

2012 ANNUAL REPORT





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## WHO IS HOCKEY CANADA?

Hockey Canada is the national governing body for grassroots hockey in this country. The organization works in conjunction with the 13 provincial branches, the Canadian Hockey League and Canadian Interuniversity Sport in growing the game at all levels.

Hockey Canada oversees the management of programs in Canada from entry-level to high performance teams and competitions, including world championships and the Olympic Winter Games. Hockey Canada is also Canada's voice within the International Ice Hockey Federation.

Hockey Canada has offices in Calgary and Ottawa and operates regional centres in Ontario and Quebec.

#### LEAD, DEVELOP AND PROMOTE POSITIVE HOCKEY EXPERIENCES

Hockey is Canada and Canada is hockey.

Whoever said those words took the pulse of a nation that has had a long and storied love affair with hockey.

Let's face it – hockey is a touchstone of Canadian life. It is Canada's national theatre and it is the chatter of the country. Hockey is more than a sport for Canadians, it is a part of the country's heart and soul.

Hockey Canada is the national guardian of this great game and Hockey Canada had a record-setting year at all levels of the game, on and off the ice.

So take a minute and read why Hockey Canada is the front-runner on so many fronts and why other sports pale in comparison when it comes to tireless volunteers and leadership.





IIHF/HH0F Images on Ice/ Dave Sandford

## BOARD OF DIRECTORS

The members of Hockey Canada's board of directors come from all walks of life and from all corners of this country, yet they all have one thing in common – they are custodians of the game who want nothing more than for this game to prosper in the land of Olympic and world champions.

These men and women are elected by their respective branches and help develop a comprehensive plan to grow the game on a local and national level. The board of directors elects officers, who are tasked with fulfilling the responsibilities of the board between meetings. The board is composed of volunteers who graciously devote their time and energy to the betterment of the game of hockey from coast to coast.

Row 1, L-R: Michael J. Bruni, QC (Chair), Ken Corbett (Past Chair), Terry Ledingham (Vice Chair-at-Large)

Row 2, L-R: (Minor Council Chair), Harry Blinkhorn (Minor Council, chair stand in), Brian Franklin (Hockey Manitoba), Dean Filane (Senior Council Chair), Gene Power (Hockey PEI), Barry Reynard (Hockey Development Council Chair)

Row 3, L-R: Tom Bitove (Hockey Canada Foundation Chair), Al Hubbs (Saskatchewan Hockey Association), Ron Thompson (Ottawa District Hockey Association), Judy Bain (Hockey Northwestern Ontario)

Row 4, L-R: Joe Drago (Vice Chair-at-Large), Tom Donovan (Hockey New Brunswick), Joanne Hughes (Female Council Chair), James Mays (Referee-in-Chief)

Row 5, L-R: Jim Hornell (Executive Vice Chair), Karen Phibbs (Junior Council Chair), Claude Allain (Vice Chair-at-Large)

Row 6, L-R: Randy Pulsifer (Hockey Nova Scotia), Shannon Bell (BC Hockey), Ed Pupich (Vice Chair-at-Large)

Row 7, L-R: Gary Vivian (Hockey North), Jack Lee (Hockey Newfoundland & Labrador), Bob Nicholson (President & CEO), Réal Langlais (Hockey Québec)

Row 8, L-R: Michael Brind'Amour (Vice Chair-at-Large), Rob Virgil (Hockey Alberta), Gord Sherven (Male Athlete Rep)



# MESSAGE FROM THE CHAIRMAN OF THE BOARD AND THE PRESIDENT

**ON BEHALF OF HOCKEY CANADA**, we would like to congratulate everyone on another tremendous year. The 2011-12 season was just another example of why Canada is considered a leader in the hockey world; from our development programming to domestic events and international competition, Hockey Canada continued to build on its tradition of success this season.

Perhaps no event better showcased Canada's love affair with hockey than the 2012 IIHF World Junior Championship. The World Juniors are Canada's holiday tradition, and the organizers of this year's tournament in Calgary and Edmonton, Alta., took the event to a new level, setting records for ticket sales and attendance and welcoming fans from across the country and around the world. In addition, millions of Canadians tuned into the TSN and RDS broadcasts, helping our messaging reach all corners of the country.

While the World Juniors were the centrepiece of our season, Canada also welcomed the sledge hockey world to the 2011 World Sledge Hockey Challenge in Calgary, Alta., which gave us an opportunity to show off our new home, the WinSport Canada Athletic & Ice Complex – a state-of-the-art facility that will benefit all of our athletes both on and off the ice. As well, six provinces welcomed the best the country has to offer for domestic events, from the National Women's Under-18 Championship to the RBC Cup, putting the future of the game on display for all Canadians to see.

None of these events, or any of the development programs Hockey Canada implements every season, including skill development camps, Esso Fun Days and We Are Coaches, would be possible without the continued support of our 13 branches. It is the branches that provide the necessary infrastructure to support these events, programs and initiatives all across the country.

Hockey Canada also wants to thank the hundreds of thousands of volunteers who tirelessly give their time every season to make sure Canada's game is the best it can be. Whether it is at the IIHF World Junior Championship or with a minor hockey association, volunteers are the lifeblood of our nation's game, and without them it is difficult to fathom where hockey would be in Canada.

Hockey Canada is extremely grateful for the support received from our sponsors, licensees and funding partners. They are dedicated to our game and have brought value to our events, making them premier sporting attractions in Canada. This support has allowed Hockey Canada to offer outstanding domestic championships and host very successful international events.

Hockey Canada strives to be the best sport organization possible. We will continue to drive our major projects, but will continue to plan for the future, as we all know how important the future of our game, and our organization, will be. We thank you for helping work towards reaching these goals and look forward to pushing even more boundaries and once again setting higher standards for the coming season.



Michael J. Bruni, QC Chair of the Hockey Canada Board of Directors



Bob Nicholson President and CEO

### YEAR IN REVIEW

12NT - IIHF 12 Nations Women's Tournament

4NT - Japan Four Nations Tournament (sledge)

4NC - 4 Nations Cup (women's)

MECO - Meco Cup (U22)

NSDT - National Sledge Development Team

NST - National Sledge Team

SC – Spengler Cup SHWC – IPC Sledge Hockey World Championship U18 (W) – National Women's Under-18 Team U18 (M) – National Men's Under-18 Team U22 – National Women's Under-22 Team WJC – IIHF World Junior Championship WSHC – World Sledge Hockey Challenge WU18 – IIHF Ice Hockey U18 World Championship WWC – IIHF Ice Hockey Women's World Championship WWU18 – IIHF Ice Hockey U18 Women's World Championship YOG – Winter Youth Olympic Games

#### MAY

Canada's National Men's Team finishes fifth at 2011 IIHF World Championship in Bratislava/Kosice, Slovakia ... Pembroke Lumber Kings win 2011 RBC Cup in Camrose, Alta. ... Calgary, Alta., hosts Hockey Canada's 92nd Annual General Meeting ... Don Hay named head coach of Canada's National Junior Team ... Steve Spott named head coach of Canada's National Men's Summer Under-18 Team

#### JUNE

Past coaches and captains of Canada's National Junior Team honoured at Hockey Canada Foundation gala in Ottawa, Ont., as part of 30th anniversary of Program of Excellence

#### **JULY**

Sixteen National Women's Program candidates attend IIHF High Performance Women's Camp in Bratislava, Slovakia ... Langley, B.C., named host of 2011 World Junior A Challenge ... Windsor, Ont., named host of 2012 World Under-17 Hockey Challenge

#### **AUGUST**

Dan Church named head coach of Canada's National Women's Team for 2011 IIHF 12 Nations Women's Tournament and 2011 4 Nations Cup ... Pierre Alain named head coach of Canada's National Women's Under-18 Team ... Laura Schuler named head coach of Canada's National Women's Under-22/Development Team ... Canada's National Men's Summer Under-18 Team wins gold medal at 2011 Memorial of Ivan Hlinka tournament in Czech Republic and Slovakia ... Canada's National Women's Under-18 Team wins two of three games in series vs. United States in Rockland, Ont. ... Hockey Canada and 13 branches commit to six priorities for 2011-12 season ... Canada's National Women's Team finishes third at 2011 IIHF 12 Nations Women's Tournament

| 8  | U18 (M) | SWE 5 Canada 1      | 21 | U18 (W) | Canada 6 USA 4  |
|----|---------|---------------------|----|---------|-----------------|
| 9  | U18 (M) | Canada 6 CZE 1      | 24 | 12NT    | Canada 16 SUI 0 |
| 10 | U18 (M) | Canada 6 SUI 0      | 25 | 12NT    | Canada 14 RUS 1 |
| 12 | U18 (M) | Canada 5 RUS 0 (SF) | 27 | 12NT    | Canada 11 SVK 0 |
| 13 | U18 (M) | Canada 4 SWE 1 (G)  | 28 | 12NT    | USA 4 Canada 0  |
| 18 | U18 (W) | USA 3 Canada 2      | 30 | 12NT    | Canada 3 FIN 2  |
| 19 | U18 (W) | Canada 3 USA 2      | 31 | 12NT    | SWE 6 Canada 4  |
|    |         |                     |    |         |                 |

#### **SEPTEMBER**

Canada's National Sledge Team announces roster for 2011-12 season

#### **OCTOBER**

Inaugural World Girls' Hockey Day held ... Calgary, Alta., named host of 2011 World Sledge Hockey Challenge ... Jim Hulton and Curtis Hunt named Team Canada co-coaches for 2012 Winter Youth Olympic Games ... Valerie Hughes named general manager of 2013 IIHF Ice Hockey Women's World Championship ... Marc Crawford named head coach of Canada's National Men's Team for 2011 Spengler Cup

#### **NOVEMBER**

Hockey Canada moves in to new office at Canada Olympic Park in Calgary, Alta. ... Ontario Red wins gold medal at 2011 National Women's Under-18 Championship in Saguenay, Que. ... 21 Canadian officials named to IIHF events for 2011-12 season ... Canada's National Women's Team wins silver medal at 2011 4 Nations Cup in Nyköping, Sweden ... Canada West wins gold medal at 2011 World Junior A Challenge in Langley, B.C.

| 0  | /NC  | Canada 5 FIN 0          | 27 | WCLC | Canada 8 JPN 0   |
|----|------|-------------------------|----|------|------------------|
| 7  | 4110 | Callada 3 FIN 0         | 21 | WSHC | Callada o Jriv o |
| 10 | 4NC  | Canada 3 USA 1          | 28 | WSHC | Canada 5 NOR 2   |
| 12 | 4NC  | Canada 3 SWE 1          | 30 | WSHC | Canada 3 USA 1   |
| 13 | 4NC  | USA 4 Canada 3 (SO) (G) |    |      |                  |

#### **DECEMBER**

Canada's National Sledge Team wins gold medal at 2011 World Sledge Hockey Challenge in Calgary, Alta. ... Canada's National Men's Team finishes fifth at 2011 Spengler Cup in Davos, Switzerland ... Shattuck-St. Mary's wins 2011 World Sport School Challenge

| 1  | WSHC | Canada 9 JPN 2 (SF) | 28 | WJC   | Canada 5 CZE 0           |
|----|------|---------------------|----|-------|--------------------------|
| 3  | WSHC | Canada 4 USA 1 (G)  | 29 | SC    | WGA 3 Canada 2 (SO) (QF) |
| 26 | SC   | Canada 7 VIT 1      | 29 | WJC   | Canada 10 DEN 2          |
| 26 | WJC  | Canada 8 FIN 1      | 31 | WWU18 | Canada 13 SUI 1          |
| 28 | SC   | HCD 8 Canada 1      | 31 | MJC   | Canada 3 USA 2           |



#### **JANUARY**

Russia wins gold medal at 2012 World Under-17 Hockey Challenge in Windsor, Ont. ... Canada's National Junior Team wins bronze medal at 2012 IIHF World Junior Championship in Calgary/Edmonton, Alta. ... 2012 IIHF World Junior Championship sets all-time tournament attendance record ... Canada's National Women's Under-18 Team wins gold medal at 2012 IIHF Ice Hockey U18 Women's World Championship in Prerov/Zlin, Czech Republic ... Canada's National Women's Under-22 Team wins bronze medal at 2011 Meco Cup in Füssen, Germany ... Canada wins bronze medal at 2012 Winter Youth Olympic Games in Innsbruck, Austria ... Canada's National Sledge Team wins gold medal at 2012 Japan Four Nations Tournament in Nagano, Japan

| 1 | WWU18 | Canada 6 GER 0      | 13 | YOG | RUS 4 Canada 3      |
|---|-------|---------------------|----|-----|---------------------|
| 3 | WWU18 | Canada 7 FIN 0      | 15 | YOG | Canada 5 USA 1      |
| 3 | MECO  | Canada 4 GER 1      | 17 | YOG | Canada 9 AUT 0      |
| 3 | MJC   | RUS 6 Canada 5 (SF) | 17 | 4NT | Canada 3 KOR 1      |
| 4 | MECO  | Canada 6 RUS 0      | 18 | YOG | Canada 3 FIN 2 (SO) |
| 4 | MJC   | Canada 4 FIN 0 (B)  | 18 | 4NT | Canada 6 JPN 2      |
| 6 | WWU18 | Canada 7 SWE 0 (SF) | 19 | 4NT | Canada 7 NOR 0      |
| 6 | MECO  | Canada 6 SUI 0      | 20 | YOG | FIN 2 Canada 1 (SF) |
| 7 | WWU18 | Canada 3 USA 0 (G)  | 21 | YOG | Canada 7 USA 5 (B)  |
| 7 | MECO  | SWE 3 Canada 2 (OT) | 21 | 4NT | Canada 6 KOR 0 (SF) |
| 8 | MECO  | FIN 3 Canada 2 (SO) | 22 | 4NT | Canada 5 NOR 1 (G)  |

#### **FEBRUARY**

Canada's National Sledge Development Team wins two of three games in series vs. United States in Amherstburg, Ont. ... Grant Fagerheim named chair of the Hockey Canada Foundation ... Mike Ross named chief business officer with Hockey Canada ... Dan Church named head coach of Canada's National Women's Team for 2012 IIHF Ice Hockey Women's World Championship ... Canada's National Sledge Team wins two of three games in series vs. United States in Amherst, N.Y.

