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CARHA Hockey – 2022/23 Annual Report

Message from the President

The 2022-23 hockey season was the first season since the pandemic where hockey was permitted without restrictions in Canada. Despite the return of hockey, the association experienced a slight decrease in membership registrations however, maintained a similar retention percentage to pre-COVID. The primary reason for the decrease was that fewer players were participating amongst our member groups.

During the onset of the season, the association strategically created a sales approach that integrated both CARHA Hockey's and iPlayHockey's programs, which facilitated the promotion of three membership options for the adult rec hockey market. This proved successful and was welcomed by groups looking for different programs. This strategy also minimized the departure of groups as we were able to offer a program to meet their needs.

Sanctioned tournaments started to see a rebound however, did not gain momentum until post December. As a result the association saw a reduction in the number of events registered compared to pre-COVID (2019).

iPlayHockey experienced a change in programming offerings and no longer offered a program for contact hockey. Instead, this portion of the membership transitioned over to a new organization, OMNI Hockey.

The Pacific Cup returned and was welcomed back by the membership as demonstrated by it selling out. New for the 2023 event was a partnership with Victoria Sport Tourism, which provided funding to help draw more participants to the Victoria area. Molson continued its partnership and the event exclusively provided gift cards to each team for Molson product redemption.

The Thunder Bay Adult Hockey League returned to capacity as did the Travellers Hockey League (both summer and winter). This is a strong indication that people are looking to return to the sport and the expectation is to see further growth.

From a sponsorship standpoint, the association renewed its partnership with Molson Canada. Predominately a receipt program, with the return of tournament and league play, the results of this program were fruitful for Molson. The association also maintained its partnership with Keener Jerseys. In addition, a number of CARHA Hockey World Cup sponsors have demonstrated interest in establishing a national partnership with the association with talks planned for the Fall 2023.

The 2023 CARHA Hockey World Cup was hosted in Richmond, BC in March 2023 and from a participant feedback was a resounding success. The Event welcomed 98 teams from nine countries and delivered an incredible experience for players with the Parade of Athletes, Opening Ceremonies, Athletes Village and Closing Ceremonies.

Stemming from the launch of *The Next Stride (TNS)* in 2021-22, two major campaigns returned in the 2022-23 season. The Outdoor Rink (ODR) campaign, which showcased volunteers and enabled communities to enter for a chance to win funding for their future ODR initiatives and the Game Changers campaign, which highlighted trailblazers focused on the development of female

programs. Each campaign was profiled nationwide effectively promoting the association's objective of connecting with the community.

The association launched a *Learn to Play* program in the Ottawa area entitled *Mom's Night Out*, which targeted women looking to learn the game in an unthreatening and social setting. This program was subsidized by the association via funding and was sold out.

Internally, the association is currently working in a hybrid setting where 50% of the time is spent in office and 50% spent working remotely. This flexible approach has been well received by the staff. As a result, consideration for an adjusted office space that is more conducive to the requirements is being considered. A survey was issued to the "team" to gather feedback on what they value as important available amenities, perceptions of shared offices, etc. With the association's lease end date coming up in December 2025, options will be reviewed in the coming year.

Thank you to the Board of Management, the association's internal team, our partners and sponsors, and most importantly to our respected members for their loyalty over the last year.

Michael Peski
President

Mission Statement

To be the dedicated resource and service provider for rec hockey communities in Canada by offering affordable, comprehensive insurance coverage, programs, and valuable benefits to our members and enhance the experience of those involved in the game of hockey.

Membership Program

The association's membership program demonstrated a respectable rebound since COVID-19. Although the revenue was slightly less, the number of groups were maintained. A common trend was that many groups were experiencing a decline in participation so despite the group playing once again, their numbers were down.

Networking with municipalities across the country continues to be top of mind. From both a program development and risk management standpoint, these relationships are incredibly important. Customer service and demonstrating leadership in the hockey communities has been a primary focus to expand the brand and truly establishing itself as an expert in the adult rec hockey world.

