

**2007 Minor Hockey Summit**  
**“A Membership Communication Strategy”**  
**“A Branch Development Strategy”**



**BC HOCKEY AGM SUMMIT RESULTS**



**BC Hockey  
AGM Summit  
Workshop Results**

**A) Growth – Cooperate with the School system to introduce hockey to all students in BC.**

This option allows respondents to discuss the importance of an all-encompassing approach to ensure all BC school students are taught baseline skills of the game as well as an appreciation of the sport of ice hockey.

The following results were generated in group workshops following an introductory presentation on School programming as a growth strategy. Some ideas have been paraphrased / rephrased. In the report below, groups are randomly assigned a number (this number is randomly assigned and is not standard to all workshop results or the group number that was assigned during the actual workshop).

The final, resulting recommendations were constructed by amalgamating similar responses.

**Group 1**

- 1) Introduce the hockey program to one grade level (Grade 3) with minimal cost.
- 2) Combine the “global” resources of your community including; BC Hockey, Minor Hockey, Recreation Centres, Service groups, teachers.
- 3) Other: add to schools that currently use ice time for skating, pinpoint certain teachers, focus on a grassroots initiative, cut down ice time as an hour is too much for beginners, research provincial sponsorships, rotate gear amongst schools.

**Group 2**

- 1) BC Hockey to produce a prepared program with resource people in the District. Customise for different situations.
- 2) Integrate on and off ice curriculum that is age appropriate. Integrate with other school subjects.
- 3) Access outside resources for instructors, equipment

**Group 3**

- 1) Use roller / ball hockey as the introduction
- 2) Ice is an issue even during the day.
- 3) Focus on elementary school for our growth
- 4) Be prepared for BC Hockey involvement in High School hockey. Model exists in Surrey.

**Group 4**

- 1) Create partnerships with BC Hockey (insurance?), Schools and Community Rec. Dept. to keep affordable.
- 2) Make it a part of the PE curriculum with off-ice training / fitness
- 3) Promote after- school intermural programs.

**Group 5**

- 1) Establish contacts within the schools
- 2) Present a learn to skate component
- 3) Integrate off-ice puck development through floor hockey

**Group 6**

- 1) Introduction accessible to everyone at no / minimal cost
- 2) Teachers oversee program with hockey personal leading
- 3) Partnership with community for day time ice at reduced cost.

**Group 7**

- 1) Part of PE curriculum but administered outside the school system
- 2) Use upper level students to help facilitate – possibly for school credits
- 3) Minimize cost of transportation / equipment

**Group 8**

- 1) Must be fun for everyone.
- 2) Presentation to schools from BC Hockey (benefits, educational, parents, cost, support, instructor guides)
- 3) BC Hockey must play an active role.

**Group 9**

- 1) Sell it to schools by having a complete package
- 2) Minor Hockey could supply used equipment, jerseys, sticks, pucks.
- 3) Cost is an issue. BC Hockey to aggressively seek grants, PAC funding, lottery funding.

**Group 10**

- 1) Create a more positive image for the game
- 2) Support the Hockey in Education initiative
- 3) Collect / Build resource base (ex. equipment) to provide to school programming to make them work.

**Group 11**

- 1) Put together a committee to do an evaluation in your community of; volunteers, insurance, transportation.
- 2) Identify the first step for kids in your community. Get them to hockey through ball, floor hockey.
- 3) Keep it simple – remember we are targeting the kids who have never played before. Start with K-5 development. Get them on the ice.

**Group 12**

- 1) Curriculum must be packaged and approved at the provincial level first.
- 2) Establish solid representatives in each District
- 3) Recommend a 4 week program starting at kindergarten

**Group 13**

- 1) Facility access needs to be increased. This needs to be mandated from the top – government, Hockey Canada
- 2) Conduct pilot programs when / where ice is available
- 3) Need “real” hockey people to run the school program to emanate the passion for the game.

**Group 14**

- 1) Awareness program is required. Included are; materials for parents, MHA info, BC Hockey rep, use upper levels for sportsmanship and motivational messages
- 2) To offset costs buy-in from stakeholders is required; education system, businesses (ex. sport stores), government, MHA, parents
- 3) Program must be geared to objectives of Ministry of Education, structured, accessible, fun. Parents motivated by their kids. Consider BCTV as a promotional vehicle.

