



# HOCKEY CANADA ANNUAL REPORT

— JULY 2016-JUNE 2017 —



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# HOCKEY CANADA MESSAGES



**TOM RENNEY**  
Chief Executive Officer  
Hockey Canada

**A**s we celebrate another successful season for Hockey Canada and Canadian hockey, where do I begin?

The eyes of the hockey world were on Canada once again as Montreal and Toronto welcomed the IIHF World Junior Championship last winter, but the successes of the season were about so much more than one tournament.

Internationally, our national teams played for gold at five IIHF and IPC world championships, including those home-ice World Juniors, with Canada's National Sledge Team taking the top prize at the IPC World Para Hockey Championship.

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 the Canadian Tire First Shift continuing to bring in new players and help shape the next generation.

When I take a step back and 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 Port Alberni, B.C., to the score-clock operator at the RBC Cup in Cobourg, Ont., to the Zamboni driver in Bay Roberts, 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.

Nothing Hockey Canada does, from national and international events to skill development camps, coach programs, safety initiatives and countless other programs, would be possible without your time and effort.

We are also extremely grateful for the support received from our sponsors, licensees, and funding partners, who have brought value to Hockey Canada events, making them premier sporting attractions in Canada.

I am so proud to lead this organization as CEO, but it is you who makes the game go. Every time I have the opportunity to visit communities across our country, 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, and we'll see you around the rink.**



**JOE DRAGO**  
Chair, Hockey Canada  
Board of Directors

**S**erving as chair of the Hockey Canada Board of Directors has afforded me the opportunity to travel from one side of our country to the other, and experience first-hand the impact hockey has on the lives of so many Canadians.

It doesn't matter their role in the game – players, coaches, officials, volunteers or fans – they have been shaped by hockey, and by the life lessons the game has taught them on the ice and away from the rink.

To me, seeing this in the biggest of cities and smallest of towns just drives home the importance of Hockey Canada's role in continuing to develop the game, and to develop not just great players, but great citizens.

I take tremendous pride in what Hockey Canada accomplished last season, on and off the ice. Our national teams found success internationally, playing for gold at five world championships, and our athletes wore the Maple Leaf with pride, serving as ambassadors for our game. We also created new development programs and strengthened existing ones, bringing new players into the game as we continue to build towards a bright future for Canadian hockey.

Nothing we do would be possible without the lasting support of everyone involved, with our members and minor hockey associations, and from the grassroots to the international stage. It is their passion that helps our game prosper.

In our country, hockey is so much more than a game. It defines who we are as Canadians, and ensuring it remains woven into the fabric of a nation demands our constant attention, constant creativity, and constant change.

I look forward to the continued partnership between the board of directors, the staff of Hockey Canada, and Canadians across the country, and I thank you for what you have done for our game, and for what you will do in the future.

**Go Canada Go!**

# WHO IS HOCKEY CANADA?

**H**ockey Canada is the national governing body for hockey across this country. The organization works in conjunction with the 13 provincial member branches 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 and Ottawa and operates regional centres in Toronto and Montreal.





## 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. These Canadians are elected by their peers from the 13 Hockey Canada member branches 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.

## 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.



# YEAR IN REVIEW

**JULY** 26 Canadians (eight players and 18 staff) attend IIHF Women's High Performance Camp in Vierumäki, Finland ... Sudbury, Ont., named host of 2018 TELUS Cup ... Noémie Marin named head coach of Canada's National Women's Development Team for 2016-17 season ... Troy Ryan named head coach of Canada's National Women's Under-18 Team for 2016-17 season ... Bridgewater, N.S., named host of 2018 Esso Cup

**AUGUST** Hockey Canada unveils new jersey for national teams ... Canada's National Men's Summer Under-18 Team finishes fifth at 2016 Ivan Hlinka Memorial Cup in Breclav, Czech Republic and Bratislava, Slovakia ... Canada's National Women's Under-18 Team wins one of three games in series against United States in Calgary, Alta. ... Canada's National Women's Development Team wins two of three games in series against United States in Calgary, Alta. ... Hockey Canada and CHL launch Bill Hay Future Leaders Internship Program ... Laura Schuler named head coach of Canada's National Women's Team for 2016-17 season

**SEPTEMBER** Sean Burke named general manager of Canada's National Men's Team for 2016 Deutschland Cup ... Quebec City, Que., named host of 2017 National Women's Under-18 Championship ... Canada wins 2016 World Cup of Hockey... 650,000 minor hockey players take to the ice across the country to begin the 2016-17 season

**OCTOBER** Hockey Canada Community, a focus on grassroots hockey and the impact of the game at the local level, is launched ... 19 players named to Canada's National Sledge Team for 2016-17 season ... 36 communities from Newfoundland & Labrador to British Columbia host The Long Game as part of World Girls' Hockey Weekend ... 25 Canadian officials selected by International Ice Hockey Federation for events during 2016-17 season ... Dave King named head coach of Canada's National Men's Team for 2016 Deutschland Cup

**NOVEMBER** Canada's National Women's Team takes silver medal at 2016 4 Nations Cup in Vierumäki, Finland ... Canada Black takes silver medal at 2016 World Under-17 Hockey Challenge in Sault Ste. Marie, Ont. ... Ontario Red wins gold medal at 2016 National Women's Under-18 Championship in Regina, Sask. ... Joe Drago re-elected chair of the Hockey Canada Board of Directors ... Edmonton, Alta., named host of Ivan Hlinka Memorial Cup in 2018, 2020 and 2022

**DECEMBER** Vancouver and Victoria, B.C., named hosts of 2019 IIHF World Junior Championship ... Kevin Rempel announces retirement from Canada's National Sledge Team ... Luke Richardson named head coach of Canada's National Men's Team for 2016 Spengler Cup ... Canada's National Sledge Team takes silver medal at 2016 World Sledge Hockey Challenge in Charlottetown, P.E.I. ... Saskatoon, Sask., named host of 2017 Hockey Canada Foundation Gala & Golf ... Canada East takes silver medal at 2016 World Junior A Challenge in Bonnyville, Alta. ... Canada's National Women's Team sweeps United States in two-game December Series ... Hockey Canada, Hockey Canada Foundation and Hockey Alberta donate \$21,500 to support minor hockey in fire-ravaged Fort McMurray, Alta. ... Scott Smith promoted to president of Hockey Canada, effective July 1, 2017 ... Hockey Canada unveils #PassItForward campaign ... Canada's National Men's Team wins 2016 Spengler Cup in Davos, Switzerland

**JANUARY** Canada's National Junior Team takes silver medal at 2017 IIHF World Junior Championship in Montreal, Que., and Toronto, Ont. ... Canada's National Women's Development Team takes silver medal at 2017 Nations Cup in Füssen, Germany ... Canada's National Women's Under-18 Team takes silver medal at 2017 IIHF U18 Women's World Championship in Zlín and Prerov, Czech Republic ... Truro, N.S., named host of 2017 World Junior A Challenge

**FEBRUARY** Scotty Bowman, Murray Costello and Fran Rider named Distinguished Honourees of the Order of Hockey in Canada ... Dawson Creek and Fort St. John, B.C., named hosts of 2017 World Under-17 Hockey Challenge ... Mike Babcock and Todd McLellan named honorary co-chairs of 2017 Hockey Canada Foundation Gala & Golf

**MARCH** Canada's National Sledge Team wins gold medal at 2017 International Para Hockey Tournament in Turin, Italy ... Dominique Ducharme named head coach of Canada's National Junior Team for 2018 IIHF World Junior Championship ... Three Canadian officials selected for 2017

IIHF World Championship ... Darren Rumble named head coach of Canada's National Men's Under-18 Team for 2017 IIHF U18 World Championship ... Hockey Canada implements new policy and mandate for Initiation Program

**APRIL** Ron Hextall named general manager of Canada's National Men's Team for 2017 IIHF World Championship ... Canada's National Women's Team takes silver medal at 2017 IIHF Women's World Championship in Plymouth, Mich. ... Jon Cooper named head coach of Canada's National Men's Team for 2017 IIHF World Championship ... Grand Falls-Windsor Cataracts win 2017 Allan Cup in Bouctouche, N.B. ... Canada's National Sledge Team wins gold medal at 2017 IPC World Para Hockey Championship ... Canada's National Men's Under-18 Team finishes fifth at 2017 IIHF U18 World Championship in Poprad and Spisska Nova Ves, Slovakia ... St. Albert Slash win 2017 Esso Cup in Morden, Man. ... Cape Breton West Islanders win 2017 TELUS Cup in Prince George, B.C. ... Canada's National Sledge Development Team faces United States in three-game series at Défi sportif AlterGo in Montreal, Que.

**MAY** Laura Schuler named head coach of Canada's National Women's Team for 2017-18 season ... 28 players selected to centralize with Canada's National Women's Team ahead of 2018 Olympic Winter Games ... Joël Bouchard, Bruce Hamilton and Steve Staios named to Program of Excellence management group for 2017-18 season ... Paul McFarland named head coach of Canada's National Men's Summer Under-18 Team for 2017 Ivan Hlinka Memorial Cup ... Gilles Bouchard, Ryan Oulahan and Dave Struch named head coaches of Canada's national under-17 teams for 2017 World Under-17 Hockey Challenge ... Canada's National Men's Team takes silver medal at 2017 IIHF World Championship in Cologne, Germany and Paris, France ... Cobourg Cougars win 2017 RBC Cup in Cobourg, Ont. ... Denis Baillairgé wins Outstanding Volunteer Award at Hockey Canada national awards banquet in St. John's, N.L.