| 2 | NSDT | USA 3 Canada 2 | 23 | NST | USA 3 Canada 2 (SO) |
|---|------|----------------|----|-----|---------------------|
| 3 | NSDT | Canada 2 USA 0 | 24 | NST | Canada 3 USA 1      |
| 4 | NSDT | Canada 3 USA 1 | 25 | NST | Canada 5 USA 1      |

#### **MARCH**

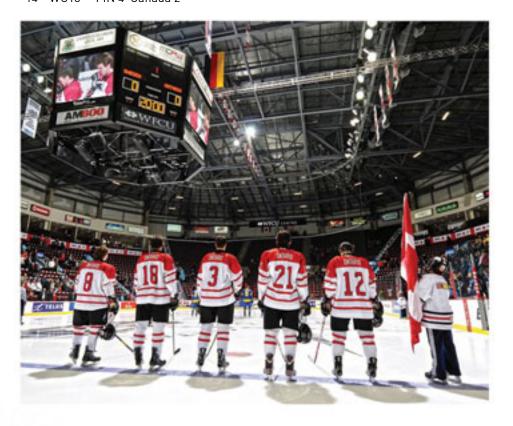
Hockey Canada names National Men's Team management group through 2013-14 season; Steve Yzerman named executive director ... Kevin Lowe named general manager of Canada's National Men's Team for 2012 IIHF Ice Hockey World Championship ... Jesse Wallin named head coach of Canada's National Men's Under-18 Team for 2012 IIHF Ice Hockey U18 World Championship

| 25 | SHWC | Canada 3 ITA 1 | 28 | SHWC | Canada 4 NOR 1      |
|----|------|----------------|----|------|---------------------|
| 26 | SHWC | Canada 2 KOR 0 | 29 | SHWC | USA 2 Canada 1 (SF) |

#### **APRIL**

Canada's National Sledge Team wins bronze medal at 2012 IPC Sledge Hockey World Championship in Hamar, Norway ... Brent Sutter named head coach of Canada's National Men's Team for 2012 IIHF Ice Hockey World Championship ... Jean Béliveau, Cassie Campbell-Pascall, Wayne Gretzky, Gordie Howe and Gordon Renwick named first honourees of Order of Hockey in Canada ... Canada's National Women's Team wins gold medal at 2012 IIHF Ice Hockey Women's World Championship in Burlington, Vt. ... Canada's National Men's Under-18 Team wins bronze medal at 2012 IIHF Ice Hockey U18 World Championship in Brno/Znojmo, Czech Republic ... South East Prairie Thunder wins 2012 Allan Cup in Lloydminster, Sask. ... Pembina Valley Hawks win 2012 Esso Cup in Charlottetown, P.E.I. ... Red Deer Rebels win 2012 TELUS Cup in Leduc, Alta.

| 1  | SHWC | Canada 2 CZE 0 (B)  | 14 | WWC  | Canada 5 USA 4 (OT) (G) |
|----|------|---------------------|----|------|-------------------------|
| 7  | WWC  | USA 9 Canada 2      | 16 | WU18 | Canada 6 CZE 2          |
| 8  | WWC  | Canada 3 FIN 2      | 17 | WU18 | USA 5 Canada 3          |
| 10 | WWC  | Canada 14 RUS 1     | 19 | WU18 | Canada 4 RUS 2 (QF)     |
| 12 | WU18 | Canada 6 DEN 1      | 20 | WU18 | USA 2 Canada 1 (SF)     |
| 13 | WWC  | Canada 5 FIN 1 (SF) | 22 | WU18 | Canada 5 FIN 4 (OT) (B) |
| 14 | WU18 | FIN 4 Canada 2      |    |      |                         |



## **EVENTS**

Hockey Canada's national team events and national championships continued to grow in 2011-12, with close to 200,000 fans watching games live, another 450,000 watching on TSN/RDS, the official broadcasters of Hockey Canada, and more than 5,000 logging on to free webcasts through FASTHockey.

Highlighted by the first two international events at the new home of Hockey Canada, the WinSport Canada Athletic & Ice Complex in Calgary, Alta., the 2011 World Sledge Hockey Challenge and 2011 World Sport School Challenge, excited crowds filled the Langley Events Centre in Langley, B.C., and Leduc Recreation Centre in Leduc, Alta., for the 2011 World Junior A Challenge and 2012 TELUS Cup, respectively, with big crowds out at all of the events held across the country.

Calgary and Edmonton, Alta., hosted one of the most successful IIHF World Junior Championships in history, setting ticket sales and attendance records while welcoming fans from across Canada and around the world, and Hockey Canada will look to continue that momentum when Ottawa, Ont., hosts the IIHF Ice Hockey Women's World Championship next April. The tournament will mark the return of the Women's Worlds to the nation's capital 23 years after it hosted the inaugural world championship in 1990.

#### **GENERAL EVENT INFORMATION**

| Annual Date   | Category                       | Teams     | Games         | Days   |
|---|--------------------------------|-----------|---------------|--------|
| World Junior A Challenge<br>Representatives from Canada's 10 Ju<br>international teams  | unior A leagues (East          | and West  | t), as well a | s four |
| early November  | Junior A                       | 6         | 13            | 8      |
| National Women's Under-18 Champi<br>Representatives from each branch; A   |                                | n of four | hranches      |        |
| early November  | women's under-18               |           | 18            | 5      |
| Representatives from five Canadian as well as five international teams late December, early January  Allan Cup – National Senior Champi | men's under-17                 | 10        | 27            | 7      |
| Regional winners, as well as host tea<br>mid April  | am; club teams<br>Senior men's | 6         | 11            | 6      |
| <b>Esso Cup – National Female Midget</b><br>Regional winners, as well as host tea<br>late April   |                                | 6         | 19            | 7      |
| <b>TELUS Cup – National Midget Cham</b><br>Regional winners, as well as host tea<br>late April  |                                | 6         | 19            | 7      |
| RBC Cup – National Junior A Champ<br>regional winners, as well as host tea<br>early May   |                                | 5         | 13            | 9      |

#### **2011-12 EVENT RESULTS**

|  | Host   | Gold/1⁵ <sup>™</sup>                                    | Silver/2 <sup>ND</sup>                             | Bronze/3 <sup>RD</sup> |
|--|--|---|--|------------------------|
| AMERICA STATE OF THE STATE OF T | <b>2011 World Junio</b><br>Langley, B.C.     | <b>r A Challenge</b><br>Canada West                     | Canada East  | United States          |
| U18  | <b>2011 National Wo</b><br>Calgary, Alta.    | men's Under-18 Cha<br>Ontario Red                       | <b>impionship</b><br>Quebec                        | Manitoba               |
| COLUMN TO THE CO | <b>2011 World Sledg</b><br>Calgary, Alta.    | <b>e Hockey Challenge</b><br>Canada                     | United States                                      | Norway                 |
| CHALLENGE (SEL MONDIAL   |  | <b>School Challenge</b><br>Shattuck-St. Mary's          | Finland  | Slovakia               |
| WHAT AREAT CANLESSES   | <b>2012 World Unde</b> l<br>Windsor, Ont.    | r <b>-17 Hockey Challen</b><br>Russia                   | <b>ge</b><br>United States                         | Ontario                |
| LLOYDMINSTER, SE/AB  | <b>2012 Allan Cup –</b><br>Lloydminster, Sas | National Senior Cha<br>k. South East<br>Prairie Thunder | <b>mpionship</b><br>Rosetown<br>Redwings           |                        |
| COUPE ESSO CUP  (SSO)  (CINCLE TO THE COUPE OF THE COUPE  | 2012 Esso Cup – N<br>Charlottetown, P.       | National Female Mid<br>E.I Pembina<br>Valley Hawks      | <b>lget Championship</b><br>Thunder Bay<br>Queens  | Edmonton<br>Thunder    |
| TELUS -  | 2012 TELUS Cup -<br>Leduc, Alta.             | - National Midget Ch<br>Red Deer<br>Rebels              | nampionship<br>Phénix du Collège<br>Esther-Blondin | Saskatoon<br>Contacts  |



Woodstock Slammers Penticton Vees

#### **2012-13 EVENT HOSTS**

| Event                                       | Host                                     | Event   | Host                   |
|---|--|---|------------------------|
| 2012 World Junior A Challenge               | Yarmouth, N.S.                           | 2013 IIHF Ice Hockey Women's World Championship | Ottawa, Ont.           |
| 2012 National Women's Under-18 Championship | Dawson Creek, B.C.                       | 2013 Allan Cup                                  | Bentley, Alta.         |
| 2012 World Sledge Hockey Challenge          | TBD                                      | 2013 Esso Cup                                   | Burnaby, B.C.          |
| 2012 World Sport School Challenge           | TBD                                      | 2013 TELUS Cup                                  | Sault Ste. Marie, Ont. |
| 2013 World Under-17 Hockey Challenge        | Victoriaville and<br>Drummondville, Que. | 2013 RBC Cup                                    | Summerside, P.E.I.     |





## HIGH PERFORMANCE

From coast to coast to coast, from Tofino, B.C., to Iqaluit, Nunavut, to St. John's, N.L., Canadians involved in hockey had reason to celebrate during the 2011-12 season. Canada's minor hockey associations and branches continued to produce not only great athletes, but tremendous ambassadors for our nation's game.

Canada's national teams represented Canadians with pride and honour on the ice, bringing home medals from nearly every event they attended, many of them gold, continuing Canada's long-standing tradition of success on the international stage.

#### **WORLD UNDER-17 HOCKEY CHALLENGE**

The game's next generation of stars travelled to Windsor, Ont., just after Christmas for the 2012 World Under-17 Hockey Challenge, putting their skills on display for the first time in front of an international audience. Although the gold medal game featured two international teams for just the second time in 20 under-17 tournaments, Canada's five regional teams (Atlantic, Ontario, Pacific, Quebec, West) represented themselves well against the best players in their age group, with Ontario taking home bronze and Pacific finishing in the tournament's top half with a fifth-place finish.

#### **NATIONAL MEN'S UNDER-18 TEAM**

In August, Canada's National Men's Summer Under-18 Team kicked off the 2011-12 season by travelling to Europe and winning gold at the Memorial of Ivan Hlinka tournament in Breclav, Czech Republic, avenging its lone loss of the tournament with a 4-1 victory over Sweden in the gold medal game. The gold was the 16th for Canada in 21 summer under-18 tournaments, dating back to 1991.

The Canadians headed back to the Czech Republic in April for the 2012 IIHF Ice Hockey U18 World Championship, finishing third in Group A before knocking off the Russians in the quarter-finals. Unfortunately for Canada, its gold medal hopes ended with a one-goal loss to the U.S. in the semifinals for the second year in a row, although an overtime victory over Finland gave Canada the bronze, just its fourth medal all time at the U18 Worlds.

#### **NATIONAL JUNIOR TEAM**

Canada's holiday tradition, the IIHF World Junior Championship, returned to Canadian soil in 2012, with Calgary and Edmonton, Alta., putting on arguably the greatest World Juniors in history, attracting record crowds to the Saddledome and Rexall Place. And although Canada's National Junior Team saw its run of consecutive appearances in the gold medal game end at 10, Team Canada gave its fans plenty to cheer about, from a perfect preliminary round, to a comeback for the ages in the semifinal against Russia that came up just one goal short, to a bronze medal game victory over Finland that gave Canada its 14th consecutive World Junior medal, the longest such streak in tournament history.

#### **NATIONAL MEN'S TEAM**

As it has every year since 1984, Canada's National Men's Team hit the ice in Davos, Switzerland, just after Christmas to take part in the Spengler Cup. With Stanley Cup champion and 1998 Olympic coach Marc Crawford behind the bench, the Canadians held a one-goal lead in the final 10 minutes of their quarter-final against German side Wolfsburg Grizzly Adams before coming out on the wrong end of a shootout decision, leaving them two wins short of their 10th appearance in the championship game in 12 years.

#### **NATIONAL SLEDGE TEAM**

After a September selection camp, Canada's National Sledge Team opened its season in late November by hosting the 2011 World Sledge Hockey Challenge, the first international event held at the new home of Hockey Canada, the WinSport Canada Athletic & Ice Complex in Calgary, Alta. Fittingly, the first event at the new facility ended with gold for the hosts, as the Canadians topped the United States 4-1 in the gold medal game.

Canada made it two gold medals in a row by taking home the top prize from the 2012 Japan Four Nations Tournament in Nagano, Japan, in January, beating Norway 5-1 in the final, avenging its loss to the Norwegians in the same event one year earlier, and took two of three games from the U.S. in a three-game series in Amherst, N.Y., in January.

The season concluded with the 2012 IPC Sledge Hockey World Championship in Hamar, Norway, where the Canadians rolled through the preliminary round with wins over Italy, Korea and Norway before suffering a 2-1 defeat at the hands of the Americans in the semifinals. Canada rebounded with a bronze medal game victory over the Czech Republic, the second consecutive bronze for the Canadians at the world championship.

Hockey Canada continues to promote sledge hockey across the country, with development activities taking place from coast to coast during the 2011-12 season and many more planned for next year as the sport's profile continues to grow.

#### **NATIONAL SLEDGE DEVELOPMENT TEAM**

Canada's National Sledge Development Team only hit the ice once during the 2011-12 season, winning two of three games from the United States in a series in Amherstburg, Ont., in February. The wins ran the Canadians' all-time record against their North American neighbours to 8-1.

Created prior to the 2010-11 season, Canada's National Sledge Development Team helps elite-level sledge hockey players not chosen for Canada's National Sledge Team get an opportunity to get international experience with hopes of developing their skills for future national team duty.

#### **WINTER YOUTH OLYMPIC GAMES**

In mid-January, Canada iced a team in the men's hockey tournament at the first-ever Winter Youth Olympic Games in Innsbruck, Austria, comprised of at least one player from each of Hockey Canada's branches. After an opening loss to Russia, Canada rattled off wins over the United States, Austria and Finland, taking second in the preliminary round. Gold medal aspirations ended with a semifinal loss to the Finns, but the Canadians rebounded for a 7-5 victory over the Americans to claim the bronze medal.

