CAPTURING THE MOMENT:
A picture has the magic to make a moment last forever.
TABLE OF CONTENTS

Canadian Soccer Association at a Glance ............................................. 2
Demographics ......................................................................................... 4
Message from the President and General Secretary ......................... 6
Centennial Moments ............................................................................... 8
National Teams ....................................................................................... 14
Events and Tournaments ..................................................................... 24
From Grassroots to High Performance ................................................ 32
Marketing and Communications .......................................................... 40
Awards and Recognition ..................................................................... 46
Financials ............................................................................................... 48
Directory ............................................................................................... 49
Member Associations ............................................................................ 50
The Canadian Soccer Association is the official governing body for soccer in Canada, and marked its 100th anniversary in 2012. Working in partnership with its members and partners, the Association is responsible for promoting the growth and development of Canadian soccer on a national scale—from grassroots community programs to the high-performance level.

- Founded in 1912, the Association has been a member federation of FIFA since 31 December that year.
- The Association operates 12 Men’s and Women’s National Teams; Active Start Soccer Fests for children aged five to 10; a Local Cup Sponsorship Program; the Amway Canadian Championship; eight National Championships; four All-Stars youth showcases; and the Wellness to World Cup Long-Term Player Development Program (LTPD). It is also playing a leadership role in organizing the FIFA Women’s World Cup Canada 2015™ and the FIFA U-20 Women’s World Cup Canada 2014.
- 79% of the Association’s budget supports player development and National Teams (on-field activities).

Canada’s Place in World Soccer

- 209 Member Federations
- 6 Confederations

Canadian Soccer Association

- 12 Member Associations (10 Provincial and two Territorial), one associate member (Nunavut) and four professional clubs (MLS: Vancouver Whitecaps FC, Toronto FC, Impact de Montréal; NASL: FC Edmonton).
- Soccer remains the largest participatory sport in Canada, close to 850,000 registered players—42% of them female.
- 44% of all Canadian youths participate in soccer.
- There are close to 1,500 clubs in 139 districts across 12 regions (Provincial and Territorial Member Associations).
- 75,000 coaches have taken a coaching course through their province or territory, including 89 “A” License and 464 “B” License nationally certified coaches.
- There are over 20,000 referees registered within their respective Provinces who officiate regularly at games sanctioned by the Provincial soccer associations, including 34 National List officials operating in professional soccer and 11 FIFA List officials operating at the international level.
Four FIFA or Olympic tournaments have been hosted in Canada to date, and the experience gleaned from those competitions will be invaluable when the country welcomes the FIFA Women’s World Cup Canada 2015 and the FIFA U-20 Women’s World Cup Canada 2014:

- The FIFA U-20 World Cup Canada 2007, which set a record with nearly 1.2 million spectators in attendance and had an economic impact on the country of $259 million.

- The FIFA U-20 Women’s World Cup Canada 2002 (the FIFA U-19 Women’s World Championship), which still holds the single-game attendance record for the FIFA U-20 Women’s World Cup: 47,400 fans turned out for the Canada v USA final at Commonwealth Stadium in Edmonton.

- The FIFA U-17 World Cup Canada 1987 (the FIFA U-16 World Tournament).

- The Montréal 1976 Men’s Olympic Football Tournament, which saw over 71,000 fans attend the final (a North American record at the time), and cumulative attendance of over 580,000—representing over 18% of total attendance at the 1976 Olympics.
DEMOGRAPHICS

2012 Canadian Soccer Association Registered Players

Players per province / territory

Players in Canada

845,313
Players by age and gender

<table>
<thead>
<tr>
<th>Canada Youth</th>
<th>Canada Senior</th>
<th>Canada Players</th>
</tr>
</thead>
<tbody>
<tr>
<td>(18 and under)</td>
<td>(19 and over)</td>
<td>(all ages)</td>
</tr>
<tr>
<td>Youth Male</td>
<td>Senior Male</td>
<td>Total Male</td>
</tr>
<tr>
<td>402,622</td>
<td>88,330</td>
<td>490,952</td>
</tr>
<tr>
<td>Youth Female</td>
<td>Senior Female</td>
<td>Total Female</td>
</tr>
<tr>
<td>296,283</td>
<td>58,078</td>
<td>354,313</td>
</tr>
<tr>
<td>Total Youth</td>
<td>Total Senior</td>
<td>Total Players</td>
</tr>
<tr>
<td>698,905</td>
<td>146,408</td>
<td>845,313</td>
</tr>
</tbody>
</table>

Canada Players (all ages)

<table>
<thead>
<tr>
<th>BC</th>
<th>AB</th>
<th>SK</th>
<th>MB</th>
<th>ON</th>
<th>QC</th>
<th>NB</th>
<th>NS</th>
<th>NL</th>
<th>PE</th>
<th>YK</th>
<th>NT</th>
</tr>
</thead>
<tbody>
<tr>
<td>58,796</td>
<td>35,380</td>
<td>8,494</td>
<td>5,315</td>
<td>164,215</td>
<td>102,405</td>
<td>7,099</td>
<td>11,489</td>
<td>5,879</td>
<td>2,434</td>
<td>612</td>
<td>506</td>
</tr>
<tr>
<td>59.73%</td>
<td>57.68%</td>
<td>49.16%</td>
<td>48.74%</td>
<td>56.91%</td>
<td>60.10%</td>
<td>52.33%</td>
<td>53.89%</td>
<td>56.43%</td>
<td>49.66%</td>
<td>67.55%</td>
<td>55.4%</td>
</tr>
<tr>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>39,637</td>
<td>19,159</td>
<td>7,875</td>
<td>5,719</td>
<td>124,341</td>
<td>67,972</td>
<td>6,461</td>
<td>9,832</td>
<td>5,134</td>
<td>4,540</td>
<td>2,467</td>
<td>294</td>
</tr>
<tr>
<td>40.27%</td>
<td>40.84%</td>
<td>50.84%</td>
<td>51.26%</td>
<td>46.09%</td>
<td>39.90%</td>
<td>47.65%</td>
<td>46.11%</td>
<td>45.57%</td>
<td>45.34%</td>
<td>50.34%</td>
<td>44.44%</td>
</tr>
<tr>
<td>98,433</td>
<td>41,186</td>
<td>17,279</td>
<td>10,900</td>
<td>288,556</td>
<td>170,377</td>
<td>13,560</td>
<td>21,321</td>
<td>10,419</td>
<td>4,901</td>
<td>906</td>
<td>911</td>
</tr>
<tr>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
</tr>
</tbody>
</table>

Canada Players (all ages)

<table>
<thead>
<tr>
<th>BC</th>
<th>AB</th>
<th>SK</th>
<th>MB</th>
<th>ON</th>
<th>QC</th>
<th>NB</th>
<th>NS</th>
<th>NL</th>
<th>PE</th>
<th>YK</th>
<th>NT</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,368</td>
<td>14,893</td>
<td>3,620</td>
<td>2,539</td>
<td>40,329</td>
<td>10,693</td>
<td>457</td>
<td>2,257</td>
<td>948</td>
<td>319</td>
<td>338</td>
<td>566</td>
</tr>
<tr>
<td>55.07%</td>
<td>58.09%</td>
<td>60.63%</td>
<td>52.09%</td>
<td>62.33%</td>
<td>65.73%</td>
<td>57.34%</td>
<td>51.99%</td>
<td>66.55%</td>
<td>68.42%</td>
<td>60.42%</td>
<td>74.94%</td>
</tr>
<tr>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>9,275</td>
<td>4,093</td>
<td>2,331</td>
<td>2,261</td>
<td>24,351</td>
<td>5,575</td>
<td>340</td>
<td>2,161</td>
<td>435</td>
<td>209</td>
<td>113</td>
<td>300</td>
</tr>
<tr>
<td>43.93%</td>
<td>41.86%</td>
<td>39.18%</td>
<td>47.10%</td>
<td>37.65%</td>
<td>34.27%</td>
<td>42.66%</td>
<td>48.91%</td>
<td>31.45%</td>
<td>39.58%</td>
<td>25.06%</td>
<td>34.64%</td>
</tr>
<tr>
<td>20,643</td>
<td>25,623</td>
<td>5,951</td>
<td>4,800</td>
<td>64,680</td>
<td>16,268</td>
<td>797</td>
<td>4,418</td>
<td>1,383</td>
<td>528</td>
<td>451</td>
<td>866</td>
</tr>
<tr>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
<td>TOTAL :</td>
</tr>
</tbody>
</table>
I am very proud to have been elected President of the Canadian Soccer Association during such an exciting time for the sport in Canada. This Association represents the heart of the “beautiful game” in this country, and collectively, Canada’s passion for soccer continues to grow.

Over the last five years, the Association’s staff and its previous Board of Directors have done excellent work in building the Canada Soccer brand and introducing a greater degree of professionalism into the sport. Now it’s time to take this organization to the next level—and help it evolve into the world-class football association it is destined to be, both on and off the field.

A key driver of that goal is our new Board of Directors, and the revamped governance structure that was implemented in 2012. With more clarity around Board and staff responsibilities and a membership whose expertise reflects where we want to go strategically as an organization, we’re ushering in a new culture: one that reflects values such as purpose, transparency and accountability that are essential to leading-edge governance. At the same time, we’re continuing to build our international relationships through my involvement with FIFA as a member of its Legal Committee.

