HOCKEY CANADA
Annual Report

JULY
2019
JUNE
2020
1 HOCKEY CANADA MESSAGES
Michael Brind’Amour - Chair, Hockey Canada
Board of Directors
Tom Renney - Chief Executive Officer, Hockey Canada

2 2019-20 FOCUS
I. Grow the Game
II. Consistency
III. Continued Financial Stability
IV. Events & Team Success
V. Organizational Development
Mission: Lead, Develop and Promote Positive Hockey Experiences

3 WHO IS HOCKEY CANADA?
Board of Directors
Hockey Canada Believes In...
Vision: World Sports Leaders
Hockey Canada Members
Affiliated Organizations & Hockey Partners

7 YEAR IN REVIEW
COVID-19
Return to Hockey

10 EVENTS

12 HIGH PERFORMANCE
Results
Canada’s IIHF Ranking
2019-20 National Team Participation by Member

14 HOCKEY DEVELOPMENT
Hockey University
Coaching Clinics
Respect in Sport – Activity Leader & Parent Programs
Hockey Canada Skills Academy
Hockey Canada Digital Coaching Resources

16 MEMBER ENGAGEMENT

17 GROW THE GAME
Esso Fun Day
IIHF World Girls’ Ice Hockey Weekend
IIHF Global Girls’ Game
Dreams Come True
NHL/NHLPA First Shift
Try Hockey
Registration by Year
Member Registration – Officials
Member Registration – Players
Member Registration – Coach

21 HOCKEY CANADA FOUNDATION
Our Vision
Our Mission
Our Strategic Priorities

23 MARKETING & COMMUNICATIONS
Make Hockey More
Digital & Social Media Numbers

26 BUSINESS DEVELOPMENT & PARTNERSHIPS
Premier Partners
International Partners
National Partners

27 LICENSING & MERCHANDISING

28 FINANCE

29 FUNDING PARTNERS

30 INSURANCE
Insurance Program Structure
Risk Management & Insurance Fees
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 during the fall months, showcasing the passion our game has for our game, and the talent we were ready to do the same in the spring before the season came to an early end.

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.
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.
WHO IS HOCKEY CANADA?

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.
WHO IS HOCKEY CANADA?

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

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: Arnie Farrell

HOCKEY PRINCE EDWARD ISLAND
hockeypei.com
President: Mike Hammill

HOCKEY NEWFOUNDLAND AND LABRADOR
hockeynl.ca
President: Jack Lee
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**  
nhlp.ca

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

**CANADIAN JUNIOR HOCKEY LEAGUE**  
cjhlhockey.com

**ROLLER HOCKEY CANADA**  
rollerhockeycanada.ca

**CANADIAN BALL HOCKEY ASSOCIATION**  
cbha.com

**INTERNATIONAL ICE HOCKEY FEDERATION**  
iihf.com

**U SPORTS**  
usports.ca
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

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

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

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.
EVENTS

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 7,415 ATTENDANCE
36,200 TSN 264 VOLUNTEERS

World Under-17 Hockey Challenge
Défi mondial du 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 / 1er-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 17-22, 2019 / 17-22 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

2020
ICE HOCKEY WOMEN’S WORLD CHAMPIONSHIP
CANADA
Halifax • Truro

CANCELLLED DUE TO COVID-19 PANDEMIC

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

2020
ICE HOCKEY WOMEN’S WORLD CHAMPIONSHIP
CANADA
Halifax • Truro

CANCELLLED DUE TO COVID-19 PANDEMIC

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

CANCELLLED DUE TO COVID-19 PANDEMIC

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

CANCELLLED DUE TO COVID-19 PANDEMIC

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
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.

**RESULTS**

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

**TOTAL**

| | 34-22-1 | 205 | 148 |

**CANADA’S IIHF RANKING: MEN 1ST | WOMEN 2ND**
2019-20 NATIONAL TEAM PARTICIPATION – BY MEMBER

B.C. HOCKEY (19)

HOCKEY ALBERTA (36)

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

HOCKEY EASTERN ONTARIO (10)
Brandt Clarke, Isaac Enright, Tyrone Henry, Kaleb Lawrence, Connor Lockhart, Mason McTavish, Kyle Osborne, Jamie Lee Rattray, Donovan Sebrango, Sarah Thompson

ONTARIO HOCKEY FEDERATION (83)

HOCKEY QUEBEC (46)

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
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.
HOCKEY 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.

