection with the land. We acknowledge the contributions of Métis, Inuit, and other Indigenous peoples, shaping and strengthening our communities, our province, and our country as a whole.

We are all treaty people and accept our responsibility to honour all our relations.



MESSAGE FROM THE BOARD CHAIR

In reflecting on the 2025-26 fiscal year, I am filled with an incredible amount of pride and appreciation for the efforts of our entire team, both staff and Board, in fulfilling the promise of building curling in Ontario while serving the immediate needs of our member organizations, their members and our athletes.

A Milestone Year

This past year was an especially transformative year as we came together with the Northern Ontario Curling Association and the Ontario Curling Council to create a single, better resourced, more effective organization to support the future of curling in Ontario.

This key strategic initiative allows us to create more programs to benefit clubs across the entire province; to focus resources in key areas like youth development where resource challenges have limited us in the past. As we were embarking on a stronger future by coming together, we continued to improve communications with all stakeholders and to invest energies and efforts in ensuring Curling Ontario provides the necessary leadership for our sport at a time when sport organizations across Canada are under significant financial pressure.

I want to express my gratitude to everyone who put so much time and energy into creating this foundation for the future growth of our sport in Ontario including: Hayley Smith – President - NOCA; Laura Forget – Executive Director NOCA; Gerry Sundwall – Chair of OCC; Erin Jarvis – Manager of Programs and Operations of OCC; and Matt Allen – CEO of Curling Ontario.

I also want to acknowledge and thank outgoing Curling Ontario Board members – Margo Burgess; Gina Grosenick; Paul Hennessy and Renee Reddick for the counsel and commitment to helping make this transition a success.

The 2025-26 season was another outstanding year for curlers across Ontario and Northern Ontario, with athletes, teams and clubs demonstrating the skill, dedication and passion that continue to make our province a leader in the sport. From emerging curlers taking the next step in their development to experienced teams achieving success on provincial, national and international stages, Ontario and Northern Ontario were well represented throughout the season. We are proud to celebrate the accomplishments for all of Ontario's curlers and the coaches, volunteers, families and clubs who support them every step of the way. Their success is a reflection of the strength and vibrancy of curling across our province.

By way of our athletes' successes, Curling Ontario swept all three of Curling Canada's annual Member Association season-long Cup competitions, the first time it's happened since the awards were established. Congratulations to all our Curling Ontario athletes and coaches for their achievements at national and international competitions.

Looking Ahead

The structural changes and expanded operational competencies we have in place, augur well for the future of curling in Ontario. Guided by our CEO Matt Allen and our operations team, our continued focus is on building on this strong foundation and delivering support, leadership and success for our entire Curling Ontario community.

Our new vision – “enriching lives through curling” and our new four-year strategic plan frame a multi-faceted, yet focused set of priorities and I am confident that, while there will always be challenges along the way, the future has never looked better for our sport across Ontario.

Collectively, we can, and must, overcome some of the legacy issues which limit our ability to realize a sustainable and positive future including ensuring our sport continues to be one for life and for all.

At its core, curling is more than a sport, it is a community where all should feel welcome and why our initiatives in safe sport, inclusion, diversity, equity and accessibility are key to our future.

We all have a role to play in creating a more sustainable future for our sport, and I invite everyone in our Ontario curling community to embrace the opportunities ahead and address the challenges we face together.

In Appreciation

On behalf of the entire Board of Directors, thank you to our members for your continued support and confidence in our vision. We look forward to building an even brighter future for curling across our entire province together

Sincerely,



A handwritten signature in black ink that reads "Tim McChesney". The signature is fluid and cursive, with a long, sweeping underline.

Tim McChesney
Board Chair

MESSAGE FROM THE CEO

As we reflect on the 2025-26 season, there is a great deal to be proud of across Curling in Ontario. This has been a year of growth, evolution, and meaningful progress, and, importantly, a year that has reinforced our belief that Curling Ontario has an important role to play in shaping the future of our sport.

Our organization continues to evolve, and with that evolution comes an ongoing commitment to be a leader—not only within Ontario, but across the Canadian sport system. We are committed to being a modern, innovative, collaborative, and forward-thinking sport organization that delivers meaningful value to our members and helps create a stronger future for curling.

Throughout the past year, we made positive strides across many areas of our organization. From the continued growth of our Youth Festival to be the largest youth curling event in the world, to eight days of televised coverage showcasing our Men's and Women's Provincials, executing our more than 30 Provincial competitions, to the continued expansion of our club development programs, there are countless examples of the work taking place across Curling Ontario. Our 2025 Conference was another tremendous success, bringing our community together to learn, share ideas, build relationships, and look collectively at the future of our sport.

