



**CRFMHA ANNUAL REPORT
2019-20
Inaugural Season**

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*The Capital Region Female Minor Hockey Association recognizes the traditional territories of the first nations peoples including the **Lekwungen peoples** [Esquimalt Nation; Songhees Nation]; **W̱SÁNEĆ peoples** [BOKÉCEN (Pauquachin) First Nation; WJOŁEŁP (Tsartip) First Nation; STÁUTW (Tsawout) First Nation; W̱SÍKEM (Tseycum) First Nation] as well as **T'Sou-ke Nation and Scia'new First Nations**. We are fortunate to live, thrive and play on these lands. We express our gratitude for this.*

INTRODUCTION

Capital Region Female Minor Hockey Association (CRFMHA) was incorporated in May 2017 with a goal of improving infrastructure and program delivery for female hockey in the Capital Regional District (CRD). The principles in our Constitution reflect the core values of hockey development and a goal to offer opportunities for friendship, citizenship, mentorship and leadership to the female youth in our community. We were approved by BC Hockey in March 2019 and by Vancouver Island Amateur Hockey Association (VIAHA) in May 2019. This is our third annual report, although it is much more exciting as it covers the inaugural season of an all-female hockey association in CRD.

PRESIDENT'S MESSAGE

Quite an inaugural season! Our opening weekend was hampered by a flood at Pearkes Arena and lack of floods at Archie Browning Sports Centre (zamboni broke down) and the final 10-days of the season were eliminated due to coronavirus... Ironically, *corona* is Latin for “crown” and we are the Reign.

If you've been following our story, you've heard me or other Board members make several points repeatedly based on our analysis of 10 years worth of BC Hockey Registration data and the 2016 Statistics Canada census data:

- The all-female minor hockey association is the standard delivery model for female hockey in Canada;
- The population base in CRD rivals that of the larger female MHA's on the mainland;
- The population of girls age 5-18 in CRD is more than adequate to support a female MHA;
- In regions where a female MHA exists, 80% of girls will ultimately play for the girls' association;
- Female MHAs grow by approximately 8-10% per year;
- When a new female MHA is launched, it will instantly increase the number of girls playing hockey.

Now removed from this list is the fact that we were the last major Canadian city to host a female MHA... but not because of CRFMHA, as it turns out. Over the last few months we have come to learn much more about an all-female program that began in Esquimalt nearly 60 years ago! More on this in the coming months...

CRFMHA gradually evolved from a solid group of volunteers at the former Saanich MHA, where the female program expanded from nothing in 2013, to the fastest growing female program in BC between 2015-2018. In 2016, we took over the local offering of the Future Stars program and in 2017, the SMHA Spring/Summer program was sanctioned to allow participation by girls from adjacent MHAs. Importantly, with these changes came gatherings of more like-minded volunteers. Many of these individuals sat on the original CRFMHA Board when we incorporated in 2017.

The recipe for any hockey association has four basic ingredients: **players, volunteers, money and ice.**

We knew from observation, experience and research that the **players** were among us. We thank the players who made a leap of faith from their existing local MHA or the regional 'A' program. Many of you abandoned your existing colours and logos for a brand that had not yet been created when you signed on! Some of you left friends behind on your former teams, and as this season comes to an end, we can only hope you have made new friends and that your former teammates wish they joined the fun! Tell them it's not too late - we have room for lots more! And WELCOME to the 79 girls who were new-to-hockey! A full 36% of our ranks were ROOKIES of all ages. In March 2019, we predicted (in writing!) that our registration in the first season would be 224 players. We finished the season with 217... 97% of our target. Not bad! We brought girls out of "retirement" and we added new all-female teams to the landscape in Initiation, Novice and Juvenile. We hosted 11 recreational teams where there had been only 4 in each of the two prior seasons.

Launching the CRFMHA was a huge undertaking, made possible only by **volunteers** including the administrative dedication of the Board of Directors and the season-long commitment of team staff: Managers, Head Coaches, Assistant Coaches, HCSP and Team Treasurers. Without volunteers, we would not have an Association. For those who dove in head first this season in any of these roles, we are eternally grateful. However, what is needed in the future is more volunteers. We know that without parents and others volunteering at the Board level, it will not be sustainable in the long term. Simply put, for this organization to have a succession plan, parents of the younger players will need to engage administratively in the very near future.

Money... As all of you know, we entered this season with a sizable debt that had accumulated from a couple years of slowly bringing the CRMFHA along without paid members. We didn't have a nest egg, a grant or any assets to fall back on. We moved ahead cautiously and had to watch every penny this season. Our Board took on a massive fundraising initiative and was helped on some of the projects by our membership. In all, we raised nearly \$90,000 above and beyond the registration fees paid by players and despite that, as the season came to an end, we nearly ran out of money!!

We asked the Intermunicipal Recreation Committee to take a chance on us. When we made our initial pitch in Feb 2019, we had not yet been approved by VIAHA or BC Hockey and when arenas began allocating ice, we had only just opened our registration, so our numbers were low - about half of what we ended up with. We grew steadily to become the 4th largest MHA in CRD, eclipsing two of the local co-ed MHAs as the season went on. We didn't get all the ice we asked for, but we used what we had as efficiently as possible. With the closure of Pearkes Gold Rink for the next 18 months, we may have another season of hurdles ahead, but nothing that we can't overcome.

When you mix these four ingredients together, freeze them for the Winter, add a dash of swagger and then let them thaw in the Spring, the product is a new COMMUNITY. This is now a new community for you - a community of engaging, strong, courageous, competent, skilled and athletic girls and young women. We have students in nearly every local school across 3 school districts. We have a strong presence on Social Media. Our brand is being recognized in rinks around town and throughout the province. Reign Gear (a.k.a: swag) is worn everywhere and our logo is on a growing number of vehicles. Most local arenas are installing

Reign displays in their lobby over the coming weeks. We have an increasing presence and a growing reach. We will soon be one of the largest organizations for girls in the CRD and as we mentor players along the way, we do hope to see former players return to CRFMHA as adults in all of the volunteer roles listed above (*did I already mention the Board of Directors!?*).