### COACHING CLINICS

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

<table>
<thead>
<tr>
<th># OF COACHING CLINICS HOSTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach 1 – Intro to Coach</td>
<td>497</td>
</tr>
<tr>
<td>Coach 2 – Coach Level</td>
<td>429</td>
</tr>
<tr>
<td>Development 1</td>
<td>233</td>
</tr>
<tr>
<td>High Performance 1</td>
<td>7</td>
</tr>
<tr>
<td>Instructional Stream</td>
<td>783</td>
</tr>
<tr>
<td>Professional Development</td>
<td>268</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,217</td>
</tr>
</tbody>
</table>

### 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.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>ACTIVITY LEADER</th>
<th>PARENT</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>4,284</td>
<td>1,872</td>
<td>6,156</td>
</tr>
<tr>
<td>Alta.</td>
<td>7,466</td>
<td>10,991</td>
<td>18,457</td>
</tr>
<tr>
<td>Sask.</td>
<td>1,495</td>
<td>630</td>
<td>2,125</td>
</tr>
<tr>
<td>N.B.</td>
<td>24</td>
<td>1,959</td>
<td>1,959</td>
</tr>
<tr>
<td>TOTAL</td>
<td>9,948</td>
<td>13,457</td>
<td>23,405</td>
</tr>
</tbody>
</table>

### HOCKEY 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.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>ACADEMIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>28</td>
</tr>
<tr>
<td>Alta.</td>
<td>26</td>
</tr>
<tr>
<td>Sask.</td>
<td>7</td>
</tr>
<tr>
<td>N.B.</td>
<td>26</td>
</tr>
<tr>
<td>TOTAL</td>
<td>91</td>
</tr>
</tbody>
</table>

### HOCKEY CANADA DIGITAL COACHING RESOURCES

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>DRILL HUB</th>
<th>HOCKEY CANADA NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.C.</td>
<td>7,353</td>
<td>3,587</td>
</tr>
<tr>
<td>Alta.</td>
<td>10,424</td>
<td>3,522</td>
</tr>
<tr>
<td>Sask.</td>
<td>3,730</td>
<td>2,727</td>
</tr>
<tr>
<td>Man.</td>
<td>3,205</td>
<td>2,382</td>
</tr>
<tr>
<td>Ont.</td>
<td>21,418</td>
<td>9,576</td>
</tr>
<tr>
<td>Que.</td>
<td>9,430</td>
<td>3,222</td>
</tr>
<tr>
<td>N.B.</td>
<td>905</td>
<td>1,043</td>
</tr>
<tr>
<td>TOTAL</td>
<td>60,673</td>
<td>28,230</td>
</tr>
</tbody>
</table>

* The Hockey Quebec Sports School/Skills Academy model has been in place for more than 20 years in the Quebec school system. Along with the Sport-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.
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.
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

