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TOM RENNEY  
CHIEF EXECUTIVE OFFICER, HOCKEY CANADA

As we celebrate another terrific season for Hockey Canada and Canadian hockey, where do I begin?

Internationally, Canada’s National Women’s Under-18 Team claimed a fifth gold medal at the IIHF U18 Women’s World Championship, and Canadian entries played for medals at five of the six IIHF and IPC world championships.

At home, communities across the country welcomed national and international events, showcasing the passion we have for our game, and the talent we produce.

And our development programs remain the envy of the hockey world, with programs like Dreams Come True, Esso Fun Days and First Shift continuing to bring in new players and help shape the next generation.

Hockey Canada is in a wonderful place, and with excitement we continue to look towards the future.

When I look at our game, I cannot help but notice how hockey shapes all of us. It is such an important part of who we are, and how we are seen by the rest of the world. There are few Canadians who have not been touched by hockey in some way, and it has helped define our nation.

The backbone of the game continues to be the volunteers. From the minor hockey coach behind the bench in Tofino, B.C., to the score clock operator at the TELUS Cup in Thunder Bay, Ont., to the Zamboni driver in Happy Valley-Goose Bay, N.L., these are the Canadians who tirelessly give their time to make hockey happen, and our game is better because of what they do.

All across Canada, from the local minor hockey associations to the provincial and national levels, everyone—the volunteers, administrators, coaches, officials, employees, senior personnel, contractors and sponsors—is involved in making hockey a better game for our youth, and I am sure hockey has enriched their lives and taught them life lessons on the ice and away from the rink.

As a model national sport organization, Hockey Canada continues to build on our foundation in every way we can. We meet the demands of a safe sport environment and work to eliminate abuse, harassment and discrimination in sport; improve our development programs and create new ones; bring new players into the game; and improve the governance of our organization by taking measurable steps to address diversity and inclusion. Hockey Canada builds for the now and for the future, with an awareness of what lies ahead.

We are proud of our athletes, who are ambassadors for our game and for our country. They continued to represent Canada with pride on the international stage during the 2018-19 season, including our gold medal-winning National Women’s Under-18 Team and teams that wore the Maple Leaf across the globe. According to the IIHF World Ranking, Canada ranks No. 1 in men’s hockey and No. 2 in the women’s game. This doesn’t happen by chance.

Across our country, hockey is so much more than a game. It characterizes us as Canadians, and ensuring it remains woven into the fabric of a nation demands our constant attention and creativity. It commands our organization and its Members to adjust to the changing landscape of our evolving society. I am proud that Hockey Canada is working diligently to achieve these objectives.

I look forward to the continued partnership between the board of directors, staff and senior executives of Hockey Canada, and Canadians across the country. I commend all for what you do for our game and for what we will do together in the future. Together is the key.

Thank you.

MICHAEL BRIND’AMOUR  
CHAIR, HOCKEY CANADA BOARD OF DIRECTORS

As we turn the page on 2019, I turn the page on my first year as chair of the board. This responsibility, entrusted to me by our membership, has given me an opportunity to appreciate how Hockey Canada is so fortunate to be able to rely on quality people.

The constant effort and countless hours, the creativity and knowledge, the skills and competencies of a vast array of devoted people working for the benefit of the Canadian player and the development of our national sport is more than impressive— it is outstanding.

All across Canada, from the local minor hockey associations to the provincial and national levels, everyone—the volunteers, administrators, coaches, officials, employees, senior personnel, contractors and sponsors—is involved in making hockey a better game for our youth, and I am sure hockey has enriched their lives and taught them life lessons on the ice and away from the rink.

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Thank you.

Hockey Canada Annual Report | July 2018 – June 2019
I. GROW THE GAME

BY FOCUSING ON RECRUITMENT AND RETENTION

- Research & Data Analysis
- Recruitment and Retention Strategy Developed
- Plan the Plan
- Note: Brand Initiative Currently Underway

II. CONSISTENCY

IN MEASURED PROGRAM DELIVERY

- MEP Implementation
- Program Inventory Developed Coast to Coast
- Prioritization of Inventory and Go Forward Assessments/Reviews
III. CONTINUED FINANCIAL STABILITY

THROUGH DIVERSIFICATION

- Sales Funnel and Timing
- Procurement (Cost Reduction) Initiative
- IIHF Agreement

IV. EVENT & TEAM SUCCESS

DELIVER WORLD CLASS PERFORMANCE

- Gold Medal Pathway Impact from Pond to Podium in Para, Women’s and Men’s
- HP (Research, Development and Plan Built)

V. ORGANIZATIONAL DEVELOPMENT

BUILD A HIGH PERFORMANCE ORGANIZATION TO SUPPORT OUR STRATEGIES

- Technology – HCR 3.0
- HR Strat Plan
  - Diversity
  - Leadership Development
- Volunteer Strategy/Initiative
Hockey Canada is the national governing body for hockey across this country. The organization works in conjunction with the 13 provincial and territorial Members and its affiliated organizations 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, Toronto and Ottawa.
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.

HOCKEY CANADA BELIEVES IN...