Our Board recognizes these key ingredients and plans to restructure around them to optimize our functionality. To limit the time commitment for Board members we plan to increase the size of the Board (to decrease responsibilities for each Director) and will work from smaller committees to make meetings more efficient to support: **volunteers** (Administration Committee); **players** (Hockey Operations Committee); **money and ice** (Finance Committee) and **our community** (Public Relations Committee).

Let's build on each success and learn from every failure to continue developing this community and make it better each and every hockey season.

Ian Fleetwood
President, CRFMHA (2017-2020)

ADMINISTRATION

Officer's Report (Wes Crealock)

Over the last year, the administrative focus and function of the CRFMHA Board has changed dramatically. Specifically, moving from a planning and lobbying role to an operational one, literally overnight, with the sanctioning of CRFMHA as the first all-female minor hockey association on Vancouver Island in the spring of 2019.

Accompanying this progression in function came a fairly significant change in Board membership, and I would like to recognize and thank all of the many individuals who contributed so much time and effort to get CRFMHA to its current operational stage.

Operational effectiveness requires appropriate policies and procedures that support and, in some cases (such as the unforeseen COVID-19 situation, which resulted in an abrupt and premature end to the season) arise from a minor hockey association's daily activities. Throughout the year the entire Board worked hard in the development and refinement of these policies in addition to their assigned portfolio of responsibilities.

Beyond focussing on purely operational requirements, the Board also paid attention to providing opportunities to support the underlying philosophies and purposes of the Association that go beyond on-ice activities - particularly, sportsmanship, citizenship and mentorship for female youth within our community. Despite operating within a fiscally restrained inaugural season budget, the Board felt strongly that an Association year-end banquet, coupled with a broad range of individual player, team and volunteer awards, 3 post-secondary scholarships, and the provision of graduating player gifts, were critical ways to recognize the embodiment of these qualities by our players, officials and team/Association supporters.

Managers

Manager's Manual

The CRFMHA Manager's Manual was drafted by Alison Davis in the Spring and Summer of 2019. The primary document can be updated at any time and we are open to suggestions with the hope that this document is always current based on feedback from our Team Managers!

Electronic Gamesheets

This was the first season for widespread use of eGS. There was a bit of learning curve, but for the most part the transition was fairly smooth.

CRFMHA Team Photo Night (Nov 19)

Using a small venue and a makeshift dressing room, we were able to get all the teams dressed, undressed and photographed in only a couple hours. It was controlled chaos. Thanks to all those who provided feedback following the event. We will take this into consideration when planning next season's event.

CRFMHA Awards (March 14)

Our awards program was rolled out in March and we had nominations in each of the 9 available categories, plus a ninth award as selected by the CRFMHA Officers. Award winners will be archived on our website.

Manager of the Year

Coach of the Year

Most Improved Player

Player of the Year

Goaltender of the Year

Official of the Year

Team of the Year

Resilience Award

Volunteer of the Year

"The Crown" - For dedication to female hockey

CRFMHA Scholarships (March 31)

We were late rolling this out due to a tenuous financial position in the last month of the season. However, we were able to support three scholarships. We had many highly deserving applicants.

Safety and Risk Management

ePACT

The ePACT system was contracted over the summer months, but not activated initially due to personnel change in the first week of the season. Arrangements are already underway for a seamless start in 2020.

Buddy Check For Jesse

BCFJ is a team sport-based mental health awareness campaign in late October each season that has its origins right here with minor hockey in Victoria. We were glad that all of our teams participated this season as this initiative continues to thrive and expand, spreading an extremely important message as it grows.

HCSP and RIS certification

No issues to report. Reminder that HCSP expires after 3 years and Respect in Sport for Activity Leaders after 5 years. Please recertify early in the season if your credentials expire in 2020!

BC Hockey Sportsmanship Starts in the Stands

Our District (VIAHA) requires one guardian per player to complete RIS for parents. There is overlap between the content of RIS and BC Hockey's Sportsmanship Starts in the Stands. Despite this, both are mandatory and we had great participation in team-based meetings and presentations (mostly attended by at least one Board member) in mid-November.

Governance (Lauren Syverson)

The CRFMHA is incorporated under the British Columbia *Societies Act*. Its Constitution sets out the purpose of the CRFMHA as follows:

- To promote and encourage female amateur hockey and to foster the highest standard of sportsmanship, citizenship and mentorship for female youth within our community.
- To create opportunities for development of skating skills, technical hockey skills, individual tactics and advanced skills including team tactics, team play systems, and team strategy for female players.
- To maintain and increase the interest of female hockey in our community and to encourage competition and good fellowship, and provide development opportunities for female leadership roles including game play or competition, administration, coaching and officiating.

The Bylaws of the CRFMHA provide details with regard to its operation. This includes provisions that pertain to the Board of Directors. There are five mandated officers of the Board; these are President, Vice-President Administration, Vice-President Hockey Operations, Secretary and, Treasurer. Additionally, there is to be a minimum of ten and a maximum of 15 non-Officer Directors with assigned portfolios; at this point, 11 such Directors are serving on the Board.

The CRFMHA operates under the rules, policies and procedures established by Hockey Canada, BC Hockey and the Vancouver Island Amateur Hockey Association. Moreover, the Board has the mandate to develop and tailor policies and procedures specific to the unique circumstances of the CRFMHA. At present, CRFMHA policies are in place for:

- Volunteer Screening and Credentialing
- Player Protection

- Registration
- Player Evaluation
- Ice Allocation
- Scholarship Program

Now that the CRFMHA has completed its inaugural season, it will be possible for the Board to place increased priority and focus on ensuring that any gaps that are present in policy are addressed. Much of this work can occur before September, once a new Board is in place. It is intended that a CRFMHA policy manual will be available for the 2020-21 season.