One of the words I consistently use is “focus.” I believe it’s our job as a national association to be focused so our membership can do the same. And now, more than ever, we’re going to be focusing on Long-Term Player Development. We need to be able to deliver that and resource it properly so that throughout the LTPD process the result will be better players at the National Team level. The player is the cornerstone of everything we do, and whether you’re a coach, official, volunteer, or administrator, everything you do has to be about supporting players and making them better.

An essential part of any elite player’s development is having plenty of opportunities to test their skills in meaningful competition. This is one of the reasons the Association is looking at introducing a regional semi-professional, development-focused league for players aged 18-23. Over time, this would allow us to harmonize our development structure with our existing soccer partners—including the professional teams—to benefit up-and-coming athletes.

We also want to build on the foundation established in 2012 to ensure our National Teams keep getting better and better. Canada is already among the top 20 FIFA Member Nations in terms of World Cup qualifying at all levels, but ultimately, we want to see every single one of our National Teams—including our senior Men—qualify for every FIFA World Cup™.

Over the next four years, I will continue to work closely with our membership and our partners and ensure the Association plays a leadership role in shaping the future of “the beautiful game” in Canada. This sport deserves people who share a vision of what soccer in this country can become, and who have the commitment and the vigor to push it forward.
It’s fitting that one of the best years for soccer in Canada coincided with the Canadian Soccer Association’s 100th birthday. From the moment the year kicked off with the 2012 CONCACAF Women’s Olympic Qualifying tournament in January, right through to the end of the Men’s hard-fought 2014 FIFA World Cup™ qualifying run in October, we witnessed an incredible, riveting demonstration of just how far soccer in this country has come.

There was more soccer on TV in Canada than ever before. There was stronger Canadian fan support than ever before. We saw it in the capacity crowd of almost 25,500 that packed into BC Place to watch our Women’s National Team take on USA in the CONCACAF Women’s Olympic Qualifying tournament final—the fifth and final televised match of that competition. We saw it in the average 16,669-plus attendance for home matches at BMO Field. And we saw it, in grand fashion, in the 10.7 million viewers—representing one third of the entire country—who tuned in to watch at least part of the extraordinary Canada-USA semi-final match during the Olympic Women’s Football Tournament at London 2012, making it the second most-watched Olympic Games event ever on the CTV Olympic network. The Canadian Soccer Association’s centennial year will go down as the one that brought relevance of the sport in Canada to a whole new level.

The successes of 2012 did not just happen. They are the culmination of years of work by the Association and its partners to build the Canada Soccer brand, to build our revenue base, to become one of the top organizers of world-class competitions in CONCACAF, and to revamp our governance structure to create a clear distinction between Board and staff roles. Moreover, the Olympic bronze for Canada’s Women’s National Team—and Christine Sinclair’s subsequent win of the 2012 Lou Marsh Trophy as the country’s top athlete—are the joyous outcome of a decade’s worth of investment in our National Team Program. When John Herdman came on board as the Women’s Head Coach in late 2011, the team he led into the history books was one made up of players with years of experience representing Canada internationally; many have over 100 appearances for the country.

The Association is now hard at work planning for the next big showcase for soccer in Canada: the FIFA Women’s World Cup Canada 2015™ and the FIFA U-20 Women’s World Cup Canada 2014. And having signed both Canon and Bell Canada as new Primary Sponsors in 2012, set important ground work for the Canadian Tire partnership, and renewed our partnership with Amway, Canada’s National Team athletes will be more visible in national marketing campaigns than ever. With a solid business foundation and new governance structure now in place, the Association will increasingly turn its focus to the technical side of the beautiful game, and work to create a new National Player Development system. This effort is being led by the combined vision of Technical Director Tony Fonseca and John Herdman, who will solidify the Women’s National Team Program.

Yes, 2012 was an incredible year for soccer in Canada, but it’s only one step along the way. The momentum will propel us into an even more glorious future, as we look forward to the next 100 years.

“...The successes of 2012 did not just happen. They are the culmination of years of work by the Association and its partners.”

Peter Montopoli
The Canadian Soccer Association celebrated its 100th anniversary throughout the 2012 calendar year. While soccer (football) has been played in Canada since 1876, the Canadian Soccer Association (or the Dominion of Canada Football Association as it was known in the day) was inaugurated on 24 May 1912 and became a member of the Fédération Internationale de Football Association (FIFA) on 31 December 1912.

Celebrate the Canadian Soccer Association’s past, present and future through key moments of our rich Canadian soccer history.

**THE EARLY YEARS**

- **1888**
  - First Canadian international tour (Great Britain)

- **1912**
  - Dominion of Canada Football Association formed

- **1913**
  - First Connaught Cup / National Champions

- **1904**
  - Canada’s Galt FC wins Olympic Gold at St. Louis 1904
1924
Canada plays first international matches on tour of Australia

1925
Toronto Ulster United wins Challenge Trophy

1928
Westminster Royals wins three National Titles in four years ('28 - '31)

1960
Canadian tour of Soviet Union and United Kingdom

1924
Canada plays first international matches on tour of Australia

1925
Toronto Ulster United wins Challenge Trophy

1957
Canada enters FIFA World Cup™ Qualifiers for the first time

1961
Toronto City SC debut (dominant team of era)
1962-1971

1967
Canada enters CONCACAF Olympic Qualifiers for the first time

1967
Canada finishes 4th at Pan Am Games in Winnipeg

1968
Canada re-enters FIFA World Cup™ Qualifiers

1967
Canada enters CONCACAF Olympic Qualifiers for the first time

1968
Vancouver Royals joins NASL as first Canadian team

1972-1981

1976
Canada hosts Montreal 1976 Olympic Football Tournament

1976
Canada advances to FIFA World Cup™ Qualifiers second round

1976-77
Canada advances to FIFA World Cup™ Qualifiers (within a goal of reaching Spain 1982)

1978-79
Canada qualifies for FIFA U-20 World Cup Japan 1979 (first time at a FIFA event)

1980-81
Canada competes in FIFA World Cup™ Qualifiers (within a goal of reaching Spain 1982)
### 1982–1991

- **1984**
  - Canada reaches quarter-final at Los Angeles 1984 Olympics

- **1985–86**
  - Canada qualifies for FIFA World Cup Mexico 1986™

- **1986**
  - Canada inaugurates women's program (first camp and first international matches)

- **1987**
  - Canada hosts FIFA U-17 World Cup Canada 1987 (75th Anniversary Celebrations)

### 1992–2001

- **1992–93**
  - Canada competes in FIFA World Cup™ Qualifiers (reaches inter-continental playoff)

- **1994**
  - Canada draws Brazil in front of 50 000 fans in Edmonton

- **1995**
  - Canada qualifies for FIFA Women's World Cup Sweden 1995

- **1998**
  - Canada wins CONCACAF Women's Championship 1998

- **2000–01**
  - Canada wins CONCACAF Gold Cup and participates in FIFA Confederations Cup
2002
Canada wins Silver as hosts of FIFA U-20 Women’s World Cup Canada 2002

2003
Canada finishes fourth at FIFA Women’s World Cup USA 2003

2007
Canada hosts record breaking FIFA U-20 World Cup Canada 2007

2008
Launch of professional club cup competition

2010
Canada wins its second CONCACAF Women’s Championship

2011
Canada wins bid to host FIFA U-20 Women’s World Cup 2014 and FIFA Women’s World Cup 2015™

2012
January
Canada qualifies for London 2012 Women’s Olympic Football Tournament

2012
January
Canada unveils Centennial logo

2012–2011

2012
Canada wins bid to host FIFA U-20 Women’s World Cup 2014 and FIFA Women’s World Cup 2015™

2012
Canada unveils Centennial logo

2002–2011
Canada unveils FIFA Women’s World Cup 2015™ official host cities

Season marked by strongest-ever home support

20th international goal for Dwayne De Rosario making him Canada’s all-time leading scorer

Centennial celebration match at BMO Field

FIFA Women’s World Cup Canada 2015™ unveils Official Emblem coast to coast

FIFA Women’s World Cup Canada 2015™ National Organising Committee announced

FIFA U-20 Women’s World Cup Canada 2014™
NATIONAL TEAMS
What a year 2012 was for Canadian soccer. It was a year of record fan support. It was a year of celebration and anticipation as the Women’s National Team nabbed one of only two CONCACAF spots at the London 2012 Olympics and went on to play their hearts out against USA in a 123-minute semi-final match that’s been called the best women’s soccer game ever. They may have lost that match and came home with the bronze medal rather than gold—still the highest-ever finish for Canada in a major international tournament and the first traditional team sport medal for Canada in a Summer Olympics since 1936.

But that performance, delivered as it was in the Canadian Soccer Association’s centennial year, is one for the history books. And who out there won’t remember exactly where they were when midfielder Diana Matheson scored that goal in the bronze-medal match against France; the one that caused an entire nation to breathe a massive sigh of relief?

For the Men’s National Team, 2012 was a year of heartbreaking loss, despite a string of hard-fought wins and unprecedented fan support. After getting off to an impressive start in the CONCACAF third round of FIFA World Cup Qualifiers, Canada fell agonizingly short of its goal for the year—missing out on a place in the ‘Hex’, the final round of CONCACAF qualifying, by a solitary point.

