



HOCKEY CANADA ANNUAL REPORT

2021-22



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Hockey Canada’s 2021-22 Annual Report contains information and statistics from July 1, 2021 to June 30, 2022, covering the organization’s fiscal year.





A MESSAGE FROM HOCKEY CANADA

As the 2022-23 hockey season continues in rinks from British Columbia to Newfoundland and Labrador, and players of all ages enjoy our national game, we cannot help but look at where we've come from and where we're going.

We were thrilled during the 2021-22 season with the performances of our national teams, including world titles for Canada's National Women's Team, National Women's Under-18 Team and National Junior Team, and a record-setting gold medal from Canada's Women's Olympic Team in Beijing.

We were able to bring back our national championships after a two-year hiatus, allowing U18 and Junior A teams from coast to coast to coast an opportunity to compete for the Esso Cup, TELUS Cup and Centennial Cup, presented by Tim Hortons.

Our development programs returned to near normal as we got back into communities across the country, helping players, coaches and officials grow on and off the ice. And initiatives like the Hockey Canada Foundation Assist Fund and Dreams Come True helped young Canadians rekindle their love for the game.

We know none of what we accomplish would be possible if we could not rely on our Members, the thousands of local hockey associations and the volunteers whose tireless work at the grassroots is the backbone of Canadian hockey.

But we also recognize the challenges we faced in the later months of the fiscal year that have continued to affect our game early in the new season. We know we have let you down, we own the mistakes that have been made and we will be better. We believe the work we are doing will change the culture and strengthen our game for generations to come. As our Strategic Plan says, we believe in providing more opportunities, creating more friendships, inspiring more diversity and having more fun in a safe and welcoming environment. We will continue to work towards those goals and make Canadians proud of our game and our organization.

For all those involved in Canadian hockey, in any role, thank you for your contributions to Hockey Canada, and to our game across the country. With your dedication, we will continue to lead, develop and promote positive hockey experiences.





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 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.



13 MEMBERS



2021-22 FOCUS

**1.
GROW THE GAME**

**By Focusing on
Recruitment and
Retention**

**2.
CONSISTENCY**

**In Measured
Program Delivery**

**3.
CONTINUED
FINANCIAL STABILITY**

**Through
Diversification**

**4.
EVENT & TEAM
SUCCESS**

**Deliver
World Class
Performance**

**5.
ORGANIZATIONAL
DEVELOPMENT**

**Build a High
Performance
Organization
to Support Our
Strategies**





VISION:
WORLD SPORTS LEADERS

MISSION:
TO LEAD, DEVELOP AND PROMOTE POSITIVE
HOCKEY EXPERIENCES





BRAND PROMISE

Hockey Canada is championing the strength of our sport in Canada by **making hockey more** than scoring goals and winning games. We believe 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.

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 individuals are elected by the Hockey Canada membership to 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 from coast to coast to coast.



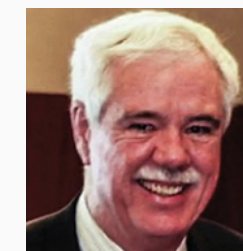
MICHAEL BRIND'AMOUR
CHAIR OF THE BOARD



TERRY ENGEN



KIRK LAMB



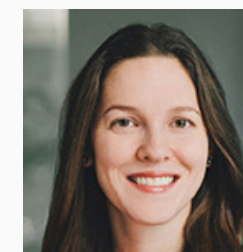
JOHN NEVILLE



BARRY REYNARD



BOBBY SAHNI



ANDREA SKINNER



MARY ANNE VEROBA



GOOPS WOOLDRIDGE





HOCKEY CANADA MEMBERS



B.C. HOCKEY **BILL GREENE**

Outgoing Chair of the Board

STEPHANIE WHITE

Incoming Chair of the Board



HOCKEY ALBERTA **LEN SAMLETZKI**

Chair of the Board



HOCKEY SASKATCHEWAN **TIM HUBIC**

Chair of the Board



HOCKEY MANITOBA **BERT DOW**

President



HOCKEY NORTHWESTERN ONTARIO **JASON PERRIER**

President



ONTARIO HOCKEY FEDERATION **TONY FORESI**

Outgoing Chair of the Board

JOHN KASTNER

Incoming Chair of the Board



HOCKEY EASTERN ONTARIO **GARY HOPKINS**

Outgoing President

KRISTA OUTHWAITE

Incoming President



HOCKEY QUÉBEC **YVE SIGOUIN**

Outgoing Chair of the Board

CLAUDE FORTIN

Incoming Chair of the Board



HOCKEY NEW BRUNSWICK **TODD PYE**

President



HOCKEY P.E.I. **AL MACISAAC**

President



HOCKEY NOVA SCOTIA **ARNIE FARRELL**

President



HOCKEY NEWFOUNDLAND & LABRADOR **ARNOLD KELLY**

President



HOCKEY NORTH **SAM SHANNON**

Incoming President





AFFILIATED ORGANIZATIONS & HOCKEY PARTNERS

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



**ABORIGINAL
SPORT CIRCLE**
aboriginalsportcircle.ca



**CANADIAN DEAF
ICE HOCKEY FEDERATION**
cdihf.deafhockey.com



**NATIONAL HOCKEY
LEAGUE**
nhl.com



**CANADIAN
AMPUTEE HOCKEY**
canadianamputeehockey.ca



**CANADIAN HOCKEY
LEAGUE**
chl.ca



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



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



**CANADIAN JUNIOR
HOCKEY LEAGUE**
cjlhockey.com



**ROLLER HOCKEY
CANADA**
rollerhockeycanada.ca



**CANADIAN BALL
HOCKEY ASSOCIATION**
cbha.com



**INTERNATIONAL ICE
HOCKEY FEDERATION**
iihf.com



U SPORTS
usports.ca



BY THE NUMBERS

HOCKEY CANADA

- 3 Offices across Canada
- 9 Board Members
- 12 Affiliated organizations & hockey partners
- 13 Members

DEVELOPMENT PROGRAMS

- 126 Hockey Canada Skills Academies
- 908 Coaching clinics conducted
- 39,978 Hockey Canada Network registrants
- 36,257 Volunteers accessed Hockey University
- 49,372 Respect in Sport participants
- 7,184,370 Hockey Canada Network pageviews

BRAND & COMMUNITY ENGAGEMENT

- 1,809,539 Social media fans
- 359,233,008 Social media impressions
- 11,532,925 Social media engagements
- 5,482,773 Website new users
- 119,483 Email (insider) subscribers

BUSINESS DEVELOPMENT

- 4 Premier partners
- 2 Official broadcast partners
- 14 International partners
- 6 National partners
- 8 Suppliers
- 28 Licensees across 11 product categories





YEAR IN REVIEW

JUL
2021

Three-time Olympic gold medallist Cherie Piper hired as senior manager of scouting and player development with Canada's National Women's Program • 132 delegates attend virtual Hockey Canada Skills Academy summer seminar • 89 Canadians selected at 2021 NHL Draft • 45 players attend Canada's National Men's Under-18 Team summer development camp • 51 players attend Canada's National Junior Team summer development camp • Hockey Canada Foundation Assist Fund launches for 2021-22 season

AUG
2021

43 players attend BFL National Women's Development Team Summer Camp, presented by Sobeys • 69 players (including 23 NextGen athletes) attend BFL National Women's Under-18 Team Summer Development Camp, presented by Sobeys • Seven Canadian officials assigned to 2021 IIHF Women's World Championship • Maltreatment rule (Rule 11) introduced to ensure safe and inclusive hockey environment • Creating Coaches program launched in partnership with U SPORTS to increase number of women in coaching positions • Canada's National Women's Team wins gold medal at 2021 IIHF Women's World Championship • Women's Worlds 50/50 draws raise \$2.1 million to support girls' and women's hockey initiatives in Alberta

SEP
2021

Alison Domenico added to Canada's National Women's Team coaching staff for 2021-22 season • 20 players named to Canada's National Para Hockey Team for 2021-22 season • John Neville elected to Hockey Canada Board of Directors • 2021 National Women's Championship in Dawson Creek, B.C., 2021 Canadian Tire Para Hockey Cup in Bridgewater, N.S., and 2021 World Junior A Challenge in Cornwall, Ont., cancelled due to COVID-19 pandemic





YEAR IN REVIEW CONT.

OCT
2021

Nine-game Rivalry Series announced between Canada's National Women's Team and United States • COVID-19 vaccination policy implemented, mandating vaccinations for all participants • 40 Canadian officials nominated to work International Ice Hockey Federation events in 2021-22 season

NOV
2021

Hockey Canada and Chevrolet launch sixth season of Good Deeds Cup • Ken Holland, Jarome Iginla, Kevin Lowe, Kim St-Pierre and Doug Wilson inducted into Hockey Hall of Fame • In partnership with Canadian Olympic Committee, Team Canada jerseys unveiled for 2022 Olympic and Paralympic Winter Games • Hockey Canada Winter Congress and Annual Meeting hosted virtually • Shane Doan named general manager and Claude Julien named head coach of Canada's National Men's Team for 2021 Channel One Cup

DEC
2021

Team Canada Black wins 2021 Capital City Challenge, which included three national under-17 teams and Canada's National Women's Team • 35 players attend Canada's National Junior Team selection camp • Lordco Auto Parts joins as national marketing partner, becoming presenting sponsor of Road to the World Juniors • Canada's National Men's Team finishes third at 2021 Channel One Cup in Moscow, Russia • 2022 IIHF World Junior Championship in Edmonton and Red Deer, Alta., cancelled after three days due to COVID-19 pandemic





YEAR IN REVIEW CONT.

