



HOCKEY CANADA

Annual Report

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HOCKEY CANADA MESSAGES

MICHAEL BRIND'AMOUR

CHAIR, HOCKEY CANADA BOARD OF DIRECTORS



As the 2020-21 hockey season belatedly starts across most of the country, I take this opportunity to look back at what has been and still is the most challenging time for hockey, and for Hockey Canada and its Members.

The global COVID-19 pandemic that arrived in March prematurely put an end to our hockey season, meaning our athletes had to stop playing the game they love so much.

Without delay, we gathered and oriented our collective work towards safely returning to play while complying with recommendations and decisions from public health authorities.

Attempting to confront the adverse conditions imposed on us by the pandemic brought us together, more united and determined to overcome the challenge. The quality people that are part of our game at every level came to the forefront and populated our task teams and work groups. The countless hours they put in, combined with their creativity and knowledge, bore fruit as we worked to find ways to bring our game back safely and for the benefit of our players. We have done very well and we will continue to do so together.

Our volunteers, administrators, coaches, officials, employees, senior personnel, contractors and sponsors have all contributed to try to bring hockey back this season. I am very proud of what we collectively done and I sincerely thank you.

Hockey Canada continues to take steps to build on its foundation and get better. We are diligently working towards the elimination of abuse, harassment, discrimination in our sport.

We are taking measurable steps to address equity, diversity and inclusion at all levels of involvement. And we enhanced our hockey programs and fortified the different hockey pathways for the benefit of our players.

We are proud of our athletes who are ambassadors for our game and for our country. They can't wait to continue to represent Canada with pride on the international stage during this 2020-21 hockey season. Our National Junior Team that won gold and our National Women's Under-18 Team that won silver, both in January, deserve our recognition and respect. You made Canadians very proud.

Across our country, hockey plays a significant role in bringing people together to share the work needed for its growth. In Canada, our game is a passion for many, and wanting new players to share the passion with us is an objective. Everyone is welcome to join the ranks of organized hockey.

The continued partnership between the Hockey Canada Board of Directors, executive leadership and staff is an asset that brings coherence in actions, operations and governance. The new Member Engagement department brings better alignment and organization in the work that needs to be done to attain our common goals.

I commend all, in any role, for what you do for hockey and for our participants. Hockey Canada counts on us all to continue to lead, develop and promote positive hockey experiences. I firmly believe that whatever the conditions, we can deliver on the mission of Hockey Canada.

Stay safe, stay determined and stay positive.

TOM RENNEY

CHIEF EXECUTIVE OFFICER, HOCKEY CANADA



As we look back on an unprecedented season of Canadian hockey, where do I begin?

The COVID-19 pandemic has changed our world, and changed our game. But as Canadians begin to return to the rink while following

the guidelines of public health authorities, they do so with a renewed sense of passion.

Our game has long had the ability to bring people together, although now it does so while we remain apart. There are few Canadians who have not been touched by hockey in some way, and it has helped define our nation – it is part of who we are.

I am so proud of our hockey community for how we have faced the challenges associated with COVID-19, and the subsequent Return to Hockey plan. Unprecedented times have called for unprecedented efforts, and our game will be better in the long run because of it.

But despite the challenges we faced in recent months, there was much to be excited about during the 2019-20 season.

Internationally, Canada's National Junior Team claimed an 18th gold medal at the IIHF World Junior Championship, and Canada's National Women's Under-18 Team played for gold once again at the IIHF U18 Women's World Championship.

At home, communities across the country welcomed national and international events during the fall months, showcasing the passion we have for our game, and the talent we produce, and a number of other communities were ready to do the same in the spring before the season came to an early end.

Our development programs remain the envy of the hockey world, with programs like Dreams Come True, Esso Fun Days and The First Shift continuing to bring in new players and help shape the next generation. And within our organization, we are taking steps towards improving our diversity and inclusion, including the introduction of training that will help Hockey Canada navigate an ever-changing world.

The backbone of the game continues to be the volunteers. From the referee in Port Alberni, B.C., to the scorekeeper in Kenora, Ont., to the Zamboni driver in Bonavista, N.L., these are the Canadians who tirelessly give their time to make hockey more, and our game is better because of what they do.

To the Members and local hockey associations across the country, thank you for your unending support. Nothing Hockey Canada does, from national and international events to skill development camps, safety initiatives and countless other programs, would be possible without your dedication to the game.

We are also extremely grateful for the support received from our sponsors, licensees and funding partners, who have brought value to Hockey Canada events and programs.

I am so proud to lead this organization as CEO, but it is you who makes the game go. I am energized by the Canadians I meet who have a story to tell about how hockey has enriched their lives. I look forward to continuing to work with you to make our game the best it can be.

Thank you.

I. GROW THE GAME

BY FOCUSING ON
**RECRUITMENT
AND RETENTION**

Research & Data Analysis
Recruitment & Retention
Strategy Developed
Brand Initiative Phase II

II. CONSISTENCY

IN MEASURED
PROGRAM DELIVERY

MEP Implementation
Program Inventory
Developed Coast to Coast to
Coast
Prioritization of Program
Inventory and Go-Forward
Assessments/Reviews

III. CONTINUED FINANCIAL STABILITY

THROUGH
DIVERSIFICATION

Sales Funnel & Timing
Procurement (Cost
Reduction) Initiative
IIHF Agreement

IV. EVENT & TEAM SUCCESS

DELIVER
**A 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
Equity, Diversity & Inclusion
Leadership Development
Volunteer Strategy/Initiative

2019-20 FOCUS

MISSION:
**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.

WHO IS HOCKEY CANADA?

Hockey Canada is the national governing body for hockey across this country. The organization works in conjunction with the 13 Members and its affiliated organizations in growing the game at all levels.

Hockey Canada oversees the management of programs in Canada from the grassroots 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 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.

VISION WORLD SPORTS LEADERS

BOARD OF DIRECTORS

The members of the Hockey Canada 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 hockey to prosper in the land of Olympic and world champions. These Canadians are elected by their peers from Hockey Canada's 13 Members and help develop a comprehensive plan to grow the game on a local and national level. 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 to coast.



HOCKEY CANADA MEMBERS



HOCKEY NORTH
hockeynorth.ca
President:
Jared Ottenhof



B.C. HOCKEY
bchockey.net
Chair of the Board:
Bill Greene



HOCKEY ALBERTA
hockeyalberta.ca
Chair of the Board:
Len Samletzki
Past Chair:
Terry Engen



SASKATCHEWAN HOCKEY ASSOCIATION
sha.sk.ca
Chair of the Board:
Tim Hubic
Past Chair:
Mary Anne Veroba



HOCKEY MANITOBA
hockeymanitoba.ca
President:
Bert Dow
Past President:
Bill Whitehead



HOCKEY NORTHWESTERN ONTARIO
hockeyhno.ca
President:
Jason Perrier



ONTARIO HOCKEY FEDERATION
ohf.on.ca
Chair of the Board:
Tony Foresi



HOCKEY EASTERN ONTARIO
hockeyeasternontario.ca
President:
Gary Hopkins
Past President:
Barb Levere



HOCKEY QUEBEC
hockey.qc.ca
President:
Yve Sigouin



HOCKEY NEW BRUNSWICK
hnb.ca
President:
Todd Pye



HOCKEY NOVA SCOTIA
hockeynovascotia.ca
President:
Annie Farrell



HOCKEY PRINCE EDWARD ISLAND
hockeypei.com
President:
Mike Hammill



HOCKEY NEWFOUNDLAND AND LABRADOR
hockeynl.ca
President:
Jack Lee



AFFILIATED ORGANIZATIONS & HOCKEY PARTNERS

Hockey Canada is proud to be associated with the following associations:



