



Growing the Game at the Association Level

OMHA AGM 2017



Introductions

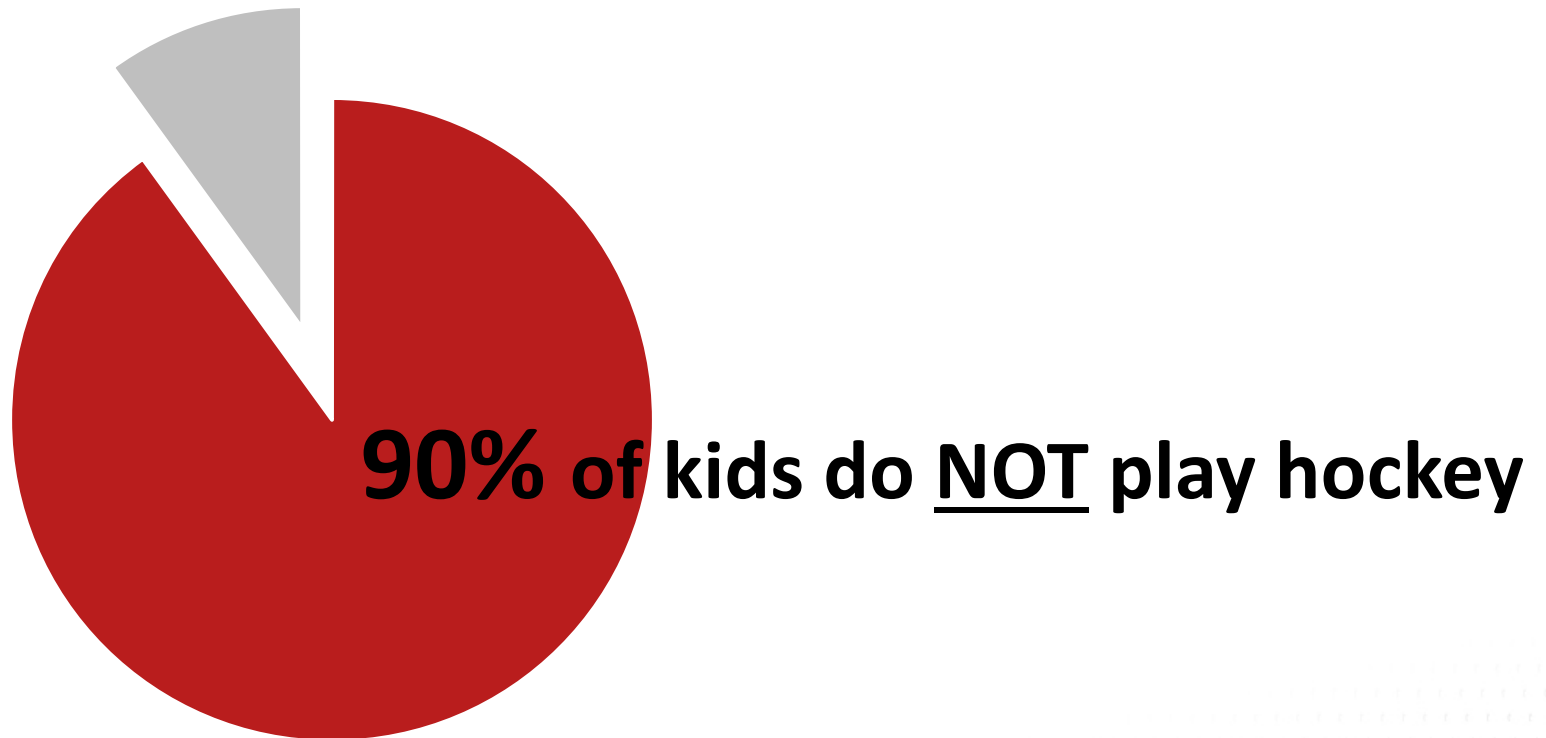
- **Ryan Hurley**
 - Manager, Hockey Canada Regional Centre Ontario
- **Scott Carlow**
 - Coordinator, Development - Ontario Hockey Federation

Purpose



How can local minor hockey associations attract new members to the game? Learn about available programs from Hockey Canada and how to leverage programs and best practices for growing the game. Share your association's innovative approaches to growing the game and attracting new participants.

Current Landscape



Current Landscape

- 1 in 5 Canadians are foreign-born¹
- 320,932 immigrants arrived in Canada between July 1, 2015 & July 1, 2016²
- Hockey Canada registration numbers remain relatively stagnant despite growing population
- Hockey is rated 4th among top sports or activities in Canada by youth aged 3-17³

- 1 - Statistics Canada, censuses of population, 1871 to 2001; National Household Survey, 2011.
- 2 - <http://www.cbc.ca/news/business/canada-population-2016-1.3783959>
- 3 – Canadian Youth Sports Report - 2014



Perceived Barriers to Participation

Too Expensive



Too Much Time



Too Dangerous

Too Serious

Long Term Player Development

- Is based on the physical, mental, emotional, and cognitive development of children and adolescents. Each stage reflects a different point in athlete development.
- Doing the right thing for the player at the right stage in their development
- Viewing player development as a long term process



HOCKEY CANADA PROGRAMS




“At the end of the day, as minor hockey associations, our job isn’t to create the next great one. Our job is to set up our youth for the best chance at success as future community leaders, as teachers, and as business people. We need to instill core values such as respect, teamwork, resiliency, and doing what’s best for the greater good. This is exactly what hockey should teach. If we do this, and provide a launching pad for future success, we have accomplished what it means to be a minor hockey association. And we just might end up with the next great one while we’re at it.”