**JAN
2022**

23 players named to Canada's Women's Olympic Team for 2022 Olympic Winter Games • Shane Doan named general manager and Claude Julien named head coach of Canada's Men's Olympic Team for 2022 Olympic Winter Games • Eight Canadian officials assigned to 2022 Olympic Winter Games • 25 players nominated to Canada's Men's Olympic Team for 2022 Olympic Winter Games

**FEB
2022**

Eric Staal and Marie-Philip Poulin named captains of Canada's Men's Olympic Team and Canada's Women's Olympic Team, respectively • Susan Anderson elected to Hockey Canada Foundation Board of Directors • 17 players named to Canada's Paralympic Hockey Team for 2022 Paralympic Winter Games • Canada's Men's Olympic Team finishes sixth at 2022 Olympic Winter Games in Beijing, China • Canada's Women's Olympic Team wins gold medal at 2022 Olympic Winter Games in Beijing, China • Tyler McGregor named captain of Canada's Paralympic Hockey Team • Two Canadian officials assigned to 2022 Paralympic Winter Games

**MAR
2022**

Bill Hay, Angela James and Kevin Lowe named 2022 Distinguished Honourees of the Order of Hockey in Canada • Canada's Paralympic Hockey Team wins silver medal at 2022 Paralympic Winter Games in Beijing, China





YEAR IN REVIEW CONT.

APR
2022

Nolan Baumgartner named head coach of Canada's National Men's Under-18 Team for 2022 IIHF U18 World Championship • Kori Cheverie named assistant coach with Canada's National Men's Under-18 Team, becoming first woman to serve on coaching staff of men's national team • Lloydminster U13 Blazers win Chevrolet Good Deeds Cup • Shane Doan named general manager and Claude Julien named head coach of Canada's National Men's Team for 2022 IIHF World Championship • Tom Renney announces retirement as chief executive officer of Hockey Canada, effective July 1 • Scott Smith named chief executive officer of Hockey Canada, effective July 1 • Order of Hockey in Canada honouree Guy Lafleur passes away at 70 • Canada's National Men's Under-18 Team finishes fifth at 2022 IIHF U18 World Championship in Landshut and Kaufbeuren, Germany

MAY
2022

Halifax, N.S., and Moncton, N.B., named co-hosts of 2023 IIHF World Junior Championship • Langley and Delta, B.C., named co-hosts of 2022 World Under-17 Hockey Challenge • Bridgewater, N.S., named host of 2022 Canadian Tire Para Hockey Cup • Cornwall, Ont., named host of 2022 World Junior A Challenge • Prince Albert, Sask., named host of 2023 Esso Cup • Saint-Hyacinthe, Que., named host of 2023 TELUS Cup • Portage la Prairie, Man., named host of 2023 Centennial Cup, presented by Tim Hortons • Durham West Lightning win 2022 Esso Cup, Canada's National Women's U18 Club Championship, in Okotoks, Alta. • Moncton Flyers win 2022 TELUS Cup, Canada's National Men's U18 Club Championship, in Okotoks, Alta. • Canada's National Men's Team wins silver medal at 2022 IIHF World Championship in Tampere and Helsinki, Finland • Brooks Bandits win 2022 Centennial Cup, presented by Tim Hortons, Canada's National Junior A Championship

JUN
2022

Canada's National Women's Under-18 Team wins gold medal at 2022 IIHF U18 Women's World Championship • Stéphane Julien named head coach of Canada's National Men's Summer Under-18 Team for 2022 Hlinka Gretzky Cup • Amy Doerksen (community), Laurence Beaulieu (competitive) and Sarah Hilworth (high performance) named national winners of BFL Female Coach of the Year • Herb Carnegie and Roberto Luongo elected to Hockey Hall of Fame





EVENTS

2021 IIHF WOMEN'S WORLD CHAMPIONSHIP

6,000+

3,800

\$2.1M

320,000

835,000

1.1M

\$7.5M

volunteer hours worked

COVID-19 tests administered to keep athletes safe and eliminate community spread
online 50/50 ticket sales (gross), with over \$600,000 invested back into girls' and women's hockey in Alberta

average broadcast viewers for each Team Canada game

broadcast viewers for gold medal game between Canada and USA

engagements on social media

in economic activity in Canada

2021 RIVALRY SERIES

12,600

\$80,000+

Jayna Hefford

fans for games in Kingston and Ottawa, over 85% capacity with 94+% of all tickets sold.

in financial support from Kingston and Ottawa to bring the games to the communities.

celebrated in her hometown of Kingston with the retirement of her minor hockey jersey and a special appearance by The Tragically Hip.

2022 Olympic & Paralympic Hockey Jersey

unveiled during game in Ottawa; worn in-venue and on-air by TSN broadcasters, giving immediate national exposure to the jerseys.

CAPITAL CITY CHALLENGE

3

Tremendous Opportunity Men & Women Officiated Games

U17 teams (Canada Red, Canada White, Canada Black) competed against Canada's National Women's Team for the first time

to prepare U17 and women's team athletes for future international competition
with both men and women playing for the first time in the same competition





EVENTS CONT.

2022 IIHF WORLD JUNIOR CHAMPIONSHIP

5,100+	volunteer hours worked, with approximately 60% of individuals having previously volunteered with Hockey Canada
\$2.28M	online 50/50 ticket sales (gross), with half (\$1.14M) invested into girls' and women's hockey initiatives
1.07M	average broadcast viewers for each Team Canada game
1.61M	broadcast viewers for the gold medal game between Canada and Finland
475,000+	visitors to HockeyCanada.ca

2022 TELUS CUP & 2022 ESSO CUP

36	games played over seven days when the U18 national club championships were hosted in one community for the first time
25,000+	broadcast viewers for the championship games played back-to-back
132,600+	livestream views combined for both tournaments on HockeyCanada.ca
Multiple Development Activities	delivered in the community, including an Esso Fun Day and TELUS The Code workshop

2022 CENTENNIAL CUP presented by Tim Hortons

9	league champions and host Estevan Bruins competed in the first-ever 10-team National Junior A Championship
37,000+	broadcast viewers for the championship game
187,400+	livestream views throughout 24 games on HockeyCanada.ca
\$400,000+	in tickets sold, with an average average ticket price under \$10 per game





HOCKEY OPERATIONS

Canadian athletes went across the country and around the world during the 2021-22 season, with tremendous results. The Maple Leaf appeared in five gold medal games, and two world titles and an Olympic gold medal made their way to the Great White North; Canada’s National Women’s Team followed its 2021 world title with a golden performance at the 2022 Olympic Winter Games, Canada’s National Women’s Under-18 Team made it a clean sweep for the women’s program at the IIHF U18 Women’s World Championship, and Canada’s National Junior

Team claimed a dramatic 19th gold medal on home ice at the 2022 IIHF World Junior Championship.

Perhaps most importantly, the 186 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 thousands of local hockey associations from coast to coast to coast.

RESULTS

	RESULT	RECORD	GF	GA
Rivalry Series NATIONAL WOMEN’S TEAM	–	4-2	13	11
National Women’s Team vs. Finland	–	3-0	14	2
National Para Hockey Team vs. United States	–	1-1	5	6
National Para Hockey Team vs. South Korea	–	4-0	31	1
2021 Channel One Cup NATIONAL MEN’S TEAM	3RD PLACE	1-2	7	9
2022 IIHF World Junior Championship	CANCELLED	2-0	17	5
2022 Olympic Winter Games WOMEN	GOLD MEDAL	7-0	57	10
2022 Olympic Winter Games MEN	6TH PLACE	3-2	19	9
2022 Paralympic Winter Games	SILVER MEDAL	2-2	17	10
2022 IIHF U18 World Championship	5TH PLACE	1-3	21	23
2022 IIHF World Championship	SILVER MEDAL	7-3	47	26
2022 IIHF U18 Women’s World Championship	GOLD MEDAL	4-2	15	13
2022 IIHF World Junior Championship	GOLD MEDAL	7-0	41	14
TOTAL		46-17	304	139

CANADA’S IIHF RANKING

WOMEN - 1ST MEN - 2ND





HOCKEY OPERATIONS CONT.

