



ANNUAL REPORT



2015-2016
JULY 1, 2015 - JUNE 30, 2016

TABLE OF CONTENTS



3 MESSAGES

Tom Renney
Joe Drago

4 WHO IS HOCKEY CANADA?

Lead, Develop and Promote
Positive Hockey Experiences
Board of Directors
Vision: World Sports Leaders
Hockey Canada Believes In...

6 YEAR IN REVIEW

8 EVENTS

10 HIGH PERFORMANCE

Results
Canada's IIHF Ranking
National & International
Experience – National Men's
Team/National Women's Team

14 MEMBERSHIP DEVELOPMENT

Hockey Canada Skills
Academy
Hockey University
Respect In Sport – Parent
Program
Coaching Clinics
Hockey Canada Regional
Centres
World Girls' Hockey Weekend

16 REGISTRATION

Adult Recreation
Player Registration by
Member Branch
Registration by Year
Officials Registration
Coach Registration

20 HOCKEY CANADA FOUNDATION

Funding Cornerstones
Mission

22 MARKETING & COMMUNICATIONS

24 BUSINESS DEVELOPMENT & PARTNERSHIPS

Premier Partners
International Partners
National Partners
& Official Suppliers

25 LICENSING & MERCHANDISING

Top Licensing Partners

26 FINANCE

Source of Funds
Use of Funds

27 FUNDING PARTNERS

28 MEMBERS & PARTNERS

Hockey Canada Member
Branches
Partners

30 INSURANCE

Insurance Program Structure
Premium Breakdown Chart
How Is My Premium Spent?

Photos:
Richard Wolowicz/HHOF-IIHF Images
Andre Ringuette/HHOF-IIHF Images
Andrea Cardin/HHOF-IIHF Images
Dennis Pajot/Hockey Canada
Matthew Murnaghan/Hockey Canada
Francois Laplante/HHOF-IIHF Imag

MESSAGES



TOM RENNEY

President & Chief Executive
Officer, Hockey Canada



JOE DRAGO

Chair, Hockey Canada
Board of Directors

Another successful season is in the books for Hockey Canada, and for Canadian hockey.

Yes, we welcomed the world to St. Catharines, Ont., and Kamloops, B.C., for the IIHF U18 Women's World Championship and IIHF Women's World Championship, respectively, and Canada defended its gold medal at the IIHF World Championship, but this year was about more than our exploits on the international stage.

Hockey Canada development programs are the envy of the hockey world, programs like the Canadian Tire First Shift continue to bring in new players, we're developing world-class coaches and officials, and our national events are taking the game to thousands of fans in every corner of the country.

Add it all up, and I can't help but be excited about where our game is, and where it is going.

What continues to amaze me is the impact the game has on all of us. Hockey is a part of the fabric of Canada; it is who we are as Canadians, and plays a major role in defining us to the rest of the world.

I must convey my sincerest thank you to the hundreds of thousands of volunteers, who are the backbone of our game. Without the countless hours they give, there simply would be no hockey. We saw it in St. Catharines and Kamloops, we saw it in Dawson Creek and Bridgewater, and we saw it in minor hockey associations across Canada – Canadian hockey is better because of what they do.

To the member branches and minor hockey associations across the country, thank you for your unending support. Nothing Hockey Canada does, from national and international events to skill development camps, safety initiatives and countless other programs, would be possible without your time and effort.

We are also extremely grateful for the support received from our sponsors, licensees, and funding partners, who have brought value to Hockey Canada events, making them premier sporting attractions in Canada.

This is an exciting time to be involved with hockey across our country. I am proud to steer the ship as president and CEO, but it is all of you who make it go. I can't wait to get out to communities and arenas across Canada and continue to work with you to make our game the best it can be.

Thank you, and we'll see you around the rink.

TOM RENNEY

As I have criss-crossed the country as chair of the Hockey Canada Board of Directors, attending events and meetings from British Columbia to Newfoundland and Labrador, I cannot help but recognize the impact hockey has on the lives of so many Canadians. Whether they are players, coaches, officials, volunteers, or just fans of the game, they are shaped by hockey, and by the life lessons hockey has taught them both on the ice and away from the rink.

To me, seeing this in the biggest of cities and smallest of towns just drives home the importance of Hockey Canada's role in continuing to develop the game, and to develop not just great players, but great citizens.

I could not be more proud of what we accomplished last season, on and off the ice. We found success internationally, including defending our gold medal at the IIHF World Championship, but we also created new development programs and strengthened existing ones. We continue to bring new players and new families into the game, and that is how we can ensure Canadian hockey stays strong for the next generation.

Nothing we do would be possible without the lasting support of everyone involved, with our members and minor hockey associations, and from the grassroots to the international ice. It is their passion that helps our game prosper.

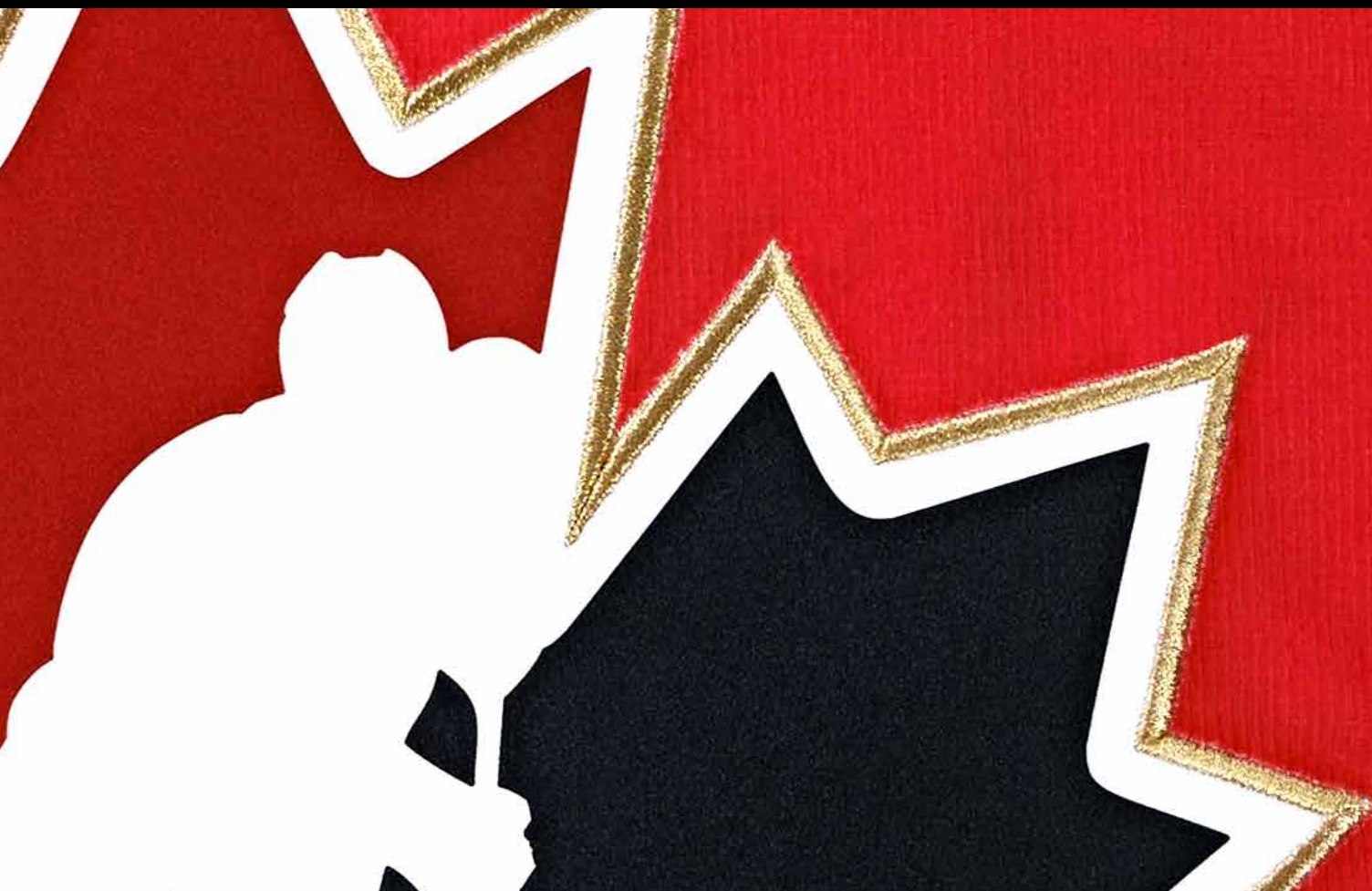
Hockey in Canada is so much more than a game. It is a part of who we are, and keeping it that way demands our constant attention, constant creativity, and constant change.

I am excited to continue to work with the board of directors, the staff of Hockey Canada, and Canadians across the country, and I thank you for what you have done for our game, and for what you will do in the future.

Go Canada Go!

JOE DRAGO

WHO IS HOCKEY CANADA?



Hockey Canada is the national governing body for hockey across this country. The organization works in conjunction with the 13 member branches and its affiliated organizations in growing the game at all levels.

Hockey Canada oversees the management of programs in Canada from entry-level to high performance teams and competitions, including world championships and the Olympic Winter Games. Hockey Canada is also Canada's voice within the International Ice Hockey Federation.