PUBLIC RELATIONS

Officer's Report (Lisa Parkes)

The 2019-2020 season was a very busy and exciting time for the Public Relations portfolio. A Committee was struck to select the team name and logos/jersey design for CRFMHA. The team name was selected out of the top 5 names resulting from the Team Naming Contest, and the logos and jersey designs and colours selected from options put forward by Ken Jones, who is in charge of Brand, Identity and Marketing for CRFMHA. The result was a brand that will proudly represent the Association for years to come.

CRFMHA was involved in a large number of public and promotional events during the 2019-2020 season, from festivals and parades, to 50/50 and other fundraisers at Royals games, to citizenship events and charity fundraising in support of the community. CRFMHA was also fortunate enough to be included in a number of events surrounding the Women's Canada-US Rivalry Series game in February. Finally, CRFMHA hosted Esso Fun Days and NHL/NHLPA First Shift sessions, bringing many brand new girls to hockey.

At the end of the season, CRFMHA opened nominations for 8 annual awards, and applications for 3 scholarships to players graduating high school and planning for post-secondary education for next year. Unfortunately, like so many other things in this time of the COVID-19 pandemic, the banquet that had been scheduled for April 2nd to celebrate all of the Association's and its members' first season achievements - and for which almost 300 tickets had been reserved - had to be cancelled. Recognitions and awards will be made once it is safe for large groups of people to gather again.

Being in its inaugural season, it was critical to CRFMHA to get known in the community, and to let female hockey players (and potential female hockey players) and their families in the CRD know that there was now a female-only hockey association option for them. Many people put in hundreds of hours to make all of these events happen, and CRFMHA would not have had the successful season it did without their efforts.

Director of Communications (Kristen Kay)

The CRFMHA used email, social media and our website to communicate with our membership, and with the public, this season. Social media platforms included Facebook, Twitter and Instagram. Policy for the use of communications was developed.

Social Media

Facebook Account - Victoria Girls Hockey

Facebook is used to share information about CRFMHA and female hockey in general. It is CRFMHA's most interactive social media application, with many followers liking, sharing and commenting on CRFMHA posts. Followers appear to be made up mostly by members of CRFMHA (parents of players), and local adult female hockey players.

Statistics

- Total followers: 390
- 0 unfollowers
- Total likes of page: 354
- Total reach (the number of people who saw a post at least once) appx 10,000/month

Most popular posts so far in 2020: (1) Feb Esso Fun Day announcement reached 7 000 [with 192 engagements]; (2) Congrats Bantam 'A' Best of 3 reached 3.1K [385 engagements]; (3) Team Canada/Reign Jersey original post reached 2K [118 engagements]

- 73% of our followers are women and when followers engage, 81% of engagements are women.
- Top 3 geographic regions of followers: Victoria 254, Sooke 23, Edmonton 11

Twitter Account - VictoriaGirlsHockey

Twitter is used to share information about CRFMHA and female hockey in general. CRFMHA Twitter Account follows the accounts of several other female hockey associations in Canada and the USA. Followers are older CRFMHA members (i.e. juvenile players; U21); to a much lesser extent CRFMHA parents of younger players; provincial and national hockey organizations; other female hockey associations in Canada and the USA; and general female hockey fans.

Statistics

- Following: 181
- Followers: 83

"Top tweets" of the past year identified by Twitter as having earned the most impressions: (1) photos of Reign with Team Canada in Feb; (2) Hockey Canada article about Reign in Nov; (3) Juvenile program announcement in Aug.

Instagram Account - Vicgirlshockey

Instagram is used to share information about CRFMHA (posts) and CRFMHA and female hockey in general (stories). CRFMHA Instagram Account follows the accounts of several other female hockey associations in Canada. Followers appear to be made up mostly of members of CRFMHA (players and parents), and we have

the most number of CRFMHA hockey **players** following our Instagram account than any of our other social media platforms.

Statistics

- Following: 358
- Followers: 175
- Posts: 176 (not including several hundred temporary “story” posts)

Anecdotally (Instagram does not track user data for personal accounts), CRFMHA’s most popular and engaged-with Instagram posts are posts which include photos of Reign players or teams. The posts most “liked” by CRFMHA’s Instagram account were posts made by “Buddy Check for Jesse,” Team Canada Women’s team and player posts, and other female hockey association posts.

It is suggested CRFMHA Director of Communications consider in the future:

- Upgrading CRFMHA’s Personal Instagram Account to a Professional Account
- The addition of SnapChat to CRFMHA’s suite of social media tools in the interest of engaging more players and potential players.

Website

Strikingly or “Old Website” www.victoriagirlshockey.ca/

CRFMHA’s original or “old” Strikingly website was used passively for sharing information with members and the public. It was also used as the announcement/starting off place for web-based CRFMHA activities: Team naming contest, coach/volunteer applications, member award nominations, registration, etc.; and for sharing key information and initiatives such as acknowledging sponsorship/donors and sharing Reign videos. As the “new website” was being prepared to go live, we did not prioritize improving this website into 2020.

Statistics:

- Total sign ups: 256 including 9 in the past 3 months
- Total contact form responses: 158 including 12 in the past 3 months
- The majority of our traffic streams (1) from Google, (2) directly, and (3) from Facebook
- 37.8% of visitors visit from their computer desktop; 62.2% from their mobile device
- Top 3 pages are: (1) Home (by a lot!), (2) FAQ’s, (3) registration [followed closely by team name contest]

So far in 2020 the website was most viewed on March 9th when nominations for CRFMHA Awards were announced. There were also clusters of visits on February 4-6, coinciding with individuals checking to see if they won the 50/50 draw or the raffle for the Team Canada jersey (both at the Rivalry Series game on February 3)!

Goalline or “New Website” (Donna Perman)

The new website will retain the domain name victoriagirlshockey.ca/, and CRFMHA members are currently working on the transition to GoalLine’s sport-specific platform. The site layout has been newly designed to include the Victoria Reign colours and team logos. Standard site menus and initial content are near completion incorporating several resources for new and returning players, parents and team staff. Content will also include news & event announcements, social media feed, sponsorship advertising, and online management tools for referees, team managers, and coaches. We are excited to announce the launch date of the new website very soon!