<table>
<thead>
<tr>
<th>Year</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-01</td>
<td>38,383</td>
<td>6,644</td>
<td>44,027</td>
<td>40,268</td>
<td>5,070</td>
<td>45,338</td>
</tr>
<tr>
<td>2001-02</td>
<td>39,495</td>
<td>6,722</td>
<td>46,217</td>
<td>39,549</td>
<td>6,682</td>
<td>46,231</td>
</tr>
<tr>
<td>2002-03</td>
<td>39,549</td>
<td>6,748</td>
<td>46,297</td>
<td>40,628</td>
<td>6,832</td>
<td>47,460</td>
</tr>
<tr>
<td>2003-04</td>
<td>51,728</td>
<td>7,202</td>
<td>58,930</td>
<td>53,167</td>
<td>7,836</td>
<td>60,993</td>
</tr>
<tr>
<td>2004-05</td>
<td>53,167</td>
<td>7,983</td>
<td>61,150</td>
<td>53,573</td>
<td>8,034</td>
<td>61,607</td>
</tr>
<tr>
<td>2005-06</td>
<td>53,888</td>
<td>8,145</td>
<td>62,033</td>
<td>53,622</td>
<td>8,469</td>
<td>61,901</td>
</tr>
<tr>
<td>2006-07</td>
<td>53,622</td>
<td>8,907</td>
<td>62,529</td>
<td>52,623</td>
<td>9,790</td>
<td>61,401</td>
</tr>
<tr>
<td>2007-08</td>
<td>52,623</td>
<td>9,807</td>
<td>62,430</td>
<td>51,837</td>
<td>10,328</td>
<td>60,165</td>
</tr>
<tr>
<td>2008-09</td>
<td>51,837</td>
<td>10,286</td>
<td>62,123</td>
<td>51,321</td>
<td>10,720</td>
<td>60,543</td>
</tr>
<tr>
<td>2009-10</td>
<td>51,321</td>
<td>10,575</td>
<td>61,896</td>
<td>51,740</td>
<td>11,214</td>
<td>61,954</td>
</tr>
<tr>
<td>2010-11</td>
<td>51,740</td>
<td>11,214</td>
<td>62,954</td>
<td>52,973</td>
<td>12,097</td>
<td>65,070</td>
</tr>
<tr>
<td>2011-12</td>
<td>52,973</td>
<td>12,097</td>
<td>65,070</td>
<td>53,582</td>
<td>12,735</td>
<td>66,317</td>
</tr>
<tr>
<td>2012-13</td>
<td>53,582</td>
<td>12,735</td>
<td>66,317</td>
<td>54,176</td>
<td>13,378</td>
<td>67,554</td>
</tr>
<tr>
<td>2013-14</td>
<td>54,176</td>
<td>13,378</td>
<td>67,554</td>
<td>54,770</td>
<td>14,024</td>
<td>68,794</td>
</tr>
<tr>
<td>2014-15</td>
<td>54,770</td>
<td>14,024</td>
<td>68,794</td>
<td>55,364</td>
<td>14,671</td>
<td>69,935</td>
</tr>
<tr>
<td>2015-16</td>
<td>55,364</td>
<td>14,671</td>
<td>69,935</td>
<td>55,958</td>
<td>15,318</td>
<td>71,276</td>
</tr>
<tr>
<td>2016-17</td>
<td>55,958</td>
<td>15,318</td>
<td>71,276</td>
<td>56,551</td>
<td>16,065</td>
<td>72,616</td>
</tr>
<tr>
<td>2017-18</td>
<td>56,551</td>
<td>16,065</td>
<td>72,616</td>
<td>57,144</td>
<td>16,814</td>
<td>73,958</td>
</tr>
<tr>
<td>2018-19</td>
<td>57,144</td>
<td>16,814</td>
<td>73,958</td>
<td>57,737</td>
<td>17,563</td>
<td>75,299</td>
</tr>
<tr>
<td>2019-20</td>
<td>57,737</td>
<td>17,563</td>
<td>75,299</td>
<td>58,330</td>
<td>18,312</td>
<td>76,642</td>
</tr>
</tbody>
</table>

## REGISTRATION 2019-20 – OFFICIALS

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>1,210</td>
<td>1,108</td>
<td>2,318</td>
</tr>
<tr>
<td>L2</td>
<td>377</td>
<td>108</td>
<td>485</td>
</tr>
<tr>
<td>L3</td>
<td>2,397</td>
<td>1,216</td>
<td>3,613</td>
</tr>
</tbody>
</table>

## TOTAL 2019-20

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTHER</td>
<td>3,813</td>
<td>428</td>
<td>4,241</td>
</tr>
</tbody>
</table>

