



North Star Rising






Canada Soccer 2017 Annual Report



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TABLE OF CONTENTS



 NORTH STAR RISING	
Message from the President	3
Message from the General Secretary	5
Top Canada Soccer Moment of 2017	7
 NATIONAL TEAMS	
Men's National Team	9
Women's National Team	11
Men's National Youth Teams	13
Women's National Youth Teams	15
Para Soccer	16
Beach Soccer	17
Awards & Recognition	19
 TECHNICAL LEADERSHIP	
Development	21
Coaching	23
Referees	25
 GROWTH OF THE GAME	
Toyota National Championships	27
Futsal Canadian Championship	28
Canadian Championship	29
Active Start Soccer Fests	31
 GOVERN THE GAME	
Demographics	32
2026 FIFA World Cup™	35
Professional Soccer Around the World	36
Marketing & Communications	39
Sponsorship	40
Canada Soccer on Digital Media	41
Financials	42
Directory	44

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A Message from Steven Reed, President

The world's game has been part of my life for more than 50 years. I've had the great fortune to experience it from many different perspectives — as a player, a coach, an administrator, and a Canada Soccer board member. I am honoured to have been chosen to help lead this organization into the future and build on the legacy of my predecessor, Victor Montagliani.

While Victor will continue to provide an important voice for Canadian soccer as President of Concacaf, we will continue to support and enhance the positive momentum built by Canada Soccer over the last several years. Not only have we embraced the "Think Globally, Act Locally" philosophy, we have implemented a whole host of initiatives as part of our 2014-2018 Strategic Plan that have transformed Canada into a leading soccer nation.

None of this would have been possible without the excellent work of our amazing staff at Canada Soccer and General Secretary Peter Montopoli's role as an important cog in that wheel. As of this writing, our organization is immersed in an ambitious joint bid with

Mexico and the United States to host the 2026 FIFA World Cup™, which is one of the pillars of our Strategic Plan. Having been part of the Organizing Committee for the groundbreaking FIFA Women's World Cup Canada 2015™, I have seen first-hand how great our country can be at hosting major events. Having now successfully hosted five major FIFA competitions, winning the bid for the 2026 FIFA World Cup™ would truly be the cherry on top.

While the focus is often on our elite teams, we have close to a million people in this country from four to 84 who are registered to play soccer. We have to ensure that they have everything they need and that we do everything we can so they can continue to play for the love of the game. Coach education is a critical piece. We must do what we can to attract more coaches, while also growing the number of certifications, so that every coach in every corner of Canada is equipped to impart the technical skills our young players need.

By the end of my term as President, I would like to see the game grow in many different ways. Yes, I would like to see growth in total

player participation, but I would also like to see participation rates rise among all the diverse communities that make up the Canadian soccer family, including men, women, new Canadians, Indigenous people, and people with disabilities.

In hosting a major FIFA competition, you put your country on the world stage. You're essentially inviting the world into your backyard and showing everyone how welcoming you are and how proud you are as a country. When you travel from coast to coast to coast, there's a great sense of pride that people have in being Canadian.

Should we be successful in our bid for the 2026 FIFA World Cup™, it will be a defining moment for Canada Soccer. One of the outcomes will be an accelerated interest in the sport itself, whether in terms of participation or viewing. It will have a positive, energizing impact on people who are currently part of the Canada Soccer family, as well as on those who want to become part of it. That's one of the many legacies we'll see — and why the 2026 FIFA World Cup™ is a once-in-a-generation opportunity.



Should we be successful in our bid for the 2026 FIFA World Cup™, it will be a defining moment for Canada Soccer.



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A Message from Peter Montopoli, General Secretary

On 13 June 2018, Canada Soccer will know, one way or the other, whether our country — along with our partners Mexico and the United States — will play host to the 2026 FIFA World Cup™.

Hosting the FIFA World Cup™ would be a pivotal event in Canadian soccer history. If the vote goes our way, it will set us on an eight-year pathway that will allow us to ramp up Canada Soccer's Men's National Team Program in a way that replicates the incredible success we achieved on the women's side during the run up to the FIFA Women's World Cup Canada 2015™. Hosting that competition has left a powerful legacy that will continue to resonate throughout the soccer community for many years to come.

On 9 November 2017, the impact was evident when the Canadian women took on the United States, playing to a 1:1 draw in a sold-out match that marked one of the team's best-ever performances, both on and off the pitch. It felt as though everything our organization has done over the last 10 years had led up to that moment, which played out in front of more than 28,000 fans. Thanks

to a shared vision, and a concentrated effort, we have brought women's soccer in Canada to an entirely new level in terms of everything from the quality of play, to the crowds, to the tens of thousands of followers on social media.

Aligning the women's program from top to bottom — one of the commitments we made under our 2014-2018 Strategic Plan — has allowed Canada Soccer to identify the players with the most potential earlier and get them into the best training environments through our EXCEL program. Now, our top Women's National Team players are plying their trade professionally with the National Women's Soccer League and through leagues in Europe. These expanded opportunities are part of the legacy of the FIFA Women's World Cup Canada 2015™.

Now that John Herdman has been appointed to lead the men's program, he will use his world-class coaching and technical abilities to align the Men's National Team program with the successful model he implemented on the women's side. He will also work closely with new Women's

National Team Head Coach Kenneth Heiner-Møller, sharing not only a philosophy but resources as well.

This is a very exciting time for the men's game — not just in Canada, but around the world. The new Concacaf Nations League format to be introduced in 2018 will make for more meaningful matches. The launch of the Canadian Premier League (CPL) in 2019 will create even more opportunities for top-tier male players aged 18 to 23, who may not have had opportunities with Major League Soccer or European clubs.

I would like to take this opportunity to welcome our new President Steven Reed, who has been a tireless soccer volunteer for much of his career, and to thank the Canada Soccer Board of Directors for their commitment to the organization. We are a leading soccer nation because of the collective efforts of our members across the country. It is the hard work and dedication of our provincial and territorial associations and all stakeholders that will ensure we continue the momentum and rise of the sport in our country and around the world.



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CHAMPIONS

CHAMPIONNAT CANADIEN



Top Canada Soccer Moment of 2017

An historic season by Canadian champions Toronto FC was voted the Top Canada Soccer Moment of 2017. In a record-setting season, Toronto FC won a trio of titles: the 2017 Canadian Championship, the 2017 Major League Soccer Supporters' Shield, and the 2017 MLS Cup.

This marked the sixth time that Toronto FC has captured the Canadian Championship. The club did so in dramatic fashion in front of a competition-record crowd of 26,539 fans at BMO Field on 27 June. George Gross Memorial Trophy winner Sebastian Giovinco scored the Championship-winning goal in the dying moments of the match with an assist by Canadian winger Raheem Edwards. In winning the competition, Toronto FC qualified as the lone Canadian representative for the 2018 edition of Concacaf Champions League.

During Major League Soccer regular season action, Toronto FC compiled a league-record 69 points with 20 wins, nine draws, and just five losses in 34 matches. The 2017 winners finished a full 12 points clear of runners up New York City FC in the MLS overall standings and an incredible 16 points better than Toronto FC's previous club record established in 2016.

For the second year in a row in the playoffs, Toronto FC reached — and hosted — the MLS Cup. After losing in 2016 to Seattle Sounders FC, Toronto FC reversed the result one year later to lift the MLS Cup in front of their home fans at BMO Field. The sold-out crowd of 30,584 for the 9 December final was the highest soccer attendance during the 2017 calendar year.

Tosaint Ricketts was among the Canadian players who were part of Toronto FC's historic season.





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*Men's National Team Captain Atiba Hutchinson
at BMO Field in Toronto.*

Men's National Team

Canada Soccer's Men's National Team reached the quarter-final stage of the 2017 Concacaf Gold Cup and finished the year with an overall record of four wins, three draws, and two losses in nine international matches. With a victory over French Guiana and then back-to-back draws against Costa Rica and Honduras, Canada reached the knock-out phase for the first time since 2009. Also in 2017, Canada posted a 4:2 win over Bermuda and a 1:1 draw with Scotland, finishing the year with 15 goals scored and nine goals conceded in the nine matches.

At home, Canada won both of their matches, a 2:1 send-off win over Curaçao in June and then a 2:0 win over Concacaf

runners up Jamaica in September. Anthony Jackson-Hamel scored the winning goal in both matches, also earning Man of the Match honours in front of his home fans at Stade Saputo in Montréal. With 21,724 fans in attendance at BMO Field in September, Canada played in front of the second-biggest crowd for a Men's National Team match ever played in Toronto.

At the Concacaf Gold Cup, Alphonso Davies won the Top Scorer and Best Young Player awards while also being named to the tournament All-Star Team. Davies became Canada's youngest Men's National Team player in June and then the youngest goal scorer in July at the Concacaf Gold Cup.

Also in July, Milan Borjan became the third Canadian goalkeeper to post three career clean sheets at the Concacaf Gold Cup. Jackson-Hamel, meanwhile, led Canada in 2017 scoring (with three goals and two assists) and Samuel Piette led Canada in minutes played.

Of the 67 players who were part of Canada Soccer's Men's National Team in 2017, there were 20 rookies and 11 players who made their international debuts. Patrice Bernier, who captained Canada at the Concacaf Gold Cup, also made his final international appearance prior to his retirement.