#### **NATIONAL WOMEN'S UNDER-18 TEAM**

Canada's National Women's Under-18 Team welcomed the United States to the brand-new Canadian International Hockey Academy in Rockland, Ont., for a three-game series in late August, claiming victory in the final two games after dropping the series opener. It marked the third time in five years the Canadians won the series with their southern rivals.

On New Year's Eve, the U18 team opened the 2012 IIHF U18 Women's World Championship with a 13-1 win over Switzerland. The goal scored by the Swiss was notable because it was the only one allowed by the Canadians during the tournament; they blanked Germany, Finland and Sweden to reach the gold medal game, and shut out the U.S. 3-0 in the final to claim Canada's second women's U18 world title. Canadian netminders Emerance Maschmeyer and Elaine Chuli finished the tournament on a shutout streak of 294:48.

#### **NATIONAL WOMEN'S UNDER-22/DEVELOPMENT TEAM**

After an August development camp at the Canadian International Hockey Academy in Rockland, Ont., Canada's National Women's Under-22/Development Team didn't see the ice again until it travelled to Füssen, Germany, in early January for the 2012 Meco Cup. Entering the round-robin tournament as the two-time defending champions, the Canadians started 3-0 before losing in overtime to Sweden and in a shootout to Finland, finishing with the bronze medal.

#### **NATIONAL WOMEN'S TEAM**

Canada's National Women's Team opened its season a little earlier than normal in 2011-12, taking part in the IIHF 12 Nations Women's Tournament in Vierumäki, Finland in late August. Icing a young roster that included a number of players making their national team debuts, the Canadians finished the tournament with a 4-2 record, good for third place.

In November, the Canadian team travelled to Nyköping, Sweden, to defend its gold medal at the 4 Nations Cup. Facing the United States in the gold medal game, Canada pulled even with just over four minutes to go to force overtime, but settled for silver after falling in a shootout. It marked just the fourth time in 16 tries the Canadians didn't win gold at the tournament.

The season culminated in April at the 2012 IIHF Ice Hockey Women's World Championship in Burlington, Vt., where the Canadians shook off their worst loss ever at the hands of the U.S., a 9-2 preliminary round defeat, to reach the gold medal game, where they matched up with the Americans for the 14th consecutive world championship. Down by a goal late in the third period, Meghan Agosta scored to force overtime before setting up Caroline Ouellette for the winner, giving Canada a 5-4 victory and its 14<sup>th</sup> world title, its first since 2007.

#### **PARTNERS**

On the men's side, the Canadian Hockey League continues to be a strong partner and the key contributor of talent to Canada's under-17, under-18 and junior programs. Because of the CHL, Hockey Canada can continue to develop and see success on the international stage. On the women's side, players come from the minor and senior hockey club program across Canada, including the CWHL, as well as a number of CIS and NCAA programs. The players who participate in the women's under-18 program are selected directly from the branch Programs of Excellence across Canada.

Once again the driving force behind another highly successful year in international hockey was the role of Hockey Canada's branches and grassroots programs, all of which would not be possible without the help of the thousands of volunteers throughout the system who generously donate their time in coaching and developing players. Their hard work creates the ground work for thousands of players to partake in fun atmospheres where they can become better athletes.

#### CANADA'S HIGH PERFORMANCE TEAMS RESULTS

| Men's                             | 2004-05      | 2005-06                | 2006-07                | 2007-08                | 2008-09      | 2009-10         | 2010-11                | 2011-2012                |
|-----------------------------------|--------------|------------------------|------------------------|------------------------|--------------|-----------------|------------------------|--------------------------|
| Under-18 (Summer)                 | G            | G                      | G                      | <b>4</b> <sup>TH</sup> | G            | G               | G                      | G                        |
| World Under–18 Championship       | S            | <b>4</b> <sup>TH</sup> | <b>4</b> <sup>TH</sup> | G                      | <b>4</b> ™   | 7 <sup>тн</sup> | <b>4</b> <sup>TH</sup> | В                        |
| World Junior Championship         | G            | G                      | G                      | G                      | G            | S               | S                      | В                        |
| World Championship                | S            | <b>4</b> <sup>TH</sup> | G                      | S                      | S            | <b>7</b> тн     | 5 <sup>™</sup>         | 7/1-                     |
| Winter Olympics                   | -            | <b>7</b> ™             | 11 -                   | -19                    | <u> </u>     | G               |                        | / III <del>-</del> / III |
| Spengler Cup                      | В            | S                      | S                      | G                      | S            | 4 <sup>th</sup> | S                      | 5 <sup>th</sup>          |
| Youth Olympics                    | <b>1</b> - 1 | 4-                     | -                      | 4-1                    | - ( <u>-</u> | - A             | <u> </u>               | В                        |
| Paralympic Winter Games           | 7/1-         | G                      | -                      | -                      | 10-10        | 4 <sup>th</sup> | -                      |                          |
| World Sledge Hockey Challenge     | 4            | 3 I <del>-</del>       | G                      | G                      | S            | -               | G                      | G                        |
| Top Three Finishes                | 5/5          | 4/7                    | 5/6                    | 5/6                    | 5/6          | 4/7             | 4/6                    | 5/6                      |
| Women's                           | 2004-05      | 2005-06                | 2006-07                | 2007-08                | 2008-09      | 2009-10         | 2010-11                | 2011-12                  |
| World Under-18 Championship       |              |                        |                        | S                      | S            | G               | S                      | G                        |
| Under-22 International Tournament | G            | G                      | G                      | G                      | S            | G               | G                      | В                        |
| 4 Nations Cup                     | G            | G                      | G                      | G                      | S            | G               | G                      | S                        |
| World Championship                | S            | -                      | G                      | S                      | S            |                 | S                      | G                        |
| Winter Olympics                   | ×            | G                      | ·                      | V - 1                  | 10-11        | G               | E                      | L-                       |
| Top Three Finishes                | 3/3          | 3/3                    | 3/3                    | 4/4                    | 4/4          | 4/4             | 4/4                    | 4/4                      |



## DEVELOPMENT

Hockey Canada's national coach mentorship program continues to provide excellent development opportunities for coaches at the grassroots level. Specialty clinics are delivered over the course of an evening with a framework that includes a 75-minute classroom session followed by a 75-minute on-ice session. There are a wide variety of topic areas that provide coaches with insights on how to teach specific skills, such as skating, puck control, developing defensemen and the use of small-area games to teach a variety of concepts. During the 2011-12 season, this practical approach to coach education and player development has seen more than 5,000 coaches across Canada attend one of over 300 clinics.

A new development for the 2012-13 season will be the inclusion of the NCCP Instruction Stream (Intro to Coach) as part of Hockey Canada's National Coach Certification Program. Instructors and participants will now receive the designation of "Trained" on their Coaching Association of Canada coach database transcript.

EVERY SEASON, MORE THAN 500,000 young girls and boys lace up their skates and hit the ice in minor hockey associations from Vancouver Island to Newfoundland and Labrador. But with so many players, just how does Hockey Canada ensure all of them are learning the game and developing their skills? That's where the Hockey Canada Skills Development Camps come in. Since 1997, Hockey Canada has put on camps from coast to coast, consisting of on-ice skill building; working on fundamental skills – skating, passing, stickhandling, shooting – as well as off-ice skill building; and working on fitness, respect and teamwork.

The partnership between the Canadian school system and Hockey Canada continues to make great strides and have a very positive impact on a growing number of players and their teachers. Close to 150 schools now offer the Hockey Canada Skills Academy program to over 5,500 students. Based on a major recommendation from the 1999 Molson Open Ice Summit, this initiative entered its 12th season demonstrating continual growth. Hockey Canada also showcased the Hockey Canada Sport School Initiative by hosting the inaugural World Sport School Challenge in late December at the new home of Hockey Canada, the WinSport Canada Athletic & Ice Complex in Calgary. Heralded as a huge success by all who participated, Hockey Canada looks to offer a bigger and better event for male and female high school-based teams in early 2013.

During the 2011-12 season, Hockey Canada development staff and the 13 branches have combined to deliver more than 60 Hockey Canada Skills Camps, with more than 4,000 Atom and Peewee players taking part. Additionally, more than 600 community coaches were engaged as volunteers at the skills camps, ensuring a tremendous development experience for all participants. The Hockey Canada Skills Camps have continued to reach more and more young players every year. Since the inception of the program in 1997, more than 60,000 young girls and boys, along with nearly 13,000 coaches, have been a part of close to 1,000 camps held from coast to coast.

Hockey Canada continues to partner with the Coaching Association of Canada to offer the We Are Coaches initiative. Since 2006, nearly 600 females have been "Trained" at the NCCP Coach Level, and we are now seeing participants from our events coaching at regional and national championships. We Are Coaches continues

to increase the number of female coaches, mentor coaches and role models who support programming for young athletes. This initiative also allows females another opportunity to stay involved in the game.

The Esso Fun Days program has been one of Hockey Canada's top recruiting programs since its inception in 1998. The program offers first-time participants with a unique hockey experience in a fun and positive environment. Females of all ages have the opportunity to participate in off-ice sessions that emphasize team building and basic hockey knowledge as well as on-ice sessions that introduce skating, puck handling, shooting and games. To date, 18 Esso Fun Days events have been offered as 'one day' events or over the course of four to eight weeks, with well over 300 women and girls getting their first exposure to Canada's game.

This season, 32,000 officials were certified within the Hockey Canada Officiating Program, of which 1,318 female officials were registered. Hockey Canada is extremely proud of over 100 officials who received assignments to Hockey Canada national events and the 21 officials who received international assignments to various IIHF world championships.

Through the ongoing support of the Seaman Hotchkiss Foundation, Hockey Canada will award \$25,000 in post-secondary scholarships in 2012 to officials through the Kenneth Stiles Memorial Scholarship program. This program recognizes both the academic excellence and on-ice proficiency of officials throughout Canada. In awarding these scholarships, the selection committee also considers the contributions these young officials make within their communities in the form of support towards their minor hockey association, the officiating community and branch events and activities.

Hockey Canada's development of administrators, coaches, officials and safety personnel has included education in the areas of on-ice and off-ice safety. This has included bullying, harassment and abuse prevention, responding to player injuries and much more. Through programs such as Speak Out and the Hockey Canada Safety programs, Hockey Canada branch personnel deliver important courseware to ensure a safe environment for all participants.







#### OFFICIALS REGISTRATION - MALE & FEMALE 2011-2012

| Branch                    |    | Level I | Level II | Level III | Level IV | Level V | Level VI | Other | Total:<br>Male/Female | Branch<br>Total : |
|---------------------------|----|---------|----------|-----------|----------|---------|----------|-------|-----------------------|-------------------|
|                           | М  | 2,318   | 1,564    | 256       | 70       | 26      | 10       | _     | 4,244                 | / F//             |
| BC                        | F  | 197     | 86       | 12        | 5        | _       | _        | _     | 300                   | 4,544             |
| Hoches                    | М  | 2,247   | 2,177    | 327       | 78       | 22      | 6        | 20    | 4,877                 | E 170             |
| Наемин                    | F  | 153     | 128      | 14        | 1        | _       | _        | _     | 296                   | 5,173             |
|                           | М  | 1,579   | 722      | 242       | 52       | 23      | 9        | 9     | 2,636                 | 20/0              |
| 100 YEARS                 | F  | 151     | 43       | 7         | 3        | _       | _        | _     | 204                   | 2,840             |
| <i>A</i>                  | м  | 687     | 366      | 527       | 33       | 11      | 1        | -     | 1,625                 | 4.7.0             |
|                           | F  | 71      | 28       | 16        | 3        | _       | _        | _     | 118                   | 1,743             |
| NOTICE SERVICES OF OUR PO | М  | 105     | 97       | 88        | 23       | 9       | 1        | _     | 323                   | 0.45              |
|                           | F  | 11      | 10       | 2         | 1        | _       | _        | _     | 24                    | 347               |
| <b>-</b>                  | м  | 434     | 410      | 392       | 52       | 17      | 6        | -     | 1,311                 | 4.050             |
| <u>Olila</u>              | F  | 22      | 16       | 4         | _        | _       | _        | _     | 42                    | 1,353             |
|                           | М  | 1,396   | 3,363    | 2,040     | 511      | 76      | 10       | _     | 7,396                 | 7,396             |
|                           | F  | 86      | 178      | 37        | 4        | _       | _        | _     | _                     |                   |
|                           | м  | 1,085   | 2,140    | 1,506     | 51       | 9       | 7        | _     | 4,798                 |                   |
|                           | F  | 43      | 48       | 54        | 4        | _       | _        | _     | 149                   | 4,947             |
| ***                       | м  | 645     | 263      | 358       | 64       | 25      | 10       | -     | 1,365                 |                   |
| HNB                       | F  | 51      | 14       | 8         | 4        | _       | _        | _     | 77                    | 1,442             |
| Augovry                   | м  | 351     | 357      | 385       | 49       | 8       | 4        | -     | 1,154                 |                   |
| HOCKEY<br>Nova scotia     | F  | _       | -        | _         | _        | _       | _        | _     | _                     | 1,154             |
|                           | м  | 112     | 99       | 162       | 8        | 6       | 5        | -     | 392                   |                   |
| RECKEY PE                 | F  | 18      | 10       | 17        | _        | _       | _        | _     | 45                    | 437               |
| HOCKET                    | м  | 241     | 137      | 222       | 32       | 12      | 1        | -     | 645                   | PC-               |
| HERROLAID & LABACOR       | F  | 33      | 19       | 8         | _        | -       | -        | _     | 60                    | 705               |
| 4                         | м  | 20      | 55       | 6         | 4        | -       | _        | -     | 85                    |                   |
| HOCKEY                    | F  | 07470   | 3        | -         | -        | _       | _        | _     | 3                     | 88                |
|                           | М  | 11,220  | 11,750   | 6,511     | 1,027    | 244     | 70       | 29    | 30,851                |                   |
| CANADA                    | F  | 836     | 583      | 179       | 25       | -       | _        | _     | 1,318                 | 32,169            |
| LEVEL<br>TOTALS           | 10 | 12,056  | 12,333   | 6,690     | 1,052    | 244     | 70       | 29    | 32,169                | 32,169            |



