



HOCKEY CANADA
ESSO FUN DAY MANUAL

ESSO FUN DAY

Find out what female hockey is all about...





HOCKEY CANADA ESSO FUN DAY



OPERATIONS MANUAL

**“Their Success
starts with
your
enthusiasm!”**

All rights reserved. The logos, trademarks, and word marks within this manual are copyright protected.
Prior consent and approval must be obtained by Hockey Canada and Imperial Oil Limited for
all event-paper and electronic advertising.

Table of Contents

Section 1 - Operations Manual

Esso Fun Day Program – What is it?	4
What is the program Focus?	4
Community Lead – What do I need to do?.....	4
Running A Successful Program	4
Recruiting your Instructors.....	4
How Esso Fun Day Addresses Development.....	4
Program Curriculum	4
Support Materials	5
Funding	5
Provincial Contacts	5
Facility Recommendations	6
Camp Rules/Discipline	6
Equipment Requirements.....	6
Event Wrap-up and Checklist.....	6
Application Forms.....	7-10
Event Wrap-up Forms.....	11-15

Section 2 - On-Ice Instructors Manual

Esso Fun Day On-Ice Philosophy	2
Basic Principles to Follow.....	2
Grouping the Skaters	3
Division of Ice for Station Work.....	3
Organization and equipment	3
Key Instructional Points.....	4-10
Sample On-ice Plan	11-12

Section 3 - Off-Ice Manual

Off-Ice Philosophy	2
Basic Principles to Follow.....	2
Off-Ice Activities and Games	2-7

Section 4 - Workshop Manual

Female Hockey Presentations.....	2
Facility Recommendations	2
Potential Workshops, Seminars and Clinic Topics	2
Hockey Canada Model Programs.....	3
Initiation Program	3
Hockey 101 Seminar	4-9
Equipment Tips.....	10-15

ESSO FUN DAY – WHAT IS IT?

- a fun introduction to **female hockey** for the first-time player, coach, official or administrator.
- designed to introduce beginners to **female hockey** and its basic skills at no cost to the first-time participant.
- designed to make females' first contact with hockey a safe and positive experience.
- enables participants to become contributing members of a team effort, to experience team spirit, develop self-confidence and experience a sense of achievement.
- designed so that it can be delivered to females of all ages – local association may direct to a certain age group based on association needs.
- a fun, informative hockey program that establishes Esso as a lead supporter of female hockey programming and development.
- attracts first-time players to register for **female hockey** programs, including the Hockey Canada Initiation Program, so that they will enjoy the game of hockey for a lifetime.

WHAT IS THE PROGRAM FOCUS?

The ultimate goal of the program is to increase the number of participants playing female hockey.

Provide the opportunity for participants to learn the basic concepts of hockey.

Introduce basic hockey skills:

- forward skating
- backward skating
- puck handling
- passing
- shooting
- goaltending

COMMUNITY LEAD – WHAT DO I NEED TO DO?

- submit an application to your branch or female hockey representative to secure program material, promotional material, jerseys and financial support for this event
- establish a plan and provide leadership, direction and guidance to execute
- identify and recruit volunteers (lead on/off-ice instructor(s), safety person, registration and runners)
- advertise your event: location, registration information, schedule, posters
- utilize supplied program materials: posters, Hockey Canada items, jerseys
- utilize resources related to your organization: local registration procedures, league contacts, team contacts, volunteer opportunities.

- ensure the post-event wrap-up report is submitted to your branch or female hockey representative no later than one month after your event

RUNNING A SUCCESSFUL PROGRAM

The goal of the Esso Fun Day Program is to create a fun on-ice and off-ice introductory experience to the game, which will attract a potential player to join and play **female hockey** for a lifetime.

Three key roles required for a successful program:

- program administrator
- lead on-ice and off-ice instructor(s)
- group instructors, on-ice and off-ice

RECRUITING YOUR INSTRUCTORS

Esso Fun Day program success depends largely on the leadership and teaching abilities of the instructors.

All lead instructors must be certified minimum coach level.

This event can be used as a coach mentor/role model program to introduce new coaches to the game. These coaches should team-up with and shadow more experienced coaches.