2017 MATCHES



CAN 4:2 GUF
Red Bull Arena
Harrison, NJ, USA



CAN 1:1 CRC
BBVA Compass Stadium
Houston, TX, USA



CAN 0:0 HON
Toyota Stadium
Frisco, TX, USA



CAN 1:2 JAM
University of
Phoenix Stadium
Glendale, AZ, USA

INTERNATIONAL FRIENDLY MATCHES



CAN 4:2 BER
Bermuda National
Sports Centre
Devonshire Parish, BER



CAN 1:1 SCO
Easter Road Stadium
Edinburgh, SCO



CAN 2:1 CUW
Stade Saputo
Montréal, QC, CAN



CAN 2:0 JAM
BMO Field
Toronto, ON, CAN



CAN 0:1 SLV
BBVA Compass
Stadium
Houston, TX, USA



Alphonso Davies became the youngest goalscorer at the Concacaf Gold Cup.



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Retiring players Rhian Wilkinson, Marie-Eve Nault, and Melissa Tancredi were honoured at BC Place, Vancouver in February.

Women's National Team

Canada Soccer's Women's National Team posted a winning record for the eighth consecutive year in 2017, finishing their campaign ranked fifth on the FIFA/Coca-Cola Women's Ranking (as one of only six nations with more than 2,000 points). Canada posted seven wins, two draws, and three losses in 12 international matches, including a 1:1 draw against top-ranked USA, a 1:0 win over Rio 2016 Olympic silver medalists Sweden, and a first-ever 3:2 win over former FIFA Women's World Cup champions Norway. Along with an unbeaten record at home (three wins and one draw), Canada reached the final of the Algarve Cup for the second year in a row.

At home, Canada played in front of 85,587 cumulative spectators across four matches, and twice set the record for the largest crowd for a women's international friendly played in British Columbia. Canada scored 13 goals

in those four matches, including a Janine Beckie hat trick in just 15 minutes against Costa Rica in Toronto. In November, Canada posted their most statistically dominant performance ever against USA in the 1:1 draw at BC Place in Vancouver with 28,017 fans in attendance.

In 2017, Christine Sinclair was a finalist for Canada's Lou Marsh Trophy, Kadeisha Buchanan and Ashley Lawrence were both named to the UEFA Women's Champions League Squad of the Season, and Jessie Fleming was named to the Concacaf Female Best XI. Sinclair also moved to within 15 goals of the all-time international record, Rhian Wilkinson became the third Canadian to feature in 100 international wins, and Jordyn Huitema became the second youngest goalscorer in program history. Beckie, meanwhile, became the first player other than Sinclair to lead Canada in goalscoring in back-to-back years since Silvana Burtini in 1997 and 1998.

Of the 39 players who were part of Canada Soccer's Women's National Team in 2017, there were 13 rookies and eight players who made their international debuts. In addition, four players made their final international appearances before retirement: Josée Bélanger, Marie-Eve Nault, Melissa Tancredi, and Rhian Wilkinson.

Across three home matches in 2017, Canada Soccer also honoured 11 retired Women's National Team players who captured Olympic bronze at either London 2012 or Rio 2016 (or both). Those celebrations featured: Nault, Tancredi, and Wilkinson in February; Bélanger, Jonelle Filigno, Robyn Gayle, Kaylyn Kyle, and Lauren Sesselmann in June; and then Kelly Parker, Chelsea Stewart, and Brittany Timko Baxter in November.

2017 MATCHES



ALGARVE CUP



CAN 1:0 DEN
Estádio Municipal de Lagos
Lagos, POR



CAN 2:1 RUS
Estádio Algarve
São João da Venda, POR



CAN 0:0 POR
Estádio Algarve
São João da Venda, POR



CAN 0:1 ESP
Estádio Algarve
São João da Venda, POR

INTERNATIONAL FRIENDLY MATCHES



CAN 3:2 MEX
BC Place
Vancouver, BC, CAN



CAN 1:0 SWE
Vångavallen
Trelleborg, SWE



CAN 1:2 GER
Steigerwaldstadion
Erfurt, GER



CAN 3:1 CRC
Investors Group Field
Winnipeg, MB, CAN



CAN 6:0 CRC
BMO Field
Toronto, ON, CAN



CAN 1:1 USA
BC Place
Vancouver, BC, CAN



CAN 1:3 USA
Avaya Stadium
San Jose, CA, USA



CAN 3:2 NOR
Estadio Marbella
Marbella, ESP



In 2017, Jordyn Huitema became the second youngest goalscorer in program history.



162
PLAYERS

1,932
CAMP PLAYER
DAYS

75
NEW
PLAYERS

12
PROJECTS

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*Kris Twardek at the Concacaf
Men's Under-20 Championship
in Costa Rica.*

Men's National Youth Teams

Canada Soccer's Men's National Youth Teams posted a combined seven wins and seven losses in 14 international matches across four age groups in 2017. These included four wins at three Concacaf tournaments. Canada finished ninth at the Concacaf Men's Under-20 Championship in Costa Rica, seventh at the Concacaf Men's Under-17 Championship in Panama, and then reached the semi-final of the Concacaf Boys' Under-15 Championship in the United States.

From the U-15 through U-23 programs, Canada Soccer delivered 1,932 player days across 12 projects featuring 162 different players. In all, 75 new players made their debut in the Canadian youth program in 2017. Of the 162 players, 76 featured in at least one international match while 13 players also got a call up to the Men's National Team over the course of the year.

Of the 67 players who took part in the 2017 Men's National Team Program, 54 previously took part in one or more youth camps. Nine former National Youth Team players made their international "A" debut with Canada in 2017.

Canada Soccer's Men's EXCEL Program channels our nation's exceptional players into the best soccer environments. The Canada Soccer Pathway works in collaboration with our provincial and territorial partners as well as the professional clubs and academies. For Canada's elite players, the program emphasizes player development on the pathway to representing Canada's Men's National Team in international soccer.

2017 MATCHES



CANM20 0:1 HON
Estadio Ricardo Saprissa Aymá
San Juan de Tibás, CRC



CANM20 2:0 ATG
Estadio Ricardo Saprissa Aymá
San Juan de Tibás, CRC



CANM20 0:5 MEX
Estadio Nacional
San José, CRC



CANM17 1:2 CRC
Estadio Maracaná Panama
Ciudad Panama, PAN



CANM17 2:0 SUR
Estadio Maracaná Panama
Ciudad Panama, PAN



CANM17 1:2 CUB
Estadio Maracaná Panama
Ciudad Panama, PAN

CONCACAF BOYS' UNDER-15 CHAMPIONSHIP



CANM15 0:2 USA
IMG Center
Bradenton, FL, USA



CANM15 3:0 CRC
IMG Center
Bradenton, FL, USA



CANM15 3:0 TRI
IMG Center
Bradenton, FL, USA



CANM15 0:3 MEX
IMG Center
Bradenton, FL, USA

INTERNATIONAL FRIENDLY MATCHES



CANM23 1:0 UZB
Al-Khor Stadium
Al-Khor, QAT



CANM23 2:0 QAT
Jassim Bin Hamad Stadium
Doha, QAT



CANM20 1:0 PAN
Estadio Agustín Muquita Sánchez
La Chorrera, PAN



CANM20 1:2 PAN
Estadio Agustín Muquita Sánchez
La Chorrera, PAN



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*Julianne Vallerand at a Women's U-17
EXCEL camp in Burnaby, BC.*

Women's National Youth Teams

Canada Soccer's Women's National Youth Teams played five international matches in 2017 as they began preparations for Concacaf and FIFA tournaments in 2018 as part of a new two-year cycle. The highlight was a 4:1 win over USA at an overseas tournament in Australia.

From the U-15 through U-20 programs, Canada Soccer delivered 2,475 player days across 13 projects featuring 115 different players. In all, 68 new players made their debut in the Canadian women's youth program in 2017. Of those 115 players, 38 of them featured in

at least one international match. Also in 2017, Canada Soccer launched two new REX Super Centres, one in British Columbia and the other in Ontario.

Of the 39 players who took part in the 2017 Women's National Team Program, 38 previously participated in one or more youth camps. Seven former National Youth Team players made their international "A" debut with Canada in 2017.

Canada Soccer's Women's EXCEL Program brings together the best with the best at the

national youth level from the U-14 to U-20 age groups. The program delivers an aligned talent structure that progresses players from the youth levels to the Women's National Team. Across Concacaf, FIFA and other youth competitions, players develop the Women's EXCEL Program Playing Model and benefit from invaluable tournament expertise.

2017 MATCHES

INTERNATIONAL FRIENDLY MATCHES



CANW20 4:1 USA
Australian Institute of Sport
Canberra, AUS



CANW17 1:1 USA
Weifang Olympic Sports Center Stadium
Weifang, CHN



CANW20 0:1 AUS
Australian Institute of Sport
Canberra, AUS



CANW17 1:3 JPN
Weifang Olympic Sports Center Stadium
Weifang, CHN



CANW17 1:3 CHN
Weifang Olympic Sports Center Stadium
Weifang, CHN



115
PLAYERS

2,475
CAMP PLAYER
DAYS

68
NEW
PLAYERS

13
PROJECTS



Samuel Charron became the program's all-time leader with 34 international goals.

Para Soccer

Canada Soccer's National Para Soccer Team finished 13th at the 2017 IFCPF World Championships in San Luis, Argentina. Over the course of the calendar year, Canada posted three wins, two draws, and three losses in eight international matches, including three wins at the IFCPF World Championships for just the second time in the program's history. The run included a 3:3 draw against the Republic of Ireland, who finished sixth at the World Championships. In July, Canada drew 2:2 in an away friendly with USA, who in September finished fifth at the World Championships.