- HOCKEY CANADA ANNUAL REPORT | JULY 2019 – JUNE 2020

- GROW THE GAME

- HOCKEY CANADA

- HOCKEY CANADA ANNUAL REPORT | JULY 2019 – JUNE 2020

- 2019-20 PLAYERS

- 2019-20 OFFICIALS

- TOTAL 2019-20

- 2019-20 TOTAL 2019-20

- 2019-20 OTHER


- 2019-20 GROW THE GAME

- 2019-20 HOCKEY CANADA

<table>
<thead>
<tr>
<th></th>
<th>HOUSE LEAGUE</th>
<th>UNIVERSITY</th>
<th>COLLEGE</th>
<th>MR. AAA-AAA</th>
<th>AM. REC</th>
<th>CAN.ICE</th>
<th>MAJOR JUNIOR</th>
<th>JUNIOR A</th>
<th>JUNIOR A OTHER</th>
<th>HIGH SCHOOL</th>
<th>INTERMEDIATE</th>
<th>M</th>
<th>F</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>M</td>
<td>26</td>
<td>147</td>
<td>313</td>
<td>-</td>
<td>13,552</td>
<td>-</td>
<td>2,174</td>
<td>981</td>
<td>768</td>
<td>-</td>
<td>-</td>
<td>385</td>
<td>977</td>
<td>1,362</td>
</tr>
<tr>
<td>F</td>
<td>26</td>
<td>147</td>
<td>509</td>
<td>12</td>
<td>14,136</td>
<td>-</td>
<td>385</td>
<td>977</td>
<td>865</td>
<td>-</td>
<td>-</td>
<td>4,335</td>
<td>1,142</td>
<td>5,477</td>
</tr>
<tr>
<td>M</td>
<td>108</td>
<td>171</td>
<td>892</td>
<td>246</td>
<td>7,713</td>
<td>-</td>
<td>635</td>
<td>2,159</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>359</td>
<td>1,945</td>
<td>2,304</td>
</tr>
<tr>
<td>F</td>
<td>94</td>
<td>115</td>
<td>202</td>
<td>286</td>
<td>892</td>
<td>246</td>
<td>9,671</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,022</td>
<td>6,478</td>
<td>8,500</td>
</tr>
<tr>
<td>M</td>
<td>1,981</td>
<td>256</td>
<td>33</td>
<td>680</td>
<td>3,930</td>
<td>259</td>
<td>643</td>
<td>1,273</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,595</td>
<td>2,516</td>
<td>4,111</td>
</tr>
<tr>
<td>F</td>
<td>2,245</td>
<td>72</td>
<td>767</td>
<td>4,822</td>
<td>-</td>
<td>259</td>
<td>793</td>
<td>1,353</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,087</td>
<td>3,163</td>
<td>5,250</td>
</tr>
<tr>
<td>M</td>
<td>148</td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>166</td>
<td>104</td>
<td>80</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td>43</td>
<td>56</td>
</tr>
<tr>
<td>F</td>
<td>188</td>
<td>25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>166</td>
<td>104</td>
<td>80</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>456</td>
<td>590</td>
<td>1,046</td>
</tr>
<tr>
<td>M</td>
<td>1,616</td>
<td>53</td>
<td>24</td>
<td>118</td>
<td>18,183</td>
<td>837</td>
<td>1,943</td>
<td>4,463</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,800</td>
<td>600</td>
<td>3,400</td>
</tr>
<tr>
<td>F</td>
<td>1,724</td>
<td>440</td>
<td>24</td>
<td>324</td>
<td>19,092</td>
<td>837</td>
<td>1,943</td>
<td>4,558</td>
<td>1,868</td>
<td>-</td>
<td>-</td>
<td>2,800</td>
<td>600</td>
<td>3,400</td>
</tr>
<tr>
<td>M</td>
<td>84</td>
<td>287</td>
<td>151</td>
<td>104</td>
<td>660</td>
<td>317</td>
<td>5,242</td>
<td>4,763</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>317</td>
<td>2,427</td>
<td>5,444</td>
</tr>
<tr>
<td>F</td>
<td>74</td>
<td>189</td>
<td>151</td>
<td>104</td>
<td>660</td>
<td>317</td>
<td>5,242</td>
<td>4,808</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>317</td>
<td>2,427</td>
<td>5,444</td>
</tr>
<tr>
<td>M</td>
<td>444</td>
<td>277</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>112</td>
<td>160</td>
<td>751</td>
<td>50</td>
<td>-</td>
<td>-</td>
<td>1,634</td>
<td>1,721</td>
<td>3,355</td>
</tr>
<tr>
<td>F</td>
<td>45</td>
<td>230</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>45</td>
<td>230</td>
<td>539</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>165</td>
<td>251</td>
<td>416</td>
</tr>
<tr>
<td>M</td>
<td>480</td>
<td>507</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1112</td>
<td>160</td>
<td>1,290</td>
<td>53</td>
<td>-</td>
<td>-</td>
<td>17,99</td>
<td>1,972</td>
<td>19,961</td>
</tr>
<tr>
<td>F</td>
<td>489</td>
<td>507</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1112</td>
<td>160</td>
<td>1,290</td>
<td>53</td>
<td>-</td>
<td>-</td>
<td>17,99</td>
<td>1,972</td>
<td>19,961</td>
</tr>
<tr>
<td>M</td>
<td>367</td>
<td>733</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>134</td>
<td>495</td>
<td>148</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>356</td>
<td>448</td>
<td>804</td>
</tr>
<tr>
<td>F</td>
<td>376</td>
<td>733</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>134</td>
<td>499</td>
<td>149</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,196</td>
<td>2,481</td>
<td>4,677</td>
</tr>
<tr>
<td>M</td>
<td>87</td>
<td>162</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>23</td>
<td>215</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>702</td>
<td>529</td>
<td>1,231</td>
</tr>
<tr>
<td>F</td>
<td>87</td>
<td>228</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>23</td>
<td>215</td>
<td>1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,222</td>
<td>622</td>
<td>2,844</td>
</tr>
<tr>
<td>M</td>
<td>98</td>
<td>471</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>248</td>
<td>69</td>
<td>1,428</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,402</td>
<td>1,215</td>
<td>2,617</td>
</tr>
<tr>
<td>F</td>
<td>80</td>
<td>112</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>58</td>
<td>24</td>
<td>1,428</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>277</td>
<td>306</td>
<td>583</td>
</tr>
<tr>
<td>M</td>
<td>1,385</td>
<td>1,589</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>53</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>201</td>
<td>223</td>
<td>424</td>
</tr>
<tr>
<td>F</td>
<td>1,385</td>
<td>1,589</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>53</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>26</td>
<td>12</td>
<td>38</td>
</tr>
<tr>
<td>M</td>
<td>16,860</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>16,860</td>
</tr>
<tr>
<td>F</td>
<td>16,860</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>16,860</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>M</td>
<td>3,843</td>
<td>492</td>
<td>296</td>
<td>629</td>
<td>1,507</td>
<td>4,090</td>
<td>71,302</td>
<td>1,428</td>
<td>2,877</td>
<td>13,335</td>
<td>6,936</td>
<td>5,836</td>
<td>5,836</td>
<td>16,672</td>
</tr>
<tr>
<td>F</td>
<td>4,335</td>
<td>851</td>
<td>304</td>
<td>441</td>
<td>5,066</td>
<td>7,533</td>
<td>78,835</td>
<td>1,428</td>
<td>2,877</td>
<td>14,148</td>
<td>7,624</td>
<td>6,033</td>
<td>1,868</td>
<td>33,633</td>
</tr>
</tbody>
</table>