**Group 15**

- 1) Involve experienced players in coop with teacher sponsor. Portfolio students
- 2) Cost of ice and equipment in relation to school fees must be overcome
- 3) Off ice programming with a volunteer coach is realistic

**Group 16**

- 1) Grade 1-2 learn to skate, basic skills of hockey and cooperative / adaptive games most appropriate
- 2) Choose one grade and develop the program
- 3) Work with MHA on equipment donation and cleaning.

**Group 17**

- 1) Selling the idea is the most critical
- 2) Education of parents and school administrators to get buy-in
- 3) Finding people to teach on-ice will be critical

**Group 18**

- 1) Key on initiation and novice ages (5-9)
- 2) Obtain commitment from school, community, hockey community
- 3) Obtain financial support so everyone can be involved.

**Group 19**

- 1) Contact must begin with every school – BC Hockey to supply MHA and schools with program information.
- 2) MHA's establish a lead contact
- 3) BC Hockey to supply MHA's with strategic plan, flow chart and school contacts

**Group 20**

- 1) BC Hockey to supply a teaching package that MHA's can take to the schools
- 2) Establish a list of key teachers / administrators for the sport of hockey
- 3) Promote school to school intermural games
- 4) Stress participation by challenging each school to get the most students involved.

**Group 21**

- 1) Key on younger grades (K-9)
- 2) Give educational credits for helping with program
- 3) Have parents lobby school boards

**Group 22**

- 1) Identify teaching resources available
- 2) Implement in elementary school with minimal equipment required
- 3) Choose one school close to an ice facility for a pilot. If successful word of mouth will bring others in.

### **Group 23**

- 1) High school students receive volunteer credits for working the program
- 2) Develop information to parents regarding equipment, what hockey is about, hockey for all ages
- 3) Affiliate with a junior team that could conduct the program

### **Group 24**

- 1) BC Hockey to produce information package with statistics and action plan
- 2) BC Hockey could produce a “bulk-buy” equipment package for the schools

### **Group 25**

- 1) BC Hockey to identify a Branch spokesperson
- 2) Joint use agreements should be encouraged (BC Hockey template?)
- 3) Information packages must be available for volunteers
- 4) Must start in elementary schools

### **Group 26**

- 1) Must have information and promo resources to get parents and teachers to buy-in / better understanding of program benefits
- 2) Fully developed practical and theory curriculum must be developed
- 3) Must emphasise development at K-3.

### **Group 27**

- 1) Most associations don't have excess to ice so more kids means the need for more facility access.
- 2) Kids enrolled in hockey skills academies could be used as assistants to develop leadership / mentorship
- 3) Must start at the lower age groups

### **Issues – Barriers, perceptions, other comments**

- Hockey is an expensive sport which is a barrier to some kids
- Increase in participation will come by alleviating cost or perception of cost
- Hockey needs another level for participation where players learn and have fun
- Promote public skating / pond hockey events for alternative entry point
- Need to repair the negative perceptions in the media. Highlight the positives health, fun, less-competitive opportunities.
- Create the program as a province then push to community level
- Everyone will accept it better if it is a solid program
- Let school system determine what equipment is needed, what is required for volunteers
- Examine whether school credits are possible with mandatory activity programming coming
- *Hockey in the schools will probably be more affordable for most kids*
- Hockey in the schools could supplement MHA programming for existing players
- School hockey teams may result and should be under BC Hockey
- School program will better use facilities in day time.
- Challenge is to find someone in the schools to take on the project.
- Necessary equipment is available (bike helmets for example) so ice and transport costs are the issues.