In 2017, Samuel Charron became the program's all-time leader with 34 international goals while Jamie Ackinlose became Canada's top goalscorer at the IFCPF World Championships with nine career goals (Charron moved into second place with eight).

Of the 32 players who were part of Canada's Para Soccer program in 2017, nine were rookies, while four made their international debuts (three against USA in July and one against Brazil at the World Championships). Of the 12 players who traveled to Argentina for the World Championships, six were taking part in their first world final.

2017 MATCHES



INTERNATIONAL FEDERATION OF
CP FOOTBALL



CAN 3:3 IRL

Estadio Juan Gilberto Funes
San Luis, ARG



CAN 0:1 POR

Estadio Juan Gilberto Funes
San Luis, ARG



CAN 4:1 ESP

Estadio Juan Gilberto Funes
San Luis, ARG



CAN 4:0 JPN

Estadio Juan Gilberto Funes
San Luis, ARG



CAN 0:2 BRA

Estadio Juan Gilberto Funes
San Luis, ARG



CAN 2:1 VEN

Estadio Juan Gilberto Funes
San Luis, ARG

INTERNATIONAL FRIENDLY MATCHES



CAN 2:2 USA

Premier Sports Complex
Lakewood Ranch, FL, USA



CAN 1:3 USA

Premier Sports Complex
Lakewood Ranch, FL, USA

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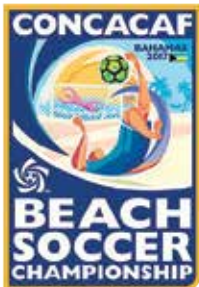
Beach Soccer

Canada finished 10th at the 2017 Concacaf Beach Soccer Championship, the country's fifth outing at the continental event. In six matches, Canada posted two wins, one draw, and three losses. Canada scored 25 goals (by eight different players) while conceding 26. At the close of the tournament, Canada won the Concacaf Fair Play Award.

Of the 11 players who traveled to Bahamas for the Concacaf Beach Soccer Championship, 10 of them were there for the first time. Of those 10 rookies, five had previously represented Canada at the Concacaf Futsal Championship while had had featured at a Concacaf Gold Cup.

Canada's 2017 goalscoring leaders, Marc Jankovic and Milos Scepanovic (with five goals each), moved into a tie for third place on Canada's all-time leaderboard behind Kyle Yamada (13) and Sipho Sibiya (eight).

2017 MATCHES



CAN 6:4 BRB
Malcolm Park
Nassau, BAH



CAN 3:4 GLP
Malcolm Park
Nassau, BAH



CAN 6:2 ATG
Malcolm Park
Nassau, BAH



CAN 3:8 MEX
Malcolm Park
Nassau, BAH



CAN 2:2 CRC
Malcolm Park
Nassau, BAH



CAN 5:6 CRC
Malcolm Park
Nassau, BAH





Hall of Fame inductee Amy Walsh honoured by Canada Soccer President Steven Reed, Canada Soccer General Secretary Peter Montopoli, and Canada Soccer Hall of Fame Committee Chair Ken MacLean.



Hall of Fame inductee Paul Stalteri honoured by Canada Soccer President Steven Reed and Canada Soccer General Secretary Peter Montopoli.

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Awards & Recognition

2017 CANADIAN PLAYERS OF THE YEAR

Atiba Hutchinson & Kadeisha Buchanan

This award celebrates Canada's top two soccer players in recognition of their achievements with both the National Team and their respective club teams, as voted by Canadian media and coaches. This marks the second time Buchanan has won the Player of the Year award. Hutchinson is the first Men's National Team player to win the award six times, having previously won the title in 2010, 2012, 2014, 2015, and 2016.

CANADIAN U-20 PLAYERS OF THE YEAR

Kris Twardek & Jessie Fleming

CANADIAN U-17 PLAYERS OF THE YEAR

Alphonso Davies & Jordyn Huitema

CANADIAN PARA SOCCER PLAYER OF THE YEAR

Jamie Ackinclose

CANADIAN FUTSAL PLAYER OF THE YEAR

Nazim Belguendouz

CANADA SOCCER PRESIDENT'S AWARD

Alan Churchard

AUBREY SANFORD MERITORIOUS SERVICE AWARD

Roger Barnes

RAY MORGAN MEMORIAL AWARD

Carol Anne Chénard

INTERNATIONAL ACHIEVEMENT AWARD

Daniel Belleau

**Philippe Brière
Marie-Josée Charbonneau
Dave Gantar
Suzanne Morisset
Michelle Pye**

CANADA SOCCER LIFE MEMBERSHIP

Dino Madonis

CANADA SOCCER HALL OF FAME

**Paul Stalteri
Amy Walsh**

The Canada Soccer Hall of Fame's Class of 2017 honoured former National Team captains Paul Stalteri and Amy Walsh. The two members were honoured at home international soccer matches in June and September.

Both Stalteri and Walsh were Concacaf champions and former National Team captains during their international careers. Stalteri once held the Canada record for international appearances while Walsh held the record for consecutive starts.



Atiba Hutchinson and Kadeisha Buchanan were the 2017 Canadian Players of the Year.



A group of Active Start participants from Burlington, ON.

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Development

Long-Term Player Development Survey

- After completing and analyzing the results of a nationwide LTPD survey at the end of 2016, the five key findings from the data were converted into infographics and distributed across various digital platforms. The data showed that LTPD is being widely implemented across the country and that the five major stakeholder groups support the key principles of LTPD, but that more work is required to raise awareness and increase understanding from coast to coast to coast.

Player Pathway and Coach Education Pathway

- Through consultation with the membership, the Player and Coach Education Pathways were both re-developed in 2017. Both Pathways incorporate new programming that has been implemented – or is currently in development — since the previous Pathway diagrams were released.

Standards-Based Programming

- A framework was developed for the Canada Soccer Player Development Program, a network of standards-based leagues across the country. Canada Soccer provided its commitment and support to BC Soccer and Ontario Soccer to integrate the existing BC SPL and OPDL into the national Player Development Program.
- A framework was also developed for the Canada Soccer Skill Centre Program,

a standards-based training and competition environment for players from 8–12 years of age.

Canada Soccer Club Licensing Program

- Canada Soccer began the development of the Canada Soccer Club Licensing Program in 2017 in order to classify, develop and appraise member organizations from across Canada.

Public Presence

- Development Department staff presented at and attended several coaching conferences and Annual General Meetings in 2017. Some of the conferences and annual meetings included:
 - BC Soccer Conference (Vancouver, BC)
 - Alberta Soccer Annual Meeting (Calgary, AB)
 - Saskatchewan Soccer Annual Meeting (Swift Current, SK)
 - Ontario Soccer Summit (Whitby, ON)
 - Soccer New Brunswick Soccer Symposium (Moncton, NB)
 - Petro-Canada Sport Leadership Conference (Calgary, AB)
 - Atlantic Coaching Conference (Halifax, NS)

- Canadian Basketball Summit (Toronto, ON)
- Technical Director Diploma courses with BC Soccer (Vancouver, BC) and Ontario Soccer (Vaughan, ON)
- McMaster University World Congress (Hamilton, ON)



*Canada Soccer B Licence group
with Director, Coaching, Ray Clark.*

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Coaching

Canada Soccer A Licence

- Canada Soccer made a significant commitment to coach education in 2017 by expanding the A Licence Workshop to over 80 candidates. This commitment also included plans for our first ever French language delivery of the A Licence Part 1, due to take place in June 2018.
- The A Licence Part 1 Workshop was delivered in Calgary, AB in December 2017 to a record 35 coaches.

B Licence — National

- Four B Licence — National Workshops were held in 2017 in Langley, BC, Mount Pearl, NL, and two in Vaughan, ON. These Workshops involved 84 coaches from eight provinces.
- The pass completion rate for the B Licence — National course increased to 67% in 2017

B Licence Part 1

- The Development Department completed Learning Facilitator Training

along with developing and piloting the B Licence Part 1 Workshop in 2017. The new Workshop is now aligned with the National Coaching Certification Program (NCCP).

Coach Education

- The Development Department made a commitment to and began the development of higher-level coaching workshops for specialists in coaching children 12 and under and youth aged 13 to 18. The Children's Licence and Youth Licence are currently in development, and are on schedule to be piloted in 2018, with full rollout nationwide in 2019.
- In a bid to make coach education resources more accessible across the country, the existing Community Stream Workshops have been revised and updated in order to be converted to a blended delivery model. In this model, online theory training will precede a practical, on-field module for coaches in the Community Stream who wish to attain 'trained' status.

TECHNICAL LEADERSHIP

The Active Start e-learning module is complete, the FUNdamentals e-learning module is nearing completion, with the Learn to Train and Soccer for Life e-learning modules scheduled for completion in 2018.

- The process of building an online video curriculum library began in 2017, with a content capture session taking place in Burlington, ON in August. The video library will provide grassroots coaches from across the country with resources that they can easily access to facilitate a better soccer experience for their players.

Responsible Coaching Movement

- Canada Soccer gained a commitment from PTSO Executive Directors and Technical Directors to support the Coaching Association of Canada's Responsible Coaching Movement and the subsequent development of partnerships with the Respect Group and Sterling Talent Solutions to support the implementation of safety measures aimed at protecting young players from coast to coast to coast.