- a positive hockey experience for all participants, in a safe, sportsmanlike environment.
- the development of life skills which will benefit participants throughout their lives.
- the values of fair play and sportsmanship, including the development of respect for all people by all participants.
- hockey opportunities for all people regardless of age, gender, colour, race, ethnic origin, religion, sexual orientation or socio-economic status, and in both official languages.
- the importance for participants to develop dignity and self-esteem.
- instilling the values of honesty and integrity in participants at all times.
- the promotion of teamwork, and the belief that what groups and society can achieve as a whole is greater than that which can be achieved by individuals.
- the country of Canada, its tradition in the game of hockey, and the proud and successful representation of this tradition around the world.
- the value of hard work, determination, the pursuit of excellence and success in all activities.
- the benefits of personal and physical well-being.
JULY 2018


AUGUST 2018

September ’18
18 players named to Canada’s National Para Hockey Team for 2018-19 season 🟢 Hockey Canada announces partnership with Tim Hortons, including title sponsorship of Timbits Initiation Program 🟢 Four-time Olympic gold medallist Caroline Ouellette announces retirement from Canada’s National Women’s Team 🟢 Prince Albert, Sask., named host of 2020 Esso Cup

October ’18
306 events held across Canada as part of World Girls’ Ice Hockey Weekend 🟢 First Shift expands with first para hockey programs 🟢 Saint-Hyacinthe, Que., named host of 2020 TELUS Cup 🟢 27 Canadian officials selected by International Ice Hockey Federation for events during 2018-19 season 🟢 Halifax and Truro, N.S., named host of 2020 IIHF Women’s World Championship

November ’18
Hockey Canada and Chevrolet launch third season of Good Deeds Cup 🟢 Canada’s National Women’s Team wins silver medal at 2018 4 Nations Cup in Saskatoon, Sask. 🟢 Canada Red, Canada Black and Canada White finish fourth, fifth and sixth, respectively, at 2018 World Under-17 Hockey Challenge in Saint John and Quispamsis, N.B. 🟢 Hockey Canada Foundation launches Pat Quinn Scholarship Fund 🟢 Canada’s National Women’s Under-18 Team wins gold medal at 2019 IIHF U18 Women’s World Championship in Obihiro, Japan 🟢 Medicine Hat, Alta., and Swift Current, Sask., named hosts of 2019 World Under-17 Hockey Challenge 🟢 Jayna Hefford, Ken Hitchcock and George Kingston named Distinguished Honourees of the Order of Hockey in Canada 🟢 Paradise, N.L., named host of 2019 Canadian Tire Para Hockey Cup

December ’18

January ’19

February ’19
Hayley Wickenheiser elected to IIHF Hall of Fame 🟢 40 Bantam-aged players participate in Canadian leg of IIHF Global Girls’ Game in Calgary, Alta. 🟢 Quebec wins men’s hockey gold medal at 2019 Canada Winter Games in Red Deer, Alta.

March ’19
West Carleton Warriors win Chevrolet Good Deeds Cup 🟢 Alberta wins women’s hockey gold medal at 2019 Canada Winter Games in Red Deer, Alta. 🟢 Charlottetown and Summerside, P.E.I., named hosts of 2020 World Under-17 Hockey Challenge 🟢 Martin Mondou, Alan Millar and Mark Hunter named to Program of Excellence management group for 2019-20 season 🟢 Canada’s National Para Hockey Team splits two game series with United States in Indian Trail, N.C. 🟢 Jason Botterill, Ron Francis and Ron Hextall named to management group with Canada’s National Men’s Team for 2019 IIHF World Championship

April ’19

May ’19

June ’19
Michael Dyck named head coach of Canada’s National Men’s Summer Under-18 Team for 2019 Hlinka Gretzky Cup 🟢 69 Canadians (36 Program of Excellence alumni) selected at 2019 NHL Draft 🟢 Guy Carbonneau, Jim Rutherford and Hayley Wickenheiser elected to Hockey Hall of Fame
Hockey Canada went from one end of the country to the other during the 2018-19 season, bringing national and international events to fans in six of the 13 Members. The 2019 IIHF World Junior Championship in Vancouver and Victoria, B.C., was the main event, bringing the holiday tradition back to Canadian ice for the 14th time, and the event schedule included players and teams from all 10 provinces and one territory. From November to May, more than 100,000 fans were treated to the best in the game with over 700 Canadian players showing their talent in 12 host communities, allowing hockey to continue to thrive and grow in every corner of Canada.

Events profits continue to be poured back into member branches, minor hockey associations and community programs to grow the game, and Brooks, Alta., is a primary example; the $350,000 legacy from the National Junior A Championship—the highest-ever for a Hockey Canada event—was used to create a minor hockey endowment fund to eliminate the barriers of entry for families in need, build a scholarship fund for local minor and junior hockey players, and enhance the Centennial Regional Arena to make it more accessible and augment its ability to host future events. For the entire season, more than $500,000 was invested back into host communities, with over $10 million in economic impact demonstrating once again the impact hockey is having on communities from coast to coast to coast.
Canadian hockey went around the world during the 2018-19 season, with national teams wearing the Maple Leaf in five provinces and seven countries. Canada’s National Women’s Under-18 Team claimed its fifth gold medal at the IIHF U18 Women’s World Championship, part of a successful international season that saw Canada play for a medal at five of the six IIHF and IPC world championships. Perhaps most importantly, the 212 players who wore red and white were tremendous ambassadors for Canada’s game, a testament to the work done by Hockey Canada’s 13 Members and more than 3,500 minor hockey associations from coast to coast to coast.

