



Promoting Female Hockey - Best Practices

Brought to you by BC Hockey Female Hockey Development Committee

Theme: Promotion and recruitment to grow the female game.

Focus:

- Female PLAYERS
- Female COACHES
- Female OFFICIALS

1) Promote and recruit PLAYERS

- Esso Fun Days, Female Jamborees and intro nights
- Heavily promote female Registration and advertise everywhere; contact your district Female Development Committee member for promotional material if needed.
- Work with Media to promote female athletes
 - Articles and upcoming events
- Have current female players mentor younger players
 - Bantam or Midget aged players paired with initiation or novice
- Sports academies in schools are great to develop all round athletes and opportunities to work on skills
- Private sector sponsorship for new female players
- Have a website promoting the Female game
- Registration costs - Family discounts, split season cost option and early bird discounts

2) Promote and recruit female COACHES

- Coach Clinics
 - Educate female coaches and previous female players about when they are occurring
 - Promoting available levels– Dev 1, 2 and HP 1, “We are coaches”
 - Hold female coach clinics
- Get Midget and Senior Females involved
- See female coaches expenses to coach. This can be a huge asset to young players returning to the game.
- Giving volunteer hours for involvement (high school graduation component)

3) Promote and recruit female OFFICIALS

- Volunteer hours
- Female officiating clinics
 - Creates good learning environment for females



- Female officiating camps
 - Such as the one held in conjunction with the Kamloops Female Tournament in November.
- Associations reimbursing for certification (especially initial involvement)
 - Pending clinic completion
- Encouraging Shadow referee programs
- It is important to have females assign properly for level of game, experience to give them confidence.
- Create a Female officiating 'Teams' mentality
 - Apparel, meetings, social
- Female officiating "Coach"
 - Point person/organizer
 - Utilize schedulers