



CRFMHA ANNUAL REPORT

2022-2023

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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]; WSÁNEĆ peoples [BOKÉĆEN (Pauquachin) First Nation; WJOŁŁP (Tsartip) First Nation; SÁUTW (Tsawout) First Nation; WSÍKEM (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 minor 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 and Vancouver Island Amateur Hockey Association (VIAHA) in 2019. The previous season was still partially compromised due to the global pandemic, with restrictions on tournament play, making 2022-23 the first full season of programming for CRFMHA.

PRESIDENT'S MESSAGE

As referenced above, all of our previous seasons were affected by the pandemic in one way or another. In 2019-20, late season tournaments and BC Hockey Championships were canceled. In 2020-21, there were major limitations on game play and no tournaments. In 2021-22, tournament play remained restricted. Thanks to our superb volunteer base, including Board members and Team Staff (past and present), we were able to weather the storm, keep programming viable and desirable for participants, setting the stage for significant gain in the current season. In 2022-23, we had more players, more teams, more officials, more tournaments, more medals and more fun! As the Association matures, we are continually challenged to adapt programs and improve, both administratively and operationally. We are in a very healthy position at this point, and our upcoming 5th season stands to be a significant milestone - an opportunity to get better, rather than just get bigger! There is a significant demand in the community for what we are offering and this season there were more girls playing minor hockey in greater Victoria than in any previous season as far back as BC Hockey statistics have recorded. We have a strong community and should continue to work collectively to make things better.

Ian Fleetwood

President, CRFMHA (2017-2023)

ADMINISTRATION

Officer's Report (Donna Perman)

CRFMHA experienced impressive growth this season in membership and programming, and made significant progress in various administrative functions.

Prior to season start up, CRFMHA was faced with a lack of referee development which created a major impact on the administration of procuring referees. Since inception, our association has had to rely on other MHA Referees-In-Chief (RIC) to manage all referee assignments. Grateful as we were, this process presented certain challenges around communication, reliability, limited access to referee certification or referee contact information impeding us from building our own internal officials database and assigning system. We needed to implement and manage our own internal program and fortunately the Spordle system (previously known as HiSport) was available and already supported by VIAHA and BC Hockey. The main advantages of moving towards this system was the referee certification, profile details and contact information was already in the system, and we were eventually able to access it for game assignments as long as the referee registered in the system. Once registered, all games theoretically were added to the system and we are able to view availability and assign accordingly. This did not go without issues, dealing with a fairly new program there were challenges with information access and game detail glitches. Fortunately once games started we were independently able to secure referees for all of our games on a weekly basis, and started to build a regular referee contact list. Timely, a new RIC filled the vacant position in the Fall and wasted no time creating a female officiating development program for new and returning referees, while recruiting other experienced officials to assist with the program. A solid group of female referee recruits was built, and continues to grow as reflected in an average monthly rate of 93% female referees in all 2023 assigned home games. This was a huge achievement.

We focused on creating a Guideline for Policy Development and this formal process and procedural workflow was put into practice. As a result, a number of draft policies that were on hold were reworked, approved by our Board and will be posted for public access. As an ongoing process, we continue to work through policy development and approvals in several areas.

I am extremely proud to be working with a professional and dedicated team of volunteers, elected CRFMHA board members (past and present) who continue to build and deliver a successful female hockey program.

Managers (Laura Reaney)

Manager's Manual

We continue to update this manual based on changing circumstances and feedback from users. An updated version will be ready for the start of the 2023-24 season, with an additional section added for U7/U9 Managers and U21 Managers, as their programs are run much differently.

U7/U9 Survey

Parents from this group will be surveyed within the next few weeks to determine what would help them as newer hockey parents to be prepared for the season. We will use this to add info to the Manager's Manual and a welcome package for parents next season.

CRFMHA Team Photo Night

Team photos were done by Kelly Wallace (Kelly The Photographer); except U11 Development. Next season all teams must use our photographer as well so we can use those photos for CRFMHA info boxes at the other areas or social media.

CRFMHA also entered into an arrangement with Captured Sports Photography. Mike Goldsworthy attended multiple games for each Reign team. Photos are available for viewing and purchase (www.capturedsports.ca).

Next season we will be renting a facility and doing all teams pictures on the same night, with plenty of notice. The current format of a photographer coming to 19 different practices with limited notice of ice schedules has become too complicated to organize.

