



Curling Canada Competitor Travel Costs Review

We're in a time of evolution in sports, and as an organization, we have to keep up, and that means getting the costs down.

You may not know this, but Curling Canada is one of a very tiny handful of National Sports Organizations that pays for athletes to attend national championships. Most don't pay ANY competitor costs; a very few others subsidize a portion.

Revenue from Season of Champions events (the Tim Hortons Brier, the Scotties Tournament of Hearts, Ford Worlds, etc.) offsets most of those costs. Your competitor fees, which are by and large significantly lower than in other sports, cover only around 15 percent of those costs.

With the sports entertainment dollar being spread thinner, there have to be some decisions made. This isn't just a curling issue; in recent years, the World Junior Hockey Championships in Canada, the Grey Cup and other significant Canadian sports properties have faced the exact same challenge. The competition for ticket dollars is extremely high — that's no secret.

Our Business Model Review has indicated our current model is not sustainable. That means budgets have to be cut, and that will start with an overall 16 per cent reduction in competitor travel subsidies. This will be applied to all events; it will be more for some events and less for others. Remember, we are still covering **84 per cent of travel costs** for the season, and you would be hard pressed to find another Canadian National Sports Organization that funds its competitors at that level.

We will be working closely with your Member Associations to make sure teams can decide how they want to spend the travel allowance portion to get from your hometowns to the site of the championship. We will still provide accommodation, but at some events, the room numbers may be reduced.

We will continue to review overall costs, and look for more ways to keep them in line, and align with best practices in the sports industry. At the same time, we will do our best to continue to support Canadian curlers and make our championships open and affordable for as many competitors as possible.