Together WE RISE

2013 ANNUAL REPORT
CANADIAN SOCCER ASSOCIATION
Together WE RISE

Canadian soccer is on the rise. This growing excitement is reflected in record participation numbers, unprecedented corporate support and the dedicated efforts of all those who are working to grow our game – at all levels – from coast to coast. And yet, we promise, this is only the beginning. This document is a testament not only to the journey that was, but also a reminder of all that we are working to accomplish together.
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PRESIDENT’S MESSAGE

Canada’s reputation on the world soccer stage continues to grow. This is thanks, in part, to our international performances, such as that of our Women’s National Team at the London 2012 Olympics and those of our youth teams in 2013. But as we work to implement Leading a Soccer Nation, our new 2014-18 Strategic Plan, it’s important to recognize that Canada’s leadership in soccer must stretch beyond our borders.

There are two sides to building a sport: one is the domestic side, where we have led the charge to build the game’s capacity and enhance its professionalism. But one of the most important components of our federation is the international side. The recent appointments of Canada Soccer Long-Term Player Development Manager Sylvie Béliveau to the FIFA Football Committee and Women’s National Team player Rhian Wilkinson to the FIFA Strategic Committee—as well as my appointments to the FIFA Legal Committee, in 2012, and CONCACAF Executive Committee, in April 2013—are examples of Canada’s growing influence behind the scenes.

The benefits of this international involvement go right down to the grassroots. When we host major events like the FIFA Women’s World Cup Canada 2015™ and the FIFA U-20 Women’s World Cup Canada 2014, these investments can pay dividends for years, both from a facilities standpoint and in terms of our country’s engagement with the sport. That’s why Canada Soccer will continue to build international ties as part of our commitment to govern the game professionally.

There is a sense of momentum now, and recognition that Canada Soccer needs to take the lead, particularly on the technical side. But if our investments in the long-term development of our players, from youth to senior teams, are to pay off, there must be better alignment with our provincial and territorial partners. It will be a challenging path, one that requires patience and commitment from all parties involved, but it’s one that we simply must follow for the good of the sport.

Canada Soccer is ready. Ready to take its place at the head of a sport that is stronger and more exciting than ever.

Victor Montagliani, President
The launch of our 2014-18 Strategic Plan is only the beginning. Together, we will work to build our sport, and make Canadian soccer the best that it can be.“

Canada Soccer has come a long way over the last decade. We put our financial house in order, put the right people in place to build our marketing and communications platforms, attracted unprecedented corporate support, and revamped our governance structure. In short, we are a more professional, more robust organization and are now in the best possible position to lead our sport into the future.

Our new 2014-18 Strategic Plan, developed with feedback from the broader soccer community, lays out the steps we must now take to make Canada a leading soccer nation. At its core is a vision for technical leadership that will take Canadian soccer to the next level, ultimately leading to more consistent, world-class performances by our National Teams.

Much of this work has already begun: Women’s National Team Head Coach John Herdman, Canada Soccer Technical Director Tony Fonseca and Benito Floro, the new Head Coach of the Men’s National Team, are aligning systems to bridge the gaps from youth to senior teams in order to identify young talent earlier and give them the playing opportunities they need to develop their skills.

The excellent performances of our U-17s in 2013, which saw both teams qualify for their respective FIFA U-17 World Cup, are evidence that Canada has a terrific base of young players who can compete against the best in the world. With our country getting ready to host the FIFA Women’s World Cup Canada 2015™ and FIFA U-20 Women’s World Cup Canada 2014, our sport continues to grow.

Indeed, you could feel the passion amongst the sellout crowd at the Women’s Canada-USA rematch on 2 June at BMO Field in Toronto, ON. You can see it now in the faces of the young players making their first appearances with our National Teams, and in the excitement of fans lining up to buy tickets and volunteer. It is as though the whole of the soccer community has united behind our players and our sport, giving us the strength to go farther than we’ve ever gone before.

The launch of our 2014-18 Strategic Plan is only the beginning. Together, we will work to build our sport, and make Canadian soccer the best that it can be.

Peter Montopoli, General Secretary
OUR SOCCER NATION

Canada Soccer is the official governing body for soccer in Canada. Working in collaboration with our provincial/territorial and pro-club partners, we’re responsible for promoting the growth and development of soccer on a national scale, from community to high-performance.

Soccer is the largest participatory team sport in Canada and is considered the fastest-growing sport in the country. There are currently over 865,000 players registered in over 1,500 clubs in 144 districts that operate within our 12 Provincial and Territorial Member Associations. In the next two to three years, the number of registered players is expected to top 1 million.

Our vision is to guide Canadians towards a life-long passion for the game, and lead our National Teams to victory. Canada Soccer was founded in 1912, and has been a Member Association of FIFA since 31 December that year. We are also affiliated with CONCACAF and the Canadian Olympic Association.

The majority of Canada Soccer’s budget (almost 80 per cent) supports on-field activities. We operate 12 Men’s and Women’s National Teams; Active Start Soccer Fests for children aged four to 11; a Local Club Sponsorship program; eight Sport Chek National Championships; and a Long-Term Player Development program.

Canada Soccer is also building an international reputation as a top-tier host. When Canada welcomes the world to the FIFA Women’s World Cup Canada 2015™ and FIFA U-20 Women’s World Cup Canada 2014, we will have hosted FIFA or Olympic competitions six times. This includes our successful turn as host of 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 for the country of $259 million.
865,000+
1,500+
1,500+
865,000+

5 PROFESSIONAL CLUBS
12 PROVINCIAL/TERRITORIAL MEMBER ASSOCIATIONS
144 DISTRICTS
1,500+ COMMUNITY CLUBS
865,000+ REGISTERED PLAYERS

209 MEMBER ASSOCIATIONS
41 MEMBER ASSOCIATIONS

2013 ANNUAL REPORT
Canada Soccer’s 2014-18 Strategic Plan embodies the momentum and excitement around our sport. It also represents a first for our organization. Traditionally, our strategic planning has been handled internally. While this made sense in the past, the game has changed and our outlook has changed with it.

For the first time, we reached out to the Canadian soccer community for ideas and guidance. Fans, players, parents, coaches, officials, sponsors, vendors, and media responded by the thousands—a testament to the passion surrounding Canadian soccer. The plan, aptly titled *Leading a Soccer Nation*, reflects how far we’ve come as an organization and outlines where we need to go.

*Leading a Soccer Nation* is, at its core, a pledge to marshal our resources and expertise in service of the technical side of the game. This means investing in our players, coaches and officials at all levels of the sport. This, in turn, will ensure a reliable stream of high-caliber players and qualified coaches who can produce the consistent, world-class performances that Canadian soccer fans demand from our National Teams.

Canada’s passion for the game can be seen in the over 865,000 registered players that make soccer our country’s most popular team sport in terms of participation. This number is expected to top 1 million over the next few years. And as the game grows, Canada Soccer must grow with it. In the coming years, we will work with our partners to govern the sport professionally by aligning our structure, from coast to coast.

Change is coming. The FIFA Women’s World Cup Canada 2015™ and FIFA U-20 Women’s World Cup Canada 2014 are only the beginning. By 2018, Canada Soccer will ready itself to submit a bid to host the 2026 FIFA World Cup, a move that would seal our identity as a leading soccer nation, inspiring our youth for generations to come.