**ABORIGINAL
SPORT CIRCLE**
aboriginalsportcircle.ca



**CANADIAN DEAF
ICE HOCKEY FEDERATION**



**NATIONAL HOCKEY
LEAGUE**
nhl.com



**CANADIAN
AMPUTEE HOCKEY**
canadianamputeehockey.ca



**CANADIAN HOCKEY
LEAGUE**
chl.ca



**NATIONAL HOCKEY LEAGUE
PLAYERS' ASSOCIATION**
nhlpa.com



**CANADIAN ARMED
FORCES**
forces.gc.ca



**CANADIAN JUNIOR
HOCKEY LEAGUE**
cjhllhockey.com



**ROLLER HOCKEY
CANADA**
rollerhockeycanada.ca



**CANADIAN BALL
HOCKEY ASSOCIATION**
cbha.com



**INTERNATIONAL ICE
HOCKEY FEDERATION**
iihf.com



U SPORTS
usports.ca





YEAR IN REVIEW

JULY 2019

Joe Martin named head coach of Canada West for 2019 World Junior A Challenge • Martin Dagenais named head coach of Canada East for 2019 World Junior A Challenge • Cape Breton, N.S., named host of 2021 TELUS Cup

AUGUST 2019

Canada's National Men's Summer Under-18 Team takes silver medal at 2019 Hlinka Gretzky Cup in Breclav, Czech Republic and Piestany, Slovakia • Canada's National Women's Under-18 Team wins two of three games in series against United States in Lake Placid, N.Y. • Canada's National Women's Development Team wins one of three games in series against United States in Lake Placid, N.Y. • Bryan Sholomicki announces retirement from Canada's National Para Hockey Team • Lloydminster, Alta., named host of 2021 Esso Cup

SEPTEMBER 2019

Cornwall, Ont., named host of 2020 World Junior A Challenge • 20 players named to Canada's National Para Hockey Team for 2019-20 season • Canada's National Junior A Championship rebranded to Centennial Cup

OCTOBER 2019

Niagara Falls, Ont., named host of 2020 Hockey Canada Foundation Gala & Golf • BFL CANADA joins as international marketing partner with focus on women's hockey • 23,000 Canadians participate in 225 events held across Canada as part of World Girls' Ice Hockey Weekend • 22 Canadian officials selected by International Ice Hockey Federation for events during 2019-20 season

NOVEMBER 2019

Hockey Canada and Chevrolet launch fourth season of Good Deeds Cup • Ontario Red wins gold medal at 2019 National Women's Under-18 Championship in Morden and Winkler, Man. • Canada's National Women's Team sweeps two-game series with United States in Cranberry Township, Pa. • Canada White, Canada Red and Canada Black finish fourth, fifth and eighth, respectively, at 2019 World Under-17 Hockey Challenge in Medicine Hat, Alta., and Swift Current, Sask. • Hockey Canada

Foundation announces \$371,649 legacy in Edmonton, Alta., from 2019 HCF Gala & Golf • Hockey Canada announces changes to age-division names to take effect for 2020-21 season • Sean Burke named general manager and Craig MacTavish named head coach of Canada's National Men's Team for 2019 Spengler Cup

DECEMBER 2019

Canada's National Para Hockey Team takes silver medal at 2019 Canadian Tire Para Hockey Cup in Paradise, N.L. • Canada's National Women's Team faces United States in first two games of Rivalry Series in Hartford, Conn., and Moncton, N.B. • Tim Hortons named premier marketing partner and presenting sponsor of Centennial Cup • Canada East takes silver medal at 2019 World Junior A Challenge in Dawson Creek, B.C. • Scotiabank joins as international marketing partner and presenting sponsor of Hockey Canada Community • Courtney Birchard-Kessel and Jenelle Kohanchuk announce retirement from Canada's National Women's Team • Canada's National Men's Team wins 2019 Spengler Cup in Davos, Switzerland

JANUARY 2020

Canada's National Women's Under-18 Team takes silver medal at 2020 IIHF U18 Women's World Championship in Bratislava, Slovakia • Bailey Bram announces retirement from Canada's National Women's Team • Canada's National Junior Team wins gold medal at 2020 IIHF World Junior Championship in Ostrava and Trinec, Czech Republic • TSN and RDS extend media rights agreement through 2033-34 season • Ravina Bains, Peter Brauti, Sean Finn, Jeff Macoun and Ashif Mawji join Hockey Canada Foundation Board of Directors • Canada wins bronze medal at 2020 Winter Youth Olympic Games in Lausanne, Switzerland • James Boyd, Martin Mondou and Alan Millar named to Program of Excellence management group for 2020-21 season • André Tourigny named head coach of Canada's National Junior Team for 2020-21 season • 10 members of Canada's National Women's Team compete in Elite 3-on-3 during NHL All-Star Weekend in St. Louis, Mo.

FEBRUARY 2020

Ryan Smyth elected to IIHF Hall of Fame • 40 U15 players participate in Canadian leg of IIHF Girls' Global Game in St. John's, N.L. • Canada's National Women's Team wins one of three games against United States in Rivalry Series in Vancouver, B.C., Victoria, B.C., and Anaheim, Calif. • Ken Dryden, Sheldon Kennedy and Dr. Charles Tator named Distinguished Honourees of Order of Hockey in Canada • Canada's National Para Hockey Team faces United States in two-game series in Elmira, Ont. • Northeast Eagles from Torbay, N.L., win Chevrolet Good Deeds Cup

MARCH 2020

2020 IIHF Women's World Championship in Halifax and Truro, N.S., cancelled due to COVID-19 pandemic • Hockey Canada and Members cancel all sanctioned activities, including Allan Cup, Esso Cup, TELUS Cup and Centennial Cup, due to COVID-19 pandemic

APRIL 2020

2020 Hlinka Gretzky Cup in Edmonton and Red Deer, Alta., cancelled due to COVID-19 pandemic

MAY 2020

Samantha Holmes-Domagala (community) and Teresa Hutchinson (high performance) named national winners of BFL Female Coach of the Year

JUNE 2020

Two-time Olympic gold medallist Haley Irwin announces retirement from Canada's National Women's Team • Hockey Canada lifts ban on sanctioned hockey activities; Members, in collaboration with public health authorities, make final return-to-hockey decisions • 23 goaltenders attend virtual Program of Excellence goaltending camp • Michael Dyck and Mitch Love named assistant coaches with Canada's National Junior Team for 2020-21 season • Ken Holland, Jarome Iginla, Kevin Lowe, Kim St-Pierre and Doug Wilson elected to Hockey Hall of Fame

COVID-19

On March 12, in response to the growing COVID-19 pandemic, Hockey Canada and its Members took the unprecedented step of cancelling the remainder of the 2019-20 hockey season and putting an indefinite ban on sanctioned hockey activities across the country. The decision, which came five days after the 2020 IIHF Women's World Championship in Halifax and Truro, N.S., was cancelled, meant that four national championships – the Allan Cup, Esso Cup, TELUS Cup and Centennial Cup, presented by Tim Hortons, would not be awarded.

On June 4, Hockey Canada lifted the ban on sanctioned activities and gave its Members the ability to work with local health authorities and individually determine when it was best for the game to return.

RETURN TO HOCKEY

While Canadian hockey paused for close to three months, steps towards a return to the ice were happening almost immediately behind the scenes. In response to the pandemic, Hockey Canada and its 13 Members quickly formed task teams and work groups to tackle the biggest challenges the game would face upon its return. This included safety and protocols, regulations, seasonal structure, coaching, officiating, customer engagement, marketing and communications, high-performance hockey and national teams. Tireless work led to guidelines and resources that are available at HockeyCanada.ca/ReturnToHockey. As the Return to Hockey evolves, the work continues. Canadians are asking questions that do not have easy answers, and there are no quick fixes. It is a plan that will need the support of every Canadian to make it a success.



EVENTS

Hockey Canada went from British Columbia to Newfoundland and Labrador in the fall and winter of the 2019-20 season, bringing host national and international events to fans in six Members. Unfortunately, the COVID-19 pandemic forced the cancellation of four spring national championships – the Allan Cup, Esso Cup, TELUS Cup and Centennial Cup – as well as what would have been the centrepiece of the event schedule, the 2020 IIHF Women’s World Championship in Halifax and Truro, N.S.