2021-22 NATIONAL TEAM PARTICIPATION | BY MEMBER



B.C. HOCKEY | 26

Mathew Barzal, Jordan Baxter, Connor Bedard, Dylan Cozens, Brooke Disher, Lukas Dragicevic, Landon Ferraro, Dylan Garand, Tova Henderson, Jade Iginla, Kent Johnson, Adam Kingsmill, Hailey MacLeod, Dysin Mayo, Justin Pogge, Brayden Schuurman, Grayden Siepmann, Justin Sourdif, Logan Stankoven, Ben Street, Sara Swiderski, Mathew Ward, Jordan Weal, Matthew Wood, Tyler Wotherspoon, Micah Zandee-Hart



HOCKEY ALBERTA | 25

Sebastian Cossa, Josh Davies, Cody Dolan, Noah Gregor, Ridly Greig, Dylan Guenther, Kaiden Guhle, Auren Halbert, Nick Holden, Corban Knight, Cody Kunyk, Rieger Lorenz, Adam Lowry, Emerance Maschmeyer, Meaghan Mikkelson, Jake Neighbours, Zack Ostapchuk, Mat Robinson, Reece Scarlett, Ronan Seeley, Branden Sison, Adam Tambellini, Logan Thompson, Matt Tomkins, Olen Zellweger



HOCKEY SASKATCHEWAN | 7

Emily Clark, Adam Cracknell, Tanner Howe, Connor Hvidston, Kalem Parker, Damon Severson, Cole Sillinger



HOCKEY MANITOBA | 14

Ashton Bell, Ethan Buenaventura, Kristen Campbell, Chris Driedger, Reid Dyck, Eric Fehr, Josh Filmon, Morgan Geekie, Chay Genoway, Carson Lambos, Jocelyne Larocque, Owen Pickering, Travis Sanheim, Zach Whitecloud



HOCKEY NORTHWESTERN ONTARIO | 1

Eric Staal



ONTARIO HOCKEY FEDERATION | 63

Holly Abela, Erin Ambrose, Jocelyn Amos, Josh Anderson, Rob Armstrong, Victoria Bach, Taylor Beck, Jaime Bourbonnais, Brett Brochu, Madison Chantler, Nolan Collins, Rod Crane, Will Cuyllle, Ethan Del Mastro, Kocha Delic, Adam Dixon, James Dunn, Jessie Eldridge, Adam Fantilli, Renata Fast, Sarah Fillier, Pano Fimis, Tyson Foerster, Julia Gosling, Tyler Graovac, Piper Grober, Rhea Hicks, Josh Ho-Sang, Brianne Jenner, Rebecca Johnston, Reichen Kirchmair, Nolan Lalonde, Zach Lavin, Emma Law, Emma Maltais, Jack McBain, Tyler McGregor, Nick Moldenhauer, Matthew Morden, Ava Murphy, Trevor Murphy, Sarah Nurse, Kristin O'Neill, Ryan O'Rourke, Brennan Othmann, Emmalee Pais, Edward Pasquale, Cole Perfetti, Mari Pietersen, Owen Power, Alyssa Regalado, Garrett Riley, Donovan Sebrango, Ella Shelton, Spencer Sova, Natalie Spooner, Laura Stacey, Claire Thompson, Jack Thompson, Mckenna Van Gelder, Greg Westlake, Daniel Winnik, Shane Wright



HOCKEY EASTERN ONTARIO | 7

Ben Delaney, David Goyette, Tyrone Henry, Mason McTavish, Eric O'Dell, Jamie Lee Rattray, Ryan Spooner



HOCKEY QUÉBEC | 28

Alexia Aubin, Alexis Auclair, Daniel Audette, Mark Barberio, Xavier Bourgault, Mavrik Bourque, Thomas Chabot, Max Comtois, Mélodie Daoust, Jason Demers, Ann-Renée Desbiens, David Desharnais, Elliot Desnoyers, Pierre-Luc Dubois, William Dufour, Nathan Gaucher, John Gilmour, Anton Jacobs-Webb, Dominic Larocque, Antoine Lehoux, Devon Levi, Philippe Maillet, Michael Mastrodomenico, Maxim Noreau, Marie-Philip Poulin, Karel Préfontaine, Joshua Roy, Nicolas Roy



HOCKEY NEW BRUNSWICK | 1

Lukas Cormier



HOCKEY NOVA SCOTIA | 7

Avi Adam, Drake Batherson, Alex Grant, Ryan Graves, Lucy Phillips, Jill Saulnier, Blayre Turnbull



HOCKEY P.E.I. | 5

Billy Bridges, Josh Currie, Morgan Ellis, Brandon Gormley, Sarah MacEachern



HOCKEY NEWFOUNDLAND & LABRADOR | 2

Liam Hickey, Dawson Mercer





HOCKEY DEVELOPMENT

Local hockey associations across the country are comprised of players, coaches, officials, safety personnel and administrators who combine to make up a rich and diverse hockey development system in Canada. Our development programs, including player skills camps, the Hockey Canada Officiating Program, Hockey Canada Safety Program and National Coach Certification Program, all continue to serve as a

catalyst for growing the game. Emerging from the COVID-19 pandemic, Hockey Canada has made significant improvement in the delivery of our training programs, and our officiating and coaching programs remain committed to ensuring a safe, inclusive and meaningful experience for all involved.

HOCKEY UNIVERSITY

This online education program continues to serve as an excellent educational resource for more than 30,000 volunteers on an annual basis. Coaches, officials and safety personnel rely on the platform to equip them with the skills and resources to be the best they can be.

MEMBER	CHECKING	OFFICIATING	SAFETY	RETURN TO HOCKEY	C1 & C2	TOTAL
BCH	382	1,868	2,394	378	1,412	6,434
HA	724	1,887	1,591	107	1,355	5,664
HS	3,937	1,466	0	21,196	4,538	31,137
HM	259	427	427	0	835	1,948
HN	2	26	1	0	13	42
HNO	142	36	0	585	168	931
OHF	402	1,454	563	2,208	1,070	5,697
HEO	20	434	0	4,487	842	5,783
HQ	0	1,655	906	8,323	2,727	13,611
HNB	10	396	279	102	500	1,287
HNL	100	597	284	804	461	2,246
HNS	0	279	1,232	1,808	832	4,151
HPEI	0	119	168	11	84	382
HC PROGRAMMING	1	0	0	3	84	88
TOTAL	5,979	10,644	7,845	40,012	14,921	79,401





HOCKEY DEVELOPMENT CONT.

RESPECT IN SPORT – Hockey University & RIS Course Activity

More than 49,000 Canadians completed the Respect in Sport Activity Leader and Respect in Sport Parent programs, marking an increase of nearly 6,000 participants from the 2020-21 season.

MEMBER	ACTIVITY LEADER	PARENT	TOTAL
BCH	4,737	1,475	6,212
HA	4,115	6,412	10,527
HS	1,119	326	1,445
HM	0	1,469	1,469
HN	13	0	13
HNO	252	362	614
OHF	8,094	10,008	18,102
HEO	1,437	1,475	2,912
HQ	2,900	133	3,033
HNB	980	1,426	2,406
HNL	266	499	765
HNS	1,033	428	1,461
HPEI	354	59	413
TOTAL	25,300	24,027	49,327

COACHING CLINICS

Hockey Canada’s 13 Members conducted 908 coaching clinics during the 2021-22 season.

MODULE	CLINICS	ATTENDANCE
Coach 2 - Coach Level	232	7,586
Coach 1 - Intro Coach	230	6,159
Development 1	135	3,683
High Performance 1	13	461
Instructional Stream	218	3,331
Professional Development	59	2,012
Gender Identity & Expression Course	21	12,819
TOTAL	908	36,051

HOCKEY CANADA SKILLS ACADEMY

The Hockey Canada Skills Academy program celebrated its 22nd anniversary in 2021-22. With Hockey Canada Skills Academies offered within ten member regions, we continue to provide schools with resources and training to offer hockey skills programs during the school day.

MEMBER	ACADEMIES
BCH	20
HA	25
HS	11
HM	15
HN	0
HNO	0
OHF	35
HEO	8
HQ*	0
HNB	2
HNL	0
HNS	1
HPEI	5
TOTAL	126

* The Hockey Québec Sports School/Skills Academy model has been in place for more than 20 years in the Québec school system. Along with the Sport Étude and U18 programs through Hockey Québec, Hockey Canada Skills Academy programs continue to demonstrate an excellent example of academic and athletic pursuits within the school system.

DIGITAL COACHING RESOURCES

HOCKEY CANADA NETWORK From July 1, 2021 - June 30, 2022

Total Users	39,978
New Users	20,874
Average engagement time per user	46 minutes
Total Screen Views	7,184,370





MEMBER ENGAGEMENT

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

SPORT SAFETY

As part of our commitment to help create safe, welcoming, supportive and respectful environments, Hockey Canada and its Members adopted a Gender Expression and Gender Identity Policy, with the 2023-24 hockey season as the target date for full implementation by Members. Part of our commitment within the approved policy is the creation of a comprehensive implementation plan, resourcing and training that will allow streamlined and consistent application across the country.

Recognizing the significance of proactive work in helping to create safe, welcoming, supportive and respectful environments, we hired our first-ever executive to lead a new sport safety department. Its objectives include working with Members to develop and implement sustainable solutions to address physical and mental well-being of players, maltreatment and collaborating on initiatives to promote inclusion.