HOCKEY CANADA ANNUAL REPORT - JULY 2019 – JUNE 2020

GROW THE GAME
# Member Registration 2019-20 – Coaches

<table>
<thead>
<tr>
<th>Province</th>
<th>House League</th>
<th>University</th>
<th>College</th>
<th>Sr. AA &amp; AA</th>
<th>Adult</th>
<th>Major Junior</th>
<th>Jr. A</th>
<th>Jr. B</th>
<th>Junior B’ball</th>
<th>Senior</th>
<th>Inter</th>
<th>Intermediate</th>
<th>U13</th>
<th>U16</th>
<th>U17</th>
<th>Vague</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>33</td>
<td>26</td>
<td>-</td>
<td>51</td>
<td>124</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>690</td>
</tr>
<tr>
<td>Alberta</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>26</td>
<td>75</td>
<td>22</td>
<td>-</td>
<td>41</td>
<td>-</td>
<td>-</td>
<td>125</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,927</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>13</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>203</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>454</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>72</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>318</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>101</td>
<td>102</td>
<td>-</td>
<td>-</td>
<td>102</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>360</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>530</td>
<td>1,927</td>
<td>1,200</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,927</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>690</td>
<td>1,927</td>
<td>1,200</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,927</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>360</td>
<td>1,927</td>
<td>1,200</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,927</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>3</td>
<td>-</td>
<td>3</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>887</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>887</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>16</td>
<td>3</td>
<td>-</td>
<td>16</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>887</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>887</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>112</td>
<td>8</td>
<td>10</td>
<td>10</td>
<td>14</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,174</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,174</td>
</tr>
<tr>
<td>M</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>22</td>
<td>59</td>
<td>10</td>
<td>10</td>
<td>22</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,174</td>
</tr>
<tr>
<td>F</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>37</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>37</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2,174</td>
</tr>
</tbody>
</table>

Hockey Canada Annual Report | July 2019 – June 2020
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.