Together with our partners, we are ready to usher in a bold, new future for Canadian soccer. It will be one where Canada not only excels as a host of international competitions, but one where our teams achieve consistent, top-tier performances at every level and in every aspect of the beautiful game.
Together WE RISE

DEMOGRAPHICS

REGISTERED PLAYERS IN CANADA FOR 2013

865,927

YOUTH MALE
YOUTH FEMALE
SENIOR MALE
SENIOR FEMALE

BC
119,353
13.78% OF PLAYERS IN CANADA

YK
1,212
0.14% OF PLAYERS IN CANADA

NT
2,398
0.28% OF PLAYERS IN CANADA

AB
87,285
10.08% OF PLAYERS IN CANADA

SK
41,413
4.78% OF PLAYERS IN CANADA

MB
15,180
1.75% OF PLAYERS IN CANADA

YM . . 58,974 . 49.41%
YF . . 39,265 . 32.90%
SM . . 11,819 . 9.90%
SF . . 9,295 . 7.79%

YM . . 495 . 40.84%
YF . . 291 . 24.01%
SM . . 307 . 25.33%
SF . . 119 . 9.82%

YM . . 495 . 26.15%
YF . . 527 . 21.98%
SM . . 821 . 34.23%
SF . . 423 . 17.64%

YM . . 36,859 . 42.23%
YF . . 24,948 . 28.58%
SM . . 14,226 . 16.30%
SF . . 11,252 . 12.89%

YM . . 16,187 . 39.09%
YF . . 11,641 . 28.11%
SM . . 8,174 . 19.73%
SF . . 5,411 . 13.07%

YM . . 5,176 . 34.10%
YF . . 5,385 . 35.47%
SM . . 2,498 . 16.46%
SF . . 2,121 . 13.97%
<table>
<thead>
<tr>
<th>Province</th>
<th>Total Youth</th>
<th>Total Senior</th>
<th>Total Players</th>
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<td>ON</td>
<td>510,269</td>
<td>168,271</td>
<td>697,656</td>
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<tr>
<td>QC</td>
<td>355,271</td>
<td>865,927</td>
<td>1,221,198</td>
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<tr>
<td>PE</td>
<td>13,866</td>
<td>5,395</td>
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<tr>
<td>NB</td>
<td>25,467</td>
<td>100,247</td>
<td>125,714</td>
</tr>
<tr>
<td>NL</td>
<td>11,738</td>
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QC 185,992
21.48% of players in Canada

ON 355,271
41.03% of players in Canada

QC: YM 99,663, YF 86,335, SM 7,093, SF 16,963
NC: YM 99,663, YF 86,335, SM 7,093, SF 16,963
SM: YM 99,663, YF 86,335, SM 7,093, SF 16,963
SF: YM 99,663, YF 86,335, SM 7,093, SF 16,963

NL: YM 5,839, YF 4,226, SM 1,159, SF 514
NC: YM 99,663, YF 86,335, SM 7,093, SF 16,963
SM: YM 99,663, YF 86,335, SM 7,093, SF 16,963
SF: YM 99,663, YF 86,335, SM 7,093, SF 16,963

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For the Men’s National Team 2013 was a year of transition. The team’s only home game was a 28 May match against Costa Rica at Edmonton’s Commonwealth Stadium that ended in a 0:1 defeat, with more than 8,000 fans in attendance. The learning from this match helped set the tone for the remainder of the year, and underlined the focus on renewal and rebuilding.

The appointment of Head Coach Benito Floro in July set in motion a new direction for the team, one focused on developing younger players. A number of young footballers were introduced ahead of the 2013 CONCACAF Gold Cup in July under interim Coach Colin Miller, with Floro on-hand as an observer. They included: Keven Aleman, fellow teenager Samuel Piette, Doneil Henry, Jonathan Osorio, Ashtone Morgan, and Russell Teibert, all strong contenders to form the backbone of the team for years to come.

Although the team battled through illness and injury, it failed to advance beyond the group stage of the CONCACAF Gold Cup. The squad is now focused on the upcoming qualifying cycle for the 2018 FIFA World Cup Russia™, led by Floro, who officially took over in August.

To this end, Floro’s first three camps as Head Coach featured a mix of youth and veteran players like Dwayne De Rosario, who got his 75th international appearance in 2013. In September, for is first camp in charge, Floro brought more than 30 players to Oliva, Spain, in what was the beginning of an important learning process for both players and staff.

Looking ahead to 2014, Floro will continue to use these camps to build the defensive and offensive capacity of the team, with the objective of ensuring more consistent performances by getting every member of the squad on the same page as to how they’ll play when they wear the national jersey.
WOMEN’S NATIONAL TEAM

Following its historic bronze-medal win at the London 2012 Olympics, the Women’s National Team turned its sights towards the FIFA Women’s World Cup Canada 2015™. With the opportunity to compete, on home soil, for the biggest prize in the game less than two years away, the team began laying the groundwork for success in the competition—and beyond.

An important step towards achieving this success was retaining the services of Head Coach John Herdman. Having extended his contract through 2020, Herdman will continue building on the momentum surrounding the women’s game.

In 2013, this strategy included expanding the team’s pool of players and seeking out competitive matches to give up-and-coming stars the opportunity to play against the best in the world. In a year with no major competitions, Canada ranked in the top five, among FIFA members, for total number of international matches played. These experiences are crucial to Herdman’s efforts to rebuild and sustain the performance of the team. In 2013, as part of this process, 14 players made impressive debuts for Canada.

The team also continued to draw large crowds at home—more than 56,000 fans over three matches. Almost 13,000 gathered at Edmonton’s Commonwealth Stadium to watch the squad defeat Korea Republic 3:0 in October. Captain Christine Sinclair—who got her 200th international appearance in 2013—scored her 147th goal during the game. The following month, the team returned to BC Place in Vancouver, the site of the January 2012 Olympic qualifying tournament, to face Mexico. The game ended in a scoreless draw in front of more than 21,000 fans.

Without a doubt, however, the most anticipated match of the year came on 2 June when Canada took on USA at BMO Field in Toronto, ON—the teams’ first encounter since the 2012 London Olympics. Fans came out in droves—22,453 of them making up the largest soccer attendance ever recorded at BMO Field—with tickets selling out within the first hour of public sale. The match also introduced Canadians to new recruit Kadeisha Buchanan, who at 17 years of age shut down USA striker Abby Wambach—providing a glimpse into the team’s bright future.
IN ORDER TO IMPROVE, OUR NATIONAL TEAMS MUST REGULARLY COMPETE AGAINST THE BEST.

2013 CALENDAR

MNT

12 OPPONENTS PLAYED

152,632 TOTAL ATTENDANCE

13 INTERNATIONAL MATCHES, THE MOST PLAYED IN 13 YEARS

COUNTRIES
Australia
Belarus
Costa Rica
Czech Republic
Denmark
Japan
Martinique
Mauritania (x2)
Mexico
Panama
Slovenia
USA

WNT

14 OPPONENTS PLAYED

111,007 TOTAL ATTENDANCE

5TH MOST AMOUNT OF MATCHES PLAYED OF ANY NATIONAL PROGRAM

COUNTRIES
Brazil
Chile
China PR
England (x2)
Finland
France
Germany
Korea Republic (x2)
Mexico
Netherland
Norway
Scotland (x2)
Switzerland
USA
KEY MOMENTS IN 2013

- Sophie Schmidt 100th international appearance
- Christine Sinclair 100th international win
- Carmelina Moscato 75th international appearance
- Diana Matheson 150th international appearance
- Kaylyn Kyle 75th international appearance
- Benito Floro 1st match as Canada’s Head Coach
- Dwayne De Rosario 75th international appearance
- Christine Sinclair 200th international appearance
- Erin McLeod ties record most clean sheet in a season (8)

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WIN: 102,839 km
2.5 x around the world

DRAW: 80,946 km
2 x around the world
NATIONAL U-20 TEAMS

MEN’S

Hopes were high at the 2013 CONCACAF U-20 Championship, held in Puebla, Mexico, in February. Although the team got off to a rough start, losing their opening game 1:2 to Cuba, the squad bounced back, defeating Nicaragua 5:1 to advance beyond the group stage. The team took an early lead against USA in the quarterfinals, but lost the match 2:4 and, as such, failed to qualify for the FIFA U-20 World Cup Turkey 2013 in June.