After Hockey Canada updated national policies and procedures to incorporate the principles of the Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) in October 2020, we then created a template Maltreatment Policy for adoption by Members to promote alignment across the country.

Understanding its importance, Hockey Canada mandated training on harassment and abuse for individuals affiliated with the organization via the Coaching Association of Canada's Safe Sport Training. This includes, but is not limited to, all high-performance athletes, coaches and team staff, as well our employees and board of directors. The Respect in Sport Leaders Program continued to be delivered at the community level.

In the spring of 2022, the Member Engagement department expanded to include a director and manager of women and girls' hockey, hired to lead the growth of the women's game across the country. The mandate of these newly created roles includes continued collaboration with the 13 Members, while setting the tone for a unified and consistent growth and retention strategy across the country.

Concussion education and awareness is a priority. To increase compliance with the latest research and recommendations from leaders in this area, the Hockey Canada Concussion Card and concussion policy were updated.

While Hockey Canada provided access to independent third parties at the national level to address allegations of maltreatment, we initiated during the 2021-22 season a review to ensure the external mechanism was meeting the highest standards.

In a commitment to make hockey safe and inclusive, and to eradicate discrimination of all forms from the game, we joined our Members to unanimously approve the adoption of Rule 11 – Maltreatment in the Hockey Canada Rulebook.

Hockey Canada also approved a new national reporting system for incidents of maltreatment under Section 11 of the rulebook.

In 2021-22, the focus with the Members was on national reporting around Rule 11.4 – Discrimination. This rule includes, but is not limited to, discrimination based on race, national or ethnic origin, skin colour, language spoken, religion, age, sexual orientation, gender identity/ expression, marital or familial status, genetic characteristics and disability. As part of our expressed commitment, we will outline the data that was collected nationally around Rule 11.4 in a separate report. This report can be found at [HockeyCanada.ca](https://www.hockeycanada.ca).





MEMBER ENGAGEMENT CONT.

GROW THE GAME

Using research and data to support strategic initiatives in collaboration with 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 equity deserving groups, the goal is to create inclusive opportunities to ensure hockey is a fun and lifelong passion for everyone.

INITIATIVES & PROGRAMS

ESSO FUN DAYS

Established in 1998, 835 Esso Fun Day programs have seen 24,000 participants. Events create a free, safe and fun environment for new players to learn the basic skills and rules and give girls and women the skills and confidence to register in a hockey program.

2021-22 EVENTS: 70 | PARTICIPANTS: 1,300

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 girls and women as players, coaches, officials and fans. Since 2011, Canada has connected with over 115,000 participants through more than 1,500 events.

2021-22 EVENTS: 102 | PARTICIPANTS: 8,554

IIHF GLOBAL GIRLS’ GAME

Over two-and-a-half days, 40 countries across the continents host one-hour games. Gifts included jerseys for each player and a small social gathering with the participating teams.

2021-22 EVENTS: 1 Laval, Quebec | PARTICIPANTS: 80

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 43 unique programs supporting more than 1,500 players.

2021-22 EVENTS: 7 | PARTICIPANTS: 192 104 girls / 88 boys

NHL/NHLPA FIRST SHIFT

In collaboration with Bauer, the National Hockey League and the National Hockey League Players’ Association, the NHL/NHLPA First Shift program is designed to ensure an accessible, affordable, safe and fun experience for new-to-hockey families. Since 2014, more than 36,000 children have tried hockey through this amazing program that includes full head-to-toe Bauer equipment, a six-week on-ice trial and opportunities to make new friends.

2021-22 EVENTS: 207 | 2021-22 PARTICIPANTS: 5,809 2,412 girls / 3,397 boys

POND TO PODIUM

The Pond to Podium Development Series included a number of stops during Hockey Canada's National Women’s Team centralization and a Gold Medal Tour after its victory at the 2022 Olympic Winter Games, reaching from British Columbia to Prince Edward Island. Activities included community days, meet and greets, on-ice sessions, Q&A panels, autograph signings and We Are Coaches clinics, connecting members of Team Canada back to the grassroots and inspiring the next generation of women’s hockey.

2021-22 EVENTS: 9 | PARTICIPANTS: 1,051+



PLAYER REGISTRATIONS

BRANCH	GENDER	U7	U9	U11	U13	U15	U18	U21	JUNIOR	MAJOR JUNIOR	SENIOR	COLLEGE & UNI	HCSA	ADULT	PARA/SLEDGE	SPECIAL NEEDS	OTHER	TOTAL
BC HOCKEY	TOTAL	4,607	6,043	6,475	6,743	6,117	7,052	922	1,652	0	796	0	141	14,982	12	0	0	55,542
	FEMALE	855	1,120	1,139	1,265	941	1,164	146	0		213		26	1,543	1			8,413
	MALE	3,750	4,919	5,328	5,467	5,169	5,886	776	1,652		583		114	13,439	11			47,094
	NOT SAY	2	4	3	10	5	2		0				1					27
	SELF DESCRIBE			5	1	2												8
HOCKEY ALBERTA	TOTAL	8,402	9,274	9,780	10,018	8,713	8,492	264	2,504	0	4,186	0	186	10,205	0	0	0	72,024
	FEMALE	1,634	1,555	1,635	1,582	1,230	1,331	264	57		756	0	35	1,928	0			12,007
	MALE	6,768	7,717	8,141	8,432	7,473	7,157	0	2,447		3,430	0	151	8,277	0			59,993
	NOT SAY		2	4	4	9	3											22
	SELF DESCRIBE					1	1											2
HOCKEY SASKATCHEWAN	TOTAL	4,297	4,205	4,296	4,200	3,386	3,438	0	731	0	2,322	0	54	6,755	0	0	1	33,685
	FEMALE	1,123	1,012	960	846	675	538		0		68	0	13	417	0	0		5,652
	MALE	3,174	3,193	3,336	3,354	2,711	2,900		731		2,254	0	41	6,338	0	0		28,033
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY MANITOBA	TOTAL	2,866	3,229	3,411	3,591	3,032	3,124	124	979	0	764	0	237	4,884	26	0	90	26,357
	FEMALE	759	754	757	836	647	588	124	1		120		71	400	4		2	5,063
	MALE	2,106	2,473	2,653	2,755	2,384	2,535	0	978		644		165	4,484	22		88	21,287
	NOT SAY	1	2	1		1	1						1					6
	SELF DESCRIBE					1												1
HOCKEY NORTHWESTERN ONTARIO	TOTAL	739	676	667	782	612	529	0	276	0	0	1	29	0	0	0	0	4,311
	FEMALE	188	142	113	127	59	16	0	0				12					657
	MALE	550	533	554	655	553	513	0	276		0	1	16					3,651
	NOT SAY	1	1										1					3
	SELF DESCRIBE																	0
ONTARIO HOCKEY FEDERATION	TOTAL	19,223	20,566	23,662	26,011	23,869	24,277	8,419	2,944	0	4,010	28	265	22,321	0	177	0	175,772
	FEMALE	4,636	4,517	5,305	6,134	5,404	5,900	1,672	0		3,584	0	71	532	0	28		37,783
	MALE	14,583	16,047	18,356	19,876	18,465	18,377	6,747	2,944		426	28	194	21,789	0	149		137,981
	NOT SAY	4	2	1	1	0												8
	SELF DESCRIBE																	0
HOCKEY EASTERN ONTARIO	TOTAL	2,700	2,942	3,215	3,575	3,347	3,513	228	942	0	0	0	26	2,420	191	0	0	23,099
	FEMALE	410	246	213	147	81	70	2	0			0	11		38	0		1,218
	MALE	2,281	2,693	3,001	3,428	3,266	3,443	226	942			0	15	2,420	152	0		21,867
	NOT SAY	8	3	1	0										1			13
	SELF DESCRIBE	1																1
HOCKEY QUÉBEC	TOTAL	8,600	10,851	12,303	14,037	12,893	13,302	0	5,441	0	240	1,021	0	606	40	147	0	79,481
	FEMALE	689	828	990	1,058	963	838	0	296		0	340			6	36		6,044
	MALE	7,909	10,023	11,312	12,978	11,930	12,464	0	5,145		240	681		606	34	111		73,433
	NOT SAY	2		1	1													4
	SELF DESCRIBE																	0

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PLAYER REGISTRATIONS CONT.