**RESULTS**

<table>
<thead>
<tr>
<th>EVENT</th>
<th>RESULT</th>
<th>RECORD</th>
<th>GF</th>
<th>GA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 Hlinka Gretzky Cup (National Men’s Summer U18 Team)</td>
<td>gold medal</td>
<td>5-0</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>National Women’s Under-18 Team vs. United States</td>
<td>—</td>
<td>2-1</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>National Women’s Development Team vs. United States</td>
<td>—</td>
<td>0-3</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>2018 4 Nations Cup (National Women’s Team)</td>
<td>silver medal</td>
<td>2-2</td>
<td>12</td>
<td>8</td>
</tr>
<tr>
<td>2018 Canadian Tire Para Hockey Cup</td>
<td>silver medal</td>
<td>2-3</td>
<td>16</td>
<td>12</td>
</tr>
<tr>
<td>2018 Spengler Cup (National Men’s Team)</td>
<td>second place</td>
<td>3-1</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>2019 IIHF World Junior Championship</td>
<td>sixth place</td>
<td>3-2</td>
<td>24</td>
<td>7</td>
</tr>
<tr>
<td>2019 IIHF U18 Women’s World Championship</td>
<td>gold medal</td>
<td>4-1</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>Rivalry Series (National Women’s Team)</td>
<td>—</td>
<td>2-1</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>National Para Hockey Team vs. United States</td>
<td>—</td>
<td>1-1</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>2019 IIHF Women’s World Championship</td>
<td>bronze medal</td>
<td>5-2</td>
<td>33</td>
<td>9</td>
</tr>
<tr>
<td>2019 IIHF U18 World Championship</td>
<td>fourth place</td>
<td>5-2</td>
<td>37</td>
<td>20</td>
</tr>
<tr>
<td>2019 IPC World Para Hockey Championship</td>
<td>silver medal</td>
<td>3-2</td>
<td>31</td>
<td>8</td>
</tr>
<tr>
<td>2019 Défi sportif AlterGo (National Para Hockey Development Team)</td>
<td>—</td>
<td>0-3</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>2019 IIHF World Championship</td>
<td>silver medal</td>
<td>8-2</td>
<td>45</td>
<td>17</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>45-26</strong></td>
<td><strong>285</strong></td>
<td><strong>151</strong></td>
</tr>
</tbody>
</table>
2018-19 NATIONAL TEAM PARTICIPATION – BY MEMBER

B.C. HOCKEY (20)
Bowen Byram, Anne Cherkowski, Dylan Cozens, Andrew Ebbett, Dante Fabbro, Aaron Gagnon, Jennifer Gardiner, James Gemmell, Tyson Jost, Adam Kingsmill, Sasha Mutala, Sarah Potomak, Sam Reinhart, Malia Schneider, Troy Stecher, Shea Theodore, Kyle Turris, Patrick Wiercioch, Josh Williams, Micah Zandee-Hart

HOCKEY ALBERTA (27)

SASKATCHEWAN HOCKEY ASSOCIATION (12)
Emily Clark, Braden Close, Adam Cracknell, Jaycee Gebhard, Daemon Hunt, Kaedan Korczak, Nolan Maier, Damon Severson, Braden Schneider, Grace Shirley, Sophie Shirley, Connor Zary

HOCKEY MANITOBA (14)
Ashton Bell, Josh Brook, Kristen Campbell, Colt Conrad, Cody Glass, Ryleigh Houston, Raygan Kirk, Halli Krzyzaniak, Brigitte Lacquette, Spencer Lambert, Jocelyne Larocque, Jacob Micflikier, Mark Stone, Kati Tabin

HOCKEY NORTHWESTERN ONTARIO (2)
Mackenzie Blackwood, Matt Murray

ONTARIO HOCKEY FEDERATION (82)

HOCKEY QUEBEC (32)

HOCKEY NEW BRUNSWICK (3)
Sean Couturier, Jacob Leblanc, Philippe Myers

HOCKEY NOVA SCOTIA (7)
Justin Barron, Maddie Beck, Shane Bowers, Jared McIsaac, Allie Munroe, Jill Saulnier, Blayre Turnbull

HOCKEY P.E.I. (3)
Billy Bridges, Noah Dobson, Jordan Spence

HOCKEY NEWFOUNDLAND & LABRADOR (4)
Maggie Connors, Liam Hickey, Alex Newhook, Shalynn Snow
The hockey associations across the country are comprised of players, coaches, officials, safety personnel and administrators who, when combined, make up a rich and diverse hockey development system in Canada. Hockey Canada development programs continue to serve as a catalyst to developing future citizens—skills camps for players, along with the Hockey Canada Officiating Program, Hockey Canada Safety Program and National Coach Certification Program. Hockey Canada strives to maintain its position as a world hockey leader with the goal of ensuring a safe, positive and meaningful experience for all involved in the game.
### HOCKEY UNIVERSITY

The online education program continues to serve as an excellent educational resource for approximately 33,000 volunteers on an annual basis. Coaches, officials and safety personnel continue to rely on this platform to equip them with the skills and resources to be the best they can be.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>COACHING</th>
<th>OFFICIATING</th>
<th>SAFETY</th>
<th>CHECKING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>1,322</td>
<td>2,162</td>
<td>830</td>
<td>5,721</td>
<td></td>
</tr>
<tr>
<td>Alberta</td>
<td>1,833</td>
<td>2,880</td>
<td>1,099</td>
<td>7,614</td>
<td></td>
</tr>
<tr>
<td>Man.</td>
<td>1,288</td>
<td>725</td>
<td>216</td>
<td>4,649</td>
<td></td>
</tr>
<tr>
<td>Que.</td>
<td>1,160</td>
<td>511</td>
<td>399</td>
<td>2,599</td>
<td></td>
</tr>
<tr>
<td>N.B.</td>
<td>7</td>
<td>0</td>
<td>12</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>N.L.</td>
<td>228</td>
<td>49</td>
<td>0</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>3,121</td>
<td>1,471</td>
<td>1</td>
<td>2,604</td>
<td>7,197</td>
</tr>
</tbody>
</table>

### COACHING CLINICS

Over 1,750 coaching clinics were conducted across the nation by Hockey Canada’s 13 Members.