While the Women’s National Team helped bring the Canada Soccer brand to the very epicenter of Canadian sporting culture, 2012 was also an unprecedented year for the development of the country’s future soccer stars. The Association operated youth team camps or competitions across eight different age groups—more than ever before. And for Canada’s Para Soccer Team, 2012 was a year of utter triumph: the team notched four consecutive wins—the last one in the final against host Catalonia—to win the three-day, six-team 7-a-side Football Tournament in Barcelona, Spain.
2012

29 FEB
CAN 1 : 3 ARM
Limassol, CYP
International Friendly

3 JUN
CAN 0 : 0 USA
Toronto, ON, CAN
International Friendly

8 JUN
CAN 1 : 0 CUB
La Habana, CUB
FIFA World Cup Qualifiers

12 JUN
CAN 0 : 0 HON
Toronto, ON, CAN
FIFA World Cup Qualifiers

15 AUG
CAN 2 : 0 TRI
Lauderhill, FL, USA
International Friendly

7 SEP
CAN 1 : 0 PAN
Toronto, ON, CAN
FIFA World Cup Qualifiers

11 SEP
CAN 0 : 2 PAN
Ciudad de Panamá, PAN
FIFA World Cup Qualifiers

12 OCT
CAN 3 : 0 CUB
Toronto, ON, CAN
FIFA World Cup Qualifiers

16 OCT
CAN 1 : 8 HON
San Pedro Sula, HON
FIFA World Cup Qualifiers

De Rosario celebrates his 20th international goal
MEN’S NATIONAL TEAM (4-2-3)

- Posted a record of four wins, two draws and three losses, as well as a remarkable defensive record of six clean sheets in nine matches. The 2012 season was marked by the strongest-ever home support for the team, with an average attendance of 16,669 for the season at BMO Field—a 38% jump over 2011.

- After a 1:3 loss to Armenia in a Men's International Friendly in February, Canada rebounded in June to restart its Brazil 2014 campaign in style. Stephen Hart’s side turned in a poised performance in the 3 June Centennial Match celebrating the Canadian Soccer Association’s 100th anniversary as Canada battled a full-strength USA to a 0:0 draw.

- On 8 June, Canada gritted it out under the scorching Havana sun on a sub-par pitch to defeat Cuba 1:0 in the third round of FIFA World Cup™ Qualifiers. Its next match on 12 June—a tense clash at BMO Field against Honduras, one of its fiercest rivals—was perhaps the team’s most costly slip-up of the 2014 campaign. Canada ran Honduras ragged but could not score, dropping two points after the 0:0 draw.

- Before resuming FIFA World Cup™ Qualifiers action, Canada posted a 2:0 win in an International Friendly against Trinidad and Tobago in Florida on 15 August.

- Canada returned to qualifiers action at BMO Field on 7 September in a match against group leaders Panama. A goal in the second half by Dwayne De Rosario gave Canada the 1:0 victory—and also moved De Rosario into first place as Canada’s all-time leading scorer, with 20 international goals. Canada next travelled to Panama for the away date against the Central Americans on 11 September, but never found its rhythm during the match. It ended with a 0:2 win for the home team, pushing Panama back to the top of the group.

- Canada’s final pair of games in the round took place in October, with vastly different results. After defeating Cuba convincingly 3:0 on 12 October at BMO field, Canada conceded eight goals to Honduras during a 16 October match in San Pedro Sula, dashing the team’s Brazil 2014 dreams in a defeat that shook the Canadian soccer community—and missing out on a place in the ‘Hex’, the final round of CONCACAF qualifying, by a solitary point.

“The 2012 season was marked by the strongest-ever home support for the team, with an average attendance of 16,669 for the season at BMO Field.”
<table>
<thead>
<tr>
<th>Date</th>
<th>Match</th>
<th>Location</th>
<th>Result</th>
<th>Opponent</th>
<th>Competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>19 Jan</td>
<td>CAN 6 : 0 HAI</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 Jan</td>
<td>CAN 2 : 0 CUB</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 Jan</td>
<td>CAN 5 : 1 CRC</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 Jan</td>
<td>CAN 0 : 0 USA</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Jan</td>
<td>CAN 3 : 1 MEX</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Jan</td>
<td>CAN 0 : 4 USA</td>
<td>Vancouver, BC, CAN</td>
<td>CONCACAF Women's Olympic Qualifying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Mar</td>
<td>CAN 2 : 1 ITA</td>
<td>Nicosia, CYP</td>
<td>Cyprus Women's Cup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Mar</td>
<td>CAN 1 : 1 NED</td>
<td>Larnaka, CYP</td>
<td>Cyprus Women's Cup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Mar</td>
<td>CAN 3 : 3 SWE</td>
<td>Malmo, SWE</td>
<td>International Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Mar</td>
<td>CAN 0 : 2 FRA</td>
<td>Larnaka, CYP</td>
<td>Cyprus Women's Cup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Mar</td>
<td>CAN 1 : 3 SWE</td>
<td>Malmo, SWE</td>
<td>International Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Mar</td>
<td>CAN 1 : 0 NED</td>
<td>Larnaka, CYP</td>
<td>Cyprus Women's Cup</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Jul</td>
<td>CAN 0 : 2 NZL</td>
<td>Châtel-Saint-Denis, SUI</td>
<td>International Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 Jul</td>
<td>CAN 2 : 0 SWE</td>
<td>Coventry, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Jul</td>
<td>CAN 0 : 2 SWE</td>
<td>Newcastle, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Jul</td>
<td>CAN 1 : 0 NOR</td>
<td>Vevey, SUI</td>
<td>International Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26 Jul</td>
<td>CAN 0 : 1 BRA</td>
<td>Savièse, SUI</td>
<td>International Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Jul</td>
<td>CAN 3 : 0 RSA</td>
<td>Coventry, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Jul</td>
<td>CAN 1 : 0 NED</td>
<td>Coventry, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Aug</td>
<td>CAN 2 : 0 GBR</td>
<td>Coventry, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Aug</td>
<td>CAN 1 : 0 FRA</td>
<td>Coventry, ENG</td>
<td>Women's Olympic Football Tournament</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sophie Schmidt embraces teammate Candace Chapman after winning Olympic Bronze
WOMEN’S NATIONAL TEAM (14-1-7)

- Posted an impressive record of 14 wins, 1 draw and 7 losses in 22 matches during the season, handing John Herdman a national record for wins in a year by a coach.
- The 2012 season began with a successful CONCACAF Women’s Olympic Qualifying tournament on home turf at BC Place in Vancouver: the team dispatched a number of CONCACAF sides in the group stage before nabbing one of only two CONCACAF spots at London 2012 with its stunning 3:1 victory over Mexico on 27 January. This set the stage for a dramatic final between Canada and USA in front of a capacity crowd of 25,427 at BC Place, which the team lost 0:4 to their North American rivals.
- Canada played eleven matches during the run-up to London 2012, compiling a record of seven wins and four defeats in the process—including a 0:2 loss to France in the gold-medal match at the 2012 Cyprus Women’s Cup and a 1:0 win over China in an International Friendly held in Moncton, NB on 30 May.
- The Women’s Olympic Football Tournament at London 2012 kicked off for Canada with the toughest of fixtures: a date with FIFA Women’s World Cup 2011™ winners Japan. Despite a 1:2 loss in that first match, Canada went on to a comfortable 3:0 victory over South Africa, followed by a nail-biting 2:2 draw with Sweden that earned the Canadians a spot in the quarter finals against Great Britain. After a convincing 2:0 win over the home team in front of 28,000 mostly British fans, Canada battled USA in the semi-finals in a match that was dubbed the “best women’s soccer game ever” by NBC and became the most-watched Canadian event of the Games, with one third of the Canadian population—10.7 million people—that saw all or part of the game (made it the second most-watched Olympic Games event ever on the network). Over a riveting 123 minutes, the Canadians pushed their rivals to the brink—until an extra-time goal by USA ended the team’s gold-medal hopes with a final score of 3:4. In the ensuing battle for bronze, a fatigued Canadian side endured a French onslaught, but thanks to some tenacious defending and stand-out goalkeeping, kept things at 0-0 until the 93rd minute, when Diana Matheson scored the game-winning goal, capturing the bronze medal for Canada.
- In the wake of their London 2012 performance, the women were named “Team of the Year” by the Canadian Press, QMI Agency and CBC, among others, and captain Christine Sinclair—who set a national record of 23 goals in the season—received a number of personal honours, including the 2012 Lou Marsh Trophy, which is awarded by a panel of journalists to Canada’s top athlete.

“Canada battled USA in the semi-finals in a match that was dubbed the “best women’s soccer game ever” by NBC and became the most-watched Canadian event of the Games.”
Doneil Henry on the night of Canada's 2:0 win over USA, 2012 CONCACAF Olympic Qualifying
OLYMPIC TEAM
MEN’S U-23 (2-2-1)

- Led by Head Coach Tony Fonseca, now the Association’s Technical Director, Canada made it all the way to the semi-final of the 2012 CONCACAF Olympic Qualifying event, held in three venues across the USA. Although the team defeated hosts USA 2:0 during the group stage in a 24 March match in Nashville, its 1:3 semi-final loss to Mexico in Kansas City on 31 March meant Canada did not qualify for London 2012.

MEN’S U-20 (2-1-3)

- With the focus squarely on preparing for February 2013’s CONCACAF U-20 Championship in Puebla, Mexico, Canada’s U-20 prospects took part in a number of camps throughout 2012.
- The highlight of the team’s competitive schedule was arguably its 2:1 victory over rivals USA at the Marbella Cup in Spain on 10 October, but the squad also wrapped up a 10-day camp with a 2:0 win over Costa Rica in an International Friendly on 28 November.