Coaching by the Numbers

37,116
Certified coaches
in Canada

MEN
80.9%
30,020



WOMEN
19.1%
7,096

coach.ca
REACH HIGHER
VISER PLUS HAUT

Programme national de certification des entraîneurs  National Coaching Certification Program

Referees Chris Wattam, Geoff Gamble, David Gantar, and Philippe Brière at the Canadian Championship.



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Referees

In 2017, Canada Soccer's Referee Department instituted a number of programs to promote referee development across Canada. With the latest teaching and directives as issued by FIFA, referees received a clear and consistent message from instructors and assessors that matched the expectations of the program. Similar programs were delivered to Provincial and Territorial member associations, ensuring that a consistent development path was being rolled out across Canada.

The standardization of referee education resulted in a revamped Entry Level program that focused on practical teaching for those new to officiating. In-service training for Regional and Provincial upgrade candidates was also redeveloped to align with current trends and expectations from FIFA. Candidates continue to experience an informative and challenging curriculum as they prepare to advance their careers. For the first time, testing and scoring of Upgrading Referees was managed by Canada Soccer, with 173 candidates from across Canada writing an online exam, all on the same day.

Canadian referees enjoyed a banner year with first-class performances at national

competitions. The Canada Summer Games brought together 36 referees from across Canada who excelled in this high-profile event. The Toyota National Championships also highlighted top-rated Canadian referees in Calgary, AB at the U-15 Cup, in Fredericton, NB at the U-17 Cup, and in Surrey, BC at the Challenge Trophy and Jubilee Trophy finals. Canada Soccer was fortunate to include FIFA instructor Peter Prendergast (Jamaica) as part of the instruction and assessing group at the U-17 Cup. He supported the program with technical sessions on the field and in the classroom and by evaluating referee performances.

Throughout 2017, Canada Soccer's Referee Department led education clinics in numerous provinces. These clinics, led by National and Provincial instructors, resulted in numerous opportunities for instructors to engage with referees from across Canada and supply top-tier training for hundreds of referees who represented all provinces.

International Appointment Highlights:

- Referee Carol Anne Chénard was appointed to the men's FIFA U-17 World Cup India 2017 (a first for female

referees) and several high-profile Women's International Friendly matches.

- Referee Drew Fischer was appointed to the 2017 Concacaf Gold Cup as well as an important 2018 FIFA World Cup Russia™ Qualifiers match between Mexico and Honduras at Azteca Stadium in Mexico City.
- Assistant referee Joe Fletcher was appointed to FIFA Confederations Cup Russia 2017 as well as the intercontinental playoff in 2018 FIFA World Cup Russia™ Qualifiers between New Zealand and Peru; he was also appointed to the Grand Final of Concacaf Champions League.
- Dave Gantar was the first-ever Video Assistant Referee appointed to the MLS Cup Final.
- Both Philippe Brière and Drew Fischer were appointed to the Concacaf Men's Under-20 Championship, while Richard Gamache was appointed to the Concacaf Men's Under-17 Championship.

Referees by the Numbers

20,300 Officials in Canada

MEN
70% 14,260



WOMEN
30% 6,040

Western Halifax FC celebrating their Challenge Trophy win.



10,000
PLAYERS
PARTICIPATED
IN THE QUALIFIERS

6
DAYS

63
TEAMS

153
MATCHES



North Star
Rising

Teck

Toyota National Championships

Canada Soccer's biggest annual competition — the Toyota National Championships — took place 4–9 October 2017 as the nation's premier amateur clubs competed for national glory in six cities: the adult Challenge and Jubilee Trophy finals in Surrey, BC; the U-17 Cup in Fredericton, NB; and the U-15 Cup in Calgary, AB. Having begun with nearly 600 competing teams featuring more than 10,000 players, who participated in 13 months of qualifiers, the tournament ended when Canada's six national amateur champions were crowned over Thanksgiving weekend.

Sixty-three teams qualified for the final week of the 2017 Toyota National Championships. A total of 153 matches were played over the six days, 54 of which were streamed live from coast to coast to coast. Canada Soccer's website attracted more than half a million page views during the six-day coverage while there were more than 1.4 million impressions on Twitter, 125,000 on Facebook, and 380,000 on Instagram. During the week following the finals, Canada Soccer's photo library garnered more than 300,000 views in a four-day window, including a record 100,000 views in a single day.

The four national sponsors of the Championships — title sponsor Toyota, Teck, Powerade, and the Government of Canada — all benefited from extensive on-site and digital visibility throughout the competition. Toyota celebrated their brand-new support of the tournament with a high-profile weekend activation that included on-site co-branded

vehicle displays. Teck's unique brand position on Teck Finals Day was highlighted by the company's hosting of Canada Soccer athletes David Edgar and Brittany Timko Baxter in Surrey, and Nik Ledgerwood in Calgary, who met and greeted fans and participated in the closing ceremonies. Additional brand activations included a robust merchandise program, a competition-specific app, and unique social media assets that were introduced in an effort to drive engagement among participants.

Challenge Trophy

- Western Halifax FC defeated the FC Winnipeg Lions on Teck Finals Day to win the Challenge Trophy. Calum MacRae scored the winner while Christian Oxner and team posted the clean sheet in a 1:0 victory in Surrey, BC.
- While the FC Winnipeg Lions won silver, Durham Celtic FC won bronze after a 3:1 win over Saskatoon HUSA Alumni. Western Halifax FC's Jhonattan Cordoba was named Most Valuable Player while Durham's Joe Vaz won Top Scorer honours.

Jubilee Trophy

- Edmonton Victoria SC topped the medal group standings to win their seventh Jubilee Trophy championship since 2004. Surrey United SC finished second to win silver while Holy Cross FC of St. John's won the bronze medal.

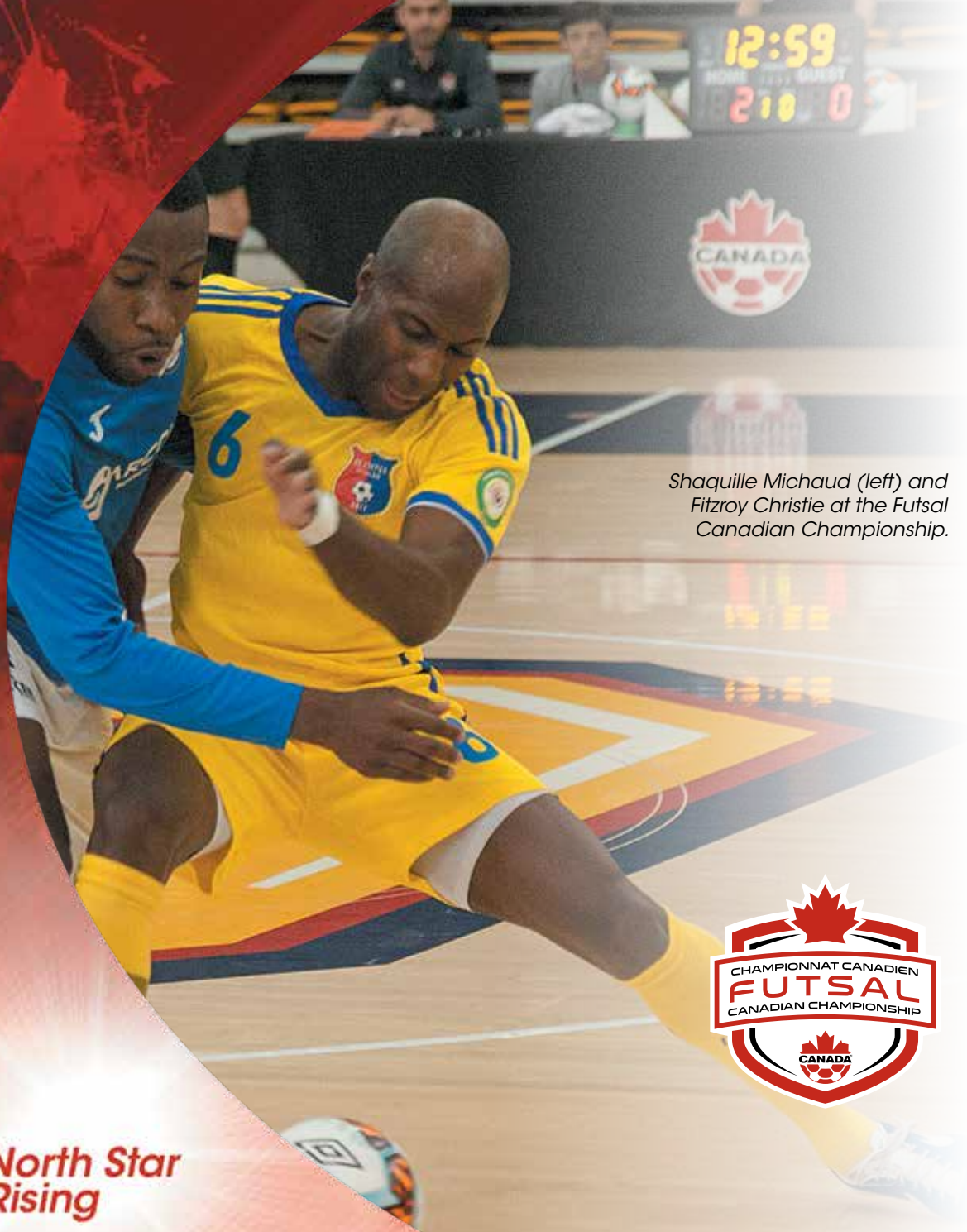
- Edmonton's Tori Martyn was named Most Valuable Player while teammate Heather Lund won Top Scorer honours.