- Off –ice components help develop hockey knowledge
- Real point of the program is exposure of the sport
- Engaging teachers in the program – since many won't be capable of instructing a coop with minor hockey is needed.
- Don't forget use of outdoor rinks in the North.
- Negotiate day time ice with facilities.
- Middle school programming should include team play introduction.
- MHA's need to examine if they can accept more players
- Integrate into existing school programs (a lot of schools go skating)
- Hockey playing students bring / supply equipment for a buddy.
- Equipment can be donated through events like swaps.
- Establish teacher training for our sport
- Negotiate with arenas for long term joint use agreements.
- Later entry into hockey would be possible with this program

## **Recommendations**

- 1) BC Hockey concentrate their schools initiative with a narrower focus (lower grades, selected schools) since the scope of the entire school system is too large.**
- 2) Minor Associations must research, evaluate and combine local resources**
- 3) List key resource people available and interested especially within school system**
- 4) Equipment available, share options, donations**
- 5) Businesses that may support school programming**
- 6) BC Hockey and Minor Hockey Associations must pursue financial options available to support programming (grants, sponsorship).**
- 7) BC Hockey and Minor Associations must form partnerships with other existing programming like school skate programs, ball hockey, in-line hockey to enhance school programming.**
- 8) BC Hockey to become involved in BC School Sports – High School hockey**
- 9) BC Hockey and Minor Hockey Associations must lobby for increased facility time including additional facilities.**
- 10) BC Hockey to create and promote standard templates for community “joint use” agreements.**
- 11) BC Hockey and Minor Hockey Associations must develop guidelines and promote the use of students / experienced players as instructional staff**
- 12) School credits for program work**
- 13) BC Hockey must produce a solid Strategic direction for minor associations to endorse locally**
- 14) Minor Associations are to select a program lead**
- 15) BC Hockey pursue Ministry approval of the curriculum**
- 16) BC Hockey establish a process for teacher training**
- 17) BC Hockey must produce a promotional awareness campaign with appropriate materials geared towards school administrators, teachers and parents.**

**BC Hockey  
AGM Summit  
Workshop Results**

**A) Governance – Develop Alternative Funding Streams to Reduce Member Fee Dependence**

This option allowed discussion on the importance of governing bodies to seek ways to lessen dependence on membership fees to govern and program for the organization.

The following results were generated in group workshops following an introductory presentation on marketing as a strategy towards “Developing Alternative Funding Streams”. Delegates were asked to rank ideas / recommendations by importance. Some ideas have been paraphrased / rephrased. In the report below, groups are randomly assigned a number (this number will reflect the same group in the report on other topics).

The final, resulting recommendations were constructed by amalgamating similar responses.

**Group 1**

- 1) BC Hockey to maximize all options in Grants and Lotteries.
- 2) Small business is already maximized at local level – large provincial (or national) scope options require pursuit by BC Hockey.
- 3) Team fundraising based on individual needs must still be kept an option.

**Group 2**

- 1) BC Hockey to develop a sponsorship manual with protocol and accountability guidelines
- 2) Training must take place within the local association on ways individual teams fund raise. Make sure teams keep records, are accountable to team and association.
- 3) Associations must be responsible for players that cannot afford to play. 10% of all funds raised should be set aside for players in need (registration fees and equipment).

**Group 3**

- 1) Players active in community volunteering - giving back to the community while representing their sponsors.
- 2) Facilitate fundraising through community recreation director

**Group 4**

- 1) Sell membership lists to corporate community
- 2) Sponsor boards front and centre at all events
- 3) Branch level sponsorship should benefit all membership

**Group 5**

- 1) Both short term and long term sponsorship requires the right / knowledgeable people to conduct this end of the operation.
- 2) Selling web space



**Group 6**

- 1) Provincial grants must be pursued to maximum
- 2) Relationships with professional players needs to be examined
- 3) Long term relationships with major companies

**Group 7**

- 1) BC Hockey to pursue Provincial sponsorships
- 2) Explore opportunities via web based technologies
- 3) Alliance with organizations promoting health benefits for the purpose of increasing grant opportunities.

**Group 8**

- 1) Government regulations need to be addressed regarding grants and lotteries (gaming).
- 2) BC Hockey to pursue sponsorships to reduce registration fees OR help reduce red tape for members.

**Group 9**

- 1) Increase provincial funds therefore lessening the energy that must be spent on this aspect at local level.

**Group 10**

- 1) Increase the value to current or perspective sponsors; advertisements, thank you's, media articles, banners in arenas, sponsor actively involved ex. "puck-drop", picture / plaque, name to perpetual trophy – sponsor presents annually.
- 2) Executive must take charge – consolidated plan as to who initiates / canvasses
- 3) Current Sponsorship must be maintained by awareness, open communication.