CRFMHA Awards

As announced at our 2nd Annual Banquet on April 16, 2023, the award recipients for **2022-2023** were:

- Team of the Year - U13-C2
- Laurie Wishart Manager of the Year - Kelly Chaplin
- Coach of the Year - Dana Johnson
- Goaltender of the Year - Lila LeQuesne
- Player of the Year - Ryan Carter
- Official of the Year - Lindsey Lacombe
- Most Improved Player - Sara Tene
- Resilience Award - Anna Gilbertson
- Volunteer of the Year - Angela Harvie

In recognition of the pioneering work of Bob and Edna Lindal to establish the original female hockey association in Victoria in the 1960's and 1970's (Lower Vancouver Island Girls Ice Hockey Association), CRFMHA created the **The Lindal Award** in 2022. This is bestowed upon an individual who has demonstrated dedication to the growth and development of female hockey in Victoria. The 2023 recipients were **Bob and Norma Saunders**, with the presentation made by Teri Cotton, representing the Lindal Family.

Lastly, Keep Girls in Sports (KGIS) is a Victoria-based community group formed in 2018 and focused on providing opportunities to young female athletes (www.keepgirlsinsports.ca). Their Leadership Award was presented to **Eliza Kent**.

CRFMHA Scholarships

CRFMHA awarded three scholarships in 2022 following release of the Annual Report. There were many applicants. The successful candidates were:

- Sage Jull
- Lauren Fleetwood
- Jamie Helmkey

At the Banquet on April 16, 2023, the scholarships for 2023 were presented to:

- Dakota Tew-Hansen
- Regan Chaplin
- Amy Berekoff

Safety and Risk Management (Pavan Sangha)

Notably, each of the first three seasons of programming for CRFMHA were truncated or attenuated by the COVID-19 pandemic, so the 2022-23 season was the first season without pandemic restrictions.

ePact

This year more ePact records were submitted in comparison to previous year. 62 were still outstanding despite sending out reminder emails.

Buddy Check for Jesse

BCFJ campaign this year was done at the end of October and beginning of November. This campaign helps coaches bring mental health awareness to players and is such an important topic to address. Majority of the CRFMHA teams participated in this.

Governance (on behalf of Lauren Syverson)

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.

This year CRFMHA implemented or revised several policies including:

- Brand and Representation Policy
- Communications Policy
- External Funding Policy
- Equipment Use Policy
- Travel Subsidy Policy

Several others remain under revision and review:

- Third Party Requests Policy
- Development Policy
- Tournament Policy

Finally, a few other policies are expected to be reviewed in 2023-24:

- Volunteer Screening and Selection Policy
- Ice Allocation Policy

All updated policies will be reviewed at the Managers Meeting in the Fall of 2023.

Officiating - Administration (on behalf of Leah Kulas)

Following the resignation of Teri Cotton, Leah Kulas volunteered for this role and worked with several Board members to significantly improve our officiating program. A Hockey Canada Officiating Program (HCOP) clinic was hosted and additional ice times were hosted to support development of trained officials and to encourage others who are interested in future opportunities to attend an HCOP clinic.

The BC Hockey Referee Mentorship program was approved twice for CRFMHA - in conjunction

with the tournaments at Remembrance Day and Family Day.

This season we transitioned to referee game assignments using the Spordle Play platform. There were some learning points with this, but it appears to be a viable platform once some of the kinks are resolved and will ultimately allow for more seamless assignments, notifications, confirmations and payments.

Several administrative issues were identified with respect to officiating of U9 games, which should be resolved prior to the 2023-24 season.

By the end of the season, well over 90% of games hosted by CRFMHA were officiated by all-female crews.

PUBLIC RELATIONS

Officer's Report (Lisa Parkes)

The past year has been exciting from a Public Relations Committee standpoint, as we were finally able to hold all of the big public events that we have been missing out on. At the end of the 2021-22 season we held our first association-wide banquet, a fantastic event for all who attended! At the beginning of this past season, we had a welcome back barbeque open to all members of the association, and we also held a holiday skate, though unfortunately this event was impacted by the crazy snow event right before Christmas. We were also out in the community, promoting our association and introducing more girls and young women to the game through parades and festivals, as well as through our try hockey programs: Esso Fun Days and NHLPA First Shift. Our social media has been very active, posting about all of CRFMHA's happenings and successes, and we continue to grow our brand, with the Reign logo being recognized throughout the minor hockey community.

Director of Communications (Angela Harvie)

Email

This email address (communications@crfmha.ca) is used for information regarding social media posts and website submissions. Members of the CRFMHA board and players/families can submit information that they would like to be used in social media posts or on the website. Emails regarding changes to the website and upcoming GoalLine seminars are sent to this email. Some emails are inquiries about programs etc. they are forwarded to the appropriate Director to follow up.