Despite the cancellations, event profits continue to be allocated back into Member programs and initiatives, local hockey associations and community programs to grow the game. The four events held during the fall of 2019 – the National Women’s Under-18 Championship, World Under-17 Hockey Challenge, Canadian Tire Para Hockey Cup and World Junior A Challenge – generated more than \$300,000 in legacy funding. These dollars will go towards improvements to amateur sports facilities in Medicine Hat, Alta., and Swift Current, Sask., and the development of a junior para hockey program in Newfoundland and Labrador, among other projects.



National Women's Under-18 Championship
Championnat national féminin des moins de 18 ans



Morden / Winkler, Manitoba
November 5-9, 2019 / 5-9 novembre 2019

GOLD: Ontario Red
SILVER: Saskatchewan
BRONZE: Quebec

8 TEAMS	18 GAMES
25,251 WEBCAST	7,815 ATTENDANCE
36,200 TSN	264 VOLUNTEERS

World Under-17 Hockey Challenge
Défi mondial de hockey des moins de 17 ans



Medicine Hat, Alta./Alb. - Swift Current, Sask.
November 2-9, 2019 / 2-9 novembre 2019

GOLD: Russia
SILVER: United States
BRONZE: Czech Republic

8 TEAMS	22 GAMES
76,366 WEBCAST	33,379 ATTENDANCE
85,400 TSN	359 VOLUNTEERS

Canadian Tire Para Hockey Cup
Coupe de parahockey Canadian Tire



Paradise, N.L. / T.-N.-L.
December 1-7, 2019 / 1^{er}-7 décembre 2019

GOLD: United States
SILVER: Canada
BRONZE: Russia

4 TEAMS	10 GAMES
13,402 WEBCAST	5,792 ATTENDANCE
32,600 TSN	115 VOLUNTEERS

World Junior A Challenge
Défi mondial junior A



Dawson Creek, B.C. / C.-B.
December 7-15, 2019 / 7-15 décembre 2019

GOLD: Russia
SILVER: Canada East
BRONZE: United States

5 TEAMS	14 GAMES
31,267 WEBCAST	14,460 ATTENDANCE
84,000 TSN	176 VOLUNTEERS

**NATIONAL WOMEN'S TEAM RIVALRY SERIES
VS. UNITED STATES**



DEC. 17, 2019 – MONCTON, N.B.
FEB. 3, 2020 – VICTORIA, B.C.
FEB. 5, 2020 – VANCOUVER, B.C.

2 TEAMS	3 GAMES
189,900 TSN	21,016 ATTENDANCE

IIHF 2020
**ICE HOCKEY
WOMEN'S WORLD
CHAMPIONSHIP
CANADA**
Halifax • Truro



Coupe Esso Cup



Prince Albert, Saskatchewan
April 19-25, 2020 / 19-25 avril 2020

Coupe TELUS Cup



Saint-Hyacinthe, Québec
20-26 avril 2020 / April 20-26, 2020



CANCELLED DUE TO COVID-19 PANDEMIC



HIGH PERFORMANCE



Canadian hockey went across the country and around the world during the 2019-20 season, with national teams wearing the Maple Leaf in six provinces and four countries before the COVID-19 pandemic brought an early end to the season. Canada's National Junior Team claimed its 18th gold medal at the IIHF World Junior Championship, while Canada's National Women's Under-18 Team took silver at the IIHF U18 Women's World Championship. Perhaps most importantly, the 234 players who wore red and white (and black) were tremendous ambassadors for Canada's game, a testament to the work done by Hockey Canada's 13 Members and local hockey associations from coast to coast.

CANADA'S IIHF RANKING: MEN 1ST | WOMEN 2ND

RESULTS

EVENT	RESULT	RECORD	GF	GA
2019 Hlinka Gretzky Cup (National Men's Summer U18 Team)	silver medal	4-1-0	26	6
National Women's Under-18 Team vs. United States	--	2-1-0	9	7
National Women's Development Team vs. United States	--	1-2-0	7	9
World Under-17 Hockey Challenge (Canada Black)	eighth place	3-2-0	24	29
World Under-17 Hockey Challenge (Canada Red)	fifth place	3-2-0	21	14
World Under-17 Hockey Challenge (Canada White)	fourth place	2-4-0	20	24
National Women's Team vs. United States	--	2-0-0	9	4
Rivalry Series (National Women's Team)	--	1-4-0	9	15
2019 Canadian Tire Para Hockey Cup	silver medal	2-3-0	13	10
2019 Spengler Cup (National Men's Team)	champions	4-0-0	19	2
2020 IIHF World Junior Championship	gold medal	6-1-0	32	17
2020 IIHF U18 Women's World Championship	silver medal	4-1-0	14	7
National Para Hockey Team vs. United States	--	0-1-1	2	4
2020 IIHF Women's World Championship	cancelled due to COVID-19			
2020 IIHF U18 World Championship	cancelled due to COVID-19			
2020 Défi sportif AlterGo (National Para Hockey Development Team)	cancelled due to COVID-19			
2020 IIHF World Championship	cancelled due to COVID-19			
TOTAL		34-22-1	205	148

2019-20 NATIONAL TEAM PARTICIPATION – BY MEMBER



B.C. HOCKEY (19)

Nolan Bentham, Jenna Buglioni, Bowen Byram, Anne Cherkowski, Dylan Cozens, Nolan Foote, Dylan Garand, Ben Maxwell, Thomas Milic, Sarah Paul, Amy Potomak, Blair Riley, Kelsey Roberts, Justin Sourdif, Logan Stankoven, Graham Sward, Patrick Wiercioch, Kendra Woodland, Micah Zandee-Hart



HOCKEY ALBERTA (36)

Jacob Bernard-Docker, Jaden Bogden, Zach Boychuk, Brendan Burke, Corson Ceulemans, Cody Dolan, Ridly Greig, Jayden Grubbe, Dylan Guenther, Kaiden Guhle, Auren Halbert, Dion Knelsen, Micah Kovacevich, Zach Lavin, Emerance Maschmeyer, Kyle Masters, Connor Mcclennon, Meaghan Mikkelson, Ian Mitchell, Jake Neighbours, Paul Postma, Nick Ross, Matthew Savoie, Malia Schneider, Brenden Sison, Ty Smith, Adam Tambellini, Taze Thompson, Matt Tomkins, Sean Tschigerl, Kai Uchacz, Scottie Upshall, Kris Versteeg, Ozy Wiesblatt, Sarah Wozniewicz, Olen Zellweger



SASKATCHEWAN HOCKEY ASSOCIATION (7)

Nolan Allan, Emily Clark, Brooke Hobson, Annie King, Ashley Messier, Sophie Shirley, Cole Sillinger



HOCKEY MANITOBA (15)

Calen Addison, Ashton Bell, Tyler Brennan, Kevin Clark, Jalyn Elmes, Eric Fehr, Joel Hofer, Ryleigh Houston, Daemon Hunt, Seth Jarvis, Raygan Kirk, Brigette Lacquette, Carson Lambos, Jocelyne Larocque, Conner Roulette



ONTARIO HOCKEY FEDERATION (83)

Lindsay Agnew, Meghan Agosta, Erin Ambrose, Rob Armstrong, Liam Arnsby, Jon-Randall Avon, Victoria Bach, Kevin Bahl, Kristina Bahl, Jack Beck, Josh Bloom, Lindsay Bochna, Jaime Bourbonnais, Quinton Byfield, Kendall Cooper, Dominic Cozzolino, Rod Crane, Will Cuyll, Justin Danforth, Nico Daws, Ty Dellandrea, Chris DiDomenico, Jessica DiGirolamo, Jamie Drysdale, Aidan Dudas, James Dunn, Jessie Eldridge, Renata Fast, Sarah Fillier, Laura Fortino, Jean-Luc Foudy, Liam Foudy, Ethan Del Mastro, Loren Gabel, Benjamin Gaudreau, Tamara Giaquinto, Julia Gosling, Nicole Gosling, Brett Harrison, Barrett Hayton, Jacob Holmes, Dustin Jeffrey, Brianne Jenner, Rebecca Johnston, Wyatt Johnston, Josh Jooris, Charli Kettyle, Braeden Kressler, Geneviève Lacasse, Brianna Legros, Tristan Lennox, Matthew Maione, Emma Maltais, Landon McCallum, Max McCue, Tyler McGregor, Aly McLeod, Connor McMichael, Jesse McPherson, Grace Nelles, Sarah Nurse, Kristin O'Neill, Ryan O'Rourke, Brennan Othmann, Cole Perfetti, Francisco Pinelli, Connor Punnett, Ella Shelton, Corbyn Smith, Natalie Spooner, Laura Stacey, Chase Stillman, Akil Thomas, Claire Thompson, Alexa Vasko, Corbin Watson, Greg Westlake, Maddi Wheeler, Tatum White, Daniel Winnik, Ryan Winterton, Shane Wright, Danny Zhilkin