Email (Ian Fleetwood)

Our reference email account is info@crfmha.ca. Although we maintain several sublists, the two Contact lists of primary importance are the Subscriber List (including the general community of those interested in CRFMHA who have individually signed-up for the list electronically or on paper at a promotional event) and the Members List (those who are active Members during the current playing season).

The Subscribers list currently has 656 addresses following 29 “unsubscribes” that mostly coincided with MailChimp campaigns for Giving Tuesday and the Reign Jersey Auction. The Members list has 370 addresses.

Team Naming Contest

A Team Naming Contest was posted to our website and asked registered CRFMHA players to submit name ideas to our “Name That Team” Contest. All players were then asked to vote in a series of elimination rounds to select their favourite name. 133 unique name submissions were received and nearly all players participated in voting. CRFMHA’s Name That Team Contest Winner was Ruby Jones, and obviously the winning team name was Victoria Reign. As the contest winner, Ruby played for free in the 2019-20 Season. Our new team name was publicly introduced on July 19, 2019. The contest and its many steps were overseen by the Communications Committee.

Brand, Identity and Marketing (Ken Jones)

Primary, Secondary and Alternate Logos



OUR NEW IDENTITY

Creative Challenge: to create a lasting hockey brand that girls in Victoria could connect with and take pride in while wearing their new association's hockey uniform. A brand to define the strength and tenacity of female hockey players in Victoria.

PRIMARY LOGO – A FEMALE HERO

A silhouette is used to keep the face of our female hero non-descriptive so that she could be anyone – all girls can put themselves in her place and become the hero on the ice. Our hero's pose displays confidence as she commands attention while reigning over her subjects.

SECONDARY LOGOS – A VERSATILE CROWN

Secondary logos have been created for a shoulder patch and a wordmark, both paired with our new crown. It was important to create a crown that is unique and bold, but remembering our heritage by finding inspiration in the historic crown of Queen Victoria.

Uniform Design

A bold palette with a consistent stripe pattern was needed to create home and away jerseys, but also provide versatility for other future association sweater options. All five colours used in the stripe can be used as the main colour in a set of uniforms. A consistent pant shell was created that works with all jersey colour options.

Promotion (Ian Fleetwood)

Banners

CRFMHA produced a standardized template for Teams to use for their own sponsorship banners. In total, three 'A' teams and two 'C' teams made banners. All teams are encouraged to take this approach in the future.

Print Advertising

We ran ads in the August and September 2019 issues of Island Parent magazine and the September issue of The Martlet (UVic). These helped raise our profile in the community.

Arena Advertising

Many of the rinks have offered us wall space in their arena lobby to post some permanent information from CRFMHA. This will help promote the Association in the community. Look for new signage in Panorama, Pearkes, Oak Bay, Archie Browning, JDF Arena and SEAPARC in the coming weeks.

PISE 10th Annual Family Sport and Recreation Festival (May 4)

Our first public promotional event! We had plenty of interest. We had a shooting station with sticks and pucks. We promoted Esso Fun Days and many of those who visited our booth ultimately joined CRFMHA.

Victoria Day Parade (May 20)

This came together quite quickly and it was a cool, cloudy day. We had our first lesson about marshalling times for parades, as the battery on our boombox died before the parade started! We distributed information cards to nearly 1000 of the girls in the audience.

Gorge Canada Day Parade and Picnic (July 1)

Our second parade was a less formal affair, followed by a pancake breakfast and then a revolving crew of volunteers sat in our tent for the day, this time promoting First Shift on a gorge-ous summer day. We had lots of interest and it was a great forum for engagement. We had the shooting station set up again. Learning point was to have a sign-up sheet so we can reach out to those who expressed interest.

UVic Thunderfest (Sept 6)

We were set up right between the Vikes Men's hockey team and women's softball! We had about 26 players sign-up, many of whom were from other parts of the province and left their gear at home. This event was instrumental in shaping our Juvenile program.

UVic Club and Course Union Days (Sept 11-12)

We recruited a few more players from the UVic campus at this event.

WHL Royals Home Opener (Sept 26)

Our TimBits were on the ice at the intermission and the 3-star selections were presented by the "3-Char's". We had an information booth at the main entrance and got to run our new promotional video on a loop. We had several girls register as a direct result of this event.

WHL Royals Game (Nov 2)

This was primarily a fundraising night, but we had the booth on the concourse again with the video looping, some interesting discussion, a few pledges of sponsorship and again a few girls who visited us that night ended up wearing a Reign jersey a few days/weeks later.

Santa's Light Parade (Nov 30)

Our candy canes were distributed before we got past The Empress and we nearly ran out of information cards. We had lots of representation from Peewee, Atom, Novice and Initiation. Milk and cookies at Centennial Square afterwards.

Team Canada Rivalry Series (Feb 3)

This was nearly a week-long event! Hockey Canada film crews popped up at our games and practices through the week and they produced a video subsequently posted on Twitter and Hockey Canada/ BC Hockey websites that was viewed over 12,300 times. Team Canada won in OT on a nice goal by Victoria Bach.

Special Events (Maegan Thompson)

Citizenship Event (Sept 25)

CRFHMA hosted a back-to-school dinner at Craigflower Elementary School called Hockey Night at Craigflower. Approximately 100 school families and staff were invited to sample a variety of crock pots creations provided by CRFHMA friends and family. CRFMHA and KidSport had informational tables set up to ensure any child interested in playing hockey, would have that opportunity provided to them. Older players and a couple of adults facilitated a street hockey game outside and every student, sibling and even some adults, went home with a hockey jersey donated by CRFMHA families.

1st Annual Holiday Ice Festival (Dec 23)

This event was well attended. We had an Esso Fun Day on the Gold Rink at Pearkes followed by a family skate on the Gold Rink at the same time as the Ice Festival on Green Rink. We raised several hundred dollars for Umbrella Society and also collected food and clothing items to support the less fortunate.