- **Tom Renney**, CEO, Hockey Canada



Try **HOCKEY**



PROGRAM GOAL

Introduce hockey to 10,000 kids over the next four years who do not currently play.



WHAT IS TRY HOCKEY?

Try Hockey aims to introduce the game of hockey to as many kids as possible who have been previously unable to play the sport due to a variety of reasons such as financial hardship or cultural background.



WHAT IS TRY HOCKEY?

- Provides an introduction to hockey through teaching the game of floorball in the school.
- An invitation to a On-Ice Family Event where participants can experience skating on the ice, many of which for the first time!



TRY HOCKEY OBJECTIVES

- Create an opportunity for participants to develop new skills and abilities that encourage a healthy and active lifestyle
- Program philosophies emphasize physical literacy, safety, respect, teamwork, and fair play.
- Provide a memorable first hockey experience that will last a lifetime
- Forge partnerships with local communities and minor hockey associations to provide future opportunities for Try Hockey participants to continue playing the game
- Promote the FUN of the game!



TRY HOCKEY – IN THE SCHOOL

- Target Schools with a high concentration of recent immigrants, refugees, low income families and other non-traditional hockey families
- Focus on Grades 2-5 who receive a 50 minute positive and energetic introduction to floorball in the school gymnasium
- Fundamental Skill Introduction includes:
 - Stance, Grip, Basic rules
 - Three Station Rotation
 - Stickhandling/Ball Control
 - Shooting
 - Passing
 - Finish with a relay race that applies all three fundamental skills learned



TRY HOCKEY – ON THE ICE

- All in-school participants and their families are invited to Try Hockey on the ice
- Participants are loaned Bauer skates, helmets, gloves, sticks, and neck guards to use on-ice if they don't have their own
- Depending on the skater's ability, ice is divided into three areas:
 - No Experience
 - Basic Balance
 - Ability to Skate Freely
- Benefits include:
 - Opens direct communication lines to families
 - Introduction to the local minor hockey association in a positive environment through volunteers and executive
 - Ability to share hockey related content such as 'Pathways to Minor Hockey' & other special offers



TRY HOCKEY – 2016-17 SEASON

**22
Schools
Visited**

- Hamilton – 9
- Brampton – 5
- Markham – 2
- Cobourg – 3
- Peterborough – 3



In-School Participants

- **TOTAL – 3,047**
- Boys – 1,559
- Girls – 1,488



On-Ice Participants

- **TOTAL – 338**
- Boys – 172
- Girls – 166



MHA CHAMPION



Glenn McIntyre
General Manager
Brampton Hockey Inc.



Looking forward to 2017-2018

- Increase footprint of Try Hockey across Ontario
- Partner with school boards and local MHAs
- Introduce 2,500 kids to hockey in 17-18





THE
FIRST
SHIFT™



HELPING KIDS FALL IN LOVE WITH HOCKEY

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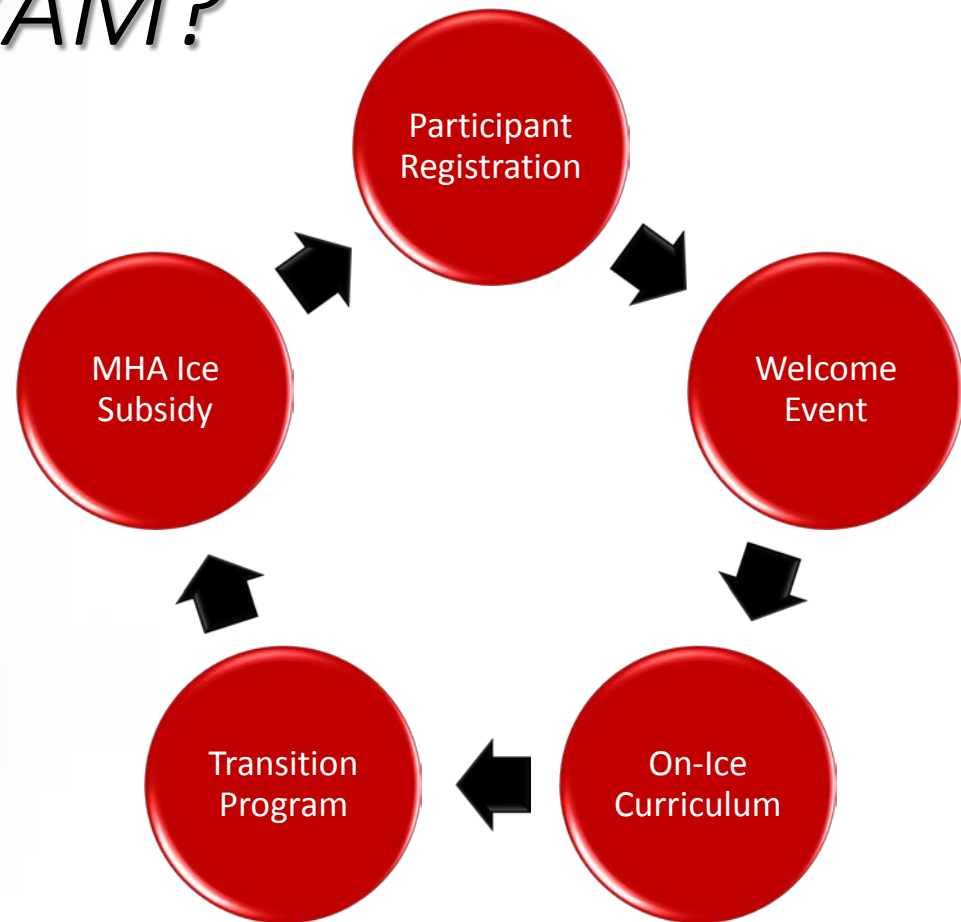
A GROWING RECRUITMENT INITIATIVE

