




GIRLS HOCKEY CALGARY

2019 AGM

MAY 27, 2019

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INTRODUCTION OF BOARD & STAFF

Jody Forbes President	John MacDonald VP Mktg & Comms/Secretary	Jason Higgins VP Community
Kathleen Dengler Treasurer & VP Administration	Ted Oloriz VP Operations	Jamie Martin VP Elite
Samantha Holmes-Domagala Director Coaching	Tanya Mitenko Director Community	Brett Turner Director Operations
Grant Borbridge Director Elite	Spryng Kubicek Director Elite	Darrin McCallum Director Coaching
Stephanie Mesher Director Marketing	Holly Gibney Director Marketing	Jacqui Piebiak Director Community
Corinne Ross Registrar	Karen Sinclair Ice Scheduler	Melanie Van Vliet Mgr Hockey Admin

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PRESIDENT'S REPORT

- 2018-19 WAS ANOTHER SUCCESSFUL HOCKEY SEASON FOR GHC
- OUR ASSOCIATION GREW BY ANOTHER 6.1% TO 803 PLAYERS IN 2018
- GHC HAS GROWN 60.3% FROM 2014-2018
- WE HAD 48 TEAMS ACROSS GHC AT EVERY LEVEL- TIMBITS TO MIDGET AAA. A GROWTH OF 2 TEAMS FROM 2017-18
- WE HAD OVER 250 VOLUNTEER COACHES AND ICE HELPERS
- WE WON 3 PROVINCIAL CHAMPIONSHIPS AND HOSTED THE BANTAM A PROVINCIAL
- WE WON 2 COACH OF THE YEAR AWARDS (TERRY JOHNSON AND DAVID ADDISON) AND HA VOLUNTEER OF THE YEAR (JODY FORBES)
- ANOTHER YEAR OF GROWTH AND CHANGE, OUR BOARD OF DIRECTORS UNDERTOOK MANY TASKS AND IMPLEMENTED NEW INITIATIVES, POLICIES AND PROGRAMS

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GROWTH AND PARTNERSHIP

- GROWING THE GAME-150 GIRLS ATTENDED THIRD ANNUAL COME TRY HOCKEY AND 20 ATTENDED TRY GOALIE EVENT
- GROWTH OF THE CALGARY FIRESTARTER ELITE TOURNAMENT TO OVER 30 TEAMS FROM WESTERN CANADA
- GHC AND HOCKEY CALGARY COMPLETED A SUCCESSFUL RENEWAL BID TO CONTINUE HOSTING 5 CALGARY FIRE TEAMS IN THE AFHL
- CONTINUED TO EXPAND ENMAX PARTNERSHIP ADDED AN ENMAX PHOTO DAY AND PLAYER ASSISTANCE FUND TO APPAREL SPONSORSHIP
- CONTINUED TO GROW PARTNERSHIP AND RELATIONSHIP WITH CALGARY INFERNO WITH MENTORSHIP, DEVELOPMENT AND PROMOTIONAL OPPORTUNITIES
- SADLY, FOR FEMALE HOCKEY IN CANADA THE CWWHL HAS CEASED OPERATIONS AND THE CALGARY INFERNO HAS FOLDED

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NEW INITIATIVES

- INITIATED A TIMBITS AND NOVICE DEVELOPMENT PROGRAM (P3 RIGHT START)
- REVAMPED GHC'S SOCIAL MEDIA SYSTEMS (TWITTER, INSTAGRAM, FACEBOOK) AS WELL AS RE-DESIGNING ITS WEBSITE
- INITIATED TEAM BANKING PROCESSES TO INCREASE SECURITY
- IMPLEMENTED JR INFERNO GOALTENDER REBATE PROGRAM AS PART OF AN ON-GOING DEVELOPMENT AND INCENTIVE PLAN
- PARTNERED WITH WICKFEST TO PRE-RESERVE A BLOCK OF SPOTS FOR GHC TEAMS
- ATTEMPTED AN INAUGURAL EDMONTON/CALGARY CROSS OVER WEEKEND
- PARTNERED WITH HOCKEY ALBERTA TO SUPPORT THE GLOBAL GAME

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OPERATIONAL PROCESS ENHANCEMENTS

- UPGRADED GHC ACCOUNTING SOFTWARE TO QUICK BOOKS
- MAKING CHANGES TO EVALUATIONS PROCESS TO REFLECT LESSONS LEARNED FROM PRIOR SEASON
- INITIATED TRANSITION TO A CLOUD BASED FILE STORAGE SYSTEM AND UPGRADED ASSOCIATION IT PROCESSES
- UPGRADED STORAGE ROOM AND OFFICE SPACE CONSTRUCTION TO MAXIMIZE FOOTPRINT

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IMPLEMENTED A PILOT LEAGUE STRUCTURE

- ALL REMAINING GHC TEAMS (22) IN THE RMFHL WERE MOVED TO HOCKEY CALGARY TO PLAY IN A COMBINATION OF ALL FEMALE DIVISIONS (AFD) AND REGULAR HC DIVISIONS
- GHC UTILIZED THE YEAR END SURVEY AS PART OF THE GAUGE IN DETERMINING IF WE HAD MET OUR GOALS OF THE PILOT LEAGUE. THE SURVEY ALONG WITH LEAGUE STATISTICS, HOCKEY CALGARY FEEDBACK, LEAGUE COORDINATOR AND ICE SCHEDULER INPUT WAS REVIEWED BY THE BOARD AS MEASURES OF SUCCESS OF THE PILOT.