1st Annual Banquet

This was planned for April 2 at Mary Winspear Centre, but postponed initially due to restrictions on gatherings for more than 250 people, which was subsequently tightened up to 50. At the time of writing we continue to list this as “postponed”, although recognize that this season’s banquet may become next season’s “Welcome Back” event...

Recruitment (Maegan Thompson)

Esso Fun Days

May - June (Westhills) - We had 35 registered participants in this 6-week program, many of whom registered for the season directly, or after detouring through First Shift. Bruce Tuck put together exemplary standardized practice plans for the 6-week program, which will make it very easy for us to host these in the future.

August 23 (Juan de Fuca) - This one-day program had 19 participants and an equal number of bantam and midget aged junior coaches. Five adults coaches also participated in the program.

December 23 (G. R. Pearkes) - This one-day program was hosted on the same day as the Association skate. Twenty players registered, with three adult coaches and six bantam and midget players who supported as junior coaches. Many of the registrants were recent First Shift graduates who were looking for another ice session before they joined their teams in January.

NHL/NHLPA First Shift

CRFMHA was pleased to host this Hockey Canada, new-to- hockey program supported by the NHL/NHPA and Bauer. The launch event was on October 18 at Juan de Fuca Fieldhouse. For \$199 paid to Hockey Canada,

players are sized for brand new Bauer gear and provided six ice sessions. The program filled to capacity with 45 players. The on-ice programming was coordinated by a midget player, with support of an adult coach, offering a significant mentoring opportunity for that player. In addition, six bantam and midget aged players also assisted in the program, being mentored by twelve female adult coaches. The six session program concluded on December 1 and of the 45 registrants, 33 went on to join the Association for the remainder of the season. As an incentive to join the Association, CRFMHA offered to credit their \$199 program fee toward registration and prorate the cost based on their registration date.

HOCKEY OPERATIONS

Officer's Report (Maegan Thompson)

CRFMHA's inaugural season has been a significant step to ensure hockey opportunities for girls and young women in years to come.

Early in the season, forming teams was a huge task with many moving parts. The Directors of Coaching, Competitive and Recreational were constantly monitoring numbers to optimize players and team, with scenarios changing on a daily basis early on.

For Recreational teams, it is our intention wherever possible, to provide community-based teams. We are also required to ensure teams are reasonably skill-balanced, have certified coaches and goalies. Ensuring we met these conditions, on-going registration and as well as players not selected to a rep team leaving the Association, meant the landscape shifted dramatically from the end of August to the end of September. This was most notable in U15 where we stood to have our largest cohort, until rep assessments were underway, when 15 players left the Association. Instead of hosting three teams in this Division, we had one team with a roster at maximum capacity. As the Association matures, it is anticipated this issue will solve itself as younger players starting in the female stream, will see female hockey as the preferred hockey experience.

In our first season, we wanted to ensure players who had played rep hockey in the past and accustomed to specific dates for tryouts, were provided a similar experience to their past experiences. For this reason, we hosted tryouts on the last weekend of August and will aim to do so again in 2020. During rep team try-outs, we were challenged by our host facility losing use of their ice resurfacing machine. We were able to be nimble and fortunately find ice at another facility to finish the evaluation process.

Hockey Operations had the enjoyable task of having to create a second Novice team in January to welcome graduates of the First Shift Program. We were fortunate to have the parents of a player step forward; one a certified coach and the other an experienced manager, to ensure a supportive environment for the remaining two months of the hockey season. Two other non-parent coaches were also assigned to this team.

The season ended for many teams and certainly the Association, in an abrupt and unexpected manner. This is unfortunate as many teams had not yet had their year end festivities where players and team personnel are recognized. I encourage you all to take time to reflect on the season, the challenges and successes, and

thank those who supported your player. Some of our teams missed year-end tournaments, including three who were to attend Provincial Championships. We also had numerous Midget players who were to be recognized and promoted to Juvenile that we intended to celebrate at our season end banquet. At the same event we would have invited graduating Juvenile players to remain engaged in our Association as coaches, administrators and officials. Having said that, we have much to celebrate and be proud of and are hopeful we will be able to formally recognize at an appropriate time.

Coaching (Bruce Tuck)

The following is a somewhat chronological summary of the activities of the Director of Coaching throughout the season and other coach related information.

Spring/Summer Player Development Programs - participated in and assisted with staffing

Eso Fun Days - Association point person for six-week event. Focus on staffing and on-ice development plans. Assisted with other aspects.

Coach Selection (Competitive) - Developed coach selection process. Chaired Coach Selection Committee. The purpose of this committee was to bring forward recommendations for head coaches and assistant coaches for the three competitive teams: Pee Wee A, Bantam A and Midget A. The five member committee interviewed eleven head coach candidates and brought forward one name for each of the three positions. Once confirmed, the head coaches were used as a resource to assist in the selection of the assistant coaches.

Coach Selection - (Recreational) - Coach selection for the recreational levels (Initiation to Juvenile) was done through recruitment, application and review. It was somewhat fluid in the early part of the season as the number of players and teams were set.

Coaching Numbers - A total of fifty four coaches were rostered this season. Rostered coaches require the mandatory training and certification for their particular level of play. Coaches who did not have or could not attain this certification were registered as on-ice volunteers. They were allowed to assist in practices but could not be rostered to participate in games.

Player Selection (Competitive) - Developed the Player Selection Policy. In conjunction with the Director of Competitive Hockey, was responsible for the day to day operations of the player selection process. This included developing and communicating the selection criteria, staffing (on-ice and evaluators), developing the evaluation plans and record keeping. Once the initial evaluation period concluded, assisted the head coaches of the three teams in making their final selections based on team composition numbers brought forward by the VP of Hockey Operations.

Coach Certification - As noted above, coaches must attain the required training and certification appropriate to their level of play. Training includes NCCP in-person clinic participation and online components, Concussion Awareness Training, Criminal Record Checks, Respect in Sport and for some levels, coach evaluation. Many coaches had previously attained this certification and were transferred to CRFMHA

throughout the season. A significant number of coaches needed to take the training in its entirety or upgrade in certain areas. Assisted the Registrar in ensuring all coaches were adequately trained.