BRANCH	GENDER	U7	U9	U11	U13	U15	U18	U21	JUNIOR	MAJOR JUNIOR	SENIOR	COLLEGE & UNI	HCSA	ADULT	PARA/SLEDGE	SPECIAL NEEDS	OTHER	TOTAL
HOCKEY NEW BRUNSWICK	TOTAL	1,913	2,004	2,173	2,275	2,410	2,739	114	184	0	545	0	7	356	0	0	0	14,720
	FEMALE	405	358	421	470	425	674	0	0		49		1	233	0	0		3,036
	MALE	1,479	1,645	1,750	1,804	1,985	2,065	114	184		496		6	123	0	0		11,651
	NOT SAY	29	1	2	1													33
	SELF DESCRIBE																	0
HOCKEY NOVA SCOTIA	TOTAL	2,597	2,525	2,539	2,669	2,514	2,039	89	544	0	42	0	25	915	28	59	0	16,585
	FEMALE	644	632	554	591	491	383	0	1		0		10	733	7	12		4,058
	MALE	1,947	1,892	1,985	2,077	2,022	1,656	89	543		42		15	182	21	47		12,518
	NOT SAY	6	1		1	1												9
	SELF DESCRIBE																	0
HOCKEY P.E.I.	TOTAL	776	848	854	849	885	1,070	0	194	0	0	0	16	68	0	10	0	5,570
	FEMALE	187	234	249	244	251	274		0		0		10		0	1		1,450
	MALE	589	614	605	605	634	796	0	194		0		6	68	0	9		4,120
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY NEWFOUNDLAND AND LABRADOR	TOTAL	1,631	1,618	1,650	1,830	1,529	1,807	0	221	0	170	0	0	417	0	0	0	10,873
	FEMALE	390	410	435	447	339	343	0	0		2			112	0	0		2,478
	MALE	1,241	1,208	1,215	1,383	1,190	1,464	0	221		168			305	0	0		8,395
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY NORTH	TOTAL	0	114	79	82	46	71	0	0	0	0	0	0	1,422	0	0	0	1,826
	FEMALE	5	20	22	17	2	12		0					204		0		282
	MALE	7	94	57	65	44	59	0	0					1,218		0		1,544
	NOT SAY																	0
	SELF DESCRIBE																	0
CANADIAN HOCKEY LEAGUE	TOTAL	0	0	0	0	0	0	0	0	1,455	0	0	0	0	0	0	0	1,455
	FEMALE								0	0								0
	MALE								0	1,455								1,455
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY CANADA	TOTAL	58,351	64,895	71,104	76,662	69,353	71,453	10,160	16,612	1,455	13,075	1,050	986	65,351	297	393	91	521,300
	FEMALE	11,925	11,828	12,793	13,764	11,508	12,131	2,208	355	0	4,792	340	260	6,102	56	77	2	88,141
	MALE	46,384	53,051	58,293	62,879	57,826	59,315	7,952	16,257	1,455	8,283	710	723	59,249	240	316	89	433,022
	NOT SAY	53	16	13	18	15	6	0	0	0	0	0	3	0	1	0	0	125
	SELF DESCRIBE	1	0	5	1	4	1	0	0	0	0	0	0	0	0	0	0	12

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PLAYER REGISTRATIONS FIRST SHIFT

BRANCH	GENDER	U7	U9	U11	U13	U15	TOTAL
BC HOCKEY	TOTAL	337	367	211	13	0	928
	FEMALE	82	88	71	6	0	247
	MALE	255	278	140	7	0	680
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	1	0	0	0	1
HOCKEY ALBERTA	TOTAL	228	274	166	7	0	675
	FEMALE	68	99	65	3	0	235
	MALE	159	175	100	4	0	438
	NOT SAY	1	0	1	0	0	2
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY SASKATCHEWAN	TOTAL	13	27	18	2	0	60
	FEMALE	2	10	10	1	0	23
	MALE	11	17	8	1	0	37
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY MANITOBA	TOTAL	71	109	57	2	0	239
	FEMALE	27	39	19	1	0	86
	MALE	44	70	38	1	0	153
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY NORTHWESTERN ONTARIO	TOTAL	34	26	24	1	0	85
	FEMALE	13	6	10	1	0	30
	MALE	20	20	14	0	0	54
	NOT SAY	1	0	0	0	0	1
	SELF DESCRIBE	0	0	0	0	0	0
ONTARIO HOCKEY FEDERATION	TOTAL	723	931	514	24	1	2,193
	FEMALE	317	425	262	9	1	1,014
	MALE	406	506	250	15	0	1,177
	NOT SAY	0	0	1	0	0	1
	SELF DESCRIBE	0	0	1	0	0	1
HOCKEY EASTERN ONTARIO	TOTAL	102	88	43	1	0	234
	FEMALE	26	25	12	1	0	64
	MALE	76	62	31	0	0	169
	NOT SAY	0	1	0	0	0	1
	SELF DESCRIBE	0	0	0	0	0	0

BRANCH	GENDER	U7	U9	U11	U13	U15	TOTAL
HOCKEY QUÉBEC	TOTAL	102	184	160	10	1	457
	FEMALE	46	88	85	3		222
	MALE	55	95	75	7	1	233
	NOT SAY	1	1	0	0	0	2
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY NEW BRUNSWICK	TOTAL	110	108	49	1	0	268
	FEMALE	39	52	20	1	0	112
	MALE	71	56	29	0	0	156
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY NOVA SCOTIA	TOTAL	116	143	58	1	0	318
	FEMALE	66	83	35	1	0	185
	MALE	50	60	23	0	0	133
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY P.E.I.	TOTAL	61	52	27	0	0	140
	FEMALE	28	23	15	0	0	66
	MALE	33	29	12	0	0	74
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY NEWFOUNDLAND AND LABRADOR	TOTAL	73	64	33	0	0	170
	FEMALE	38	34	27	0	0	99
	MALE	35	30	6	0	0	71
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY NORTH	TOTAL	13	14	15	1	0	43
	FEMALE	6	10	10	1	0	27
	MALE	7	4	5	0	0	16
	NOT SAY	0	0	0	0	0	0
	SELF DESCRIBE	0	0	0	0	0	0
HOCKEY CANADA	TOTAL	1,983	2,387	1,375	63	2	5,810
	FEMALE	758	982	641	28	1	2,410
	MALE	1,222	1,402	731	35	1	3,391
	NOT SAY	3	2	2	0	0	7
	SELF DESCRIBE	0	1	1	0	0	2

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COACH REGISTRATIONS

BRANCH	GENDER	U7	U9	U11	U13	U15	U18	HIGH SCHOOL	U21	JUNIOR	MAJOR JUNIOR	SENIOR	COLLEGE & UNI	HCSA	PARA/SLEDGE	SPECIAL NEEDS	OTHER	TOTAL
BC HOCKEY	TOTAL	628	908	1,173	1,269	1,072	1,133	0	105	223	0	61	0	15	2	0	0	6,589
	FEMALE	50	61	59	57	51	70	0	8	0		11		1	0			368
	MALE	578	847	1,114	1,212	1,021	1,063	0	97	223		50	0	14	2			6,221
	NOT SAY	0	0	0	0	0	0			0				0				0
	SELF DESCRIBE		0	0	0												0	
HOCKEY ALBERTA	TOTAL	2,219	2,449	2,859	2,744	2,219	1,975	0	51	393	0	450	0	9	0	0	0	15,368
	FEMALE	177	157	189	140	131	136		23	5		63	0	0	0			1,021
	MALE	2,042	2,292	2,669	2,604	2,087	1,839		28	388		387	0	9	0			14,345
	NOT SAY		0	1	0	1	0											2
	SELF DESCRIBE					0	0											0
HOCKEY SASKATCHEWAN	TOTAL	847	858	854	875	648	591	0	0	82	0	179	0	0	0	0	1	4,935
	FEMALE	76	61	72	53	47	54	0		0		5	0	0	0	0		368
	MALE	771	797	782	822	601	537	0		82		174	0	0	0	0	1	4,567
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY MANITOBA	TOTAL	686	825	869	818	621	556	0	18	126	0	58	0	4	4	0	19	4,604
	FEMALE	72	56	50	54	54	43	0	5	1		1		1	0		0	337
	MALE	614	769	819	764	567	513	0	13	125		57		3	4		19	4,267
	NOT SAY	0	0	0			0							0				0
	SELF DESCRIBE					0												0
HOCKEY NORTHWESTERN ONTARIO	TOTAL	96	100	132	166	111	106	6	0	34	0	0	0	1	0	0	0	752
	FEMALE	18	4	11	8	3	2	1	0	0				0				47
	MALE	78	96	121	158	108	104	5	0	34		0	0	1				705
	NOT SAY	0	0											0				0
	SELF DESCRIBE																	0
ONTARIO HOCKEY FEDERATION	TOTAL	1,648	2,785	3,728	4,210	3,844	3,633	0	634	429	0	640	3	11	0	14	0	21,579
	FEMALE	151	140	201	223	185	175		70	0		95	0	2	0	4		1,246
	MALE	1,496	2,644	3,527	3,987	3,659	3,458		564	429		545	3	9	0	10		20,331
	NOT SAY	1	1	0	0	0												2
	SELF DESCRIBE																	0
HOCKEY EASTERN ONTARIO	TOTAL	478	682	662	771	712	588	0	31	92	0	0	0	9	22	0	0	4,047
	FEMALE	35	36	20	14	12	9		0	0			0	2	9	0		137
	MALE	443	646	642	757	700	579		31	92			0	7	13	0		3,910
	NOT SAY	0	0	0	0										0			0
	SELF DESCRIBE	0																0
HOCKEY QUÉBEC	TOTAL	1,221	2,562	2,660	2,926	2,314	2,283	0	0	767	0	20	67	0	6	20	0	14,846
	FEMALE	43	96	83	85	38	47	0	0	14		0	18		2	11		437
	MALE	1,178	2,466	2,577	2,841	2,276	2,236	0	0	753		20	49		4	9		14,409
	NOT SAY	0		0	0													0
	SELF DESCRIBE																	0

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COACH REGISTRATIONS CONT.