WOMEN’S U-20 (6-2-3)

- Canada posted a perfect record of four wins and zero goals conceded en route to the final at the 2012 CONCACAF Women’s U-20 Championship in Panama in March. Although the team took an early lead in the final against USA, Canada was ultimately defeated 1:2.
- At the FIFA U-20 Women’s World Cup Japan 2012, which ran 19 August to 8 September, Canada trounced Argentina 6:0 in their opening match, but consecutive 1:2 losses to Norway and Korea DPR sent the team packing at the conclusion of the group stage.

“Canada posted a perfect record of four wins and zero goals conceded at the 2012 CONCACAF Women’s U-20 Championship to qualify for the FIFA U-20 Women’s World Cup Japan 2012.”
Goalkeeper Kailen Sheridan motivates her teammates at FIFA U-17 Women’s World Cup.
MEN’S U-18 (0-1-1)

- A crucial link between the U-17 and U-20 age groups, the team completed an eight-day training camp in California in November. During the camp, it was involved in two tight International Friendlies against USA, which ended in a 1:3 loss and a 2:2 draw.

MEN’S U-17

- The team spent 2012 focused on preparations for its crucial 2013 season, which begins with the CONCACAF U-17 Championship in Panama in April.
- Recruits participated in a number of camps and international matches, including a 12-day camp held in USA and Panama in November, which wrapped up with a pair of 1:0 victories over Panama.

WOMEN’S U-17

- The team battled their way to the final at the CONCACAF U-17 Women’s Championship held in Guatemala in May, but ultimately lost 0:1 to USA.
- At the FIFA U-17 Women’s World Cup Azerbaijan 2012 in September, Canada drew the opening match of the tournament against Nigeria. It went on to defeat Columbia and Azerbaijan to reach the knock-out stages before ending their run with a 1:2 loss to Korea in the quarter final.

MEN’S U-15

- Canada held a U-15 talent identification camp in Vaughan, ON in December. The camp served as a preparation event for young players likely to make the transition to Canada’s U-17 program in 2013.

WOMEN’S U-15

- The team won the three-day, six-team 7-a-side Football Tournament in Barcelona, Spain, in June with four consecutive victories—including an 8:3 win over host Catalonia in the championship final. Notably, the team’s youngest player, 14-year-old Samuel Charroun of Ottawa’s Gloucester Hornets, took tournament MVP honours.
- The first two five-day training camps of 2012 were held in March in Las Vegas, NV, USA and in Ottawa, ON in May. In August, the team held another in St. John’s, NL, with 12 players, nine of whom were part of the winning squad in Barcelona.
- The team came together again in September for a five-day camp in Penticton, BC, as part of its continuing preparations for the 2013 Intercontinental Championships in Europe.
- A one-day development camp was held in Vaughan, ON, in November featuring six players and two goalkeepers.

FUTSAL (1-0-6)

- In June, Canada reached its goal of qualifying for the 2012 CONCACAF Futsal Championship in dramatic fashion, scoring twice in the final 16 seconds of the second leg to top El Salvador 7:6 on aggregate.
- Canada opened its inaugural participation at the CONCACAF Championship on 2 July with a 3:7 loss to host Guatemala. With subsequent 2:3 and 5:8 losses to USA and Panama respectively, Canada did not make it past the group stage and thus did not qualify for the FIFA Futsal World Cup Thailand 2012 in November.

PARA SOCCER (4-0-0)

- The team won the three-day, six-team 7-a-side Football Tournament in Barcelona, Spain, in June with four consecutive victories—including an 8:3 win over host Catalonia in the championship final. Notably, the team’s youngest player, 14-year-old Samuel Charroun of Ottawa’s Gloucester Hornets, took tournament MVP honours.
- The first two five-day training camps of 2012 were held in March in Las Vegas, NV, USA and in Ottawa, ON in May. In August, the team held another in St. John’s, NL, with 12 players, nine of whom were part of the winning squad in Barcelona.
- The team came together again in September for a five-day camp in Penticton, BC, as part of its continuing preparations for the 2013 Intercontinental Championships in Europe.
- A one-day development camp was held in Vaughan, ON, in November featuring six players and two goalkeepers.
EVENTS AND TOURNAMENTS
The Canadian Soccer Association continued to build its reputation as one of CONCACAF’s top organizers of international events and tournaments during 2012. After kicking off the year by staging the highly successful 2012 CONCACAF Women’s Olympic Qualifying tournament in Vancouver in January—and establishing new attendance records for the competition—the Association went on to host an array of events, from Men’s 2014 FIFA World Cup Brazil™ Qualifiers matches at BMO Field in Toronto to the Women’s National Team match against China held in Moncton, NB, in May. Meanwhile, preparations continued apace for the FIFA Women’s World Cup Canada 2015™ and the FIFA U-20 Women’s World Cup Canada 2014.
Christine Sinclair reveals the Official Emblem with the help of Canada’s youth players.
FIFA WOMEN’S WORLD CUP CANADA 2015™

In December, the FIFA Women’s World Cup Canada 2015™ Official Emblem was unveiled at an event in Vancouver that was broadcast live on national television by FIFA Media Rights Licensee TSN. At the same time, corresponding live events were held to unveil composite emblems for the six official host cities announced earlier in the year: Vancouver, Edmonton, Winnipeg, Ottawa, Montreal and Moncton. The competition will mark the first time a single-sport tournament has been hosted from coast to coast.

Members of Canada’s Women’s National Team were on hand in Vancouver during the unveiling, including captain Christine Sinclair—who has already set her sights on a first-place finish for Canada in 2015.

The National Organizing Committee (NOC) and senior management for the FIFA Women’s World Cup Canada 2015™ were announced in early December: the NOC is comprised of Victor Montagliani (Chair), Steven Reed, Janine Helland, Doug Redmond, Walter Sieber, and Peter Montopoli. Mr. Montopoli will also serve as CEO for the competition, and is joined by the following senior management team: Sandra Gage, Chief Marketing and Communications Officer; Joe Guest, Chief Competitions Officer; Don Hardman, Chief Stadia Officer; and Sean Heffernan, Chief Financial Officer.

2012 CONCACAF WOMEN’S OLYMPIC QUALIFYING

Soccer fans came out in record numbers to support Canada’s Women’s National Team in their successful quest to qualify for the London 2012 Olympics at BC Place in Vancouver. The tournament, which saw Canada claim silver, established new CONCACAF Women’s Olympic Qualifying records for total event attendance (168,949 over 15 matches) as well as single-match attendance—thanks to a sell-out crowd of 25,427 at the Canada v USA tournament final on 29 January.

The tournament received support from a range of public and private entities, including CONCACAF, the Government of Canada, the province of British Columbia, the City of Vancouver, the British Columbia Soccer Association, and national sponsors Amway, Canon, CIBC, Del Monte, General Motors, The Look Company, Powerade and Teck.

All 15 matches were broadcast live on Sportsnet, the Association’s broadcast partner, with the 27 January semi-final match against Mexico—which secured the Women’s National Team a spot in London—topping out at 463,000 viewers. More than 350,000 viewers tuned in to watch the tournament final against USA two days later.
<table>
<thead>
<tr>
<th>DATE</th>
<th>RESULTS</th>
<th>LOCATION</th>
<th>ATTENDANCE</th>
<th>TV VIEWERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 May 12</td>
<td>Montreal Impact 0:0</td>
<td>Stade Olympique - Montréal, QC</td>
<td>13,405</td>
<td>78,000*</td>
</tr>
<tr>
<td>2 May 12</td>
<td>FC Edmonton 0:2</td>
<td>Commonwealth Stadium - Edmonton, AB</td>
<td>3,700</td>
<td>47,300</td>
</tr>
<tr>
<td>9 May 12</td>
<td>Toronto FC 2:0</td>
<td>BMO Field - Toronto, ON</td>
<td>15,016</td>
<td>80,800*</td>
</tr>
<tr>
<td>9 May 12</td>
<td>Vancouver Whitecaps FC 1:1</td>
<td>BC Place - Vancouver, BC</td>
<td>15,011</td>
<td>57,100</td>
</tr>
<tr>
<td>16 May 12</td>
<td>Vancouver Whitecaps FC 1:0</td>
<td>BC Place - Vancouver, BC</td>
<td>14,878</td>
<td>31,000</td>
</tr>
<tr>
<td>23 May 12</td>
<td>Toronto FC 1:0</td>
<td>BMO Field - Toronto, ON</td>
<td>13,777</td>
<td>56,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>75,787</strong></td>
<td><strong>347,200</strong></td>
</tr>
<tr>
<td><strong>AVERAGE</strong></td>
<td></td>
<td></td>
<td><strong>12,631</strong></td>
<td><strong>57,867</strong></td>
</tr>
</tbody>
</table>

*Including TVA Sports

Toronto FC lifted its fourth straight Voyageurs’ Cup
Toronto FC came out on top again in 2012, winning its fourth straight Amway Canadian Championship following a dramatic 1:0 victory over Vancouver Whitecaps FC. With the aggregate score tied at 1:1 and no goals scored in the first half of the final match at BMO Field, both Toronto and Vancouver were reduced to just 10 men after ejections to both teams in the 57th and 58th minutes. Toronto FC’s Reggie Lambe scored in the 84th minute from the top of the box to win the tournament 2:1 on aggregate.

The 2012 Amway Canadian Championship ran over four consecutive Wednesday nights from 2 to 23 May. In its fifth season, the Championship featured four teams—Vancouver Whitecaps FC, FC Edmonton, Toronto FC, and Montréal Impact. The latter team won the inaugural tournament in 2008.