Hockey Canada has offices in Calgary and Ottawa and operates regional centres in Ontario and Quebec.

BOARD OF DIRECTORS

The members of the Hockey Canada Board of Directors come from all walks of life and from all corners of this country, yet they all have one thing in common – they are custodians of the game who want nothing more than for hockey to prosper in the land of Olympic and world champions. These men and women are elected by their peers from Hockey Canada 13 member branches and help develop a comprehensive plan to grow the game on a local and national level. The board is composed of volunteers who graciously devote their time and energy to the betterment of the game of hockey from coast to coast.



LEAD, DEVELOP AND PROMOTE POSITIVE HOCKEY EXPERIENCES

Hockey is Canada and Canada is hockey.

Whoever said those words took the pulse of a nation that has had a long and storied love affair with hockey.

Let's face it – hockey is a touchstone of Canadian life. It is Canada's national theatre and it is the chatter of the country. Hockey is more than a sport for Canadians, it is a part of the country's heart and soul.

Hockey Canada is the national guardian of this great game and Hockey Canada had a record-setting year at all levels of the game, on and off the ice.

So take a minute and read why Hockey Canada is the front-runner on so many fronts and why other sports pale in comparison when it comes to tireless volunteers and leadership.

VISION: WORLD SPORTS LEADERS

HOCKEY CANADA BELIEVES IN...

- ... a positive hockey experience for all participants, in a safe, sportsmanlike environment.
- ... the development of life skills which will benefit participants throughout their lives.
- ... the values of fair play and sportsmanship, including the development of respect for all people by all participants.
- ... hockey opportunities for all people regardless of age, gender, colour, race, ethnic origin, religion, sexual orientation or socio-economic status, and in both official languages.
- ... the importance for participants to develop dignity and self-esteem.
- ... instilling the values of honesty and integrity in participants at all times.
- ... the promotion of teamwork, and the belief that what groups and society can achieve as a whole is greater than that which can be achieved by individuals.
- ... the country of Canada, its tradition in the game of hockey, and the proud and successful representation of this tradition around the world.
- ... the value of hard work, determination, the pursuit of excellence and success in all activities.
- ... the benefits of personal and physical well-being.



YEAR IN REVIEW

JULY

Four Canadians attend IIHF Hockey Development Camp and Global Skills Challenge Summit ... Morden, Man., named host of 2017 Esso Cup

AUGUST

237 players attend first National Teams' Summer Showcase in Calgary, Alta. ... Canada's National Men's Summer Under-18 Team wins gold medal at 2015 Ivan Hlinka Memorial Cup in Breclav, Czech Republic and Bratislava, Slovakia ... Canada's National Women's Under-18 Team wins two of three games in series against United States in Lake Placid, N.Y. ... Canada's National Women's Development Team wins one of three games in series against United States in Lake Placid, N.Y.

SEPTEMBER

Bridgewater, N.S., named host of 2016 World Sledge Hockey Challenge ... Gillian Apps, Jayna Hefford and Catherine Ward announce retirement from Canada's National Women's Team ... Prince George, B.C., named host of 2017 TELUS Cup ... Hockey Canada Foundation hosts Dreams Come True program in Espanola, Ont. ... Hockey Canada launches TeamHub mobile app

OCTOBER

36 communities from Newfoundland & Labrador to British Columbia host The Long Game as part of World Girls' Hockey Weekend ... Montreal, Que., is last of 29 stops worldwide during first-ever Global Girls' Game during World Girls' Hockey Weekend

NOVEMBER

Moncton, N.B., hosts 25 Canadian and international delegates at Level VI officiating seminar ... Mike Babcock named Canada's head coach for 2016 World Cup of Hockey ... Canada White wins gold medal at 2015 World Under-17 Hockey Challenge in Dawson Creek and Fort St. John, B.C. ... Canada's National Women's Team wins silver medal at 2015 4 Nations Cup in Sundsvall, Sweden ... Ontario Red wins gold medal at 2015 National Women's Under-18 Championship in Huntsville, Ont. ... Halifax, N.S., named host of 2016 Hockey Canada Foundation Gala & Golf ... 18 Canadian officials named to IIHF events for 2015-16 season ... Guy Boucher named head coach of Canada's National Men's Team for 2015 Spengler Cup

DECEMBER

Canada's National Sledge Team wins gold medal at 2015 International Ice Sledge Hockey Tournament in Turin, Italy ... Canada West wins gold at 2015 World Junior A Challenge in Cobourg and Whitby, Ont. ... Canada's National Men's Team wins 2015 Spengler Cup in Davos, Switzerland



JANUARY

Canada's National Junior Team finishes sixth at 2016 IIHF World Junior Championship in Helsinki, Finland ... Canada's National Women's Development Team wins gold medal at 2016 Nations Cup in Füssen, Germany ... Canada's National Women's Under-18 Team wins silver medal at 2016 IIHF U18 Women's World Championship in St. Catharines, Ont. ... Canada's National Sledge Team wins silver medal at 2016 World Sledge Hockey Challenge in Bridgewater, N.S.

FEBRUARY

Bonnyville, Alta., named host of 2016 World Junior A Challenge ... David Branch, Geraldine Heaney, Mario Lemieux and Bob Nicholson named Distinguished Honourees of the Order of Hockey in Canada ... Canada wins silver medal at 2016 Winter Youth Olympic Games in Lillehammer, Norway

MARCH

Hockey Canada hosts first-ever sledge hockey NextGen Prospects Camp in Toronto, Ont. ... George McPhee and Brad Treiving named co-general managers of Canada's National Men's Team for 2016 IIHF World Championship ... Shaun Clouston named head coach of Canada's National Men's Under-18 Team for 2016 IIHF U18 World Championship

APRIL

Canada's National Sledge Team wins silver medal at IPC Pan-Pacific Championship in Buffalo, N.Y. ... Canada's National Women's Team wins silver medal at 2016 IIHF Women's World Championship in Kamloops, B.C. ... Bill Peters named head coach of Canada's National Men's Team for 2016 IIHF World Championship ... Bentley Generals win 2016 Allan Cup in Steinbach, Man. ... Brantford Ice Cats win 2016 Esso Cup in Weyburn, Sask. ... Canada's National Men's Under-18 Team finishes fourth at 2016 IIHF U18 World Championship in Grand Forks, N.D. ... North York Rangers win 2016 TELUS Cup in Quispamsis, N.B.

MAY

Canada's National Sledge Development Team wins one of three games in series against United States at Défi sportif AlterGo in Montreal, Que. ... Canada's National Men's Team wins gold medal at 2016 IIHF World Championship in Moscow and St. Petersburg, Russia ... West Kelowna Warriors win 2016 RBC Cup in Lloydminster, Alta./Sask. ... Gilles Cormier of Shippagan, N.B., wins Outstanding Volunteer Award at Hockey Canada national awards banquet in Moncton, N.B.

JUNE

Joël Bouchard, Dale DeGray and Tim Speltz named to Program of Excellence management group for 2016-17 season ... Dominic Ducharme named head coach of Canada's National Junior Team for 2016-17 season ... Paul McFarland named head coach of Canada's National Men's Summer Under-18 Team for 2016 Ivan Hlinka Memorial Cup ... Paul Boutilier, Brent Kisio and Rocky Thompson named head coaches of Canada's national under-17 teams for 2016 World Under-17 Hockey Challenge



EVENTS



Hockey Canada continues to raise the bar on event-hosting – both nationally and internationally. The 2015-16 season could be considered the year of international women's hockey in Canada, as both the IIHF U18 Women's World Championship and IIHF Women's World Championship were hosted on Canadian ice, in St. Catharines, Ont., and Kamloops, B.C., respectively. While the U18 tournament smashed event attendance records with crowds that doubled the previous mark, Kamloops set new highs for attendance relative to capacity, with near-capacity crowds for all of Canada's preliminary-round games and the gold-medal game.

Six provinces – from Nova Scotia and New Brunswick in the east to British Columbia in the west – hosted national and international events, and teams and players from all 10 provinces participated, allowing Hockey Canada events to reach from coast to coast to coast for yet another season. The legacy of events continues to be strong, with more than \$600,000 remaining in host communities after the 2016 spring events; these legacy dollars will go towards putting young players into the game, scholarships for older players, arena upgrades, new community hockey programming and equipment initiatives.