**Group 11**

- 1) Develop guidelines for sponsorship and fundraising (BC Hockey / Association / team)
- 2) Develop a media package
- 3) Establish links to association / sponsor web sites.
- 4) Other – build partnerships with neighbouring associations for larger companies, find fresh ways for small business involvement, research other associations, have a plan to serve sponsors well.

**Group 12**

- 1) Take advantage of web sites – link to sponsors
- 2) Provide data for sponsors to see visibility
- 3) Develop written sponsorship agreements with agreed guidelines
- 4) Other – charity games, showcase nights, appreciation nights

**Group 13**

- 1) BC Hockey pursue fundraising for Provincial events (Championships)
- 2) BC Hockey to develop a standard format for obtaining sponsors (booklet for all members)
- 3) Look at sponsorship from a global perspective / market - BC Hockey actively involved rather than local association.

**Group 14**

- 1) BC Hockey to pursue big corporations with results to cover Branch costs but leave local fundraising to local associations.
- 2) Align with national / established initiatives like "Tim Bit" program with results going direct to this initiative.

**Group 15**

- 1) Key on the development of value to sponsors (like web site exposure etc.)
- 2) Develop dedicated sponsorship personnel
- 3) Other: large item raffles, discounts on products, develop fundraising policy

**Group 16**

- 1) Set specific goals and uses of funds (ie. clinic sponsored by ...)
- 2) Develop a “turn key” operation so that limited meeting time is required and sponsors know what they will receive.
- 3) Sponsors may pay for employee time involved in the association.
- 4) Other: concentrate on image in the community, key people to promote the sponsor, name branding is good for local media, Executive position that concentrates on sponsorship only, be organized, be excited!!, sponsor boards need to be bold and up to date.

**Group 17**

- 1) Develop College partnerships (marketing students)
- 2) Seek Province – wide corporate sponsors
- 3) Give back to your community – minor associations involved in local charities
- 4) Develop a resource template for MHA’s

**Group 18**

- 1) Establish a single point of contact for association / program
- 2) Start an alumni program – use network for fundraising
- 3) Establish advertising properties

**Group 19**

- 1) Establish single purpose – example: sponsorship / partnership for more ice
- 2) Establish different funding level packages (platinum, gold, silver)
- 3) Provide opportunities for those who are not currently playing – equipment / ice.
- 4) Establish business decision priorities rather than donations

**Group 20**

- 1) Recognition of sponsors through special events like volunteer night
- 2) Dedicated contact person
- 3) Work in coop with Junior or NHL teams

**Group 21**

- 1) Dedicated sponsorship person with long-term commitment (3 to 5 years)
- 2) Develop demographics for potential sponsors ( # members, \$ spend on?)
- 3) Get Association rather than Team buy-in

**Comments on Current state of the topic**

- 1) Each association does their own thing and then each tournament also does their own thing based on parent base and personal connections.
- 2) Local business already supports to a high level
- 3) Some Associations do have sponsorship committees
- 4) Sponsors do get a standard package of jersey recognition, photos, local media attention.
- 5) Without funding our registration fees will increase
- 6) Sign Board advertizing is maximized
- 7) Some associations have an Executive position for sponsorship others have all teams operating independent. Teams must pursue individually for year-end tournaments / championships.

**Comments on ideal state of the topic**

- 1) Associations are accountable for teams, have a coordinator who meets with and holds team managers accountable.
- 2) Players need to recognize that they represent the sponsor.
- 3) In ideal world sponsorship and paternship will increase

## **Recommendations**

- 1) BC Hockey is to actively pursue fundraising initiatives from a Branch perspective.**
- 2) BC Hockey must maximize grant opportunities and lobby for BC Hockey grant levels to increase**
- 3) BC Hockey actively pursue the development of marketing resources and training for members including;**
  - sponsorship principles, policies and guidelines**
  - agreement / contract templates**
  - sponsorship ideas**
  - sponsor recognition**
- 4) BC Hockey assist in developing Branch / local program demographics for marketing use;**
  - membership numbers**
  - hockey consumer data**
  - event analysis**
  - economic impact**
- 5) BC Hockey and Minor Hockey Associations develop a dedicated person (single point person) for the purpose of marketing / fundraising.**
- 6) BC Hockey and Minor Hockey Associations actively form partnerships for the purpose of marketing**
  - Alumni programs**
  - Professional teams, players**
  - Hockey partners – NHL teams, junior teams**
  - College students / marketing programs**
  - Business community (Chamber of Commerce)**
  - Health organizations**
- 7) BC Hockey is to develop web space and links to recognize and expose sponsors.**
- 8) BC Hockey and Minor Hockey Associations develop relationships to sustain and improve the image of hockey in the community by involvement in community based charities.**
- 9) BC Hockey to develop and encourage Minor Hockey Associations to develop a priority for funding initiatives (ex. players who cannot afford to play) and a list of properties that are marketable.**