U-17 Cup

- Winnipeg Bonivital SC of Manitoba won the U-17 Cup Boys title after winning 3:1 over CS Mistal Sherbrooke of Québec on Teck Finals Day. North Mississauga SC of Ontario won the bronze medal. For Bonivital, they became just the third Manitoba team to win a youth national title (Boys and Girls) since 1991.
- CS Lakeshore of Québec won the U-17 Cup Girls title after beating Burlington Bayhawks of Ontario on kicks. Suburban FC of Nova Scotia won the bronze medal. For CS Lakeshore, it was their fourth Girls youth national title in the last five years.

U-15 Cup

- CS Longueuil of Québec won 2:1 after extra time over hometown Calgary Foothills SC of Alberta to win the U-15 Cup Boys title. Winnipeg Bonivital SC of Manitoba won the bronze medal. For CS Longueuil, it was their third youth national title (Boys and Girls) since 2011.
- Surrey United SC of British Columbia won 1:0 over CS Monteuil of Québec to win the U-15 Cup Girls title. Inter SC Edmonton won the bronze medal. For Surrey United, it was their sixth youth national title (Boys and Girls) since 2008.



Shaquille Michaud (left) and Fitzroy Christie at the Futsal Canadian Championship.



Futsal Canadian Championship

Montréal Sporting Outlaws FC won their first Futsal Canadian Championship title after defeating Saskatoon Olimpia SK in the 23 April 2017 final at the Queen’s University Athletic and Recreation Centre in Kingston, ON. The Montréal squad became the first Québec club to win the national title.

Saskatoon were the first team from Saskatchewan to compete in the Futsal Canadian Championship, finishing second ahead of former national winners Futsal Club Toronto. All four matches of the 2017 Futsal Canadian Championship were streamed live on CanadaSoccer.com. Montréal’s Diyaeddine Abzi was the tournament’s Most Valuable Player and Golden Boot winner.

In addition to the Championship, the futsal weekend featured a Youth Futsal Clinic with Canada Soccer’s Futsal Head Coach Kyt Selaidopoulos. The clinic included participants from the Kingston area.

ROUND ROBIN TOURNAMENT



Sporting Outlaws FC
9:3
Futsal Club Toronto



Saskatoon Olimpia SK
1:2
Sporting Outlaws FC



Futsal Club Toronto
5:5
Saskatoon Olimpia SK

CHAMPIONSHIP FINAL



Sporting Outlaws FC
7:3
Saskatoon Olimpia SK

North Star Rising



Canadian Championship

Toronto FC won the 2017 Canadian Championship after Sebastian Giovinco scored a 95th minute winner deep into added time in front of 26,539 home fans at BMO Field – a record for the competition. This marked the sixth time in 10 years that Toronto FC lifted the Voyageurs Cup as national champions, with this year’s cumulative attendance reaching 100,856 spectators for the eight-match tournament. Both the semi-finals and finals were broadcast on TSN and RDS, with 834,000 viewers for those six matches.

The 2017 Battle of the North again featured Canada’s five professional clubs — this year, for the first time, playing by the Canadian Content rule, which ensured at least three Canadian players started every match.

Giovinco won the George Gross Memorial Trophy as Most Valuable Player and was the Top Scorer with three goals. His winning goal was assisted by Canadian Raheem Edwards. Canada Soccer President Steven Reed then presented the Voyageurs Cup to Toronto FC captain Michael Bradley.

The Canadian Championship is Canada Soccer’s professional competition featuring clubs from Vancouver, Edmonton, Toronto, Ottawa, and Montréal. In 2018, the competition will expand to feature winning clubs from League 1 Ontario (2017 winners Oakville Blue Devils) and the Première Ligue de Soccer du Québec (2017 winners AS Blainville).

PRELIMINARY STAGE



Ottawa Fury FC 1:0 FC Edmonton
Ottawa, ON (TD Place)



FC Edmonton 2:3 Ottawa Fury FC
Edmonton, AB (Clarke Field)



SEMI-FINAL STAGE



Ottawa Fury FC 2:1 Toronto FC
Ottawa, ON (TD Place)



Montréal Impact 4:2 Vancouver Whitecaps FC
Montréal, QC (Stade Saputo)



Vancouver Whitecaps FC 2:1 Montréal Impact
Vancouver, BC (BC Place)



Toronto FC 4:0 Ottawa Fury FC
Toronto, ON (BMO Field)

CHAMPIONSHIP FINAL



Montréal Impact 1:1 Toronto FC
Montréal, QC (Stade Saputo)



Toronto FC 2:1 Montréal Impact
Toronto, ON (BMO Field)



Canadian International Raheem Edwards in the Canadian Championship Final.



**North Star
Rising**

Active Start Soccer Fests

Canada Soccer’s largest grassroots program — Active Start Soccer Fests — reached nearly 300,000 Canadians from coast to coast to coast across the country in 2017. In total, 141 festivals were hosted with representation in all 10 provinces as well as two territories. The program connected 95,000 Active Start participants under the age of 12.

The program marked its 21st season in 2017 and to date has contributed more than \$1 million directly back to local soccer clubs from coast to coast to coast. During that time, it

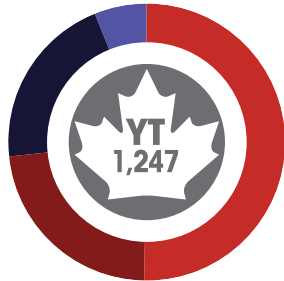
has reached more than 3.5 million Canadians while delivering financial, promotional and technical resources that contribute to the hosting of grassroots soccer celebrations in collaboration with community soccer clubs.

The 2017 season was highlighted by the introduction of Toyota Canada to the family of national sponsors, joining Allstate, Teck, Mott’s, and the Government of Canada in supporting Active Start Soccer Fests. The program’s national sponsors enhanced the festival experience for participants through fun,

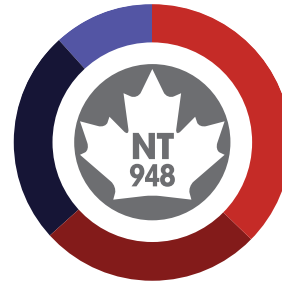
engaging activations at select festivals across the country. Participants had the opportunity to participate in national contests and enjoy giveaways, including the Allstate ‘Win A Trip’ contest and sharp shooting activation, the Toyota Ultimate Soccer Experience Contest and interactive vehicle displays, Mott’s Fruitsations snacks, and enhanced on-site activations. Players also received Canada Soccer coaches’ bags, stickers, temporary tattoos, and participation certificates.



Demographics



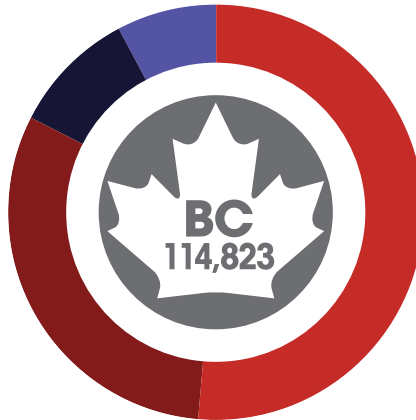
YM	629	50.5%		
YF	287	23.0%		
SM	257	20.6%	C	14
SF	74	5.9%	R	25



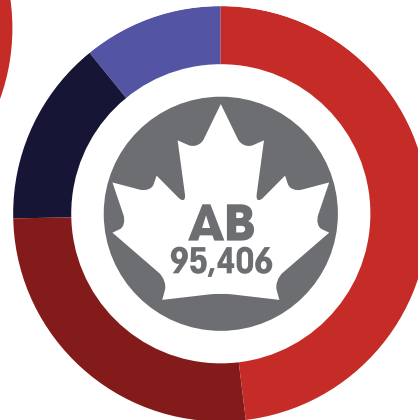
YM	355	37.4%		
YF	247	26.1%		
SM	236	24.9%	C	25
SF	110	11.6%	R	59