GOLD: Canada White
SILVER: Russia
BRONZE: Sweden

8	22
TEAMS	GAMES
3,791 / 297	5,850 / 242
FACEBOOK	TWITTER
EN / FR	EN / FR
42,412	80,000
FASTHOCKEY	TSN
210	30,987
VOLUNTEERS	ATTENDANCE



GOLD: Ontario Red
SILVER: Manitoba
BRONZE: Ontario Blue

8	18
TEAMS	GAMES
1,545 / 305	1,424 / 78
FACEBOOK	TWITTER
EN / FR	EN / FR
17,673	37,000
FASTHOCKEY	TSN
164	11,564
VOLUNTEERS	ATTENDANCE



GOLD: Canada West
SILVER: Russia
BRONZE: United States

6	13
TEAMS	GAMES
3,393 / 58	4,142 / 68
FACEBOOK	TWITTER
EN / FR	EN / FR
24,338	165,500
FASTHOCKEY	TSN
125	15,427
VOLUNTEERS	ATTENDANCE



GOLD: United States
SILVER: Canada
BRONZE: Sweden

8	21
TEAMS	GAMES
NA	1,252 / 23
FACEBOOK	TWITTER
EN / FR	EN / FR
66,769	54,094
FASTHOCKEY	TSN
270	34,000
VOLUNTEERS	ATTENDANCE



GOLD: United States
SILVER: Canada
BRONZE: Korea

4	10
TEAMS	GAMES
1,695 / 57	1,000 / 57
FACEBOOK	TWITTER
EN / FR	EN / FR
9,609	103,000
FASTHOCKEY	TSN
112	9,289
VOLUNTEERS	ATTENDANCE



GOLD: United States
SILVER: Canada
BRONZE: Russia

8	21
TEAMS	GAMES
8,295 / 241	NA
FACEBOOK	TWITTER
EN / FR	EN / FR
NA	776,000
FASTHOCKEY	TSN
450	38,205
VOLUNTEERS	ATTENDANCE



CHAMPIONS: Bentley Generals
RUNNERS-UP: South East Prairie Thunder

6	11
TEAMS	GAMES
NA	NA
FACEBOOK	TWITTER
EN / FR	EN / FR
NA	72,400
FASTHOCKEY	TSN
NA	NA
VOLUNTEERS	ATTENDANCE



GOLD: Brantford Ice Cats
SILVER: Express du Richelieu
BRONZE: Rocky Mountain Raiders

6	19
TEAMS	GAMES
1,677 / 281	1,953 / 122
FACEBOOK	TWITTER
EN / FR	EN / FR
22,605	8,100
FASTHOCKEY	TSN
220	12,905
VOLUNTEERS	ATTENDANCE



GOLD: North York Rangers
SILVER: Saint John Vito's
BRONZE: Lions du Lac St-Louis

6	19
TEAMS	GAMES
2,754 / 441	4,264 / 251
FACEBOOK	TWITTER
EN / FR	EN / FR
53,558	30,400
FASTHOCKEY	TSN
200	19,308
VOLUNTEERS	ATTENDANCE



CHAMPIONS: West Kelowna Warriors
RUNNERS-UP: Lloydminster Bobcats

5	13
TEAMS	GAMES
4,135 / 33	5,661 / 40
FACEBOOK	TWITTER
EN / FR	EN / FR
71,168	665,100
FASTHOCKEY	TSN
150	13,962
VOLUNTEERS	ATTENDANCE

HIGH PERFORMANCE



Canada's national teams went across the country and around the world during the 2015-16 season, going for gold everywhere from Kamloops, B.C., to Turin, Italy and Moscow, Russia. Three of five appearances at IIHF world championships ended with trips to the gold medal game; Canada defended its world title at the IIHF World Championship, while the National Women's Team and National Women's Under-18 Team suffered nail-biting overtime defeats to settle for silver. Perhaps most importantly, the players who wore red and white were tremendous ambassadors for Canada's game, a testament to the work done by Hockey Canada's 13 member branches and more than 3,500 minor hockey associations from coast to coast to coast.

CANADA'S IIHF RANKING

MEN
1ST

WOMEN
2ND

RESULTS

EVENT	RESULT	RECORD	GF	GA
World Juniors Summer Showcase (National Junior Team)	--	3-1	19	7
2015 Ivan Hlinka Memorial Cup (National Men's Summer U18 Team)	gold medal	5-0	23	7
National Women's Under-18 Team vs. United States	--	2-1	8	6
National Women's Development Team vs. United States	--	1-2	4	7
2015 4 Nations Cup (National Women's Team)	silver medal	2-2	7	7
2015 Spengler Cup (National Men's Team)	first place	4-0	14	9
2016 IIHF World Junior Championship	sixth place	2-3	18	18
2016 Nations Cup (National Women's Development Team)	gold medal	3-0	10	6
2016 IIHF U18 Women's World Championship	silver medal	3-2	23	9
International Ice Sledge Hockey Tournament (National Sledge Team)	gold medal	5-0	38	2
2016 World Sledge Hockey Challenge	silver medal	4-1	22	6
2016 Winter Youth Olympic Games (men's hockey)	silver medal	4-2	24	15
2016 IPC Pan-Pacific Championship (National Sledge Team)	silver medal	3-1	10	6
2016 Défi sportif AlterGo (National Sledge Development Team)	--	1-2	4	8
2016 IIHF Women's World Championship	silver medal	3-2	20	9
2016 IIHF U18 World Championship	fourth place	5-2	36	22
2016 IIHF World Championship	gold medal	9-1	46	11
TOTAL	4G 6S 0B	59-22	326	155

NATIONAL & INTERNATIONAL EXPERIENCE — NATIONAL MEN'S TEAM

	WORLD U17 HOCKEY CHALLENGE OR CANADA GAMES	SUMMER U18 TEAM OR U18 WORLDS	IIHF WORLD JUNIOR CHAMPIONSHIP	IIHF WORLD CHAMPIONSHIP	OLYMPIC WINTER GAMES
Derick Brassard (F)	2004	2005 (W)	--	2016	--
Cody Ceci (D)	2010	2011 (W)	--	2016	--
Max Domi (F)	2011 (C), 2012	2012 (S)	2015	2016	--
Matt Duchene (F)	2008	2008 (W), 2008 (S)	--	2010, 2011, 2013, 2015, 2016	2014
Matt Dumba (D)	2011	2011 (S), 2012 (W)	2014	2016	--
Ryan Ellis (D)	2008	2008 (W), 2008 (S)	2009, 2010, 2011	2014, 2016	--
Brendan Gallagher (F)	2009	--	2012	2016	--
Taylor Hall (F)	2008	2008 (W), 2008 (S)	2010	2013, 2015, 2016	--
Ben Hutton (D)	--	--	--	2016	--
Boone Jenner (F)	2010	2010 (S)	2012, 2013	2016	--
Brad Marchand (F)	2005	2005 (S)	2007, 2008	2016	--
Michael Matheson (D)	2011	2011 (S)	--	2016	--
Connor McDavid (F)	2013	2013 (W)	2014, 2015	2016	--
Ryan Murray (D)	2010	2010 (W), 2010 (S), 2011 (W)	2012	2012, 2016	--
Ryan O'Reilly (F)	2008	2008 (S), 2009 (W)	--	2012, 2013, 2015, 2016	--
Corey Perry (F)	2002	2002 (S)	2005	2010, 2012, 2016	2010, 2014
Calvin Pickard (G)	2009	2009 (S), 2010 (W)	--	2016	--
Sam Reinhart (F)	2011 (C), 2012	2012 (W), 2012 (S), 2013 (W)	2014, 2015	2016	--
Morgan Rielly (D)	2011	2011 (W), 2011 (S)	2013	2014, 2016	--
Mark Scheifele (F)	--	2011 (W)	2012, 2013	2014, 2016	--
Mark Stone (F)	2009	--	2012	2016	--
Cam Talbot (G)	--	--	--	2016	--
Chris Tanev (D)	--	--	--	2016	--
PLAYERS/APPEARANCES	19 / 21	18 / 29	14 / 21	23 / 38	2 / 3