Focus on fun, leadership, skill analysis, lesson application and communication.

New instructors learn how to run drills in a fun, supportive environment and implement one-on-one skill development for first-time hockey players.

HOW ESSO FUN DAY ADDRESSES DEVELOPMENT

The “Beginner” Hockey Player

Hockey development is in the beginning stages and participants will have a variety of skill levels. Esso Fun Day program goals address:

- establishing and developing basic skills for the players
- ensuring activities and games are challenging yet not overly complex
- variety: changing locations on the ice, various drills and games that will develop the participants and will keep their attention
- ensuring instructors are trained on giving short, clear explanations
- focusing on positive comments, constructive criticism and fun
- breaking down skills into small steps

PROGRAM CURRICULUM

Consists of a one-day program which includes on-ice and off-ice activities.

The day is designed to introduce the game of hockey and its basic skills in a fun and supportive learning environment for the first-time female hockey player.

On-ice practice (see on-ice section).

Off-ice teambuilding component (see off-ice section).

Information and administrative workshops (see workshop section).

Hockey Canada recommends a minimum instructor to student ratio of 1:5. A number of clinics have provided a 1:3 ratio in order to provide more individual feedback to the participants. (It is essential to ensure that every instructor is an active participant with the first-time players).

Suggested maximum of 40 players per 75 minutes of ice time. Beyond 40 participants, the host should look at booking extra ice.

SUPPORT MATERIALS

Implementation, direction, and guidance from your branch or female hockey representative.

Downloadable Operations Manual www.hockeycanada.ca

An event Operations Manual for the organizer, to include a complete on-ice and off-ice section for the lead instructor(s).

Esso Fun Day promotional material as requested through your female hockey branch representative includes:

- once the Esso Fun Day is secured: participant jerseys, Hockey Canada items

Hockey Canada will post a list of upcoming Esso Fun Day events on our Development web page. Information will include date, location, contact information and a registration form.

To download the Esso Fun Day Poster and registration form go to www.hockeycanada.ca

Make all requests through your branch or female hockey representative.

FUNDING

Hockey Canada must receive wrap-up information, including participant registration and receipts for ice and facility costs before cheques will be issued.

Subsidy is to help off-set costs of ice and facility rental for each event.

Payment of Esso subsidy will be completed twice throughout the season:

- December 15th for events held between August 1st and December 15th
- May 15th for events held between December 16th and May 15th

All cheques will be sent directly to the branch. It is the branch's responsibility to allot the funding to the host association/community/

All required forms and information are included within this manual

PROVINCIAL CONTACTS

BC Hockey
Saanichton, BC
250-652-2978
www.bchockey.net

Hockey Alberta
Red Deer, AB
403-342-6777
www.hockey-alberta.ca

Saskatchewan Hockey Association
Regina, SK
306-789-5101
www.sha.sk.ca

Hockey Manitoba
Winnipeg, MB
204-925-5757
www.hockeymanitoba.mb.ca

Ontario Women's Hockey Association
Mississauga, ON
905-282-9980
www.owha.on.ca

Hockey Quebec
Montreal, QC
514-252-3079
www.hockey.qc.ca

Hockey New Brunswick
Fredericton, NB
506-453-0089
www.hnb.ca

Hockey PEI
Charlottetown, PE
902-368-4334
www.hockeypei.com

Hockey Nova Scotia
Halifax, NS
902-454-9400
www.hockeynovascotia.ca

Hockey Newfoundland and Labrador
Grand Falls-Windsor, NL
709-489-2273
www.hockeynl.ca

Hockey North
Hay River, NT
867-874-6903

Hockey Canada
Calgary, AB
403-777-3636
www.hockeycanada.ca

BC Hockey
Saanichton
(Colombie-Britannique)
250-652-2978
www.bchockey.net

Hockey Alberta
Red Deer (Alberta)
403-342-6777
www.hockey-alberta.ca

Association de hockey de la Saskatchewan
Regina (Saskatchewan)
306-789-5101
www.sha.sk.ca

Hockey Manitoba
Winnipeg (Manitoba)
204-925-5757
www.hockeymanitoba.mb.ca

Association de hockey féminin de l'Ontario
Mississauga (Ontario)
905-282-9980
www.owha.on.ca