Coach Evaluation - Coaches of recreational teams require the Coach 2 level. In the year they take the clinic they must submit a Workbook based on their season to be reviewed by the Coach Coordinator of the association. All six of our new Coach 2 coaches submitted their material for review. Competitive level coaches must complete the Development 1 level which includes a Practice Evaluation. On behalf of BC Hockey, all seven of our new Development 1 coaches were evaluated.

Coach Development - Coach Development throughout the season included formal and informal communication with coaches at the various levels. Coach and player development materials were distributed at regular intervals. These included; coaching goaltenders, practice planning, planning templates, instructional manuals, video resources and links, small area games communication with athletes and skill development.

Competitive Hockey

Our 'A' teams played in "Interlock" games - a combination of home and away games throughout the season versus Competitive 'A' teams from Pacific Coast Amateur Hockey Association (PCAHA) representing the regions of the lower mainland. Pee wee and Bantam 'A' also had exhibition games scheduled by co-ed opponents by VIAHA. The teams competed in 2-3 tournaments each. Pee wee 'A' won Gold at the Pat Quinn Tournament (Burnaby) and Silver at the Richmond Rep Classic. Bantam 'A' won Gold at Wickfest (Calgary) and Silver at the Pat Quinn. Midget 'A' won Gold in Wickfest (Surrey) and had several close exhibition games against the Female Midget AAA Seals! All three 'A' teams were scheduled to compete in BC Hockey provincial championships before they were cancelled due to COVID-19. Midget 'A' and Pee wee 'A' were automatic, while Bantam 'A' qualified after defeating the North Island Impact in the third and final game of the VIAHA playoff series.

Recreational Hockey (Kelly Finck)

At the beginning of the season it took some time to establish rosters and team staff for the recreational teams as described above.

The Association began the season with nine recreation teams: one team each for Initiation, Novice, Atom and Bantam. There were three Pee wee teams (C1, C2 and C3) and two Midget teams (C1 and C2). Midway through the season a second Novice team was formed based on a large number of new players coming into the Association from the First Shift program. Wherever there were multiple teams the rosters were regionally based, as much as possible, in an effort to minimize travel.

In VIAHA league play, the Atom team was in a league of five teams that included two teams from Nanaimo and two from Campbell River. The three Pee wee teams played in a six team league that included Cowichan Valley, Tri Port (Port Alice, Port McNeill and Port Hardy) and Nanaimo. The Bantam team played in the Midget league that also included the Cowichan Valley Bantam team and the following Midget teams: CRFMHA C1 and C2, Oceanside, Campbell River, and Cowichan Valley. In addition to league games there were many

exhibition games played within the association where there was more than one team in the division and outside the association for all teams.

Some of the younger recreation teams found the competition outside of the association to be very stiff. However, considering these were new teams with many new players, they did their best, improved a ton and had a fun season.

All of the recreational teams had a successful season due in large part to every team having a great team staff. Thanks to them and, of course to the parents and guardians that supported these young athletes.

Development (Dana Johnson)

The CRFMHA held spring development sessions April 9 to May 13, consisting of 8 ice sessions. These sessions focused on 4-on-4, shooting and stickhandling. Sessions were run by volunteer coaches. The CRFMHA held 4-on-4 sessions, May 5-Aug 18. There were 8 sessions with both junior and senior groups. The CRFMHA held Friday night Spring/Summer development sessions at Pearkes Arena from April 5 to August 23 consisting of 17 sessions. There was a junior and senior group. The junior group 2007-2013, had 38 players registered. The senior group 2002-2006, had 48 players registered. Both development sessions used volunteer coaches and a professional power skating coach. The CRFMHA hosted the Future Stars Ice Hockey Camp, August 6-7. The camp was instructed by former Olympian Bailey Bram. The CRFMHA ran development sessions during the season, instructed by a combination of professional and volunteer coaches.

Goaltending

Opportunities for extra goaltender development sessions were limited due to limited ice; inherent scheduling issues on weekends when teams travel for games; and variations in goals for development sessions between recreational and competitive goalies. In the future we may plan to operationalize goaltender development as an in-folded activity during individual team practices to take advantage of ice already available and avoid conflicts with game times.

On the bright side, CRFMHA was able to acquire “loaner” gear for all Divisions that will allow players to try the goaltender position and gain experience, without making the initial commitment to the cost of equipment.

Officiating (Steve Marsh)

Allocation and Pooling of Referees The referee program for the inaugural year had a number of challenges. We completed it with all regular and tournament games assigned. As a brand new association, at the start of the season we were faced with no affiliated referees. We had neither a home rink nor an assignment system. Ice had been obtained throughout the CRD, so the games could be held at the same time on any or all of thirteen different rinks from Panorama to Oak Bay to Sooke, although efforts were made to limit overlap between game times at the various facilities..

BC Hockey provided us with a list of accredited female officials in our jurisdiction. Female recruits wanting to officiate CRFMHA games also wished to remain on traditional RIC lists where they had played hockey

previously and close to their residences. Senior female refs were persuaded to prioritize High Performance games.

Our best approach to providing safe, reliable and capable officiating was to avail ourselves of the pool of refs formed by the amalgamation of Saanich and Victoria MHAs along with those of VRC under their RAMP electronic assignment system. Three senior referees were tasked with managing this pool - Shelby Dreher RIC VRC, Ken Haskill VMHA Ref Allocator and myself RIC VMHA accrediting and evaluating. Ken was already assigning Island Pacific and South Coast Women's Hockey Leagues. Dave Maedel, Ref Allocator for Peninsula, assisted with assignment of CRFMHA games at Panorama. The group held meetings twice a week to coordinate efforts.

Upon conclusion of HCOP clinics, the pool consisted of 158 officials. Seventeen female refs were affiliated outside CRFMHA; four were specifically registered as CRFMHA referees. Of these four, two senior L3s prioritized their assignments to male zone and Female Midget AAA (Seals) games; one lived in Sooke and officiated there and JDF; the remaining first-year ref commenced her development at Victoria. To satisfy the needs for CRFMHA games, primarily the location of same, male referees supplemented the assignments. For CRFMHA games, female officials were given priority.