Throughout the competition, fans were able to follow the Amway Canadian Championship via live television broadcasts (on Sportsnet, the Association’s broadcast partner, and TVA Sports), an in-match Twitter stream @CanadaSoccerEN, and extensive post-match coverage via canadasoccer.com/championship, Facebook, Flickr and CanadaSoccerTV.

Average TV viewership was 57,867 per match.

Attendance for the Championship final at BMO Field on 23 May was 13,777, with average attendance of 12,631 across all six matches.

As a result of its win, Toronto FC went on to compete in the 2012-13 CONCACAF Champions League with 23 other teams from the region. The winner of the CONCACAF title will go on to the 2013 FIFA Club World Cup.

Amway Canada—the Canadian Championship’s title sponsor since the tournament’s inception, previously under its Nutrilite brand—continued to provide excellent support and was active throughout the competition.

“Toronto FC came out on top again in 2012, winning its fourth straight Amway Canadian Championship.”
More than 2,700 players, staff and officials from across the country took part in the 2012 Canadian Soccer Association National Championships. Canada’s premier amateur competition, which was held in July and October in six different communities, includes the Canadian Soccer Association All Stars (Boys and Girls), as well as the Men’s Challenge Trophy and Women’s Jubilee Trophy tournaments; the U-18 Cup (Boys and Girls); the U-16 Cup (Boys and Girls); and the U-14 Cup (Boys and Girls). All provide athletes, coaches and referees the opportunity to compete or officiate at an elite level and to proudly represent their province or territory. At the same time, the competition fosters connections and friendships within the Canadian soccer community, and provides National Team coaches a venue to identify up-and-coming talent.
CANADIAN SOCCER ASSOCIATION NATIONAL CHAMPIONSHIPS

Challenge Trophy
- The competition marked its 100th year in 2012.
- Featured 12 teams with 225 athletes; hosted in Winnipeg, MB.
- Québec City-based Royal Sélect Beauport won the Trophy in an exciting championship final against Edmonton Scottish, capturing its first national senior men’s title. While the 8 October match was played to a 3:3 draw over 120 minutes, Le Royal walked away with the win after a 4-2 victory on kicks from the penalty mark. Saskatoon’s HUSA Alumni, the 2011 champions, walked away with the bronze.
- The championship final, played at the Winnipeg Soccer Complex, was streamed live across the country via canadasoccer.com.

U-18 Cup
- Hosted in Sydney, NS, the Boys’ and Girls’ competitions each featured 10 teams comprised of 177 and 176 athletes, respectively.
- Manitoba’s FC Northwest was the only unbeaten club in the U-18 competition, and captured the Boys’ title with a 2:1 win in the championship final over Ontario’s Erin Mills Eagles. In the Girls’ competition, Saskatchewan’s Eastside Vortex beat Alberta’s Victoria 1:0 to win the championship—marking Saskatchewan’s first U-18 Cup title in the history of the tournament.
- BC’s Coquitlam FC won bronze in the Boys’ competition, while Ontario’s Richmond Hill Raiders picked up the Girls’ bronze.

Jubilee Trophy
- Featured 10 teams and 176 athletes; hosted in Winnipeg, MB.
- Ontario’s North London Galaxy, seen as the underdogs going into the competition, captured the Trophy—the club’s first senior women’s championship title—after a 1:0 victory over last year’s winners, BC’s Surrey United. Hollandia Impact of Saskatoon won the bronze.
- The 8 October Championship final, played at the Winnipeg Soccer Complex in Winnipeg, MB, was broadcast live across Canada on canadasoccer.com.

U-14 Cup
- Hosted in Vaughan, ON, both the Boys’ and Girls’ competitions featured 12 teams.
- Ontario’s North Mississauga Panthers were crowned the Boys’ champions after a 1:0 win over Alberta Inter’98—capping off a five-game undefeated streak at the tournament. In the Girls’ final, the Burlington Bayhawks (Ontario) defeated Halifax County United (NS) 2:0 to capture the title.
- Québec’s Lanaudiere-Centre took third place in the Boys’ competition, while Alberta’s SWU Premiers captured bronze on the Girls’ side.

U-16 Cup
- Hosted in Charlottetown, PE, the Boys’ side featured 10 teams and 174 athletes, while the Girls’ competition featured 12 teams with 204 athletes.
- BC’s Surrey United SC defeated Ontario’s Erin Mills Eagles 5-3 on kicks from the penalty mark after an 0:0 draw to win the Boys’ competition. On the Girls’ side, the Burlington Bayhawks of Ontario captured the province’s second consecutive U-16 Girls championship, defeating Manitoba’s FC Northwest Explosion 5:0.
- Québec’s Braves d’Ahuntsic won the Boys’ bronze, while Alberta’s Calgary NSD captured the Girls’.

All Stars
- The 2012 All Stars showcase ran 17-21 July and featured over 400 of Canada’s best and brightest young players from the U-15 and U-16 levels.
- For the second consecutive year, the Boys’ tournament (in both age groups) was hosted in Mount Pearl, NL, in partnership with the Newfoundland and Labrador Soccer Federation. During the same week, the U-15 and U-16 Girls tournaments, held in Halifax, NS, were hosted in partnership with Nova Scotia Soccer.
- Canada’s National Coaches—including Men’s U-17 coach Sean Fleming and Tony Fonseca, now the Association’s Technical Director—attended the tournament to scout up-and-coming talent.
The Association continues to develop a plan to realign all aspects of development, with an eye to creating a cohesive National Player Development system that will lead to long-term success for soccer in Canada. Led by the combined vision of Tony Fonseca, the Association’s Technical Director, and John Herdman, Head Coach of the Women’s National Team program, the plan will be based on the notion that success can only be achieved if high standards are established and sustained at every level—from youth to senior teams.
WELLNESS TO WORLD CUP

The Wellness to World Cup program is the Association’s Long-Term Player Development (LTPD) model. By ensuring fun playing experiences for children, a suitable player development pathway for youth and opportunities for lifelong participation for all regardless of age, gender, ability or disability, LTPD provides a player-centered framework for the growth and success of the beautiful game in Canada Wellness to World Cup:

- Eliminates gaps in the player development system
- Guides planning for optimal athlete performance at all stages
- Provides a framework for program alignment and integration, from volunteer club coaches to national and professional teams
- Follows scientific principles and practical coaching experiences

LTPD PARA SOCCER SUMMIT

- The Association held its first Long-Term Player Development Summit for Para Soccer, which ran in Toronto from 29-31 March.
- The Summit’s objectives were to educate and raise awareness, to create a clear pathway for athletes with a disability, and to create a network for those involved in sports for athletes with a disability.
- Sylvie Béliveau, the Association’s Manager of Long-Term Player Development, Canadian Para Soccer coach Drew Ferguson and Jeff Davis from the England FA all attended, along with representatives from soccer and other sport organizations across Canada, including the Canadian Paralympic Committee and Sport Canada, both of which provided funding for the event.
- The Association is currently working on its Long-Term Development plan for athletes with a disability, to be launched in late 2013.

Women’s National Team goalkeeper Karina LeBlanc running drills with youth players

2012 Canadian Soccer Association LTPD Para Soccer Summit
Active Start Soccer Fests bring together close to 100,000 participants every year.
TECHNICAL DEVELOPMENT

- In a continued effort to develop and value technical knowledge within our Canadian soccer community, the Association sent two former National Team players looking to get involved in coaching, Paul Stalteri and Carmelina Moscato, to the International Coaching Course organized by CONCACAF and The English Football Association. The objective of the course was to provide participants with an introduction to the effective management and coaching of soccer, in order to assist the safe and progressive delivery of coaching sessions. The Foundation Course’s content included an introduction to coaching qualities, assessing player competencies, session planning, session evaluation, as well as the organization of a group run tournament. Twenty-one participants from 20 CONCACAF member associations attended the week-long course.

- A FIFA Grassroots Course and Festival was held in Laval, QC, from 26-29 September 2012. The course, held in partnership with the Fédération de soccer du Québec, brought together 37 participants from 19 different regions for theoretical and practical workshop.

ACTIVE START SOCCER FESTS

The Canadian Soccer Association’s Active Start Soccer Fests remain the largest grassroots soccer program in Canada, offering local clubs the opportunity to create a fun-filled day of soccer for players, their families and friends. The festivals would not be possible without the generous support of sponsors such as Amway, BMO, Canon, Chevrolet, Teck, Kumon, Nutella, State Farm, and the Government of Canada.

- 137 Active Start Soccer Fests were held across the country in 2012.

- There were close to 100,000 participants, bringing the total number of attendees to almost 250,000 again this year.

LOCAL CLUB SPONSORSHIP PROGRAM

The Association’s Local Club Sponsorship program supports and encourages the development of youth soccer at the community level. Thanks to the participation of Kumon, 10 teams in and around Montréal, QC received funding in 2012.
Trained coaches have tools to identify and develop a player's potential, from grassroots to National Teams.
In 2012, the Canadian Soccer Association continued to make strides towards its goal of bringing its nationally recognized Coach Certification Program into line with its Long-term Player Development model.