Hockey Québec
Montréal (Québec)
514-252-3079
www.hockey.qc.ca

Hockey Nouveau-Brunswick
Fredericton (Nouveau-Brunswick)
506-453-0089
www.hnb.ca

Hockey PEI
Charlottetown
(Île-du-Prince-Édouard)
902-368-4334
www.hockeypei.com

Hockey Nouvelle-Écosse
Halifax (Nouvelle-Écosse)
902-454-9400
www.hockeynovascotia.ca

Hockey Terre-Neuve-et-Labrador
Grand Falls-Windsor
(Terre-Neuve-et-Labrador)
709-489-2273
www.hockeynl.ca

Hockey Nord
Hay River (Nunavut)
867-874-6903

Hockey Canada
Calgary (Alberta)
403-777-3636
www.hockeycanada.ca

FACILITY OPERATIONS

The facility must be secured by the Community Lead, as early as possible!

Securing a proper facility is critical to the success of each Esso Fun Day. The impression that is left with both the player and the parent is everlasting. A great experience will translate into future involvement with both Hockey Canada and your local female hockey programs. The facility must meet with the following requirements:

Change Rooms: Numbers dependent on registered participants. One room for instructors, safety person and storage

Ice Surface: A facility with only one or two sheets. It is important to remember, not to have tight time lines with other booking groups. Allow for flex time!

Meeting Rooms: Gymnasium, large meeting room, or classroom. It is best if this room is in the same facility as the arena.

The meeting room can be used for registration, the parent seminar, event introduction, off-ice activities and wrap up.

Dependent on timeline and plans you may want to consider chairs set up in either theatre style or a group circle.

CAMP RULES/DISCIPLINE

In an attempt to provide every participant with a positive experience, rules must be established to maintain order. Above all else, rules will be established to ensure a safe environment during all activities.

Event organizers are responsible for establishing the rules and should share these rules with the event staff. Additional on-ice rules may be implemented by the lead on ice instructor. Identify the rules at the beginning of each session.

To ensure a fun and safe environment for other participants, a lack of discipline will result in the removal of a participant from the event.

EQUIPMENT REQUIREMENTS

Suggestions on securing equipment for participants who register at your event are:

- Use the “Bring a Buddy” theme to attract new players to the game and provide a chance for the established player to be in a leadership role.

How it works: An established female hockey player brings a “Buddy” that has never played the game before. (A gift or prize will go to the player, and the “Buddy” will receive the Esso Fun Day Jersey, certificate, and any other items you will distribute)

Both would participate in off-ice activities.

- Have new players borrow gear from similar sized players
- Have an established female team accompany and support the new players allowing them to use their equipment for the day.

MANDATORY EQUIPMENT

- Hockey skates
- Elbow pads
- Gloves
- Knee/shin pads
- Neck protector
- CSA approved Helmet
- CSA approved Full Facial Protector
- Stick

OPTIONAL EQUIPMENT

- Hockey Pants
- Socks
- Shoulder Pads
- Jill
- Hockey Tape

**IN QUEBEC,

ALL PARTICIPANTS MUST WEAR FULL EQUIPMENT**

EVENT WRAP-UP: CHECKLIST

In order to properly measure the success of an Esso Fun Day; secure insurance coverage; and ensure the continuation of funding through the premier sponsor, Esso; Hockey Canada requires a Final Report/Event Wrap-up submitted to the Hockey Canada Calgary Office no later than one (1) month post event. Items to be included are:

Fully completed Wrap-up forms (5 forms total)

All requested forms are provided in this Operations Manual

Event Roster (2 page form)

Summary of participant survey results

Summary of parent survey results

Final COMPLETE financial report – Revenue/Expense

** WITHOUT THIS INFORMATION,

FINANCIAL SUPPORT CANNOT BE PROVIDED**

- Listing of all workshops or other initiatives held surrounding your event
- Complete listing of all volunteers including any special guests and/or role models you were able to recruit to help with your event
- Provide all advertising strategies used to promote your event
- Provide suggestions that could improve the program for future years