HOCKEY EASTERN ONTARIO (10)

Brandt Clarke, Isaac Enright, Tyrone Henry, Kaleb Lawrence, Connor Lockhart, Mason McTavish, Kayle Osborne, Jamie Lee Rattray, Donovan Sebrango, Sarah Thompson



HOCKEY QUEBEC (46)

Alexis Auclair, Ann-Sophie Bettez, William Blackburn, Zachary Bolduc, Mavrik Bourque, Olivier Boutin, Mélodie Daoust, Ann-Renée Desbiens, David Desharnais, Éric Faille, Emmy Fecteau, Zach Fucale, Ève Gascon, Nathan Gaucher, Jacob Guévin, Tyson Hinds, Anton Jacobs-Webb, Zachary L'Heureux, Maya Labad, Alexis Lafrenière, Jérémy Langlois, Hendrix Lapierre, Dominic Larocque, Raphaël Lavoie, Charles-Alexis Legault, Antoine Lehoux, Émilie Lussier, James Malatesta, Israel Mianscum, Olivier Nadeau, Ann-Frédéric Naud, Maxim Noreau, Maxime Pellerin, Marianne Picard, Jérémie Poirier, Marie-Philip Poulin, Guillaume Richard, Justin Robidas, Olivier Rodrigue, Théo Rochette, Lauriane Rougeau, William Rousseau, Joshua Roy, Dovar Tinting, Audrey-Anne Veillette, Joe Veleno



HOCKEY NEW BRUNSWICK (4)

Dominique Cormier, Lukas Cormier, Evan Nause, Peter Reynolds



HOCKEY NOVA SCOTIA (9)

Jacob Goobie, Alex Grant, Riley Kidney, Andrew MacDonald, Jared McIsaac, Oscar Plandowski, Jill Saulnier, Blayre Turnbull, Cameron Whynot



HOCKEY P.E.I. (1)

Billy Bridges



HOCKEY NEWFOUNDLAND & LABRADOR (4)

Maggie Connors, Zach Dean, Liam Hickey, Dawson Mercer

HOCKEY DEVELOPMENT

Local 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.



HOKEY UNIVERSITY

The online education program continues to serve as an excellent educational resource for approximately 36,000 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.

MEMBER	COACHING	OFFICIATING	SAFETY	CHECKING	TOTAL	MEMBER	COACHING	OFFICIATING	SAFETY	CHECKING	TOTAL
	1,389	1,440	2,162	0	4,991		758	314	0	0	1,072
	1,869	1,977	2,880	1,076	7,802		2,568	1,180	1,604	0	5,352
	1,136	1,971	725	575	4,407		560	312	248	0	1,120
	1,086	549	511	416	2,562		317	368	223	124	1,032
	23	48	8	14	93		631	218	1,154	0	2,003
	179	67	0	145	391		77	146	82	0	305
	3,614	1,404	1	71	5,090	TOTAL	14,207	9,994	9,598	2,421	36,220

COACHING CLINICS

Over 2,200 coaching clinics were conducted across the nation by Hockey Canada's 13 Members.

# OF COACHING CLINICS HOSTED	TOTAL
Coach 1 – Intro to Coach	497
Coach 2 – Coach Level	429
Development 1	233
High Performance 1	7
Instructional Stream	783
Professional Development	268
TOTAL	2,217

RESPECT IN SPORT – ACTIVITY LEADER & PARENT PROGRAMS

More than 67,000 Canadians completed the Respect in Sport Activity Leader and Respect in Sport Parent programs, and the results continue to be overwhelmingly positive.

MEMBER	ACTIVITY LEADER	PARENT	TOTAL	MEMBER	ACTIVITY LEADER	PARENT	TOTAL
	4,284	1,872	6,156		1,653	1,931	3,584
	7,466	10,991	18,457		5,104	472	5,576
	1,495	630	2,125		840	1,327	2,167
	0	1,959	1,959		501	780	1,281
	24	0	24		885	777	1,662
	297	385	682		210	84	294
	9,948	13,457	23,405	TOTAL	32,707	34,665	67,372

HOKEY CANADA SKILLS ACADEMY

The Hockey Canada Skills Academy program celebrated its 20th anniversary in 2019-20. With Hockey Canada Skills Academies in 10 Members, Hockey Canada continues to provide schools with resources and training to offer hockey skills programs during the school day.

MEMBER	ACADEMIES	MEMBER	ACADEMIES	MEMBER	ACADEMIES
	28		15		0
	26		41		1
	7		5		5
	26		*91	TOTAL	245
	0		0		

* 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-Études 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.

HOKEY CANADA DIGITAL COACHING RESOURCES

PROVINCE	DRILL HUB	HOKEY CANADA NETWORK	PROVINCE	DRILL HUB	HOKEY CANADA NETWORK
B.C.	7,353	3,587	N.S.	1,097	1,002
Alta.	10,424	3,522	P.E.I.	502	186
Sask.	3,730	2,727	N.L.	2,136	855
Man.	3,205	2,382	N.W.T.	210	74
Ont.	21,418	9,576	Y.T.	173	26
Que.	9,430	3,222	Nvt.	90	28
N.B.	905	1,043	TOTAL	60,673	28,230

MEMBER ENGAGEMENT

Member Engagement serves as the primary liaison between Hockey Canada and its 13 Members regarding the development and delivery of strategic and operational plans. Through four regional directors, the department ensures a streamlined flow of communication on national programs, initiatives and opportunities, which leads to a consistent delivery from coast to coast to coast.

During the 2019-20 season, there were a pair of Member Operations meetings – in October 2019 and January 2020. These meetings included more than 40 hockey leaders from across the country and focused on the strategic objectives of Hockey Canada. Following the onset of the COVID-19 pandemic and the cancellation of the season in March, there were daily calls between Hockey Canada and the Members (later moving to weekly), as all parties worked in lockstep to plan a safe return to hockey.



GROW THE GAME

Using research and data to support strategic initiatives in collaboration with its Members, Hockey Canada 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, the goal is to create opportunities to ensure hockey is a fun and lifelong passion for everyone.

ESSO FUN DAY

Established in 1998, 755 Esso Fun Day programs have included 21,611 participants. Events create a free, safe and fun environment for new players to learn the basic skills and rules, and give females the skills and confidence to register in a hockey program.

70 EVENTS

1,657 (1,024 NEW TO HOCKEY) PARTICIPANTS

NOTE: 14 events were cancelled due to the COVID-19 pandemic, affecting 450 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 106,000 participants through more than 1,400 events.

235 EVENTS

23,138 PARTICIPANTS

IIHF GLOBAL GIRLS' GAME

Over two-and-a-half days, 40 countries across six continents hosted one-hour games. Participants in the Canadian leg – played this year in St. John's, N.L. – were chosen from every province and territory. They learned from guest speakers, had unique on- and off-ice experiences and left as ambassadors of women's hockey.

1 EVENT

37 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 34 unique programs supporting more than 1,300 players.

1 EVENT

30 (21 M/9 F) PARTICIPANTS

NOTE: Three events were cancelled due to the COVID-19 pandemic, affecting 90 participants.

NHL/NHLPA 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 30,000 children to a six-week on-ice trial with expertly-fitted head-to-toe Bauer equipment.

205 EVENTS

8,168 (5,310 M/2,858 F) PARTICIPANTS

NOTE: 11 welcome events and 106 ice sessions were cancelled due to the COVID-19 pandemic.

















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 LHA-supported on-ice opportunity.