<table>
<thead>
<tr>
<th># OF COACHING CLINICS HOSTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach 1 – Intro to Coach</td>
<td>348</td>
</tr>
<tr>
<td>Coach 2 – Coach Level</td>
<td>397</td>
</tr>
<tr>
<td>Development 1</td>
<td>221</td>
</tr>
<tr>
<td>High Performance 1</td>
<td>8</td>
</tr>
<tr>
<td>Instructional Stream</td>
<td>590</td>
</tr>
<tr>
<td>Professional Development</td>
<td>224</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,788</td>
</tr>
</tbody>
</table>

### RESPECT IN SPORT – ACTIVITY LEADER & PARENT PROGRAMS

More than 90,000 hockey program leaders completed the Respect in Sport Activity Leader and Respect in Sport Parent programs between July 1, 2018 and June 30, 2019, and the results continue to be overwhelmingly positive.

### HOCKEY CANADA SKILLS ACADEMY

The Hockey Canada Skills Academy program celebrated its 19th anniversary in 2018-19. With Hockey Canada Skills Academies in 11 of 13 Hockey Canada Members, Hockey Canada continues to provide schools with resources and training to offer hockey skills programs during the school day.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>ACADEMIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>35</td>
</tr>
<tr>
<td>Alta.</td>
<td>27</td>
</tr>
<tr>
<td>Man.</td>
<td>5</td>
</tr>
<tr>
<td>Que.</td>
<td>24</td>
</tr>
<tr>
<td>TOTAL</td>
<td>136</td>
</tr>
</tbody>
</table>

### HOCKEY CANADA DIGITAL COACHING RESOURCES

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>DRILL HUB</th>
<th>HOCKEY CANADA NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.C.</td>
<td>2,137</td>
<td>7,016</td>
</tr>
<tr>
<td>Alta.</td>
<td>4,115</td>
<td>9,798</td>
</tr>
<tr>
<td>Sask.</td>
<td>1,103</td>
<td>3,579</td>
</tr>
<tr>
<td>Man.</td>
<td>1,486</td>
<td>2,972</td>
</tr>
<tr>
<td>Ont.</td>
<td>8,808</td>
<td>20,055</td>
</tr>
<tr>
<td>Que.</td>
<td>4,110</td>
<td>8,744</td>
</tr>
<tr>
<td>N.B.</td>
<td>879</td>
<td>1,780</td>
</tr>
<tr>
<td>TOTAL</td>
<td>28,901</td>
<td>236</td>
</tr>
</tbody>
</table>

*The Hockey Quebec Sports School/Skills Academy model has been in place for more than 20 years in the Quebec school system. Along with the Sport Etude and Midget Espoir programs through Hockey Quebec, Hockey Canada Skills Academy programs continue to demonstrate an excellent example of academic and athletic pursuits within the school system.*
Using research and data to support strategic initiatives in collaboration with Members, the newly-formed Grow the Game department focuses on the recruitment and retention of grassroots hockey players from coast to coast to coast. Working with existing audiences, new audiences and audiences representing diversity and inclusion, Hockey Canada strives to create opportunities to ensure hockey is a fun and lifelong passion for everyone.

**ESSO FUN DAY**

Since its launch in 1998, 19,954 participants have experienced the Esso Fun Day program through 685 events. These events create a free, safe and fun environment for new female players to learn the basic skills and rules and give them the confidence to register in a hockey program.

- **83** 2018-19 EVENTS
- **2,179** (1,537 NEW TO HOCKEY) 2018-19 PARTICIPANTS

**IIHF WORLD GIRLS’ ICE HOCKEY WEEKEND**

The goal of this annual grassroots initiative is to host events from coast to coast to coast that recruit, retain and engage female players, coaches, officials and fans. Since 2011, Canada has connected with over 83,000 participants through 759 events.

- **306** 2018-19 EVENTS
- **23,388** 2018-19 PARTICIPANTS

**IIHF GLOBAL GIRLS’ GAME**

Over two-and-a-half days, 40 countries across six continents hosted one-hour games. Participants in Canada were chosen from every province and territory. They learned from guest speakers, had unique on- and off-ice experiences and left as ambassadors of female hockey.

- **1** 2018-19 EVENTS
- **40** 2018-19 PARTICIPANTS

**DREAMS COME TRUE**

In partnership with the Hockey Canada Foundation, Dreams Come True helps families with financial needs so a child’s involvement in the game doesn’t have to be compromised. Since 2007, there have been 35 unique programs supporting more than 1,300 players.

- **4** 2018-19 EVENTS
- **104** (63 M/41 F) 2018-19 PARTICIPANTS

**CANADIAN TIRE FIRST SHIFT**

Designed to ensure an accessible, affordable, safe and, most importantly, fun experience for new-to-hockey families, the program has welcomed more than 22,000 children to a six-week on-ice trial with expertly fitted head-to-toe Bauer equipment.