YM	119	51.5%		
YF	112	48.5%		
SM	0		C	19
SF	0		R	4



YM	59,131	51.5%		
YF	35,785	31.2%		
SM	11,205	9.7%	C	2,194
SF	8,702	7.6%	R	3,025

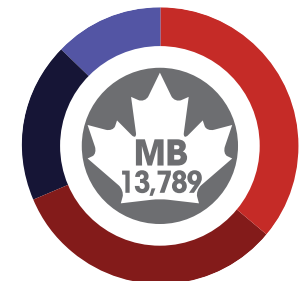


YM	45,957	48.2%		
YF	25,392	26.6%		
SM	13,925	14.6%	C	9,794
SF	10,132	10.6%	R	2,285



YM	9,939	45.3%		
YF	7,127	32.4%		
SM	3,136	14.3%	C	592
SF	1,762	8%	R	438

C	592	YM	9,939	45.3%
R	438	YF	7,127	32.4%
		SM	3,136	14.3%
		SF	1,762	8%

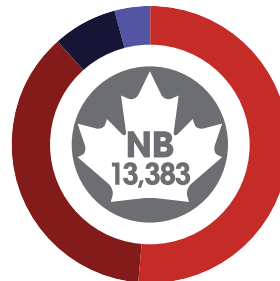
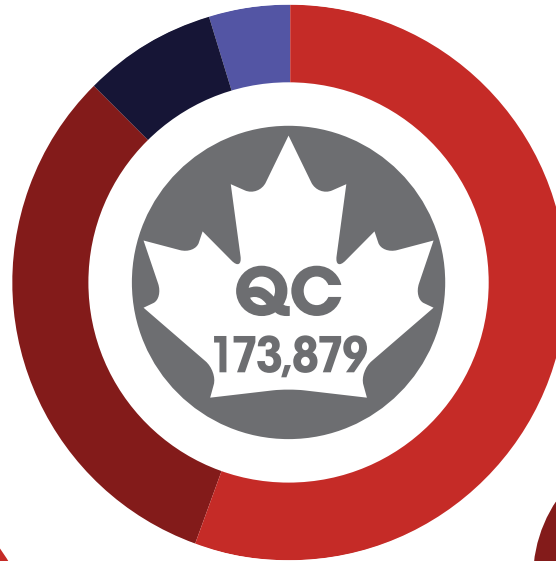
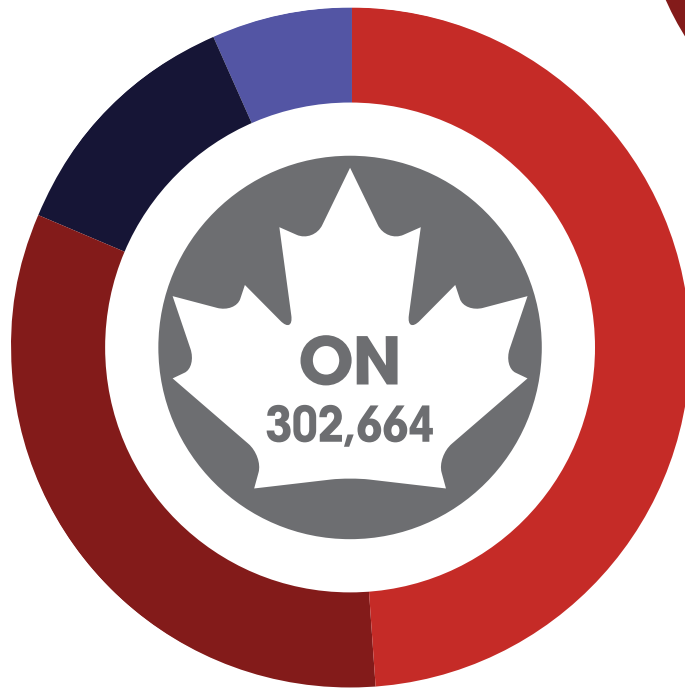


**North Star
Rising**

REGISTERED PLAYERS, COACHES AND REFEREES INVOLVED IN SOCCER IN CANADA

834,363

YM YOUTH MALE YF YOUTH FEMALE
 SM SENIOR MALE SF SENIOR FEMALE
 C COACHES R REFEREES



YM 147,971 48.9%
 YF 98,457 32.5%
 SM 36,696 12.1% C 8,454
 SF 19,540 6.5% R 6,686

YM 6,907 51.6%
 YF 4,951 37.0%
 SM 978 7.3% C 1,462
 SF 547 4.1% R 292

YM 9,774 45.4%
 YF 8,297 38.5%
 SM 1,948 9% C 986
 SF 1,520 7.1% R 625



UNITED
AS ONE



UNITED 2026
JUNIS 2026

**North Star
Rising**

*The Honourable Kirsty Duncan
announces Government of
Canada support of
2026 FIFA World Cup™.*

2026 FIFA World Cup™

If awarded the honour of hosting the 2026 FIFA World Cup™, Canada Soccer will have an eight-year roadmap to advance the development of the sport, enhance alignment across the country, and to invest in the game in communities from coast to coast.

As outlined in our 2014-18 Strategic Plan, *Leading a Soccer Nation*, joining forces with our partners in Mexico and the United States to host the 2026 FIFA World Cup™ will provide Canada Soccer with an unprecedented opportunity to both grow the sport across our nation and showcase Canada as a country rich in natural beauty, proud of its cultural diversity — and with a strong passion for the world’s game.

Concacaf member nations Canada, Mexico and USA are “United, AS ONE,” in our joint bid to host the 2026 FIFA World Cup™. Our three countries are uniquely positioned to handle the expanded format of a 48-nation tournament, while at the same time embedding a commitment to sustainability, human rights, and inclusivity into the biggest sporting event on the planet.

Our three nations have hosted a combined 13 FIFA World Cups (men’s, women and youth) – more than any other trio of geographically connected countries — while also setting attendance records for five of these events. Together, Canada, Mexico and the United States also represent the largest commercial market in the world and thus offer substantial economic and social benefits for the sport.

The United 2026 Bid Committee vision is simple: Together, we offer FIFA an unprecedented, **united** opportunity to stage the new 2026 FIFA World Cup™, with 48 teams and 80 matches, with a low risk operational **certainty** that is only exceeded by its **opportunity** to economically embellish and propel global football forward for years to come.

The potential inherent in a three-nation tournament is clear given the incredible success of the FIFA Women’s World Cup Canada 2015™, which featured an expanded 24-nation field and matches played in six cities across five time zones. A record 1.35 million spectators attended matches, while more than 20 million Canadians watched the competition on television.

For the 2026 FIFA World Cup™, as many as 16 cities across North America could serve as official host cities which will result in \$5.3B projected in new economic activity with \$560M of that activity here in Canada. The list of 23 candidate host cities includes three in Canada: Edmonton, AB; Toronto, ON; and Montréal, QC. Each of the candidate host cities features existing or already planned stadiums and other world-class infrastructure that meets or exceeds FIFA’s requirements.

With more than eight years to go until the event, a survey of adults in Canada, Mexico, and the United States confirmed broad support for a united bid to host the 2026 FIFA World Cup™. The survey found that 77 per cent of North American residents are in favour of hosting the first-ever 48-team FIFA World Cup™ and that 81 per cent of respondents across the three countries agreed that hosting the tournament would be good for their specific country. Some of the top reasons for hosting the FIFA World Cup™ in each country include the anticipated economic benefits this would bring to their region and the spread of a positive image of their country around the world.



Canada has proven itself to be a soccer nation and we are confident Canadians will come together to show, once again, the wonderful Canadian hospitality that has helped make each of our previous FIFA competitions successful.

— Steven Reed, Canada Soccer President

Professional Soccer Around the World

More and more Canadians are making their mark playing professional soccer at home and around the world as Canadian content continues to be a priority for Canada Soccer's National Team Programs.

In 2016–17 and again in 2017–18, Atiba Hutchinson was a star in the biggest international club competition with back-to-back Turkish champions Beşiktaş JK. He served as team captain in UEFA Champions League matches in both seasons and helped Beşiktaş JK reach the Round of 16 knock-out phase

in 2017–18. Hutchinson also played in the UEFA Europa League in the back half of 2016–17 while goalkeeper Milan Borjan starred for Red Star Belgrade (FK Crvena Zvezda) in 2017–18 UEFA Europa League play, posting five clean sheets en route to the knock-out phase. With seven career clean sheets in European club competitions, Borjan ranks second all-time amongst Canadian goalkeepers behind Lars Hirschfeld (who has eight).

In North America, Canadians won playoff titles in Major League Soccer (MLS) with Toronto FC, United Soccer League (USL) with

Louisville City FC, and the North American Soccer League (NASL) with the San Francisco Deltas. In Toronto, Jay Chapman, Raheem Edwards, Jordan Hamilton, Ashtone Morgan, Jonathan Osorio, and Tosaint Ricketts were among the Canadian professionals who won the Canadian Championship, the MLS Supporters' Shield, and the MLS Cup. In the United States, Mark-Anthony Kaye won the USL title with Louisville while Nana Attakora, Kyle Bekker, Karl W. Ouimette, and Maxim Tissot all won the NASL title with San Francisco under the stewardship of Canadian coach Marc Dos Santos.

**North Star
Rising**



Canadians Marcel de Jong and Alphonso Davies playing for the Vancouver Whitecaps FC.



Canadian Premier League

The next milestone for Canadian content will be the launch of the Canadian Premier League in 2019. In 2017, Canada Soccer accepted the league — and professional teams from Winnipeg and Hamilton — into Membership at its Annual Meeting of the Members. The unanimous endorsement will help Canada Soccer further grow the game in our country through a professional league that will be fully aligned with the National Teams Program.

Women's Soccer

Kadeisha Buchanan capped off the 2016–17 season by becoming the first Canadian to win a UEFA Champions League title. After completing a standout college career, Buchanan joined FCF Olympique Lyonnais, where she won the French Cup, the French Championship, and the UEFA Women's

Champions League title. Incidentally, she went up against long-time friend and college teammate Ashley Lawrence in the European final as Lyonnais won 7–6 on kicks from the penalty mark over Paris Saint-Germain.

Elsewhere in Europe, Jenna Hellstrom won a title with FC Rosengård in Sweden while Amelia Pietrangelo won a title with FC Neunkirch in Switzerland.

In North America, Sabrina D'Angelo helped NC Courage win the National Women's Soccer League (NWSL) Shield while Christine Sinclair captained Portland Thorns FC to their second NWSL Championship in five years. Sinclair led Portland with eight goals during the regular season, moving her into fourth place on the league's all-time goalscoring list with 34 goals.

