



HOCKEY CANADA

HOCKEY CANADA SKILLS ACADEMY™

***PROGRAM LICENSE
APPLICATION GUIDELINES***

FOR

2010-2011

DEADLINE: APRIL 30TH

A Hockey Canada Initiative of the 1999 Molson Open Ice Summit
On Player Development in Canada





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INTRODUCTION

At the 1999 Molson Open Ice Summit, 11 recommendations for player development improvement were identified for the future of Canadian hockey. Recommendation # 10 stated.

“Promote cooperative efforts between school boards, local hockey associations and sponsors, to better utilize ice times and school facilities and move towards the development of sport schools.”

Hockey Canada agrees that in order to maximize arena facility use during weekday hours, implementing a sport school program for hockey, an operating mandate with national standards is required. Hockey Canada Skills Academies (HCSA) under the auspices of Hockey Canada and through collaboration with its 13 member Branches is the step toward realizing this objective.

The Hockey Canada Skills Academy program is a Hockey Canada initiative responding to Recommendation #10. The first phase of this concept was the establishment of the “HCSA Pilot Project”. The purpose of this pilot project was to test the operational mandate of the HCSA program in the province of Alberta during the 2000-2001 school year. Phase 1 was a resounding success.

Phase 2 of the HCSA program was the expansion of the operational mandate to further test and evaluate Hockey Canada’s HCSA program licensing model by expanding the concept regionally throughout Canada.

Hockey Canada’s long-range vision for the HCSA program is to work closely with its 13 member Branches in an effort to sanction, service, and monitor HCSA licensed programs operating in rural and urban centers throughout Canada where both minor hockey associations and arena facilities are available. If there are 3000 minor hockey associations in Canada, there is the potential for every registered minor hockey player to receive supplementary skill development training in addition to their evening or weekend minor hockey club team experience.



It is important to note that within this long-range vision of the HCSA program, the primary outcome is to enhance a hockey student's confidence, self-esteem and opportunities in both academics and athletics beyond the primary, intermediate and secondary school system all while making efficient use of arena facilities during school days hours. This program is not intending to develop future professional or international caliber athletes, or Rhode scholars.

DEFINITION

In the context of the HCSA program, sport schools or hockey academy programs are defined as:

A Hockey Canada licensed hockey skill development program offered within a public or private academic institution for any student registered or who may want to become registered with a minor hockey association team.

PHILOSOPHY

1. *Operations:*

- HCSA programs are strictly supplementary to the existing programs run by Branch Minor Hockey Associations
- The HCSA program's operational mandate is to provide additional training for minor hockey aged players, male or female, beginners or advanced, recreational or competitive, who are registered and playing on their local MHA team or who may want to become registered with the MHA and Branch in the future
- HCSA programs are focused on individual skill development and academic achievement
- Licensed HCSA programs may not establish or develop teams for competition



- HCSA programs are equity based programs that consider providing program access to financially disadvantaged students through a bursary program that exists within the school and/or school board
- HCSA are sanctioned for operation by Hockey Canada and the Provincial Branch and have the written endorsement of the School Board and local minor hockey association

2. *Students:*

- Any male or female player registered or who may want to become registered on a Minor Hockey Association team who is attending a school operating a HCSA program is eligible
- Any player regardless of skill level should be permitted to register in a HCSA
- Any player regardless of family income status may register (depending on the school bursary program criteria)
- Players enrolled in a HCSA program must maintain academic and behaviour standards established and monitored by the school and/or school board in order to remain in the program

3. *Program Instructors:*

- The HCSA program Head Instructor or designate **must attend the HCSA National Training Seminar in the first year of program operation** - either the summer before or immediately following year one of operation
- HCSA program instructional staff will be fully trained and accredited in the NCCP at a minimum of Coach Stream by Hockey Canada's member Branches
- HCSA instructional staff are recommended to participate in annual professional development through the HCSA summer training program
- It is recommended that the HCSA Head Instructors consider a Branch leadership position and access training in the National Coach Mentorship Program (NCMP) and make themselves available to mentor to Minor Hockey Association volunteer coaches