**JUNE** Brooks, Alta., named host of 2018 RBC Cup ... Canadian Tire First Shift expands to all 13 Hockey Canada member branches for 2017-18 season



# EVENTS

**H**ockey Canada took the game from coast to coast once again during the 2016-17 season, hosting national and international events in eight provinces — from the TELUS Cup in Prince George, B.C., to the Allan Cup in Bouctouche, N.B., and dozens of communities in between — that included teams and players from all 10 provinces. In the end, more than 100,000 fans were treated to the best the game had to offer and a legacy of more than \$400,000 was left in eight host communities, allowing hockey to continue to thrive and grow in every corner of the country.

A highlight of the season came during the holidays, when Montreal, Que., and Toronto, Ont., welcomed the IIHF World Junior Championship back to Canadian ice. The event culminated in a gold medal game showdown between Canada and the United States, an extra-time classic that will live on as one of the greatest games in World Juniors history. The final attracted an average audience of 5.2 million viewers on TSN and RDS, peaking at 7.2 million during the decisive shootout, and was the most-streamed event ever on TSN GO.







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

**Sault Ste. Marie, Ontario**  
Oct. 27 - Nov. 5, 2016 / 27 oct. - 5 nov. 2016

**GOLD:** Sweden  
**SILVER:** Canada Black  
**BRONZE:** Russia

8 TEAMS	22 GAMES
4259 / 386 FACEBOOK EN / FR	6,943 / 291 TWITTER EN / FR
33,169 HOCKEY TV	136,800 TSN
220 VOLUNTEERS	17,163 ATTENDANCE

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

**Regina, Saskatchewan**  
November 9-13, 2016 / 9-13 novembre 2016

**GOLD:** Ontario Red  
**SILVER:** Quebec  
**BRONZE:** British Columbia

8 TEAMS	18 GAMES
1,777 / 359 FACEBOOK EN / FR	1,814 TWITTER EN / FR
17,802 HOCKEY TV	11,400 TSN
41 VOLUNTEERS	7,350 ATTENDANCE

**World Sledge Hockey Challenge**  
Défi mondial de hockey sur luge

**Charlottetown, P.E.I./Î.-P.-É.**  
December 4-10, 2016 / 4-10 décembre 2016

**GOLD:** United States  
**SILVER:** Canada  
**BRONZE:** Norway

4 TEAMS	10 GAMES
1,946 / 65 FACEBOOK EN / FR	1,128 TWITTER EN / FR
5,334 HOCKEY TV	46,500 TSN
96 VOLUNTEERS	6,719 ATTENDANCE

**World Junior A Challenge**  
Défi mondial junior A

**Bonnyville, Alberta**  
December 11-17, 2016 / 11-17 décembre 2016

**GOLD:** United States  
**SILVER:** Canada East  
**BRONZE:** Russia

6 TEAMS	13 GAMES
3,873 FACEBOOK EN / FR	4,970 / 83 TWITTER EN / FR
31,705 HOCKEY TV	36,600 TSN
136 VOLUNTEERS	13,705 ATTENDANCE

**2017**  
**IIHF**  
**WORLD JUNIOR CHAMPIONSHIP CANADA**  
Montreal - Toronto

**GOLD:** United States  
**SILVER:** Canada  
**BRONZE:** Russia

10 TEAMS	30 GAMES
65,698 / 4,335 FACEBOOK EN / FR	55,536 / 4,439 TWITTER EN / FR
-- HOCKEY TV	17.2 Million TSN
1,057 VOLUNTEERS	257,882 ATTENDANCE

**COUPE ALLAN CUP 2017**  
BOUCTOUCHE, NB

**CHAMPIONS:** Grand Falls-Windsor Cataracts  
**RUNNERS-UP:** Lacombe Generals

6 TEAMS	11 GAMES
-- FACEBOOK EN / FR	-- TWITTER EN / FR
N/A HOCKEY TV	9,600 TSN
N/A VOLUNTEERS	N/A ATTENDANCE

**Coupe Esso Cup**

**Morden, Manitoba**  
April 23-29, 2017 / 23-29 avril 2017

**GOLD:** St. Albert Slash  
**SILVER:** Harfangs du Triolet  
**BRONZE:** Durham West Lightning

6 TEAMS	19 GAMES
1,836 / 360 FACEBOOK EN / FR	2,365 / 172 TWITTER EN / FR
45,362 HOCKEY TV	25,600 TSN
250 VOLUNTEERS	10,619 ATTENDANCE

**Coupe TELUS Cup**

**Prince George, B.C./C.-B.**  
April 24-30, 2017 / 24-30 avril 2017

**GOLD:** Cape Breton West Islanders  
**SILVER:** Blizzard du Séminaire Saint-François  
**BRONZE:** Mississauga Rebels

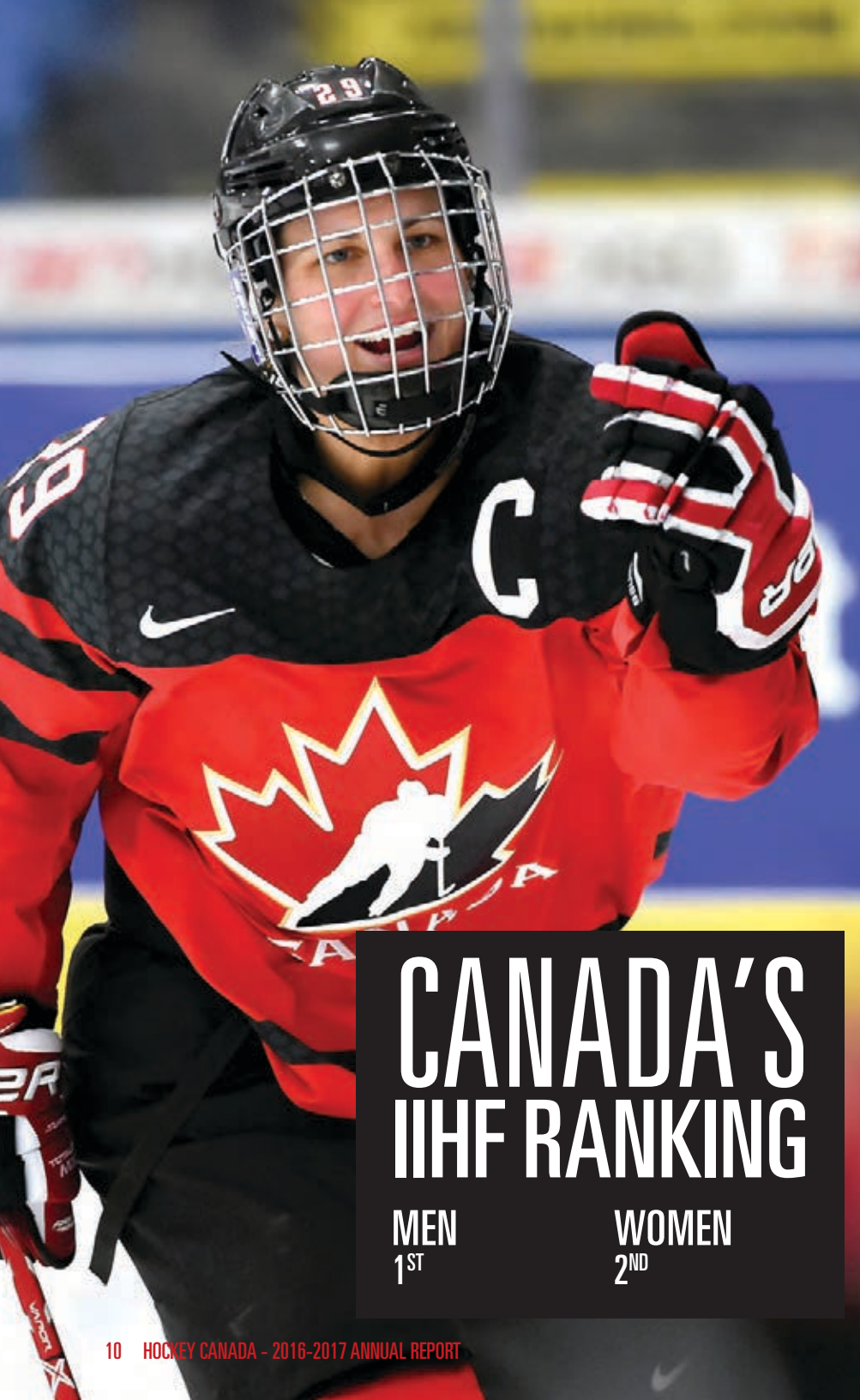
6 TEAMS	19 GAMES
3,456 / 523 FACEBOOK EN / FR	5,255 / 356 TWITTER EN / FR
101,251 HOCKEY TV	39,800 TSN
130 VOLUNTEERS	16,937 ATTENDANCE

**Coupe RBC Cup**

**Cobourg, Ontario**  
May 13-21, 2017 / 13-21 mai 2017

**CHAMPIONS:** Cobourg Cougars  
**RUNNERS-UP:** Brooks Bandits

5 TEAMS	13 GAMES
4,288 / 58 FACEBOOK EN / FR	6,552 / 55 TWITTER EN / FR
55,764 HOCKEY TV	55,500 TSN
150 VOLUNTEERS	13,962 ATTENDANCE



# HIGH PERFORMANCE

Canadian hockey was on display across the country and around the world during the 2016-17 season, with national teams wearing the Maple Leaf in four provinces and eight countries. Canada's National Sledge Team claimed its third world title with a dominant run through the IPC World Para Hockey Championship, where it outscored opponents 49-3, while four of five appearances at IIHF world championships ended in the gold medal game, including two that got all the way to a shootout. Perhaps most importantly, the players in red and white were tremendous ambassadors for Canada's game, a testament to the work done by Hockey Canada's 13 member branches and more than 3,500 minor hockey associations from coast to coast to coast.