BRANCH	GENDER	U7	U9	U11	U13	U15	U18	HIGH SCHOOL	U21	JUNIOR	MAJOR JUNIOR	SENIOR	COLLEGE & UNI	HCSA	PARA/SLEDGE	SPECIAL NEEDS	OTHER	TOTAL
HOCKEY NEW BRUNSWICK	TOTAL	349	416	486	536	444	284	261	12	23	0	42	0	0	0	0	0	2,853
	FEMALE	20	17	21	30	12	13	46	1	0		0		0	0	0		160
	MALE	329	399	465	506	432	271	215	11	23		42		0	0	0		2,693
	NOT SAY	0	0	0	0	0	0			0				0				0
	SELF DESCRIBE																	0
HOCKEY NOVA SCOTIA	TOTAL	538	517	602	606	548	398	0	12	72	0	7	0	3	2	8	0	3,313
	FEMALE	45	28	28	40	30	27		0	0		0		0	0	1		199
	MALE	493	489	574	566	518	371		12	72		7		3	2	7		3,114
	NOT SAY	0	0		0	0												0
	SELF DESCRIBE																	0
HOCKEY P.E.I.	TOTAL	108	153	147	147	157	166	0	0	25	0	0	0	1	0	0	0	904
	FEMALE	7	10	15	20	14	12			0		0		0	0	0		78
	MALE	101	143	132	127	143	154		0	25		0		1	0	0		826
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY NEWFOUNDLAND AND LABRADOR	TOTAL	206	183	282	301	263	319	0	0	33	0	21	0	0	0	0	0	1,608
	FEMALE	18	13	6	22	4	19	0	0	0		0			0	0		82
	MALE	188	170	276	279	259	300	0	0	33		21			0	0		1,526
	NOT SAY																	0
	SELF DESCRIBE																	0
HOCKEY NORTH	TOTAL	1	20	18	15	5	6	0	0	0	0	0	0	0	0	0	0	65
	FEMALE	0	1	1	4	1	0			0						0		7
	MALE	78	96	121	158	108	104	5	0	34		0	0	1				705
	NOT SAY	0	0											0				0
	SELF DESCRIBE																	0
CANADIAN HOCKEY LEAGUE	TOTAL	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	179
	FEMALE										1							1
	MALE	1,496	2,644	3,527	3,987	3,659	3,458		564	429		545	3	9	0	10		20,331
	NOT SAY																	
	SELF DESCRIBE																	0
HOCKEY CANADA	TOTAL	9,025	12,458	14,472	15,384	12,958	12,038	267	863	2,299	179	1,478	70	53	36	42	20	81,642
	FEMALE	712	680	756	750	582	607	47	107	20	1	175	18	6	11	16	0	4,488
	MALE	8,312	11,777	13,715	14,634	12,375	11,431	220	756	2,279	178	1,303	52	47	25	26	20	77,150
	NOT SAY	1	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	4
	SELF DESCRIBE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

* COVID-19 continued to have an impact on registration in some areas across the country in the 2021-22 season
** The source for registration data is the Hockey Canada Registry (HCR) 3.0 application
*** Registration data is calculated based on the unique number of participants within each category (i.e. player, coaches, on-ice officials)



OFFICIAL REGISTRATIONS

BRANCH	GENDER	LEVEL 1	LEVEL 2	LEVEL 3	MHP	NHP	TOTAL
BC HOCKEY	TOTAL	2,030	909	454	152	10	3,555
	FEMALE	277	100	39	23		439
	MALE	1,750	809	415	129	10	3,113
	NOT SAY	3					3
	SELF DESCRIBE						0
HOCKEY ALBERTA	TOTAL	2,755	1,194	317	51	6	4,323
	FEMALE	230	87	17	7		341
	MALE	2,524	1,107	300	44	6	3,981
	NOT SAY	1					1
	SELF DESCRIBE						0
HOCKEY SASKATCHEWAN	TOTAL	1,797	498	166	61	11	2,533
	FEMALE	207	23	9	4	3	246
	MALE	1,590	475	157	57	8	2,287
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY MANITOBA	TOTAL	832	0	458	54	5	1,349
	FEMALE	108	0	21	3	1	133
	MALE	724	0	437	51	4	1,216
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY NORTHWESTERN ONTARIO	TOTAL	60	34	58	20	10	182
	FEMALE	2	3	3	0		8
	MALE	58	31	55	20	10	174
	NOT SAY						0
	SELF DESCRIBE						0
ONTARIO HOCKEY FEDERATION	TOTAL	747	2,047	1,372	536	43	4,745
	FEMALE	94	142	67	7	10	320
	MALE	653	1,904	1,305	528	33	4,423
	NOT SAY		1		1		2
	SELF DESCRIBE						0
HOCKEY EASTERN ONTARIO	TOTAL	336	285	197	100	5	923
	FEMALE	25	20	6	1	0	52
	MALE	311	265	191	99	5	871
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY QUÉBEC	TOTAL	1,861	931	776	190	9	3,767
	FEMALE	55	46	10	17	2	130
	MALE	1,806	885	766	173	7	3,637
	NOT SAY						0
	SELF DESCRIBE						0

BRANCH	GENDER	LEVEL 1	LEVEL 2	LEVEL 3	MHP	NHP	TOTAL
HOCKEY NEW BRUNSWICK	TOTAL	374	447	221	83	10	1,135
	FEMALE	85	36	6	3	0	130
	MALE	289	411	215	80	10	1,005
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY NOVA SCOTIA	TOTAL	182	166	449	86	9	892
	FEMALE	28	38	31	10	0	107
	MALE	154	128	418	76	9	785
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY P.E.I.	TOTAL	134	42	149	17	3	345
	FEMALE	28	4	8	3	0	43
	MALE	106	38	141	14	3	302
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY NEWFOUNDLAND AND LABRADOR	TOTAL	212	141	273	59	2	687
	FEMALE	41	22	18	2	0	83
	MALE	171	119	255	57	2	604
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY NORTH	TOTAL	20	9	6	2	0	37
	FEMALE	3	0		0		3
	MALE	17	9	6	2		34
	NOT SAY						0
	SELF DESCRIBE						0
CANADIAN HOCKEY LEAGUE	TOTAL	0	0	0	0	0	0
	FEMALE						0
	MALE	0	0	0			0
	NOT SAY						0
	SELF DESCRIBE						0
HOCKEY CANADA	TOTAL	11,340	6,703	4,896	1,411	123	24,473
	FEMALE	1,183	521	235	80	16	2,035
	MALE	10,153	6,181	4,661	1,330	107	22,432
	NOT SAY	4	1	0	1	0	6
	SELF DESCRIBE	0	0	0	0	0	0

* COVID-19 continued to have an impact on registration in some areas across the country in the 2021-22 season
** The source for registration data is the Hockey Canada Registry (HCR) 3.0 application
*** Registration data is calculated based on the unique number of participants within each category (i.e. player, coaches, on-ice officials)





HOCKEY CANADA FOUNDATION

The Hockey Canada Foundation is a registered non-profit that operates together 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 \$11 million, including \$6.9 million in legacy funding, since 2009.

The Hockey Canada Foundation understands the dynamic role hockey plays in teaching important life lessons and instilling the values that make Canadians truly unique. Canada is becoming increasingly

diverse, and many new Canadians are not naturally drawn to the game. As technology pervades our lives, Canadians are becoming more sedentary and having fewer interpersonal interactions – giving kids the opportunity to play will get them active and allow them to be part of a team.

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



OUR VISION

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



OUR MISSION

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



OUR STRATEGIC PRIORITIES

The Hockey Canada Foundation is committed to three strategic priorities:

- 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.





HOCKEY CANADA FOUNDATION CONT.

2021-2022 EVENT REVENUE	FUNDS RAISED
Major Gift Revenue	\$787,300
Auction	\$113,231
Gala	\$538,362
TOTAL	\$1,438,893

2021-22 GRANTS	AMOUNT
Northern Community Development Program	\$58,000
Global Girls' Game	\$46,500
World Girls' Ice Hockey Weekend	\$75,000
Assist Fund Donor Stories	\$36,000
Assist Fund In Action	\$78,000
Assist Fund Media & PR Plan	\$20,000
Hockey Canada Registry (registration support)	\$175,000
Floorball	\$25,000
We Are Coaches	\$40,000
Women Master Coach Developer Program Summit	\$60,000
Hockey Canada Development Hubs	\$75,000
Hockey Canada Network Desktop App	\$50,000
HONE Pilot Project	\$74,250
Pond to Podium Development Series	\$74,250
Calgary Flames Sports Bank	\$20,000
FitSpirit	\$30,000
New Frontiers – Expanding Women’s Para Hockey	\$60,000
TOTAL	\$997,000

The Hockey Canada Foundation is proud to enable access to the game through three of our flagship programs:

DREAMS COME TRUE

Dreams Come True brings hockey into the lives of children who might otherwise never get the opportunity to play. Through events hosted across Canada, over 1,400 participants have been fitted with head-to-toe equipment, provided subsidies for hockey registration fees and given the opportunity to learn basic skills on the ice, all while having fun.