- The Canadian Tire First Shift program is designed to ensure a positive experience for new-to-hockey families by offering a program that is **ACCESSIBLE**, **AFFORDABLE**, **SAFE**, and most importantly, **FUN**!



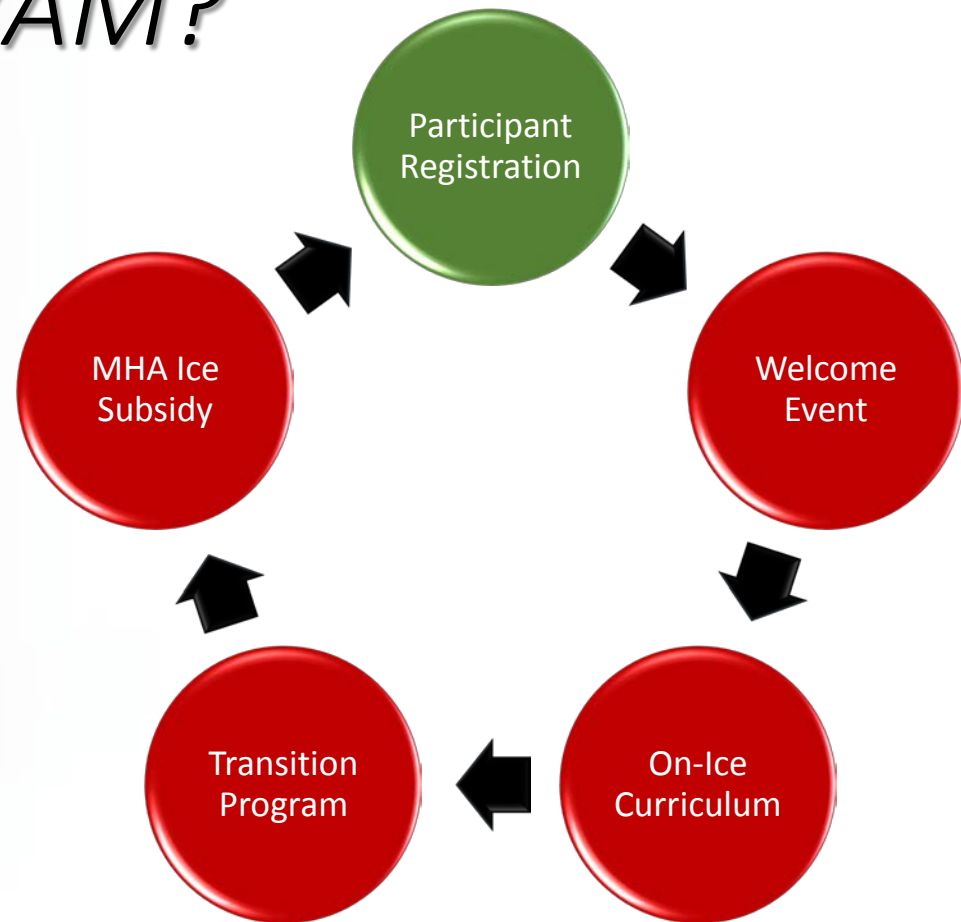
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WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?