Website

Our website is hosted by Goalline (Stack Sports), it was launched on May 1, 2020. The format/layout of the website has not changed this season. It has been a learning process figuring out how to edit the website, Donna has been very helpful in answering my questions. It has been requested that upcoming games be posted on the website, Donna was testing this feature out.

Updates made to the website through out the season include:

- Tournaments
 - Tournaments that CRFMHA hosted (Thanksgiving Classic, Remembrance Day Female Faceoff, Battle of the Biscuit & Family Day Ice Fest) registration links were posted and sponsor logos displayed, tournament programs (when I was provided with one) and winning teams announced.
- Teams:
 - Competitive - once Rep team rosters were completed they were listed here along with photos of the teams when they placed at an away tournament
 - Recreational - team photos were displayed from placings at home/away tournaments

Social Media

I use Facebook & Instagram to share the same info (upcoming programs, events, team news, congratulatory news) so that more people will see, regardless if they only follow/use one platform. I have been utilizing the Meta Business Suite to schedule posts for upcoming info/events, and have also started using Canva to create eye-catching posts.

Teams that had sponsorship were given the opportunity to provide a team photo and their banner to share on our social media. The sponsors were tagged in either or both Facebook/Instagram on the posts to show gratitude for their support.

Facebook - Victoria Girls Hockey

The Facebook page has gained 80 new page likes and 170 new followers.

Statistics:

- Total page likes - 562
- Total page followers - 728
- Top 4 Geographics of followers:

- Victoria - 316 (107 new)
- Langford - 62 (14 new)
- Sooke - 46 (12 new)
- Brentwood Bay - 29 (7 new)

In the month of March, 2023 our Facebook page reached* 12,700 accounts and our page was visited 2600 times. (Reach - the number of accounts that saw any of our posts or stories at least once).

Instagram - @vicgirlshockey

Our Instagram is our most popular social media platform and has gained a lot of new followers.

Statistics:

- Total Followers - 875 (275 new)... *and growing!*
- Total Following - 409 (207 new) mainly other MHAs and CRFMHA families
- Total Posts - 695 (not including stories)

In the month of March 2023, our Instagram reached 1621 accounts and our profile was visited 1157 times. We also gained 53 of our new followers.

I have been sharing photos from tournaments and events as stories so they can be compiled into highlights albums to view that can be found on our profile. It is easier to share stories when @vicgirlshockey is tagged as opposed to us being tagged in a post. I have utilized the repost app in these instances.

Twitter - @vicgirlshockey

Twitter is our least used account of our social media platforms. I haven't utilized the platform much this season (last tweet was August, 2022). I can try to make more of an effort of sharing posts to Twitter in the future.

Statistics:

- Following - 180 (no change)
- Followers - 131 (4 new)

Brand, Identity and Marketing (on behalf of Emma McArthur)

Preliminary work was done on registering a trademark for the Victoria Reign name and logo.

Promotion (on behalf of Wendy Watt)

Arena Displays

CRFMHA was offered a public display case at Pearkes Arena, which was stocked with a variety of Victoria Reign awards, jerseys, banners, photos and other items to promote the Association. There were also updates to existing displays at Oak Bay Recreation Centre, Panorama Recreation Centre and SEAPARC Leisure Complex. Installations at Archie Browning and JDF Arena remain unchanged.

Community Events

CRFMHA attended several events in the community for promotional purposes in 2022-23, including:

- PISE Family Sport and Recreation Festival (May 7, 2022)
- Thrifty Foods 122nd Victoria Day Parade (May 23, 2022)
- Keep Girls in Sport (KGiS) Golf Tournament (May 27, 2022)
- Selkirk Waterfront Festival (May 28 , 2022)
- Gorge Canada Day Parade and Picnic (July 1, 2022)
- UVic Thunderfest (September 9, 2022)
- Langford Parks & Recreation Open House (September 10, 2022)
- 40th Annual Peninsula Co-op Santa Claus Parade (November 26, 2022)

Graduating Player Gifts

Graduating players will receive a graduation gift from CRFMHA as a way to congratulate them for both their hard work and involvement in the Association. The gift this year is a shadow box with a customized jersey-print.

Graduating Player Photos

Graduating player photos collages were created by Mike Goldsworthy (@captured_sports). These were posted to our social media leading up to the Banquet, to acknowledge the career of each player.