ASSIST FUND

The Hockey Canada Foundation Assist Fund was created in response to the many families experiencing financial challenges, with the goal to provide up to \$500 per player in registration fee subsidies. To date, over 2,800 approved applicants have received an assist, including 34% from the BIPOC community.

HOCKEY IS HERS

Hockey Is Hers supports and advocates for the growth of women’s hockey in Canada. Investing \$5 million since 2010, Hockey Is Hers focuses specifically on recruitment and retention of young players, development of coaches and officials and support for Canada’s National Women’s Team.





BRAND & COMMUNITY ENGAGEMENT

We want to use our unique connection to the hockey community to create Canada’s largest team – where there is an opportunity for every Canadian to participate as a fan, a player, a coach, an official or a volunteer! To inspire this connection back to the grassroots, we put our focus on expanding our digital reach and driving engagement with exciting campaigns, one-of-a-kind game coverage and compelling feature content developed to celebrate our game from the youngest

age group to the Olympic Winter Games. This provided us a wider opportunity to inspire current and future participation and drove increased value back to our Members, partners and stakeholders in the game.

Through our various collaborations, we continued to celebrate the journey from grassroots hockey to Team Canada through:



Continued collaboration with Members on positive hockey stories from coast to coast, celebrating Black History Month, International Women’s Day, National Volunteer Week, Asian Heritage Month, Indigenous History Month and Pride.



The launch of the #OurGameIsBack campaign – celebrating the return of season-long hockey after two years of inconsistent game play resulting from the COVID-19 pandemic.



Highlighting the strength of Canadian hockey through the Hockey Canada Community program – featuring new and unique opportunities for participation in hockey in underrepresented communities.



Celebrating the volunteers who went above and beyond to create remarkable experiences on and off the ice through our Hockey Canada Champion program.



The use of minor hockey players to help unveil the rosters for Canada’s Men’s Olympic Team, Canada’s Women’s Olympic Team and Canada’s Paralympic Hockey Team.



Documenting the seven-month journey of Canada’s National Women’s Team through the 2021 IIHF Women’s World Championship, centralization and the 2022 Olympic Winter Games.



Hosting of the National Men’s Program Summer Showcase on the traditional land of the Tsuut’ina Nation in southern Alberta. In honour of the thousands of Indigenous gravesites identified near former sites of residential schools, all players wore orange ribbon decals on their helmets.



Support for the Hockey Canada Foundation’s goal to remove financial barriers to the game with the launch of the Assist Fund. Throughout the 2021-22 season, we shared the stories of Assist Fund recipients and how the financial assistance has allowed them to join and/or remain in the game.





BRAND & COMMUNITY ENGAGEMENT CONT.

DIGITAL GROWTH & ENGAGEMENT

TOTAL AUDIENCE 7,411,795 website users, social followers & email subscribers

WEBSITE OVERVIEW

NEW USERS	5,482,773 / 16% annual growth
FEBRUARY Olympics	1,245,585
DECEMBER World Juniors	1,155,257
MAY National Championships	727,844
PAGEVIEWS	25,248,534 / 30% annual growth
MAY National Championships	7,518,042
FEBRUARY Olympics	4,683,349
DECEMBER World Juniors	3,787,304
SESSIONS PER USER	1:66 / 17% less than 2020-21
PAGES PER SESSION	2:76 / 46% annual growth
AVERAGE TIME ON PAGE	0:01:08 / 59% less than 2020-21

EMAIL OVERVIEW

Hockey Canada Insider Subscribers	119,483 / 36% annual growth
Email Unique Open Rate	45%
Email Unique Click Rate	3.72%

TOP ACQUISITION SOURCES

ORGANIC SEARCH	67%
DIRECT	14%
SOCIAL MEDIA	12%

TOP 5 MOST VIEWED PAGES

2022 Centennial Cup Stats/Schedule	953,816 pageviews / May/June
2017-18 World Juniors Rosters	891,521 pageviews / May/June
2022 NMT Olympic Stats/Schedule	677,389 pageviews / February
2021-22 World Juniors Stats/Schedule	660,513 pageviews / December
2022 NWT Olympics Stats/Schedule	606,167 pageviews / February





BRAND & COMMUNITY ENGAGEMENT CONT.

SOCIAL MEDIA GROWTH & ENGAGEMENT

TOTAL AUDIENCE ALL CHANNELS	1,809,539 / 6.06% annual growth
TOTAL POSTS PUBLISHED	10,541 / 105% increase over 2020-21
TOTAL IMPRESSIONS	359,233,008 / 62% increase over 2020-21
IMPRESSIONS PER POST	34,080 / 21% decrease from 2020-21

INSTAGRAM BILINGUAL

Followers	706,547
Average Impressions/Post	84,103
Engagement Rate	5.84%

FACEBOOK ENGLISH

Followers	619,741
Average Impressions/Post	62,900
Engagement Rate	3.83%

FACEBOOK FRENCH

Followers	6,455
Average Impressions/Post	3,168
Engagement Rate	4.77%

TWITTER ENGLISH

Followers	429,181
Average Impressions/Post	46,981
Engagement Rate	2.28%

TWITTER FRENCH

Followers	9,104
Average Impressions/Post	1,409
Engagement Rate	2.26%

LINKEDIN BILINGUAL

Followers	38,511
Average Impressions/Post	21,716
Engagement Rate	3.54%





BUSINESS DEVELOPMENT & PARTNERSHIPS

Our partners delivered strong, engaging programs and activations at both the high performance and grassroots levels, despite the ongoing COVID-19 pandemic.

We worked collaboratively with partners to ensure the continued success of legendary programs like Esso Medals of Achievement

and the Chevrolet Good Deeds Cup. For the first time, Tim Hortons brought a customized Team Canada hockey card set to fans featuring both men's and women's players. And, led by Scotiabank, our partners enhanced their support of the Hockey Canada Foundation Assist Fund, enabling thousands of kids to play hockey from coast to coast to coast.



2021-22 HOCKEY CANADA PARTNERSHIP FAMILY

PREMIER PARTNERS



INTERNATIONAL PARTNERS



NATIONAL PARTNERS





LICENSING & MERCHANDISING

The Hockey Canada Shop, powered by Fanatics, outperformed sales from the 2020-21 season by 77%. The increase can be attributed to the 2022 Olympic and Paralympic jersey program, beginning with the jersey’s signature launch in November 2021. Canada’s Women’s Olympic Team, which won gold, Men’s Olympic Team and Paralympic Hockey Team all wore the jersey in Beijing, China. Another key contributor to the successful sales season was Canada’s National Women’s Team winning gold at the IIHF Women's World Championship in August 2021.

At the retail level, many of our licensees continued to face headwinds stemming from continued supply chain complications

due to COVID-19. Despite the challenges, current partners continued to promote the Hockey Canada brand and we were able to secure two new licensees.

We were privileged to partner with more than 28 licensees providing products in the following categories: apparel, collectibles, equipment, footwear, headwear, luggage, media, novelties, jewelry, toys and games. In addition, Nike products were sold at 520+ retail outlets throughout Canada.

TOP LICENSING PARTNERS





FINANCE

Hockey Canada has four main components to its financials: the Operating Fund, National Equity Fund, Health and Benefit Trust, and Pillars.

The following graphic summarizes the use of these funds:

SOURCES OF FUNDING

OPERATING

- Sponsorship
- Licensing
- Government funding including Sport Canada and Own the Podium
- National events
- Grants from the Hockey Canada Foundation
- Donations from funding agencies
- Member assessment fees and investment income

NATIONAL EQUITY

- Insurance premiums paid by Members and investment income

HEALTH BENEFIT TRUST

- Insurance premiums paid by Members and investment income

PILLARS

- International events such as the IIHF World Junior Championship, IIHF Women’s World Championship and investment income

USE OF FUNDS

OPERATING FUND

FUNDS EVENTS, PROGRAMMING, DEVELOPMENT, NATIONAL TEAMS, AND ADMINISTRATION

NATIONAL EQUITY FUND

FUNDS INSURANCE PREMIUMS FOR LIABILITY AND D&O INSURANCE, PAYMENT OF DEDUCTIBLES ON CLAIMS, AND SERVES AS RESERVE AGAINST UNINSURED CLAIMS

HEALTH & BENEFIT TRUST

PROVIDES SUPPLEMENTARY MEDICAL AND DENTAL COVERAGE FOR SANCTIONED HOCKEY ACTIVITIES. FUNDS INSURANCE PREMIUMS FOR ADD INSURANCE

PILLARS

GROWTH

FUNDS USED FOR THE DEVELOPMENT OF HOCKEY IN CANADA, INCLUDING DELIVERY OF THE STRATEGIC PLAN

FACILITIES

SUPPORT CURRENT OFFICES AND OTHER INITIATIVES INVOLVING FACILITIES

INSURANCE RATE STABILIZATION FUND

BUFFERS FUTURE INSURANCE RATE INCREASES AND SERVES AS A RESERVE AGAINST UNINSURED CLAIMS

INTERNATIONAL EVENT HOSTING

SUPPORT THE HOSTING OF INTERNATIONAL EVENTS

MEMBER SUPPORT

SUPPORTS MEMBERS IN DELIVERING NATIONAL INITIATIVES

TECHNOLOGY

USED TO FUND CURRENT AND FUTURE TECHNOLOGIES



FINANCE CONT.