## RESULTS

	RESULT	RECORD	GF	GA
2016 Ivan Hlinka Memorial Cup (National Men's Summer U18 Team)	fifth place	3-1	12	8
National Women's Under-18 Team vs. United States	--	1-2	9	13
National Women's Development Team vs. United States	--	2-1	8	7
2016 World Cup of Hockey	first place	6-0	24	8
2016 4 Nations Cup (National Women's Team)	silver medal	3-1	12	8
2016 Deutschland Cup (National Men's Team)	second place	2-1	9	5
2016 World Sledge Hockey Challenge	silver medal	3-2	22	8
December Series (National Women's Team)	--	2-0	8	5
2016 Spengler Cup (National Men's Team)	first place	4-1	17	12
2017 IIHF World Junior Championship	silver medal	5-2	35	18
2017 Nations Cup (National Women's Development Team)	silver medal	3-1	13	4
2017 IIHF U18 Women's World Championship	silver medal	4-1	17	8
International Para Hockey Tournament (National Sledge Team)	gold medal	5-0	28	2
2017 IPC World Para Hockey Championship (National Sledge Team)	gold medal	6-1	49	3
2017 Défi sportif AlterGo (National Sledge Development Team)	--	0-3	0	16
2017 IIHF Women's World Championship	silver medal	2-3	17	9
2017 IIHF U18 World Championship	fifth place	3-2	21	20
2017 IIHF World Championship	silver medal	8-2	39	15
<b>TOTAL</b>		<b>62-24</b>	<b>340</b>	<b>169</b>

# CANADA'S IIHF RANKING

**MEN**  
1<sup>ST</sup>

**WOMEN**  
2<sup>ND</sup>

# 2016-17 NATIONAL TEAM PARTICIPATION BY MEMBER BRANCH

## B.C. HOCKEY (25)

Tyson Barrie, Mathew Barzal, Jordy Bellerive, Maegan Beres, Andrew Ebbett, Matt Ellison, Dante Fabbro, James Gemmell, Curtis Hamilton, Tyson Jost, Noah Juulsen, Adam Kingsmill, Geoff Kinrade, Olivia Knowles, Shaone Morrisonn, Amy Potomak, Sarah Potomak, Carey Price, Michael Rasmussen, Greg Scott, Jonathan Sigalet, Jonathan Smart, Courtney Vorster, Shea Weber, Micah Zandee-Hart

## HOCKEY ALBERTA (30)

Jaret Anderson-Dolan, Steve Arsenault, Jake Bean, Jay Bouwmeester, Kale Clague, Jordon Cooke, Cody Dolan, Dillon Dubé, Tanner Fandrey, Carter Hart, Jessica Healey, Chad Johnson, Brandon Kozun, Shae Labbe, Braden Lamb, Zach Lavin, Emerance Maschmeyer, Meaghan Mikkelson, Ian Mitchell, Josh Morrissey, Kyle Olson, Colton Parayko, Brayden Point, Mason Raymond, Mat Robinson, Zach Savage, Ian Scott, Ty Smith, Kevin Sorley, Shannon Szabados

## SASKATCHEWAN HOCKEY ASSOCIATION (14)

Jessica Campbell, Emily Clark, Nara Elia, Ryan Getzlaf, Shaun Heshka, Brooke Hobson, Bud Holloway, Braden Holtby, Connor Ingram, Mackenna Parker, Brayden Schenn, Sophie Shirley, Willow Slobodzian, Hayley Wickenheiser

## HOCKEY MANITOBA (19)

Ashton Bell, Bailey Bram, Josh Brook, Barry Brust, Kevin Clark, Chay Genoway, Colby Genoway, Cody Glass, Jenelle Kohanchuk, Halli Krzyzaniak, Brigitte Lacquette, Jocelyne Larocque, Stelio Mattheos, Jacob Micflikier, Calvin Pickard, Corinne Schroeder, Branden Sison, Jonathan Toews, Jett Woo

## HOCKEY NORTHWESTERN ONTARIO (1)

Haley Irwin

## ONTARIO HOCKEY FEDERATION (106)

Lindsay Agnew, Meghan Agosta, Erin Ambrose, Rob Armstrong, Victoria Bach, Courtney Birchard, Jesse Blacker, Evan Bouchard, Jamie Bourbonnais, Brad Bowden, Brandon Buck, Emma Buckles, Hanna Bunton, Brent Burns, Gregory Campbell, Kristyn Capizzano, Anthony Cirelli, Logan Couture, Dominic Cozzolino, Rod Crane, Anthony Culmone, Calvin de Haan, Ty Dellandrea, Chris DiDomenico, Michael DiPietro, Adam Dixon, Drew Doughty, Matt Duchene, James Dunn, Cory Emmerton, MacKenzie Entwistle, Renata Fast, Sarah Fillier, Laura Fortino, Claude Giroux, Katelyn Gosling, Meaghan Hector, Dustin Jeffrey, Brianne Jenner, Rebecca Johnston, Brooke Jovanovich, Mark Katic, Travis Konecny, Geneviève Lacasse, Chris Lee, Emma Maltais, Mitch Marner, Coalton Martin, Jacob McGrath, Tyler McGregor, David McIntyre, Michael McLeod, Ryan McLeod, Patrick McNeill, Brooke McQuigge, Avery Mitchell, Jake Muzzin, Stephanie Neatby, Sarah Nurse, Kristin O'Neill, Ryan O'Reilly, Trevor Parkes, Blake Parlett, Corey Perry, Markus Phillips, Alex Pietrangelo, Christina Putigna, Taylor Raddysh, Jaimie Rainville, Danika Ranger, Isaac Ratcliffe, Elijah Roberts, Mark Scheifele, Nate Schnarr, Bryan Sholomicki, Wayne Simmonds, Jeff Skinner, Corbyn Smith, Nick Spaling, Blake Speers, Natalie Spooner, Laura Stacey, Steven Stamkos, Mitchell Stephens, Dylan Strome, Matthew Strome, Jack Studnicka, Stephanie Sucharda, Nick Suzuki, Paul Szczechura, Stefano Tamburello, John Tavares, Danny Taylor, Akil Thomas, Joe Thornton, Shea Tiley, Owen Tippett, Kaitlin Tse, Alexis Vasko, Daniel Vukovic, Jennifer Wakefield, Tara Watchorn, Corbin Watson, Daryl Watts, Greg Westlake, Shelby Wood

## HOCKEY EASTERN ONTARIO (10)

Ben Delaney, Liam Hawel, Tyrone Henry, Erica Howe, Rebecca Leslie, Jonathan Matsumoto, Greg Meireles, Josiane Pozzebon, Jamie Lee Rattray, Derek Roy

## HOCKEY QUEBEC (42)

Alexis Auclair, Patrice Bergeron, Aurelien Bucquet, Thomas Chabot, Jocktan Chainey, Maxime Comtois, Nicolas Côté, Corey Crawford, Antoine Crête-Belzile, Édith D'Astous-Moreau, Mélodie Daoust, Gabrielle David, Jason Demers, Ann-Renée Desbiens, Jade Downie-Landry, Pierre-Luc Dubois, Zach Fucale, Julien Gauthier, Élizabéth Giguère, Alexis Gravel, Anton Jacobs-Webb, Mathieu Joseph, Alex Killorn, Dominic Larocque, Jérémy Lauzon, Sarah Lefort, Antoine Lehoux, Michael Matheson, David Noël, Maxim Noreau, Francis Paré, Nick Petersen, Ève-Audrey Picard, Marie-Philip Poulin, Marc-Antoine Pouliot, Lauriane Rougeau, Nicolas Roy, Brooke Stacey, Max Talbot, Audrey-Anne Veillette, Joe Veleno, Marc-Édouard Vlasic

## HOCKEY NEW BRUNSWICK (3)

Sean Couturier, Kristen McKinley, Philippe Myers

## HOCKEY NOVA SCOTIA (10)

Shane Bowers, Sidney Crosby, Andrew Gordon, Nathan MacKinnon, Brad Marchand, Jared McIsaac, Brette Pettet, Jill Saulnier, James Sheppard, Blayne Turnbull

## HOCKEY P.E.I. (4)

Billy Bridges, Mark Flood, Brandon Gormley, Drew MacIntyre

## HOCKEY NEWFOUNDLAND & LABRADOR (2)

Sarah Davis, Liam Hickey
















# MEMBERSHIP DEVELOPMENT

The 3,500 minor hockey associations across the country are comprised of players, coaches, officials, safety personnel and administrators – which, 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 of world hockey leader with the goal of ensuring a safe, positive and meaningful experience for all involved in the game.

## RESPECT IN SPORT – PARENT PROGRAM

More than 63,000 parents completed the Respect in Sport Parent Program and the results continue to be overwhelmingly positive; parents feel better equipped to support their child in the hockey environment.