NATIONAL & INTERNATIONAL EXPERIENCE — NATIONAL WOMEN'S TEAM














	NATIONAL WOMEN'S U18 CHAMPIONSHIP OR CANADA GAMES	SUMMER U18 TEAM OR U18 WORLDS	SUMMER DEVELOPMENT/ U22 TEAM OR JANUARY TOURNAMENT	IIHF WORLD CHAMPIONSHIP	OLYMPIC WINTER GAMES
Meghan Agosta (F)	2003 (C), J2005	--	2004 (S), 2005 (J), 2006 (S), 2007 (J), 2007 (S), 2008 (J), 2008 (S), 2009 (J)	2007, 2008, 2009, 2011, 2012, 2013, 2016	2006, 2010, 2014
Bailey Bram (F)	2007	2007 (S), 2008 (W)	2008 (S), 2009 (J), 2010 (J), 2011 (J), 2012 (J)	2012, 2013, 2015, 2016	--
Emily Clark (F)	2011 (C), 2011, 2012	2011 (S), 2012 (W), 2012 (S), 2013 (W)	2014 (S), 2015 (S), 2016 (S)	2015, 2016	--
Sarah Davis (F)	2007 (C), 2007, 2008, 2009	2009 (S), 2010 (W)	2011 (J), 2012 (S), 2015 (J)	2015, 2016	--
Laura Fortino (D)	2007, 2008	2008 (W), 2008 (S), 2009 (W)	2010 (J), 2010 (S), 2011 (J), 2012 (S)	2012, 2013, 2015, 2016	2014
Erica Howe (G)	2009	2009 (S), 2010 (W)	2015 (J), 2016 (S)	2016	--
Brianne Jenner (F)	N2005, 2007 (C), 2007, 2008	2007 (S), 2008 (W), 2008 (S), 2009 (W)	2010 (J), 2010 (S), 2012 (S)	2012, 2013, 2015, 2016	2014
Rebecca Johnston (F)	N2005, 2007 (C)	--	2006 (S), 2007 (J), 2007 (S), 2008 (J), 2008 (S), 2009 (J), 2010 (S)	2007, 2008, 2009, 2011, 2012, 2013, 2015, 2016	2010, 2014
Halli Krzyzaniak (D)	2011 (C), 2011, 2012	2011 (S), 2012 (W), 2012 (S), 2013 (W)	2014 (S), 2015 (S), 2016 (S)	2015, 2016	--
Charline Labonté (G)	1999 (C)	--	2001 (J), 2001 (S), 2002 (S), 2003 (J), 2003 (S)	2005, 2007, 2008, 2009, 2011, 2012, 2013, 2016	2002, 2006, 2010, 2014
Brigette Lacquette (D)	2008	2008 (S), 2009 (W), 2009 (S), 2010 (W)	2010 (S), 2012 (S), 2013 (J), 2016 (J)	2015, 2016	--
Jocelyne Larocque (D)	J2005, N2005	--	2006 (J), 2006 (S), 2007 (J), 2007 (S), 2008 (J), 2008 (S), 2009 (J), 2010 (J)	2011, 2012, 2013, 2015, 2016	2014
Emerance Maschmeyer (G)	2011, (C) 2011	2011 (S), 2012 (W)	2012 (S), 2014 (S), 2015 (S)	2015, 2016	--
Meaghan Mikkelson (D)	2003 (C)	--	2003 (S), 2004 (J), 2004 (S), 2005 (J), 2006 (J)	2008, 2009, 2011, 2012, 2013, 2016	2010, 2014
Marie-Philip Poulin (D)	N2005, 2007 (C), 2007, 2008	2007 (S), 2008 (W), 2008 (S), 2009 (W)	2010 (S), 2012 (S), 2013 (J)	2009, 2011, 2012, 2013, 2015, 2016	2010, 2014
Jamie Lee Rattray (F)	2007, 2008, 2009	2008 (S), 2009 (W), 2009 (S), 2010 (W)	2012 (J), 2012 (S), 2013 (J), 2016 (J)	2015, 2016	--
Lauriane Rougeau (D)	N2005, 2007 (C), 2007	2007 (S), 2008 (W)	2008 (S), 2009 (J), 2010 (J), 2010 (S), 2011 (J)	2012, 2013, 2015, 2016	2014
Jill Saulnier (F)	2007, 2008, 2009	2008 (S), 2009 (W), 2009 (S), 2010 (W)	2010 (S), 2011 (J), 2012 (J), 2012 (S), 2013 (J)	2015, 2016	--
Natalie Spooner (F)	N2005, 2007 (C), 2007	2007 (S), 2008 (W)	2008 (S), 2009 (J), 2010 (J), 2010 (S), 2011 (J)	2011, 2012, 2013, 2015, 2016	2014
Blayre Turnbull (F)	2009, 2011 (C)	2010 (S)	2014 (S)	2016	--
Jennifer Wakefield (F)	J2005, N2005, 2007 (C)	--	2007 (S), 2008 (J), 2008 (S), 2009 (J), 2010 (J), 2010 (S)	2009, 2011, 2012, 2013, 2015, 2016	2014
Tara Watchorn (D)	N2005, 2007 (C), 2007	2007 (S), 2008 (W)	2010 (J), 2010 (S), 2011 (J), 2012 (J)	2011, 2015, 2016	2014
Hayley Wickenheiser (F)	1991 (C)	--	1998 (J)	1994, 1997, 1999, 2000, 2004, 2005, 2007, 2008, 2009, 2011, 2012, 2013, 2016	1998, 2002, 2006, 2010, 2014
PLAYERS / APPEARANCES	23 / 54	16 / 46	23 / 97	23 / 99	13 / 25

MEMBERSHIP DEVELOPMENT

Whether as a player, coach, official or trainer in more than 3,500 minor hockey associations across the country, hundreds of thousands of Canadians are involved in Canada's game every season, and every single one of them is affected by Hockey Canada's development system. From skills camps for players, to the Hockey Canada Officiating Program, Hockey Canada Safety Program, and so many more, Hockey Canada's development programs continue to evolve, continue to develop future citizens, and continue to be the envy of the hockey world. The overarching goal is to promote positive hockey experiences for all while maintaining the position of world hockey leader.

HOCKEY UNIVERSITY

More than 33,000 Canadians used Hockey Canada's online Hockey University, the premier online resource for hockey education in Canada, during the 2015-16 season.

	Coaching	Officiating	Safety	Total Users
	1,241	1,514	1,602	4,357
	1,648	2,317	2,642	6,607
	1,322	2,179	646	4,147
	1,290	549	514	2,353
	4	4	8	16
	102	73	0	175
	3,558	1,728	0	5,286
	509	364	2	875
	3,544	1,217	1,744	6,505
	575	332	297	1,204
	296	378	374	1,048
	542	231	1,003	1,776
	16	119	87	222
TOTAL	14,647	11,005	8,919	34,571

REGIONAL CENTRES

In the 2015-16 season, Hockey Canada Regional Centres in Quebec and Ontario ran skills camps and skills testing for thousands of young players across each province.

97
SKILLS CAMPS
& COMBINES

7,401
PARTICIPANTS














COACHING CLINICS

Over 1,700 coaching clinics were conducted across the nation by Hockey Canada's 13 member branches.

# OF COACHING CLINICS HOSTED	Total
COACH 1 - INTRO TO COACH	358
COACH 2 - COACH LEVEL	482
DEVELOPMENT 1	224
DEVELOPMENT 2	0
HIGH PERFORMANCE 1	12
INSTRUCTIONAL STREAM	574
PROFESSIONAL DEVELOPMENT	52
TOTAL	1,702

SKILLS ACADEMY














The Hockey Canada Skills Academy program celebrated its 13th anniversary in 2015-16. There are now academies in 12 of 13 Hockey Canada member branches, and in every corner of the country.

MEMBER BRANCH	ACADEMIES
	37
	33
	7
	21
	1
	8
	2
	34
	80
	0
	1
	1
	4
TOTAL	229

*The Hockey Quebec Sports School/ Skills Academy model has been in place for more than 20 years in the Quebec school system. Along with the Hockey Quebec 'Sport Etude' and 'Midget Espoir' programs, Hockey Canada Skills Academy programs continue to demonstrate an excellent example of academic and athletic pursuits within the school system.

RESPECT IN SPORT - PARENT PROGRAM

More than 56,000 parents completed Respect in Sport Parent Program during the 2015-16 season; they were surveyed on what they gained from completing the online program with the results being overwhelmingly positive.

MEMBER BRANCH	CERTIFIED USERS	STATEMENTS	PARENTS IN AGREEMENT
	5,602	Useful information	96%
	6,736	Simple and easy to understand	99%
	679	Convenient method of online delivery	96%
	8,955	Makes you a more child-centered sport parent	91%
	12	More confident to ensure a safe sports environment	91%
	54	More confident to set realistic expectations	91%
	6,909	More confident to interact positively with others	91%
	24,799	Would recommend this program for other parents	91%
	13		
	1,280		
	788		
	719		
	31		
TOTAL	56,577		

WORLD GIRLS' HOCKEY WEEKEND





As part of the sixth annual World Girls' Hockey Weekend, Hockey Canada's membership staged The Long Game, featuring continuous games ranging from Atom to Senior and running from the east coast to the west coast.





The Long Game included 100 teams in 50 games (approximately 1,700 players) in 26 communities. Over 500 coaches, officials and volunteers made the event possible over the 21-hour span.




Other events through World Girls' Hockey Weekend were registered as hosted from coast to coast to coast, ranging from small family parties to large tournaments within the member branches.

15,000 patches and certificates were sent out to participants all around the country in recognition and appreciation of their contributions to the annual celebration.

	ATOM RED	ATOM WHITE	PEEWEE RED	PEEWEE WHITE	BANTAM RED	BANTAM WHITE	MIDGET RED	MIDGET WHITE	SENIOR RED	SENIOR WHITE
TOTAL	55	52	29	35	52	35	17	36	31	29