#### **DEVELOPMENT PROGRAMS AND INITIATIVES**

|           | Hockey Canada Skills<br>Camps | Chevrolet Safe & Fun<br>Hockey | We are coaches | Esso Fun Days | Discover Hockey |
|-----------|-------------------------------|--------------------------------|----------------|---------------|-----------------|
| June      | 0                             | 1                              | 0              | 0             | 0               |
| July      | 0                             | 1                              | 0              | 0             | 0               |
| August    | 1                             | 0                              | 0              | 0             | 0               |
| September | 5                             | 1                              | 0              | 9             | 1               |
| October   | 8                             | 1                              | 0              | 2             | 0               |
| November  | 5                             | 0                              | 0              | 1             | 1               |
| December  | 4                             | 0                              | 0              | 0             | 3               |
| January   | 3                             | 0                              | 0              | 2             | 0               |
| February  | 0                             | 0                              | 0              | 0             | 0               |
| March     | 6                             | 0                              | 0              | 0             | 0               |
| April     | 0                             | 0                              | 1              | 3             | 0               |
| May       | 0                             | 0                              | 0              | 1             | 0               |



#### COACH REGISTRATION - MALE & FEMALE 2011-2012

|                           |              |         |              |              |                              |           |       |              |             |          |              |            |        |        |        |        |            | $\Upsilon V Y$ | $\Delta \mathcal{D}$ |               | $\langle \rangle \langle \rangle \langle$ | 1324 | $\Delta M$       |
|---------------------------|--------------|---------|--------------|--------------|------------------------------|-----------|-------|--------------|-------------|----------|--------------|------------|--------|--------|--------|--------|------------|----------------|----------------------|---------------|---|------|------------------|
| HOUSE LEAGUE              | UNIVERSITY   | COLLEGE | SR. AAA & AA | SENIOR OTHER | ADULT REC-<br>HOUSE (CANLAN) | MAJOR JR. | JR. A | JUNIOR OTHER | ніен ѕсноог | JUVENILE | INTERMEDIATE | MIDGET     | ВАПТАМ | PEEWEE | АТОМ   | NOVICE | INITIATION | PRE-NOVICE     | ТҮКЕ                 | SLEDGE HOCKEY | SPECIAL NEEDS                             | NA   | TOTAL            |
| М –                       | _            | _       | 37           | 25           | 1                            | _         | 55    | 150          | _           | 102      | _            | 1,163      | 1,091  | 1,196  | 1,421  | 1,313  | 116        | 617            | 1                    | _             | _   | _    | 7,288            |
| <b>BC</b> F -             | _            | _       | _            | 2            | _                            | _         |       | _            | _           | 1        | _            | 33         | 27     | 36     | 32     | 42     | 4          | 25             | _                    | _             | _   | _    | 202              |
| _                         | _            | _       | 37           | 27           | 1                            | _         | 55    | 150          | _           | 103      | _            | 1,196      | 1,118  | 1,232  | 1,453  | 1,355  | 120        | 642            | 1                    | _             | _   | _    | 7,490            |
| M 400                     | 12           | 27      | 57           | 147          | 37                           | _         | 54    | 315          | _           | 3        | _            | 1,824      | 1,833  | 2,334  | 2,595  | 2,851  | 2,381      | 457            | 35                   | _             | _   | _    | 15,362           |
| M 400                     | 9            | 10      | 5            | 21           | 11                           | _         | 2     | 4            | _           | _        | _            | 71         | 74     | 71     | 62     | 60     | 95         | 13             | _                    | _             | _   | _    | 508              |
| 400                       | 21           | 37      | 62           | 168          | 48                           | _         | 56    | 319          | _           | 3        | _            | 1,895      | 1,907  | 2,405  | 2,657  | 2,911  | 2,476      | 470            | 35                   | _             | _   | _    | 15,870           |
| М —                       | _            | _       | 2            | 245          | 107                          | _         | 29    | 74           | _           | _        | _            | 745        | 671    | 812    | 968    | 985    | 783        | 4              | 8                    | _             | _   | 4    | 5,437            |
| F —                       | _            | _       | _            | 9            | 14                           | _         | _     | _            | _           | _        | _            | 57         | 18     | 19     | 23     | 30     | 32         | 2              | _                    | _             | _   | 1    | 205              |
| 100 YEARS                 | _            | _       | 2            | 254          | 121                          | _         | 29    | 74           | _           | _        | _            | 802        | 689    | 831    | 991    | 1,015  | 815        | 6              | 8                    | _             | _   | 5    | 5,642            |
| M 2                       | _            | _       | 7            | 96           | _                            | _         | 34    | 81           | 155         | 33       | _            | 427        | 606    | 711    | 818    | 828    | 79         | 631            | _                    | _             | _   | _    | 4,508            |
| HOCKE F —                 | _            | _       | 3            | 1            | 1                            | _         | _     | 6            | 4           | _        | _            | 26         | 29     | 18     | 26     | 27     | 6          | 33             | _                    | _             | _   | _    | 180              |
| 2                         | _            | _       | 10           | 97           | 1                            | _         | 34    | 87           | 159         | 33       | _            | 453        | 635    | 729    | 844    | 855    | 85         | 664            | _                    | _             | _   | _    | 4,688            |
|                           | 3            | _       | 2            | 3            | _                            | _         | 14    | 18           | 11          | 2        | _            | 128        | 141    | 150    | 135    | 125    | 133        | _              | _                    | _             | _   | 17   | 882              |
| M – F –                   | _            | _       | _            | _            | _                            | _         |       |              | _           | _        | _            | 2          | 4      | 7      | 5      | 1      | 9          | _              | _                    | _             | _   | _    | 28               |
| HOUSE NOW THAT THE CHANGE | 3            | _       | 2            | 3            | _                            | _         | 14    | 18           | 11          | 2        | _            | 130        | 145    | 157    | 140    | 126    | 142        | _              | _                    | _             | _   | 17   | 910              |
| м. М —                    |              | _       |              | _            | _                            | _         | 37    | 80           | _           | 66       | _            | 707        | 703    | 823    | 856    | 809    | 221        | 163            | _                    | 7             | _   | _    | 4,472            |
| F -                       |              | _       | _            | _            | _                            | _         | _     | _            | _           | 4        | _            | 8          | 6      | 8      | 10     | 19     | 7          | 9              | _                    | 1             | _   | _    | 72               |
|                           | _            | _       | _            | _            | _                            | _         | 37    | 80           | _           | 70       | _            | 715        | 709    | 831    | 866    | 828    | 228        | 172            | _                    | 8             | _   | _    | 4,544            |
| M 678                     |              | -       | 24           | 249          | 90                           | _         | 113   | 263          | _           | 403      | 417          | 4,402      | 4,840  | 5,021  | 4,880  | 3,585  | 404        | 399            | 1,913                | _             | 8   | 706  | 28,395           |
| F 27                      |              |         | 30           | 536          | 8                            |           | _     | 1            |             | 6        | 310          | 881        | 949    | 877    | 765    | 548    | 22         | 11             | 55                   |               | _   | 86   | 5,112            |
| 705                       |              | _       | 54           | 785          | 98                           | _         | 113   | 264          | _           | 409      | 727          | 5,283      | 5,789  | 5,898  | 5,645  | 4,133  | 426        | 410            | 1,968                | _             | 8   | 792  | 33,507           |
| M                         |              | 39      | 10           | 43           | 3                            |           | 442   | 565          | _           | 21       | _            | 2,930      | 2,869  | 3,266  | 3,225  | 3,165  | 19         | 2,528          | -                    | 5             | _   | _    | 19,136           |
| F -                       |              | 10      | -            | 2            | _                            |           | 23    | 3            | _           | _        |              | 50         | 45     | 49     | 52     | 42     | — —        | 47             |                      | 3             |   | _    | 332              |
|                           |              | 49      | 10           | 45           | 3                            |           | 465   | 568          | _           | 21       | _            | 2,980      | 2,914  | 3,315  | 3,277  | 3,207  | 19         | 2,575          | _                    | 8             |   | _    | 19,468           |
| M 5                       | -            | -       | _            | 21           | 20                           | _         | 13    | 16           | _           | _        | _            | 334        | 381    | 389    | 395    | 410    | 290        |                | _                    | _             | _   | _    | 2,274            |
| F 1                       | <del></del>  | _       |              | _            | 1                            |           | -     | -            | _           | _        |              | 5          | 2      | 7      | 9      | 5      | 4          |                |                      |               |   | 2    | 36               |
| HN3 6                     |              |         |              | 21           | 21                           | _         | 13    | 16           | _           | _        |              | 339        | 383    | 396    | 404    | 415    | 294        |                |                      |               |   | 2    | 2,310            |
| M -                       |              | _       | _            | _            | 33                           |           | 15    | 79           |             | _        |              | 419        | 508    | 559    | 556    | 527    | 472        | _              |                      | 7             | _   | _    | 3,175            |
| HOCKEY F —                |              | +-      | _            | _            | 8                            | _         | -     |              |             |          |              | 14         | 18     | 19     | 12     | 17     | 18         | =              |                      | 5             |   | _    | 111              |
| / NOVA SCOTIA.            |              |         |              |              |                              |           | 15    | 79           |             |          |              | 433        | 526    | 578    | 568    | 544    | 490        |                |                      | 12            |   |      | 3,286            |
| M                         |              | _       | _            | 17           | <b>41</b> 5                  | _         | 3     | 33           | _           | _        | _            | 139        | 105    | 119    | 109    | 105    | 59         | _              | _                    | -             | _   | _    | 694              |
| F —                       | +=           | _       | _            | 17           | 1                            |           | 3     | - 55         |             | _        |              | 8          | 4      | 9      | 9      | -      | _          | _              |                      |               |   | _    | 32               |
| HORREY PEI                | +=           | _       | _            | 18           | 6                            |           | 3     | 33           | _           | _        | _            | 147        | 109    | 128    | 118    | 105    | 59         |                | _                    |               | _   | _    | <b>726</b>       |
|                           |              | _       | 7            | 20           | 4                            | _         | _     | 36           | 34          | _        | 1            | 158        | 178    | 208    | 229    | 137    | 109        | 14             | _                    | 2             | _   | 30   | 1,167            |
| м —<br>F —                |              | _       | _            |              | _                            | _         |       | _            | 1           | _        | <u></u>      | 3          | 176    | 16     | 8      | 2      | 8          | -              | _                    |               | _   | 9    | 59               |
| GROOCH LANGER             |              | _       | 7            | 20           | 4                            | _         |       | 36           | 35          | _        | 1            | 161        | 190    | 224    | 237    | 139    | 117        | 14             | _                    | 2             | _   | 39   | 1,226            |
| М _                       | _            | _       |              |              | 3                            | _         |       | 2            |             | _        |              | 22         | 22     | 19     | 26     | 24     | 21         | - 14           | _                    | _             |   | 1    | 1,226            |
| <u> </u>                  |              | _       |              | _            | 1                            |           |       |              |             | _        |              |            | 1      | 2      | 26     | 1      |            |                |                      |               | _   |      |                  |
| HOCKEY/L                  | <del>-</del> |         |              | _            | 4                            | _         | _     | 2            | _           | _        |              | 2 <b>5</b> | 23     | 21     | 28     | 25     | 2 <b>6</b> | _              |                      | _             |   | 1    | 15<br><b>155</b> |
|                           |              | 0=0     |              | _            | _                            | 114       |       | _            |             |          |              |            |        | _      |        |        |            |                |                      |               |   | -    | 114              |
|                           |              | 1       | 2-1          |              | _                            | -         | _     | _            |             | _        | _            | _          |        | _      |        | _      | _          |                | _                    |               | _   | _    | -                |
| F —                       | 21 1 12      | 172     |              |              |                              | 114       |       | _            |             | _        |              |            |        | _      |        |        | _          |                |                      |               | _   | _    | 114              |
|                           |              | 66      | 146          | 866          | 303                          | 114       | 809   |              |             |          | 418          | 13,398     | 13,948 | 15,607 | 16,213 | 14,864 | 5,087      | / R13          |                      | 21            | 8   | 758  | 93,044           |
| M 1,08<br>F 28            |              | UO.     |              | 000          | JUJ                          | 114       | 007   | 1,712        | 200         | 630      | 410          | 10,070     | 10,740 | 10,007 | 10,213 | 14,004 | J,UO/      | 4,813          | 1,957                | Z 1           | O   | /30  | 75,044           |
|                           |              | 20      | 38           | 572          | 45                           | 14/       | 25    | 14           | 5           | 11       | 310          | 1,161      | 1,189  | 1,138  | 1,015  | 794    | 210        | 140            | 55                   | 9             | _   | 98   | 6,892            |