The squad was back in action in September for a 12-day camp that included the seventh edition of the Jeux de la Francophonie. Following a pre-tournament scoreless draw with Cameroon, Canada posted a win against Rwanda, but lost to France and Congo, failing to advance beyond the tough group stage. Despite a disappointing year, the team’s prospects remain strong, strengthened by an increasing number of players competing and training in professional environments both at home and abroad.

WOMEN’S

With the FIFA U-20 Women’s World Cup Canada 2014 around the corner, the team spent 2013 in building mode. Coach Andrew Olivieri was pleased with the team’s progress, especially considering that many players, including Kadeisha Buchanan, Sura Yekka and Ashley Lawrence, spent much of the year with the Women’s National Team.

Accelerating the development of our most promising players enhances our competitiveness on the world stage. It’s evidence that today’s strong U-20 players are getting the training and playing opportunities they need to form the foundation of our senior women’s team going forward.

In order to identify new talent ahead of the FIFA U-20 Women’s World Cup, Olivieri invited promising young players to a national camp in Portland, OR, USA, in March. This camp was followed by another in Vancouver, BC, in June, for 22 players hoping to represent Canada in 2014.

Many of these young women got their first taste of international competition later in the summer, when the team went undefeated in a three-match series in Copenhagen, Denmark, notching two wins and one draw. Preparations for the FIFA U-20 Women’s World Cup Canada 2014 continued in December in Burnaby, BC, with the first camp of 2014 set to conclude just two days before the tournament draw in Montréal, QC, on 1 March.

Donell Henry, Samuel Piette & Mauro Eustáquio
If there was doubt about the future of Canadian soccer, the performance of Canada’s U-17 teams laid it to rest. At the pinnacle of what was a busy 2013, both teams qualified for their respective FIFA World Cup after successful campaigns at their CONCACAF Championships.

**MEN’S**

The Men’s U-17 Team began their year with two consecutive draws against Costa Rica in February. They followed-up, in April, by starting the 2013 CONCACAF U-17 Championship in Panama with a 2:0 win over Trinidad and Tobago. Canada then went on to play a dramatic quarterfinal—twice coming from behind to defeat Jamaica 4:2 to clinch a spot at the FIFA U-17 World Cup UAE 2013. This marked Canada’s second-straight qualification for the competition after a previous 16-year drought. The team closed out the tournament by defeating Honduras 2(4):2(2), on kicks to capture bronze.

At the FIFA U-17 World Cup UAE 2013, which ran from 17 October to 8 November, Canada tied Austria and Iran before losing to Argentina, the eventual fourth place finisher. The team, however, was praised for its positive approach under Coach Sean Fleming, having gone unbeaten during four games at two FIFA U-17 World Cups.

These results prove that Canada can compete against the best in the world. More importantly, by exposing our players to high-level international experience at an early age, we are better preparing them to enter these challenging environments when the Men’s National Team comes calling.

**WOMEN’S**

2013 was a year of system-building on the Women’s National Team Program side, and many of Canada’s current and former U-17 players had the opportunity to play at the senior level.

Developing younger players is a crucial part of Canada Soccer’s vision—one that yielded results in November when the team made it to the final of the 2013 CONCACAF Women’s U-17 Championship in Montego Bay, Jamaica. Under Coach Beverly Priestman, the team won silver, booking a place at the FIFA U-17 Women’s World Cup Costa Rica 2014.

Canada is now the only CONCACAF country to participate in four consecutive FIFA U-17 Women’s World Cups. Looking ahead to Costa Rica, Priestman will focus on developing new talent while emphasizing the possession-oriented game that’s the centerpiece of the program, ensuring our players have what it takes to compete at the international level.
PASSION BRINGS US Together

NATIONAL YOUTH PROGRAM

RAMPING UP YOUTH ACTIVITY LEADS TO MORE INTERNATIONAL PLAYING OPPORTUNITIES FOR OUR PLAYERS AND, ULTIMATELY, BETTER PERFORMANCES AT THE NATIONAL TEAM LEVEL.

MEN'S
Including U-20 and U-17 Teams

<table>
<thead>
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<th>PLAYER CAMP DAYS</th>
<th>PLAYERS IN CAMP</th>
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<tr>
<td>3,801</td>
<td>183</td>
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MEN’S U-18
As part of Canada’s preparations for the next cycle of FIFA U-20 World Cup qualifiers, the Men’s U-18 Team travelled, in August, to the XXX Torneo COTIF U-20 Tournament in L’Alcúdia, Spain. The team came up against Japan, Argentina, Bulgaria, and Belarus in the group stage, finishing fourth in the 10-team tournament. The strong finish was due to a collective effort, as all members of the squad received playing time, including seven who were taking part in their first National Team project.

MEN’S U-16
In 2013, Canada’s youth teams continued to serve as fertile training grounds for the next generation of National Team players. In May, the U-16 squad had a promising showing, displaying Canada’s brand of possession football—the hallmark of the program—against high-quality European and South American opposition at the 2013 Torneo delle Nazioni in Austria and Italy.

BOY’S U-15
Some of Canada’s best young players competed in August at the second edition of the Copa de México de Naciones in August and at the AGS Cup in Alicante, Spain in September. Ramping up activity at the U-15 level means players make contact with the National Team program at an earlier age—leading to more international playing opportunities and, ultimately, better performances. Players were also aided by the experience of former National Team players on the coaching staff, including Ante Jazić and former captain Paul Stalteri.

WOMEN’S
Including U-20 and U-17 Teams

<table>
<thead>
<tr>
<th>PLAYER CAMP DAYS</th>
<th>PLAYERS IN CAMP</th>
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<tr>
<td>2,153</td>
<td>90</td>
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WOMEN’S U-23
In May, 18 players aged 17 to 23 took part in a five-day training camp in Morgantown, WV. The camp was an opportunity to assess college-based players who aspire to join the National Team and narrow the gap between the youth and senior levels for players who can make an immediate impact in preparation for the FIFA U-20 Women’s World Cup Canada 2014 and FIFA Women’s World Cup Canada 2015™.
PARA AND BEACH SOCCER

PARA SOCCER

The highlight of the year for the Para Soccer Team was the 2013 CP-ISRA Intercontinental Cup in Spain, which ran from 27 July to 10 August. While Canada finished out of the top eight—the necessary requirement for automatic entry into the 2015 CP-ISRA World Championship—there will be other opportunities to qualify.

Coach Drew Ferguson was pleased with the team’s performance. Not only did Canada improve its international ranking from 12th to 11th, the team proved it could beat the world’s best.

Ferguson’s optimism is bolstered by Canada Soccer’s new Long-Term Player Development plan for para athletes, which promotes access to facilities and programming for players with disabilities. He hopes this, along with his travels across the country, will build interest in Para Soccer ahead of the 2014 America Cup. This tournament, which will be held in Toronto from 19-27 September, will provide another opportunity for Canada to qualify for the 2015 World Championship.