	# of Events	LG Events
	24	5
	0	4
	5	5
	0	1

















	# of Events	LG Events
	4	5
	4	5
	5	5
	10	5

	# of Events	LG Events
	8	5
	6	5
	5	5
TOTAL	71	50
















REGISTRATION



REGISTRATION BY YEAR
















		2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
	M	37,711	37,748	38,383	39,495	39,549	40,268	51,728	53,167	53,546	53,573	53,888
	F	6,282	6,355	6,644	6,722	6,748	6,832	7,202	8,836	7,983	8,034	8,145
		43,993	44,103	45,027	46,217	46,297	47,100	58,930	62,003	61,529	61,607	62,033
	M	52,409	53,997	54,568	56,133	56,316	60,127	62,434	63,202	59,981	63,706	65,725
	F	6,701	6,956	7,930	8,438	8,468	8,907	8,911	8,489	9,131	9,807	10,28
		59,110	60,953	62,498	64,571	64,784	69,034	71,345	71,691	69,112	73,513	76,010
	M	24,150	24,008	23,162	24,902	24,773	25,124	32,186	32,844	32,421	32,774	32,903
	F	3,863	3,949	3,751	4,099	4,022	4,030	4,712	4,973	4,849	5,015	5,121
		28,013	27,957	26,913	29,001	28,795	29,154	36,898	37,817	37,270	37,789	38,024
	M	19,934	19,973	20,114	20,098	20,430	20,336	23,500	24,462	24,708	24,701	24,534
	F	3,538	3,769	4,146	4,137	4,233	4,192	4,570	4,940	5,143	5,368	5,598
		23,472	23,742	24,260	24,235	24,663	24,528	28,070	29,402	29,851	30,069	30,132
	M	5,343	4,615	4,986	5,037	4,975	4,600	4,654	4,670	4,707	4,714	4,723
	F	—	408	465	487	496	492	484	513	573	511	589
		5,343	5,023	5,451	5,524	5,471	5,092	5,138	5,183	5,280	5,225	5,312
	M	27,683	24,063	24,215	24,741	25,593	25,868	27,847	25,270	28,520	29,523	29,048
	F	975	943	988	1,034	1,040	1,165	1,142	1,187	1,304	1,162	1,218
		28,658	25,006	25,203	25,775	26,633	27,033	28,989	26,457	29,824	30,685	30,266
	M	186,694	172,993	175,568	187,204	175,258	165,915	183,486	193,009	189,138	186,581	182,884
	F	35,226	38,539	40,249	46,205	46,109	45,356	44,765	42,936	41,864	41,830	39,838
		221,920	211,532	215,817	233,409	221,367	211,271	228,251	235,945	231,002	228,411	222,722
	M	83,215	90,304	94,001	94,430	96,859	96,968	97,766	94,100	93,185	94,082	92,831
	F	5,609	6,165	6,018	6,415	6,601	6,773	6,693	6,519	6,354	6,517	6,684
		88,824	96,469	100,019	100,845	103,460	103,741	104,459	100,619	99,539	100,599	99,515
	M	14,579	12,831	14,612	14,748	15,116	14,535	14,077	14,168	15,632	13,755	13,649
	F	1,376	1,651	1,484	1,838	1,806	1,878	1,776	2,268	2,751	2,482	2,362
		15,955	14,482	16,096	16,586	16,922	16,413	15,853	16,436	18,383	16,237	16,011
	M	15,237	15,508	15,387	15,262	15,409	15,260	15,198	15,889	15,928	14,548	14,480
	F	2,250	2,261	2,432	2,675	2,832	2,779	3,066	3,262	3,405	3,227	3,438
		17,487	17,769	17,819	17,937	18,241	18,039	18,264	19,151	19,333	17,775	17,918
	M	4,529	4,530	4,562	4,391	4,346	4,338	4,198	4,118	4,020	4,079	4,031
	F	1,495	1,403	1,517	1,457	1,403	1,417	1,272	1,249	1,183	1,156	1,182
		6,024	5,933	6,079	5,848	5,749	5,755	5,470	5,367	5,203	5,235	5,213
	M	7,248	7,596	7,735	8,152	8,519	9,109	9,317	9,215	9,315	9,031	9,307
	F	1,074	,685	1,296	1,314	1,408	1,557	1,627	1,637	1,690	1,945	1,976
		8,322	8,281	9,031	9,466	9,927	10,666	10,944	10,852	11,005	10,976	11,283
	M	3,261	2,869	2,913	3,400	2,916	2,679	2,636	2,389	2,705	2,874	3,162
	F	1,168	,707	541	487	458	449	455	421	382	440	489
		4,429	3,576	3,454	3,887	3,374	3,128	3,091	2,810	3,087	3,314	3,651
	M	1,364	1,411	1,324	1,378	1,394	1,457	1,405	1,419	1,424	1,425	1,439
	F	—	—	—	—	—	—	—	—	—	—	—
		1,364	1,411	1,324	1,378	1,394	1,457	1,405	1,419	1,424	1,425	1,439
	M	—	—	—	—	—	—	—	—	13,050	16,650	17,010
	F	—	—	—	—	—	—	—	—	—	—	—
		—	—	—	—	—	—	—	—	13,050	16,650	17,010
	M	483,357	472,446	481,530	499,371	491,453	486,584	530,432	537,922	548,280	552,016	549,614
	F	69,557	73,791	77,461	85,308	85,624	85,827	86,675	87,230	86,612	87,494	86,925
		552,914	546,237	558,991	584,679	577,077	572,411	617,107	625,152	634,892	639,510	636,539

OFFICIALS















		LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	Other	TOTAL
	M	2,225	1,468	261	61	21	10	-	4,046
	F	252	126	16	5	-	-	-	399
									4,445
	M	2,137	2,164	355	73	21	12	30	4,792
	F	173	143	21	3	1	-	-	341
									5,133
	M	1,648	762	248	46	20	8	15	2,747
	F	168	55	9	4	1	-	-	237
									2,984
	M	550	362	492	25	11	3	-	1,443
	F	61	36	18	4	-	-	-	119
									1,562
	M	70	91	89	29	12	3	-	294
	F	10	7	4	1	-	-	-	22
									316
	M	1,245	3,640	2,000	576	154	20	-	7,635
	F	249	423	94	13	-	-	-	779
									8,414
	M	360	431	393	30	12	3	-	1,229
	F	27	18	5	-	-	-	-	50
									1,279
	M	949	2,048	1,442	54	7	11	-	4,511
	F	32	56	50	10	3	-	-	151
									4,662
	M	479	263	338	60	22	9	8	1,179
	F	41	16	7	3	-	-	-	67
									1,246
	M	220	241	390	78	25	7	-	961
	F	24	17	21	7	-	-	-	69
									1,030
	M	118	78	148	10	6	5	-	365
	F	20	8	8	-	-	-	-	36
									401
	M	241	139	285	28	10	2	-	705
	F	22	18	16	-	-	-	-	56
									761
	M	-	-	-	-	-	-	-	-
	F	-	-	-	-	-	-	-	-
	M	-	-	-	-	-	-	-	-
	F	-	-	-	-	-	-	-	-
	M	10,242	11,687	6,441	1,070	321	93	53	29,907
	F	1,079	923	269	50	5	-	-	2,326
		11,321	12,610	6,710	1,120	326	93	-	32,233