MEMBER BRANCH	Certified Users	MEMBER BRANCH	Certified Users
	1,621		44,377
	7,045		71
	809		1,514
	2,266		862
	0		737
	1,663		41
	2,254	<b>TOTAL</b>	<b>63,260</b>














### Statements

Useful information	96%
Simple and easy to understand	99%
Convenient method of online delivery	96%
Makes you a more child-centered sport parent	91%
More confident to ensure a safe sports environment	91%
More confident to set realistic expectations	91%
More confident to interact positively with others	91%
Would recommend this program for other parents	91%

### Parents in Agreement

## HOCKEY CANADA SKILLS ACADEMY

The Hockey Canada Skills Academy program celebrated its 14th anniversary in 2016-17. With Hockey Canada Skills Academies in 11 of 13 Hockey Canada member branches, Hockey Canada continues to provide schools with resources and training to offer hockey skills programs during the school day.

MEMBER BRANCH	ACADEMIES	MEMBER BRANCH	ACADEMIES
	38		80
	31		0
	8		0
	23		1
	1		4
	12	<b>TOTAL</b>	<b>240</b>
	39		
	3		

\* 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.














## COACHING CLINICS

Close to 1,800 coaching clinics were conducted across the nation by Hockey Canada's 13 member branches.

COACHING CLINIC	Total
COACH 1 - INTRO TO COACH	400
COACH 2 – COACH LEVEL	467
DEVELOPMENT 1	247
DEVELOPMENT 2	0
HIGH PERFORMANCE 1	9
INSTRUCTIONAL STREAM	632
PROFESSIONAL DEVELOPMENT	38
<b>TOTAL</b>	<b>1,793</b>

## HOCKEY UNIVERSITY

The online education program continues to serve as an excellent educational resource for approximately 40,000 volunteers on an annual basis. Coaches, officials and safety personnel rely on this platform to equip them with the skills and resources to be the best they can be.

Member Branch	Coaching	Officiating	Safety	Total Users	Member Branch	Coaching	Officiating	Safety	Total Users	Member Branch	Coaching	Officiating	Safety	Total Users
	1,170	1,404	2,096	4,670		123	59	0	182		349	304	259	912
	1,766	2,317	3,082	7,165		3,297	1,552	0	4,849		671	260	1,074	2,005
	1,249	2,304	592	4,145		888	306	0	1,194		44	115	111	270
	1,156	601	520	2,277		3,399	1,076	1,864	6,339	<b>TOTAL</b>	<b>14,809</b>	<b>10,663</b>	<b>10,034</b>	<b>35,506</b>
	22	19	50	91		675	346	386	1,407					



## WORLD GIRLS' HOCKEY WEEKEND

As part of the sixth annual World Girls' Hockey Weekend in November 2016, Hockey Canada membership staged The Long Game, with continuous games ranging from Atom to Senior and running from east to west.

	Atom		Peewee		Bantam		Midget		Senior	
	Red	White	Red	White	Red	White	Red	White	Red	White
TOTAL	55	52	29	35	52	35	17	36	31	29

The Long Game included 100 teams in 50 games (approximately 1,700 players) in 26 communities. Over 500 coaches, officials and volunteers made the event possible over the 21-hour span.

Other events through World Girls' Hockey Weekend were registered as hosted from coast to coast to coast, ranging from small family parties to large tournaments within the member branches.

















In addition to the Long Game, Hockey Canada membership also participated in the second Global Girls' Game in February 2017; the game started in Dunedin, New Zealand and finished up 45 hours – and 38 countries – later in Toronto.

BLUE	LOCATION	WHITE
1	Dunedin, New Zealand	4
8	Kurashiki, Japan	0
0	Taipei City, Chinese Taipei	1
4	Melbourne, Australia	1
4	Astana, Kazakhstan	2
2	Krasnoyarsk, Russia	3
3	Sofia, Bulgaria	5
6	Hämeenlinna, Finland	2
3	Katowice, Poland	3
12	Kaunas, Lithuania	4
2	Brasov, Romania	6
4	Novi Sad, Serbia	6
9	Abu Dhabi, United Arab Emirates	3















BLUE	LOCATION	WHITE
3	Ankara, Turkey	1
1	Pretoria, South Africa	8
4	Bratislava, Slovakia	2
1	Geleen, Netherlands	1
6	Riga, Latvia	2
4	Brussels, Belgium	7
5	Belfast, Northern Ireland	4
0	Brovary, Ukraine	1
1	Biel, Switzerland	3
8	Zagreb, Croatia	3
2	Ljubljana, Slovenia	4
6	Vienna, Austria	7
3	Novy Jicin, Czech Republic	3

BLUE	LOCATION	WHITE
0	Södertälje, Sweden	5
1	Reykjavik, Iceland	2
2	Hamar, Norway	0
5	Buenos Aires, Argentina	6
6	Copenhagen, Denmark	7
7	Bad Kissingen, Germany	6
1	Budapest, Hungary	5
4	Cergy, France	2
3	Mexico City, Mexico	1
1	Pittsburgh, Penn.	2
3	Toronto, Ont.	1
<b>135</b>	<b>TOTAL</b>	<b>128</b>
















## REGISTRATION BY YEAR

		2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
	M	37,748	38,383	39,495	39,549	40,268	51,728	53,167	53,546	53,573	53,888	<b>53,622</b>
	F	6,355	6,644	6,722	6,748	6,832	7,202	8,836	7,983	8,034	8,145	<b>8,469</b>
		<b>44,103</b>	<b>45,027</b>	<b>46,217</b>	<b>46,297</b>	<b>47,100</b>	<b>58,930</b>	<b>62,003</b>	<b>61,529</b>	<b>61,607</b>	<b>62,033</b>	<b>62,091</b>
	M	53,997	54,568	56,133	56,316	60,127	62,434	63,202	59,981	63,706	65,725	<b>71,340</b>
	F	6,956	7,930	8,438	8,468	8,907	8,911	8,489	9,131	9,807	10,28	<b>11,233</b>
		<b>60,953</b>	<b>62,498</b>	<b>64,571</b>	<b>64,784</b>	<b>69,034</b>	<b>71,345</b>	<b>71,691</b>	<b>69,112</b>	<b>73,513</b>	<b>76,010</b>	<b>82,573</b>
	M	24,008	23,162	24,902	24,773	25,124	32,186	32,844	32,421	32,774	32,903	<b>33,506</b>
	F	3,949	3,751	4,099	4,022	4,030	4,712	4,973	4,849	5,015	5,121	<b>5,046</b>
		<b>27,957</b>	<b>26,913</b>	<b>29,001</b>	<b>28,795</b>	<b>29,154</b>	<b>36,898</b>	<b>37,817</b>	<b>37,270</b>	<b>37,789</b>	<b>38,024</b>	<b>38,552</b>
	M	19,973	20,114	20,098	20,430	20,336	23,500	24,462	24,708	24,701	24,534	<b>24,694</b>
	F	3,769	4,146	4,137	4,233	4,192	4,570	4,940	5,143	5,368	5,598	<b>5,838</b>
		<b>23,742</b>	<b>24,260</b>	<b>24,235</b>	<b>24,663</b>	<b>24,528</b>	<b>28,070</b>	<b>29,402</b>	<b>29,851</b>	<b>30,069</b>	<b>30,132</b>	<b>30,532</b>
	M	4,615	4,986	5,037	4,975	4,600	4,654	4,670	4,707	4,714	4,723	<b>4,730</b>
	F	408	465	487	496	492	484	513	573	511	589	<b>618</b>
		<b>5,023</b>	<b>5,451</b>	<b>5,524</b>	<b>5,471</b>	<b>5,092</b>	<b>5,138</b>	<b>5,183</b>	<b>5,280</b>	<b>5,225</b>	<b>5,312</b>	<b>5,348</b>
	M	24,063	24,215	24,741	25,593	25,868	27,847	25,270	28,520	29,523	29,048	<b>26,132</b>
	F	943	988	1,034	1,040	1,165	1,142	1,187	1,304	1,162	1,218	<b>1,173</b>
		<b>25,006</b>	<b>25,203</b>	<b>25,775</b>	<b>26,633</b>	<b>27,033</b>	<b>28,989</b>	<b>26,457</b>	<b>29,824</b>	<b>30,685</b>	<b>30,266</b>	<b>27,305</b>
	M	172,993	175,568	187,204	175,258	165,915	183,486	193,009	189,138	186,581	182,884	<b>182,059</b>
	F	38,539	40,249	46,205	46,109	45,356	44,765	42,936	41,864	41,830	39,838	<b>39,329</b>
		<b>211,532</b>	<b>215,817</b>	<b>233,409</b>	<b>221,367</b>	<b>211,271</b>	<b>228,251</b>	<b>235,945</b>	<b>231,002</b>	<b>228,411</b>	<b>222,722</b>	<b>221,388</b>
	M	90,304	94,001	94,430	96,859	96,968	97,766	94,100	93,185	94,082	92,831	<b>89,190</b>
	F	6,165	6,018	6,415	6,601	6,773	6,693	6,519	6,354	6,517	6,684	<b>6,816</b>
		<b>96,469</b>	<b>100,019</b>	<b>100,845</b>	<b>103,460</b>	<b>103,741</b>	<b>104,459</b>	<b>100,619</b>	<b>99,539</b>	<b>100,599</b>	<b>99,515</b>	<b>96,006</b>
	M	12,831	14,612	14,748	15,116	14,535	14,077	14,168	15,632	13,755	13,649	<b>13,224</b>
	F	1,651	1,484	1,838	1,806	1,878	1,776	2,268	2,751	2,482	2,362	<b>2,643</b>
		<b>14,482</b>	<b>16,096</b>	<b>16,586</b>	<b>16,922</b>	<b>16,413</b>	<b>15,853</b>	<b>16,436</b>	<b>18,383</b>	<b>16,237</b>	<b>16,011</b>	<b>15,867</b>
	M	15,508	15,387	15,262	15,409	15,260	15,198	15,889	15,928	14,548	14,480	<b>14,772</b>
	F	2,261	2,432	2,675	2,832	2,779	3,066	3,262	3,405	3,227	3,438	<b>3,424</b>
		<b>17,769</b>	<b>17,819</b>	<b>17,937</b>	<b>18,241</b>	<b>18,039</b>	<b>18,264</b>	<b>19,151</b>	<b>19,333</b>	<b>17,775</b>	<b>17,918</b>	<b>18,196</b>
	M	4,530	4,562	4,391	4,346	4,338	4,198	4,118	4,020	4,079	4,031	<b>4,240</b>
	F	1,403	1,517	1,457	1,403	1,417	1,272	1,249	1,183	1,156	1,182	<b>1,245</b>
		<b>5,933</b>	<b>6,079</b>	<b>5,848</b>	<b>5,749</b>	<b>5,755</b>	<b>5,470</b>	<b>5,367</b>	<b>5,203</b>	<b>5,235</b>	<b>5,213</b>	<b>5,485</b>
	M	7,596	7,735	8,152	8,519	9,109	9,317	9,215	9,315	9,031	9,307	<b>9,355</b>
	F	,685	1,296	1,314	1,408	1,557	1,627	1,637	1,690	1,945	1,976	<b>2,169</b>
		<b>8,281</b>	<b>9,031</b>	<b>9,466</b>	<b>9,927</b>	<b>10,666</b>	<b>10,944</b>	<b>10,852</b>	<b>11,005</b>	<b>10,976</b>	<b>11,283</b>	<b>11,524</b>
	M	2,869	2,913	3,400	2,916	2,679	2,636	2,389	2,705	2,874	3,162	<b>3,242</b>
	F	,707	541	487	458	449	455	421	382	440	489	<b>538</b>
		<b>3,576</b>	<b>3,454</b>	<b>3,887</b>	<b>3,374</b>	<b>3,128</b>	<b>3,091</b>	<b>2,810</b>	<b>3,087</b>	<b>3,314</b>	<b>3,651</b>	<b>3,780</b>
	M	1,411	1,324	1,378	1,394	1,457	1,405	1,419	1,424	1,425	1,439	<b>1,443</b>
	F	—	—	—	—	—	—	—	—	—	—	<b>—</b>
		<b>1,411</b>	<b>1,324</b>	<b>1,378</b>	<b>1,394</b>	<b>1,457</b>	<b>1,405</b>	<b>1,419</b>	<b>1,424</b>	<b>1,425</b>	<b>1,439</b>	<b>1,443</b>
	M	—	—	—	—	—	—	—	13,050	16,650	17,010	<b>16,920</b>
	F	—	—	—	—	—	—	—	—	—	—	<b>—</b>
		<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>13,050</b>	<b>16,650</b>	<b>17,010</b>	<b>16,920</b>
	M	472,446	481,530	499,371	491,453	486,584	530,432	537,922	548,280	552,016	549,614	<b>548,469</b>
	F	73,791	77,461	85,308	85,624	85,827	86,675	87,230	86,612	87,494	86,925	<b>88,541</b>
		<b>546,237</b>	<b>558,991</b>	<b>584,679</b>	<b>577,077</b>	<b>572,411</b>	<b>617,107</b>	<b>625,152</b>	<b>634,892</b>	<b>639,510</b>	<b>636,539</b>	<b>637,010</b>