## **BC Hockey AGM Summit Workshop Results**

### **Game – Adjust Competitive Opportunities**

This topic allowed discussion on the importance of adjusting leagues and teams to ensure meaningful competition. Strategies included comment on where players are allowed to play, how teams and leagues are formed, how leagues could become more competitive.

The following results were generated in group workshops following an introductory presentation on redesigning competitive categories as a strategy towards “Adjust Competitive Opportunities”. Delegates were asked to rank ideas / recommendations by importance. Some ideas have been paraphrased / rephrased. In the report below, groups are randomly assigned a number (this number will reflect the same group in the report on other topics).

The final, resulting recommendations were constructed by amalgamating similar responses.

#### **Group 1**

- 1) Associations over 400 have two AAA teams
- 2) Adjusted categories could assist
- 3) Tiering and open boundaries are not preferred options

#### **Group 2**

- 1) Readjusted categories will work but need to address teams ability to “challenge up” or to be relegated. Possibility of associations over 500 have two AAA teams.
- 2) Open boundaries are not feasible due to demographics, recruiting concerns
- 3) “Status quo” works but may consider actual registration numbers rather than 3 year average
- 4) Current system needs tinkering not a complete overhaul.

#### **Group 3**

- 1) Tier within confirmed boundaries to limit travel and missed school
- 2) Open system is dangerous because academies (recruiting in general) could create powerhouse.
- 3) Consider population in communities rather than association size.

#### **Group 4**

- 1) Tiering promotes fairness in competition and better development
- 2) Open boundaries is not preferred because of abuses.

#### **Group 5**

- 1) The ideal state would be skill based system not a size based system. Tiering allows this.
- 2) It is probably not fair that second teams in a AAA association become B but with proper tiering it does help small associations by lessening travel.

**Group 6**

- 1) Tiering with boundaries / catchments.
- 2) Tiering within the association (balanced teams) is important as well

**Group 7**

- 1) Adjusted categories is the best option (really only 12 or so real AAA teams in the Branch).
- 2) Tiering works in the District but is difficult in playoffs. Works for urban better than rural.
- 3) Open boundaries is not a desired option

**Group 8**

- 1) Maintain status quo system based on numbers
- 2) Adjust / tweak numbers to present system adding more teams at highest level
- 3) Open boundaries is not a desired option

**Group 9**

- 1) Use numbers with tiering to facilitate small associations
- 2) Open boundaries is not a desired option

**Group 10**

- 1) Tiering is a good idea providing equality but must be prepared that it is difficult and may add to travel
- 2) Status quo – same teams go to championships
- 3) Open boundaries is not a desired option

**Group 11**

- 1) Tweak numbers by Division not by total carded
- 2) Need to have some sort of number based system
- 3) Tiering brings too much flux
- 4) Do not agree with the numbers as presented in the draft.

**Group 12**

- 1) Best to rank by competitiveness not numbers
- 2) Rank by numbers in a division not the association
- 3) System of first team AAA, second team AA is a good idea

**Group 13**

- 1) Status quo modified – example if the association numbers were 700 and AAA was set at 300 then the association must have two AAA teams
- 2) Status quo
- 3) Tiering – human bias factor is an issue
- 4) Open - not a desired option

**Group 14**

- 1) Status quo with adjustments
- 2) Status quo

**Group 15**

- 1) New proposal as presented
- 2) Status Quo
- 3) Open boundaries is not a desired option

**Group 16**

- 1) Revised option as presented with no change in numbers
- 2) Status Quo
- 3) Tiering and Open boundaries are not desired options