MEMBER REGISTRATION - PLAYERS

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEE WEE	ATOM	NOVICE	INITIATION	SLEDGE	SPECIAL NEEDS	NA	TOTAL
	M	-	-	-	388	83	15,554	-	399	1,028	-	807	-	6,742	5,640	6,187	6,144	5,863	4443	2	-	608	53,888
	F	-	-	-	-	198	2,298	-	-	15	-	84	-	1,176	766	967	940	827	761	2	-	111	8,145
		-	-	-	388	281	17,852	-	399	1,043	-	891	-	7,918	6,406	7,154	7,084	6,690	5,204	4	-	719	62,033
	M	848	101	199	1,064	232	6,732	-	620	1,876	-	-	-	7,503	7,203	8,768	9,059	9,542	9590	132	-	2,256	65,725
	F	75	91	106	24	145	1,806	-	4	233	-	-	-	1,259	1,028	1,271	1,090	1,196	1511	30	-	416	10,28
		923	192	305	1,088	377	8,538	-	624	2,109	-	-	-	8,762	8,231	10,039	10,149	10,738	11,101	162	-	2,672	76,010
	M	-	-	-	-	2,433	8,602	-	-	661	-	-	-	3,386	2,903	3,353	3,665	3,956	3944	-	-	-	32,903
	F	-	-	-	-	56	688	-	-	18	-	-	-	762	454	636	737	856	914	-	-	-	5,121
		-	-	-	-	2,489	9,290	-	-	679	-	-	-	4,148	3,357	3,989	4,402	4,812	4,858	-	-	-	38,024
	M	2,073	-	-	43	779	5,227	-	258	650	1,133	-	-	1,720	2,531	3,006	3,180	2,047	1887	-	-	-	24,534
	F	303	-	-	44	84	1,017	-	-	129	56	-	-	498	666	684	860	759	498	-	-	-	5,598
		2,376	-	-	87	863	6,244	-	258	779	1,189	-	-	2,218	3,197	3,690	4,040	2,806	2,385	-	-	-	30,132
	M	105	24	-	8	6	349	-	132	133	87	-	-	553	616	668	649	652	741	-	-	-	4,723
	F	24	-	-	-	-	-	-	-	-	1	-	-	11	62	76	104	107	204	-	-	-	589
		129	24	-	8	6	349	-	132	133	88	-	-	564	678	744	753	759	945	-	-	-	5,312
	M	269	31	-	-	-	4,876	-	290	581	-	486	-	4,046	3,638	4,029	3,955	3,565	3109	54	119	-	29,048
	F	7	-	-	-	-	-	-	-	-	-	2	-	77	84	150	240	238	393	7	20	-	1,218
		276	31	-	-	-	4,876	-	290	581	-	488	-	4,123	3,722	4,179	4,195	3,803	3,502	61	139	-	30,266
	M	1,734	-	-	61	95	30,207	-	893	2,154	-	4,863	8	23,183	24,181	25,835	25,533	18,294	23286	383	205	1,969	182,884
	F	150	-	-	125	5,285	1,135	-	-	-	-	86	1,852	5,963	5,613	5,331	4,969	4,350	3147	73	34	1,725	39,838
		1,884	-	-	186	5,380	31,342	-	893	2,154	-	4,949	1,860	29,146	29,794	31,166	30,502	22,644	26,433	456	239	3,694	222,722
	M	-	81	250	-	209	3,525	-	2,712	3,863	418	535	-	13,532	12,018	14,045	14,739	14,081	12744	-	25	54	92,831
	F	-	70	172	24	7	320	-	319	203	6	2	-	1,004	921	999	956	836	844	-	1	-	6,684
		-	151	422	24	216	3,845	-	3,031	4,066	424	537	-	14,536	12,939	15,044	15,695	14,917	13,588	-	26	54	99,515
	M	150	-	-	-	330	453	-	106	238	-	66	-	2,649	1,993	2,034	1,945	1,840	1818	-	27	-	13,649
	F	34	-	-	-	52	145	-	-	-	-	2	-	667	274	326	270	227	271	-	14	80	2,362
		184	-	-	-	382	598	-	106	238	-	68	-	3,316	2,267	2,360	2,215	2,067	2,089	-	41	80	16,011
	M	-	-	-	-	-	438	-	138	464	-	169	-	2,112	2,204	2,280	2,242	2,180	2214	39	-	-	14,480
	F	-	-	-	-	-	748	-	-	-	-	2	-	419	394	406	473	441	544	11	-	-	3,438
		-	-	-	-	-	1,186	-	138	464	-	171	-	2,531	2,598	2,686	2,715	2,621	2,758	50	-	-	17,918
	M	-	-	-	-	-	212	-	21	262	-	-	-	626	542	590	567	611	564	9	27	-	4,031
	F	-	-	-	-	10	199	-	-	-	-	-	-	244	172	143	127	154	122	2	9	-	1,182
		-	-	-	-	10	411	-	21	262	-	-	-	870	714	733	694	765	686	11	36	-	5,213
	M	2	-	-	26	219	322	-	-	216	66	36	-	1,359	1,288	1,458	1,433	1,547	1329	-	-	6	9,307
	F	21	-	-	-	-	126	-	-	-	35	-	-	209	342	320	164	219	227	-	15	298	1,976
		23	-	-	26	219	448	-	-	216	101	36	-	1,568	1,630	1,778	1,597	1,766	1,556	-	15	304	11,283
	M	-	-	-	-	-	1,482	-	23	59	-	-	-	252	236	302	313	282	211	-	-	2	3,162
	F	-	-	-	-	-	113	-	-	-	-	-	-	9	19	77	64	44	52	-	-	111	489
		-	-	-	-	-	1,595	-	23	59	-	-	-	261	255	379	377	326	263	-	-	113	3,651
	M	-	-	-	-	-	-	1,439	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,439
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	1,439	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1,439
	M	-	-	-	-	-	17,010	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17,010
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	17,010	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17,010
TOTAL	M	5,181	237	449	1,590	4,386	94,989	1,439	5,592	12,185	1,704	6,962	8	67,663	64,993	72,555	73,424	64,460	65880	619	403	4,895	549,614
	F	614	161	278	217	5,837	8,595	-	323	598	98	178	1,852	12,298	10,795	11,386	10,994	10,254	9488	125	93	2,741	86,925
		5,795	398	727	1,807	10,223	103,584	1,439	5,915	12,783	1,802	7,140	1,860	79,961	75,788	83,941	84,418	74,714	75,368	744	496	7,636	636,539

MEMBER REGISTRATION -COACHES

		HOUSE LEAGUE	UNIVERSITY	COLLEGE	SR. AAA & AA	SENIOR OTHER	ADULT REC	MAJOR JUNIOR	JUNIOR A	JUNIOR OTHER	HIGH SCHOOL	JUVENILE	INTERMEDIATE	MIDGET	BANTAM	PEE WEE	ATOM	NOVICE	INITIATION	SLEDGE	SPECIAL NEEDS	NA	TOTAL
	M	-	-	-	29	30	-	-	52	110	-	94	-	1,166	1,171	1,279	1,285	1,347	907	-	-	62	7,532
	F	-	-	-	-	2	1	-	-	1	-	-	-	51	26	46	59	67	63	-	-	10	326
	-	-	-	-	29	32	1	-	52	111	-	94	-	1,217	1,197	1,325	1,344	1,414	970	-	-	72	7,858
	M	163	13	23	66	30	-	-	81	309	-	-	-	1,777	1,838	2,473	2,678	2,990	3290	21	-	256	16,008
	F	3	4	16	1	2	-	-	1	14	-	-	-	94	78	77	86	113	176	6	-	19	690
	-	166	17	39	67	32	-	-	82	323	-	-	-	1,871	1,916	2,550	2,764	3,103	3,466	27	-	275	16,698
	M	-	-	-	-	211	46	-	-	78	-	-	-	574	560	695	860	930	933	-	-	-	4,887
	F	-	-	-	-	8	4	-	-	2	-	-	-	33	10	22	23	38	49	-	-	-	189
	-	-	-	-	-	219	50	-	-	80	-	-	-	607	570	717	883	968	982	-	-	-	5,076
	M	523	-	-	1	65	-	-	28	91	192	-	-	357	596	771	919	646	448	-	-	-	4,637
	F	12	-	-	2	-	-	-	-	10	2	-	-	31	38	51	41	31	36	-	-	-	254
	-	535	-	-	3	65	-	-	28	101	194	-	-	388	634	822	960	677	484	-	-	-	4,891
	M	25	4	-	1	-	-	-	23	12	13	-	-	129	132	144	145	125	149	-	-	-	902
	F	2	-	-	-	-	-	-	-	-	-	-	-	-	2	4	3	6	20	-	-	-	37
	-	27	4	-	1	-	-	-	23	12	13	-	-	129	134	148	148	131	169	-	-	-	939
	M	54	3	-	-	-	-	-	24	64	-	56	-	677	712	811	855	804	400	7	-	-	4,467
	F	3	-	-	-	-	-	-	-	1	-	2	-	7	5	13	15	15	19	-	-	-	80
	-	57	3	-	-	-	-	-	24	65	-	58	-	684	717	824	870	819	419	7	-	-	4,547
	M	252	-	-	6	185	127	-	94	267	-	392	235	3,856	4,399	4,693	4,558	3,396	2898	45	27	1,286	26,716
	F	4	-	-	11	203	5	-	-	-	-	6	95	221	233	257	236	241	83	6	3	107	1,711
	-	256	-	-	17	388	132	-	94	267	-	398	330	4,077	4,632	4,950	4,794	3,637	2,981	51	30	1,393	28,427
	M	-	4	35	2	12	-	-	351	508	37	90	-	2,302	2,276	2,825	2,894	3,024	2350	-	-	11	16,721
	F	-	-	10	3	-	-	-	17	8	-	2	-	46	33	55	56	51	54	-	-	-	335
	-	-	4	45	5	12	-	-	368	516	37	92	-	2,348	2,309	2,880	2,950	3,075	2,404	-	-	11	17,056
	M	18	-	-	-	36	-	-	13	26	-	3	-	478	376	380	362	376	356	-	1	20	2,445
	F	5	-	-	-	-	-	-	-	-	-	-	-	28	9	3	3	4	5	-	-	1	58
	-	23	-	-	-	36	-	-	13	26	-	3	-	506	385	383	365	380	361	-	1	21	2,503
	M	-	-	-	-	-	-	-	18	60	-	16	-	435	485	576	559	531	478	5	-	-	3,163
	F	-	-	-	-	-	-	-	-	-	-	-	-	33	17	23	17	28	27	2	-	-	147
	-	-	-	-	-	-	-	-	18	60	-	16	-	468	502	599	576	559	505	7	-	-	3,310
	M	-	-	-	-	-	-	-	4	24	-	-	-	117	111	128	109	131	67	-	1	-	692
	F	-	-	-	-	-	-	-	-	-	-	-	-	11	6	4	7	3	5	-	-	-	36
	-	-	-	-	-	-	-	-	4	24	-	-	-	128	117	132	116	134	72	-	1	-	728
	M	3	-	-	2	13	-	-	-	20	34	-	-	171	202	219	223	141	84	-	1	33	1,146
	F	2	-	-	-	-	-	-	-	-	-	-	-	12	7	5	2	-	4	-	1	7	40
	-	5	-	-	2	13	-	-	-	20	34	-	-	183	209	224	225	141	88	-	2	40	1,186
	M	-	-	-	-	-	-	-	1	7	-	-	-	20	31	40	43	34	31	-	-	4	211
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	6	6	3	-	-	11	28
	-	-	-	-	-	-	-	-	1	7	-	-	-	20	32	41	49	40	34	-	-	15	239
	M	-	-	-	-	-	-	156	-	-	-	-	-	-	-	-	-	-	0	-	-	-	156
	F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0	-	-	-	-
	-	-	-	-	-	-	-	156	-	-	-	-	-	-	-	-	-	-	-	-	-	-	156
TOTAL	M	1,038	24	58	107	582	173	156	689	1,576	276	651	235	12,059	12,889	15,034	15,490	14,475	12,391	78	30	1,672	89,683
	F	31	4	26	17	215	10	-	18	36	2	10	95	567	465	561	554	603	544	14	4	155	3,931
	-	1,069	28	84	124	797	183	156	707	1,612	278	661	330	12,626	13,354	15,595	16,044	15,078	12,935	92	34	1,827	93,614

HOCKEY CANADA FOUNDATION



The Hockey Canada Foundation, along with its sister organization, the Canadian Hockey Foundation U.S., provides a source of secure, sustainable, long-term funding to support the future development and delivery of Hockey Canada programs, projects and activities. Working with Hockey Canada, the Hockey Canada Foundation raises funds through a number of events it hosts throughout the year, highlighted by its flagship fundraiser, the Hockey Canada Foundation Gala & Golf. The Foundation puts funds to work, in partnership with Hockey Canada and its 13 member branches, to help ensure Canada remains at the forefront in the development and promotion of amateur hockey.