## OFFICIALS
















		LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	Other	TOTAL
	M	2,087	1,416	249	73	33	10	—	<b>3,868</b>
	F	233	128	23	4	—	—	—	<b>388</b>
									<b>4,256</b>
	M	2,400	2,361	344	68	20	12	33	<b>5,238</b>
	F	197	160	18	4	1	—	1	<b>381</b>
									<b>5,619</b>
	M	1,751	815	193	64	22	6	10	<b>2,861</b>
	F	203	44	7	3	1	—	—	<b>258</b>
									<b>3,119</b>
	M	587	330	515	32	11	3	—	<b>1,469</b>
	F	95	36	20	5	—	—	—	<b>156</b>
									<b>1,625</b>
	M	68	55	91	28	11	2	—	<b>255</b>
	F	9	6	6	1	—	—	—	<b>22</b>
									<b>277</b>
	M	1,252	3,192	1,737	502	165	17	—	<b>6,865</b>
	F	220	387	98	19	2	—	—	<b>726</b>
									<b>7,591</b>
	M	395	427	363	28	6	6	—	<b>1,189</b>
	F	37	20	4	1	—	—	—	<b>62</b>
									<b>1,251</b>
	M	860	1,877	1,347	68	14	7	—	<b>4,173</b>
	F	34	53	37	10	3	—	—	<b>137</b>
									<b>4,310</b>
	M	468	262	330	62	29	9	6	<b>1,166</b>
	F	46	16	5	1	1	—	—	<b>69</b>
									<b>1,235</b>
	M	223	276	399	57	24	7	—	<b>986</b>
	F	22	23	12	7	—	—	—	<b>64</b>
									<b>1,050</b>
	M	113	70	158	15	4	7	—	<b>367</b>
	F	17	14	10	1	—	—	—	<b>42</b>
									<b>409</b>
	M	208	141	215	43	10	2	—	<b>619</b>
	F	24	21	11	2	—	—	—	<b>58</b>
									<b>58</b>
	M	—	—	—	—	—	—	—	<b>—</b>
	F	—	—	—	—	—	—	—	<b>—</b>
									<b>100</b>
	M	10,367	11,222	5,941	1,040	349	88	49	<b>29,056</b>
	F	1,137	908	251	58	8	—	—	<b>2,362</b>
		<b>11,504</b>	<b>12,130</b>	<b>6,192</b>	<b>1,098</b>	<b>357</b>	<b>88</b>		<b>31,519</b>