- January marked the official launch of the new Community Coach Program, which has been very well received by the Association’s Provincial partners—all of whom are implementing it in their regions.
- A review of content was carried out in the fall, and revisions were produced that will be used for the 2013 clinic season.
- Formal training for the new Community Coach Courses was held in Alberta and Québec for additional Master Learning Facilitators; 14 participants attended from Alberta, Ontario, Québec, Nova Scotia, and New Brunswick.
- Phase 2 of the revised Coach Education Program—including the new Children’s License—is targeted for 2013, with Phase 3—including the “B” License Part 2 and the “A” License—to follow in 2014.
- Three “B” License-National courses were held in 2012, with seven provinces represented overall: in Burnaby, BC, in April with 19 participants from British Columbia, Ontario, New Brunswick and Prince Edward Island; in Vaughan, ON, in June with 21 participants from Saskatchewan, Ontario, Nova Scotia, New Brunswick, and Prince Edward Island; and in August in Winnipeg, MB, with 17 participants from Manitoba, Ontario and Nova Scotia. The courses included six days of Technical/Tactical work and each candidate had to pass two Practical Evaluations and a Coaching Theory Exam. A total of 28 participants were successful in acquiring “B” License-National certification.
- For the third year running, a scholarship was offered to female coaches wanting to be trained and evaluated up to the “B” License-Provincial level. Eighteen participants from seven provinces (British Columbia, Alberta, Saskatchewan, Ontario, Québec, Nova Scotia, and Newfoundland and Labrador) underwent training and evaluation during Winter 2012/13.
- An “A” License Part 2 course was held in August in Vaughan, ON, with 18 participants from British Columbia, Alberta, Manitoba, Ontario, Québec, and Newfoundland and Labrador. With three Francophone coaches taking part, staff had one additional bilingual instructor who was assigned to provide translation and feedback throughout the course. Participants had completed two Practical Coaching Evaluations and a Log Book Assignment prior to returning for the second and final part of the Program in 2012. Five coaches have been successfully evaluated so far.
- Coaches continued to undergo training and evaluation through the “B” License Pre-Test and “B” License-Provincial programs offered by Provincial Associations across the country. The programs are offered in either a course structure or via a mentorship program, depending on the region and the number of participants registered.

Certified coaches in Canada in 2012

17,064

Coaches per gender

Coaches per program

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified coaches</td>
<td>17,064</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>4,274</td>
<td>25.05%</td>
</tr>
<tr>
<td>Female</td>
<td>12,790</td>
<td>74.95%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Start</td>
<td>2,869</td>
<td>16.81%</td>
</tr>
<tr>
<td>Soccer for Life</td>
<td>4,019</td>
<td>23.55%</td>
</tr>
<tr>
<td>Learn to Train</td>
<td>3,232</td>
<td>18.94%</td>
</tr>
<tr>
<td>FUNdamentals</td>
<td>4,732</td>
<td>27.73%</td>
</tr>
<tr>
<td>&quot;A&quot; License</td>
<td>26</td>
<td>0.16%</td>
</tr>
<tr>
<td>&quot;B&quot; License-Provincial</td>
<td>551</td>
<td>3.23%</td>
</tr>
<tr>
<td>&quot;B&quot; License-National</td>
<td>189</td>
<td>1.11%</td>
</tr>
<tr>
<td>&quot;B&quot; License Pre-Test</td>
<td>1,446</td>
<td>8.47%</td>
</tr>
</tbody>
</table>
Referee Silviu Petrescu named “MLS Referee of the Year”
**REFEREES**

- For the first time, the Canadian Soccer Association attended a Futuro III course held outside of Canada. The course took place in Montego Bay, Jamaica, from 29 July to 4 August. Five technical instructors and three fitness instructors from five provinces were among the 38 participants from nine different countries. In another first, the Association had its three fitness instructors certified as FIFA Member Association Fitness Instructors.
- Three Canadian referees officiated at the London 2012 Olympics: Referee Carol Anne Chénard and Assistant Referees Joe Fletcher and Marie-Josée Charbonneau.
- FIFA referee Silviu Petrescu was named “MLS Referee of the Year”, the first time in MLS history that a Canadian has received this award, and the first time the Canadian crew—also including Daniel Belleau and Darren Clark—officiated an MLS Cup final, on 1 December in Los Angeles.
- The 2012 National Pre-season Camp/Member Association Referees Course was held in Laval, QC, from 8-12 February and attended by 28 National List Officials—including eight International List Officials and Referee Coaches Jonathan Lavergne, Steve DePiero and Orest Konowalchuck, who attended as observers. National List Instructors Isaac Raymond and Marie-Julie Allaire represented the Association.
- A joint meeting of the Canadian Soccer Association Referee Department and Referee Coaches held during the camp found that coaches need to offer more support to individual National List Officials to improve their performance. A new training program for National List Officials will be implemented during the 2013 season.
- Sixteen Referees and 22 Assistant Referees were appointed to the National List in 2012.
- In 2012, Canadians received 58 MLS Referee appointments and 81 Assistant Referee appointments, as well as an additional 54 Fourth Official assignments. Referee and Assistant Referee appointments, respectively, were up 81% and 47% over 2011.

**Canadian Referees**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15,766</td>
<td>76.88%</td>
</tr>
<tr>
<td>Female</td>
<td>4,741</td>
<td>23.12%</td>
</tr>
</tbody>
</table>

**Referees per level**

<table>
<thead>
<tr>
<th>Level</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional</td>
<td>598</td>
<td>2.92%</td>
</tr>
<tr>
<td>Provincial</td>
<td>257</td>
<td>1.25%</td>
</tr>
<tr>
<td>National</td>
<td>34</td>
<td>0.17%</td>
</tr>
<tr>
<td>FIFA</td>
<td>11</td>
<td>0.05%</td>
</tr>
</tbody>
</table>

**Referees per gender**

- Male: 68.38%
- Female: 31.62%

**Referee Carol Anne Chénard and Assistant Referee Marie-Josée Charbonneau.
In 2012, canadasoccer.com and the Canadian Soccer Association’s four key social media platforms—Facebook, Twitter, Youtube, and Flickr—played a central role in the Association’s communications to both media and fans. Ever-growing interest in the Beautiful Game across Canada, fueled by the Women’s National Team’s performance at the London 2012 Olympics and the Men’s National Team’s FIFA World Cup™ qualifying run, led to a massive increase in traffic at canadasoccer.com, thanks in part to a new user-friendly website interface launched in November 2011.

On the social media front, the Association’s Facebook page—with over 7,000 “likes” and counting—became a meeting place for Canadian soccer supporters of all ages in 2012. During the Women’s Olympic Football Tournament, this central hub allowed fans to share their love of the game and send messages of encouragement and support to the team as they battled their way to the bronze medal. One post on 9 August, the day of Canada’s bronze-medal game against France, reached over 100,000 people.

### CANADASOCCE.COM

- Having launched a new user-friendly website interface in November 2011, canadasoccer.com saw a dramatic increase in traffic. In 2012, the site had over 670,000 unique visitors—a 300% jump over 2011—and 4.2 million page views, a full 480% more than in the previous year.
- When Canada’s Women’s National Team faced USA in the Olympic semi-final on 8 August, canadasoccer.com had 36,590 unique visitors on that day alone.

### SOCIAL MEDIA

- With 1,620 subscribers now on Youtube, CanadaSoccerTV recorded almost 680,000 views of 230 uploaded videos during 2012, an average of over 2,900 views per video.
- On Twitter, the @CanadaSoccerEN and @CanadaSoccerFR feeds together have more than 20,000 followers—a 400% increase since December 2011—and had over 38,000 retweets between 1 January and 31 December, 2012.
- Canada Soccer now has more than 7,000 “likes” on Facebook, and a post on 9 August, the day the Canadian Women’s National Team won Olympic bronze, reached 113,000 people.
- Between Facebook and Twitter, the Association garnered more than 92 million impressions by almost 83,000 unique users in 2012.
- The Canada Soccer Flickr photostream now features over 27,000 high-resolution images, and logged over 1.3 million views in 2012.
The Canadian Soccer Association welcomed two new primary sponsors in 2012, bringing the total roster of sponsors and partners to 18.

- Canon Canada Inc., a leader in digital imaging solutions with a long and proud history of supporting soccer internationally, became a Primary Sponsor of the Association and its National Teams, as well as an Associate Sponsor of Active Start Soccer Fests. As part of the five-year agreement, Canon becomes the Association’s Exclusive and Official Supplier of Consumer Imaging Equipment, Office Equipment and Medical Equipment, and will provide cameras to every Active Start Soccer Festival across the country.

- Bell Canada became a Premier Sponsor of the Association after signing a long-term agreement that provides strong financial and marketing support for Canada’s National Teams and the sport across the country. In addition to branding the training kits and apparel of all 12 Men’s and Women’s National Team Programs, Bell will work with the Association to build program to help young, female soccer players get closer to their national heroes.