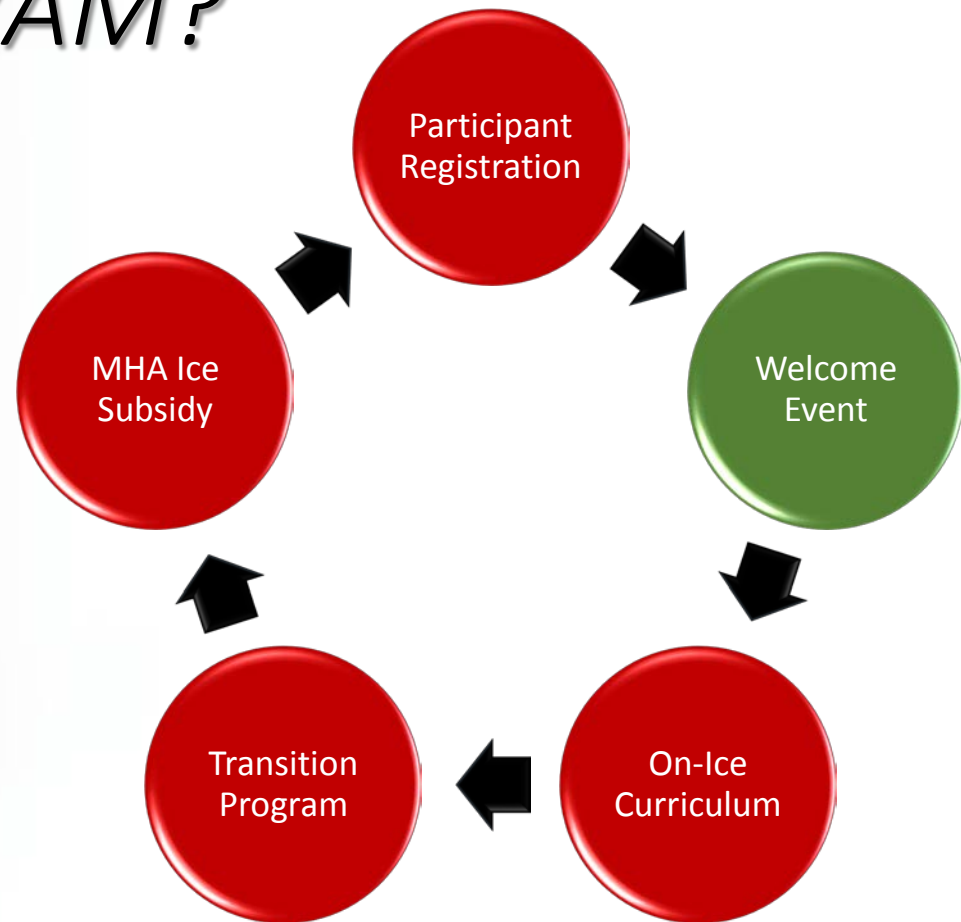
WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- Opens June 1st
- Only **\$199**
 - Bauer Equipment
 - 6 weeks On-Ice
 - Player Insurance



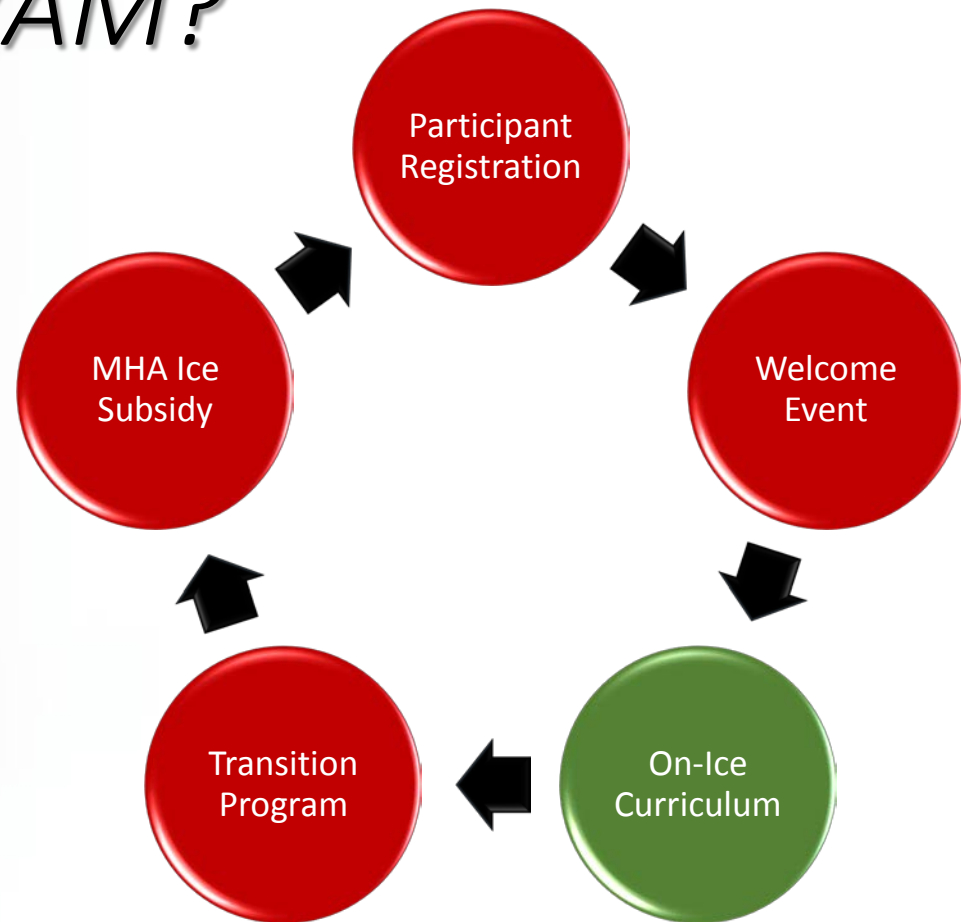
WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- **Expert** equipment fitting and distribution
- Equipment demonstration