# MEMBER BRANCH REGISTRATION - PLAYERS

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEE WEE	ATOM	NOVICE	INITIATION	SLEDGE	SPECIAL NEEDS	NA	TOTAL	
	M	-	-	-	417	124	15,985	-	399	1,000	-	826	-	6,710	5,659	5,914	6,146	5,720	4,468	1	-	253	53,622	
	F	-	-	-	-	157	2,382	-	-	17	-	86	-	1,157	773	1,009	921	860	908	-	-	199	8,469	
					<b>417</b>	<b>281</b>	<b>18,367</b>		<b>399</b>	<b>1,017</b>		<b>912</b>		<b>7,867</b>	<b>6,432</b>	<b>6,923</b>	<b>7,067</b>	<b>6,580</b>	<b>5,376</b>	<b>1</b>		<b>452</b>	<b>62,091</b>	
	M	959	100	174	1,011	219	11,637	-	402	2,185	-	-	-	7,230	7,435	8,751	9,364	9,720	9,493	130	-	-	71,340	
	F	101	101	98	1	26	2,030	-	-	275	-	-	-	1,164	1,104	1,245	1,260	1,438	1,823	30	-	537	11,233	
		<b>1,060</b>	<b>201</b>	<b>272</b>	<b>1,012</b>	<b>245</b>	<b>13,667</b>		<b>402</b>	<b>2,460</b>				<b>8,394</b>	<b>8,539</b>	<b>9,996</b>	<b>10,624</b>	<b>11,158</b>	<b>11,316</b>	<b>160</b>		<b>3,067</b>	<b>82,573</b>	
	M	17	-	-	-	2,455	9,217	-	-	674	12	-	-	3,213	2,858	3,254	3,879	4,012	3,915	-	-	-	33,506	
	F	15	-	-	-	47	384	-	-	13	-	-	-	751	397	664	780	927	1,052	-	-	-	16	5,046
		<b>32</b>				<b>2,502</b>	<b>9,601</b>			<b>687</b>	<b>12</b>			<b>3,964</b>	<b>3,255</b>	<b>3,918</b>	<b>4,659</b>	<b>4,939</b>	<b>4,967</b>				<b>16</b>	<b>38,552</b>
	M	2,061	-	-	30	936	5,332	-	266	665	1,132	-	-	1,629	2,446	3,014	3,197	1,967	2,008	-	-	-	11	24,694
	F	329	-	-	34	104	1,148	-	-	125	41	-	-	504	595	777	844	740	597	-	-	-	-	5,838
		<b>2,390</b>			<b>64</b>	<b>1,040</b>	<b>6,480</b>		<b>266</b>	<b>790</b>	<b>1,173</b>			<b>2,133</b>	<b>3,041</b>	<b>3,791</b>	<b>4,041</b>	<b>2,707</b>	<b>2,605</b>				<b>11</b>	<b>30,532</b>
	M	165	26	-	-	-	384	-	158	114	105	-	-	537	550	662	656	632	741	-	-	-	-	4,730
	F	29	-	-	-	-	-	-	-	-	19	-	-	19	44	66	103	126	212	-	-	-	-	618
		<b>194</b>	<b>26</b>				<b>384</b>		<b>158</b>	<b>114</b>	<b>124</b>			<b>556</b>	<b>594</b>	<b>728</b>	<b>759</b>	<b>758</b>	<b>953</b>					<b>5,348</b>
	M	-	-	-	-	-	2,682	-	294	576	-	538	-	3,911	3,634	3,948	3,978	3,513	2,908	65	85	-	26,132	
	F	-	-	-	-	-	-	-	-	-	-	2	-	57	92	153	207	220	425	5	12	-	-	1,173
							<b>2,682</b>		<b>294</b>	<b>576</b>		<b>540</b>		<b>3,968</b>	<b>3,726</b>	<b>4,101</b>	<b>4,185</b>	<b>3,733</b>	<b>3,333</b>	<b>70</b>	<b>97</b>		<b>27,305</b>	
	M	1,364	-	-	70	77	32,595	-	891	2,194	-	4,781	4	22,545	23,467	25,270	24,592	17,638	23,271	382	265	2,653	182,059	
	F	137	-	-	153	4,622	1,350	-	-	1	-	81	1,670	5,909	5,163	5,258	4,961	4,452	3,572	77	51	1,872	39,329	
		<b>1,501</b>			<b>223</b>	<b>4,699</b>	<b>33,945</b>		<b>891</b>	<b>2,195</b>		<b>4,862</b>	<b>1,674</b>	<b>28,454</b>	<b>28,630</b>	<b>30,528</b>	<b>29,553</b>	<b>22,090</b>	<b>26,843</b>	<b>459</b>	<b>316</b>	<b>4,525</b>	<b>221,388</b>	
	M	-	86	277	-	177	3,525	-	2,532	3,508	471	548	-	12,932	11,423	13,816	14,738	13,444	11,632	-	27	54	89,190	
	F	-	69	167	25	2	305	-	325	190	2	-	-	986	907	978	1,038	810	1,010	-	2	-	6,816	
			<b>155</b>	<b>444</b>	<b>25</b>	<b>179</b>	<b>3,830</b>		<b>2,857</b>	<b>3,698</b>	<b>473</b>	<b>548</b>		<b>13,918</b>	<b>12,330</b>	<b>14,794</b>	<b>15,776</b>	<b>14,254</b>	<b>12,642</b>		<b>29</b>	<b>54</b>	<b>96,006</b>	
	M	145	-	-	-	351	236	-	104	239	784	59	-	1,719	1,911	1,948	1,986	1,818	1,864	8	22	30	13,224	
	F	39	-	-	-	52	263	-	-	-	541	1	-	133	251	324	280	258	363	2	4	132	2,643	
		<b>184</b>				<b>403</b>	<b>499</b>		<b>104</b>	<b>239</b>	<b>1,325</b>	<b>60</b>		<b>1,852</b>	<b>2,162</b>	<b>2,272</b>	<b>2,266</b>	<b>2,076</b>	<b>2,227</b>	<b>10</b>	<b>26</b>	<b>162</b>	<b>15,867</b>	
	M	-	-	-	-	-	417	-	132	452	-	137	-	2,708	2,099	2,199	2,269	2,144	2,152	38	-	25	14,772	
	F	-	-	-	-	-	677	-	-	-	-	-	-	408	381	417	484	440	603	11	-	3	3,424	
							<b>1,094</b>		<b>132</b>	<b>452</b>		<b>137</b>		<b>3,116</b>	<b>2,480</b>	<b>2,616</b>	<b>2,753</b>	<b>2,584</b>	<b>2,755</b>	<b>49</b>		<b>28</b>	<b>18,196</b>	
	M	-	-	-	32	91	198	-	22	268	-	28	-	654	548	569	576	619	587	9	-	39	4,240	
	F	-	-	-	-	-	197	-	-	-	-	-	-	238	149	150	163	155	182	2	-	9	1,245	
					<b>32</b>	<b>91</b>	<b>395</b>		<b>22</b>	<b>268</b>		<b>28</b>		<b>892</b>	<b>697</b>	<b>719</b>	<b>739</b>	<b>774</b>	<b>769</b>	<b>11</b>		<b>48</b>	<b>5,485</b>	
	M	4	-	-	26	283	274	-	-	-	-	-	-	-	-	-	-	-	1,225	-	-	-	9,355	
	F	56	-	-	-	-	126	-	-	-	31	-	-	280	298	297	179	246	291	1	20	344	2,169	
		<b>60</b>			<b>26</b>	<b>283</b>	<b>400</b>			<b>216</b>	<b>141</b>	<b>17</b>		<b>1,658</b>	<b>1,589</b>	<b>1,719</b>	<b>1,604</b>	<b>1,910</b>	<b>1,516</b>	<b>16</b>	<b>20</b>	<b>349</b>	<b>11,524</b>	
	M	-	-	-	-	-	1,353	-	7	72	-	-	-	311	266	311	360	297	263	-	-	-	3,242	
	F	-	-	-	-	-	117	-	-	-	-	-	-	18	24	51	72	60	84	-	-	112	538	
							<b>1,470</b>		<b>7</b>	<b>72</b>				<b>329</b>	<b>290</b>	<b>362</b>	<b>432</b>	<b>357</b>	<b>347</b>			<b>114</b>	<b>3,780</b>	
	M	-	-	-	-	-	-	1,443	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,443	
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
								<b>1,443</b>															<b>1,443</b>	
	M	-	-	-	-	-	16,920	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16,920	
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
							<b>16,920</b>																<b>16,920</b>	
<b>TOTAL</b>	M	4,715	212	451	1,586	21,633	83,835	1,443	5,207	12,163	2,614	6,934	4	65,477	63,587	71,078	73,166	63,188	64,527	648	399	5,602	548,469	
	F	706	170	265	213	5,010	8,979	-	325	621	634	170	1,670	11,624	10,178	11,389	11,292	10,732	11,122	128	89	3,224	88,541	
		<b>5,421</b>	<b>382</b>	<b>716</b>	<b>1,799</b>	<b>26,643</b>	<b>92,814</b>	<b>1,443</b>	<b>5,532</b>	<b>12,784</b>	<b>3,248</b>	<b>7,104</b>	<b>1,674</b>	<b>77,101</b>	<b>73,765</b>	<b>82,467</b>	<b>84,458</b>	<b>73,920</b>	<b>75,649</b>	<b>776</b>	<b>488</b>	<b>8,826</b>	<b>637,010</b>	



# MEMBER BRANCH REGISTRATION - COACHES

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEE WEE	ATOM	NOVICE	INITIATION	SLEDGE	SPECIAL NEEDS	NA	TOTAL
	M	-	-	-	25	32	-	-	50	121	-	106	-	1,135	1,072	1,217	1,305	1,236	835	-	-	12	7,146
	F	-	-	-	-	-	-	-	-	1	-	-	-	55	47	43	51	46	54	-	-	2	299
	M	217	15	32	76	22	-	-	53	333	-	-	-	1,788	1,904	2,568	2,785	3,145	3,469	21	-	309	16,737
	F	10	6	12	-	1	-	-	-	16	-	-	-	105	95	91	98	111	209	3	-	29	786
	M	2	-	-	-	207	51	-	-	72	1	-	-	569	531	702	851	927	932	-	-	2	4,847
	F	-	-	-	-	8	3	-	-	2	-	-	-	29	7	22	27	40	49	-	-	-	187
	M	519	-	-	-	67	3	-	30	92	187	-	-	340	554	797	944	641	481	-	-	3	4,658
	F	14	-	-	1	-	-	-	-	10	3	-	-	28	34	41	43	35	37	-	-	-	246
	M	41	3	-	-	-	-	-	18	10	17	-	-	132	133	128	124	143	143	-	-	-	892
	F	3	-	-	-	-	-	-	-	-	2	-	-	1	2	-	4	6	18	-	-	-	36
	M	-	-	-	-	-	-	-	31	55	-	67	-	670	712	810	858	835	531	1	24	-	4,594
	F	-	-	-	-	-	-	-	-	1	-	-	-	4	8	14	28	26	20	-	11	-	112
	M	236	-	-	6	955	126	-	97	280	-	429	208	3,878	4,314	4,727	4,573	3,291	2,911	40	25	179	26,275
	F	5	-	-	11	183	13	-	-	-	-	4	74	198	199	232	228	217	92	6	4	72	1,538
	M	-	15	46	1	5	-	-	367	463	52	91	-	2,212	2,202	2,699	2,893	2,915	2,269	-	3	10	16,243
	F	-	8	7	2	1	-	-	13	6	-	2	-	46	44	42	53	46	56	-	-	-	326
	M	22	-	-	-	28	-	-	12	32	234	4	-	272	384	380	356	375	359	-	1	31	2,490
	F	7	-	-	-	-	-	-	-	-	35	-	-	11	8	6	8	4	13	-	-	-	92
	M	-	-	-	-	-	2	-	16	61	-	11	-	519	498	543	555	587	519	4	-	2	3,317
	F	-	-	-	-	-	-	-	-	-	-	-	-	24	21	23	21	20	43	1	-	-	153
	M	-	-	-	1	6	-	-	4	33	-	-	-	120	105	115	121	148	69	-	-	-	722
	F	-	-	-	-	-	-	-	-	-	-	-	-	8	6	7	7	6	7	-	-	-	41
	M	5	-	-	2	23	-	-	-	26	52	-	-	164	201	206	204	205	94	2	1	47	1,232
	F	2	-	-	-	-	-	-	-	-	1	-	-	9	6	5	4	4	6	-	1	7	45
	M	7	-	-	2	23	-	-	-	26	53	-	-	173	207	211	208	209	100	2	2	54	1,277
	F	-	-	-	-	-	-	-	-	5	-	-	-	28	31	35	48	32	26	-	-	6	211
	M	-	-	-	-	-	-	-	-	5	-	-	-	2	-	3	8	5	6	-	-	8	33
	F	-	-	-	-	-	1	-	-	-	-	-	-	30	31	38	56	37	32	-	-	14	244
	M	-	-	-	-	-	-	175	-	-	-	-	-	-	-	-	-	-	-	-	-	-	175
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	-	-
<b>TOTAL</b>	M	1,042	33	78	111	1,345	182	175	678	1,583	543	708	208	11,827	12,641	14,927	15,617	14,480	12,638	68	54	601	89,539
	F	41	14	19	14	193	17	-	13	36	41	6	74	520	477	529	580	566	610	10	16	118	3,894
		1,083	47	97	125	1,538	199	175	691	1,619	584	714	282	12,347	13,118	15,456	16,197	15,046	13,248	78	70	719	93,433



