



Minor Hockey Summit Recommendations

Based on strategic focus developed from a public online questionnaire, delegates discussed developmental possibilities in the areas of growing the game, governance of the game, and the game itself. The following results are a compilation of reoccurring recommendations from Summit discussion groups.

Governance

Develop Alternative Funding Streams to Reduce Member Fee Dependence

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

The following recommendations generated by the AGM delegates focus on marketing strategies that would lead to the goal of reducing membership fee dependency.

Recommendations

- 1) **BC Hockey must 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 must 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 shall assist in developing program demographics for marketing use;**
 - **membership numbers**
 - **hockey consumer data**
 - **event analysis**
- 5) **BC Hockey / Associations must develop a dedicated person (single point person) for the purpose of marketing / fundraising.**
- 6) **BC Hockey / Associations must actively form partnerships for the purpose of marketing.**
Examples include:
 - **Alumni programs**
 - **Professional teams, players**
 - **Hockey partners – NHL teams, junior teams**
 - **College students studying marketing programs**
 - **Business community (Chambers of Commerce)**
 - **Health organizations**
- 7) **BC Hockey must develop web space and links to recognize and expose sponsors.**
- 8) **BC Hockey and Associations must develop relationships to sustain and improve the image of hockey in the community by involvement in community based charities.**
- 9) **BC Hockey must develop and encourage Associations to develop a priority for funding initiatives (ex. players who cannot afford to play) and a list of properties that are marketable.**



Growth

Cooperate with the School system to introduce hockey to all students in BC

This initiative centered discussion on the importance of an all-encompassing approach to ensure all BC and Yukon school students are taught baseline skills of the game as well as an appreciation of the sport of ice hockey. In this way all BC / Yukon children would have a foundation to become involved in Canada's National game as players, support personnel, fans and eventually parents.

Recommendations

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



The Game Adjust Competitive Strategies

This topic examined the importance of adjusting leagues and teams to ensure meaningful competition. Strategies examined include items like where players are allowed to play, how teams and leagues are formed, how leagues could become more competitive.

Recommendations

1) BC Hockey, through the Competitive Parity Committee, is to continue the development of the adjusted Association classifications as presented.

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

- **Associations with high numbers may be required to have two AAA teams.**
- **Determining numbers should reflect numbers in each 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 in the registration numbers used for classification.

3) Tiering and Open boundaries are not options at this time.