One of the most significant areas of growth has been our work in club development. We have continued to expand the resources and support available to clubs, recognizing that strong, sustainable clubs are the foundation of a strong sport. Monthly webinars, practical templates and resources, policy development, governance support, grant-writing expertise, and direct guidance to clubs are just some of the ways we have worked to ensure that club leaders have the tools and confidence they need to succeed. We are proud of how this area of our organization has grown, and we remain committed to continuing to listen to clubs and evolving our services around what they need most.

This year also marked an important milestone in the evolution and sustainability of curling in Ontario with the merger of the Northern Ontario Curling Association and the Ontario Curling Council with Curling Ontario. This was a significant undertaking, requiring hundreds of hours of work, thoughtful discussion, and a shared commitment to building a stronger provincial organization for the future.

I want to extend my sincere appreciation to the Steering Group—Laura Forget, Hayley Smith, Tim McChesney, Gerry Sundwall, and Erin Jarvis, for the extraordinary amount of time and energy they invested in this process. Their leadership and dedication helped make this transition possible and have laid the foundation for a more cohesive curling community across Ontario.

As part of this merger, we are also thrilled to welcome Sean Turriff, Erin Jarvis, and Laura Forget to the Curling Ontario staff team. Their experience, knowledge, and passion for curling will strengthen our organization as we move forward together.

This season also marked the retirement of Terri Collicott following more than 30 years of service to Curling Ontario. It is difficult to capture in words the impact of three decades of dedication to our organization and our sport. We are incredibly grateful for everything Terri has contributed over the years and wish her a very happy and well-deserved retirement. We are equally pleased to welcome Michael O'Neil to Curling Ontario as our new Finance Manager and Émile Asselin as our Club Development Coordinator. We look forward to the experience and perspective Michael and Émile will bring to our organization and to having them as part of our team.

As we look ahead, perhaps the most important message we can share is that the work ahead belongs to all of us.

The evolution of Curling Ontario brings with it an important responsibility. As staff, we recognize the responsibility we have every day to deliver on the promises we make, to use our resources wisely, and to ensure that the support we provide is increasingly cohesive, effective, and meaningful. Whether you are a club leader, club curler, competitor, volunteer, umpire, coach, official, or one of the many people who contribute to curling in Ontario, our goal is to ensure that you feel the benefit of the work we do.

The strength of curling in Ontario has always come from the people who give their time, energy, and passion to this sport. Our role is to support you, bring people and ideas together, remove barriers, and help create the conditions for curling to thrive.

We are also embarking on an important next chapter for Curling Ontario with the launch of a new strategic plan (2026-2030) for our organization. This process was an opportunity to reflect on what we have accomplished, listen to the voices of our members and stakeholders, and establish a clear vision for where we want to go next. Our new strategic plan will help guide our priorities, focus our resources, and ensure that we remain responsive to the changing needs of our sport. Most importantly, it will provide a shared roadmap for how we can work together to strengthen curling, support our clubs and participants, and position Curling Ontario for continued leadership and success in the years ahead.

There is tremendous opportunity ahead. We are excited about what we can accomplish together and confident in the direction Curling Ontario is taking. Our commitment remains clear: to lead with purpose, to continue evolving, and to build a stronger, more sustainable, and more vibrant future for curling across the province.

Thank you to our members, clubs, athletes, coaches, officials, volunteers, partners, board members, staff, and countless others who contribute to our sport each and every day. Your commitment is what makes curling in Ontario special.

We look forward to continuing this journey together.

Good curling,



A stylized, handwritten signature in black ink, appearing to read 'Matt Allen'.

Matt Allen
Chief Executive Officer

OUR VISION

Enriching lives through curling.

OUR MISSION

We equip Ontario's curling community with programs, resources and support to empower the delivery of safe, inclusive and high-quality curling experiences.

OUR VALUES

Inclusive

Accountable

Innovative

Collaborative

Excellence



OUR STRATEGIC PILLARS

PARTICIPATION

Creating accessible, inclusive opportunities that welcome more people into curling and support their growth, aspirations and enjoyment at every stage.

SUSTAINABILITY

Strengthening our member organizations to be vibrant, sustainable hubs that foster participation, connection, and long-term success in their communities.

INSIGHTS

Using high-quality data to guide decisions, demonstrate impact, and drive meaningful, sustainable growth.

FOUNDATION

Building a strong, trusted organization with the leadership, people, and systems needed to effectively support and grow the sport communities.



BOARD OF DIRECTORS

Tim McChesney, Board Chair

Hayley Smith, Board Vice-Chair

Rick Helm, Finance Chair

Mike Anderson, Director

Dave Cutler, Director

Jeffrey King, Director

Leslie Kerr, Director

Patty Warner, Director

Gerry Sundwall, Director



ORGANIZATIONAL HIGHLIGHTS

Membership Update

This year, Curling Ontario is proud to serve 51,091 registered curlers across 168 member clubs, compared with 51,025 curlers and 167 clubs in 2024-25. We are pleased to welcome Maitland Granite Curling Club as our newest member club.