BEACH SOCCER

Canada fell short of its goal of qualifying for the FIFA Beach Soccer World Cup Tahiti 2013, having been eliminated following a 3:4 loss to Trinidad and Tobago at the CONCACAF Beach Soccer Championship in May. Yannick Rome-Gosselin was Canada’s leading goal scorer in the tournament, with five goals over four matches. Top-two finishers USA and El Salvador went on to represent CONCACAF at the FIFA Beach Soccer World Cup in September.
2013 CALENDAR

MEN’S U-17 TEAM ACHIEVEMENTS

2 SECOND STRAIGHT APPEARANCE AT FIFA U-17 WORLD CUP
Between both tournaments had a four game undefeated streak.

3 2013 CONCACAF MEN’S U-17 CHAMPIONSHIP PANAMA
BRONZE MEDAL
Canada 2:2 Honduras / 4-2 on kicks

WOMEN’S U-17 TEAM ACHIEVEMENTS

4 FOURTH APPEARANCE AT FIFA U-17 WOMEN’S WORLD CUP
Canada is the only CONCACAF country to qualify for all four FIFA U-17 Women’s World Cups.

2 2013 CONCACAF WOMEN’S U-17 CHAMPIONSHIP JAMAICA
SILVER MEDAL
Canada 0:0 Mexico / 2-4 on kicks

ALL-STAR
Tournament Best XI
Rylee Foster (GK)
Bianca St-Georges (D)
Rachel Jones (D)
Jessie Fleming (M)
Marie-Mychèle Métivier (M)
Marie Levasseur (M)
Emily Bergmann (F)

ALL-STAR
Tournament Best XI
Hanson Boakai (M)
Jordan Haynes (M)

FUN FACTS

371 TOTAL PLAYERS IN NATIONAL CAMPS IN 2013 INCLUDING NATIONAL “A” TEAMS

52 AT 52 YEARS OF AGE, DJAMEL LAARABI IS THE OLDEST CANADIAN NATIONAL TEAM PLAYER TO HAVE SCORED A GOAL.
Laarabi scored 10 May 2013 during the CONCACAF Beach Soccer Championship.

GOLDEN BALL - TOURNAMENT MVP ★
Jessie Fleming

GOLDEN BOOT - TOP SCORER ★
Marie-Mychèle Métivier (7 goals)

GOLDEN GLOVE - BEST GOALKEEPER ★
Rylee Foster

FAIRPLAY AWARD ★
Canada

AT 15 JESSIE FLEMING BECAME THE SECOND YOUNGEST TO PLAY FOR THE WOMEN’S NATIONAL TEAM. THE YOUNGEST, BY FOUR MONTHS, WAS KARA LANG.
Fleming played her first game at the Torneio Internacional Brasilia in Brazil when canWNT faced Chile 15 December 2013.

10,526 Number of players
X number of days in a camp
X number of camps

DJAMEL LAARABI AT 52 YEARS OF AGE, DJAMEL LAARABI IS THE OLDEST CANADIAN NATIONAL TEAM PLAYER TO HAVE Scored A GOAL. Laarabi scored 10 May 2013 during the CONCACAF Beach Soccer Championship.

371 TOTAL PLAYERS IN NATIONAL CAMPS IN 2013 INCLUDING NATIONAL “A” TEAMS

52 AT 52 YEARS OF AGE, DJAMEL LAARABI IS THE OLDEST CANADIAN NATIONAL TEAM PLAYER TO HAVE SCORED A GOAL.
Laarabi scored 10 May 2013 during the CONCACAF Beach Soccer Championship.

GOLDEN BALL - TOURNAMENT MVP ★
Jessie Fleming

GOLDEN BOOT - TOP SCORER ★
Marie-Mychèle Métivier (7 goals)

GOLDEN GLOVE - BEST GOALKEEPER ★
Rylee Foster

FAIRPLAY AWARD ★
Canada

AT 15 JESSIE FLEMING BECAME THE SECOND YOUNGEST TO PLAY FOR THE WOMEN’S NATIONAL TEAM. THE YOUNGEST, BY FOUR MONTHS, WAS KARA LANG.
Fleming played her first game at the Torneio Internacional Brasilia in Brazil when canWNT faced Chile 15 December 2013.
KEY MOMENTS IN 2013

1. Qualification for the FIFA U-17 World Cup UAE 2013
2. Silver medal 2013 CONCACAF Women’s U-17 Championship
3. Bronze medal 2013 CONCACAF Men’s U-17 Championship
4. Bev Priestman 1st match as W17 Coach
5. Qualification for the FIFA U-17 Women’s World Cup Costa Rica 2014
Together
WE ARE CANADA

FIFA COMPETITIONS

With both the FIFA Women’s World Cup Canada 2015™ and the FIFA U-20 Women’s World Cup Canada 2014 taking place over the next two years, the spotlight on Canadian soccer will shine brightly in 2014 and 2015.

In 2013, momentum continued to build with the release of the official match schedules for both competitions. In 2014, Canada’s U-20 Team will help open the tournament on 5 August against Ghana, followed by group matches against Finland and Korea DPR.

The Official Emblem for the FIFA U-20 Women’s World Cup Canada 2014 was unveiled in front of a record-crowd of 22,453 at BMO Field in Toronto before a Women’s International Friendly match.

Attending the match—and helping unveil the four Official Host Cities of Edmonton, Toronto, Montréal and Moncton—was the Honourable Bal Gosal, Canada’s Minister of State for Sport.

Canadians can attest to the interest in these two competitions through the number of people who have registered to volunteer. The Honourable Candice Bergen, Minister of State (Social Development) served as the honourary first volunteer at a launch event on 8 October on Parliament Hill. In the first few months, more than 4,000 volunteers had applied through the online portal.

As for the FIFA Women’s World Cup Canada 2015™, it marks the first major sporting event hosted in Canada from coast to coast. The Canada 2015 competition is expected to support $267-million in economic activity while the Canada 2014 competition is expected to support an additional $70-million. The net economic activity (gross domestic product or GDP) of the competitions is expected to reach a total of $169-million with $37-million in 2014 and $132-million in 2015.

Hosting these two important events provide a tremendous opportunity for the Official Host Cities to invest in and upgrade sport and community facilities. This investment in soccer will create opportunities for lifelong sport while engaging Canadian youth and families. While the economic impact will undoubtedly be impressive, the positive social impact will have an effect on all levels of soccer across the country and establish a new era in the women’s game.

Victor Montaglian
Nineteen members of Canada’s Women’s National Team—16 of them allocated and three of them free agents or draft prospects—were part of the exciting inaugural season of the National Women’s Soccer League (NWSL) in 2013. The USA-based Division-I women’s professional league is supported by Canada Soccer, the United States Soccer Federation and the Federation of Mexican Football and features national team players from all three countries.

Canadians Christine Sinclair and Karina LeBlanc both featured prominently as their Portland Thorns were crowned the first NWSL champions in a 2:0 victory over the Western New York Flash on 31 August. Sinclair scored in the final and LeBlanc kept a clean sheet to top off a terrific year for Portland.

In 2014, the NWSL adds a ninth team, with each of the clubs playing a total of 24 games during its 19-week regular season.

Canada Soccer’s support of the NWSL gives our top players the opportunity to compete and train professionally with the best teammates, coaches and officials on the continent. The league gives young female footballers something to aspire to, while improving our National Team’s performances.

Women’s National Team Head Coach John Herdman—who selects Canadian players for allocation in the NWSL—has led the identification of standards that players need to demonstrate in order to earn their spot in the league. This competitive environment raises the technical abilities of our players as they prepare for the FIFA Women’s World Cup Canada 2015™—while contributing to the overall growth of the women’s program.
AMWAY CANADIAN CHAMPIONSHIP

After Toronto FC captured four straight Amway Canadian Championships, Montréal Impact’s victory in 2013—its first since the tournament began in 2008—was sweet. Having twice come from behind to defeat Vancouver Whitecaps FC in the final on away goals after securing a 2:2 draw, the Impact captured the Voyageurs Cup and a place in the 2013-14 CONCACAF Champions League.