## REGISTRATION

#### **REGISTRATION BREAKDOWN**

|  |    | 1997-98           | 1998-99 | 1999-2000 | 2000-01 | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 | 2007-08  | 2008-09 | 2009-10 | 2010-11 | 2011-12 |
|--|----|-------------------|---------|-----------|---------|---------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|
|  | М  | 45,012            | 41,773  | 38,387    | 37,991  | 39,506  | 38,802  | 39,118  | 36,245  | 37,711  | 37,748  | 38,383   | 39,495  | 39,549  | 40,268  | 51,728  |
| BC   | F  | 2,405             | 3,822   | 3,751     | 4,406   | 4,741   | 5,321   | 6,075   | 4,305   | 6,282   | 6,355   | 6,644    | 6,722   | 6,748   | 6,832   | 7,202   |
|  | П  | 47,417            | 45,595  | 42,138    | 42,397  | 44,247  | 44,123  | 45,193  | 40,550  | 43,993  | 44,103  | 45,027   | 46,217  | 46,297  | 47,100  | 58,930  |
|  | М  | 55,735            | 54,645  | 54,296    | 53,275  | 53,245  | 52,774  | 55,023  | 53,128  | 52,409  | 53,997  | 54,568   | 56,133  | 56,316  | 60,127  | 62,434  |
| nubenta  | F  | 2,133             | 3,442   | 4,462     | 4,725   | 5,137   | 6,882   | 4,635   | 6,444   | 6,701   | 6,956   | 7,930    | 8,438   | 8,468   | 8,907   | 8,911   |
|  |    | 57,868            | 58,087  | 58,758    | 58,000  | 58,382  | 59,656  | 59,658  | 59,572  | 59,110  | 60,953  | 62,498   | 64,571  | 64,784  | 69,034  | 71,345  |
| A CONTRACTOR OF THE PARTY OF TH | М  | 32,193            | 31,625  | 30,521    | 29,598  | 29,326  | 29,009  | 28,915  | 25,584  | 24,150  | 24,008  | 23,162   | 24,902  | 24,773  | 25,124  | 32,186  |
| DO YEARS   | F  | 1,174             | 1,640   | 1,703     | 1,992   | 2,138   | 2,234   | 2,449   | 4,170   | 3,863   | 3,949   | 3,751    | 4,099   | 4,022   | 4,030   | 4,712   |
| -  |    | 33,367            | 33,265  | 32,224    | 31,590  | 31,464  | 31,243  | 31,364  | 29,754  | 28,013  | 27,957  | 26,913   | 29,001  | 28,795  | 29,154  | 36,89   |
|  | М  | 23,733            | 23,738  | 23,449    | 22,720  | 22,133  | 23,295  | 21,835  | 20,991  | 19,934  | 19,973  | 20,114   | 20,098  | 20,430  | 20,336  | 23,500  |
|  | F  | 2,264             | 2,773   | 2,911     | 2,981   | 3,259   | 2,888   | 3,112   | 3,666   | 3,538   | 3,769   | 4,146    | 4,137   | 4,233   | 4,192   | 4,570   |
|  |    | 25,997            | 26,511  | 26,360    | 25,701  | 25,392  | 26,183  | 24,947  | 24,657  | 23,472  | 23,742  | 24,260   | 24,235  | 24,663  | 24,528  | 28,07   |
|  | М  | 5,874             | 5,678   | 5,798     | 5,510   | 5,479   | 5,544   | 5,168   | 5,004   | 5,343   | 4,615   | 4,986    | 5,037   | 4,975   | 4,600   | 4,654   |
| 7777   | F  | 174               | 213     | 205       | 104     | 181     | 200     | 295     | 328     | _       | 408     | 465      | 487     | 496     | 492     | 484     |
| UT HOMEWELTHIN ON THE  |    | 6,048             | 5,891   | 6,003     | 5,614   | 5,660   | 5,744   | 5,463   | 5,332   | 5,343   | 5,023   | 5,451    | 5,524   | 5,471   | 5,092   | 5,138   |
| No.  | М  | 22,299            | 22,147  | 22,938    | 27,413  | 27,729  | 27,581  | 28,528  | 22,872  | 27,683  | 24,063  | 24,215   | 24,741  | 25,593  | 25,868  | 27,84   |
| Dil  | F  |                   | 1       | -         |         | _       | -       | _       | 861     | 975     | 943     | 988      | 1,034   | 1,040   | 1,165   | 1,142   |
| ALTERNATIONS AND A COM-  |    | 22,299            | 22,148  | 22,938    | 27,413  | 27,729  | 27,581  | 28,528  | 23,733  | 28,658  | 25,006  | 25,203   | 25,775  | 26,633  | 27,033  | 28,98   |
| <u> </u>   | М  | 168,459           | 156,611 | 155,614   | 164,006 | 168,701 | 165,164 | 171,523 | 182,028 | 186,694 | 172,993 | 175,568  | 187,204 | 175,258 | 165,915 | 183,48  |
|  | F  | 15,416            | 19,237  | 23,114    | 28,119  | 30,280  | 34,642  | 36,833  | 27,950  | 35,226  | 38,539  | 40,249   | 46,205  | 46,109  | 45,356  | 44,76   |
|  |    | 183,875           | 175,848 | 178,728   | 192,125 | 198,981 | 199,806 | 208,356 | 209,978 | 221,920 | 211,532 | 215,817  | 233,409 | 221,367 | 211,271 | 228,25  |
| 20   | М  | 91,172            | 88,570  | 85,686    | 83,804  | 86,341  | 88,674  | 95,235  | 82,852  | 83,215  | 90,304  | 94,001   | 94,430  | 96,859  | 96,968  | 97,76   |
| P  | F  | 2,235             | 2,715   | 2,934     | 3,600   | 3,326   | 3,142   | 3,543   | 5,557   | 5,609   | 6,165   | 6,018    | 6,415   | 6,601   | 6,773   | 6,693   |
|  | Ш  | 93,407            | 91,285  | 88,620    | 87,404  | 89,667  | 91,816  | 98,778  | 88,409  | 88,824  | 96,469  | 100 ,019 | 100,845 | 103,460 | 103,741 | 104,45  |
| 1  | М  | 14,187            | 14,636  | 15,086    | 15,099  | 15,176  | 15,027  | 13,616  | 16,241  | 14,579  | 12,831  | 14,612   | 14,748  | 15,116  | 14,535  | 14,07   |
| HIND   | F  | 1,013             | 1,096   | 1,412     | 1,571   | 1,601   | 1,663   | 1,288   | 1,692   | 1,376   | 1,651   | 1,484    | 1,838   | 1,806   | 1,878   | 1,776   |
| T  |    | 15,200            | 15,732  | 16,498    | 16,670  | 16,777  | 16,690  | 14,904  | 17,933  | 15,955  | 14,482  | 16,096   | 16,586  | 16,922  | 16,413  | 15,85   |
|  | М  | 14,965            | 15,286  | 15,078    | 15,147  | 14,797  | 14,846  | 14,833  | 15,639  | 15,237  | 15,508  | 15,387   | 15,262  | 15,409  | 15,260  | 15,19   |
| HOCKEY<br>Nova scotia  | F  | 777               | 1,138   | 1,269     | 1,578   | 1,759   | 1,908   | 1,967   | 2,171   | 2,250   | 2,261   | 2,432    | 2,675   | 2,832   | 2,779   | 3,066   |
|  |    | 15,742            | 16,424  | 16,347    | 16,725  | 16,556  | 16,754  | 16,800  | 17,810  | 17,487  | 17,769  | 17,819   | 17,937  | 18,241  | 18,039  | 18,26   |
|  | М  | 4,557             | 4,609   | 4,459     | 4,530   | 4,453   | 4,378   | 4,469   | 4,043   | 4,529   | 4,530   | 4,562    | 4,391   | 4,346   | 4,338   | 4,198   |
| SKEY PEI   | F  | 684               | 697     | 701       | 884     | 861     | 1,326   | 1,469   | 1,421   | 1,495   | 1,403   | 1,517    | 1,457   | 1,403   | 1,417   | 1,272   |
| -exer per  |    | 5,241             | 5,306   | 5,160     | 5,414   | 5,314   | 5,704   | 5,938   | 5,464   | 6,024   | 5,933   | 6,079    | 5,848   | 5,749   | 5,755   | 5,470   |
| HOCKEL   | М  | 8,702             | 8,559   | 8,137     | 7,500   | 7,752   | 8,304   | 7,657   | 7,614   | 7,248   | 7,596   | 7,735    | 8,152   | 8,519   | 9,109   | 9,317   |
| HOCKEL   | F  | 526               | 723     | 714       | 762     | 933     | 557     | 557     | 1,168   | 1,074   | ,685    | 1,296    | 1,314   | 1,408   | 1,557   | 1,627   |
|  | M  | 9,228             | 9,282   | 8,851     | 8,262   | 8,685   | 8,861   | 8,214   | 8,782   | 8,322   | 8,281   | 9,031    | 9,466   | 9,927   | 10,666  | 10,94   |
| A  | М  | 3,094             | 2,789   | 2,497     | 2,953   | 2,778   | 3,121   | 3,009   | 3,261   | 3,261   | 2,869   | 2,913    | 3,400   | 2,916   | 2,679   | 2,636   |
| OCKEY .<br>NORTH   | F  | 230               | 251     | 245       | 383     | 347     | 414     | 417     | 517     | 1,168   | ,707    | 541      | 487     | 458     | 449     | 455     |
| NORTH  |    | 3,324             | 3,040   | 2,742     | 3,336   | 3,125   | 3,535   | 3,426   | 3,778   | 4,429   | 3,576   | 3,454    | 3,887   | 3,374   | 3,128   | 3,09    |
|  | М  | $X \rightarrow X$ | D(+1)   | (A)-(A)   | _       | _       | -       | 1,308   | 1,318   | 1,364   | 1,411   | 1,324    | 1,378   | 1,394   | 1,457   | 1,405   |
|  | F  | シベモシン             | D=0     | (X-X      |         | -       | -       | _       |         | _       | _       | _        |         | _       | _       | _       |
|  | K  | $\cup_{i\in U}$   | CO.     | 36.       |         | _       | _       | 1,308   | 1,318   | 1,364   | 1,411   | 1,324    | 1,378   | 1,394   | 1,457   | 1,40    |
|  | М  | 489,982           | 470,666 | 461,946   | 469,546 | 477,416 | 476,519 | 490,237 | 476,820 | 483,357 | 472,446 | 481,530  | 499,371 | 491,453 | 486,584 | 530,43  |
|  | F  | 29,031            | 37,748  | 43,421    | 51,105  | 54,563  | 61,177  | 62,640  | 60,250  | 69,557  | 73,791  | 77,461   | 85,308  | 85,624  | 85,827  | 86,675  |
| CANADA   | 10 | 519,013           | 508,414 | 505,367   | 520,651 | 531,979 | 537,696 | 552,877 | 537,070 | 552,914 | 546,237 | 558,991  | 584,679 | 577,077 | 572,411 | 617,10  |