We recognize the ongoing dedication of our clubs, volunteers and members who continue to strengthen and grow curling across Ontario. Their commitment remains at the heart of our sport and our organization.



New Partnerships

Curling Ontario strengthened its network of industry and community partners this year through new partnerships with Amplifon, SportsPay, Runback Brewery and Wearables. These relationships help us expand the resources, opportunities and support available to our member clubs and the broader curling community.

We are grateful to these organizations for their investment in curling and their support of Curling Ontario's initiatives.



Organizational Merger

This year marked an important milestone as we advanced the merger of Curling Ontario, Ontario Curling Council and Northern Ontario Curling Association. The merger represents an opportunity to build a stronger, more unified organization and create greater consistency, collaboration and value for curlers, clubs and stakeholders across the province.

By bringing our organizations together, we are creating a more sustainable foundation for the future of curling in Ontario, while strengthening our ability to support clubs, grow participation and deliver programs that meet the evolving needs of our members.



We extend our sincere thanks to the Merger Steering Committee—including its three chairs, along with Matt Allen, Laura Forget and Erin Jarvis—for their leadership, commitment and significant contributions throughout this process. Their guidance and collaboration were instrumental in moving this important work forward.

New Strategic Plan

Curling Ontario also developed a new strategic plan to guide our work and priorities in the years ahead. The plan establishes a clear framework for strengthening clubs, growing participation and ensuring that curling remains accessible, sustainable and welcoming across Ontario.

Key areas of focus include:

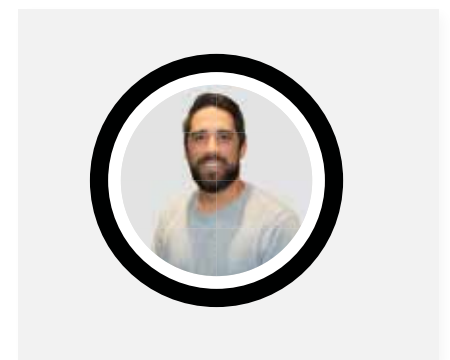
- Supporting the long-term success and sustainability of member clubs
- Growing participation and creating more opportunities to experience curling
- Strengthening communication, collaboration and resources for clubs
- Fostering inclusive and welcoming environments
- Building a strong and unified future for curling in Ontario

This strategic plan will help align our programs, services and partnerships with the needs of our members while providing a clear path forward for the organization.

Leadership and Staff Transitions

Curling Ontario extends its sincere appreciation to Terri Collicott as she retires after more than 30 years of dedicated service to the Association. Throughout her tenure, Terri made a meaningful contribution to Curling Ontario and supported the organization, its clubs and its members with professionalism and commitment. We thank her for her many years of service and wish her all the best in her retirement.

We are also pleased to welcome Michael O'Neil as Curling Ontario's new Finance Manager. Michael joins the Association at an important time and will support the continued strength, accountability and effectiveness of our financial operations.



Member Club Satisfaction Survey

Curling Ontario's annual Member Club Satisfaction Survey continued to provide valuable insight into the experiences, priorities and needs of our member clubs. This year, 91 clubs responded, representing a significant increase from 51 responses in 2024-25.

The results showed improvement across every key measure:

- Overall satisfaction with Curling Ontario: 3.92 out of 5, up from 3.57
- Satisfaction with Curling Ontario staff service, communication and interaction: 4.02 out of 5, up from 3.76
- Satisfaction with club resources released during the year: 3.75 out of 5, up from 3.50
- Confidence in the future: 95.6% of respondents agreed or strongly agreed that their club feels positive about the future of Curling Ontario and the value of membership, up from 83%

These results are encouraging and reflect the progress we are making in strengthening our relationships with member clubs and improving the support we provide. We remain committed to listening, learning and using this feedback to guide our priorities in the year ahead.

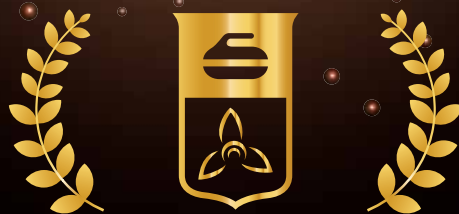
Annual Conference

Curling Ontario proudly hosted its Annual Conference this year, welcoming 129 club delegates—a significant increase from 77 delegates in 2024-25.

The conference offered a valuable opportunity for club leaders to connect, share ideas and learn from experts and peers. Highlights included a keynote presentation by Brad Gushue, sessions focused on youth participation strategies, and practical insights into club governance.

The strong attendance and engagement demonstrated the continued value of bringing Ontario's curling community together. We look forward to building on this success and making our next event even more impactful.