Special Events (Anh Nguyen)

Welcome Back Barbeque (September 13, 2022)

Our kick-off event was held at Spectrum Community School and was attended by approximately 160 people. Our special guest was Micah Zandee Hart. The venue worked well as we used the theatre for a presentation by Micah. Micah's presentation was fantastic, I think everyone who attended it walked away with a piece of inspiration. The back field had a paved area which worked well for the BBQ. We had an autograph signing table set up for Micah and chairs for everyone else. At the ceremony, we publicly announced the addition of jersey #28 (Zandee Hart's number on the national women's team), to all Victoria Reign jersey sets and had players join her on stage wearing those jerseys to celebrate the moment.

The event was sponsored by Save On Foods and Jenner Chevrolet ("Grillverado"). As this was an inaugural event, we learned some efficiencies for planning that we will use to improve future events.

Annual Holiday Ice Festival (December 21, 2022)

Unfortunately, on the day of the festival it snowed a lot which affected our attendance. Despite the weather, we still had many families attend.

At the festival we sold some of the remaining stock of Reign gaiters, socks and vehicle decals. We also collected quite a bit of food for the Saanich Neighborhood Place. SNP dropped off bins for us and when we were done, they collected them as well.

2nd Annual CRFMHA Awards Banquet (April 16, 2023)

We held our second Banquet at Archie Browning Curling Rink. Catering was by Food for Thought. The Honored Guest was Mitzi Dean, MLA for Esquimalt-Metchosin. The Lindal Award was presented to Bob and Norma Saunders by Teri Cotton, on behalf of the Lindal family. Keep Girls in Sport (KGiS) once again sponsored a Leadership Award. We also recognized early Board members Wes Crealock, Steve Marsh and Brad Amson for their contributions in the formative years of CRFMHA.

Recruitment and Mentorship (on behalf of Maegan Thompson)

Esso Fun Days

We hosted two Esso Fun Day programs in the Spring 2022. The first program at Pearkes Arena ran from April 6 to May 4, 2022 and was led by Maegan Thompson and included 35 participants. The second program led by Tracey Thompson was at Westhills Arena from May 26 - June 25, 2022 and included 44 players.

We reviewed registration statistics and found that over 50% of Esso Fun Day participants are still playing hockey 3-4 years after their introductory experience.

NHL/NHLPA First Shift

We were fortunate to receive approval and support from the NHL/NHLPA First Shift program to host our fourth First Shift program, also led by Maegan Thompson. Unfortunately, the program began after the final date for player registration for the season, limiting the opportunities for those participants to extend their experience. For this reason, CRFMHA created a new program called "Overtime!", to allow several additional opportunities for development without adding them to a team roster. The First Shift program included 45 new players and 28 of those continued with the Overtime! Sessions.

We reviewed registration statistics and found that over 40-50% of First Shift participants are still playing hockey 3 years after their introductory experience.

HOCKEY OPERATIONS

Officer's Report (Glenn Wagner)

Considering the abrupt end to our inaugural season in March 2020, this was actually our first full season with no COVID-19 restrictions! This meant more tournament play for all our teams.

Highlights included expansion in every Division and more teams overall - 20 in total, including our first ever U11 Development team and expansion to two U21 teams. Unfortunately, despite hosting four U11 recreational teams, insufficient teams to host a separate North Island division meant more travel for these teams compared to the prior season.

Our new Referee-in-Chief, relaunched female referee recruitment and development to great success.

Development programs were well subscribed and we moved toward more consistent professional coaching for sessions in the Spring and Summer of 2022.

The individual reports below contain greater detail on all the Hockey Operations portfolios.

Coaching (on behalf of Doug Vincent)

The Director of Coaching was involved in organizing the competitive team tryouts and coach selection for competitive and recreational teams.

We hosted our first-ever Coaches Hot Stove meeting in March during the Richmond Ravens Ice Classic tournament. Attendance was good and there was a healthy exchange of ideas on how coaches can be better supported by the Association. Plans for coach development in 2023-24 were presented.

The Coach Evaluation surveys were completed in March 2023. Data will be collated and analyzed in the coming weeks and then feedback will be provided to coaches.

Competitive Hockey (Jeff Bow)

Tryouts were held during the final weekend in August 2022 at Archie Browning Sports Centre. We hosted tryouts for U13-A, U15-A and U18-A.

There were at least five evaluators at each session during Phase 1 including 2 goalie evaluators. Phase 2 of tryouts included exhibition games, at which time final selections were made for the U13, U15 and U18 teams. Max Analytics evaluation software was used to organize data throughout the tryouts.

Many players requested a report of their evaluation, which was provided through Max Analytics. One of the released players appealed the decision of the selection committee and the appeal was approved, although the player wished to remain on her assigned team, so no roster changes were made.