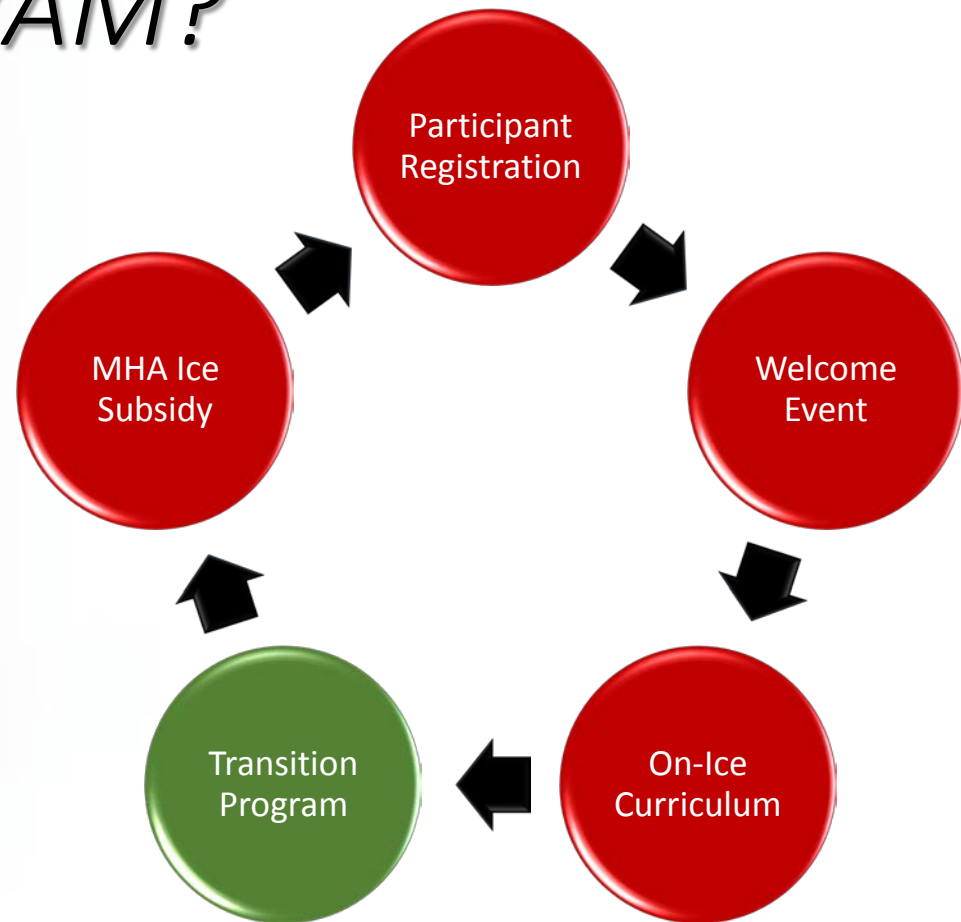
WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- 6 weeks/1 session per week
- 1 hour, **consistent** day & time
- Focus on **fun** & learn to play



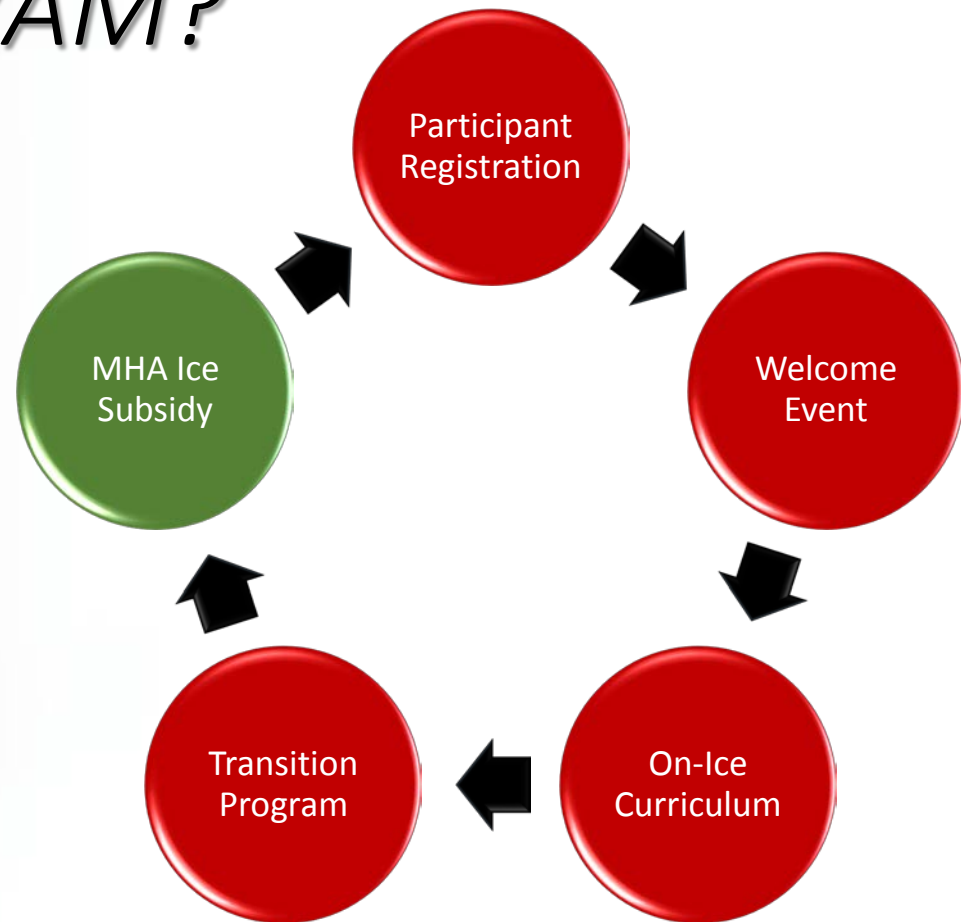
WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- Goal to **bridge gap** between Canadian Tire First Shift & MHA registration