Following are the NWSL Club-by-Club Canadian Allocations:

Houston Dash

Janine Beckie
Nichelle Prince*

Boston Breakers

Allysha Chapman

North Carolina Courage

Sabrina D'Angelo

FC Kansas City

Desiree Scott*

Seattle Reign FC

Diana Matheson

Portland Thorns FC

Christine Sinclair

Washington Spirit

Stephanie Labbé
Shelina Zadorsky

Sky Blue FC

Kailen Sheridan*

*Newly allocated players in 2017.



Canadian International Ashley Lawrence playing for Paris Saint-Germain.



**North Star
Rising**

Marketing & Communications

Canadian National Team Home Matches

Canada went undefeated in 2017, posting a record of five wins and one draw in six home matches across four provinces. Canada Soccer's six home National Team matches drew 113,337 cumulative spectators for an average of 18,890 per match. On television, the six Canada Soccer-controlled National Team broadcasts on TSN and RDS generated a per-match average audience of 83,000, peaking with the 159,000 viewers who tuned in for the Men's National Team 2:1 victory over Curaçao in Montréal.

- The 9 November Canada v USA Women's International Friendly in Vancouver set a record for the largest crowd to a National Teams friendly match played in British Columbia: 28,017 fans at BC Place for an exciting 1:1 draw.
- The 2 September Canada v Jamaica Men's International Friendly at BMO Field in Toronto in front of 21,724 fans set a new record for the largest attendance for a

Canadian Men's National Team match played at BMO Field.

- The two-match June series featuring the Women's National Team drew 35,062 fans across back-to-back wins over Costa Rica in Winnipeg and Toronto.

Canadian Championship

Total stadium attendance for the eight matches of the 2017 Canadian Championship reached 100,856, surpassing the 100,000 mark for the second consecutive year. Canadian Championship broadcast viewership grew by 49 percent in the competition's second year on TSN & RDS, to an average of 139,000 per match.

Toyota National Championships

Canada Soccer announced a new title sponsor — Toyota Canada — for the country's premier amateur competition in 2017, which immediately enhanced the competition experience for all participants with on-site activations, participant and fan gifting, and vehicle displays.

The 2017 Toyota National Championships continued to draw record digital audiences across Canada Soccer's digital platforms. A total of 153 matches were played over the six days, 54 of which were streamed live from coast to coast to coast. Canada Soccer's website attracted more than half a million page views during the six-day coverage while there were more than 1.4 million impressions on Twitter, 125,000 impressions on Facebook, and 380,000 impressions on Instagram. In the week after the finals, Canada Soccer's photo library garnered more than 300,000 views in four-day window, including a Canada Soccer record 100,000 views in a single day.

Building on the success of the centralized national merchandise program launched in 2016, an expanded program was introduced in 2017 with elevated product offerings, more robust online sales and an enhanced design approach. One hundred per cent of all royalties generated by the centralized merchandise program were distributed back to the Local Organizing Committees.

CANADA 2017 TOTAL ATTENDANCE **113,337**



WNT v MEX
22,508
BC Place



MNT v JAM
21,724
BMO Field



MNT v CUW
6,026
Stade Saputo



WNT v CRC
20,628
BMO Field



WNT v CRC
14,434
Investors Group Field



WNT v USA
28,017
BC Place



100,856 FANS
ATTENDANCE
49% INCREASE
BROADCAST VIEWERSHIP



54 LIVE STREAMED MATCHES
+500,000 PAGE VIEWS ON CANADASOCCER.COM
1.4 millions IMPRESSIONS ON TWITTER
125,000 IMPRESSIONS ON FACEBOOK
380,000 IMPRESSIONS ON INSTAGRAM
300,000 VIEWS ON FLICKR

Sponsorship

Canada Soccer proudly introduced Toyota Canada as its Official Vehicle and Official Mobility Partner in June 2017. As a Canada Soccer Primary

Partner, Toyota will encourage and enable more Canadians to experience the joy and excitement of participation in sport. Toyota Canada supports all 12 of Canada Soccer's National Teams and becomes Title Sponsor for the Toyota National Championships, which includes the U-15 Cup, U-17 Cup, and Challenge/Jubilee competitions. Toyota Canada is also a primary partner of the Canadian Championship. The partnership will see the company contribute to Canada Soccer's ongoing grassroots development efforts to grow the game from coast to coast to coast through Active Start Soccer Festivals.

Allstate Canada built on the early success of its Canada Soccer partnership by expanding and evolving its soccer-focused activities. Highlights included the Allstate High Performance Soccer Clinics featuring Canadian National Team athletes. In 2017, clinics were hosted in five Canadian

markets: Edmonton, AB; Calgary, AB; Markham, ON; Montréal, QC; and Ottawa, ON. Also new in 2017 was the Playing Positive Video Series — three educational videos targeted to Canadian soccer families featuring Jason deVos and Diana Matheson. The Allstate Good Hands Award recognized the top save by a Canadian National Team goalkeeper in international play, with Stephanie Labbé receiving the most votes from Canadian Soccer fans.

Mondelez's flagship soccer campaign, "Pass the Love," continued in 2017 as 20 community soccer teams from across Canada, representing eight provinces, received \$100,000 in special deliveries, including soccer gear, snacks, and surprise visits from Canadian National Team players. Canadian Women's National Team midfielder Desiree Scott returned as campaign spokesperson and surprised a youth soccer team in Alberta as part of the program's contest fulfillment.

Canada Soccer's Corporate Partner Local Club Sponsorship programs directly

supported 262 teams in community soccer clubs across the country. Teck's Local Club Sponsorship program targeted teams in regions where it has large operations and community presence, specifically in British Columbia. Mott's Local Club Sponsorship program once again supported community soccer clubs across Québec, aligned with Mott's commitment to the development of grassroots sports.

The Teck Community Soccer Initiative awarded significant grants to four British Columbia communities to support the enhancement of their soccer programming. Their financial needs were identified by local community clubs and their membership. The initiative, now in its fourth year, is designed to support local soccer programming in British Columbia aligned with Teck operations, through a targeted financial grant allocation. In 2017, the initiative issued grants to community soccer clubs from the Kootenay South and East regions, as well as the communities of Elkford and Castlegar..

**North Star
Rising**



Allstate

Bell



TOYOTA

Coca-Cola



Teck



Canada

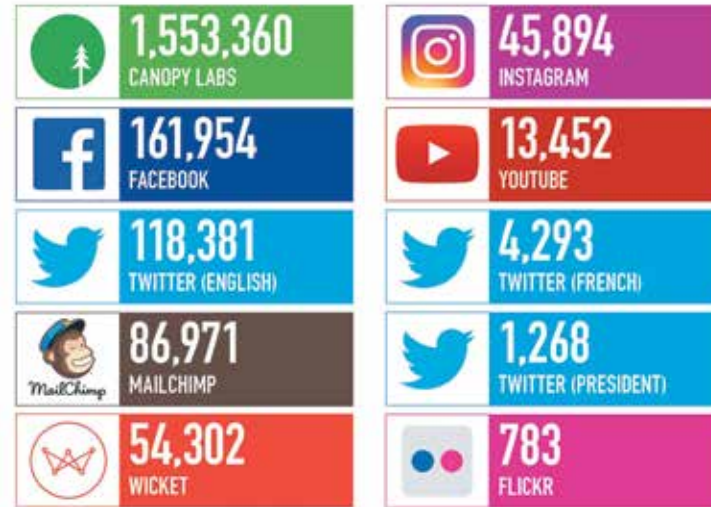


Canada Soccer on Digital Media

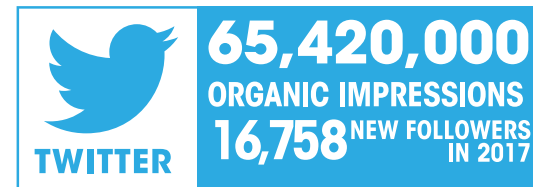
Canada Soccer continued to experience significant digital media growth in 2017. Social media following was up across each of the major platforms, including 15,000 more followers on both Instagram and Twitter. The digital userbase, which includes unique viewers to CanadaSoccer.com, email subscribers, and the CRM grew year over year by more than one million. The Women's National Team match against USA in November provided the most engagement across the platforms with highlights from the 1-1 draw being widely shared. Improvements in digital communication via campaigns, including the introduction of a monthly CanadaRED newsletter and the monthly update from the Office of the President and General Secretary were milestones in 2017.

DIGITAL USERBASE
AS OF 15 MAR 2018

2,040,658



The Canada Soccer Women's National Team v USA match was the 2017 event with the biggest social media reach.



Financials

Canada Soccer is a leading soccer nation and has established a strong brand in the marketplace through solid corporate partnerships and world-class event hosting experience. In 2017, we continued to focus on the four key pillars of our 2014–18 Strategic Plan — Leading a Soccer Nation: Investing in Technical Leadership; Ensuring Consistent World-Class Performances by our National Teams; Encouraging and Overseeing the Growth of the Game; and Governing the Game in Canada Professionally in Collaboration with our Partners.

- Canada Soccer, alongside our neighbors, Mexico and the United States, has invested in the United 2026 Bid to secure the right to host the 2026 FIFA World Cup™.