4. Curriculum Framework:

- The HCSA program must establish and follow the guidelines recommended in the HCSA instructional curriculum framework as set out by Hockey Canada
- The HCSA program on-ice curriculum framework focuses on technical skills, individual offensive and defensive skills, and some situational play
- The HCSA program off-ice curriculum framework focuses on developing agility, balance and coordination along with technical skill development
- The HCSA program instructional curriculum framework is evaluated and updated by Hockey Canada (HCSA Technical Advisory Group) on an annual basis with input from the HCSA instructional staff

APPLICATION CRITERIA

Hockey academy programs operating within the Canadian hockey system or groups wishing to organize a hockey academy, may work in partnership with a school or school board to apply to Hockey Canada and the respective Branch for approval to operate as a HCSA licensed program. The application must be submitted by the school or school board staff.

ALL APPROVED HCSA PROGRAMS MUST MEET ALL HCSA LICENSEE CRITERIA AND ALIGN WITH THE OPERATIONAL MANDATE AND PHILOSOPHY AS SET OUT BY HOCKEY CANADA AND ITS MEMBER BRANCHES.

Each application package will be reviewed by Hockey Canada prior to being forwarded to the appropriate Branch for approval. The following criteria should be considered when preparing the application:

An application package:

- must adhere to the HCSA operating mandate and philosophy (pages 4-6)
- demonstrate partnerships between the school and/or school board and the respective minor hockey association(s)
- demonstrate a sound development, schedule, staffing, and budget plans

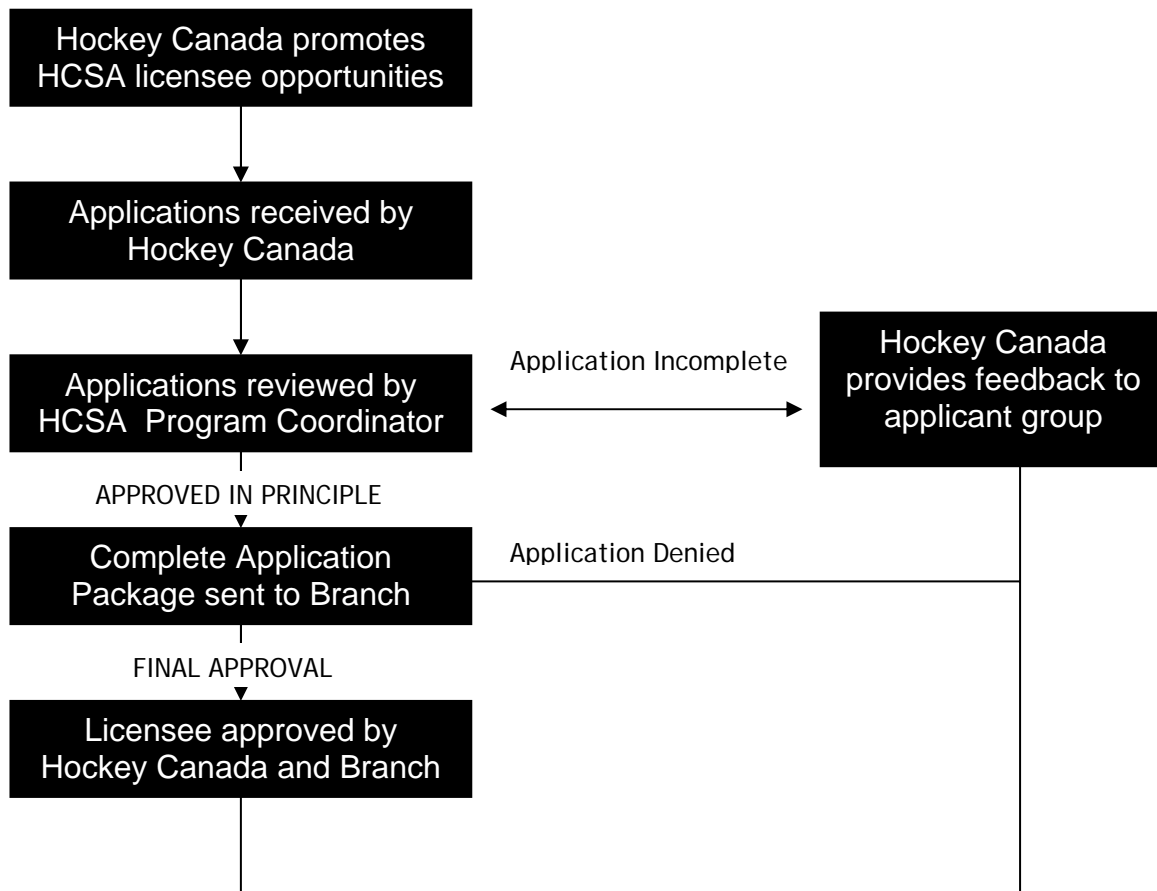


APPLICATION PROCESS

The HCSA Advisory Board is made up of Hockey Canada and Branch representation and may include the National HCSA Consultant.