2026 AWARD WINNERS

IDEA AWARD

- Laura Leitch, Ilderton Curling Club
- Shirley Morrison, High Park Club
- West Northumberland Curling Club
- Royal Canadian Curling Club

COMMUNITY HERO AWARD

- Audrey Kouyoumdjian, Leaside Curling Club
- Ron & Marilyn Kreutzer, Huntsville Curling Club
- Rick Brady, Oakville Curling Club
- Delores McCallum, Mississauga Golf and Country Club

LIFETIME ACHIEVEMENT AWARD – BUILDER

- Lynda Howe, Sutton Curling Club
- Elizabeth Woolnough (posthumously), Weston Curling Club
- Susan Baird, Dixie Curling Centre

LIFETIME ACHIEVEMENT AWARD – ATHLETE

- Gerry Sundwall
- Twyla Gilbert
- JP Lachance
- Judy MacLellan
- Lisa Rolfe
- Samantha Fuller
- Nadine Simpson
- Sarah Wilkes



2026 AWARD WINNERS

CLUB OF THE YEAR

- Mindemoya Curling Club

LESLIE KERR BUILDER AWARD

- Rob Dubinsky, Kakabeka Falls Curling Club

COACHES OF THE YEAR

- Rob Dubinsky, Kakabeka Falls Curling Club
- Steve Decary, North Bay Granite Club
- Angie Megan, Nakina Curling Club
- Paul Carr, Port Arthur & Fort William Curling Club

ICE TECHNICIAN OF THE YEAR

- Dave Oreskovich, McIntyre Curling Club

HONORARY LIFE MEMBER

- Stephen Meunier, McIntyre Curling Centre

VOLUNTEERS OF THE YEAR

- Ken Kopechanski, Fort William Curling Club
- Greg Towns, Mindemoya Curling Club

ORGANIZATIONAL MILESTONES

168 MEMBER
CLUBS
IN 2025-26

 **51,091**
REGISTERED CURLERS IN ONTARIO

9  **WEBINARS**
AND 2 TOWN HALLS
HOSTED

45  **CLINICS**
DELIVERED

91 CLUB
FEEDBACK
SURVEYS
RECEIVED



718
TEAMS ENTERED
COMPETITIONS
VS **711** IN 2025-26

WE SAW
43 MORE
COACHES
AT COMPETITIONS

**BEST WESTERN
CHALLENGE
RETURNED
WITH 95 TEAMS**
UP FROM 78



10 
CLUBS PURSUING THE
**CLUB ACCREDITATION
PROGRAM**


18
CLUB
ICE
TEAM
VISITS

2025-2026 DEPARTMENT ACHIEVEMENTS

COMPETITIONS

Key Achievements & Highlights

Data-Driven Participant Insights

Feedback surveys were sent to participants after every qualifier and Provincial competition with a response rate of 33%, right on target for major sports tournaments. This provides us with a reliable mix of feedback from our community to help continuously improve our events.

The Best Western Challenge Growth

The Best Western Challenge returned for its second year with team participation jumping from 78 to 95 teams!

Accessible Competitor Education

To help remove barriers to competitive play, we released Rules Ready, Game On! A Guide to Provincial Qualifying and Championship Play—a practical resource designed to give both first-time competitors and returning curlers the confidence to step onto the ice.

Record-Setting Education Webinar

To support our Rules Ready initiative, we hosted the “Ready, Set, Rock” webinar featuring breakout rooms with top provincial champions, coaches, and officials. It became our most attended webinar of the entire season, and due to its overwhelming popularity, we look forward to offering it again in fall 2026!



Clear Pathway Education

To help curlers and fans better navigate our competitive pathway, we introduced the Summary of Curling Ontario Events alongside a printed wall poster mailed directly to clubs, detailing all event categories, entry deadlines, and host dates.

Professional Officiating Standards

We elevated quality and consistency across all events by introducing a comprehensive Umpire's Handbook, clear performance standards, and a formalized Umpire's Agreement—supported by a new per-draw honorarium to directly invest in our vital officiating team.

National Youth Alignment

Following observations at the 2026 Scotties in Mississauga, we developed a strategic plan to adapt Curling Canada's national youth programming at the provincial level, setting four key recommendations for implementation at the 2027 Provincials.

U12 & U15 Festival Success

We modernized the former Elementary Championship into the U12 & U15 Curling Festival to better align with the Long-Term Curler Development framework. The rebranded event was a massive success, bringing together 92 teams split evenly across both divisions.

Streamlined Host Support

Building on our event delivery standards, we developed a dedicated Qualifier Host Guide and Agreement to streamline operations, clarify host compensation, and reduce the administrative burden on club staff and volunteers.



CLUB DEVELOPMENT

The 2025-2026 season was another dynamic year of impact, support, and connection for the Club Development Department. Our focus remained centered on empowering local clubs, elevating leadership, and expanding access to curling across Ontario through targeted resources, educational offerings, and direct community engagement. The following highlights summarize our key accomplishments across our core service areas.