FUNDING CORNERSTONES

ACCESSIBILITY,
DIVERSITY,
HEALTH &
WELLNESS

SKILL
DEVELOPMENT

CANADA'S
HOCKEY
HERITAGE

MISSION

CREATING AND FOSTERING GREATER
ACCESSIBILITY TO THE GAME

EVENT	FUNDS RAISED
2015 Hockey Canada Foundation Gala & Golf	\$538,253
eBay Jersey Auctions (IIHF World Junior Championship, IIHF Women's World Championship, IIHF World Championship)	\$72,675
Going Fore Gold Golf Tournament (sledge hockey)	\$91,114
Going Fore Gold Golf Tournament (women's hockey)	\$99,539
TCAA Charity Golf Tournament	\$36,564
TCAA Fantasy Games	\$21,323
TOTAL	\$859,468

GRANTS	AMOUNT
Canada's National Women's Team Reunion	\$10,000
Aboriginal and Inner-City Youth Programming	\$20,000
The Big Play – HCF and Jumpstart	\$250,000
Comrie's Sports Equipment Bank	\$40,000
Dreams Come True	\$86,000
Grassroots Initiatives	~\$30,000
The First Shift	\$150,000
Hockey Canada Skills Academy – Floorball	\$15,000
Learn to Skate	\$7,500
Goaltender Development Program	\$15,000
Spring Multi-Sport Development Camp	\$25,000
Ontario Regional Centre – Atlantic Events	\$7,500
Quebec Regional Centre – Development Events	\$7,500
Sledge Hockey Coaching Clinic	\$20,000
Sledge Hockey Development – Soldier On	\$35,000
True North Foundation Hockey Academy	\$10,000
Women's High Performance 1 Coaching Clinic	\$20,000
World Girls' Hockey Weekend	\$25,000
TOTAL	\$773,500

COMMUNICATIONS



It doesn't matter where you are or what you're doing, in today's age of instantaneous information, Hockey Canada's communications platforms strive to keep fans in the know. Where is the next Hockey Canada Skills Camp? Who won the RBC Cup? Who will wear the 'C' for Canada at the IIHF World Junior Championship? Hockey Canada's external communications strategy uses a variety of platforms to share information and messaging, including HockeyCanada.ca, social media and more than 100 news releases a year.

In particular, Hockey Canada continues to make a significant impact on social media, with hundreds of thousands of fans checking out Facebook, Twitter, Instagram and Snapchat for up-to-the-minute news and behind-the-scenes updates from teams and events across the country and around the world.

HOCKEY CANADA IN THE NEW MEDIA

1,356,249

TOTAL FANS ACROSS ALL SOCIAL MEDIA



676,936
TOTAL FANS

130,578,455
IMPRESSIONS

1,099,308
ENGAGEMENTS

422,998
LINK CLICKS

2,352,684
ENGAGED USERS

57,494,378
TOTAL REACH

4 MILLION

TOTAL VIDEO VIEWS ON SOCIAL MEDIA



460,166
FOLLOWERS

1,310,145
LINK CLICKS

57,494,378
TOTAL REACH

88,904,570
IMPRESSIONS

4,233,422
ENGAGEMENTS



166,475 +196%
FOLLOWERS



14,997
FANS



3,040
FANS



5,850
SUBSCRIBERS

1,300,000
VIEWS

TOP FIVE PAGES

Most viewed
HockeyCanada.ca pages
– 2015-16 season

1ST

2016 WJC SCHEDULE
1,348,676
(VIEWS)

2ND

HC HOMEPAGE
1,194,328
(VIEWS)

3RD

2015-16 NJT
HOMEPAGE
578,636
(VIEWS)

4TH

2016 RBC HOMEPAGE
246,972
(VIEWS)

5TH

2015-16 NWT
HOMEPAGE
207,955
(VIEWS)

TOP FIVE DAYS

Most HockeyCanada.ca
visits – 2015-16 season

1ST

DEC. 26, 2015
629,733
(VIEWS)

2ND

JAN. 2, 2016
420,723
(VIEWS)

3RD

DEC. 31, 2015
403,613
(VIEWS)

4TH

DEC. 29, 2015
394,698
(VIEWS)

5TH

DEC. 28, 2015
393,556
(VIEWS)

TOTAL PAGE VIEWS: 17,387,440



BUSINESS DEVELOPMENT & PARTNERSHIPS

Leading consumer brands continued to promote their association with Hockey Canada through the 2015-16 season, reinforcing the strength and value of the Hockey Canada brand. Through national consumer promotions, grassroots programs, advertising, contesting, employee engagement and experiential activations, partners delivered outstanding Hockey Canada experiences across the country.

Key initiatives included TELUS #AllHeartCanada with activations in Helsinki and Kamloops; RBC Learn to Skate at all national events; Esso Medals of Achievement with 17,278 teams participating, and 28 Esso Fun Days; Canadian Tire's "The Big Play," in association with the Hockey Canada Foundation, enabling more than 1,000 kids to get on the ice; Bauer First Shift; Boston Pizza Design-A-Mask; McDonald's atMc and McDo programs; the new Chevrolet Power of Play program, providing coach kits to over 2,600 Peewee teams; Sport Chek unique experiences at the IIHF Women's World Championship; the Timber Mart Sharp Shooter contest; Wrigley Happy Hockey Days; and Crown Royal retail promotions. A number of partners also added to the IIHF U18 Women's World Championship and IIHF Women's World Championship experiences by purchasing tickets to be donated back to allow minor hockey teams and community groups to attend.

PREMIER SPONSORS



INTERNATIONAL SPONSORS



NATIONAL SPONSORS



LICENSING & MERCHANDISING

Hockey Canada's licensing program continues to meet business expectations; Team Canada fans can find licensed products in a wide variety of retail environments in all regions of the country, including bricks-and-mortar and online, and at a wide spectrum of price points. Hockey Canada's on-going partnership with a diverse group of retail banners, which includes Sport Chek, Pro Hockey Life, National Sports, Hockey Experts, Sports Experts, and Canadian Tire, along with a host of other retail partners, offers fans from coast-to-coast-to-coast the opportunity to shop for officially-licensed products in 900+ locations across Canada. Hockey Canada was privileged to partner with more than 49 licensees, who supported the retail trade with high quality items across 14 primary product categories – apparel, collectibles, cresting, electronics and accessories, equipment, eyewear, footwear, headwear, household products, luggage, media, novelties, timepieces and jewelry, and toys and games. Hosting the IIHF U18 Women's World Championship in St. Catharines, Ont., and IIHF Women's World Championship in Kamloops, B.C., provided intimate venues that were supported with a highly successful and robust merchandise program. Hockey Canada's in-venue merchandising partner, Game Day Merchandising, once again exceeded expectations with a strong game plan and a dynamic team for both events.

TOP LICENSING PARTNERS



FINANCE



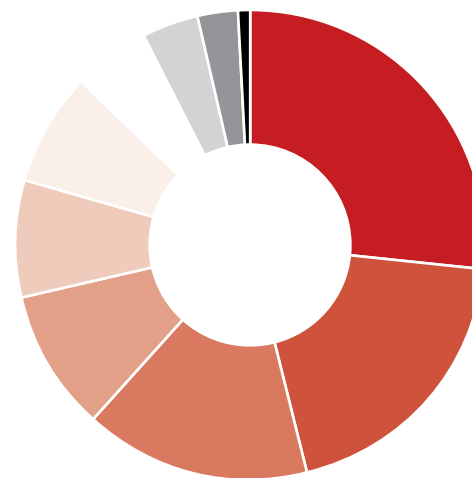
Hockey Canada finances its operations primarily through national and international events, sponsorship, donations, government funding, as well as through a number of other sources. For the year ended June 30, 2016, Hockey Canada continued to operate on solid financial ground. In addition to operating the annual national championships, Hockey Canada played host to two international events, the IIHF Women's World Championship in Kamloops, B.C., and IIHF U18 Women's World Championship in St. Catharines, Ont. Both events were extremely successful, with funds generated leaving a legacy that will benefit the numerous programs that Hockey Canada operates in those regions and across the country. Hockey Canada continues to have strong partnerships with its international and national sponsors. In addition, funding at the municipal, provincial and federal levels of government allow Hockey Canada to grow the game both nationally and internationally. This includes the federal "Own the Podium" program which provides funding to Olympic athletes in a four-year funding window.