#### BRANCH REGISTRATION - MALE & FEMALE 2011-2012

|  |   | HOUSE LEAGUE | UNIV.  | COLLEGE | SR. AAA & AA | SENIOR OTHER | ADULT REC-<br>HOUSE (CANLAN) | MAJOR JR. | JR. A | JUNIOR OTHER | нівн ѕсноог | JUVENILE | INTERMEDIATE | MIDGET | BANTAM | PEEWEE | АТОМ   | NOVICE | INITIATION | PRE-NOVICE | ТУКЕ   | SLEDGE HOCKEY | SPECIAL NEEDS | NA    | TOTAL   |
|--|---|--------------|--------|---------|--------------|--------------|------------------------------|-----------|-------|--------------|-------------|----------|--------------|--------|--------|--------|--------|--------|------------|------------|--------|---------------|---------------|-------|---------|
|  | М | _            | _      | _       | 455          | 191          | 11,680                       | _         | 639   | 1,370        | _           | 790      | _            | 6,904  | 5,919  | 6,576  | 6,625  | 6,287  | 537        | 3,741      | _      | 14            | _             | _     | 51,728  |
| BC   | F | _            | _      | _       | 45           | 140          | 1,521                        | _         | _     | 18           | _           | 79       | _            | 1,082  | 922    | 1,076  | 933    | 855    | 84         | 437        | 9      | 1             | _             | _     | 7,202   |
|  | Ė | _            | _      | _       | 500          | 331          | 13,201                       | _         | 639   | 1,388        | _           | 869      | _            | 7,986  | 6,841  | 7,652  | 7,558  | 7,142  | 621        | 4,178      | 9      | 15            | _             | _     | 58,930  |
|  | М | 2,360        | 72     | 157     | 345          | 686          | 6,153                        | _         | 358   | 1,901        | _           | 21       | _            | 7,860  | 7,406  | 8,638  | 8,955  | 8,922  | 7,057      | 1,452      | 91     | _             | _             | _     | 62,434  |
| HOCHEU   | F | _            | 68     | 102     | 258          | 920          | 797                          | _         | 26    | 191          | _           | _        | _            | 1,249  | 1,055  | 1,106  | 1,073  | 1,024  | 840        | 194        | 8      | _             | _             | _     | 8,911   |
|  |   | 2,360        | 140    | 259     | 603          | 1,606        | 6,950                        | _         | 384   | 2,092        | _           | 21       | _            | 9,109  | 8,461  | 9,744  | 10,028 | 9,946  | 7,897      | 1,646      | 99     | _             | _             | _     | 71,345  |
| _  | М | _            | _      | _       | 22           | 3,295        | 6,856                        | _         | 263   | 487          | _           | _        | _            | 3,814  | 3,065  | 3,515  | 3,835  | 3,604  | 3,380      | 30         | 20     | _             | _             | _     | 32,186  |
|  | F | _            | _      | _       | _            | 190          | 321                          | _         | _     | 1            | _           | _        | _            | 947    | 535    | 643    | 721    | 682    | 633        | 10         | 7      | _             | _             | 22    | 4,712   |
| 100 YEARS  |   | _            | _      | _       | 22           | 3,485        | 7,177                        | _         | 263   | 488          | _           | _        | _            | 4,761  | 3,600  | 4,158  | 4,556  | 4,286  | 4,013      | 40         | 27     | _             | _             | 22    | 36,898  |
| _  | М | 13           | _      | _       | 30           | 1,067        | 3,435                        | _         | 241   | 560          | 1,019       | 241      | _            | 2,100  | 2,657  | 2,966  | 3,210  | 3,131  | 359        | 2,471      | _      | _             | _             | _     | 23,500  |
| HE CONTRACTOR OF THE PARTY OF T | F | 5            | _      | _       | 76           | 87           | 468                          | _         | _     | 98           | 37          | _        | _            | 579    | 600    | 739    | 664    | 628    | 106        | 483        | _      | _             | _             | _     | 4,570   |
| <b>S</b>   |   | 18           | _      | _       | 106          | 1,154        | 3,903                        | _         | 241   | 658          | 1,056       | 241      | _            | 2,679  | 3,257  | 3,705  | 3,874  | 3,759  | 465        | 2,954      | _      | _             | _             | _     | 28,070  |
| M.A  | М | _            | 26     | _       | 25           | 31           | 247                          | _         | 158   | 110          | 56          | 53       | _            | 625    | 666    | 703    | 653    | 591    | 638        | _          | _      | _             | _             | 72    | 4,654   |
|  | F | _            | _      | _       | _            | _            | _                            | _         | _     | _            | 1           | 1        | _            | 21     | 43     | 76     | 112    | 69     | 138        | _          | _      | _             | _             | 23    | 484     |
| HOCKET NOWSWEETERS CHANGO  |   | _            | 26     | _       | 25           | 31           | 247                          | _         | 158   | 110          | 57          | 54       | _            | 646    | 709    | 779    | 765    | 660    | 776        | _          | _      | _             | _             | 95    | 5,138   |
|  | М | _            | _      | _       | _            | _            | 3,189                        | _         | 260   | 562          | _           | 574      | _            | 4,311  | 3,940  | 4,162  | 4,081  | 3,654  | 1,905      | 1,149      | _      | 60            | _             | _     | 27,847  |
| @Did   | F | _            | _      | _       | _            | _            | 3                            | _         | _     | _            | _           | 12       | _            | 53     | 64     | 160    | 265    | 264    | 145        | 170        | _      | 6             | _             | -     | 1,142   |
| COMPANIES SOME MADE ALL  |   | _            | _      | _       | _            | _            | 3,192                        | _         | 260   | 562          | _           | 586      | _            | 4,364  | 4,004  | 4,322  | 4,346  | 3,918  | 2,050      | 1,319      | _      | 66            | _             | _     | 28,989  |
| Δ.   | М | 2,603        | _      | _       | 29           | 13           | 23,139                       | _         | 891   | 1,986        | _           | 5,134    | 3            | 26,365 | 25,851 | 26,953 | 26,342 | 19,315 | 3,129      | 2,475      | 18,793 | _             | 51            | 414   | 183,486 |
|  | F | 223          | _      | _       | 268          | 5,814        | 371                          | _         | 1     | 5            | _           | 57       | 2,748        | 6,745  | 7,187  | 6,792  | 6,135  | 4,767  | 451        | 155        | 2,066  | _             | 8             | 972   | 44,765  |
|  |   | 2,826        | _      | _       | 297          | 5,827        | 23,510                       | _         | 892   | 1,991        | _           | 5,191    | 2,751        | 33,110 | 33,038 | 33,745 | 32,477 | 24,082 | 3,580      | 2,630      | 20,859 | _             | 59            | 1,386 | 228,251 |
|  | М | _            | 80     | 162     | 80           | 566          | 3,595                        | _         | 2,969 | 4,108        | _           | 295      | _            | 16,036 | 13,998 | 15,214 | 15,144 | 13,058 | 117        | 12,291     | _      | 53            | _             | _     | 97,766  |
|  | F | _            | 72     | 141     | 23           | 20           | 143                          | _         | 414   | 136          | _           | _        | _            | 1,272  | 1,075  | 1,068  | 924    | 713    | 12         | 670        | _      | 10            | _             | _     | 6,693   |
| F9 1   |   | _            | 152    | 303     | 103          | 586          | 3,738                        | _         | 3,383 | 4,244        | _           | 295      | _            | 17,308 | 15,073 | 16,282 | 16,068 | 13,771 | 129        | 12,961     | _      | 63            | _             | _     | 104,459 |
| et en  | М | 59           | _      | _       | _            | 245          | 1,242                        | _         | _     | 201          | _           | _        | _            | 2,156  | 2,231  | 2,227  | 2,096  | 2,033  | 1,581      | _          | _      | _             | _             | 6     | 14,077  |
| HNB  | F | 26           | _      | _       | _            | _            | 87                           | _         | _     | _            | _           | _        | _            | 207    | 259    | 385    | 338    | 286    | 185        | _          | _      | _             | _             | 3     | 1,776   |
|  |   | 85           | _      | _       | _            | 245          | 1,329                        | _         | _     | 201          | _           | _        | _            | 2,363  | 2,490  | 2,612  | 2,434  | 2,319  | 1,766      | _          | _      | _             | _             | 9     | 15,853  |
|  | М | _            | _      | _       | _            | _            | 152                          | _         | _     | 683          | _           | _        | _            | 2,251  | 2,456  | 2,598  | 2,529  | 2,408  | 2,055      | 30         | _      | 36            | _             | _     | 15,198  |
| HOCKEY<br>NOVA SCOTIA  | F | _            | _      | _       | _            | _            | 588                          | _         | _     | _            | _           | _        | _            | 401    | 446    | 408    | 464    | 365    | 377        | 3          | _      | 14            | _             | _     | 3,066   |
|  |   | _            | _      | _       | _            | _            | 740                          | _         | _     | 683          | _           | _        | _            | 2,652  | 2,902  | 3,006  | 2,993  | 2,773  | 2,432      | 33         | _      | 50            | _             | _     | 18,264  |
|  | М | _            | _      | _       | _            | 107          | 348                          | _         | _     | 280          | _           | _        | _            | 682    | 559    | 614    | 579    | 545    | 484        | _          | _      | _             | _             | _     | 4,198   |
| E-CREYPEI  | F | _            | _      | _       | _            | 100          | 114                          | _         | _     |              | _           | _        | _            | 330    | 197    | 193    | 161    | 89     | 88         | _          | _      | _             | _             | _     | 1,272   |
| K-CKEY PEI   |   | _            | _      | _       | _            | 207          | 462                          | _         | _     | 280          | _           | _        | _            | 1,012  | 756    | 807    | 740    | 634    | 572        | _          | _      | _             | _             | _     | 5,470   |
| HOCKEL   | М | 48           | _      | _       | 31           | 211          | 444                          | _         | _     | 321          | 47          | _        | _            | 1,196  | 1,164  | 1,528  | 1,525  | 1,637  | 1,100      | 43         | _      | 16            | _             | 6     | 9,317   |
| HOCKEL   | F | 69           | _      | _       | _            | _            | 20                           | _         | _     | _            | _           | _        | 9            | 150    | 206    | 316    | 176    | 222    | 175        | 5          | _      | 1             | _             | 278   | 1,627   |
| AND DOCUMENT ELEMANISM   | M | 117          | 1      | _       | 31           | 211          | 464                          |           |       | 321          | 47          | _        | 9            | 1,346  | 1,370  | 1,844  | 1,701  | 1,859  | 1,275      | 48         |        | 17            | _             | 284   | 10,944  |
| .4   | М | 25           | _      | _       | _            | _            | 1,112                        | _         | _     | 29           | _           | 4        | _            | 278    | 232    | 260    | 254    | 259    | 143        | _          |        | _             | _             | 40    | 2,636   |
| HOCKEY   | F | 13           | _      | _       | _            | _            | 121                          | _         | _     |              | _           | _        | _            | 24     | 34     | 46     | 53     | 44     | 38         | _          |        | _             | _             | 82    | 455     |
| NORTH  |   | 38           | _      | _       | _            | _            | 1,233                        | _         | _     | 29           | _           | 4        | _            | 302    | 266    | 306    | 307    | 303    | 181        | _          | _      | _             | _             | 122   | 3,091   |
|  | М | (A)          | $\sim$ | (-)     | ( + )        | -            | _                            | 1,405     | _     | _            | _           |          | _            | _      | _      | _      | _      | _      | _          | _          | _      |               | _             | _     | 1,405   |
|  | F | D+U          |        | )(      | 25           | -            | -                            | _         | _     |              | _           | _        | _            | _      | _      | _      | _      | _      | _          | _          | _      |               | _             | _     | _       |
| Canadian Nedley Surges   | M | 775          |        | LLX     | 770          | -            | _                            | 1,405     | _     | _            | _           | _        | _            | _      | _      | _      | _      | _      | _          | _          | _      |               | _             | _     | 1,405   |
|  | М |              | 178    | 319     | 1,017        | 6,412        | 61,592                       | 1,405     | 5,779 | 12,598       | 1,122       | 7,112    | 3            | 74,578 | 70,144 |        |        | 65,444 |            |            | 18,904 | 179           | 51            | 538   | 530,432 |
| Viet.  | F | 336          | 140    | 243     | 670          | 7,271        | 4,554                        | _         | 441   | 449          | 38          | 149      | 2,757        |        | 12,623 |        |        | 10,008 |            |            | 2,090  | 32            | 8             | 1,380 | 86,675  |
| CANADA   | K | 5,444        | 318    | 562     | 1,687        | 13,683       | 66,146                       | 1,405     | 6,220 | 13,047       | 1,160       | 7,261    | 2,760        | 87,638 | 82,767 | 88,962 | 87,847 | 75,452 | 25,757     | 25,809     | 20,994 | 211           | 59            | 1,918 | 617,107 |









## HOCKEY CANADA - CANLAN ADULT RECREATION REPORT

Hockey Canada's Adult Recreation Program has taken some very positive steps towards growing the program to a new level this season. Hockey Canada and its member branches have entered a five-year adult recreation partnership with Canlan Ice Sports/Adult Safe Hockey Network. This partnership not only brings more than 50,000 new members into the Hockey Canada membership, from the Adult Safe Hockey Network, it allows us to grow the program to a new level across the country using Canlan's tremendous adult recreation resources.



Hockey Canada and Canlan have put together a recruitment plan, which will be implemented to increase membership in other parts of the country, such as Atlantic Canada and rural areas.

This partnership will see current Hockey Canada Adult Recreation member leagues obtain some great new added benefits that will support both league managers and players across the country, including league website/stats package portals, with a built-in online registration system. By providing these tools, it will help reduce costs that leagues across the country incur annually. Another great benefit is access to tournaments across the country, particularly the North American Classic (NAC) hosted every second year. The next NAC will be hosted at the new WinSport Canada Athletic & Ice Complex, the home of Hockey Canada, in Calgary in May 2013. The bi-annual event is not only for the players participating, but for families by providing opportunity to enjoy other activities within the host city.

We look forward to building this relationship and program with Canlan Ice Sports.

#### BREAKDOWN OF REGISTRATION INCREASES IN SIX BRANCHES:

Below are examples of how this partnership will increase membership in branches:



BC HOCKEY 12,175 new members



HOCKEY MANITOBA 3.888 new members



HOCKEY ALBERTA 3,833 new members



ONTARIO HOCKEY FEDERATION 22.577 new members



SASKATCHEWAN HOCKEY ASSOCIATION 4,146 new members



HOCKEY QUEBEC 3,365 new members

## HOCKEY CANADA FOUNDATION

The Hockey Canada Foundation (HCF) provides an on going source of funding to support the development and delivery of a wide range of Hockey Canada programs. The HCF currently governs more than \$5 million in endowment funds and grants to Hockey Canada, to support the development and execution of leading edge initiatives aimed at celebrating our hockey heritage, continuing our winning tradition on the international stage and helping create an even more promising future for our game.

The HCF secures, governs and puts gifts to work so caring Canadians who want to give back to the game can do so knowing their gift will have an impact for generations to come. Our sister charity, the Canadian Hockey Foundation U.S., provides supporters who live or work in the United States the means to support Canadian hockey.









#### 2011 proved to be a successful fundraising year for the HCF,

#### with the following events taking place:

#### 2011 Hockey Canada Foundation Celebrity Classic

The eighth annual event was hosted in Ottawa, Ont., and celebrated the 30th anniversary of the Program of Excellence, with 10 former National Junior Team captains and 15 past head coaches in attendance. The gala was the second-most financially successful HCF Celebrity Classic to date. The Rink of Dreams gala hosted 700 attendees at the newly-opened Ottawa Convention Centre, with golf taking place the following day at The Marshes Golf Club and Eagle Creek Golf Club. The HCF is pleased to announce that the 2011 Celebrity Classic raised a total of \$727,106 in net revenues with \$427,000 being donated to the Sens Foundation in support of the Rink of Dreams project. The remaining \$300,000 raised has been placed into the HCF Endowment Fund.

#### **Dreams Come True Program**

The Dreams Come True Program provides a fun skills camp which allows under-privileged youth the opportunity to become involved in the game of hockey by supplying equipment, as well as covering registration fees for the year. Four camps were held in various cities across Canada, with more than 110 young players participating in the program. St. John's, N.L., was host to 40 youth at their camp in April during the TELUS Cup. Two camps were held in June, one in Saint John, N.B., and the other in Ottawa, Ont., with both camps welcoming 40 players, and the final camp took place in September in Winnipeg , Man., where 35 kids were able to take part in the event.

#### **Going Fore Gold**

The golf event took place in August at the Redtail Golf and Country Club in London, Ont. The event raised \$80,000, with proceeds from the event going towards Canada's National Women's Team during the 2013-14 Olympic season.

#### Second Annual Team Canada Alumni Association Golf Tournament

The Team Canada Alumni Association (TCAA) hosted its second annual alumni charity golf tournament in September 2011 in Chestermere, Alta., at Lakeside Greens Golf Course. The event hosted 100 players, including 25 Team Canada alumni, and was met with great success. More than \$25,000 was raised in support of the Team Canada Alumni Association and the Hockey Canada Foundation. This event will continue to be an annual TCAA event, and is scheduled to take place next in September 2012.

#### Rink of Dreams

The Ottawa Rink of Dreams opened in January 2012 during the NHL All-Star Weekend. During the opening the HCF, in support of the rink, presented the Sens Foundation with a cheque in the amount of \$420,000. Hockey Canada officer Claude Allain represented the HCF at the opening and participated in the ribbon cutting and cheque presentation with Cyril Leeder, president of the Ottawa Senators.



#### **ACTIVITY WITHIN THE HCF/CHFUS BOARD OF DIRECTORS**

New executive appointments for 2012-2014

#### **Hockey Canada Foundation**

- Grant Fagerheim chairman
- Jim Treliving vice-chair
- Barry Lorenzetti secretary
- Allan Matthews treasurer
- Brian Cooper special advisor to board

#### Canadian Hockey Foundation U.S.

- Chris Bezaire chairman
- Mike Humes vice-chair
- Paul Delparte secretary
- Dave Andrews treasurer

In April, the Canadian Hockey Foundation U.S. was honoured to announce the appointment of Mr. William A. Torrey to the CHFUS board. Bill has an extensive history within the hockey community and will be a great addition to the board.

#### **OTHER HCF EVENTS**

- January 2011 2012 IIHF World Junior Championship eBay revenue raised \$35,000 for the HCF
- 2. February 2011 –TCAA vs. KPMG Fantasy Game Calgary, Alta.
- 3. April 2011 Dreams Come True Program – St. John's, N.L.
- 4. June 2011 Dreams Come True Program Saint John, N.B.
- 5. June 2011 Dreams Come True Program – Ottawa, Ont.
- 6. June 2011 2011 Hockey Canada Foundation Celebrity Classic – Ottawa, Ont.