26 IN-SCHOOL, **3** ON-ICE EVENTS

4,610 (2,362 M/2,248 F) PARTICIPANTS

REGISTRATION BY YEAR – PLAYERS

	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20
 M F	38,383 6,644 45,027	39,495 6,722 46,217	39,549 6,748 46,297	40,268 6,832 47,100	51,728 7,202 58,930	53,167 8,836 62,003	53,546 7,983 61,529	53,573 8,034 61,607	53,888 8,145 62,033	53,622 8,469 62,091	52,623 7,920 60,543	51,810 9,027 60,837	48,930 9,007 57,937
 M F	54,568 7,930 62,498	56,133 8,438 64,571	56,316 8,468 64,784	60,127 8,907 69,034	62,434 8,911 71,345	63,202 8,489 71,691	59,981 9,131 69,112	63,706 9,807 73,513	65,725 10,28 76,010	71,340 11,233 82,573	72,341 9,387 81,728	71,320 12,005 83,325	66,568 12,019 78,587
 M F	23,162 3,751 26,913	24,902 4,099 29,001	24,773 4,022 28,795	25,124 4,030 29,154	32,186 4,712 36,898	32,844 4,973 37,817	32,421 4,849 37,270	32,774 5,015 37,789	32,903 5,121 38,024	33,506 5,046 38,552	32,617 5,136 37,753	32,816 5,645 38,461	29,371 5,856 35,227
 M F	20,114 4,146 24,260	20,098 4,137 24,235	20,430 4,233 24,663	20,336 4,192 24,528	23,500 4,570 28,070	24,462 4,940 29,402	24,708 5,143 29,851	24,701 5,368 30,069	24,534 5,598 30,132	24,694 5,838 30,532	24,284 5,960 30,244	24,650 6,249 30,899	22,962 6,022 28,984
 M F	4,986 465 5,451	5,037 487 5,524	4,975 496 5,471	4,600 492 5,092	4,654 484 5,138	4,670 513 5,183	4,707 573 5,280	4,714 511 5,225	4,723 589 5,312	4,730 618 5,348	4,524 581 5,105	4,662 625 5,287	4,466 631 5,097
 M F	24,215 988 25,203	24,741 1,034 25,775	25,593 1,040 26,633	25,868 1,165 27,033	27,847 1,142 28,989	25,270 1,187 26,457	28,520 1,304 29,824	29,523 1,162 30,685	29,048 1,218 30,266	26,132 1,173 27,305	27,836 1,134 28,970	27,457 1,211 28,668	25,607 1,483 27,090
 M F	175,568 40,249 215,817	187,204 46,205 233,409	175,258 46,109 221,367	165,915 45,356 211,271	183,486 44,765 228,251	193,009 42,936 235,945	189,138 41,864 231,002	186,581 41,830 228,411	182,884 39,838 222,722	182,059 38,461 221,388	176,659 38,461 215,120	178,966 49,351 229,689	164,303 49,351 213,654
 M F	94,001 6,018 100,019	94,430 6,415 100,845	96,859 6,601 103,460	96,968 6,773 103,741	97,766 6,693 104,459	94,100 6,519 100,619	93,185 6,354 99,539	94,082 6,517 100,599	92,831 6,884 99,515	89,190 6,816 96,006	87,776 6,615 94,391	86,034 6,618 92,908	80,705 6,618 87,323
 M F	14,612 1,484 16,096	14,748 1,838 16,586	15,116 1,806 16,922	14,535 1,878 16,413	14,077 1,776 15,853	14,168 2,268 16,436	15,632 2,751 18,383	13,755 2,482 16,237	13,649 2,362 16,011	13,224 2,643 15,867	13,077 2,314 15,391	12,978 2,578 15,556	12,889 2,637 15,526
 M F	15,387 2,432 17,819	15,262 2,675 17,937	15,409 2,832 18,241	15,260 2,779 18,039	15,198 3,066 18,264	15,889 3,262 19,151	15,928 3,405 19,333	14,548 3,227 17,775	14,480 3,438 17,918	14,772 3,424 18,196	14,624 2,677 17,301	13,924 3,725 17,649	13,629 3,798 17,427
 M F	4,562 1,517 6,079	4,391 1,457 5,848	4,346 1,403 5,749	4,338 1,417 5,755	4,198 1,272 5,470	4,118 1,249 5,367	4,020 1,183 5,203	4,079 1,156 5,235	4,031 1,182 5,213	4,240 1,245 5,485	4,356 1,039 5,395	4,225 1,272 5,497	4,280 1,362 5,642
 M F	7,735 1,296 9,031	8,152 1,314 9,466	8,519 1,408 9,927	9,109 1,557 10,666	9,317 1,627 10,944	9,215 1,637 10,852	9,315 1,690 11,005	9,307 1,945 10,976	9,355 1,976 11,283	9,385 2,169 11,524	9,286 2,050 11,336	9,227 2,381 11,608	9,228 2,472 11,700
 M F	2,913 541 3,454	3,400 487 3,887	2,916 458 3,374	2,679 449 3,128	2,636 455 3,091	2,389 421 2,810	2,705 382 3,087	2,874 440 3,314	3,162 489 3,651	3,242 538 3,780	2,700 437 3,137	3,406 644 4,050	2,858 623 3,481
 M F	1,324 - 1,324	1,378 - 1,378	1,394 - 1,394	1,457 - 1,457	1,405 - 1,405	1,419 - 1,419	1,424 - 1,424	1,425 - 1,425	1,439 - 1,439	1,443 - 1,443	1,436 - 1,436	1,412 - 1,412	1,428 - 1,428
 M F	- - -	- - -	- - -	- - -	- - -	- - -	13,050 - 13,050	16,650 - 16,650	17,010 - 17,010	16,920 - 16,920	18,240 - 18,240	18,112 - 18,112	16,860 - 16,860
 M F	481,530 77,461 558,991	499,371 85,308 584,679	491,453 85,624 577,077	486,584 85,827 572,411	530,432 86,675 617,107	537,922 87,230 625,152	548,280 86,612 634,892	552,016 87,494 639,510	549,614 86,925 636,539	548,469 88,541 637,010	542,379 83,711 626,090	540,999 102,959 643,958	504,084 101,879 605,963

REGISTRATION 2019-20 – OFFICIALS

	LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	OTHER	TOTAL 2019-20 MEMBER
 M F	2,120 277 2,397	1,108 108 1,216	462 35 497	77 8 85	33 - 33	13 - 13	- - -	3,813 428 4,241
 M F	2,203 183 2,386	2,352 176 2,528	290 22 312	55 4 59	23 1 24	11 - 11	21 1 22	4,955 387 5,342
 M F	1,933 227 2,160	767 47 814	234 12 246	55 3 58	23 4 27	9 - 9	17 2 19	3,038 295 3,333
 M F	666 81 747	329 42 371	534 25 559	36 2 38	16 - 16	5 - 5	- - 5	1,586 150 1,736
 M F	79 4 83	40 6 46	78 2 80	24 - 24	10 - 10	2 - 2	- - -	233 12 245
 M F	346 37 383	403 38 441	310 4 314	59 - 59	17 2 19	5 - 5	- - -	1,140 81 1,221
 M F	1,053 211 1,264	3,267 390 3,657	1,812 121 1,933	517 11 528	167 11 178	19 2 21	- - -	6,835 746 7,581
 M F	1,029 39 1,068	1,661 57 1,718	1,312 34 1,346	85 20 105	17 3 20	11 - 11	- - -	4,115 153 4,268
 M F	451 34 485	267 17 284	282 10 292	59 2 61	33 1 34	8 - 8	12 - 12	1,112 64 1,176
 M F	234 26 260	179 15 194	415 26 441	56 8 64	16 1 17	6 - 6	- - -	906 76 982
 M F	139 28 167	52 8 60	142 9 151	12 5 17	6 - 6	3 - 3	- - -	354 50 404
 M F	258 55 313	162 33 195	295 17 312	44 3 47	13 - 13	2 - 2	- - -	774 108 882
 M F	15 1 16	42 - 42	13 - 13	5 - 5	- - -	- - -	- - -	75 1 76
 M F	10,526 1,203 11,729	10,629 937 11,566	6,179 317 6,496	1,084 66 1,150	374 23 397	94 2 96	50 3 53	28,936 2,551 31,487