Development New referees were shadowed and returning refs supervised along with male officials expensed through VMHA and other MHAs they affiliated with. Six HCOP clinics were held last season - three in Victoria, two in JDF and two in Peninsula. No reimbursement of clinic fees were made although a budget line had been provided. A recommendation to employ senior referees in Atom Transition was made.

Discipline There were no reported penalties known to have been made in CRFMHA games.

General The annual engagement meeting in Nanaimo was attended by Ken Haskill and myself on February 22nd.

Challenges and Recommendations

1. The female game is distinct. A development program must be created from entry pre-teen to L4 outside male hockey.
2. As demand increased at the upper level in CSSHL, academy and zone hockey, a shortage of officials exists at the 15-20 age. With COVID 19, if player registration decreases in future years, a surplus of referees will occur at the 11-14 age resulting in a need to limit recruitment. This may create an opportunity for female referees.
3. A feedback loop must be created for return of reported penalties to match up with instruction and supervision.
4. Budgets require analysis and planning for reimbursements and equipment programs.
5. Discussion needs to be had regarding the Atom Transition Plan and appointment of captains and alternates.
6. Costs and management systems associated with regional concepts should be examined and thoroughly discussed.
7. Tournament sanctions need discussion regarding authorization and accountability, so that appropriate safety measures are taken.

8. Best practices and policy requires formulation at the MHA level; policy updates are required at the Branch level.
9. An officiating group should be formed acting as a committee reporting monthly to the MHA Board. Initially, the group would consist of the RIC, Allocator(s), senior refs, Alternate RIC and one person responsible for coordinating referee game fees and reimbursements.
10. CRFMHA must prioritize RIC regular coordinating meetings with BCH and VIAHA along with agendas and minutes. One meeting a year in August to coordinate the year's activities is insufficient.

FINANCIAL

Financial Overview

This season saw the establishment of the primary account and the gaming account, along with individual accounts for each team. Despite a strong national affiliation with minor hockey, launching team accounts was a challenge. Those accounts are set-up now and should remain active annually. The Association prefers to accept most payments by eTransfer as they are traceable and incur a lesser fee than credit card payments.

There were issues with many Members making installments on time, perhaps due in part to lack of reminder notices from CRFMHA. In order to prevent this in the future, reminders will be issued ahead of scheduled payment deadlines and the payment schedule has been revised.

Please see Financial Statements as submitted for the 3rd Annual General Meeting.

Registrar (Laurie Wlshart)

The inaugural season for Capital Region Female MHA saw 217 player registrations and 84 coaches/managers/safety persons/on-ice volunteer registrations. We rostered a total of 14 teams including: 1 Initiation, 2 Novice, 1 Atom, 3 Pee wee C, 1 Pee wee A, 1 Bantam C, 1 Bantam A, 2 Midget C, 1 Midget A, and 1 Juvenile C.

Basic Registration Fees were comparable to surrounding MHAs and we provided for an early bird payment reduction. As well, goalies with their own gear received a deep discount on Basic Registration Fee to offset the higher cost of goalie gear. Beginners were \$400 (Initiation; U7) and \$425 (Novice; U9). Atom (U11) to Midget (U18) recreational hockey was \$700 and Juvenile (U21) was \$350. Competitive hockey for Peewee (U13), Bantam (U15) and Midget was \$1200. Initial expenses also included an optional Rep Tryout fee (\$135); a refundable jersey deposit fee (\$75) and a recoverable Association Raffle fee (\$50 for Recreational players and \$100 for Competitive players). Rep fees for Competitive players on 'A' teams were \$550 each, including goaltenders.

Our registration process went fairly smoothly considering it was our first season. We used a fillable form posted to the website and it worked well for most people except the form had to be saved and emailed (rather than sent online). New players also had to provide proof of age and residency within the Capital

Region District. We asked all parents to sign a Code of Conduct. In future, we will ask all players to also sign the Hockey Canada version of the Player Code of Conduct.

One of the biggest challenges was getting new coaches rostered. A big stumbling block proved to be the Criminal Record Check requirement (as it should, Hockey Canada will not approve any volunteer without one) and the process via the BC Government was very slow. The lesson learned is to get coaches working on the CRC just as soon as they apply to coach.

Several families requested information about financial help through KidsSport, JumpStart, First Shift programs, and Esso Fun Days. Funding from KidsSport came through in a timely fashion and 33 out of 45 First Shift girls registered to finish the season with CRFMHA (and received prorated fees along with a discount equal to what they paid for the First Shift program).

It was an exhilarating opportunity to register an all-female hockey association once again on Vancouver Island!

Sponsorship, Fundraising, Grants, Charitable Donations (Brad Amson / Ian Fleetwood)

Charitable Donations

CRFMHA applied for a project in conjunction with the BC Amateur Sport Fund (a.k.a. Sport BC) in order to support the launch of a new all-female MHA. We introduced the charitable donations portal in conjunction with Giving Tuesday (Dec 3) and were successful in meeting our goal. Thanks to all those who supported us in this way. It should remain an option in the coming year.

Sponsorship

CRFMHA was sponsored by several local agencies and businesses including: Saunders Family Foundation; Corvee Professional Accounting; Malatest & Associates. We were also supported by the senior female hockey community including: Island Pacific Female Hockey Association (IPFHA); Chicks with Sticks Sr Female team; Bladerunners Sr Female team and Phantoms Sr Female team. We applied to all the local Scotiabank branches for sponsorship in the Scotiabank Community Hockey Program and were supported by: Oak Bay; Hillside; Sidney and Belmont Market. PLEASE SEE SPONSOR RECOGNITION AT THE END OF THE REPORT.

Fundraising

Fundraising in a start-up season for an Association with no seed money was a major task. We ran numerous fundraisers, some that member-driven and some that were board-driven.