Key Achievements & Highlights

Clinics

Curling Ontario successfully delivered 45 clinics across the province, connecting with an estimated 500+ participants to help curlers refine their skills, build confidence, and deepen their enjoyment of the game.



Webinars & Town Halls

We hosted nine informative webinars drawing 248 participants on essential operational topics, including Marketing, Ice Maintenance, Governance, and Membership Growth. Additionally, two Town Halls brought together 47 club leaders to discuss emerging trends, address local challenges, and foster collaborative problem-solving across our network.



Resource & Governance Support

To streamline operational support for club leadership, we officially launched the Club Resource Library—a centralized, searchable hub housing past webinars, practical templates, operational checklists, and governance articles designed to build board confidence and simplify daily club management.

Safe, Inclusive, and Accessible Club Accreditation Program

Our commitment to inclusive sport environments continued with 10 clubs actively pursuing accreditation across Bronze, Silver, and Gold levels, implementing actionable strategies to prioritize safety, accessibility, and inclusion in their facilities.



Lotteries

Four provincial lotteries were conducted during the season, generating \$22,000 in total prize money awarded to participants while returning \$15,500 directly to participating clubs and Curling Ontario development programs.

Street Curl

Our Street Curl equipment supported 22 club events throughout the season, helping facilities bring the game off the ice and directly into their local communities to drive awareness, recruit new members, and celebrate curling.

E-Learning Courses

We continued to build capacity across our curling community through our specialized digital courses: Building Successful Curling Experiences through Equity, Diversity, and Inclusion and Enhancing Leadership with Growth Mindset Training, tracking 53 course completions during the fiscal year.



SPORT DEVELOPMENT

In the 2025-2026 season, the Ontario Curling Council (OCC) continued to drive growth, excellence, and accessibility across the province through its comprehensive Sport Development and Education initiatives. By investing in coach education, facility maintenance, officiating pathways, parasport programs, and youth competition, the OCC empowered clubs, athletes, and leaders at every level of the game. Below is an overview of key achievements and impact across our core programming areas this year.

Key Achievements & Highlights

Participation & Training

Successfully delivered 4 Adult Learn to Curl (ALTC) Train-the-Trainer courses to qualify 26 new instructors, alongside 7 Club Coach courses (65 coaches trained) and 6 Club Coach Youth courses (53 youth coaches trained).

Facility Development

Supported ice operations across the province by training 30 Head Ice Technicians across 3 Practical Installation courses and 69 Assistant Ice Technicians across 7 introductory courses.

Coach Development

Hosted 7 Competition Coach courses—including 2 women-only sessions—training 57 coaches. This was complemented by a joint U15/U18 Free Agent Clinic offering hands-on athlete mentorship, while providing content training for 12 Coach Developers and advancing 8 through the official pathway.

Officials Development

Collaborated with NOCA to design the new Ontario Officials Pathway and successfully piloted the updated Curling Canada Officials course, training 4 new provincial officials.



Wheelchair Curling Development

Expanded parasport engagement by hosting 2 Try-It events (11 athletes, 3 coaches), running a coach mentorship program in partnership with NT, organizing the Ontario Wheelchair Open for 8 teams, and supporting 6 wheelchair teams at the Ontario Winter Games in Orillia.



Youth Development

Designed and piloted the in-person qualifying system for U15 RockFest East, delivering 4 regional qualifiers for 110 athletes and 35 coaches, alongside a U15 Triples Cup event for 28 young curlers.



Ontario Winter Games

Executed 5 Fours and 5 Mixed Doubles qualifiers featuring 53 Fours teams and 26 Mixed Doubles teams, culminating in full event support for 6 Fours, 6 Mixed Doubles, and 6 Wheelchair teams at the Games in Orillia.



HIGH PERFORMANCE

The 2025-2026 season was a banner year for our High Performance pipeline, marked by provincial success on the national stage, sold-out athlete development camps, and major program evolution to support Ontario's rising talent.

Key Achievements & Highlights

Funding & Provincial Alignment

Secured a successful funding application through the Canadian Sport Institute Ontario (CSIO) within the Ontario High Performance Sport Initiative (OHPSI), ensuring continued targeted investment for top-tier athlete development.



National Championship Representation

Proved the impact of our Tier 1 (OHPSI) NextGen Program, with Team King (Brier) and Team Armstrong (Scotties) advancing to represent Ontario on the national stage.



Record-Breaking Youth Camps:

- Trillium Curling Camp: Launched with overwhelming demand, selling out in just two days and welcoming 192 registered campers aged 12 to 18.
- Amethyst Curling Camp: Expanded capacity from 80 to 96 campers, selling out completely within two hours of opening registration.