SOURCE OF FUNDS



33.8% Marketing Services	5.9% Interest & Interest Revenue
19.7% Insurance Premiums	5.6% Branch Assessments
7.0% International Event Hosting	4.5% Events
6.5% Goods & Services	3.9% High Performance
5.9% Fitness & Amateur Sports	3.7% Funding Agencies
	3.5% Other

USE OF FUNDS



26.7% General Operations	7.6% Development Programs
19.5% High Performance	5.3% Member Services
15.5% Insurance Costs	3.8% Marketing Services
9.8% International Event Hosting	2.9% Technology
8.1% Events	0.7% Other

FUNDING PARTNERS



On an annual basis, Hockey Canada benefits from its relationship with its funding partners. These agencies generously fund Hockey Canada to help the organization realize its goals in developing the game of hockey across the country and internationally, whether it is through programs like Own the Podium, which enhances the chances of Hockey Canada having success at the Olympic Winter Games, or by aiding the development of players, coaches and officials at the local, provincial and national levels.

Canada



Canadian
Heritage

Patrimoine
canadien

Sport Canada



Alberta



SEAMAN HOTCHKISS
HOCKEY FOUNDATION



Coaching
Association
of Canada



MEMBERS & PARTNERS



BC HOCKEY

President: Randy Henderson
6671 Oldfield Road
Saanichton, B.C.
V8M 2A1
Tel: (250) 652-2978
Fax: (250) 652-4536
bchockey.net



HOCKEY ALBERTA

President: Terry Engen
100 College Blvd.,
Box 5005, Room 2606
Red Deer, Alta. T4N 5H5
Tel: (403) 342-6777
Fax: (403) 346-4277
hockeyalberta.ca



SASKATCHEWAN HOCKEY ASSOCIATION

President: Mary-Anne Veroba
#2 - 575 Park Street
Regina, Sask. S4N 5B2
Tel: (306) 789-5101
Fax: (306) 789-6112
sha.sk.ca



HOCKEY MANITOBA

President: Bill Whitehead
145 Pacific Avenue, Room 508
Winnipeg, Man. R3B 2Z6
Tel: (204) 925-5755
Fax: (204) 343-2248
hockeymanitoba.ca



ONTARIO HOCKEY FEDERATION

President: Tony Foresi
400 Sheldon Drive, Unit 9
Cambridge, Ont. N1T 2H9
Tel: (226) 533-9070
Fax: (519) 620-7476
ohf.on.ca



HOCKEY NORTH- WESTERN ONTARIO

President: Glenn Timko
216 Red River
Road, Suite 100
Thunder Bay,
Ont. P7B 1A6
Tel: (807) 623-1542
Fax: (807) 623-0037
hockeyhno.com



HOCKEY EASTERN ONTARIO

President: Ron McRostie
Richcraft Sensplex
Suite 201-813
813 Shefford Road
Ottawa, Ont. K1J 8H9
Tel: (613) 224-7686
Fax: (613) 224-6079
hockeyeasternontario.ca



HOCKEY QUÉBEC

President: Nicolas Minville
7450 boulevard les Galeries d'Anjou, suite 210
Montreal, Que. H1M 3M3
Tel: (514) 252-3079
Fax: (514) 252-3158
hockey.qc.ca



HOCKEY NEW BRUNSWICK

President: Ray Carmichael
861 Woodstock Road
P.O. Box 456 Fredericton, N.B. E3B 4Z9
Tel: (506) 453-0089
Fax: (506) 453-0868
hnb.ca



HOCKEY PRINCE EDWARD ISLAND

President: Barry Thompson
P.O. Box 302
40 Enman Crescent
Charlottetown,
P.E.I. C1E 1E6
Tel: (902) 368-4334
Fax: (902) 368-6366
hockeypei.com



HOCKEY NOVA SCOTIA

President: Garth Isenor
7 Mellor Avenue, Suite 17
Dartmouth, N.S. B3B 0E8
Tel: (902) 454-9400
Fax: (902) 454-3883
hockeynovascotia.ca



HOCKEY NEWFOUNDLAND & LABRADOR

President: Jack Lee
32 Queensway
Grand Falls-Windsor,
N.L. A2A 2J4
Tel: (709) 489-5512
Fax: (709) 489-2273
hockeynl.ca



HOCKEY NORTH

President: Mike Gravel
3506 McDonald Drive
Yellowknife, N.T. X1A 2H1
Tel: (867) 920-2729
Fax: (867) 873-3816
hockeynorth.ca



HOCKEY CANADA

201-151 Canada Olympic
Road SW
Calgary, AB T3B 6B7
Tel: (403) 777-3636
Fax: (403) 777-3635

N204 - 801 King Edward
Avenue
Ottawa, ON K1N 6N5
Tel: (613) 562-5677
Fax: (613) 562-5676
hockeycanada.ca



AFFILIATED ORGANIZATIONS AND HOCKEY PARTNERS



ABORIGINAL SPORT CIRCLE

Akwesasne Mohawk Territory
34 McCumber Road, Unit 7
Akwesasne, ON K6H 5R7
aboriginalsportcircle.ca



CANADIAN BALL HOCKEY ASSOCIATION

9107 Norum Road
Delta, BC V4C 3H9
cbha.com



CANADIAN INTERUNIVERSITY SPORT

801 King Edward, Suite N205
Ottawa, ON K1N 6N5
cis-sic.ca



NATIONAL HOCKEY LEAGUE

1185 Avenue of the Americas
New York, NY 10036
nhl.com



CANADIAN AMPUTEE HOCKEY COMMITTEE

canadianamputeehockey.ca



CANADIAN DEAF ICE HOCKEY FEDERATION

4176 Colonial Drive
Mississauga, ON L5L 4B9
cdihf.deafhockey.com



CANADIAN JUNIOR HOCKEY LEAGUE

Suite 2400, 525 8th Ave. SW
Calgary, AB T2P 1G1
cjhlfhockey.com



NATIONAL HOCKEY LEAGUE PLAYERS' ASSOCIATION

20 Bay Street, Suite 1700
Toronto, ON M5J 2N8
nhlpa.com



CANADIAN ARMED FORCES

National Defence Headquarters
MGen George R.
Pearkes Building
101 Colonel By Drive
Ottawa, ON K1A 0K2
forces.gc.ca



CANADIAN HOCKEY LEAGUE

305 Milner Avenue, Suite 201
Scarborough, ON M1B 3V4
chl.ca



INTERNATIONAL ICE HOCKEY FEDERATION

Brandschenkestrasse 50,
Postfach, 8027 Zurich,
Switzerland
iihf.com



NATIONAL INLINE HOCKEY ASSOCIATION – CANADA

107C Main Street
Dauphin, MB R7N 1C1
niha.ca

INSURANCE

One of the benefits of being a member of Hockey Canada is knowing that an exceptional insurance program has been built with the needs of the members in mind. It involves good financial management, so funds are in place to meet claims obligations when they fall due, and includes establishing control mechanisms, so only genuine claims are reimbursed. With the help of all those involved with our game, Hockey Canada incorporates risk control and safety management, which is key to keeping our game safe and keeping our insurance program strong.

INSURANCE PROGRAM STRUCTURE

HOCKEY CANADA BOARD OF DIRECTORS

HOCKEY CANADA RISK MANAGEMENT COMMITTEE

**Hockey Canada Accidental
Medical/Dental Coverage**

Managed by Hockey Canada

Secondary Program

*Hockey Canada Insurance Brokers – B.F.
Lorenzetti*

THIRD PARTY COVERAGE

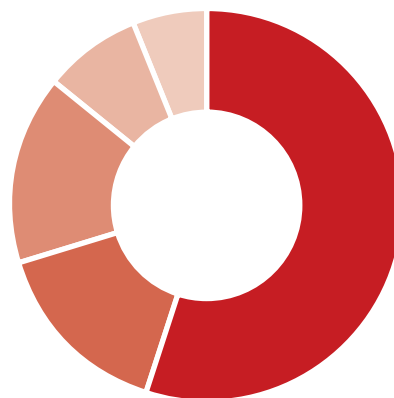
Comprehensive
General Liability

Directors and Officers
Liability

Sexual Misconduct
Liability

Accidental Death and
Dismemberment

PREMIUM BREAKDOWN CHART



55.0% \$8.90
Commercial General Liability
Sexual Misconduct Liability included

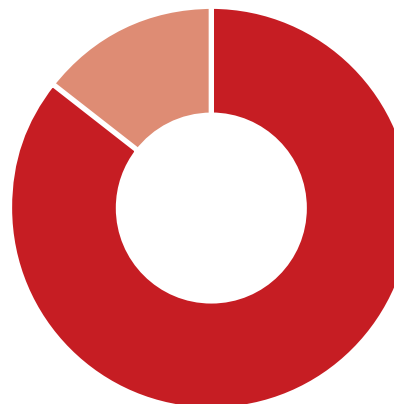
15.5% \$2.50
Accidental Death and Dismemberment

15.5% \$2.50
Deductibles and Administration

8.0% \$1.25
Accidental Medical/Dental

6.0% \$1.00
Risk Management
\$0.50 stays with your member branch

HOW IS MY PREMIUM SPENT?



86.2% Claims

13.8% Administration