Despite being over-matched in some games at the start of the season the U13 and U15 teams managed to persevere and improve during the year with better results later in the year. All three teams had successful seasons. The U18-A won the District Championship and later advanced to the championship game at the BC Hockey Championships, coming home with a silver medal. The team also won 4 gold medals, 1 silver and 1 bronze at tournaments throughout the season.

U15-A had a silver medal win at one tournament and U13-A came away with one bronze medal.

Future tryouts will be improved by better balancing skills assessments and game play, condensing the tryouts, introducing more objective statistical criteria and by improving planning and communication.

We anticipate even more players at tryouts next year, and even more fun and excitement.

Recreational Hockey (Geoff Dawson)

We were able to form 17 recreational teams this season, 2 more than last year. Larger numbers in the U11 and U21 divisions helped make this possible with an increase of roughly 10 players in each over last season. Numbers in all other divisions remained fairly consistent with the previous year. Teams were formed based primarily on geographical location within the CRD so that players and teams could practice as close to home as possible. No age exemptions were required to facilitate team formation this season, a first for the Association. There were a few overage players who were new to hockey and better suited to a lower division, and there were several underage players who were placed in a higher division at the request of their families after being assessed as having the skill and maturity to justify the exemption. Early season exhibition games were used to test team balance in the U11, U13, and U15 divisions. After receiving feedback from all the head coaches, it was determined that the teams in each division were overall balanced and no player movement was required.

With 71 girls in the U11 division, CRFMHA was not only able to host four C teams, but cleared a path for all-female programming on the Island by declaring a U11 Development Team to compete in the U11 Development League. As was expected, the team had mixed success in its inaugural season. They were not as competitive as we would have liked to see in the U11 Development League, not winning a single placement or league game. However, they fared very well in exhibition games against integrated U11 recreational teams and U13 female recreational teams. They also performed very well in four recreational tournaments, winning gold at both the U11 Nanaimo Female Winter Classic tournament in December and the Richmond Ice Classic in March.

Team size was a common concern for several of the recreational teams this season, most notably in the U9, U11, U15 and U18 Divisions. The majority of teams in these divisions rostered between 13-15 players, with 1 team only having 12. In theory, these numbers should have been adequate and while VIAHA allows teams to be declared with 10 players, CRFMHA aims for a goal of 13 as the minimum. However, in reality they may have been too small when factoring in illness, competing commitments, variable interest level, inter-association game play against integrated teams with much larger rosters (U7 and U9 only), and other barriers like having to travel for league games and tournaments (U11 and up). Roster size for recreational teams will be a focus of consideration as we prepare for next season.

Unlike last season, travel was not limited to the South Island for the four U11 C teams as the North Island did not have enough teams to form their own league. Teams had to travel for league games to Nanaimo, Oceanside, and Campbell River. A couple of the teams were often left with short benches as a result. There was also concern among some members in this age group that the U11 recreational teams were much less competitive this season as a result of the more skilled players being on the U11 Development Team, an issue that should improve over time as the Association grows.

Once again, Esso Fun Days and NHL/NHLPA First Shift programs brought in late registrants in both the fall and winter months. Although instrumental in introducing girls to the sport and necessary for the continued growth of all-female hockey in the CRD, it continues to pose a challenge when new skaters join teams that have been practicing and playing for several months. Discussion on the best way to incorporate late registrants is recommended prior to the 2023-24 season.

During League play, recreational teams in all divisions were slightly less competitive this season than their respective opponents. League play did not yield many notable results although in the playoffs, U13-C1 went all the way to the championship game, finishing in second place.

Recreational teams had much greater success at tournaments:

- U18-TT won bronze at the Richmond Ravens Ice Classic in March.
- U15-C1 won silver at CRFMHA's Family Day Ice Fest tournament in February.
- U15-C2 won bronze at the Campbell River Stormfest in March.
- U13-C1 won gold at CRFMHA's Family Day Ice Fest tournament in February.
- U13-C2 won silver at the Richmond Ravens Ice Classic in March.
- U11 Development A won two gold medals (Nanaimo Holiday tournament and Richmond Ravens Ice Classic in March).
- U11-C1 won bronze at Richmond Ravens Ice Classic in March as well as a silver medal at Campbell River Stormfest.
- U11-C2 won silver at Richmond Ravens Ice Classic in March.
- U11-C3 won silver at Richmond Ravens Ice Classic in March.
- U11-C4 picked up bronze medals at both CRFMHA's U11 Remembrance Day Female Face Off and the U11 Female Oceanside Tournament.