- 7. September 2011 Dreams Come True Program – Winnipeg, Man.
- September 2011 TCAA Fantasy Game Calgary, Alta.
- The HCF continues to be a partner to Hockey Canada sponsor activities including:
  - Lowe's Rink Refurbishment program
  - RBC's Play Hockey program
  - Kraft Assists program
  - Esso's support of various Hockey Canada and Hockey Canada Foundation initiatives

### COMMUNICATIONS

**315,196** LIKES **3 47,519** FOLLOWERS

As Hockey Canada's minor hockey programs, national team events and domestic championships continue to grow in profile, so too does the need for information on them. In the age of up-to-the-second information, members and fans want to know what is going on near their community, what the score is, who's playing who in the gold medal game and where the next Hockey Canada Skills Camp will be held.

Hockey Canada's external communications strategy uses a variety of platforms to bring information and messaging to Canada and the world.

#### **WEBSITE**

For most members and fans, HockeyCanada.ca TOP FIVE DAYS WITH MOST is the first stop. Between April 25, 2011 and WWW.HOCKEYCANADA.CAVISITS -April 25, 2012, the official online home of Hockey Canada was visited 5.2 million times by more than 2.8 million unique visitors in more than 200 countries, leading to 17.9 million page views.

On average, more than 7,600 fans visited HockeyCanada.ca every day, with a high of almost 250,000 coming to the site on January 3, 2012, as Canada's National Junior Team faced off with Russia in the semifinal of the 2012 IIHF World Junior Championship.

### 2011-12 SEASON

| date               | visits  |
|--------------------|---------|
| January 3, 2012    | 243,907 |
| December 26, 2011  | 180,642 |
| December, 28, 2011 | 175,939 |
| December 31, 2011  | 171,396 |
| January 2, 2012    | 164,579 |

views

#### TOP FIVE MOST VIEWED WWW.HOCKEYCANADA.CA PAGES (+ homepage) -2011-12 SEASON

| HockeyCanada.ca homepage                  | 3,240,684 |
|---|-----------|
| 2012 World Junior homepage                | 1,830,969 |
| 2012 World Junior schedule/results        | 1,017,713 |
| 2012 World U17 Challenge schedule/results | 223,373   |
| 2012 World Junior – Team Canada roster    | 211,468   |
| Kids Site Games page                      | 154,108   |

Visitors are coming for more than just scores. Over the course of the season, more than 1,200 videos were viewed nearly 35,000 times. This includes more than 400 produced in-house by HockeyCanada.tv, 100 from official broadcaster TSN and 25 from the Canadian Press. They were joined by 150 written event and player features. 1,316 photo galleries from Hockey Canada's current and past events were viewed over 72,000 times. More than 170 press releases helped get as much information out as possible on everything Hockey Canada.

#### **HOCKEY CANADA IN THE NEW MEDIA**

Hockey Canada's web presence doesn't end with its website. This season, Hockey Canada embraced the growth of social media, creating Facebook pages and Twitter feeds not only for Hockey Canada, but for Team Canada and all national and international events hosted on Canadian soil.

After 12 months, Hockey Canada has racked up more than 182,000 Facebook likes and close to 21,000 followers on Twitter, while hundreds of fans followed along with Canada's national championships this spring on both social media platforms, getting goal-by-goal and game-by-game updates and winning great prizes leading up to and during the tournaments. ENOLICIE

| aar mg me tear namenter                | ENG               | LISH              | FRENCH            |                   |  |  |
|--|-------------------|-------------------|-------------------|-------------------|--|--|
|  | FACEBOOK<br>likes | TWITTER followers | FACEBOOK<br>likes | TWITTER followers |  |  |
| Hockey Canada                          | 315,196           | 47,519            | 1,221             | 614               |  |  |
| Team Canada                            |                   | 1,442             | _                 | 223               |  |  |
| Sledge Hockey                          | 889               | 613               | 25                | 16                |  |  |
| National Women's Under-18 Championship | 342               | 144               | 65                | 13                |  |  |
| World Junior A Challenge               | 1,607             | 817               | 9                 | 7                 |  |  |
| 4 Nations Cup                          | 113               | 181               | 10                | 5                 |  |  |
| World U17 Hockey Challenge             | 1,185             | 824               | 25                | 25                |  |  |
| Esso Cup                               | 598               | 449               | 34                | 9                 |  |  |
| World Sledge Hockey Challenge          | 352               | 237               | 4                 | 3                 |  |  |
| TELUS Cup                              | 1,184             | 694               | 26                | 12                |  |  |
| RBC Cup                                | 2,776             | 1,358             | 13                | 15                |  |  |

And fans are checking out Hockey Canada from anywhere and everywhere, thanks to a:

MOBILE APP DOWNLOADED CLOSE TO:

40.000X ... iPhone 31,000+ ... 8,000+





MOBILE PLATFORM VISITS:











#### **MEDIA RELATIONS**

Hockey Canada distributes its news releases to over 2,000 members of the media and collaborates with all forms of media to ensure Hockey Canada's message gets to its membership and stakeholders through mainstream and new media.

By providing the media with quality services and pertinent background and information on teams, events and programs, Hockey Canada can maintain and ensure its status as a leader in hockey and sport, in Canada and around the world.

Hockey Canada's press conferences and events are extremely well attended by media, which provides Hockey Canada with numerous platforms to get key messaging out, to promote athletes and to grow properties such as teams and national championships.

#### **HOCKEY CANADA PUBLICATIONS**

Hockey Canada also publishes a number of guides and programs that allow us to get information and messaging to members and fans.

Hockey Canada produces several versions of two seasonal event programs that were available for purchase at our domestic championships:

#### **FALL PROGRAM:**

World Junior A Challenge

National Women's Under-18 Championship

World Under-17 Hockey Challenge

World Sledge Hockey Challenge

#### SPRING PROGRAM:

Esso Cup

**TELUS Cup** 

RBC Cup

Hockey Canada's media guides are produced in digital format and available on-line at www.HockeyCanada.ca, with guides produced for all national team programs. Media guides, complete with staff profiles, player profiles, program and event history, are produced for all of Canada's national teams as well as for domestic championships.

#### **HOCKEY CANADA ON TSN/RDS**

Hockey Canada's media partnership with TSN and RDS brings Canada's national championships, international events and national teams to millions of Canadian viewers every year

This season, TSN and RDS broadcasted championship games from all of Canada's national and domestic championships, as well as national team games from four IIHF world championships, raising Hockey Canada's profile and introducing Canadians to Hockey Canada's programming and numerous hockey teams and players.

Some broadcast highlights:

- 1. TSN and RDS broadcast over 30 games from domestic championships and IIHF world championships in 2011-12, including:
  - Eight domestic championship gold medal games
  - 30 Team Canada games at world championships and three pre-competition games from Alberta
- 2. Close to 3 million people watched the Canada-Russia semifinal game at the 2012 IIHF World Junior Championship
- 3. Over 1.2 million people watched the Canada-FInland bronze medal game at the 2012 IIHF World Junior Championship
- Over 2.1 million viewers watched the 2012 IIHF World Junior Championship on RDS, including 323,000 for the Canada-Russia semifinal game

In addition to game broadcasts, TSN worked with Hockey Canada to develop special features for TSN That's Hockey. Over the past season, reports were produced on Hockey PEI's program to introduce hockey to new Canadians, and on five brothers who play senior hockey together in Shaunavon, Saskatchewan.

The Hockey Canada/TSN partnership has also led to innovative programming that ties into grassroots development. During the 2012 IIHF World Junior Championship, each Team Canada player is features in a TSN skills vignette which promotes a specific skill and a drill that will help a minor hockey player develop that skill.

#### **HOCKEY CANADA ON TSN**

| event                                       | views   |
|---|---------|
| 2011 World Junior A Challenge               | 61,000  |
| 2011 National Women's Under-18 Championship | 20,000  |
| 2011 World Sledge Hockey Challenge          | 24,000  |
| 2012 World Under-17 Challenge               | 145,000 |
| 2012 Esso Cup                               | 29,000  |
| 2012 TELUS Cup                              | 132,000 |

#### **HOCKEY CANADA ON FASTHOCKEY**

The 2011-12 season also saw the continuation of Hockey Canada's relationship with FASTHockey, bringing games from domestic events across the country live to fans from coast to coast and around the world via webcast. This past season, the webcasts were provided for free to Hockey Canada's Facebook fans, helping us grow those numbers and present the broadcasts to many more people.

#### **HOCKEY CANADA ON FASTHOCKEY**

| event                                       | viewers |
|---|---------|
| 2012 National Junior Team – Summer Camp     | 13,584  |
| 2011 World Junior A Challenge               | 5,720   |
| 2011 National Women's Under-18 Championship | 2,576   |
| 2011 World Sledge Hockey Challenge          | 2,707   |
| 2012 National Junior Team – Selection Camp  | 7,759   |
| 2011 World Sport School Challenge           | 5,975   |
| 2012 World Under-17 Hockey Challenge        | 13,258  |
| 2012 Allan Cup                              | 5,263   |
| 2012 Esso Cup                               | 4,069   |
| 2012 TELUS Cup                              | 5,742   |
| 2012 RBC Cup                                | 14,357  |

## WINSPORT CANADA ATHLETIC & ICE COMPLEX

Hockey Canada began a new era in its long and storied history Nov. 1, when it moved into its new office space at the WinSport Canada Athletic & Ice Complex at Canada Olympic Park in Calgary, Alta.

The goal of the Athletic & Ice Complex is to help WinSport become a world-class winter sport institute, with a facility that will help high performance athletes reach the podium and give recreational athletes a place to discover and develop their skills and passion for sport.

The 500,000-square-foot Athletic & Ice Complex features one international-sized rink with seating for 3,000 and six dressing rooms, including two state-of-the-art rooms specially designed for Canada's national teams, including space for coaches and medical staff, as well as workout areas.

In addition, the facility includes three North American-sized rinks with seating for 220 at each rink and 12 state-of-the-art dressing rooms, referee rooms and flex rooms. Rink B, the Joan Snyder Rink, has been designed to accommodate sledge hockey, with Plexiglass rink boards and ice-level access to players' benches and penalty boxes. The Athletic & Ice Complex is home to the Alberta entry in the professional Canadian Women's Hockey League, in addition to minor hockey, adult leagues, ringette and figure skating.

Phase 1, the three North American rinks, opened in January 2011, while the international rink opened in September 2011. There is also more than 8,000 square feet of meeting and event space.

The final phase of the project, which is scheduled to be completed later this year, is the high performance training centre. It will feature workout space for elite athletes, combined with various medical services, such as doctors, chiropractors, nutritionists, physiotherapists, etc., and a public fitness centre.

The Athletic & Ice Complex, which broke ground in 2008, was expected to cost about \$250 million, but should now come in around \$205 million.







## MARKETING & SPONSORSHIP

#### Highlights from the 2011-12 season:

- Purolator joined the Hockey Canada family as its 15th International Marketing Partner.
- Hockey Canada renewed its partnerships with Air Canada, Boston Pizza, Esso, General Motors, Mars and Samsung.
- Puckster, the official mascot of Hockey Canada, was featured in a pair of children's books: Puckster's First Hockey Sweater and Puckster's First Hockey Game.
- Six provinces Alberta, British Columbia, Ontario, Prince Edward Island, Quebec and Saskatchewan hosted Hockey Canada national events during the season.
- 1. Corporate partners used their resources for the following initiatives:
  - GM Helmet Program A Bauer helmet was provided to every five-year-old (2006 birth year) who registered for hockey in Canada. The player (family) registered on line, picked up their package at their local GM dealer and redeemed the voucher for a Bauer helmet at Sport Chek. Over the past season, 16,000 of an eligible 21,000 helmets were distributed to kids. It was a successful collaboration between the three Hockey Canada partners.
  - Lowe's Rink Renovation For the second year, Lowe's invested a total of \$100,000 into two rinks to update their facilities. The chosen arenas were Scarborough Centennial Arena and Tom Brown Arena in Ottawa.
  - RBC Play Hockey A grant program providing financial support to hockey projects and communities across North America, RBC Play Hockey was also the

- presenting sponsor of the World Hockey Tour, as part of the 2012 IIHF World Junior Championship. A total of 1,680 kids from 14 communities throughout Alberta participated in the on-ice development programs that left a financial legacy in each community for the purpose of coach and player development.
- atoMc Hockey A McDonald's Canada minor hockey sponsorship program of Atom-level divisions across Canada, which provides free sets of pro-style jerseys and socks to all participating teams. In its second year, enrolment grew from 24,000 in 2010-11 to 34,000 in 2011-12.
- Konica Minolta Fantasy Camp Children of Konica Minolta employees got to experience what it is like to be a Team Canada player. With off-ice classroom sessions to help grow their game, to on-ice sessions with Olympic gold medallist Meaghan Mikkelson, the kids received a true Team Canada experience.

- 2. A record-breaking 571,000 tickets were sold for the 2012 IIHF World Junior Championship in Calgary and Edmonton, Alta., through Hockey Canada Tickets, breaking the record set for the 2009 World Juniors in Ottawa by more than 100,000 tickets.
- 3. Hockey Canada Tickets also ticketed the following events during the 2011-12 season:
- the 2011 World Sledge Hockey Challenge in Calgary at the brand-new WinSport Canada Athletic & Ice Complex – 7,701 tickets distributed; three games at Canada's National Junior Team Sport Chek Selection Camp in Calgary at the WinSport Canada Athletic & Ice Complex – 5,632 tickets distributed;
- six pre-competition games across the province of Alberta prior to the 2012 IIHF World Junior Championship – 10,334 tickets distributed;
- the inaugural World Sport School Challenge in Calgary at the WinSport Canada Athletic & Ice Complex – 2,080 tickets distributed;
- the 2012 Esso Cup in Charlottetown, P.E.I., 2012 TELUS Cup in Leduc, Alta., and 2012 RBC Cup in Humboldt, Sask. 10,228, 17,518, 17,771\* tickets distributed, respectively (\*as of April 16, 2012);
- the 2013 IIHF Ice Hockey Women's World Championship, which will be held in Ottawa.
- Hockey Canada Tickets is also now ticketing the seasons of the Dauphin Kings (MJHL), Humboldt Broncos (SJHL) and Portage Terriers (MJHL).
- 4. In its second year as part of the world of social media, Hockey Canada more than doubled its Twitter followers, up from 21,000 in 2010-11 to 47,519 in 2011-12. Hockey Canada also increased its Facebook likes by over 70%, from 182,000 in 2010-11 to 315,196 in 2011-12.