Annually, HCSA applications may be submitted any time during the school year up to the April 30th deadline. Upon receipt, applications will be reviewed for completeness. The review process begins April 30th and applicants will receive confirmation from Hockey Canada by mid June. If requested, the review process can be initiated prior to April 30th to render a decision prior to the mid June date.

Application Path





APPLICATION REQUIREMENTS

Each HCSA application must include a detailed operational plan which should include the following components:

1. Covering letter outlining your proposed program and why you are interested in becoming a licensed Canadian Hockey Skills Academy of the CHA.
2. Hockey Operator Profile
 - a) Detailed resume of head instructor
 - b) Detailed resume of head administrator (if not same as "a")
 - c) Description and qualifications of other instructional staff
3. Setting of potential HCSA licensed program
 - a) Name, address and contact information of Hockey Operator
 - b) Name, address and contact information of local School Board
 - c) Name, address and contact information of local School(s)
 - d) Name, address and contact information of local Minor Hockey Association(s)
4. Letter of endorsement
 - a) From the local School Board
 - b) From the local School(s)
 - c) From the local Minor Hockey Association(s)
5. Proposed program registration fees charged to students to participate in your hockey academy (sport school) program
6. Application fee of \$500 with HCSA application (to be deducted from the HCSA licensee assessment fee if approved)
7. Description of student-players proposed or registered in hockey program
 - a) Age classification (Novice, Atom, Pee Wee, Bantam, Midget)
 - b) Ability classification (Recreational - house level and/or Competitive AAA, AA, A level)
 - c) Gender classification (male and/or female)



8. Program plan and schedule
 - a) Program start and end date
 - b) Program yearly plan with sample weekly schedule

9. Marketing Plan
 - a) List of confirmed or proposed sponsors (if any)
 - b) Promotional plan for student-player program recruitment

ANNUAL LICENSING FEE AND LICENSE AGREEMENT

Each licensed HCSA single school program is assessed an annual licensing fee of \$1000.00 by Hockey Canada. Licensing fees vary for small and large school district-based operating models - please contact Hockey Canada for more information on operating model options. Licensing fees go toward ongoing resource development, training programs, and promotion of the HCSA program.

HCSA programs are also assessed a \$20.00 per participant fee for program student registration and support.

Each September HCSA programs are required to sign a standard HCSA licensee agreement. The agreement is signed by the school and/or school board, the Branch President, and the president of Hockey Canada. The agreement is renewed on an annual basis. Each HCSA program is evaluated and monitored by Hockey Canada to ensure that HCSA national standards are being followed.

PRODUCTS AND SERVICES

The annual HCSA assessment fee of \$1000 provides the following products and services for the HCSA Program:

- Use of the Hockey Canada Skills Academy trademark (outlined in HCSA written licensee agreement - non-exclusive rights with conditions that apply)



- Use of word mark (i.e., “Sanctioned Hockey Canada Skills Academy” or “Official Hockey Canada Skills Academy”)
- HCSA on and off-ice skill development curriculum framework
- HCSA on and off-ice skill development training videos
- HCSA branded materials (HCSA branded stationary items provided in template format)
- An annual membership to Coaches Club website: www.coachesclub.ca
- HCSA section on the Hockey Canada web site: www.hockeycanada.ca providing general promotional information and internal links to specific HCSA program pages or program specific web sites
- Instructor professional development training seminar in the operation and delivery of the HCSA program
- Hockey Canada medical and liability insurance

CONTACT INFORMATION AND APPLICATION SUBMISSIONS

To make general inquires regarding the Hockey Canada Skills Academy Program or to submit your application, please contact or send information to:

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