- Development continues to be a focus for Canada Soccer with a 60 percent increase in funds through FIFA and Concacaf soccer development program opportunities. This level of funding represents the highest level that the organization has secured and will benefit players, coaches and officials for years to come.
- Strong government support, including our partnerships with Sport Canada through its Own the Podium (OTP) program and Public Health Agency of Canada increased by eight percent, giving us the capability to extend the regional reach of Canada Soccer's Women's EXCEL Program and expand the Soccer Injury Prevention program.

- Funding for Canada Soccer's Technical Programs was up four percent with a focus on the development of the next generation of Canada's elite players and coaches to successfully qualify and compete in the FIFA Women's World Cup France 2019™ and the 2022 FIFA World Cup™ Qatar Qualifiers.

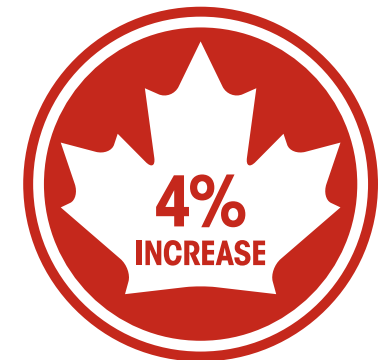
By creating financial sustainability, the strength of our fiscal position will allow us to pursue our four strategic priorities as we build on our success on and off the pitch to embark on a new strategic plan for 2019 and beyond.



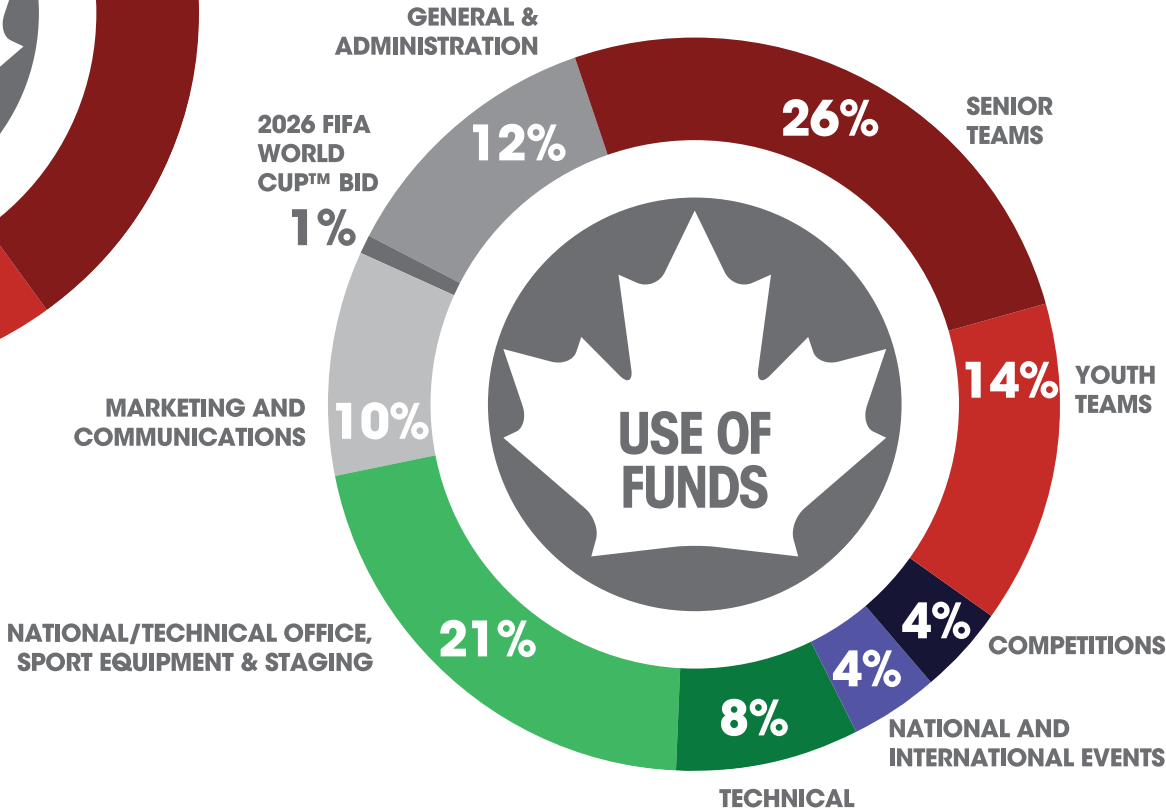
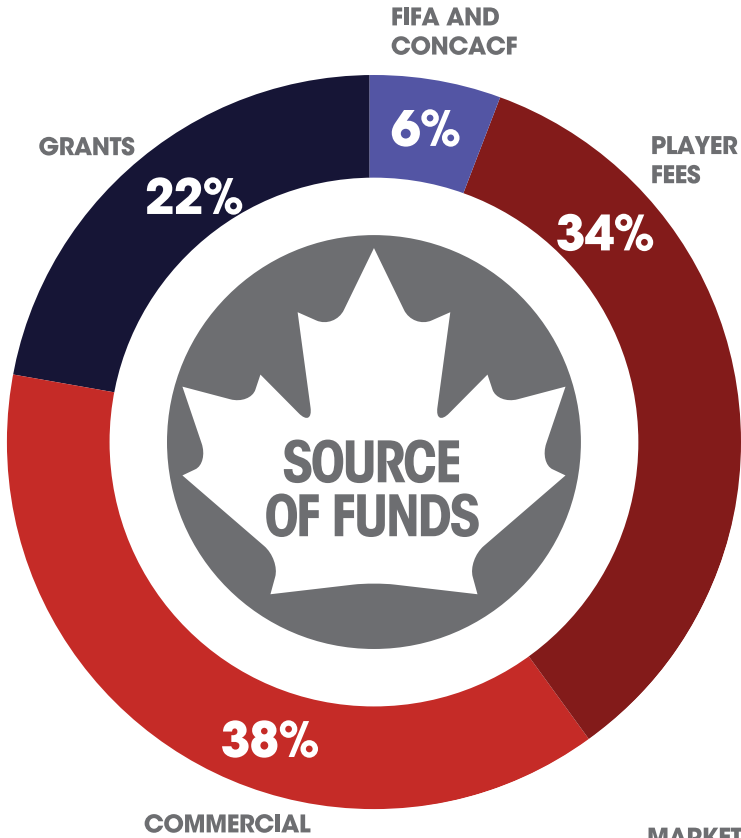
**FIFA AND CONCACAF
SOCCER DEVELOPMENT
PROGRAMS**



**GOVERNMENT SUPPORT
"OWN THE PODIUM"
PROGRAM**



**FUNDING FOR CANADA
SOCCER'S TECHNICAL
PROGRAMS**



GOVERN THE GAME

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Steven Reed

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Nick Bontis

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Charlie Cuzzetto
Ryan Fequet
Gerald MacDonald
Penny Marrett
Leanne Nicolle
John Pugh
Robert Richardson
Don Story

STAFF

General Secretariat

Peter Montopoli
General Secretary
Earl Cochrane
Special Projects
Mary Pellegrino
Executive Assistant

Soccer Administration Department

Joe Guest
Deputy General Secretary
Jessie Daly
Senior Events Manager
Cathy Breda
Administration Manager
Dorothy Hickey
Competitions Manager
Daniel Pazuk
Systems Coordinator / Registrar
Curtis Thorne
Events Coordinator

Finance Department

Sean Heffernan
Chief Financial Officer
Francine Mérette
Finance Manager
Natalia Vorontsova
Accounts Payable
Dalia Armada
Accounting Clerk
Ellen Pinnock
Accounts Receivable

Marketing and communications department

Sandra Gage
Chief Marketing Officer
Dominic Martin
Director, Marketing
Richard Scott
Director, Communications
Carrie Croft
Manager, Public Relations
Brad Fougere
Digital & Corporate Communications Manager
Vanessa Racine
Content Manager
Stephanie Matthews
Partnerships Coordinator
Kaitlin Tulle
Community Outreach Coordinator

Development Department

Jason deVos
Director of Development
Dave Nutt
Development Operations Manager
Ray Clark
Director of Coaching and Player Development
Sylvie Béliveau
Long-Term Player Development Manager
Isaac Raymond
Referee Department Manager
Michael Tucker
Referee Program Administrator

National Teams

John Herdman
Men's National Team Head Coach / Men's National EXCEL Director
Mauro Biello
Men's National Team Assistant Coach / Men's EXCEL U-23 Program Director
Morgan Quarry
Men's National Team General Manager
Rob Gale
Staff Coach
Drew Ferguson
Men's National Para Soccer Team Head Coach
Kyt Selaidopoulos
Men's National Futsal Team Head Coach
Mike Moretto
National Teams Equipment Manager
Ryan Bedic
Assistant Equipment Manager
Kenneth Heiner-Møller
Women's National Team Head Coach / Women's National EXCEL Director
Simon Eaddy
Women's EXCEL Program Goalkeeping Manager / Women's National Team Assistant Coach
Beverly Priestman
Women's National EXCEL Director U-15 to U-23 / Women's National Team Assistant Coach
Daniel Worthington
Women's EXCEL Program Director (U-23)
Daniel Michelucci
Women's National Team EXCEL Program Manager
Maeve Glass
Women's National Team Tour & Equipment Manager
Aimee Maiatico
Women's EXCEL Program Administrative Coordinator
Sarah Smith
Peak Performance Manager
Joey Lombardi
Women's EXCEL Regional Director