<table>
<thead>
<tr>
<th>SPONSORS</th>
<th>2012 ACTIVITY SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRIMARY</strong></td>
<td></td>
</tr>
<tr>
<td>Amway</td>
<td>As title sponsor of the Amway Canadian Championship, Amway executed an extensive on-site activation program throughout the 2012 edition of the tournament, highlighted by the Amway Player Escort program. Amway is also involved with Active Start Soccer Fests and the Canadian Soccer Association National Championships—where it distributed co-branded “Coach’s Bags” in 2012—as well as with Canada’s National Teams.</td>
</tr>
<tr>
<td>Bell</td>
<td>A new Primary Sponsor of the Canadian Soccer Association, Bell is the presenting sponsor of both canadasoccer.com and Canada Soccer’s Mobile App. As part of its new long-term partnership with the Association—which includes branded training kits for all 12 of Canada’s Men’s and Women’s National Teams.</td>
</tr>
<tr>
<td>BMO</td>
<td>Canada’s “Bank of Soccer” supports Canada’s National Teams, the Amway Canadian Championships and Active Start Soccer Fests. In 2012, it activated its BMO Kicking Cage during home matches (and select ACC matches) and sent BMO Team of the Week representatives to select Active Start Soccer Fests. BMO continues as title sponsor of the Association’s BMO Boot Room quarterly newsletter, as well as of the senior-level Canadian Players of the Year awards.</td>
</tr>
<tr>
<td>Canon</td>
<td>A new sponsor of the Canadian Soccer Association and Canada’s National Teams, Canon distributed co-branded mini Canon bags at National Team home matches. Canon created and ran the “Official Canon Photographer” program at all Active Start Soccer Fests, which included the distribution of a Canon camera.</td>
</tr>
<tr>
<td><strong>SECONDARY</strong></td>
<td></td>
</tr>
<tr>
<td>Chevrolet</td>
<td>Chevrolet’s partnership supports Canada’s National Teams, Active Start Soccer Fests and the Canadian Soccer Association’s National Championships. In 2012, Chevrolet activated an interactive vehicle display on-site at National Team matches and provided Official Vehicles for the National Championships.</td>
</tr>
<tr>
<td>Teck</td>
<td>In 2012, Teck supported grassroots soccer by distributing branded soccer stickers at Active Start Soccer Fests in BC. As the presenting Sponsor of Canada’s Women’s National Team Teck hosted team/employer functions prior to CONCACAF Women’s Olympic Qualifying and again prior the team leaving the London 2012 Olympics.</td>
</tr>
<tr>
<td>IHG</td>
<td>As the Association’s official apparel supplier, Umbro created special Centenary kits and merchandise in 2012 to mark the Association’s centennial. In addition to operating the Canada Soccer online store, Umbro supported a targeted ticket offer for National Team home matches in 2012.</td>
</tr>
<tr>
<td><strong>ASSOCIATE</strong></td>
<td></td>
</tr>
<tr>
<td>Del Monte</td>
<td>In 2012, Del Monte gave out co-branded fruit snacks at Active Start Soccer Fests, as well as distributed them as an exit sample at National Team matches. The Canada Soccer brand was featured on over 9 million Del Monte product packs.</td>
</tr>
<tr>
<td>IHG</td>
<td>IHG supports Canada’s National Teams and the Canadian Soccer Association National Championships.</td>
</tr>
<tr>
<td>Nutella</td>
<td>As an associate sponsor, Nutella supports Canada’s National Teams and Active Start Soccer Fests, during which it distributed branded “bread cutters” in 2012.</td>
</tr>
<tr>
<td><strong>SUPPLIERS</strong></td>
<td></td>
</tr>
<tr>
<td>Kwik Goal</td>
<td>In 2012, 75 million Powerade Bottles were co-branded with the Association’s logo. Powerade also supplied product and equipment to Canada’s National Teams and the Canadian Soccer Association National Championships, in addition to providing a water bottle to every National Championships athlete.</td>
</tr>
<tr>
<td>State Farm</td>
<td>State Farm’s national “Neighbourhood Soccer Volunteer Contest” returned in 2012, recognizing those who contribute to the betterment of soccer in their community. The company also distributed co-branded cheer cards at National Team matches and volunteer t-shirts at select Active Start Soccer Fests. They also are the sponsor of the National Team Ball Retriever program.</td>
</tr>
<tr>
<td>AMJ Campbell</td>
<td>Scotts ran a national contest for a chance to win a meet-and-greet with the Women’s National Team, in addition to supporting Active Start Soccer Fests.</td>
</tr>
<tr>
<td>Supplier</td>
<td>Scotts ran a national contest for a chance to win a meet-and-greet with the Women’s National Team, in addition to supporting Active Start Soccer Fests.</td>
</tr>
<tr>
<td><strong>PROGRAM PARTNERS</strong></td>
<td></td>
</tr>
<tr>
<td>KUMON</td>
<td>Kunom was a key supporter of the Local Club Sponsorship Program in 2012 in addition to its ongoing involvement in Active Start Soccer Fests.</td>
</tr>
<tr>
<td><strong>AMJ Campbell</strong></td>
<td>As part of its support for Active Start Soccer Fests, Banana Boat sponsored the “Sun Safety” section of the Active Start Soccer Fests website and distributed sunscreen samples during the Fests.</td>
</tr>
<tr>
<td><strong>AMJ Campbell</strong></td>
<td>AMJ Campbell is the Canadian Soccer Association’s official moving services supplier.</td>
</tr>
<tr>
<td><strong>Kwik Goal</strong></td>
<td>Kwik Goal is the Canadian Soccer Association’s official supplier of goals, training equipment, coaching accessories, and field equipment.</td>
</tr>
</tbody>
</table>

2012 ANNUAL REPORT | 41
PROMOTIONAL CAMPAIGNS

“Made For This” campaign
(Women’s National Team)

- Launched at the CONCACAF Women’s Olympic Qualifying Tournament, the Made For This campaign aimed to highlight the strength and commitment of Canada’s National Team athletes in their quest to reach the pinnacle of their sport and represent Canada on the international stage. The campaign received enthusiastic response and continued to support Canada’s Women’s National Team through to the London 2012 Olympics, including Canada’s pre-Olympic match v China on 30 May in Moncton, NB.
- In addition to running in print and outdoor during CONCACAF Women’s Olympic Qualifying and again in Moncton during the lead up to the Canada v China match, the campaign was activated through August across all Canada Soccer assets, including social media and canadasoccer.com, logging approximately 2.7 million impressions.

“See Thee Rise” campaign
(Men’s National Team)

- The See Thee Rise campaign, shared with National Team Kit sponsor Umbro, delivered an aspirational message in the promotion of Canada’s four 2014 FIFA World Cup Brazil™ Qualifiers matches at BMO Field in Toronto. The campaign creative was integrated into all collateral marketing material created in support of the team.
- This print, outdoor and transit advertising campaign ran in the Greater Toronto Area from early March through to the end of the team’s 2014 FIFA World Cup Brazil™ Qualifiers campaign in October. The campaign earned approximately 52 million impressions.
Women’s National Team

- Fans attended the 2012 CONCACAF Women’s Olympic Qualifying tournament held at BC Place in Vancouver in record-breaking numbers highlighted by a sell-out of 25,427 for the Canada v USA tournament final on 29 January.
- The competition established new CONCACAF Women’s Olympic Qualifying records for total event attendance (168,949) and single-match attendance (25,427). In addition, the Canada-USA final saw the second largest attendance ever for a Women’s International Match in Canada and more than tripled the previous record for British Columbia.
- 7,541 fans attended Canada’s pre-Olympic match v China in Moncton, NB on 30 May, representing almost 90% capacity at Stade Moncton.

Men’s National Team

- Canada’s Men’s National Team achieved near-record attendance numbers while extending its home-match unbeaten streak to nine during four matches at BMO Field in Toronto. Average attendance reached 16,670 for a four-match total of 66,677 and an 82% capacity rate.
- Attendance at Canada Soccer’s special Centennial Match v USA on 3 June was 15,247. Attendance during Canada’s three 2014 FIFA World Cup Brazil 2014™ qualifying matches grew as the competition progressed: to 16,132 during the 12 June match v Honduras; to 17,586 during the 7 September match v Panama; and to 17,712 during the 12 October match v Cuba.
- Canada’s crucial home victories over Panama and Cuba also marked the second- and third-highest attendance for Canadian home matches in the past 12 years.
CANADIAN SOCCER ASSOCIATION 1912 - 2012

Throughout 2012, the Canadian Soccer Association celebrated its Centennial year with a series of events to engage Canadians through the past, present and future of Canadian Soccer.

The events culminated in a 10-day celebration, which kicked off 24 May and featured a Centennial Match on 3 June that had Canada’s Men’s National Team take on USA at BMO Field. As part of the celebrations, the Association unveiled the “Top 10 Moments” in Canadian soccer history and Canada’s “All-Time Canada XI” for Men’s and Women’s football. Canada’s Women’s National Team also played a special pre-Olympic match v China on 30 May in Moncton, NB, as part of the celebrations.

National Team Kit Sponsor Umbro unveiled new uniforms for Canada’s National Teams, which featured a sound-wave graphic of fans singing Canada’s national anthem, thus capturing the passion of Canadian soccer supporters in a unique way. Umbro also created a Centenary kit and associated merchandise to mark the Association’s 100th birthday. Unveiled in May, the royal blue jerseys were designed to commemorate Canada’s first international match against USA in 1925. The kits were worn by Canada’s National Team players during two International Friendlies against USA: by the Men during the Centennial Match on 3 June and by the Women on 30 June in Utah. Nearly 2,000 limited-edition centennial blue Canada jerseys sold out within weeks.

Merchandise sales at BMO Field in 2012 were up 40% compared to 2011, a trend that carried through all official Canadian Soccer Association merchandise sales across the country, with official Umbro gear available at canadasoccer.com.
Eight Canadian Men’s National Team matches were broadcast in 2012 on Sportsnet, the Association’s broadcast partner. Average viewership per match was over 143,000—an 86% increase over the previous year. The 7 September and 11 September home and away matches against Panama garnered the highest number of viewers, with 216,400 and 315,200, respectively. The latter match was also aired nationally on CityTV, a station affiliated with broadcast partner Sportsnet.