### **Group 17**

- 1) Adjusted classifications as presented with provisos: 1) Academies and Winter Clubs comprise a new category AAAA , 2) better province-wide B teams play at the highest level

### **Group 18**

- 1) Adjusted classifications as presented – consider numbers on division level not association.
- 2) Open boundaries – less administrative work
- 3) Tiering

### **Group 19**

- 1) Adjusted classifications as presented

### **Group 20**

- 1) Adjusted classifications as presented but numbers should be by division. Also numbers may dictate two AAA teams
- 2) Tiering – creates a good competitive placement

### **Group 21**

- 1) Adjusted classifications as presented
- 2) Open boundary – allow movement for smaller associations
- 3) Tiering – impossible to be consistent province-wide

### **Group 22**

- 1) Adjusted classifications as presented with provisos; 1) Winter Clubs and Academies in their own category 2) name categories A-1 A-2 etc. thus eliminating B

### **Group 23**

- 1) Adjusted classifications as presented. Eliminate B category – use AAAA, AAA, AA, A
- 2) Tiering – works well in metro areas but creates travel issues in rural
- 3) Open Boundaries – not an option

### **Group 24**

- 1) Adjusting classifications as presented is the best idea
- 2) Status quo will suffice
- 3) Open boundaries is not a desired option

### **• Other comments**

- Consider travel grants for rural communities
- Carding by division is better (ex. lots of midgets – 2 AAA teams, few bantams 1 AA team). Geography creates a challenge for equity
- Very small associations will benefit from B
- Branch High Performance programs allow participation at a high level if a small association has good player.
- League and tournament stats could be used to evaluate for playoff status
- Player safety, enjoyment should be kept in the forefront of decision making not the banner.
- What works for larger centers doesn't work for smaller centers
- Create another level for more teams
- Long-term vision may be to amalgamate associations
- Open boundaries could deplete associations but may give the opportunity to play in better programs

## RECOMMENDATIONS

- 1) **BC Hockey is to continue the development of the adjusted classifications as presented by the Competitive Review Committee.**

**The following ideas are to be considered by the Competitive Review Committee;**

- **Associations with high numbers may be required to have two AAA teams.**
- **Determining numbers should reflect numbers in each age division rather than the entire association**
- **Academies and Winter Clubs should form separate categories**
- **Categories should be renamed to eliminate “B” terminology. Suggestions include A1, A2 etc. OR AAAA, AAA, AA, A.**

- 2) **Status quo is an option with an adjustment of numbers.**
- 3) **Strategies of “Tiering” and “Open boundaries” are not options at this time.**



## Concluding Remarks



**Barry Petrachenko**  
**BC Hockey Executive Director**

The 2007 Minor Hockey Summit in Whistler was a huge success, providing the groundwork for setting the future goals and strategic direction for our organization in the coming years. It was great to witness the various groups within our membership working together and “talking hockey.”

As this summary documents shows, the discussions at the Summit indicate a desire for growth from within the organization, with a willingness to adjust the manner in which we view our game as we explore new possibilities. Growth is also desired in the form of partnering with other organizations or community programs in order to grow not just our member minor hockey associations but the sport of hockey in general in our communities.

Our challenge will be immense as we move forward, forcing us to break out of some of our moulds in order to develop programs that are outside of the traditional delivery methods we have employed in the past. The spirit of cooperation that will be necessary to achieve this appears to be at an all time high, as the discussions during the summit pointed to a desire for BC Hockey to provide guidance to our minor hockey associations in areas such as the development of strategic direction. For example, as a provincial organization we have been challenged to take the lead in pursuing government and corporate partnerships. As we do benefits will result when we gain the ability to pass on valuable administrative direction to the hockey community in the areas sponsorship and fundraising.

The ideals discussed at the Summit are very encouraging, and perhaps best of all they were not limited to administrative items. We need look no further than the desire we saw in the group to tackle large issues such as our process for the categorization of teams, where the solution we develop will directly effect the competition that takes places on the ice.

If we achieve the goals set out for us by the Summit, the game will be better for it. It is, after all, hockey within British Columbia that brings us together and keeps us striving constantly to improve. It is only fitting that the Summit discussions have provided us the opportunity to come together and to focus our sights on tangible, achievable goals for the game.