The growing excitement around soccer in Canada was palpable during the sixth edition of the two-leg, home-and-away tournament, which took place between 24 April and 15 May. With all six games broadcast live on Sportsnet and TVA Sports, the competition saw a 22 per cent jump in average TV viewership over the previous year, to more than 70,000 per game. The final match at BC Place in Vancouver drew a record crowd of over 18,000 and TV viewership of almost 119,000.

Next year, the total number of clubs involved in the competition will increase, as the Ottawa Fury FC enters the North American Soccer League. The Fury will join fellow NASL team FC Edmonton and Canada’s three Major League Soccer clubs—Vancouver Whitecaps FC, Toronto FC and the Montréal Impact—in vying for a spot in the 2014-15 CONCACAF Champions League during the 2014 Amway Canadian Championship.

With players splitting their time between professional clubs and the Men’s National Team, another NASL franchise increases their opportunities—ultimately leading to more consistent performances.
AMWAY CANADIAN CHAMPIONSHIP

SEMI-FINAL LEG 1 : 24 APR
MTL 2:0  EDM
ATTENDANCE: 2,838
EDMONTON, AB

Semi-Final Leg 2 : 1 May
ATTENDANCE: 14,892
VANCOUVER, BC

AMWAY CANADIAN CHAMPIONSHIP

GROUP STAGE - GROUP 5 : 7 Aug
MTL 1:0  SJE
ATTENDANCE: 1,197
BUCHEWITZ STADIUM

GROUP STAGE - GROUP 5 : 21 Aug
MTL 3:0  CDH
ATTENDANCE: 15,115
MONTRÉAL, QC
STADE SAPUTO

GROUP STAGE - GROUP 5 : 17 Sep
CDH 2:0  MTL
ATTENDANCE: 13,703
MONTRÉAL, QC
STADE SAPUTO

GROUP STAGE - GROUP 5 : 24 Sep
VAN 2:0  EDM
ATTENDANCE: 1,370
MONTRÉAL, QC
STADE SAPUTO

GROUP STAGE - GROUP 5 : 15 May
TOR 2:0  MTL
ATTENDANCE: 11,043
TORONTO, ON
BMO FIELD

GROUP STAGE - GROUP 5 : 1 May
EDM 2:0  VAN
ATTENDANCE: 2,838
MONTRÉAL, QC
STADE SAPUTO

GROUP STAGE - GROUP 5 : 15 May
VAN 2:0  EDM
ATTENDANCE: 18,163
VANCOUVER, BC
BC PLACE

TEAMS
- Vancouver Whitecaps FC - VAN
- FC Edmonton - EDM
- Toronto FC - TOR
- Montréal Impact - MTL
- San Jose Earthquakes - SJE
- Club Desportivo Heredia - CDH

CONCACAF CHAMPIONS LEAGUE

GROUP STAGE - GROUP 1 : 22 Sep
MTL 2:0  EDM
ATTENDANCE: 1,197
STADE STADION

GROUP STAGE - GROUP 1 : 15 Oct
MTL 2:0  VAN
ATTENDANCE: 563
CITY ACTIVITY CENTER

GROUP STAGE - GROUP 1 : 14 Nov
SJE 3:0  MTL
ATTENDANCE: 6,128
SANTA CLARA, CA, USA
BUCK SHAW STADIUM

GROUP STAGE - GROUP 1 : 24 Dec
MTL 2:3  EDM
ATTENDANCE: 15,115
COMMONWEALTH STADIUM
Many of Canada's most talented players showed their stuff during the 2013 Sport Chek National Championships, Canada's premier amateur competition, which offers participants the opportunity to represent their province or territory while competing at the elite level, was reenergized this year thanks to the involvement of Sport Chek as title sponsor.

These Championships—which include All-Stars (Boys and Girls); 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)—were held in July and October in six host communities across the country. More than 2,300 participants were on hand, along with over 20,000 spectators.

**CHALLENGE TROPHY & JUBILEE TROPHY (HALIFAX, NS)**

Edmonton Victoria clinched its fourth Jubilee Trophy after a 1:0 win over Québec’s Royal-Sélect Beaupor, with BC’s Surrey United taking the bronze. On the men’s side, Gloucester Celtic of Ontario scored three times in the second half to win their first Challenge Trophy, beating BC’s Surrey United Firefighters 3:0. Manitoba’s FC Winnipeg Lions won bronze. Championship matches for both events were streamed live from Halifax on canadasoccer.com.

**U-18 CUP (ST. JOHN'S, NL)**

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
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</thead>
<tbody>
<tr>
<td>1. Coquitlam SC Sparta, BC</td>
<td>1. Lakeshore SC, QC</td>
</tr>
<tr>
<td>2. Halifax City, NS</td>
<td>2. St. John’s SC, NL</td>
</tr>
<tr>
<td>3. Mississauga Falcons, ON</td>
<td>3. Halifax Dunbrack, NS</td>
</tr>
</tbody>
</table>

**U-16 CUP (KAMLOOPS, BC)**

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Surrey United, BC</td>
<td>1. Brampton Brams United Bandits, ON</td>
</tr>
<tr>
<td>2. Vaughan Azzurri, ON</td>
<td>2. SWU Premiers, AB</td>
</tr>
<tr>
<td>3. Foothills, AB</td>
<td>3. Varennes, QC</td>
</tr>
</tbody>
</table>

**U-14 CUP (LETHBRIDGE, AB)**

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Panellinios, QC</td>
<td>1. Kitchener Spirit, ON</td>
</tr>
<tr>
<td>2. Foothills, AB</td>
<td>2. Lanaudière Centre, QC</td>
</tr>
<tr>
<td>3. North London Elite 99, ON</td>
<td>3. SWU Napoli, AB</td>
</tr>
</tbody>
</table>

**ALL STARS**

The weeklong All Stars showcase in the U-15 and U-16 age groups took place from 16-20 July, giving Canada’s top young players a chance to test themselves against the best of their peers. The tournament also provided National Team staff and coaches the opportunity to identify up-and-coming talent.

Ontario was crowned champion in the U-15 and U-16 competitions for both Boys and Girls. The Boys’ tournament was hosted in Laval, QC, in partnership with the Québec Soccer Federation, while the Girls’ was hosted in Thunder Bay, ON, in partnership with the Ontario Soccer Association. In total, 527 participants took part in the 2013 edition of the showcase.
One of the cornerstones of Canada Soccer’s 2014-18 Strategic Plan is investment in technical leadership. This means, in part, ensuring that our Long-Term Player Development model remains player-centric, improving technical ability while also encouraging lifelong participation in soccer regardless of age, gender or ability.

We’ve already made strides, working with our Members, as well as the Canadian Paralympic Committee, Sport Canada and other partners to develop LTPD for Players with Disabilities, to be launched in January 2014. This comprehensive resource guide marks an important first step in promoting logical and systematic soccer programming in Canada for players with disabilities, whether they’re participating for recreation and health or striving to compete internationally.

On the high-performance side, Women’s National Team Head Coach John Herdman and Canada Soccer Technical Director Tony Fonseca are working to refine elite player development pathways for our National Team programs. In 2013, the focus was on identifying and developing young talent. By ensuring that our players have more opportunities to train and play internationally at an earlier age, both the Men’s and Women’s National Teams will have a robust pool of talent to draw on.

For example, an extension of the Women’s National Team program was developed to bridge the gap from youth levels to the senior team. Part of this strategy is to have the best young players learn from National Team members. A case in point: Diana Matheson and Carmelina Moscato, Olympic bronze medallists, were brought in as technical assistants at a camp for promising U-14 to U-16 players in Burnaby, BC from 23 August to 1 September 2013.