MEMBER REGISTRATION 2019-20 – PLAYERS

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC (CANLAN)	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	U21	INTERMEDIATE	U18	U15	U13	U11	U9	U7 INCL FIRST SHIFT	PARA HOCKEY	SPECIAL NEEDS	NA	TOTAL
	M	-	26	147	313	-	12,352	-	385	981	-	768	-	6,291	5,196	6,093	5,959	5,234	5,145	18	-	22	48,930
	F	-	-	-	196	12	1,784	-	-	16	-	97	-	1,209	984	1,259	1,249	1,007	1,143	5	-	46	9,007
		-	26	147	509	12	14,136	-	385	997	-	865	-	7,500	6,180	7,352	7,208	6,241	6,288	23	-	68	57,937
	M	-	108	171	892	246	7,713	-	359	1,945	-	-	-	7,614	7,158	9,205	10,035	9,024	8,971	179	-	2,948	66,568
	F	-	94	115	-	-	1,958	-	-	214	-	-	-	1,319	1,109	1,481	1,702	1,554	1,864	33	-	576	12,019
		-	202	286	892	246	9,671	-	359	2,159	-	-	-	8,933	8,267	10,686	11,737	10,578	10,835	212	-	3,524	78,587
	M	-	-	-	-	2,151	5,833	-	-	706	-	-	-	2,870	2,724	3,576	3,930	3,864	3,631	86	-	-	29,371
	F	-	-	-	-	51	645	-	-	-	-	-	-	513	496	895	1,013	1,069	1,144	30	-	-	5,856
		-	-	-	-	2,202	6,478	-	-	706	-	-	-	3,383	3,220	4,471	4,943	4,933	4,775	116	-	-	35,227
	M	1,981	-	-	33	680	3,930	-	259	643	1,273	-	-	1,595	2,516	3,095	3,223	1,837	1,897	-	-	-	22,962
	F	264	-	-	39	87	892	-	-	150	80	-	-	492	647	914	972	702	783	-	-	-	6,022
		2,245	-	-	72	767	4,822	-	259	793	1,353	-	-	2,087	3,163	4,009	4,195	2,539	2,680	-	-	-	28,984
	M	148	25	-	-	-	309	-	166	104	80	-	-	443	547	677	658	599	709	-	-	1	4,466
	F	40	-	-	-	-	-	-	-	-	-	-	-	13	43	109	129	112	185	-	-	-	631
		188	25	-	-	-	309	-	166	104	80	-	-	456	590	786	787	711	894	-	-	1	5,097
	M	-	-	-	-	-	2,800	-	285	600	-	407	-	3,868	3,669	3,870	3,732	3,078	3,259	-	39	-	25,607
	F	-	-	-	-	-	-	-	-	-	-	-	-	75	114	169	241	268	602	-	13	-	1,483
		-	-	-	-	-	2,800	-	285	600	-	408	-	3,943	3,783	4,039	3,973	3,346	3,861	-	52	-	27,090
	M	1,616	53	24	118	107	18,183	-	837	1,943	-	4,463	-	22,846	22,977	25,107	23,425	15,247	22,497	-	233	4,627	164,303
	F	108	387	-	206	4,871	909	-	-	-	-	95	1,868	6,899	6,738	7,162	7,211	5,051	6,837	97	39	873	49,351
		1,724	440	24	324	4,978	19,092	-	837	1,943	-	4,558	1,868	29,745	29,715	32,269	30,636	20,298	29,334	97	272	5,500	213,654
	M	-	84	287	151	104	660	-	317	5,242	4,763	-	-	10,856	10,322	13,238	13,391	10,888	10,234	106	62	-	80,705
	F	-	74	189	-	-	-	-	-	371	45	-	-	890	867	1,115	1,124	844	1,077	16	6	-	6,618
		-	158	476	151	104	660	-	317	5,242	4,808	-	-	11,746	11,189	14,353	14,515	11,732	11,311	122	68	-	87,323
	M	-	-	-	-	444	277	-	112	160	751	50	-	1,634	1,721	1,975	1,892	1,652	1,853	14	-	354	12,889
	F	-	-	-	-	45	230	-	-	-	539	3	-	165	251	339	361	296	406	2	-	-	2,637
		-	-	-	-	489	507	-	1112	160	1,290	53	-	17,99	1,972	2,314	2,253	1,948	2,259	16	-	354	15,526
	M	-	-	-	-	-	367	-	134	495	-	148	-	1,840	2,033	2,234	2,179	2,017	2,106	16	16	44	13,629
	F	-	-	-	-	-	733	-	-	4	-	1	-	356	448	453	572	505	696	19	4	7	3,798
		-	-	-	-	-	1,100	-	134	499	-	149	-	2,196	2,481	2,687	27,51	2,522	2,802	35	20	51	17,427
	M	-	-	-	-	87	162	-	23	215	-	-	-	702	529	650	598	592	665	8	-	49	4,280
	F	-	-	-	-	-	66	-	-	-	-	-	-	222	153	232	224	183	259	3	-	20	1,362
		-	-	-	-	87	228	-	23	215	-	-	-	924	682	882	822	775	924	11	-	69	5,642
	M	98	-	-	-	271	471	-	-	248	69	-	-	1,402	1,215	1,382	1,428	1,324	1,194	13	-	113	9,228
	F	80	-	-	-	-	112	-	-	58	24	-	-	277	306	387	183	280	370	2	-	393	2,472
		178	-	-	-	271	583	-	-	306	93	-	-	1,679	1,521	1,769	1,611	1,604	1,564	15	-	506	11,700
	M	-	-	-	-	-	1,385	-	-	53	-	-	-	201	223	260	266	228	242	-	-	-	2,858
	F	-	-	-	-	-	204	-	-	-	-	-	-	26	12	59	107	94	63	-	-	58	623
		-	-	-	-	-	1,589	-	-	53	-	-	-	227	235	319	373	322	305	-	-	58	3,481
	M	-	-	-	-	-	-	1,428	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,428
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	1,428	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,428
	M	-	-	-	-	-	16,860	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,860
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	16,860	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,860
	M	3,843	296	629	1,507	4,090	71,302	1,428	2,877	13,335	6,936	5,836	0	62,162	60,830	71,362	70,716	55,584	62,403	440	350	8,158	504,084
	F	492	555	304	441	5,066	7,533	0	0	813	688	197	1,868	12,456	12,168	14,574	15,088	11,965	15,429	207	62	1,973	101,879
	TOTAL	4,335	851	933	1,948	9,156	78,835	1,428	2,877	14,148	7,624	6,033	1,868	74,618	72,998	85,936	85,804	67,549	77,832	647	412	10,131	605,963