- **190** 2018-19 EVENTS
- **6,837** (4,627 M/2,210 F) 2018-19 PARTICIPANTS

**TRY HOCKEY**

Established in 2016, Try Hockey connects with Grade 2-5 students for a one-day school-based floorball program. In addition, teachers are provided with a 10-week floorball lesson plan and students are offered an on-ice opportunity, supported by the local minor hockey association.

- **20** IN-SCHOOL
- **40** ON-ICE 2018-19 EVENTS
- **4,123** (2,164 M/1,959 F) 2018-19 PARTICIPANTS
### Registration by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-11</td>
<td>38,383</td>
<td>6,644</td>
<td>44,027</td>
</tr>
<tr>
<td>2011-12</td>
<td>39,495</td>
<td>6,722</td>
<td>46,217</td>
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<tr>
<td>2012-13</td>
<td>39,549</td>
<td>6,748</td>
<td>46,297</td>
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<td>2013-14</td>
<td>40,268</td>
<td>6,832</td>
<td>47,100</td>
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<tr>
<td>2014-15</td>
<td>51,728</td>
<td>7,202</td>
<td>58,930</td>
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<tr>
<td>2015-16</td>
<td>53,167</td>
<td>7,983</td>
<td>61,550</td>
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<td>2016-17</td>
<td>53,464</td>
<td>8,034</td>
<td>61,538</td>
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<tr>
<td>2017-18</td>
<td>53,573</td>
<td>8,145</td>
<td>61,718</td>
</tr>
<tr>
<td>2018-19</td>
<td>53,622</td>
<td>8,469</td>
<td>62,091</td>
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### Member Registration 2018-19 – Officials

<table>
<thead>
<tr>
<th>Level</th>
<th>Level I</th>
<th>Level II</th>
<th>Level III</th>
<th>Level IV</th>
<th>Level V</th>
<th>Other</th>
<th>TOTAL</th>
<th>TOTAL FEMALE</th>
<th>TOTAL MALE</th>
<th>TOTAL BRANCH TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>3,735</td>
<td>1,280</td>
<td>11,483</td>
<td>137</td>
<td>51</td>
<td>72</td>
<td>6,883</td>
<td>5,105</td>
<td>1,778</td>
<td>128</td>
</tr>
<tr>
<td>F</td>
<td>1,795</td>
<td>72</td>
<td>10,490</td>
<td>137</td>
<td>51</td>
<td>72</td>
<td>6,883</td>
<td>5,105</td>
<td>1,778</td>
<td>128</td>
</tr>
</tbody>
</table>

### Hockey Canada

- Total: 11,281 M, 11,483 F
<table>
<thead>
<tr>
<th>MEMBER</th>
<th>REGISTRATION 2018-19 – PLAYERS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HOUSE LEAGUE</td>
</tr>
<tr>
<td>M</td>
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<tr>
<td>MF</td>
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<tr>
<td>BC</td>
<td>306</td>
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<tr>
<td>ALTA</td>
<td>1,155</td>
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<tr>
<td></td>
<td>1,266</td>
</tr>
<tr>
<td>FC</td>
<td>2,077</td>
</tr>
<tr>
<td>M</td>
<td>136</td>
</tr>
<tr>
<td>MF</td>
<td>182</td>
</tr>
<tr>
<td>M</td>
<td></td>
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<tr>
<td>MF</td>
<td>14,874</td>
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<tr>
<td>M</td>
<td>30,008</td>
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<tr>
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<tr>
<td>MF</td>
<td>8,987</td>
</tr>
<tr>
<td>M</td>
<td>4,130</td>
</tr>
<tr>
<td>MF</td>
<td>5,337</td>
</tr>
<tr>
<td>M</td>
<td></td>
</tr>
<tr>
<td>MF</td>
<td>5,255</td>
</tr>
<tr>
<td>M</td>
<td></td>
</tr>
</tbody>
</table>

*Approximately 16,000 registrants previously not included in the annual report by Hockey Canada have been added in the 2018-19 data. Historical data has not been adjusted.*
<table>
<thead>
<tr>
<th>MEMBER REGISTRATION 2018-19 – COACHES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOUSE LEAGUE</strong></td>
</tr>
<tr>
<td>MF</td>
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<td>MF</td>
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<tr>
<td>MF</td>
</tr>
</tbody>
</table>
The Hockey Canada Foundation is a registered non-profit that operates hand-in-hand with Hockey Canada to provide secure, sustainable, long-term funding to support the future development of the game. In partnership with its generous donors, the Hockey Canada Foundation has raised more than $9.6 million, including $4.3 million in Gala & Golf legacy funding since 2009.

The Hockey Canada Foundation understands the dynamic role hockey plays in teaching important life lessons and instilling the values that make Canadians truly unique. Canada is becoming increasingly diverse and many new Canadians are not naturally drawn to the game. As technology pervades our lives, Canadians are becoming more sedentary and having fewer interpersonal interactions—giving kids the opportunity to play will get them active and allow them to be part of a team.

The Hockey Canada Foundation understands the vital role of hockey in our country and believes that anyone who wants to play hockey should be able to. With that in mind, that the Foundation supports programs that eliminate barriers preventing many from getting into the game.
### Our Vision

Uniting Canadians through hockey—one person, one community, one country.

### Our Mission

Preserve, nurture and strengthen the bond between Canadians and hockey.