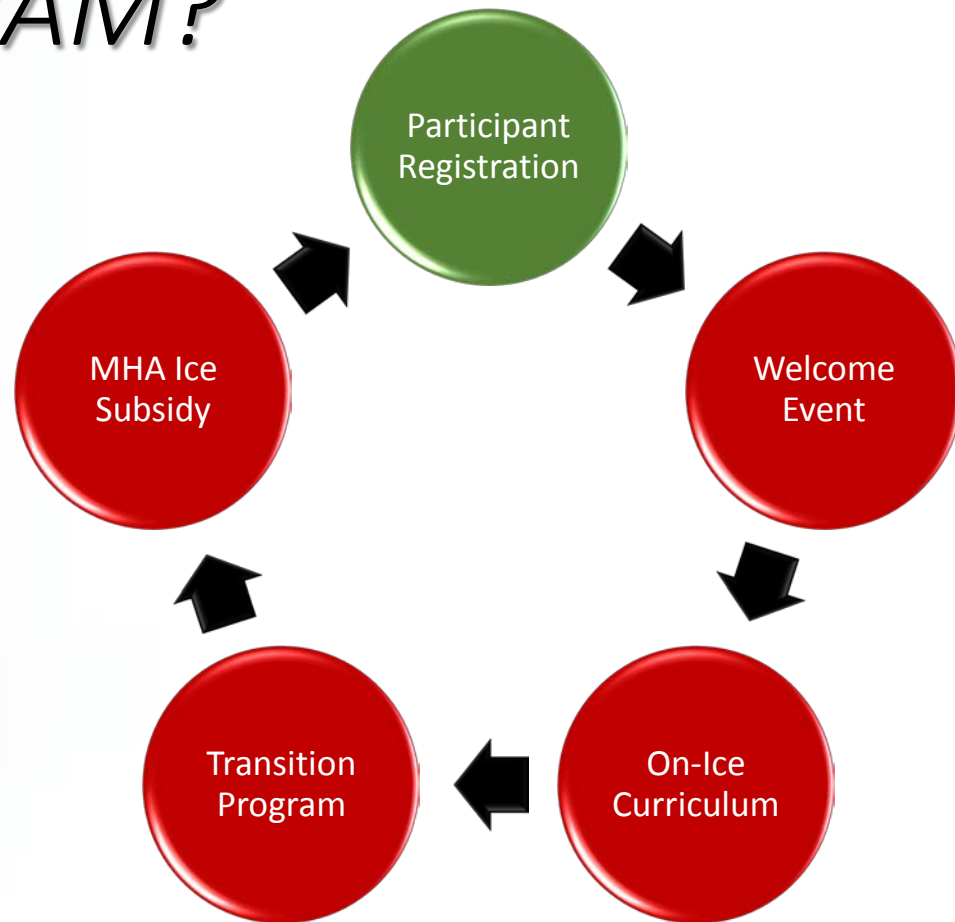
WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- Ice rental **subsidy** available up to \$800