Canada Soccer is also working to link the elite player development pathways for men and women with its LTPD program. In order to ensure LTPD is embraced by youth clubs across the country, we’ve secured funding from CONCACAF to produce resources to deliver the message consistently from coast to coast.

Hosting the FIFA Women’s World Cup Canada 2015™ and FIFA U-20 Women’s World Cup Canada 2014 is also leading to more opportunities for technical development: in 2012-2013, Canada Soccer, in partnership with Provincial Members, delivered FIFA Grassroots Courses in Ontario, Québec and BC. With their emphasis on age-appropriate activities and the creation of a festival-based infrastructure, these courses will bring tangible benefits to players and clubs across all three provinces.
COMMUNITY SOCCER PROGRAMS

The success of Canada’s National Teams has a tangible impact on the overall popularity of the game as young players, of all ages and abilities, gain inspiration from their Canadian soccer idols.

This is never more evident than when youth players from across the country gather at Active Start Soccer Fests, which continue to grow in number. Canada’s largest grassroots soccer program offers local clubs the opportunity to create a fun-filled day of soccer for players, their families and friends with the generous support of sponsors such as Amway, BMO, Canon, Chevrolet, Kumon, Mott’s, Nutella, Ombrelle, State Farm, Teck, and the Government of Canada.

In 2013, 144 festivals took place in communities from coast to coast (up from 137 the year before) with over 100,000 participants, bringing the total number of attendees to almost 300,000—a 17 per cent increase over 2012.

Canada Soccer’s Local Club Sponsorship program is another means of supporting the development of youth soccer in communities across Canada. In 2013, Kumon sponsored 10 teams in Alberta, British Columbia, Ontario, Québec, and Saskatchewan.

Increasing the technical ability of our players starts at the grassroots level.

ACTIVE START SOCCER FESTS
Canada’s Largest Community Soccer Program

144 FESTIVALS

102,344 TOTAL PARTICIPANTS (AGE 4-11)

292,414 NUMBER OF ATTENDEES

FESTIVALS BY PROVINCES

Canada’s Largest Community Soccer Program

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In order to develop a reliable stream of top-tier players, we must develop qualified coaches. Canada Soccer invests in coach education so that players, of all ages and at all levels, are supported with proven technical programs by well-trained and knowledgeable trainers.

In 2013, three B License-National Courses were held in Burnaby BC, Vaughan, ON, and Halifax, NS. These involved six days of technical/tactical work, and each candidate was required to pass practical as well as theoretical exams. Nine provinces and territories were represented at these courses, during which 33 participants were successful in acquiring their B License-National Certification.

An A License course (the first of two parts, with the second to take place in 2014) was held in July in Vaughan, ON, with 25 participants from eight provinces. Six Francophone coaches took part in the course, as did ex-National Team players Martin Nash, John Limniatis and Kristina Kiss, along with Ottawa Fury FC Technical Director Phillip Dos Santos.

While increasing the number of qualified coaches is crucial, it’s also important to increase the diversity in our coaching population. For the third year in a row, Canada Soccer offered scholarships to female coaches wishing to be trained and evaluated up to the B License-Provincial level. Seventeen participants from nine provinces signed on, with training and evaluation taking place over the winter of 2013-14.

Canada Soccer also continued to work towards bringing its Coach Certification Program in line with its Long-Term Player Development plan: in 2013, its new Community Coach Program received official status in the National Coaching Certification Program (NCCP), and 10 additional Master Learning Facilitators for the new courses—hailing from Alberta, BC, Manitoba, and Saskatchewan—received formal training. New content was also created for the Canada Soccer Coach Licensing Program’s Introductory Course, which will be tested and evaluated in 2014 prior to its official launch by the end of the year.
Canada needs to invest not only in players and coaches, but also in the referees who make the game happen. We need to develop more of them, and at a younger age, while providing access to the resources they need to continue their professional development throughout their careers.

To this end, training for officials and instructors has been expanded. In 2013, a pre-season camp was held in February for 36 National List Officials, followed, in May, by a centralized Provincial Promotion Course, with 18 officials from five provinces. In June, 19 assessors and instructors attended a FIFA MA Assessors Course in Laval, QC—the first time FIFA has administered the course to a Member Association. Canada Soccer also participated in the FIFA Futuro III Course, for the second consecutive year, sending five technical and three fitness instructors to learn best practices in their respective fields.

In an effort to better align refereeing across the country, Canada Soccer held the first annual meeting for refereeing coordinators/managers of Provincial and Territorial Organizations in March 2013. Updated teaching materials were distributed, and the topics discussed included next steps for expanding referee development across the country.

With the goal of developing more female referees and providing more opportunities for Canadian officials on the National and International Lists, Canada Soccer solidified relationships with the United States Soccer Federation, the new National Women’s Soccer League and CONCACAF.

Indeed, Canada’s female referees received a host of appointments in 2013. Among them was rookie National List Official Marie-Soleil Beaudoin, whose performance at the Caribbean Football Union U-20 Women’s Championships led to an invitation to the inaugural CONCACAF Boys U-15 Championships, where she officiated the Guatemala v Honduras final. Of the 10 referees and assistant referees appointed to represent Canada on the International List in 2014, six are women.

Other 2013 highlights included the appointment of FIFA Referee Dave Gantar to officiate the Morocco v Congo final at the Jeux de la Francophonie 2013. High-profile Canadian Referee Silviu Petrescu also concluded his career on the International List, although he plans to continue officiating in MLS. In 2014, Canadians can look forward to watching Ontario’s Joe Fletcher, who represented Canada at the FIFA Club World Cup Morocco 2013, officiate during the 2014 FIFA World Cup Brazil™.
Canada Soccer has established itself as a leader in the use of online marketing and communication tools and, in particular, social media. In 2013, traffic on canadasoccer.com and Canada Soccer’s four key social media platforms—Facebook, Twitter, YouTube, and Flickr—remained high, even in a year with no high profile tournaments, generating 135 million impressions across all platforms.

Canadasoccer.com logged over 575,000 unique visitors and close to 3.6 million page views in 2013. During the Women’s National Team’s rematch against USA on 2 June, there were almost 20,000 unique visitors to the site.

On Youtube, CanadaSoccerTV welcomed over 1,500 new subscribers. More than 50 new videos were uploaded to the site, which recorded almost 450,000 video views in 2013.

On Facebook, Canada Soccer attracted over 4,500 new “likes” in 2013. A post announcing the Women’s National Team’s 2 June rematch v USA had the highest level of engagement, with 827 “likes”, 251 comments and 274 shares. An earlier post in April about the Men’s U-17s qualifying for the FIFA U-17 World Cup reached almost 26,000 users.

The Canada Soccer Flickr photostream now features over 34,000 high-resolution images, and logged more than 2 million views in 2013.

Canada Soccer also communicates regularly with a group of over 650 media contacts spread across all major markets in Canada, in both official languages. In 2013, almost 475 news stories and press releases were issued, resulting in over 1,800 direct media articles (print and online) or mentions for the Canada Soccer brand and its properties.