### Our Strategic Priorities

The Hockey Canada Foundation is committed to three strategic priorities:

<table>
<thead>
<tr>
<th>ENABLE:</th>
<th>EDUCATE:</th>
<th>ENGAGE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Removing barriers to the game.</td>
<td>Providing resources and tools to better equip kids, parents and coaches.</td>
<td>Promoting nation-building, citizenship, mentorship and community involvement.</td>
</tr>
</tbody>
</table>

### Event Funds Raised

<table>
<thead>
<tr>
<th>Event</th>
<th>Funds Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 Hockey Canada Foundation Gala &amp; Golf</td>
<td>$743,297</td>
</tr>
<tr>
<td>Major Gifts</td>
<td>$304,742</td>
</tr>
<tr>
<td>Corporate</td>
<td>$214,814</td>
</tr>
<tr>
<td>Third-Party Events</td>
<td>$87,590</td>
</tr>
<tr>
<td>eBay Jersey Auctions</td>
<td>$42,035</td>
</tr>
<tr>
<td>TCAA Charity Golf &amp; Fantasy Games</td>
<td>$31,054</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,423,532</strong></td>
</tr>
</tbody>
</table>

### 2018-19 Grants

<table>
<thead>
<tr>
<th>Grant</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Big Play – Jumpstart</td>
<td>$300,000</td>
</tr>
<tr>
<td>Canadian Tire First Shift</td>
<td>$135,000</td>
</tr>
<tr>
<td>Dreams Come True</td>
<td>$107,000</td>
</tr>
<tr>
<td>Long-Term Alumni Engagement Plan</td>
<td>$53,000</td>
</tr>
<tr>
<td>IIHF World Girls’ Ice Hockey Weekend</td>
<td>$50,000</td>
</tr>
<tr>
<td>KidSport</td>
<td>$50,000</td>
</tr>
<tr>
<td>Hockey Canada Event Volunteers</td>
<td>$40,000</td>
</tr>
<tr>
<td>Aboriginal and Inner-City Youth Programming</td>
<td>$35,000</td>
</tr>
<tr>
<td>Para Hockey – Mentorship &amp; Development</td>
<td>$35,000</td>
</tr>
<tr>
<td>Para Hockey – Pollination Project</td>
<td>$35,000</td>
</tr>
<tr>
<td>Female Leadership Empowerment</td>
<td>$31,531</td>
</tr>
<tr>
<td>Comrie’s Sports Equipment Bank</td>
<td>$30,000</td>
</tr>
<tr>
<td>Grassroots Initiatives</td>
<td>$30,000</td>
</tr>
<tr>
<td>Quebec Regional Centre – Northern Development Program</td>
<td>$30,000</td>
</tr>
<tr>
<td>Try Hockey Program</td>
<td>$30,000</td>
</tr>
<tr>
<td>Bill Hay Future Leaders Internship</td>
<td>$25,000</td>
</tr>
<tr>
<td>IIHF Global Girls’ Game</td>
<td>$22,500</td>
</tr>
<tr>
<td>Quebec Regional Centre – Try Goal-tending (WJC Legacy)</td>
<td>$22,000</td>
</tr>
<tr>
<td>Hockey Canada Skills Academy – Floorball</td>
<td>$20,000</td>
</tr>
<tr>
<td>Atlantic Skill Development Camps</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,093,031</strong></td>
</tr>
</tbody>
</table>
COMMUNICATIONS

It doesn’t matter where you are or what you’re doing, in today’s age of instantaneous information, Hockey Canada’s communications platforms strive to keep fans in the know. Where is the next Hockey Canada Skills Camp? Who won the TELUS Cup? Who will wear the ‘C’ for Canada at the IIHF World Junior Championship? Hockey Canada’s external communications strategy uses a variety of platforms to share information and messaging, including HockeyCanada.ca, social media and more than 100 news releases a year.

In particular, Hockey Canada continues to make a significant impact on social media, with hundreds of thousands of fans checking out Facebook, Twitter and Instagram for up-to-the-minute news and behind-the-scenes updates from teams and events across the country and around the world.
HOCKEY CANADA.CA VISITS
23,353,778 TOTAL VIEWS

TOP FIVE
DAYS WITH THE MOST HOCKEYCANADA.CA VISITS DURING 2018-19 SEASON
1 1,374,303 DECEMBER 26, 2018
2 937,752 JANUARY 2, 2019
3 901,156 DECEMBER 31, 2018
4 752,182 DECEMBER 29, 2018
5 609,855 DECEMBER 30, 2018

TOP FIVE
MOST VIEWED HOCKEYCANADA.CA PAGES DURING 2018-19 SEASON
1 3,884,285 2019 IIHF WORLD JUNIOR CHAMPIONSHIP SCHEDULE (EN)
2 782,352 HOCKEY CANADA HOMEPAGE (EN)
3 630,750 2019 IIHF WORLD JUNIOR CHAMPIONSHIP ROSTERS (EN)
4 621,483 2019 IIHF WORLD CHAMPIONSHIP SCHEDULE (EN)
5 445,404 2019 NATIONAL JUNIOR TEAM ROSTER (EN)

HOCKEY CANADA SOCIAL MEDIA
1,931,329 TOTAL FANS ACROSS ALL SOCIAL MEDIA

Facebook
749,530 Total Fans
38,584,236 Impressions
357,017 Engagements
1,754 Posts
1,883,549 Video Views

Instagram
500,436 Followers
69,816,480 Impressions
2,648,263 Engagements
1,032 Posts
1,832,547 Video Views

Twitter
670,917 Followers
81,422,627 Impressions
3,577,483 Engagements
8,437 Tweets
5,219,047 Video Views

LinkedIn
23,877 Followers
9,686 YouTube Subscribers
1,981,702 YouTube Lifetime Views

Hockey Canada Annual Report | July 2018 – June 2019
The 2018-19 season saw an impressive roster of Canadian and international brands partner with Hockey Canada to reach audiences from coast to coast to coast. The IIHF World Junior Championship in Vancouver and Victoria saw major in-venue and in-market activations from the likes of TELUS, Nike, PepsiCo, Sport Chek, Air Canada, Molson and others, while programs including BDO Goals for Kids, Esso Medals of Achievement and the Chevrolet Good Deeds Cup supported the growth of hockey at the grassroots level. This season also marked the addition of Tim Hortons to the Hockey Canada partner family, a natural fit with programs including its annual trading card campaign and the Timbits Hockey Canada Initiation Program.
Hockey Canada’s licensing program experienced a highly successful 2018-19 season, with several highlights.