Mixed Doubles Academy Success

Successfully delivered the Mixed Doubles format for the 2025-2026 season to continue broadening athlete development pathways.



NORTHERN ONTARIO CURLING ASSOCIATION (NOCA)

The 2025–2026 season was a historic landmark for the Northern Ontario Curling Association, defined by milestone collaborations, grassroots growth, and celebrating the dedicated leaders who drive our sport.

Key Achievements & Highlights

Historic Unification

Worked closely with Curling Ontario and the Ontario Curling Council throughout the year to advance the unification of Ontario curling. Through extensive member engagement, information sessions, and strategic planning, the merger was officially approved by the Boards of Curling Ontario and OCC, and the Board and membership of NOCA.

NOCA Awards & Community Recognition:

Celebrated exceptional contributions across the region through the annual NOCA Awards Program, honouring outstanding volunteers, coaches, builders, clubs, and ice technicians. See our award winners on page 10.

Women in Sport Leadership

Supported and participated in the Women in Curling Summit in Thunder Bay, fostering networking, skill-building, and leadership pathways for women and girls across Northern Ontario curling.

Youth & Grassroots Engagement

Hosted two regional Hit, Draw, Tap events in Timmins and Thunder Bay—engaging 7 clubs and over 120 young participants, with 30 athletes advancing to regional competition through Curling Canada’s national youth skill program.

Championship Operations

Supported Provincial Championships across eight disciplines, highlighted by the triumphant return of the Masters Women’s Championship for the first time since the pandemic.



COMMUNICATIONS AND BRAND

In the 2025-2026 season, the Communications and Branding Department focused on expanding our digital reach, streamlining member messaging, and celebrating the vibrant stories within our curling community. By standardizing internal workflows and enhancing our presence both online and on-site at major events, we strengthened organizational transparency and deepened engagement with clubs, athletes, and fans across the province. Below are the key accomplishments that drove our progress this year.

Key Achievements & Highlights

Curling Ontario Shop Visibility

Increased shop visibility across our provincial championship circuit allowed us to better engage the curling community on-site while generating vital non-dues revenue to support grassroots programming.



Streamlined Organizational Messaging

Introduced a centralized communications calendar to track and schedule all outgoing provincial communications. This initiative eliminated messaging overlap, ensured timely notifications for critical deadlines, and provided member clubs with consistent, predictable updates throughout the curling season.



Operational Website User Guide

Created a comprehensive, step-by-step website user guide to enable departmental staff to maintain and update the Curling Ontario website independently. Standardizing these procedures protects organizational continuity and ensures our digital channels remain up to date during high-volume periods or coverage gaps.

Elevating Community Recognition

Executed a dedicated campaign highlighting provincial award winners, publishing profile stories across our social media channels. By celebrating the stories behind our sport, we drove a 20% increase in social media engagement and strengthened community pride across the province.



FINANCIAL OVERVIEW

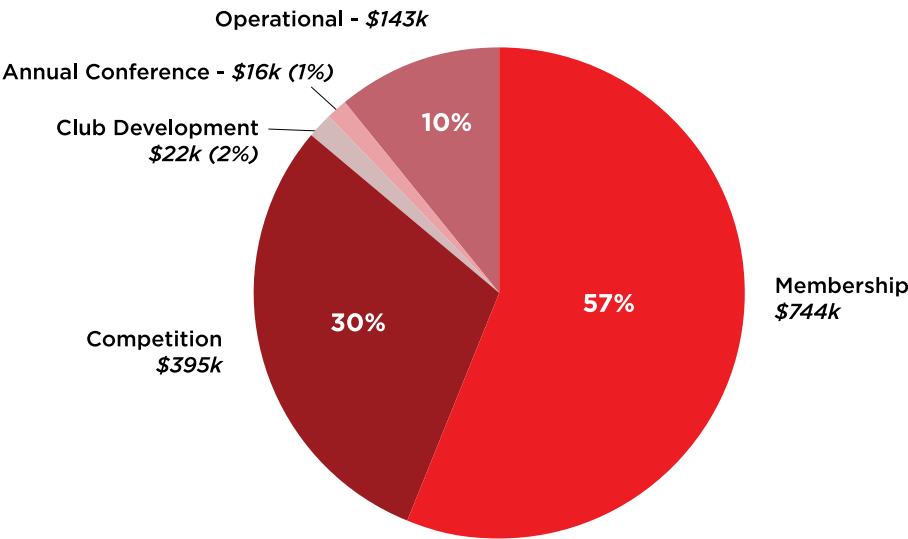
Curling Ontario achieved another year of financial stability, building on the progress made following several years of financial uncertainty and operating deficits. The organization continued to strengthen its financial position while maintaining a disciplined approach to managing resources and delivering its programs and services.