MEMBER REGISTRATION 2019-20 – COACHES

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	INTERMEDIATE	U21	U18	U15	U13	U11	U9	U7	PARA HOCKEY	SPECIAL NEEDS	NA	TOTAL
	M	-	-	-	33	26	2	-	51	124	-	-	97	1,017	976	1,187	1,266	1,016	874	2	-	4	6,675
	F	-	-	-	1	-	1	-	-	1	-	-	5	45	35	66	60	49	53	-	-	-	316
		-	-	-	34	26	3	-	51	125	-	-	102	1,062	1,011	1,253	1,326	1,065	927	2	-	4	6,991
	M	-	16	26	75	22	-	-	41	320	-	-	-	1,814	1,949	2,658	3,108	2,850	3,274	24	-	320	16,497
	F	-	6	13	-	1	-	-	-	13	-	-	-	113	88	117	141	164	213	4	-	36	909
		-	22	39	75	23	-	-	41	333	-	-	-	1,927	2,037	2,775	3,249	3,014	3,487	27	-	356	17,406
	M	-	-	-	-	191	-	-	-	72	-	-	-	460	502	746	880	1,003	960	10	-	-	4,824
	F	-	-	-	-	4	-	-	-	-	-	-	-	27	20	31	38	54	56	3	-	-	233
		-	-	-	-	195	-	-	-	72	-	-	-	487	522	777	918	1,057	1,016	13	-	-	5,057
	M	500	-	-	1	57	1	-	37	94	202	-	-	318	575	835	967	647	511	-	-	-	4,745
	F	30	-	-	0	1	1	-	0	9	8	-	-	28	39	49	50	42	64	-	-	-	321
		530	-	-	1	58	2	-	37	103	210	-	-	346	614	884	1,017	689	575	-	-	-	5,066
	M	15	3	-	-	-	-	-	18	5	10	-	-	91	116	136	141	89	112	-	-	-	736
	F	1	-	-	-	-	-	-	-	-	-	-	-	2	2	5	7	8	18	-	-	-	42
		16	3	-	-	-	-	-	18	5	10	-	-	93	118	141	148	97	130	-	-	-	778
	M	-	-	-	-	-	14	-	32	60	-	-	57	664	738	821	867	809	537	-	15	-	4,614
	F	-	-	-	-	-	-	-	-	0	-	-	0	5	13	12	18	31	22	-	9	-	110
		-	-	-	-	-	14	-	32	60	-	-	57	669	751	833	885	840	559	-	24	-	4,724
	M	112	8	4	8	853	137	-	94	256	-	190	328	3,870	4,299	4,682	4,639	3,389	1,801	44	41	445	25,200
	F	10	0	0	3	82	16	-	0	1	-	63	3	191	203	247	278	208	94	7	13	77	1,496
		122	8	4	11	935	153	-	94	257	-	253	331	4,061	4,502	4,929	4,917	3,588	1,895	51	54	522	26,696
	M	-	14	49	10	7	2	-	376	436	427	-	285	1,996	2,118	2,781	2,959	2,858	2,022	-	14	-	16,354
	F	-	8	10	-	1	0	-	10	14	10	-	4	50	56	70	78	100	72	-	1	-	481
		-	22	59	10	8	2	-	389	450	437	-	289	2,046	2,174	2,851	3,037	2,958	2,094	-	15	-	16,835
	M	-	-	-	-	37	-	-	16	20	208	-	7	319	384	475	447	433	391	2	-	3	2,707
	F	-	-	-	-	0	-	-	-	1	36	-	1	15	10	8	14	10	17	0	-	0	112
		-	-	-	-	37	-	-	16	21	244	-	8	334	394	483	467	443	408	2	-	3	2,819
	M	-	-	-	-	-	-	-	10	65	-	-	17	379	506	560	584	530	596	1	4	8	3,250
	F	-	-	-	-	-	-	-	-	-	-	-	1	27	26	24	39	31	38	0	1	2	189
		-	-	-	-	-	-	-	10	65	-	-	18	406	532	584	623	561	634	1	5	10	3,409
	M	-	-	-	-	7	-	-	5	28	-	-	-	135	107	142	123	122	101	-	-	6	764
	F	-	-	-	-	0	-	-	-	0	-	-	-	12	8	9	16	9	3	-	-	1	58
		-	-	-	-	7	-	-	5	28	-	-	-	147	115	151	139	131	104	-	-	7	822
	M	34	-	-	-	22	-	-	0	33	40	-	-	204	227	256	267	169	137	-	-	74	1,463
	F	4	-	-	-	0	-	-	1	1	2	-	-	6	12	13	4	4	22	-	-	8	76
		38	-	-	-	22	-	-	1	34	42	-	-	210	239	269	271	173	159	-	-	82	1,539
	M	-	-	-	-	-	0	-	-	1	-	-	-	18	31	31	42	25	22	-	-	2	172
	F	-	-	-	-	-	1	-	-	-	-	-	-	2	1	4	2	3	4	-	-	4	21
		-	-	-	-	-	1	-	-	1	-	-	-	20	32	35	44	28	26	-	-	6	193
	M	-	-	-	-	-	-	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	200	-	-	-	-	-	-	-	-	-	-	-	-	-	-	200
	M	661	41	79	127	1,222	156	200	680	1,514	887	190	791	11,285	12,528	15,310	16,290	13,940	11,338	83	74	862	88,258
	F	45	14	14	4	89	19	0	10	40	56	63	14	523	509	655	745	713	676	14	24	128	4,364
	TOTAL	706	55	102	131	1,311	175	200	690	1,554	943	253	805	11,808	13,037	15,965	17,035	14,653	12,014	97	98	990	92,622

HOCKEY CANADA FOUNDATION



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 \$10.9 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.

Hockey plays a vital role in our country, and the Hockey Canada Foundation believes that anyone who wants to play hockey should be able to. With that in mind, the Foundation supports Hockey Canada and Member programs that eliminate barriers preventing many from getting in 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:

ENABLE:

Removing barriers to the game.

EDUCATE:

Providing resources and tools to better equip kids, parents and coaches.

ENGAGE:

Promoting nation-building, citizenship, mentorship and community involvement.

ASSIST FUND

In response to COVID-19, the Hockey Canada Foundation launched the Assist Fund, a \$1 million commitment to provide help to Canadians experiencing financial challenges as a result of the pandemic.

The Assist Fund will provide up to \$500 per player in registration fee subsidies to approved applicants who are registered with a Hockey Canada-sanctioned association, helping young Canadians get back on the ice.

Canadians can apply to the Assist Fund – or make a donation in support – at HockeyCanada.ca/AssistFund.

EVENTS

FUNDS RAISED

2020 Hockey Canada Foundation Gala & Golf	\$432,000
Major Gifts	\$271,118
Corporate	\$49,202
TCAA Charity Golf & Fantasy Games	\$33,961
eBay Jersey Auctions	\$26,968
TCAA Charity Golf & Fantasy Games	\$31,054
TOTAL	\$813,249

2019-20 GRANTS

AMOUNT

The Big Play – Jumpstart	\$300,000
Dreams Come True	\$160,000
NHL/NHLPA First Shift	\$160,000
National Women’s Team Alumni Program	\$75,000
Hockey Canada Event Volunteers	\$65,000
IIHF World Girls’ Ice Hockey Weekend	\$65,000
Women’s Sledge Hockey of Canada (TrailblazeHERs)	\$50,000
Comrie’s Sports Equipment Bank	\$40,000
Hockey Canada Skills Academy – Floorball	\$40,000
Para Hockey – Peak Project	\$40,000
Try Hockey Program	\$40,000
Grassroots Initiatives	\$30,000
Women’s Master Coach Developer Program	\$25,000
Bill Hay Future Leaders Internship	\$25,000
IIHF Global Girls’ Game	\$22,500
Goaltender Curriculum Development	\$12,500
TOTAL	\$1,152,500

MARKETING & COMMUNICATIONS

TURN YOUR BACKYARD INTO HOME ICE



MAKE HOCKEY MORE

Hockey isn't only about unwavering commitment and elite performance – it comes in many different forms and can be played at many different levels. Hockey Canada believes in making hockey more than scoring goals and winning games. We believe in providing more opportunities, creating more friendships, inspiring more diversity, having more fun, providing more ways to play, making more memories and helping launch more hockey dreams.

Hockey Canada is Canada's largest team, where we play, teach, plan, promote, coach, cheer, celebrate and work every day for one reason: making hockey more.

As part of the commitment to making hockey more, Hockey Canada is...

- creating content focused on its brand values (fun, safety, inclusivity, camaraderie, best-in-class experience, leading the way)
- tapping into the imagination of Canadians from coast to coast to coast, to inspire them to pick up a stick and get into the game in whatever form that takes – on the ice, road hockey, mini sticks, etc.
- rethinking the way the game is delivered in the COVID-19 environment with its Return to Hockey plan, ensuring safety is the top priority
- welcoming a more diverse board of directors beginning in 2020, including a minimum of two men and two women
- introducing equity, diversity and inclusion training, beginning at the board level and expanding across the organization

DIGITAL & SOCIAL MEDIA NUMBERS

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 and participants in the know. Hockey Canada's external communications strategy uses a variety of channels to share information and messaging, including HockeyCanada.ca, social media – with more than two million fans on Twitter, Instagram and Facebook – and 100+ news releases a year.