The Hlinka Gretzky Cup in Edmonton and Red Deer saw Team Canada debut its new black jersey, which was widely distributed through retail outlets across Canada. The black jersey appeared throughout the season, including at the 2019 IIHF World Junior Championship, IIHF Women’s World Championship and IIHF World Championship.

In November 2018, Hockey Canada launched its new online partnership with Fanatics, providing customers a more robust selection of products and promotional concepts to drive sales.

In-venue sales at the World Juniors were operated by Fanatics, with sales in Vancouver and Victoria exceeding revenue forecasts. With Fanatics and Nike, Hockey Canada was able to provide fans with a vast selection of apparel, including event and Team Canada apparel and jerseys from all participating countries.

Hockey Canada was privileged to partner with more than 28 licensees who supported the retail trade with high-quality items across 14 primary product categories—apparel, collectibles, cresting, electronics and accessories, equipment, eyewear, footwear, headwear, household products, luggage, media, novelties, timepieces and jewelry, and toys and games. The partnership with the Canadian Tire Corporation, including Canadian Tire, Sport Chek, Pro Hockey Life, National Sports and Sports Experts, provided unprecedented retail offerings for Canadians across the country in over 900 locations, along with retail channels including sport specialty, department store, mass-merchant, tourism/travel, grocery/pharmacy and online shops.

**TOP LICENSING PARTNERS**

- Nike
- Upper Deck
- Travelway
- Diesel
- Fanatics

Hockey Canada Annual Report | July 2018 - June 2019
For the year ended June 30, 2019, Hockey Canada continued to practice sustainable financial management. Hockey Canada finances its operations primarily through national and international events, sponsorship, donations and government funding, as well as through a number of other sources. During the season, the 2019 IIHF World Junior Championship was hosted in Vancouver and Victoria, B.C., and the 2018 Hlinka Gretzky Cup was hosted in Edmonton and Red Deer, Alta. Events such as these create a financial legacy that will benefit not only those host communities but grassroots programming throughout the country.

With a strong brand identity, Hockey Canada continues to have solid partnerships with its international and national sponsors. In addition, funding at the municipal, provincial and federal levels of government allow Hockey Canada to grow the game both nationally and internationally. This includes the federal Own the Podium program which provides funding to Olympic athletes in a four-year funding window.

**SOURCE OF FUNDS**

- 36% Business Development & Partnerships
- 27% Insurance Premiums
- 13% Funding Agencies
- 5% Hockey Development
- 5% National Teams
- 5% Branch Assessments
- 4% Events & Properties
- 3% Grow the Game
- 2% Interest Revenue
- 100% TOTAL

**USE OF FUNDS**

- 28% Administration
- 21% National Teams
- 21% Insurance Costs
- 7% Events & Properties
- 5% Hockey Development
- 5% Technology
- 4% Business Development & Partnerships
- 4% Other
- 3% Grow the Game
- 2% Operations
- 100% TOTAL
Hockey Canada’s funding partners and Sport Canada continue to provide enormous support. These agencies generously fund Hockey Canada, helping to realize the goal of developing the game across the country and internationally, through programs like Own the Podium, which enhances Hockey Canada’s success at the Olympic and Paralympic Winter Games, or by providing support for the development of players, coaches and officials at the local, provincial and national levels.
HOCKEY CANADA MEMBERS

HOCKEY NORTH

President:
Jared Ottenhof
3506 McDonald Drive
Yellowknife, N.T.
X1A 2H1
Tel: (867) 920-2729
www.hockeynorth.ca

B.C. HOKEY

Chair of the Board:
Bill Greene
6671 Oldfield Road
Saanichton, B.C.
V8M 2A1
Tel: (250) 652-2978
Fax: (250) 652-4536
www.bchockey.net

HOCKEY ALBERTA

President:
Terry Engen
201, 120 College Circle
Red Deer, Alta.
T4R 0T7
Tel: (403) 342-6777
Fax: (403) 346-4277
www.hockeyalberta.ca

SASKATCHEWAN HOCKEY ASSOCIATION

Chair of the Board:
Mary Anne Veroba
2 – 575 Park Street
Regina, Sask.
S4N 5B2
Tel: (306) 789-5101
Fax: (306) 789-6112
www.sha.sk.ca

HOCKEY MANITOBA

President:
Bill Whitehead
508 – 145 Pacific Avenue
Winnipeg, Man.
R3B 2G6
Tel: (204) 925-5755
Fax: (204) 925-5761
www.hockeymanitoba.ca

HOCKEY NORTHWESTERN ONTARIO

President:
Jason Perrier
107 Cumberland Street North
Thunder Bay, Ont.
P7A 4M3
Tel: (807) 623-1542
Fax: (807) 623-0037
www.hockeyhno.com