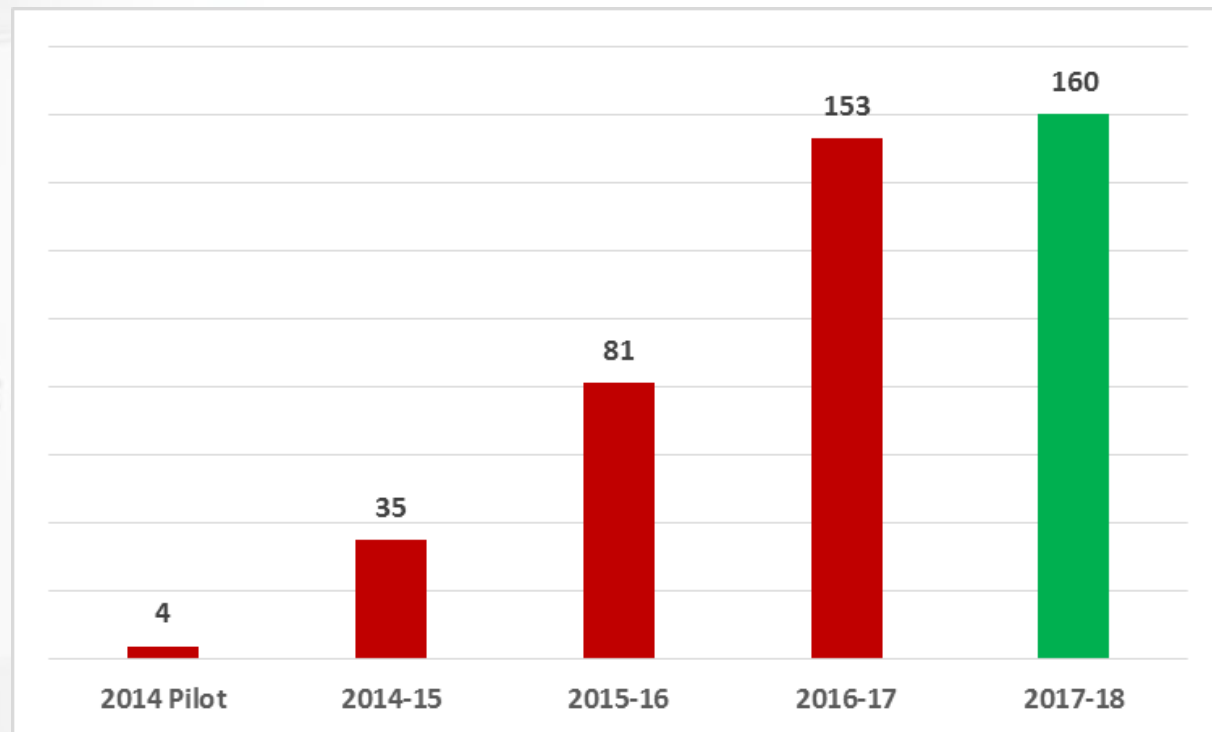


WHAT IS A CANADIAN TIRE FIRST SHIFT PROGRAM?