TOP FIVE DAYS WITH THE MOST VISITS

HOCKEYCANADA.CA DURING 2019-20 SEASON

- 1 **1,206,101**
DECEMBER 26, 2019
- 2 **1,062,583**
JANUARY 5, 2020
- 3 **805,639**
JANUARY 4, 2020
- 4 **700,058**
JANUARY 2, 2020
- 5 **696,105**
DECEMBER 31, 2019

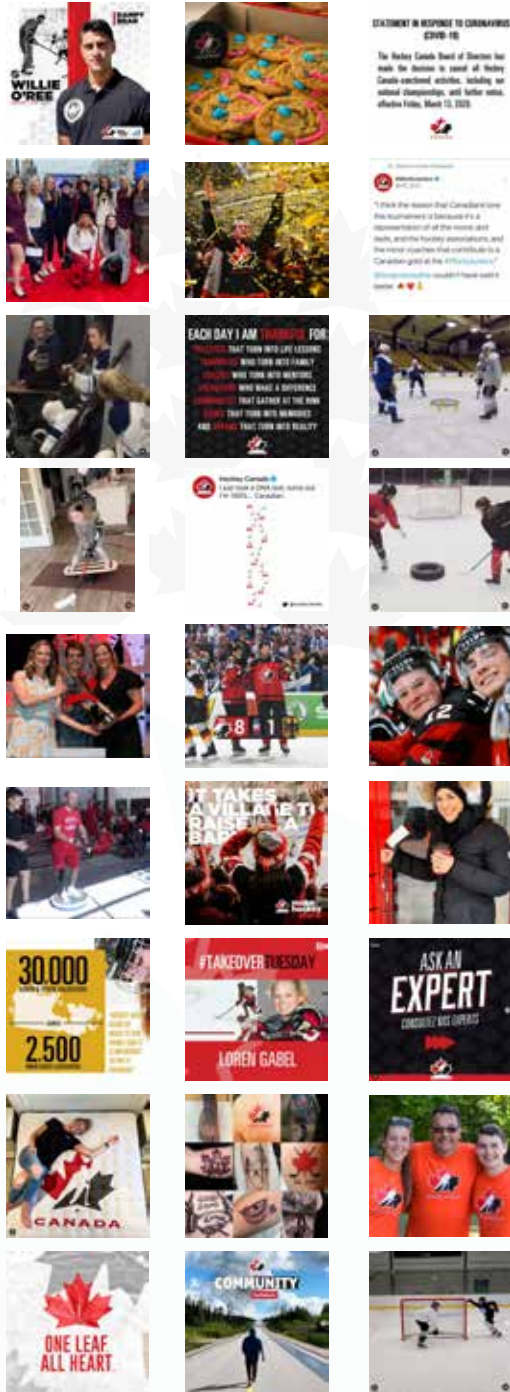
TOP FIVE MOST VIEWED PAGES

HOCKEYCANADA.CA DURING 2019-20 SEASON

- 1 **3,504,599**
2020 IIHF WORLD JUNIOR CHAMPIONSHIP SCHEDULE (EN)
- 2 **758,996**
HOCKEY CANADA HOME (EN)
- 3 **492,956**
2020 NATIONAL JUNIOR TEAM ROSTER (EN)
- 4 **427,895**
2020 IIHF WORLD CHAMPIONSHIP ROSTERS (EN)
- 5 **400,166**
2020 IIHF WORLD JUNIOR CHAMPIONSHIP HOME (EN)

15,872,024 TOTAL VIEWS





2,047,984

TOTAL FANS ACROSS ALL SOCIAL MEDIA



743,260 Fans
35,299,047 Impressions
1,339,203 Engagements
828 Posts



697,437 Followers
81,895,664 Impressions
3,235,307 Engagements
4,687 Tweets



567,306 Followers
62,962,066 Impressions
2,646,973 Engagements
931 Posts



29,588 LinkedIn Followers
10,393 YouTube Subscribers
2,162,834 YouTube Lifetime Views



11 EDITIONS DURING 2019-20 SEASON

1,682,701
98-99% DELIVERED

425,018
10-33% OPENED

26,298
1-6% CLICKS

BUSINESS DEVELOPMENT & PARTNERSHIPS

The 2019-20 season was a strong one as Hockey Canada added several industry-leading brands to its roster, including BFL CANADA, Scotiabank, OK Tire, Sobeys, Sofina and Tempur Sealy. Hankook, after many seasons at the national level, became an international partner. Premier partners Esso, Nike, TELUS and Tim Hortons continued their outstanding support with grassroots programming that included Esso Medals of Achievement, TELUS The Code and the Timbits U7 Program. Other major in-venue and in-market activations were led by Canadian Tire, Gatorade, Sport Chek, Timber Mart and Bauer, the BFL Female Coach of the Year engaged community and high-performance coaches, while BDO Goals for Kids, the Chevrolet Good Deeds Cup and Janes Design-a-Mask supported the growth of hockey at the grassroots level.



2019-20 PARTNERSHIP FAMILY

PREMIER PARTNERS



INTERNATIONAL PARTNERS



NATIONAL PARTNERS



LICENSING & MERCHANDISING



There were a number of highlights for the Hockey Canada licensing program through the 2019-20 season despite the impact of COVID-19 on the retail market and the challenges created by the cancellation of national and world championships in the spring.

The 2019-20 season marked the first full year with Fanatics managing the Hockey Canada web shop, and the partnership delivered a net sales increase of 40% despite the COVID-19 pandemic affecting the last fiscal quarter.

In-venue sales at Hockey Canada events in November and December 2019 were operated by Fanatics in conjunction with local host organizing committees. The Fanatics model provides host groups with a no-risk platform to maximize profits from event merchandise sales to the benefit of the local legacy program.

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.

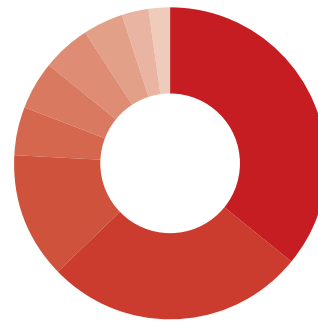
TOP LICENSING PARTNERS



FINANCE

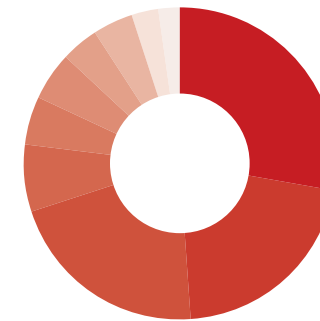


Hockey Canada finances its operations primarily through national and international events, sponsorship, government and non-governmental funding, and donations. For the year ended June 30, 2020, Hockey Canada continued to practice sound financial management amid a growing pandemic. During the first half of the fiscal year, Hockey Canada participated in and hosted international and national events at all levels of play. Unfortunately, the rise of the COVID-19 pandemic led to the cancellation of numerous events, which impacted revenues. Despite this, strong partnerships were maintained with international and national sponsors, Sport Canada, Own the Podium, various funding agencies, the National Hockey League and other supporters of the game. Funding received from these groups allow Hockey Canada to facilitate grassroots programming designed to grow the game.



SOURCE OF FUNDS

38%	Business Development & Partnerships
30%	Insurance Premiums
14%	Funding Agencies
6%	Member Assessments
4%	Hockey Development
4%	Grow the Game
1%	Interest Revenue
1%	National Teams
1%	Events & Properties
1%	Other
100%	TOTAL



USE OF FUNDS

33%	Administration
23%	Insurance Costs
18%	National Teams
5%	Technology
5%	Other
4%	Business Development & Partnerships
4%	Events & Properties
4%	Grow the Game
3%	Hockey Development
1%	Operations
100%	TOTAL

FUNDING PARTNERS

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.



Canadian Heritage

Sport Canada

Patrimoine canadien



SADDLEDOME FOUNDATION

SEAMAN HOTCHKISS
HOCKEY FOUNDATION



INSURANCE

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.



INSURANCE PROGRAM STRUCTURE



RISK MANAGEMENT & INSURANCE FEES

Each Hockey Canada participant pays into the Hockey Canada Insurance Program, or has a fee paid on their 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 & 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 & ADMINISTRATION

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

DIRECTORS & 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.



Thank You

HOCKEYCANADA.CA