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3.6 million
PAGE VIEWS

575,000+
UNIQUE VISITORS

20,000
UNIQUE VISITORS THE DAY OF
THE REMATCH
BETWEEN CANADA WNT V USA

VISITORS BY DEVICE
69.48% DESKTOP
20.12% MOBILE
10.40% TABLET

CANADASOCCER.COM

34,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

2 million+
VIEWS IN 2013

1,500+
NEW SUBSCRIBERS

52% OF IMPRESSIONS BY WOMEN

56% OF SHARING BY WOMEN

BEST SINGLE POST PERFORMANCES
THE REMATCH
BETWEEN CANADA WNT V USA
827 LIKES
251 COMMENTS
274 SHARES

26,000
USERS REACHED

4,500+
NEW LIKES

66% MEN

50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

32,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

25,000+
RETWEETS

11,900
@MENTIONS

66% MEN

50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

44% RISE IN FOLLOWERS FOR 2013

65% MEN

4,500+
NEW LIKES

32,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

25,000+
RETWEETS

11,900
@MENTIONS

50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

66% MEN

32,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

25,000+
RETWEETS

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66% MEN

32,000+
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14,000+
NEW FOLLOWERS IN 2013

25,000+
RETWEETS

11,900
@MENTIONS

50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

66% MEN

32,000+
TWITTER FOLLOWERS

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NEW FOLLOWERS IN 2013

25,000+
RETWEETS

11,900
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50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

66% MEN

32,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

25,000+
RETWEETS

11,900
@MENTIONS

50+ 450,000
NEW VIDEOS VIDEO VIEWS RECORDED

66% MEN

32,000+
TWITTER FOLLOWERS

14,000+
NEW FOLLOWERS IN 2013

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50+ 450,000
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NEW FOLLOWERS IN 2013

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RETWEETS

11,900
@MENTIONS
MARKETING

It was, hands down, the most anticipated Canadian soccer match of 2013: when it was announced that the Canadian Women’s National Team would face rival USA for the first time since the 2012 London Olympics, tickets for the 2 June rematch in Toronto, ON, sold out within the first hour of public release. The crowd of 22,453 was the largest ever for a soccer game at BMO Field.

The Canada-USA contest is just one sign of soccer’s continued growth. In 2013 fans turned out in record numbers to support our National Teams. With the Women drawing more than 56,000 people to their three home matches in Toronto, Edmonton, AB, and Vancouver, BC, while more than 8,000 fans came out to watch the Men’s National Team take on Costa Rica in Edmonton in May. This brought total attendance to 64,518, for an average of 16,130 fans per game.

Larger audiences at home add to the thrill of attending a game. They also allow us to build the Canada Soccer brand by enhancing the game-day experience. Highlights in 2013 included the introduction of interactive pre-match Fan Fests, powered by Canada Soccer’s corporate partners. As the strength of our brand grows, so, too, will our commercial success.

The popularity of Canadian soccer is further reinforced by our broadcast numbers: a total of six Canadian Men’s National Team matches and four Women’s National Team matches were broadcast on Sportsnet, Canada Soccer’s broadcast partner, with average viewership of 75,167 per game. The Amway Canadian Championship saw impressive increases in viewership in 2013. The tournament had an average of more than 70,000 viewers per game, a 22 per cent jump over the previous year.

With excitement building towards the 5 August opening match of the FIFA U-20 Women’s World Cup Canada 2014, the devotion of Canadian soccer fans shows no sign of abating. When tickets went on sale for the Women’s National Team’s next home match against USA, scheduled for 8 May 2014 at Investors Group Field in Winnipeg, more than 18,000 were snapped up on the first day.

LARGEST SOCCER ATTENDANCE EVER RECORDED AT BMO FIELD.

22,453

346,400
VIEWERS ON SPORTSNET

2013 ROSTER image
The growing value of the Canada Soccer brand was demonstrated in 2013 with the addition of two new primary level sponsors – Canadian Tire and L’Oreal Canada.

Canadian Tire was introduced as Canada Soccer’s newest primary partner in January. Sport Chek, Sports Experts and Mark’s are also included in the partnership as members of the Canadian Tire family of companies.

Canada Soccer and leading lifestyle brand L’Oreal Canada announced a long-term partnership in May, making Garnier-Ombrelle the Association’s official sun protection partner. As part of the relationship, the two organizations will collaborate to encourage sun safety for soccer participants, both on and off the field. The multi-platform partnership delivers Garnier-Ombrelle a presence across all Canada Soccer properties.

Canada Soccer is committed to collaborating with its Corporate Partners to deliver programming that benefits the entire soccer community.

**PRIMARY**

Having served as title sponsor of the Amway Canadian Championship since its inception, Amway actively supports all levels of Canadian soccer including Canada’s National Teams, which are powered by Nutrilite health products, Sport Chek National Championships and Active Start Soccer Fests.

A primary sponsor of Canada Soccer, Bell is the presenting sponsor of both canadasoccer.com and Canada Soccer’s mobile app. The Bell brand is featured on training kits for all 12 of Canada’s Men’s and Women’s National Teams.

Canada’s “Bank of Soccer”, BMO’s fully integrated sponsorship features all four of Canada Soccer’s major properties including Canada’s National Teams, the Amway Canadian Championship, Sport Chek National Championships and Active Start Soccer Fests.

Canadian Tire was introduced as the official retail partner of Canada Soccer in 2013. The partnership furthers the iconic Canadian brand’s commitment to supporting Canadian sport and active lifestyles.

Canon, a primary sponsor of Canada Soccer supports Canada’s National Teams on the international stage and Active Start Soccer Fests on community fields around the country.

Garnier joined Canada Soccer in May 2013 as the sixth primary level sponsor. Garnier supports Canada’s National Teams, Amway Canadian Championship, Sport Chek National Championships and Active Start Soccer Fests.
SECONDARY

Chevrolet’s Canada Soccer sponsorship supports the Canadian soccer community at all levels from Canada’s National Teams program, to elite amateur competition at the Sport Chek National Championships to the grassroots Active Start Soccer Fests.

Sport Chek, a part of the Canadian Tire Corporation, joined Canada Soccer in 2013 and is the title sponsor of the Association’s National Championships competition. Sport Chek also supports Canada’s National Teams.

Sports Experts, a part of the Canadian Tire Corporation, joined the Canada Soccer in 2013 and is also the title sponsor the Association’s National Championships. Sports Experts operates in Quebec and supports Canada’s National Teams.

In 2013, Teck’s Canada Soccer sponsorship provided support to Canada’s National Teams and Active Start Soccer Fests grassroots program.

As Canada Soccer’s official apparel supplier, Canada’s National Teams train and play in Umbro kit and training apparel. Umbro operates Canada Soccer’s online store.

ASSOCIATE

Mark’s, a part of the Canadian Tire Corporation, joined Canada Soccer in 2013. Mark’s is the official clothing retailer of Canada Soccer and supports Canada’s National Teams.

Nutella’s Canada Soccer sponsorship supports Canada’s National Teams and Active Start Soccer Fests.

Ombrelle joined Canada Soccer in 2013 and supports Canada’s National Teams, Amway Canadian Championship, Sport Chek National Championships, and Active Start Soccer Fests for which it will become title sponsor in 2014.

As the official isotonic beverage of Canada Soccer, Powerade hydrates Canada’s National Teams. In addition Powerade also supports the Association’s Sport Chek National Championships.

State Farm’s Canada Soccer sponsorship supports Canada’s National Teams and the Active Start Soccer Fests programs. The annual State Farm “Neighbourhood Soccer Volunteer Contest” recognizes those who contribute to the betterment of soccer in their community.

PROGRAM PARTNERS

As a Canada Soccer sponsor, Kumon supports grassroots soccer through its Local Club Sponsorship Program and the Active Start Soccer Fests.

The Mott’s Canada Soccer sponsorship supports Active Start Soccer Fests.

SUPPLIERS

AMJ Campbell is Canada Soccer’s official moving services supplier.

Kwik Goal is Canada Soccer’s official supplier of goals, training equipment, coaching accessories, and field equipment.

Physio Control Canada is Canada Soccer’s official supplier of Automated External Defibrillators.
Each year, Canada Soccer recognizes individuals who’ve made an outstanding contribution to our sport. We congratulate all our 2013 winners for their efforts, both on and off the pitch, and thank them on behalf of the game.