Outside of the London 2012 Olympics, seven Women’s National Team matches were broadcast in 2012, also on Sportsnet. These games had an average viewership of over 197,000, with the 27 January semi-final match against Mexico at the 2012 CONCACAF Women’s Olympic Qualifying tournament—which secured the team a spot in London—topping out at 463,000 viewers. Two days later, 355,000 fans tuned in to watch the tournament final against USA.

During the 2012 Amway Canadian Championship, total viewership was 347,200 across all six matches, for an average of 57,867 per match.

For the first time, the Association conducted a live webcast of a National Championship competition. The Challenge and Jubilee Trophy Championship matches on 8 October were streamed on a trial basis and watched by over 3,000 viewers.

Over 420 media releases were issued in both languages in 2012.

More than 415 media contacts receive regular communications from Canada Soccer.

Launched in late 2011 and available for iPhone and Android devices, the app has been downloaded more than 2,000 times to date.
Every year, the Canadian Soccer Association recognizes the remarkable individuals that have made an outstanding contribution to our sport. Whether through incredible performances on the pitch as athletes or officials, or by dedicating themselves to building the sport of soccer in Canada, all of our 2012 winners deserve heartfelt thanks from the entire Canadian soccer community.

Atiba Hitechinson and Christine Sinclair - BMO Canadian Players of the Year
**BMO Canadian Players of the Year**

**ATIBA HITCHINSON**
**CHRISTINE SINCLAIR**
This award celebrates Canada’s top two soccer players in recognition of their achievements with both the Canadian National Team and their respective club teams, as voted by Canadian media and coaches.

**Canadian U-20 Players of the Year**

**DONEIL HENRY**
**SABRINA D’ANGELO**
As voted by Canadian coaches.

**Canadian U-17 Players of the Year**

**MARCO CARDUCCI**
**ASHLEY LAWRENCE**
As voted by Canadian coaches.

**Para Soccer Canadian Player of the Year**

**BRENDON McADAM**
As voted by Canadian coaches.

**Aubrey Sanford Meritorious Service Award**

**TERRY QUINN**
This award recognizes the outstanding service in the growth and development of soccer in Canada of an individual that has at least 20 years of continuous service with at least 12 at the national level.

**Ray Morgan Memorial Award**

**JOE FLETCHER**
This award is presented to the referee who has shown the greatest progress at the national and international levels.

**International Achievement Award**

**DARCI KRUSE**
This is awarded in recognition of outstanding work as an active referee.

**Life Membership**

**DR. RUDY GITTENS**
**ERIC KING**
**BILL THOMSON**

**Para Soccer Canadian Player of the Year**

**BRENDON McADAM**
As voted by Canadian coaches.

**2012 Inductees – Soccer Hall of Fame**

**PLAYERS**

**CARLO CORAZZIN**
**CHARMAINE HOOPER**
**ANDREA NEIL**
**MARK WATSON**

**BUILDER**

**ANGUS BARRETT**
**REFEREE**

**GORDON ARROWSMITH**
**PIONEER**

**JOHN RICHARDSON**
**TEAM OF DISTINCTION**

**CANADA 1989 JEUX DE LA FRANCOPHONIE ORGANIZATION OF DISTINCTION**

**VICTORIA WEST**
**BRIAN BUDD AWARD**

**GERRY DOBSON**
For the fourth consecutive year, the Canadian Soccer Association increased revenues in 2012 – further evidence of the momentum soccer has garnered in Canada. The growth in revenues of $2.8 million, representing a 15% increase over the previous year, is attributable to additional support from our provincial and territorial partners, government and corporate sponsors. The Association continued to devote its resources to on-field activities with over 75% of all expenditures directed to National Teams, competitions and technical programming.

Other highlights in 2012 include:
- Government support increased by 10% over the previous year and now represents 22% of the Association’s overall revenue which includes the continued expansion of our partnership with Sport Canada through its Own the Podium (OTP) program. Ongoing support provided through OTP for training and competition helped the Women’s National Team achieve a bronze medal at the 2012 London Olympic Games. The team will be well positioned as it looks forward to competing in the FIFA Women’s World Cup Canada 2015™ and the 2016 Rio Olympic Games.
- Sponsorship revenue increased by 22% over the previous year and now represents 25% of the Association’s total revenues. The continued growth in this area is an indication of the value our sponsors believe is provided through an investment in the Association and its properties.
- Gate receipts, appearance fees, and sanctioning fees increased by 17% over the previous year and now represent 11% of the Association total revenues. The staging of multiple home matches and the engagement of Canadian soccer fans to support these matches is not only having an impact on revenue generation but on the Association’s brand building efforts.
- Overall investment in National Teams and Technical Programs is up 17% as our senior teams progressed through the FIFA World Cup™ qualification process, won Gold in the 2012 Pan American Games and the Bronze medal at the 2012 London Olympic Games.
- The Association hosted the 2012 CONCACAF Women’s Olympic Qualifying tournament generating a net surplus while providing our Women’s National Team with the best opportunity to achieve success.

Future surpluses will continue to be reinvested in the development of soccer in Canada to ensure the momentum generated is sustained and to allow the Canadian Soccer Association and its partners to provide the leadership necessary for the advancement of soccer and to create a passion in all Canadians for the beautiful game.
DIRECTORY

Board of Directors*

VICTOR MONTAGLIANI, President
STEVE REED, Vice President
WENDY BEDINGFIELD
NICK BONTIS
BRIAN BURDEN
EARL COCHRANE
CHARLIE CUZZETTO
DERRYN DONAGHEY
JEANNETTE KUC
GERALD MACDONALD
KEN MACLEAN
KAREN O’NEILL
MARTIAL PRUD’HOMME
DON STORY

Staff*

GENERAL SECRETARIAT

PETER MONTOPOLI
General Secretary, Canadian Soccer Association
Chief Executive Officer, FIFA Women’s World Cup Canada 2015™

JOE GUEST
Deputy General Secretary, Canadian Soccer Association
Chief Competitions Officer, FIFA Women’s World Cup Canada 2015™

JENNIFER PURDY
Executive Assistant

SOCCER ADMINISTRATION DEPARTMENT

JESSIE DALY
Events Manager

CATHY BREDA
Administration Manager

DOROTHY HICKEY
Competitions Manager

DANIEL PAZUK
Systems Coordinator
Registrar

MADISON PUDDY
Events Coordinator

MICHAEL TUCKER
Administrative Assistant
Active Start Soccer Fests Coordinator

FINANCE DEPARTMENT

SEAN HEFFERNAN
Chief Financial Officer, Canadian Soccer Association
and FIFA Women’s World Cup Canada 2015™

FRANCINE MÉRETTE
Finance Manager

CINDY PAQUETTE
Accounts Payable

RUTH HACKETT
Accounts Payable

SOLANGE FAUCHER
Accounts Receivable

BUSINESS DEVELOPMENT DEPARTMENT

SANDRA GAGE
Director of Business Development, Canadian Soccer Association
Chief Marketing and Communications Officer, FIFA Women’s World Cup Canada 2015™

RICHARD SCOTT
Director of National Teams Communications

DOMINIC MARTIN
Marketing Manager

MICHÈLE DIÖN
Communications Manager

JOSH VERCH
Marketing Coordinator

MAX BELL
Communications Coordinator

KANITHA NHEK
Community Outreach Coordinator

DANY PÉPIN
Web Editor

TECHNICAL DEPARTMENT

TONY FONSECA
Technical Director

RAY CLARK
Director of Coaching and Player Development

SYLVIE BÉLIVEAU
Long-Term Player Development Manager

TIGER LIU
Head of Refereeing

JULES ALIE
Referee and Athlete Program Administrator

DAVID BENNING
Technical Programs Manager

MEN’S NATIONAL TEAMS

MORGAN QUARRY
Men’s National Team General Manager

LES MESZAROS
National Teams Administration Manager

SEAN FLEMING
National Staff Coach
Men’s U-17 Team Coach

DREW FERGUSON
Men’s National Para Soccer Team Head Coach

MIKE MORETTO
National Teams Equipment Manager

RYAN BEDIC
Assistant Equipment Manager

WOMEN’S NATIONAL TEAMS

JOHN HERDMAN
Women’s National Team Head Coach

SIMON EDDY
Women’s Excel Program Goalkeeping Manager
Women’s National Team Assistant Coach

ANDREW OLIVIERI
Women’s Excel Program U-20 Director
Women’s U-20 National Team Coach

DANIEL MICHELUCCI
Women’s National Team Excel Program Manager

SIAN BAGSHAWE
Women’s National Team Excel Program Assistant Manager

MAEVE GLASS
Women’s National Team Equipment Manager

* as of 31 December, 2012
MEMBER ASSOCIATIONS

Northwest Territories Soccer Association
T. 867-669-8378
nwtkicks.ca

Yukon Soccer Association
T. 867-633-4625
yukonsoccer.yk.ca

British Columbia Soccer Association
T. 604-299-6401
bcsooccer.net

Alberta Soccer Association
T. 780-474-2200
albertasoccer.com

Saskatchewan Soccer Association
T. 306-780-9225
sasksoccer.com

Manitoba Soccer Association
T. 204-925-5752
manitousoccer.ca

Ontario Soccer Association
T. 905-264-9390
ontariosoccer.net

Fédération de soccer du Québec
T. 450-975-3355
federation-soccer.qc.ca

Soccer New Brunswick
T. 506-382-7529
soccernb.org

Soccer Nova Scotia
T. 902-445-0265
soccerns.ns.ca

Prince Edward Island Soccer Association
T. 902-368-6251
peisoccer.com

Newfoundland and Labrador Soccer Association
T. 709-576-0601
nlsa.ca