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GOALS OF PILOT LEAGUE

GHC BOARD OUTLINED THE FOLLOWING KEY PERFORMANCE INDICATORS (KPI) FOR THE PILOT

- DECREASED TRAVEL
- INCREASED COMPETITIVE BALANCE WITHIN LEAGUES
- ENHANCED OPERATIONAL FUNCTIONING OF THE LEAGUE
 - SCHEDULING STABILITY-PUBLISH SCHEDULES CLEARLY AND IN ADVANCE SO FAMILIES CAN PLAN
 - ICE USAGE- MAXIMIZE ICE USAGE BY INTENTIONALLY CREATING A BALANCE BETWEEN PRACTICE AND GAME PLAY
 - GOVERNANCE-FOLLOW CLEAR AND TRANSPARENT RULES AND PROCESSES
 - GOALTENDING-REDUCED DISRUPTION IN DIVISIONS WITHOUT SUFFICIENT GOALIES

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GHC SURVEY RESULTS AS A MEASURE OF THE LEAGUE KPI'S

**THE SURVEY HAD 261 RESPONDENTS.
197 WERE PARENTS (75.5%), 53 COACHES (20.3%) AND 11 PLAYERS (4.2%).**

<p>TRAVEL:</p> <ul style="list-style-type: none"> • 82% OF THE FAMILIES RESPONDED THAT THEY WERE SATISFIED OR VERY SATISFIED WITH THE AMOUNT OF TRAVEL IN 2018/2019 SEASON. • 88.2% OF THE COACHES THAT RESPONDED WERE SATISFIED OR VERY SATISFIED WITH THE AMOUNT OF TRAVEL. 	<p>COMPETITION:</p> <ul style="list-style-type: none"> • 69.80% OF FAMILIES WERE SATISFIED OR VERY SATISFIED WITH THE EQUALITY OF COMPETITION WITHIN THEIR DAUGHTER'S DIVISION. • 73.2 % OF FAMILIES WERE SATISFIED OR VERY SATISFIED WITH THE ABILITY FOR THEIR TEAM TO COMPETE WITHIN THEIR LEAGUE. • 76.47% OF THE COACHES THAT RESPONDED WERE SATISFIED OR VERY SATISFIED WITH THE EQUALITY OF COMPETITION WITHIN THEIR DIVISION. • 80.4% OF COACHES WERE SATISFIED OR VERY SATISFIED WITH THEIR TEAM'S ABILITY TO COMPETE.
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SURVEY RESULTS CONT'D

<p>OPERATIONAL FUNCTIONING:</p> <p>➤ COMMUNICATION</p> <ul style="list-style-type: none"> • 82.4% OF FAMILIES WERE SATISFIED OR VERY SATISFIED WITH THE COMMUNICATION FROM THE LEAGUE REGARDING GAME SCHEDULES AND ANNOUNCEMENTS, AND FELT THAT PROCESSES WERE CLEAR AND EASILY ACCESSIBLE. • 86.3% OF THE COACHES THAT RESPONDED WERE SATISFIED OR VERY SATISFIED WITH THIS COMMUNICATION. 	<p>➤ LEAGUE EXPECTATIONS</p> <ul style="list-style-type: none"> • 79.2% OF FAMILIES WERE SATISFIED OR VERY SATISFIED THAT THERE WAS CLEAR LEAGUE EXPECTATIONS SET FOR EACH TEAM. THIS INCLUDES WEBSITE REQUIREMENTS, SCHEDULING WINDOWS, GAME REPORTING PROCESSES, AWARENESS OF RULES AND LEAGUE PROTOCOLS. • 84.3% OF THE COACHES THAT RESPONDED WERE SATISFIED OR VERY SATISFIED WITH THIS.
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FUTURE CONSIDERATIONS

<ul style="list-style-type: none"> • ICE- CONTINUED GROWTH IN GHC TEAMS AGAIN MEANS A CONSTANT SEARCH FOR ICE. GHC WORKS WITH HOCKEY CALGARY, THE CITY AND PRIVATE ARENA OPERATORS TO FIND ICE DURING REASONABLE HOURS 	<ul style="list-style-type: none"> • ELITE HOME- THE SEARCH CONTINUES TO FIND AN ARENA FOR THE HOME OF THE ELITE DIVISION
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FUTURE CONSIDERATIONS

<ul style="list-style-type: none"> • COMPETITION- THE ASSOCIATION JUST FINISHED ITS FIRST YEAR AWAY FROM THE RMFHL AND, AS EXPECTED, THERE WERE SOME GROWING PAINS BUT THE BOARD WAS PLEASED WITH HOW THE NEW PROGRAM ROLLED OUT 	<ul style="list-style-type: none"> • SPACE AND RESOURCES- THE GHC OFFICES WERE GIVEN A FACELIFT AND THE INVESTMENT IN NEW HARDWARE AND SOFTWARE SYSTEMS IS NOW BEGINNING TO PAY OFF
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FUTURE CONSIDERATIONS

- QUESTIONS?

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