Development (Genai Loudoun)

Off Season Development

CRFMHA hosted a series of development opportunities **over the off-season** (April to August 2022). All these programs were supported by an extension of our VIHA Community Wellness Grant, which helped keep costs down for participants.

2022 Friday Night Development

This is a perennial favorite and in 2022 we increased the frequency of professional coaching. With 139 participants, nearly all Divisions were sold out!

2022 Sunday Night Games Series

We had 23 U11-U13 participants and the U15, U18 and U21 had 22.

2022 Future Stars Camp

The camp instructor was Olympic Gold Medalist, Laura Fortino, who was inspiring for all the participants. Not only did she bring her knowledge of the pathways to Olympics, but on the ice she provided some higher end drills and competitive battles. She was personable and helped to engage the older girls to continue to drive towards their dreams.

2022 Bust the Rust and Rep Prep

Bust the Rust (56 participants) and Rep Prep (57 participants) both were well attended. We introduced professional coaching for the Rep Prep sessions for the first time.

Regular Season Development

During the regular season (September to March), CRFMHA hosted a series of development opportunities.

Winter Development Sessions

These ran from November to early January and were presented in collaboration with **BW Hockey, Science of Skating and PowerWest Athletics**. Uptake was low with 22 participants and ice times were less than desirable, so the program ran at a deficit. Next year development during the season should be added as a consistent session on a recurring weekday, if we have this flexibility with ice allocation.

U9-U11 Development Pathways Program

This program was run in collaboration with **Scott Grover from the Science of Skating**. This program has great feedback from multiple parents about the coaching and engagement of the children. This program helped those kids that wanted to focus on advanced skills. This program

exceeded our expectations and had 24 participants. We expect to present this again next season, likely at a lower cost per participant..

Shooting Clinics

Sessions were presented in collaboration with **BW Hockey** and ran over Family Day weekend with 28 participants. This program came together quickly based on ice availability, but proved popular and may be something we add to our recurring development options.

Upcoming Development Opportunities

2023 Friday Night Development

At the time of preparation, nearly all sessions of this program are sold out with a waitlist.

Reign Spring Hockey

We have had significant interest in a new Spring Hockey Program. This is a hybrid model working with BC Hockey around teams being created for the Spring Hockey Program. Each team will receive 6 development sessions, followed by tournaments. Due to demand, ID camps were necessary for the U11 division and two teams were created (A and B). We ended up with 6 teams in total (U9, U11A, U11B, 2011, 2010, U15). We secured some professional coaching for U11A and above (**Courtney Jackin, Carly Haggard, Kevin Salmons, and Jesse Hammill**). This Program not only showed lots of interest but ended up with 108 participants and 27 girls from other MHAs (with permission from their MHA President). This program stands to turn a profit this year. There were several bumps along the way with this program, but each was a learning point and it should continue to grow for future years to come!

Goaltending (on behalf of Andre Wuest)

Previous attempts at goaltending development as stand alone sessions proved difficult, so we considered an infolded approach at team practices, which was also suboptimal. We moved to a stand alone goalie development program, which had some interest but attendance was limited due to conflicting team-based events and the cost. We will continue to explore improved formats for goalie development. We know from the wildly popular Spring and Summer sessions that there is definite interest in this type of programming, but implementation during the Regular Season continues to be a hurdle.

A couple of Reign coaches attended the Level 1 and Level 2 BC Hockey Goaltending Coaching Clinics. These were reviewed very positively and we will move towards having at least one coach on each team certified at Level 1 and eventually Level 2, in order to improve the learning experience for our goalies at their team practices.

Officiating - Development (on behalf of Leah Kulas)

See report above (Under "Administration").

FINANCIAL

Treasurer's Overview (Kelly Chaplin)

The Association remained on relatively stable financial ground throughout the 2022-23 season. Significantly increased registration numbers and corresponding fee revenue was offset by the increased costs for additional ice, game officials, insurance, and other costs needed to meet the needs of a growing membership. As individual player registration costs do not cover the full cost for an individual to play hockey, we rely heavily on external grants, sponsorships, and other fundraising efforts to cover the required costs.

This year we submitted a detailed full-form gaming grant application for consideration and received an increased amount relative to prior years, and we will continue to pursue increased amounts as we continue to grow. We received additional sponsorship and grants from various sources, though lost other grants we had received in prior years as a number of those grants were one-time in nature. Our most successful fundraising effort during the year was the second annual 50/50 raffle sponsored by the Association, which doubled total sales compared to the first year and contributed a net amount of almost \$13,000 to our funds after the prize and expenses.