**HOCKEY CANADA  
FOUNDATION**  
**FONDATION  
HOCKEY CANADA**

# HOCKEY CANADA FOUNDATION

The Hockey Canada Foundation was founded in 2000 and is a registered non-profit that operates hand-in-hand with Hockey Canada to fulfill its mission. The Foundation provides secure, sustainable, long-term funding to support the future development of the game through the delivery of a wide range of hockey programs. It relies on donations to establish and grow a selection of endowment and general purpose funds to help ensure Canada remains at the forefront of developing and promoting amateur hockey. Canadians who want to give back to the game can do so knowing their gift will have an impact for generations to come. The Hockey Canada Foundation understands the dynamic role hockey plays in teaching important life-lessons and instilling the values that make Canadians truly unique. It has developed a bold plan for the future to ensure hockey remains a strong and vital element of Canadian culture.





## 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**

EVENT	FUNDS RAISED
2017 Hockey Canada Foundation Gala & Golf	\$666,177
eBay Jersey Auctions	\$54,767
TCAA Charity Golf Tournament	\$25,261
TCAA Fantasy Games	\$15,414
<b>TOTAL</b>	<b>\$761,619</b>

GRANTS	AMOUNT
The Big Play – HCF and Jumpstart	\$250,000
The First Shift	\$150,000
Dreams Come True	\$93,000
Try Hockey Program	\$40,000
World Girls’ Hockey Weekend	\$35,000
Comrie’s Sports Equipment Bank	\$30,000
Grassroots Initiatives	\$30,000
Sledge Hockey Field of Dreams Project	\$30,000
Bill Hay Future Leaders Internship	\$25,000
National Coach Certification Program – Education	\$23,000
Spring Development Model	\$21,000
Hockey Canada Skills Academy – Floorball	\$19,000
Quebec Regional Centre – Try Goaltending (WJC Legacy)	\$19,000
Atlantic Skill Development Camps	\$17,000
Global Girls’ Game	\$12,000
Aboriginal and Inner-City Youth Programming	\$8,000
<b>TOTAL</b>	<b>\$802,000</b>

# 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 RBC 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.

The 2016-17 season saw the launch of Hockey Canada Community, which put the focus on grassroots hockey and the impact the game has at the local level. Stories were shared from every corner of the country, and Ambassadors and Great Canadians helped show what the game means to Canadians. In total, Community videos were viewed more than one million times over the course of the season.

Hockey Canada continues to make a significant impact on social media, with hundreds of thousands of fans checking out Facebook, Twitter, Instagram and Snapchat for up-to-the-minute news and behind-the-scenes updates from teams and events across the country and around the world.

## HOCKEYCANADA.CA VISITS 15,875,215 TOTAL VIEWS

### TOP THREE DAYS

1. 563,463  
DEC. 26, 2016

2. 406,152  
JAN. 5, 2017

3. 330,465  
JAN. 4, 2017

### TOP THREE MOST VIEWED

1. 980,647  
HOME PAGE

2. 693,986  
16-17 NJT HOME PAGE

3. 538,682  
2017 WJC SCHEDULE



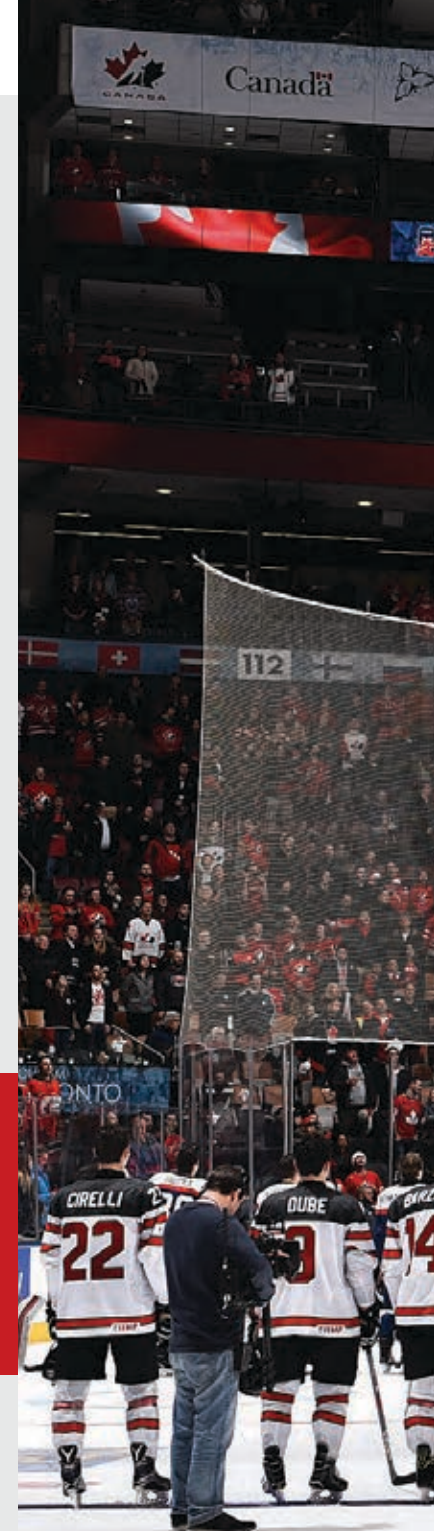
## INSIDER

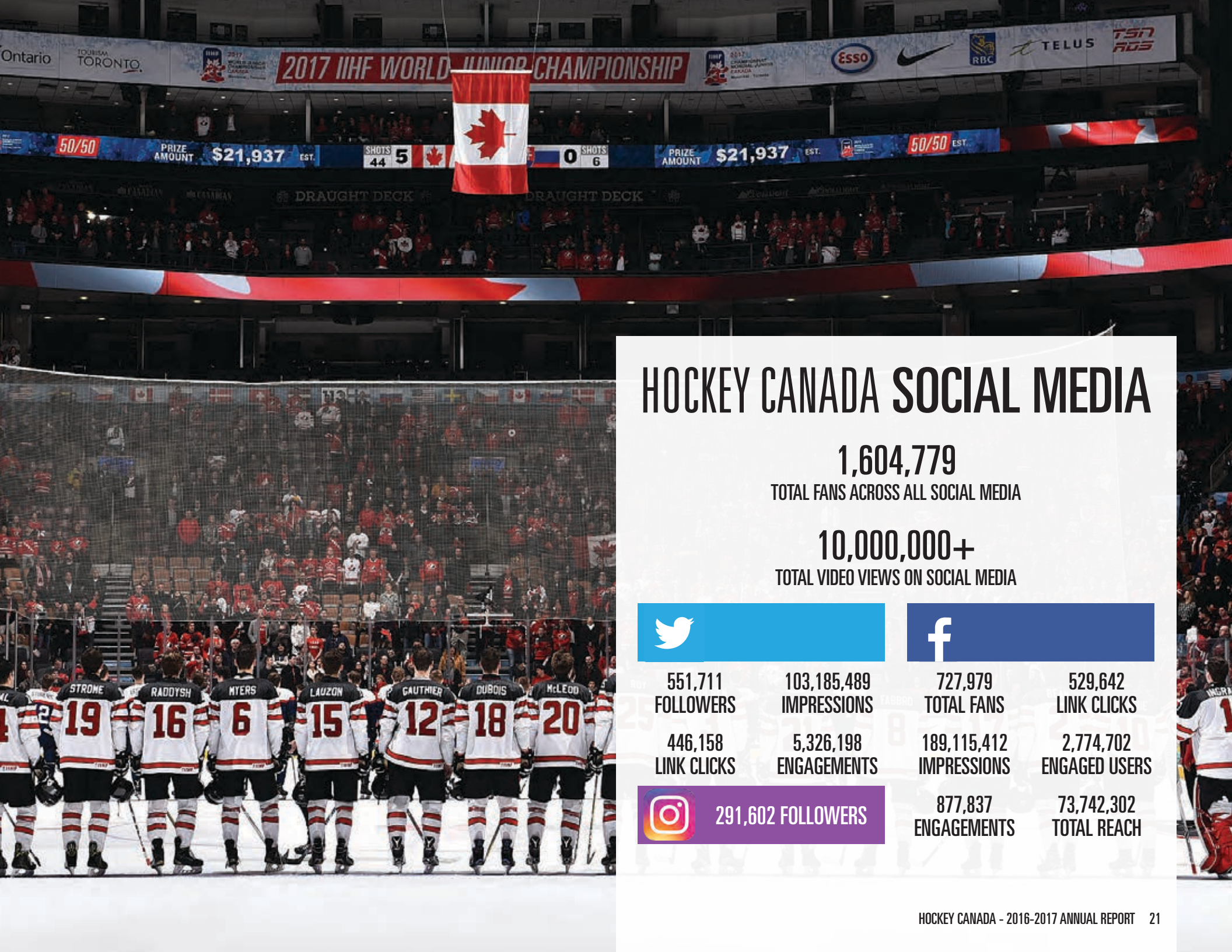
11 EDITIONS DURING 2016-17 SEASON

408,255  
DELIVERED  
DELIVERY RATE: 98-100%

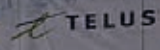
146,510  
OPENED  
OPEN RATE: 32-38%

8,338  
CLICKS  
CLICK RATE: 1-4%





2017 IIHF WORLD JUNIOR CHAMPIONSHIP



50/50

PRIZE AMOUNT \$21,937 EST.