Board-driven fundraisers: Officepools Draft; Reign Jersey Auction; Team Canada Jersey raffle; Rivalry Series 50/50; Reign Window Decals.

Member-driven fundraisers Three bottle drives at Bottle Depot; Hillside Night of Lights tickets; WHL Royals 50/50 and Chuck-A-Puck; CRFMHA Association raffle.

Grants

CRFMHA applied for nearly 20 Grants and were successful in approximately one-quarter. Grants were awarded by KidSport (2); viaSport (2) and the Daryl K Seaman Canadian Hockey Fund (administered by Calgary Foundation), with smaller grants from Esso Fun Days (4) and NHL/NHLPA First Shift (1).

Ice and Facilities (Ian Fleetwood)

We acquired ice on 13 surfaces at 11 facilities administered by 7 municipal agencies and 3 private agencies. Our overall allocation was below what we requested and the distribution was skewed toward early AM times. The ice portfolio was daunting and two Directors left this position vacant in the summer months, so it was ultimately taken on by our President. Contracts were frequently adjusted for various reasons (requests from other user groups; new ice available to CRFMHA; CRFMHA preempted for other events etc). We had eleven “incidents” throughout the season where there were discrepancies between our schedule and the facility booking, usually due to contract changes. Apart from the abrupt end of the season, all teams received ice consistent with CRFMHA Ice Allocation Policy, and generally more than was covered in registration fees.

Equipment

The Equipment portfolio was busy in the inaugural season. We registered with the Tim Horton’s TimBits program (for Initiation and Novice) and McDonald’s *atoMc* program (for Atom). These programs supply more than just uniforms!

Following the design of the new logo and determination of jersey colours, our orders were placed just under the wire, such that most teams were outfitted just prior to their first game. The exceptions were in Pee wee, where the expansion to 3 teams left us short a jersey set; and in Juvenile, where we weren’t certain the program would launch until mid-September.

Basic equipment was also acquired such as pucks, cones, first aid kits, try-out jerseys.

In May 2019, we ran a used gear drive, which seemed to continue throughout the season. We received a generous inventory of gear, such that any future gear drive can be targeted to specific items or sizes! We created an on-line inventory system such that each item is now tagged and coded and can be tracked.

As mentioned separately, “loaner” goaltending equipment was also acquired.

Tournaments (Donna Perman)

Internal (Hosted) Tournaments:

CRFMHA planned for three home tournaments during the inaugural 2019-20 season. The first was the Thanksgiving Invitational Oct 12-14 for the Bantam and Atom Divisions. This event has historically been a popular female tournament weekend at Pearkes and well attended, however many associations were off to a slow start getting their teams in place and CRFMHA was not able to get adequate team commitment from

both Divisions. After making attempts to invite other Divisions, we were ultimately unsuccessful at organizing this tournament due to lack of teams and cancelled it.

Fortunately the November 9-11 tournament filled up quickly with 8 teams registered and 2 waitlisted. The Remembrance Day Female Face Off tournament in Sooke was attended by 5 Island Teams (Cowichan Valley, Campbell River, Oceanside, CRFMHA C1 & CRFMHA C2), and 3 mainland teams North Shore, Langley and TriCities. The tournament organizers received positive feedback from all visiting team players, parents & coaches. Volunteer involvement was fair, but will need to create a larger core group in the future to assist with tournament jobs. Overall it was a very successful event.

We were faced with the challenge of low team registration yet again for the New Year's Peewee tournament event Jan 2-4 at Oak Bay Recreation Centre/Archie Browning Sports Centre. Due to incredibly low response from the Peewee division, CRFMHA decided to change the event to a Jamboree which included the 3 Victoria Reign Peewee teams and the Atom team. All teams covered their own ice costs from their team budgets utilizing the Jan 2, 3 ice slots. The feedback received was positive overall; the players and parents enjoyed the in-house games over the holiday season and team staff did a fantastic job coordinating this fun event for the girls.

External (Participant) Tournaments:

Competitive:

Wickfest Calgary (October 2019): Participating team - Bantam

Richmond Rep Classic (Oct 25-27, 2019): Participating teams - Midget, Bantam, Peewee

Pat Quinn (December 2019): Participating teams - Bantam, Peewee

Wickfest Surrey (Jan 31-Feb 3, 2020): Participating teams - Midget, Peewee

Recreational:

CVMHA Thanksgiving (Oct 11-14): Participating teams - CRFMHA Peewee C1 and C2

Burnaby Remembrance Day Tournament: Participating team - CRFMHA Bantam C1

Wickfest Surrey (Jan 31-Feb 3, 2020): Participating team - CRFMHA Bantam C1

Oceanside Family Day Tournament (Feb 15-17): Participating team - CRFMHA Midget C2

TCFIHA Predator Ice Classic Coquitlam (March 13-15): Participating team - CRFMHA Peewee C2 - **CANCELLED due to COVID-19**

Richmond Ice Classic (March 20-22): Participating teams - CRFMHA Midget C1 & C2, Bantam C1, Peewee C4 (aka a combined tournament team including players from C1 and C3), Atom C1- **CANCELLED due to COVID-19**

In January 2020, the Board received a request from Peewee C1 and C3 teams wishing to combine players to make up a tournament team for the Richmond Ice Classic in March. A request for approval was brought forward at the Jan. 13 CRFMHA board meeting, with the members holding off on a decision pending collection of additional information regarding proposed team composition and player availability. On Jan 22, 2020 CRFMHA Board of Directors approved the motion to create a Peewee Recreational tournament team, composed of 10 players from Peewee C1 and 6 players from Peewee C3.

With the early cancellation of the season, the recreational divisions were unable to attend final tournaments that they were registered in due to COVID-19 and all 3 'A' teams could not move on to compete in Provincial Championships.

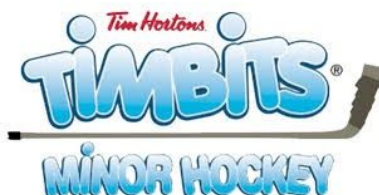
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