- Transition Program
- MHA registration

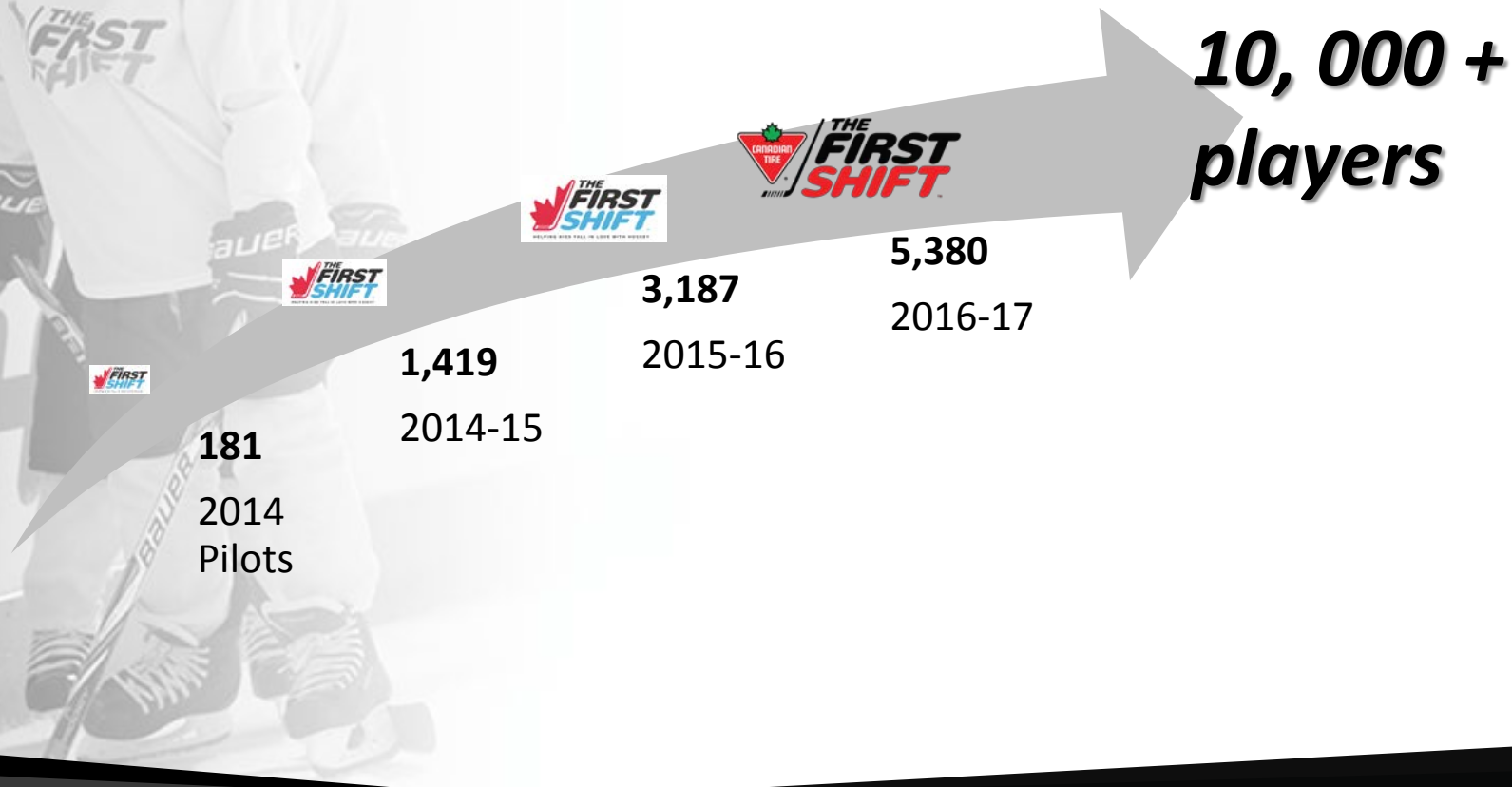


PROGRAM GROWTH



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NEW HOCKEY PLAYERS



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CT FIRST SHIFT IN THE OMHA

FALL – 23 programs

- Brampton Hockey Inc. (two sessions)
- Milton Minor Hockey Association
- Whitby Minor Hockey Association
- Frontenac Flyers Minor Hockey Association
- Guelph Minor Hockey Association
- Woolwich Minor Hockey Association
- Norfolk County Minor Hockey Association
- Oshawa NASC Hockey
- Quinte West Minor Hockey Association
- Ripley Minor Hockey
- Northumberland Minor Hockey Association
- Tavistock and District Minor Hockey Association
- Belle River District Minor Hockey Association
- Essex Minor Hockey Association
- Aurora Minor Hockey Association
- Newmarket Minor Hockey Association
- Bradford West Gwillimbury Minor Hockey Association
- Georgina Minor Hockey Association
- Belleville Minor Hockey Association
- Owen Sound Minor Hockey Group
- Southpoint Minor Hockey
- Port Colborne Minor Hockey

WINTER – 9 programs

- Shelburne Minor Hockey Association
- Belleville Minor Hockey Association
- Brampton Hockey Inc.
- Milton Minor Hockey Association
- Whitby Minor Hockey Association
- Frontenac Flyers Minor Hockey Association
- Guelph Minor Hockey Association
- Woolwich Minor Hockey Association
- Norfolk County Minor Hockey Association

INTERESTED IN HOSTING?

- Visit the www.firstshift.ca for more information



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Hockey Canada 2017-18

SKILLS DEVELOPMENT CAMPS

21st Season

PARTNERS:



What is a Skills Development Camp?

- A one day on and off-ice program for all registered Novice, Atom and Peewee aged boy and girl hockey players
- Two on-ice sessions focusing on individual tactics such as passing, shooting, skating, puck control and most importantly, having FUN!
- Two off-ice sessions developing character attributes and a healthy lifestyle including warm up and cool down procedures
- Each participating player will receive a Hockey Canada Skills Development Camp jersey and local volunteer coaches receive a Hockey Canada tracksuit

Objectives

- Develop and enhance the fundamental skills of skating, passing, stick handling and shooting
- Create an opportunity for players to meet new teammates and develop lasting friendships
- Promote the FUN of the game
- Teach the concepts of fair play, fitness, safety, teamwork and the importance of a positive attitude
- Provide a memorable experience for all who attend

Hosting a Skills Development Camp

- Coordinate with the Ontario Regional Centre
- Provide potential dates
- Secure facility & meeting space
- Commit to a minimum of 55 players
- Cost of \$75/player
- Arrange nine (9) volunteer coaches

Why Host a Camp?

- Directly connects your membership with Hockey Canada
- Inspires and motivates players to reach their potential
- Provides a different coaching voice and perspective for your players
- Highlights new drills and tactics that your coaches and players can benefit from
- Focus is on developing individual skills that benefit all players regardless of ability
- Reinforces the positives that hockey can teach both on and off the ice



HOCKEY CANADA

SUMMER CAMP

SEGUIN, ONT.



What is the Summer Camp?

- A weeklong multi-sport camp to develop physical literacy and create athletes for life
- On-ice instruction provided by Hockey Canada
- Off-ice instruction provided by other National/Provincial Sport Organizations



Objectives

- Provide a positive and memorable hockey experience that will last a lifetime
- Introduce multiple sports through expert instruction
- Maximize usage of ice by station work
- Teach new skills and reinforce through small area games
- Open doors and foster the potential to additional sport participation
- Create healthy, active and engaged people who will become great community members

MHA Champion



Tim McWhirter
Development Coordinator
Parry Sound Hockey Club

Interested in hosting a Summer Camp?

- Hockey Canada ORC is looking to expand by two new locations by Summer 2019
- Is there a need for Summer programming within your community?
- Does your association have a facility that could accommodate?
 - Gymnasium?
 - Soccer fields?
 - Baseball diamonds?
 - Basketball courts?

Best Practices

- What have you found to be a successful recruitment, retention and/or development initiative?



Things to ask your own MHA

- What has your association done to adapt to the changing demographics?
- Is your association being proactive in the way you attract new players?
- Is your association visible at community events?
- Do you have a partnership with your community hockey/skating programs?
- Can your association look to partner with a 'summer' sport and create joint registration?
- Are you offering the sport in the right way?
- Poll the parents. Do they believe your association's focus is winning or on development?
- How are you actively growing the game?
- How can you provide a better minor hockey experience?
- What are 3 things your association could do better?
- What is the biggest complaint your association receives? Why?
- Are you providing the best possible minor hockey experience?
- What programs or incentives are you offering Midget players to become the next generation of coaches, referees, and administrators?
- Are parents your biggest headache or greatest asset?
 - How can you make them your greatest asset?

Contact Us!



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