SHOTS 44

5

0

SHOTS 6

PRIZE AMOUNT \$21,937 EST.

50/50 EST.

# HOCKEY CANADA SOCIAL MEDIA

1,604,779

TOTAL FANS ACROSS ALL SOCIAL MEDIA

10,000,000+

TOTAL VIDEO VIEWS ON SOCIAL MEDIA



551,711 FOLLOWERS

103,185,489 IMPRESSIONS



727,979 TOTAL FANS

529,642 LINK CLICKS

446,158 LINK CLICKS

5,326,198 ENGAGEMENTS

189,115,412 IMPRESSIONS

2,774,702 ENGAGED USERS



291,602 FOLLOWERS

877,837 ENGAGEMENTS

73,742,302 TOTAL REACH

# HOCKEY CANADA PARTNERS

## PREMIER PARTNERS



## INTERNATIONAL PARTNERS



## NATIONAL PARTNERS



# BUSINESS DEVELOPMENT & PARTNERSHIPS

Leading Canadian and global brands continued to activate with Hockey Canada through marketing initiatives across the nation. Premier partners TELUS and RBC created custom broadcast spots showcasing the partnership while extending the reach of the Hockey Canada brand. Continuing grassroots initiatives through Esso, Canadian Tire, Chevrolet and McDonald's supported the growth of the game, while national promotions and contesting such as Boston Pizza Design-A-Mask, Timber Mart Sharp Shooter, and Wrigley Happy Hockey Days brought unique opportunities for Team Canada fans across the country.

The 2017 IIHF World Junior Championship and RBC Road to World Juniors brought new initiatives, such as RBC Make 150 Count with Canada's National Junior Team and hockey youth at national events. Air Canada promoted the WJC with customized branding in Maple Leaf Lounges, and over 10,000 fans attended the McDonald's atMc Seriously Fun Fan Zone. Social media activations were amplified and included Samsung Twitter Amplify with 1.9 million impressions and 85,200 views of the first virtual reality content at an IIHF event.

# LICENSING & MERCHANDISING

The 2016-17 season started with the unveiling of a new look for Team Canada – an innovative jersey that gives a nod to Canada’s rich history (including a sleeve patch to celebrate Canada 150) while also incorporating performance innovation by Nike. A broad array of officially-licensed anniversary products were created to support the jersey launch, offering fans from coast to coast to coast an opportunity to show their pride by wearing their colours.

Hockey Canada was privileged to partner with more than 45 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, jewelry, 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 web shops.

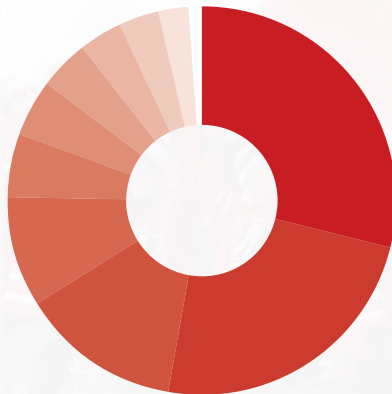
## LICENSING PARTNERS:





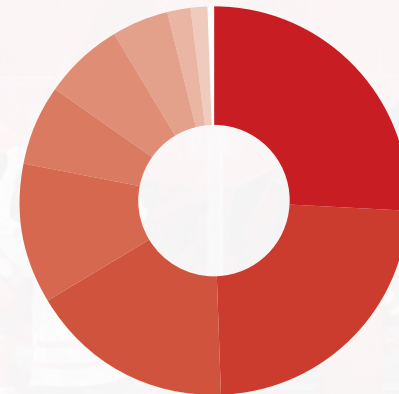
# FINANCE

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. For the year ended June 30, 2017, Hockey Canada continued to operate on solid financial ground. In addition to operating its annual national championships, Hockey Canada played host to the IIHF World Junior Championship in Montreal, Que., and Toronto, Ont. The event was successful, with funds generated leaving a legacy that will benefit the numerous programs that Hockey Canada operates in those regions and across the country. Hockey Canada continues to have strong 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

- 29.0% International Event Hosting
- 23.8% Marketing Services
- 13.4% Insurance Premiums
- 9.3% Interest & Interest Revenue
- 5.3% Goods & Services
- 4.5% High Performance
- 4.2% Fitness & Amateur Sports
- 3.6% Branch Assessments
- 3.4% Events
- 2.6% Funding Agencies
- 0.9% Other



## USE OF FUNDS

- 25.9% International Event Hosting
- 23.6% General Operations
- 16.9% High Performance
- 11.8% Insurance Costs
- 6.7% Development Programs
- 6.5% Marketing Services
- 4.8% Events
- 2.0% Technology
- 1.5% Member Services
- 0.3% Other



# FUNDING PARTNERS



Canadian  
Heritage

Patrimoine  
canadien

Sport Canada



OWN THE | À NOUS LE  
PODIUM | PODIUM



SADDLEDOME FOUNDATION

SEAMAN HOTCHKISS  
HOCKEY FOUNDATION



REACH HIGHER  
VISER PLUS HAUT



Hockey Canada's relationships with its funding partners continue to provide benefits. These agencies generously fund Hockey Canada, helping to realize the goal of developing the game across the country and internationally, whether through programs like Own the Podium, which enhances Hockey Canada's success at the Olympic Winter Games, or by providing support for the development of players, coaches and officials at the local, provincial and national levels.

# MEMBER BRANCHES



## BC HOCKEY

President: Randy Henderson  
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Tel: (250) 652-2978  
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bchockey.net



## HOCKEY ALBERTA

President: Terry Engen  
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## SASKATCHEWAN HOCKEY ASSOCIATION

President: Mary-Anne Veroba  
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## HOCKEY MANITOBA

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## ONTARIO HOCKEY FEDERATION

President: Tony Foresi  
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## HOCKEY NORTH- WESTERN ONTARIO

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## HOCKEY NEW BRUNSWICK

President: Ray Carmichael  
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## HOCKEY PRINCE EDWARD ISLAND

President: Barry Thompson  
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Tel: (902) 368-4334  
Fax: (902) 368-6366  
hockeypei.com



## HOCKEY NOVA SCOTIA

President: Garth Isenor  
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Fax: (902) 454-3883  
hockeynovascotia.ca



## HOCKEY NEWFOUNDLAND & LABRADOR

President: Jack Lee  
32 Queensway  
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Fax: (709) 489-2273  
hockeynl.ca



## HOCKEY NORTH

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Fax: (867) 873-3816  
hockeynorth.ca



## HOCKEY CANADA

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Fax: (403) 777-3635  
N204 - 801  
King Edward Avenue  
Ottawa, ON K1N 6N5  
Tel: (613) 562-5677  
Fax: (613) 562-5676  
hockeycanada.ca

# AFFILIATED ORGANIZATIONS AND HOCKEY PARTNERS

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



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



**CANADIAN AMPUTEE HOCKEY COMMITTEE**  
canadianamputeehockey.ca



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



**CANADIAN BALL HOCKEY ASSOCIATION**  
9107 Norum Road  
Delta, BC V4C 3H9  
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  
chl.ca



**CANADIAN JUNIOR HOCKEY LEAGUE**  
cjlhockey.com



**INTERNATIONAL ICE HOCKEY FEDERATION**  
Brandschenkestrasse 50,  
Postfach 1817, 8027  
Zurich, Switzerland  
iihf.com



**NATIONAL HOCKEY LEAGUE**  
1185 Avenue of the Americas  
New York, NY 10036  
nhl.com



**NATIONAL HOCKEY LEAGUE PLAYERS' ASSOCIATION**  
20 Bay Street, Suite 1700  
Toronto, ON M5J 2N8  
nhlpa.com



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



**U SPORTS**  
45 Vogell Road, #701  
Richmond Hill, ON L4B 3P6  
usports.ca





# INSURANCE

Effective risk management programs continue to be of great importance, not only to corporations but also to volunteer organizations such as Hockey Canada. There is a responsibility for any organization to not only ensure responsible risk management and safety practices, but also to put effective insurance coverages in place for accidents and exposures they are unable to control. Hockey Canada reviews both its ongoing safety and risk management practices and the insurance coverages that all participants benefit from, allowing it to put effective affordable insurance in place on an annual basis.



## RISK MANAGEMENT AND INSURANCE FEES

Each Hockey Canada participant pays into the Hockey Canada Insurance Program, or has a fee paid on their behalf. The \$16.15 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.

## INSURANCE PROGRAM STRUCTURE

**HOCKEY CANADA BOARD OF DIRECTORS**

**HOCKEY CANADA RISK MANAGEMENT COMMITTEE**

**Hockey Canada Accidental Medical/Dental Coverage**

**Managed by Hockey Canada**

**Secondary Program**

*Hockey Canada Insurance Brokers –  
B.F. Lorenzetti*

### THIRD PARTY COVERAGE

Comprehensive General Liability

Directors and Officers Liability

Sexual Misconduct Liability

Accidental Death and Dismemberment

hockeycanada.ca