We were not in a position this year to provide travel subsidies to teams as we had done in the previous season - those funds paid out last year were available largely due to lower expenses during the previous year when many normal hockey operations and associated expenses were paused due to the pandemic. Our ability to pay such subsidies in future years will depend almost entirely on availability of grants and fundraising efforts.

As the Association enters its fifth year of operation, we are pleased that it is now on solid financial footing but remain cognizant that we are running on an approximately break-even basis year to year. Keeping registration fees at a reasonable level will require continued pursuit of grants, sponsorships, and other fundraising initiatives.

Registrar (Laurie Wishart)

This season again saw a significant increase in participation. Total registrations by the end of season included 295 players rostered on Reign teams and another 28 who formally registered after the NHL/NHLPA First Shift program in March, but were rostered to a development

program, for a grand total of **323 players!** This represents a 29% increase over the prior season and 49% increase since the pandemic. We hosted 20 teams this season, with the most notable changes being the return of a U13-A team, addition of the U11 Development A program and expansion of the U21 division by one team. In total there were 17 recreational teams (including U11 Development A) and 3 competitive teams.

There are some important changes in progress with respect to registration and all members should by now have created **“My Account” in Spordle** prior to registration. Additionally, effective for the 2023-2024 season, VIAHA no longer accepts Respect in Sport for Activity Leaders as a substitute for RIS Parents Version, which is the required component. Therefore, any team staff who have previously done RIS-Activity Leaders will now have to complete the **RIS-Parents Version** for the upcoming season.

Thanks to all of the dedicated and hardworking board members! Great job this season.

External Funding (on behalf of Terry Lalari)

Charitable Donations

With families affected by the ongoing financial strain of the pandemic, we again avoided an organized charitable donations campaign.

Donations

We received some cash donations during the Bottle Drive and more significant donations from Victoria Women's Ball Hockey League, CFA Santa's Anonymous and TD Bank (in association with International Women's Day).

Sponsorship

This season we continued to focus on known national sponsorship programs rather than pursue small businesses affected by the pandemic. We were sponsored by three local branches in the Scotiabank “Hockey For All” Program (Belmont, Sidney and Hillside) based on requests by Lisa Parkes, Donna Perman, Ian Fleetwood and Terry Lalari.

Meagan Thompson ran the NHL/NHLPA First Shift and Esso Fun Days programs, which includes sponsorship funding for both the program itself and, for First Shift, an additional amount for demonstration of a retention strategy.

Our younger players benefited from the Tim Horton's TimBits (U7-U9) and McDonald's atoMc (U11) programs, administered by Meredith Walker.

We continue to benefit immensely from in kind sponsorship by West Shore U-Lock, who provide CRFMHA with a large storage unit, which has been exceptionally helpful since we haven't been able to access storage space at most of the rinks.

Fundraising

We are settling into an annual cycle of reliable fundraising events. These include the Bottle Drive at the beginning of the season, the hockey draft in October and now a new 50/50 Raffle in February.

Thanks to Geoff Gair, with support from Kelly Chaplin, we hosted our 4th annual NHL hockey draft on officepools.com, which was successful. We will be repeating this again next season. The 2022-23 winners were:

1. Andre Wuest (Team HC Davos) - \$700
2. Darrin Griffiths (Team Moochie) - \$300
3. Robert Brosinsky (Team Brosinky) - \$100

Terry Lalari worked with [Rafflebox](https://rafflebox.com) to host our second annual 50/50 draw. Based on uptake in 2022, we increased the pool of tickets. Demand for tickets, particularly in the last 48 hours, greatly exceeded our expectations, although likely fuelled by frequent social media posts with regular updates on the jackpot amount.

Grants

Lisa Parkes submitted our BC Community Gaming Grant, with support from Kelly Chaplin and Ian Fleetwood.

Our 2022 Spring/Summer Development program was supported by an extension of the VIHA Community Wellness Grant, which helped subsidize the cost for all Spring/Summer programs in 2022.

A viaSport Lead Forward grant to support development of officials in August 2022 was successful.

We received a viaSport Rally Together Grant to help support post-pandemic volunteerism.

Unfortunately, some of our larger grant applications were declined, including Victoria Foundation Community Grant (2022), Vancouver Foundation Recovery and Resiliency Fund, Canadian Tire JumpStart Development Grant.

We currently have two applications pending, including the Community Services Recovery Fund and Victoria Foundation Community Grant (2023).

Ice and Facilities (on behalf of Karla Easingwood)

We acquired ice on 13 ice surfaces at 10 facilities administered by 7 municipalities and 3 private agencies. A challenge of this portfolio is integrating schedules from all those facilities, each with slight variations in timing and zamboni protocols, into a single reference document.