This season saw a partnership with Sport Ninja, which facilitated the association offering complimentary live stats to its member leagues. The results were 15 leagues who took advantage of this offering and 15 who tried it out but opted not to continue for various reasons.

Community Engagement

After launching *The Next Stride* in the Spring/Summer of 2021, the association established two ongoing campaigns; one that supported community outdoor rinks (ODR) and volunteers and a second that recognized trailblazers in leading the development of programs for women and girls. The result of these two campaigns was new membership revenue and participation in sanctioned events, in particular, solid representation at the CARHA Hockey World Cup.

In its second year, the ODR campaign saw 151 entries over a 5.5 week period and impressive social media metrics with a reach of 21,766 and 759 Facebook engagements. The Game Changers saw 36 participants over a four week period with a reach of 15,109 and 437 engagements. Over 15 meaningful connections were made with the likes of municipalities, hockey groups and third party independent businesses. Almost 20 new leads were also generated.

Provincial Tournaments

The return of the Pacific Cup was welcomed in January 2023 and was hosted in Victoria, British Columbia. Sold out with over 120 teams participating, it was terrific to see this event return to its pre-COVID capacity. The association partnered with Tourism Victoria, which provided additional resources to help promote the event beyond the local and nearby areas.

Sponsorship

The association was successful in renewing its national sponsorship with Molson Coors. Based on a receipt program, this program activation generated more than \$115K in Molson sales.

Keener Jerseys continues its partnership with the organization and will be up for renewal in 2024.

In addition, the association was successful in maintaining interest from a number of CARHA Hockey World Cup sponsors in exploring national sponsorship programs.

2020 CARHA Hockey World Cup = 2023 CARHA Hockey World Cup

The CARHA Hockey World Cup is organized every four years in a select Canadian city, and is an event that attracts participants from all across Canada, the United States, Europe, and Asia. After being postponed three times due to COVID-19, the Event took place March 19 to 26, 2023 in Richmond, BC.

Considering the international travel restrictions were in play leading up to the Event, the association is proud of its 98 participating teams from nine countries. A first for the event was the participation of four teams from Australia.

In addition, the 2023 edition of the event recruited its most sponsorship revenue since the onset of hosting the Event in 1996.

Tournament Support Program

CARHA Hockey's tournament support program offered two sanctioning options for tournament organizers. The first option was a basic program that offers insurance and tournament organizing materials whereas the second option provides divisional championship prizing. In addition, the association's partnership with Molson allowed for tournaments to access additional prizing in exchange for their support of Molson products. The 2022-23 season supported 214 tournaments overall with many returning in the latter part of the season.

League Operations

The organization operates two league: the Thunder Bay Adult Hockey League (summer league) and the Ottawa Travellers Hockey League. Both of these leagues were able to operate and returned to almost pre-COVID participation numbers.

Referee Program

The association saw a return to its registered referee numbers since pre pandemic. As the number of hockey groups back on the ice grew, so did the number of officials returning to the game.

In an effort to promote the safety of the game and to encourage member referees to maintain their knowledge of the rules, the association preserved its Official Rule Book and Online Referee Quiz;

a recommended program for all member officials and a requirement to officiate in any of CARHA Hockey’s Provincial Tournaments and the CARHA Hockey World Cup.

iPlayHockey

iPlayHockey continues to fill a void in the marketplace with the offering of non-contact hockey insurance for youth hockey schools, camps and AAA spring/summer teams. This arm of the business works closely with coaches and instructors and offers its own complimentary Drill Vault for its marketplace.

Social Media and Communications

The association’s social media channels were analyzed closely in the 2022-23 season and strategies for each platform were executed. A more human-centric focus was put in place with member stories and celebrating the good in hockey. Promotions were profiled and featured with the goal of driving traffic to landing pages on the association’s website.