**BMO Canadian Players of the Year**
Will Johnson and 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 team, as voted by Canadian media and coaches. Sinclair, who was also honoured on Canada’s Walk of Fame in 2013, has won this award 11 times.

**Canadian U-20 Players of the Year**
Dylan Carreiro and Kadeisha Buchanan
As voted by Canadian coaches.

**Canadian U-17 Players of the Year**
Marco Carducci and Sura Yekka
As voted by Canadian coaches.

**Para Soccer Canadian Player of the Year**
Liam Stanley
As voted by Canadian coaches.

**Aubrey Sanford Meritorious Service Award**
George Athanasiou
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.

**Award of Merit**
Wendell MacGibbon and Cindy Tye
This award recognizes the efforts of those who have made a significant contribution to the sport of soccer in Canada in the area of promotion, growth and development, for not less than a period of ten years.

**President’s Award**
Les Sinnott
The President Award is given in recognition and appreciation of outstanding and unique efforts for an extended period of time, resulting in the positive and constructive development of the world’s greatest game at the national level across Canada. Mr. Sinnott passed away in August 2012.

**Ray Morgan Memorial Award**
Silviu Petrescu
This award is given in recognition of outstanding work as a referee at the national and international levels.

**Canada Soccer Lifetime Membership**
Nick Filippone

**2013 Inductees—Soccer Hall of Fame**

**Players**
Paul Peschisolido, Jason deVos and Janine Helland

**Builders**
Kevin Muldoon, Bill Gilhespy and Alex Hylan

**Pioneers**
Roland, Paul-Émile and Marcel Castonguay

**Team of Distinction**
1984 Canadian Men’s Olympic Team

**Organization of Distinction**
Vancouver Columbus

**Brian Budd Award**
Dr. Carl Shearer
WILL JOHNSON
IN 2013
PORTLAND TIMBERS
LED PORTLAND TIMBERS TO 1ST PLACE FINISH IN MLS WESTERN CONFERENCE
14W-15D-5L
9 GOALS
5 ASSISTS
IN 28 MATCHES
9TH INTERNATIONAL SEASON CANADA

PORTLAND THORNS FC
LED PORTLAND THORNS FC TO 1ST NWSL CHAMPIONSHIP
11W-5D-6L

CHRISTINE SINCLAIR
IN 2013
PORTLAND THORNS FC
14TH INTERNATIONAL SEASON CANADA
11TH PLAYER OF THE YEAR AWARD
WON 10 TIMES IN A ROW
8 GOALS
2 ASSISTS
IN 20 MATCHES

14TH INTERNATIONAL SEASON CANADA
21 SEPTEMBER 2013
INDUCTED TO CANADA’S WALK OF FAME
FINALIST FOR FIFA WOMEN’S WORLD PLAYER OF THE YEAR AWARD
**Our TEAM**

**Canada Soccer Association**

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**Directory** as of 31 December 2013

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Wendy Bedingfield
Nick Bontis
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Charmaine Crooks
Charlie Cuzzetto
Ryan Fequet
Gerald MacDonald
Martial Prud’homme
Robert Richardson
Amélia Salehabadi-Fouques
Don Story

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

Earl Cochrane
Deputy General Secretary

Jennifer Purdy
Executive Assistant

**Soccer Administration Department**

Cathy Breda
Administration Manager

Dorothy Hickey
Competitions Manager

Daniel Pazuk
Systems Coordinator / Registrar

Rose Hack
Administrative Assistant

**Finance Department**

Sean Heffernan
Chief Financial Officer, Canada Soccer Association and FIFA Women’s World Cup Canada 2015™

Francine Mérette
Finance Manager

Cindy Paquette
Accounts Payable

Ruth Hackett
Accounts Payable

Solang Faucher
Accounts Receivable

Mathieu Mayer
Accounts Payable

**Business Development Department**

Dominic Martin
Acting Director, Marketing

Michèle Dion
Acting Director, Communications

Josh Verch
Marketing Manager

Gavin Day
National Teams Press Officer

Paul Seymour
Marketing Coordinator

Ignacio Estefanell
Communications 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
National Teams and Athlete Program Administrator

Michael Tucker
Referee Program Administrator

Men’s National Teams

Benito Floro
Men’s National Team Head Coach

Antonio Floro
Men’s National Team Assistant Coach

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 Eaddy
Women’s Excel Program Goalkeeping Manager
Women’s National Team Assistant Coach

Daniel Worthington
Women’s Excel Program U-23 Director
Women’s National Team Assistant Coach

Andrew Olivieri
Women’s Excel Program U-20 Director
Women’s U-20 National Team Coach

Beverley Priestman
Women’s Excel Program U-14/U-17 Director
Women’s U-17 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

Andrew Peat
Women’s National Team Excel Program Performance Analyst

Sarah Smith
Coordinator, Injury Prevention and Management

Seconded to FIFA Women’s World Cup Canada 2015™

Joe Guest
Chief Competitions Officer

Sandra Gage
Chief Marketing and Communications Officer

Jessie Daly
Director of Competitions

Richard Scott
Director of Communications

Kanitha Nhek
Manager, Community Outreach
There has never been a more exciting time to be involved with soccer in Canada. Canada Soccer has spent the last several years growing the game, establishing our expertise in hosting international events, putting our financial house in order, revamping the governance structure and building the Canada Soccer brand. Moving forward, our financial decisions will be based on building towards becoming a leading soccer nation, as defined in our 2014-2018 Strategic Plan.

- The growth in revenues of $3.8 million, representing a 18% increase over the previous year, is attributable to additional support from our Provincial and Territorial partners, government and corporate sponsors.
- Canada Soccer continued to devote its resources to on-field activities with almost 80% of all expenditures directed to National Teams, competitions and technical programming.
- Preparations to welcome the world are well underway for the FIFA U-20 Women’s World Cup Canada 2014 and FIFA Women’s World Cup Canada 2015™, representing an investment of 23% of all expenditures in 2013.
- Canada Soccer’s combined revenue and expenditures for regular operations are within 0.1% of budget illustrating that planning and execution phases are aligned.
- Government support, which includes the continued expansion of our partnership with Sport Canada through its Own the Podium (OTP) program, remains strong with long term commitments throughout this new cycle towards the 2016 Olympic Summer Games. The team will be well positioned as it prepares to compete in the FIFA Women’s World Cup Canada 2015™ and the 2016 Olympic Football Tournament.
- Sponsorship revenues remain strong with a high rate of retention of our corporate sponsors. Continued success in this area is an indication of the value our sponsors place in being associated with Canada Soccer, its brand and properties.
- Gate receipts, appearance fees, and sanctioning fees remained strong, generated by an increased interest in friendly matches, as highlighted by the record-setting attendance of 22,453 in Toronto for the 2 June Women’s National Team match against the United States. This sets the stage for the five National Team matches that will be hosted in 2014. The staging of multiple home matches across the country, and resulting engagement of Canadian soccer fans, is having not only an impact on revenue generation but on the overall brand building effort.
- Continued investment into National Teams and technical programs is up 3% as our Men’s U-17 Team qualified for the FIFA U-17 World Cup UAE 2013 and the Women’s U-17 Team qualified for the fourth time for the FIFA U-17 Women’s World Cup.

With a strong foundation in place, Canada Soccer will continue to provide leadership for the growth of the sport in our country by reinvesting future surpluses in the development of soccer, focusing on technical excellence and leveraging the momentum garnered through the collective work of the Canadian soccer community. Continually working closely with our partners, we will govern the game professionally for the benefit of all involved, and nurture a passion for the beautiful game in all Canadians.