#### **PREMIER SPONSORS**











#### **INTERNATIONAL MARKETING PARTNER**





































#### **NATIONAL MARKETING PARTNER**

















## LICENSING & MERCHANDISING









Hockey Canada's licensing program continues to exceed business expectations with strong sales in all channels of distribution. Team Canada fans can find licensed product in a wide variety of locations across Canada and in a wide spectrum of price points.





#### BAUER

Sport Chek, Hockey Canada's official sporting goods retail partner, offers fans from coast to coast the opportunity to shop for officially-licensed product in over 150 locations. In addition, Team Canada product is offered throughout the retail landscape:

- sport specialty retail
- licensed product retail
- e-commerce
- department stores
- club membership retail
- value-priced merchants
- · mass merchants
- food and drug retail
- tourism, travel and gift retail

Hockey Canada was privileged to partner with 49 licensees for the 2011-12 hockey season. These partners supported the retail trade with a broad array of licensed items in over 14 product categories:

- apparel
- collectibles
- crestina
- electronics and accessories
- equipment
- eyewear
- footwear
- headwear
- household products
- luggage
- novelties
- media
- toys/games
- timepieces/jewelry

The hosting of the 2012 IIHF World Junior Championship in Alberta was a stellar event. It allowed Canadians to cheer on Team Canada with a commemorative jersey – and supporting retail program – designed to celebrate the 30<sup>th</sup> anniversary of Hockey Canada's Program of Excellence. Fans flocked to the limited edition jersey and apparel program, designed, built and distributed by NIKE. It quickly became another sell-out success for a limited edition of a Team Canada Classics (TCC) jersey.

The 2012 IIHF World Junior Championship set not only an attendance record, but also a sales record for in-venue merchandise sold at an IIHF event hosted in Canada. Ticket holders were anxious to sport team colours wherever the pre-competition and tournament games were staged across Alberta.

A number of sponsors launched highly successful gift-with-purchase programs in Western Canada to synchronize with the event. Custom toques were found attached to smartly packaged bottles distributed by Diageo Brands; two-sided flags were distributed in-case by Molson and event-branded headwear was warmly received by Norton Rose Canada, just to name a few.

Innovative corporate premiums were found throughout the dozens of arenas across Canada activated by a number of Hockey Canada's corporate partners. Sponsors activated with a number of unique and fan-friendly products from noise-makers to specialty headwear, flags and lanyards/ticket pouches, at Hockey Canada hosted events including national championships, invitational tournaments and pre-competition games.

Fact: The estimated licensed merchandise sales figure for 2011 for sports in Canada and the United States is \$12.79 billion dollars.

## FINANCE

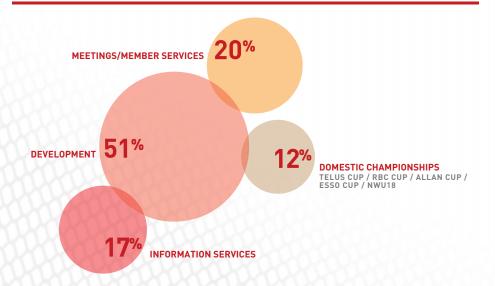
Once again, Hockey Canada demonstrated its acumen in the financial arena for the year ended June 30, 2011. While there were no international events hosted within our borders, it was still a very busy and successful year, resulting in a significant legacy to the Association and Canadian hockey overall. As a result of the strengthening economy, we were able to realize additional earnings from our investments and also posted positive foreign exchange gains. In addition, there were a number of revenues received that were unbudgeted due to uncertainty in the marketplace. Finally on the revenue side, continued strength of the Hockey Canada mark has been demonstrated by the ability of our marketing department to attract worldrenowned companies to our sponsorship group. On the expense side, there were a number of potential liabilities that arose and were accrued in the prior year. These were generally settled for less than anticipated resulting in positive net income in fiscal 2011. There were also savings achieved in a number of programs due to the dedicated efforts of Hockey Canada managers in operating in the most efficient and effective fashion possible.

AS WAS THE CASE IN PRIOR YEARS, we continue to benefit from very strong partner-ships at both the federal and provincial levels of government. Federally, we are the beneficiaries of the decision to extend the Own the Podium program that resulted in such success at the 2010 Winter Olympics. This funding is invaluable in allowing our high performance group to enhance opportunities for training and competition as we work towards winning gold at the 2014 Olympic Winter Games in Sochi, Russia. At the provincial level, we are extremely fortunate to be able to partner with the Government of Alberta. The annual funding received allows Hockey Canada to provide programming opportunities at the grassroots level throughout Alberta. In addition, Hockey Canada has demonstrated its commitment to the province through the construction of a facility at Canada Olympic Park in Calgary. This will allow for the hosting of world-class events at a state-of-the-art facility, thus showcasing both Hockey Canada and the Province of Alberta.

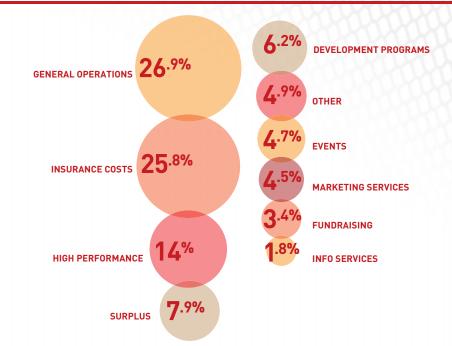
During fiscal 2011, it was determined by the Hockey Canada Board of Directors that there were a number of areas that required specific focus in order to strengthen and maintain the game in Canada. In no particular order, these areas are: recruitment and retention, technology initiatives, and conversion of traditional off-ice programs to an e-learning platform. In order to ensure the appropriate resources are in place, the board voted to allocate \$6 million of the Hockey Canada and provincial branch profits to allow for initiatives to proceed in each of these areas. In order to manage these funds, it was determined that a new Financial Pillar would be established and known as the Initiative Pillar. Joining the previously established Growth, Facilities, Branch Support, Insurance Rate Stabilization, and International Event Support pillars, this again demonstrates Hockey Canada's ongoing commitment to the game and the stewardship of assets placed under our care.

It has been another successful season on many fronts for Hockey Canada, including the continued financial good standing of the organization.

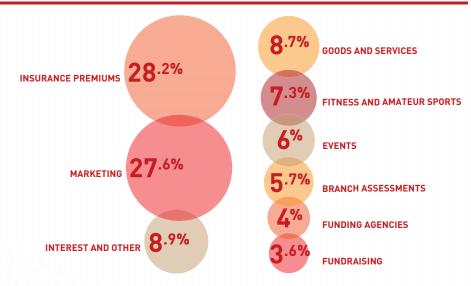
#### **ASSESSMENTS**



#### **USE OF FUNDS**



#### **SOURCE OF FUNDS**





December 4, 2011 – Calgary, Alta.: Canada's National Sledge Team celebrates following its 4-1 victory over the United States in the gold medal game at the 2011 World Sledge Hockey Challenge. Team Canada captain Greg Westlake scored a hat trick to lead the offence for the Canadians, who won the tournament for the fourth time in five tries and opened Hockey Canada's new home at the WinSport Canada Athletic & Ice Complex with a gold medal.

## FUNDING PARTNERS

On an annual basis, Hockey Canada benefits from our relationship with the following funding partners. These agencies generously fund Hockey Canada to help the Association realize its goals in developing the game of hockey across our country and internationally.

#### **GOVERNMENT OF CANADA - SPORT CANADA**

Hockey Canada receives annual funding from Sport Canada to assist in administration, high performance, coaching and officiating, development and managing national teams and championships. In addition, Sport Canada established the Own the Podium program to provide incremental funding in order to enhance the chances of Canada's winter sports, hockey included, winning gold at the 2010 Olympic Winter Games in Vancouver. As a result of the unprecedented success of Canadian athletes in 2010, the Own the Podium program has been generously extended through the current quadrennial as we work toward the 2014 Olympics in Sochi, Russia.

#### SADDLEDOME AMATEUR SPORT FUND

Hockey Canada is one of three beneficiaries of legacy funding from the decision to construct the Saddledome for the 1988 Olympic Winter Games in Calgary. The Saddledome Amateur Sport Fund has contributed more than \$750,000 annually to Hockey Canada, Calgary Parks and Recreation and WinSport to assist in benefiting sports in Calgary and throughout the province.

#### **ALBERTA LOTTERIES**

Hockey Canada and Alberta Lotteries have a long history of mutually funding amateur hockey in the province of Alberta. Based on the Calgary location of Hockey Canada's head office and the ongoing support and hosting of various events and programs throughout the province, Alberta Lotteries has extended this agreement to generously provide annual funding from 2009-10 through 2013-14.

#### **SEAMAN HOTCHKISS FOUNDATION**

#### (formerly Flames Project 75)

The Seaman Hotchkiss Foundation focuses its support in assisting minor hockey development in both Alberta and across Canada. Funding is provided to Hockey Canada on a project-by-project basis to support the ongoing goals of the organization.

#### OTHER

Other funding agencies, such as One Goal, the Coaching Association of Canada and the Canadian Paralympic Committee, provide annual funding to Hockey Canada. In addition, the National Hockey League and the seven Canadian NHL teams continue to provide funding to aid in coaching, officiating and regional minor hockey development.



Canadian Heritage Sport Canada Patrimoine canadien





### SEAMAN HOTCHKISS HOCKEY FOUNDATION



## INSURANCE

One of the benefits of being a member of Hockey Canada is knowing you have an exceptional insurance program that has been built with the needs of its members in mind. The premiums that are currently enjoyed by all branches are based upon the total membership of players registered with Hockey Canada, and by the continual focus on safety by its branches, minor hockey associations and membership. Hockey Canada prides itself on its ability to keep its exposure to claims down and can only do this through the ongoing awareness and prevention shown in all of the activities it sanctions.

WITH THE ASSISTANCE OF the Hockey Canada Insurance Committee and Hockey Canada's insurance broker, B.F. Lorenzetti, Hockey Canada has engaged what it feels is an effective insurance carrier who knows the needs of our organization for policy coverage in the areas of commercial general liability, sexual misconduct liability, directors and officers liability, and accidental death and dismemberment coverage. A great amount of research and dialogue ensures we are delivering effective coverage at a fair premium for our members.

The medical/dental coverage we offer is a self-administered secondary insurance program that is managed by Hockey Canada. This coverage assists members who may not have private secondary coverage for services such as dental and physiotherapy to the limits set within the policy. The policy also assists members who have exhausted their limits within their private coverage to our policy limits.

Below is a breakdown of the premium that each member pays on an annual basis. This premium covers all of the policies mentioned above and continues to reflect an affordable program for all of our members.

Insurance is a safety net when all steps within the risk management process have failed, and this makes it very important that as an organization we continually strengthen our ability to identify, assess and eliminate risks to the best of our ability. This will enhance our ability to avoid claims against our various policies and in the long run sustain a strong affordable insurance program.

#### TOTAL CLAIMS CHART -ACCIDENTAL MEDICAL/DENTAL

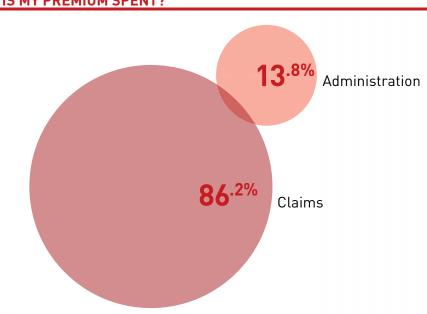


#### PREMIUM BREAKDOWN CHART



Directors and Officers Liability Premiums are paid by Hockey Canada

#### **HOW IS MY PREMIUM SPENT?**





## AFFILIATED ORGANIZATIONS & HOCKEY PARTNERS

#### HOCKEY CANADA IS PROUD TO BE ASSOCIATED WITH THE FOLLOWING ASSOCIATIONS:



#### **Aboriginal Sport Circle** Akwesasne Mohawk Territory

34 McCumber Road, Unit 7 Akwesasne, ON K6H 5R7 www.aboriginalsportcircle.ca



#### Canadian Amputee Hockey Committee

www.canadianamputeehockev.ca



#### **Canadian Armed Forces**

National Defence Headquarters MGen George R. Pearkes Building 101 Colonel By Drive Ottawa, ON K1A 0K2 www.forces.ac.ca



#### Canadian Ball Hockey Association

5 – 56 Pennsylvania Avenue Concord, ON L4K 3V9 www.cbha.com



#### **Canadian Deaf Ice Hockey Federation**

4176 Colonial Drive Mississauga, ON L5L 4B9 cdihf.deafhockey.com



#### Canadian Hockey League

305 Milner Avenue, Suite 201 Scarborough, ON M1B 3V4 www.chl.ca



#### Canadian Interuniversity Sport

801 King Edward, Suite N205 Ottawa, ON K1N 6N5 www.cis-sic.ca



#### International Ice Hockey Federation

Brandschenkestrasse 50, Postfach, 8027 Zurich, Switzerland www iihf com



#### **National Hockey League**

1185 Avenue of the Americas New York, NY 10036 www nhl com



#### National Hockey League Players' Association

20 Bay Street, Suite 1700 Toronto, ON M5J 2N8 www.nhlpa.com



#### National Inline Hockey Association - Canada

#2 - 126 Main Street Dauphin, MB R7N 1C2 www.niha.ca



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President: Shannon Bell 6671 Oldfield Road Saanichton, BC V8M 2A1 Tel: (250) 652-2978 Fax: (250) 652-4536 www.bchockey.net



#### **Ontario Hockey** Federation

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President: Judy Bain

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President: Jack Lee 32 Queensway

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Fax: (709) 489-2273 www.hockeynl.ca



#### Nockey 🔑 Alberta

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#### Saskatchewan Hockey Association

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#### Ottawa District Hockey Association

President: Ron Thompson D300 - 1247 Kilborn Place Ottawa, ON K1H 6K9 Tel: [613] 224-7686 Fax: [613] 224-6079 www.odha.com



#### **Hockey Prince** 📧 Edward Island

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#### Hockey Manitoba

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#### Hockey Quebec

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#### New Brunswick

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