<table>
<thead>
<tr>
<th>EVENTS</th>
<th>FUNDS RAISED</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Hockey Canada Foundation Gala &amp; Golf</td>
<td>$432,000</td>
</tr>
<tr>
<td>Major Gifts</td>
<td>$271,118</td>
</tr>
<tr>
<td>Corporate</td>
<td>$49,202</td>
</tr>
<tr>
<td>TCAA Charity Golf &amp; Fantasy Games</td>
<td>$33,961</td>
</tr>
<tr>
<td>eBay Jersey Auctions</td>
<td>$26,968</td>
</tr>
<tr>
<td>TCAA Charity Golf &amp; Fantasy Games</td>
<td>$31,054</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$813,249</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2019-20 GRANTS</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Big Play – Jumpstart</td>
<td>$300,000</td>
</tr>
<tr>
<td>Dreams Come True</td>
<td>$160,000</td>
</tr>
<tr>
<td>NHL/NHLPA First Shift</td>
<td>$160,000</td>
</tr>
<tr>
<td>National Women’s Team Alumni Program</td>
<td>$75,000</td>
</tr>
<tr>
<td>Hockey Canada Event Volunteers</td>
<td>$65,000</td>
</tr>
<tr>
<td>IIHF World Girls’ Ice Hockey Weekend</td>
<td>$65,000</td>
</tr>
<tr>
<td>Women’s Sledge Hockey of Canada (TrailblazeHERs)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Comrie’s Sports Equipment Bank</td>
<td>$40,000</td>
</tr>
<tr>
<td>Hockey Canada Skills Academy – Floorball</td>
<td>$40,000</td>
</tr>
<tr>
<td>Para Hockey – Peak Project</td>
<td>$40,000</td>
</tr>
<tr>
<td>Try Hockey Program</td>
<td>$40,000</td>
</tr>
<tr>
<td>Grassroots Initiatives</td>
<td>$30,000</td>
</tr>
<tr>
<td>Women’s Master Coach Developer Program</td>
<td>$25,000</td>
</tr>
<tr>
<td>Bill Hay Future Leaders Internship</td>
<td>$25,000</td>
</tr>
<tr>
<td>IIHF Global Girls’ Game</td>
<td>$22,500</td>
</tr>
<tr>
<td>Goaltender Curriculum Development</td>
<td>$12,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,152,500</strong></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Date</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>December 26, 2019</td>
<td>1,206,101</td>
</tr>
<tr>
<td>2</td>
<td>January 5, 2020</td>
<td>1,062,583</td>
</tr>
<tr>
<td>3</td>
<td>January 4, 2020</td>
<td>805,639</td>
</tr>
<tr>
<td>4</td>
<td>January 2, 2020</td>
<td>700,058</td>
</tr>
<tr>
<td>5</td>
<td>December 31, 2019</td>
<td>696,105</td>
</tr>
</tbody>
</table>

TOP FIVE MOST VIEWED PAGES
HOCKEYCANADA.CA DURING 2019-20 SEASON

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page Description</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2020 IIHF World Junior Championship Schedule (EN)</td>
<td>3,504,599</td>
</tr>
<tr>
<td>2</td>
<td>HOCKEY CANADA HOME (EN)</td>
<td>758,996</td>
</tr>
<tr>
<td>3</td>
<td>2020 National Junior Team Roster (EN)</td>
<td>492,956</td>
</tr>
<tr>
<td>4</td>
<td>2020 IIHF World Championship Rosters (EN)</td>
<td>427,895</td>
</tr>
<tr>
<td>5</td>
<td>2020 IIHF World Junior Championship Home (EN)</td>
<td>400,166</td>
</tr>
</tbody>
</table>

15,872,024 TOTAL VIEWS
### Total Fans Across All Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Fans</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>743,260</td>
<td>35,299,047</td>
<td>1,339,203</td>
<td>828</td>
</tr>
<tr>
<td>Twitter</td>
<td>697,437</td>
<td>81,895,664</td>
<td>3,235,307</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>567,306</td>
<td>62,962,066</td>
<td>2,646,973</td>
<td>931</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>29,588</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>10,393</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifetime Views</td>
<td>2,162,834</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Other Social Media**

- ![LinkedIn](image)
- ![YouTube](image)

**Hockey Canada Insider**

11 Editions During 2019-20 Season

- 1,682,701 98-99% Delivered
- 425,018 10-33% Opened
- 26,298 1-6% Clicks
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.
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, crests, 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**
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 lead 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
Hockey Canada’s funding partners and Sport Canada continue to provide enormous support. These agencies generously fund Hockey Canada, helping to realize the goal of developing the game across the country and internationally, through programs like Own the Podium, which enhances Hockey Canada’s success at the Olympic and Paralympic Winter Games, or by providing support for the development of players, coaches and officials at the local, provincial and national levels.
Hockey Canada 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

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
Sexual Misconduct Liability
Directors and Officers Liability
Accidental Death and Dismemberment

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