Hockey Canada finances its operations primarily through national and international events, sponsorship, government and non-governmental funding, and donations. For the year ending June 30, 2021, Hockey Canada continued to practice sound financial management throughout the COVID-19 pandemic. This included the successful hosting of the IIHF World Junior Championship in Edmonton, Alta.

Unfortunately, the pandemic required the cancellation of numerous programs and events, including the IIHF Women's

World Championship in Halifax and Truro, N.S. 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 allows Hockey Canada to facilitate grassroots programming, develop athletes and participate in and host national and international events.

Canada



Canadian
Heritage
Sport Canada

Patrimoine
canadien



SEAMAN HOTCHKISS
HOCKEY FOUNDATION





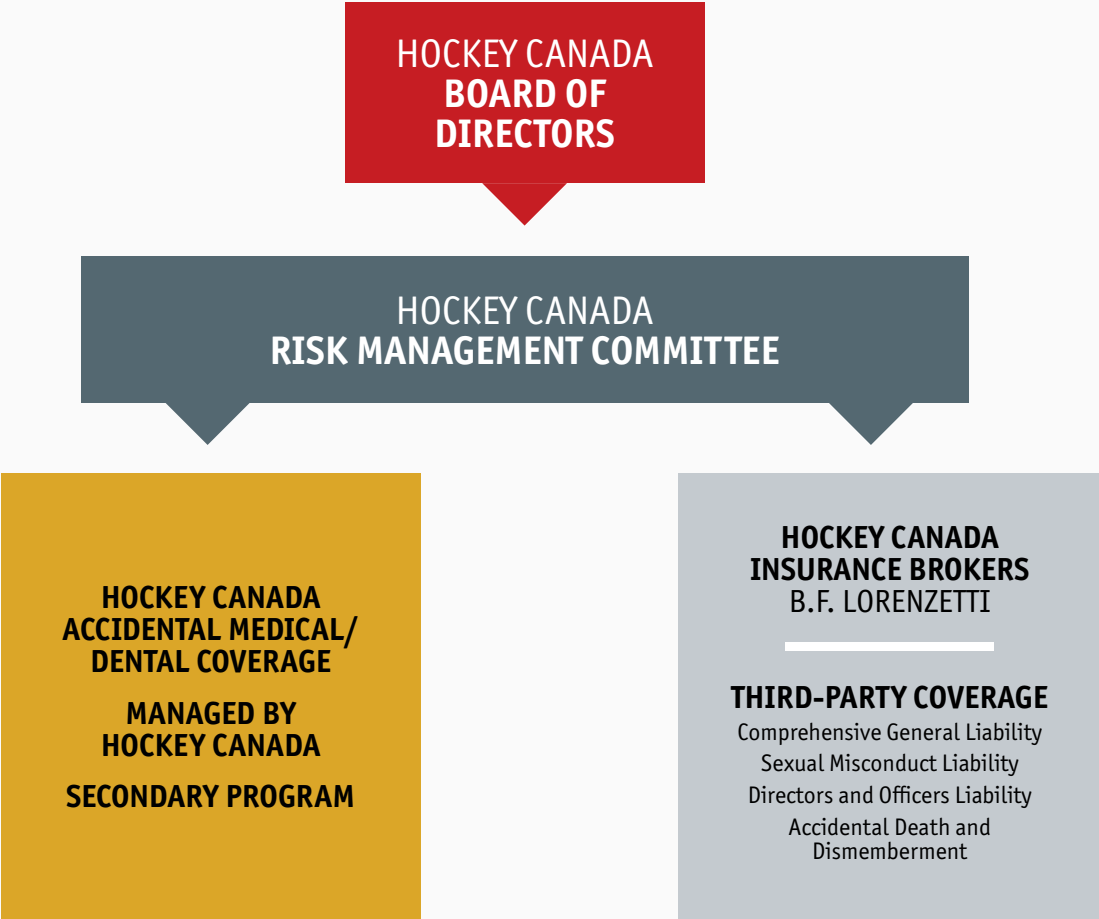
INSURANCE

Hockey Canada continues to place emphasis on creating a safe environment for all of those involved with the game through education, injury prevention, effective playing rules and emphasizing respect in the game.

In addition, Hockey Canada knows the importance of having effective insurance coverages in place for all participants and volunteers, and through the work of the Hockey Canada Risk

Management Committee and Hockey Canada Board of Directors, the organization offers an insurance program that is one of the best in sport. Hockey Canada’s ongoing safety and risk management practices and the coverages that all participants benefit from are constantly reviewed, allowing it to put effective affordable insurance in place on an annual basis.

INSURANCE PROGRAM STRUCTURE



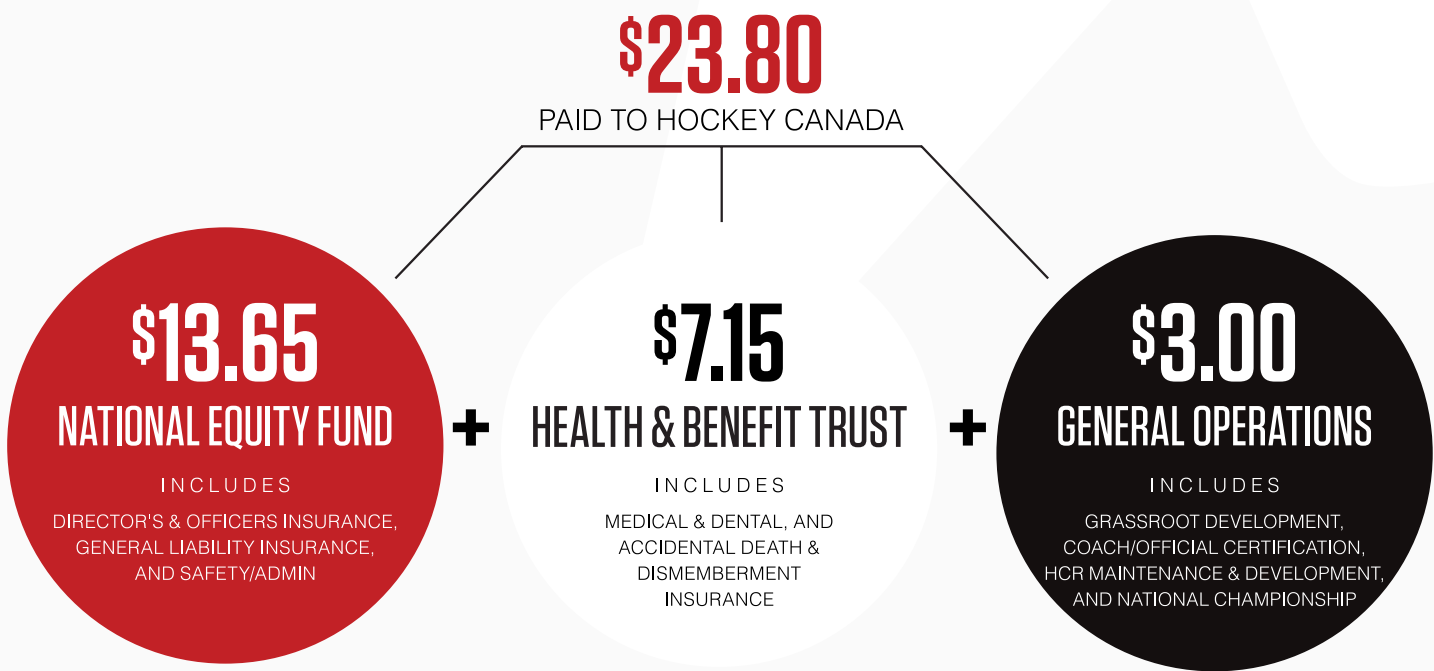


INSURANCE CONT.

RISK MANAGEMENT AND INSURANCE FEES

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

Below is a breakdown of what that fee covers



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.

*COVID-19/HOCKEY CANADA LIABILITY POLICY

In 2020-21 as Members, leagues and teams went through a variety of re-opening structures, the question of liability coverage was one of importance for all those involved. Many insurance companies began implementing Communicable Disease/COVID-19 exclusions on all policies either immediately, or upon renewal. We were able to reassure our membership that our primary General Liability Insurer agreed to waive this exclusion in the General Liability policy until Sept. 1, 2023. We will NOT have this exclusion in our policy until that date, at the earliest. This is a reflection of the strong relationship we have with our insurers and the strength of our national insurance program.





THANK YOU

HOCKEYCANADA.CA