The 2025-26 fiscal year was broadly consistent with the approved operating budget. Curling Ontario achieved an operating surplus before amortization, with revenues and expenses tracking as anticipated. In several areas, the organization performed ahead of expectations, particularly when considering unplanned costs associated with the merger, including additional legal, audit and other professional service expenses. Despite these expenses, the organization remained focused on responsible financial management and successfully managed expenditures within its overall operating plan.

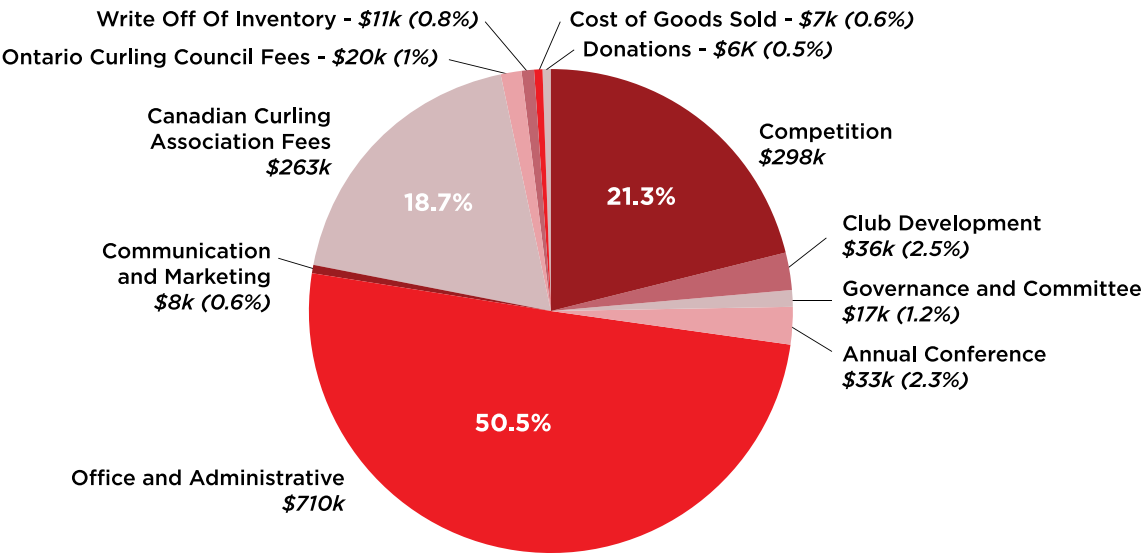
There were no significant fluctuations in the organization's financial results compared with the previous fiscal year or the approved budget. This consistency reflects improved financial oversight, prudent expenditure management and a continued focus on aligning resources with Curling Ontario's strategic priorities.

The organization's audited financial statements report an overall deficit as a result of amortization expense. Amortization is a non-cash accounting expense that recognizes the cost of capital assets over their useful lives. During the year, the Board also approved the write-off of certain asset amounts that were no longer considered to have future economic or operational value, including CurlON TV streaming equipment and outdated inventory. These write-offs increased the reported accounting deficit for the year but do not represent current-period cash expenditures. This approach ensures that Curling Ontario's financial statements more accurately reflect the assets that will carry forward into the future and places the organization on a stronger and cleaner financial footing as it enters the 2026-27 fiscal year and the next phase of the merger. Overall, the year represents another important step in strengthening Curling Ontario's financial sustainability and establishing a solid foundation for continued growth.