ONTARIO HOCKEY FEDERATION

Chair of the Board:
Tony Foresi
400 Sheldon Drive, Unit 9
Cambridge, Ont.
N1T 2H9
Tel: (226) 533-9070
Fax: (519) 620-7476
www.ohf.on.ca

HOCKEY EASTERN ONTARIO

President:
Barb Levere
813 Shefford Road, Suite 201
Ottawa, Ont.
K1J 8H0
Tel: (613) 224-7686
Fax: (613) 224-6079
www.hockeyeasternontario.ca

HOCKEY QUEBEC

President:
Yve Siguin
7450 boulevard les Galeries d’Anjou, suite 210
Montreal, Que.
H1M 3M3
Tel: (514) 252-3079
Fax: (514) 252-3158
www.hockey.qc.ca

HOCKEY NEW BRUNSWICK

President:
Todd Pye
861 Woodstock Road
Fredericton, N.B.
E3B 7R7
Tel: (506) 453-0089
Fax: (506) 453-0868
www.hnb.ca

HOCKEY NOVA SCOTIA

President:
Mike Hammill
32 Queenway
40 Enman Crescent, Suite 209
Charlottetown, P.E.I.
C1E 1E6
Tel: (902) 489-9400
Fax: (902) 489-3634
www.hockeypei.com

HOCKEY PRINCE EDWARD ISLAND

President:
Jack Lee
32 Queenway
P.O. Box 176
Grand Falls-Windsor, N.L.
A2A 2A4
Tel: (709) 489-5512
Fax: (709) 489-2273
www.hockeypei.com

HOCKEY NEWFOUNDLAND AND LABRADOR

President:
Arnie Farrell
259 Commodore Drive
Dartmouth, N.S.
B5R 0M1
Tel: (902) 454-9400
Fax: (902) 454-0388
www.hockeynl.ca

HOCKEY CANADA

201-151 Canada Olympic Road SW
Calgary, AB T3B 6B7
Tel: (403) 777-3636
Fax: (403) 777-3635
hockeycanada.ca

RA Centre
2451 Riverside Drive
Ottawa, ON K1H 7X7
Tel: (613) 696-0211
Fax: (613) 696-0787
hockeycanada.ca
Hockey Canada is proud to be associated with the following associations:

**AFFILIATED ORGANIZATIONS AND HOCKEY PARTNERS**

- **ABORIGINAL SPORT CIRCLE**
  c/o House of Sport
  RA Centre
  2451 Riverside Drive
  Ottawa, ON  K1H 7X7
  www.aboriginalsportcircle.ca

- **CANADIAN AMPUTEE HOCKEY**
  www.amputeehockey.com

- **CANADIAN ARMED FORCES**
  National Defence Headquarters
  MGGen George R. Pearkes Building
  101 Colonel By Drive
  Ottawa, ON  K1A 0K2
  www.forces.gc.ca

- **CANADIAN BALL HOCKEY ASSOCIATION**
  9107 Norum Road
  Delta, BC  V4C 3H9
  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 JUNIOR HOCKEY LEAGUE**
  www.cjhlhockey.com

- **INTERNATIONAL ICE HOCKEY FEDERATION**
  Brandşchenkestrasse 50
  Postfach 1817, 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.nhlp.com

- **ROLLER HOCKEY CANADA**
  603 Sixmile Crescent S
  Lethbridge, AB  T1K 5W8
  www.rollerhockeycanada.ca

- **U SPORTS**
  45 Vogell Road, #701
  Richmond Hill, ON  L4B 3P6
  www.usports.ca
Hockey Canada continues to place emphasis on creating a safe environment for all of those involved with the game through education, injury prevention, effective playing rules and emphasizing respect in the game.

In addition, Hockey Canada knows the importance of having effective insurance coverages in place for all participants and volunteers, and through the work of the Hockey Canada Risk Management Committee and Hockey Canada Board of Directors, the organization offers what it feels is an insurance program that is one of the best in sport. Hockey Canada reviews its ongoing safety and risk management practices and the coverages that all participants benefit from, allowing it to put effective affordable insurance in place on an annual basis.
Each Hockey Canada participant pays into the Hockey Canada Insurance Program, or has a fee paid on his/her behalf. The $21.30 fee covers the following:

**LIABILITY INSURANCE**

The Hockey Canada liability coverage is a General Liability Insurance Policy designed to respond on behalf of any of the registered participants in the game including players, coaches, managers, trainers, on- and off-ice officials and volunteers. The policy is a personal injury and property damage policy.

**ACCIDENTAL DEATH AND DISMEMBERMENT INSURANCE**

AD&D insurance covers very serious, permanent injuries that might occur while participating in a Hockey Canada or member-sanctioned activity. This coverage is in addition to any other valid and collectable insurance policy.

**MAJOR MEDICAL/DENTAL INSURANCE**

This insurance augments provincial, medical and hospital plans. It covers players, coaches, trainers/safety people, referees and other designated volunteers against accidents which occur during participation in a Hockey Canada or member-sanctioned activity.

**RISK MANAGEMENT AND ADMINISTRATION**

This covers administration of the Hockey Canada Insurance Program, including risk management-related programming.

**DIRECTORS AND OFFICERS LIABILITY INSURANCE**

This policy covers the directors and officers of all minor hockey associations, junior teams, Members and Major Junior teams and leagues for their exposure to legal action arising from alleged wrongful acts, which they are believed to have committed while on the board of directors of one or more of these organizations.