Working with and leveraging our connections with influencers facilitated a growth and extension of our brand amongst our target audience.

Social Metrics (Sept 1, 2022 – August 31, 2023)

CARHA Hockey:	CARHA Hockey World Cup:
<p><u>Social Media</u> <i>As of August 31 – Growth compared to last year totals</i></p> <ul style="list-style-type: none"> • Facebook – 5,770 (+0.8%) • Instagram – 1,880 (+3.2%) • X – 4,102 (-2.1%) <p><u>Mailchimp</u> (Includes Ice Chips, Women’s Hub, Partner Promos, The Next Stride) <i>Totals as of August 31, 2023</i></p> <ul style="list-style-type: none"> • Subscribers: 9,821 • AVG Open Rate: 41.4% • AVG Click Rate: 1.9% 	<p><u>Social Media</u> <i>As of August 31 – Growth compared to last year totals</i></p> <ul style="list-style-type: none"> • Facebook – 2,817 (+7.9%) • Instagram – 786 (+42.5%) • X – 3,134 (-0.4%) <p><u>Mailchimp</u> <i>Totals as of August 31, 2023</i></p> <ul style="list-style-type: none"> • Subscribers: 4,691 • AVG Open Rate: 40.5% • AVG Click Rate: 3.5%
<p><u>CARHA Hockey YouTube Streaming Views</u></p> <ul style="list-style-type: none"> • Richmond Ice Centre Games (via SportsCanada.TV YouTube Channel): 39,174 views https://www.youtube.com/playlist?list=PL2NkU8CGNksI_aMckHZfuyhPQ9U6mMUj • Richmond Olympic Oval Games: 580 views (posted to our channel post-event) https://www.youtube.com/playlist?list=PLU0K9-ckn7l436prA6MJzVYvWQU_j0b6Q <ul style="list-style-type: none"> ○ Live streaming on Olympic Oval TV during tournament - viewership stats are not recorded by streaming program <ul style="list-style-type: none"> ▪ Olympic Oval TV landing page stats (provided post-event for event week) 	

- Views: 7,025
- Unique Views: 4,938
- Avg. Time on Page: 5:21
- CHWC Playlist: 4,594 views
 - https://www.youtube.com/playlist?list=PLU0K9-ckn7l7mXyAUkeBEV01v_aMvjTo4
 - Memories (Emotive video): 429 views (included in above total)
 - Feature Game Broadcast: 165 views (included in above total)

Financial Overview

Sources of Funding	
Program Revenue (Membership Events, Sponsorship, Other)	\$3,203,342
World Cup	\$2,916,086
Total	\$6,119,428
Sources of Expenditures	
Program Development/Promotional	\$139,132
Office / IT	\$196,626
Administration	\$1,206,153
Operations	\$635,286
Event/Community Development	\$3,899,225
Total	\$6,077,199

OUR THANKS AND APPRECIATION TO THE CARHA HOCKEY TEAM

Michael Peski, President

Lori Lopez, Executive Director

Lucy Peeling, Manager, Special Events and Programs

Laurie Langlois, Manager, Member Services and Community Engagement

Shannon Killeen, Manager, Service and Administration

Scott Wilson, Manager, Hockey Operations

Clarinda Sharpe, Coordinator, Member Services

Becky Kolberg, Manager, Communications and Digital Media

Gregory Robertson, Coordinator, Member Services

Kristan Leach, Coordinator, Membership Services and Program Development

Kailey Sauve, Coordinator, Membership and Registration

Kevin Ferguson, Coordinator, Membership and Community Engagement

Angelina Fonzo, Coordinator, Membership and Registration

Shawn Perrier, Manager, Programs and Promotions (iPlayHockey)

Patti Kenny, Bookkeeper

Tom Nightingale, IT and Database

Ross MacLachlan, Website and Database

John Luimes, Designer

Keith Milne, Cartoonist

Robin Billingham, Digital Media Design and Development