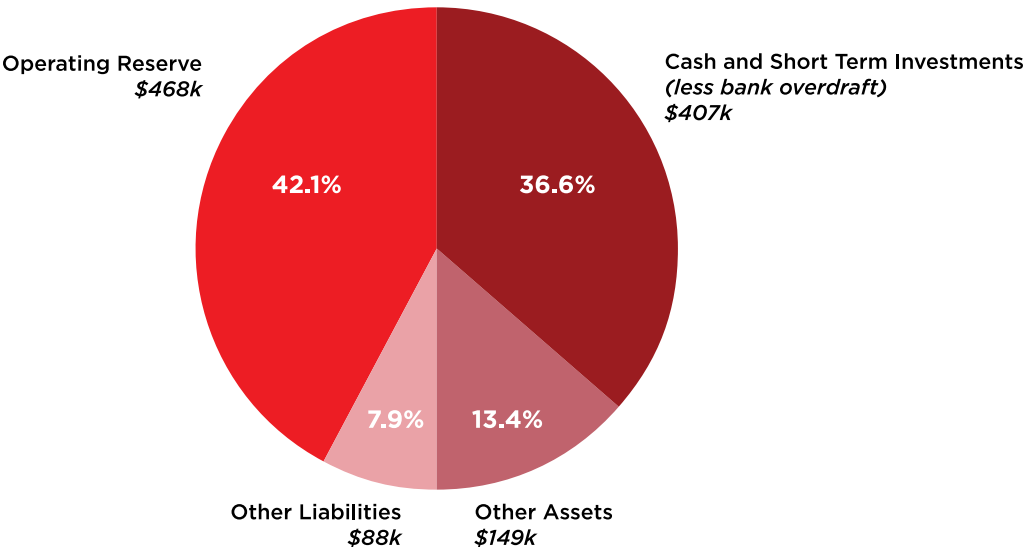
REVENUE



EXPENSES



BALANCE SHEET



WHAT'S AHEAD FOR CURLING ONTARIO

Competitions

Our competitions department is focused on growth, innovation, and operational excellence as we step into an exciting new era following our recent merger into a single, unified organization serving all Ontario curlers. Over the coming year, we will build on the momentum of our U12 and U15 festivals by expanding to multiple event sites, supported by a comprehensive new Host Guide designed to streamline local execution and deliver a consistent, high-quality participant experience across the province. To make hosting more accessible and impactful, we will also pilot new delivery concepts—such as Saturday-to-Monday qualifying windows and expanded direct-entry events—using competitor and host survey data to guide future scheduling decisions.

Alongside these event enhancements, we are modernizing our administrative operations by centralizing Safe Sport screening and eligibility tracking into a single, user-friendly platform that reduces paperwork for athletes, coaches, and staff alike. Above all, as we integrate into one centralized competitions team, we remain deeply committed to safeguarding our province's rich heritage: Team Northern Ontario and Team Ontario will proudly maintain their distinct national identities, keeping the iconic Moose and Trillium traditions thriving on the national stage.

Club Development

The 2026-2027 season marks a pivotal step forward for Club Development as Curling Ontario establishes a proactive, relationship-based approach to supporting facilities across the province. Our primary focus is on deepening direct engagement, ensuring every club has seamless access to practical resources, education, and hands-on guidance tailored to their day-to-day operational needs. Key initiatives include expanding our Clinics Program, delivering specialized Ice Technician consulting services, interactive webinars, launching a Regional Club Representative model, and significantly increasing outreach to clubs across Northern Ontario.

Beyond immediate operational support, we are dedicated to strengthening the long-term sustainability and capacity of our member facilities. We will continue guiding clubs through critical operational areas—such as governance, financial planning, human resources, grant applications, strategic visioning, and facility upgrades—while fostering valuable connections with industry experts and corporate partners. Furthermore, the expansion of our Safe, Inclusive and Accessible Club Accreditation program will empower facilities to cultivate welcoming, barrier-free environments for all curlers. By listening to local needs and equipping leadership with the tools to thrive, Club Development will continue building a resilient, growing curling community in every corner of Ontario.

Sport Development

The Sport Development team is focused on building sustainable pathways, expanding regional capacity, and modernizing our support systems for coaches, ice technicians, and officials across the province. A core priority will be establishing a comprehensive provincial coach development and mentorship framework that clearly defines progression from youth programming all the way to high-performance coaching. To complement this, we are streamlining access to critical development funding through key partners like the Coaches Association of Ontario, Canadian Sport Institute Ontario, and parasport grant programs, ensuring our coaches have the financial backing to pursue higher-level training.

In alignment with Curling Canada, we are also finalizing and rolling out the updated Ontario Officials Pathway—combining online training with targeted practical sessions to boost recruitment, retention, and on-ice expertise. Additionally, we have already strengthened our provincial ice technician capacity and succession planning by successfully registering two candidates for Curling Canada’s Learning Facilitator/Evaluator training. Together, these strategic initiatives reinforce our commitment to providing world-class leadership and technical excellence across every level of Ontario curling.

High Performance Programming

Our high-performance programming is set to expand its reach and impact across the province. Following a comprehensive review, we launched a modernized NextGen framework in June 2026, introducing elevated training and selection structures designed to better support Ontario’s elite teams in the coming year. Additionally, we are partnering directly with a host club to pilot a localized version of the Academy program, demonstrating how individual facilities can successfully adapt and deliver this proven development model at the club level.

Communications and Brand

Our communications and branding strategy will focus on expanding digital engagement, deepening club outreach, and enhancing organizational transparency. To elevate our visual storytelling and content collection, we are implementing a mandatory event media protocol to ensure every clinic, workshop, and championship operates with a dedicated media capture plan. We will also modernize how we deliver information by piloting three video “explainers” for key resources, migrating our complete webinar archive to YouTube for better analytics tracking, and publishing quarterly feature stories that highlight community impact, diversity initiatives, and local club successes.

To strengthen our relationship with facilities across the province, we are sending out a targeted mailout highlighting the tangible value of membership, with a goal of welcoming new clubs into the organization. Additionally, we will continue with our “State of the Organization” releases to keep members informed on provincial operation. We will continue to send out a comprehensive Club Satisfaction Survey to gather direct feedback on the evolving needs of our facilities, ensuring our future programs and member services are tailored to support what our clubs want most.



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