We saw improved weekly ice allocation at West Shore Parks and Recreation and gained some new ice times at Westhills Arena, although they conflicted with other early morning ice contracts. We also acquired ice for a new Family Day tournament at Archie Browning Sports Centre as well as a Jamboree at Pearkes just before New Years Eve. Allocation for a regional program through 10 facilities continues to be a challenge, although we anticipate additional improvements for the upcoming season.

Equipment (on behalf of Meredith Walker)

Our association sponsorships for **Timbits** and **atoMc** uniform programs for U7-U11 were again successfully renewed this season. We are grateful for the jerseys, socks, and various player gifts provided by our sponsors.

We outfitted many beginners for Esso Fun Day programs in April/May, May/June and August.

Great effort was put into reorganizing our existing storage space at Archie Browning Sports Centre to make more efficient use of the space. We also purged some of our older loaner gear that no longer met a minimum standard.

Traditional standards for use of equipment and jerseys have now been formalized in the new Equipment Use Policy.

Many thanks to **Westshore U-Lock** for their continued support in sponsoring our storage unit.

Tournaments (Judth Hales)

CRFMHA hosted three tournaments and one Jamboree during the 2022-2023 season, the most we have ever been able to offer and it made for an extremely successful season post-COVID as we have resumed full hockey operations.

Thanksgiving Classic (Competitive)

The event brought visitors from as far as Kamloops with a 12 team tournament. It was held at Pearkes Recreation Centre. This tournament got great visibility as BC Hockey sent a photographer and Black Press covered some of the event. It is highly recommended to keep it as a rep tournament based on early dates in the season and rep teams are formed earlier. This will allow us to keep building from the successes of this tournament. If ice allocation allows it, U11 Development could be included. Attendees included:

- U13-A - Victoria Reign, Vancouver Angels (Silver), Surrey Falcons, and Tri City (Gold)
- U15-A - North Shore Avalanche (Silver), Burnaby Wildcats (Gold), Richmond Ravens, Victoria Reign
- U18-A - Kamloops Blazer (Silver), North Island Impact, North Shore Avalanche, Victoria Reign (Gold)

Remembrance Day Female Face Off

This was hosted in Sooke with 8 teams, including 4 Victoria Reign host teams. This event continues to be very successful. There was significant interest and it filled quickly. Attendees included:

- Oceanside Icebreakers (Gold)
- Powell River Queens (Silver)
- Meadow Ridge Barracudas
- Chilliwack Warriors
- Victoria Reign C1, C2, C3, C4

The "Battle of the Biscuit" Jamboree

This was a first for the CRFMHA. It was not planned at the beginning of the season due to lack of ice allocation, but revisited upon request from the U9 and U7 Managers and Coaches. We were able to secure enough ice at Pearkes Arena and the event took off. It was decided to push towards a female only jamboree as CRFMHA supports girls hockey. The event had over 80 female players registered and was a great success. Participants came from all over Vancouver Island, covering Port Alberni, Oceanside, Nanaimo, Comox and also some local players from VMHA, PMHA, SDMHA. I would like to see this event return every year as it has amazing potential for the growth of female hockey and is a 100% fun event for all girls.

Family Day Ice Fest

This was for U13C/U15C and was held at Archie Browning Sports Centre. The U15 Division turned out to be trickier to book, partially due to playoff scheduling restrictions on the mainland. The U13 filled up quickly with lots of requests from all tiers. This tournament coincided with the Chevrolet Good Deed Cup project and was launched on the same weekend. Attendees included:

- Reign U13-C1 (Gold)
- Nanaimo U13-C1 (Silver)
- Reign U13-C2

- Tri Cities U13-C2
- Campbell River U15-C1 (Gold)
- Reign U15-C1 (Silver)
- Reign U15-C2
- Surrey U15-C2

Overall it was a very strong year for CRFMHA post-COVID. All tournaments were successful with little to no concerning issues but lots of lessons learned. Next season all tournaments will be posted earlier to give teams from the mainland and outside BC the opportunity to attend.

We did not host an internal tournament for U11 Development A or U18-C1. Both of these teams had one single team for season 2022-23. We will need to review tournament allocation on an annual basis as soon as our distribution of teams and ice allocation are known, as well as any details about concurrent external tournaments.

I recommend starting all teams as early as possible on the tournament hosting organization and as soon as the ice becomes available and teams are formed.

We are looking into hosting the 2024 U13-A BC Hockey Championship and placing a bid.

Finally, working on updated guidelines for tournament organization to deliver for September for tournament host committees

Thanks to our Supporters!





