



## **2018 AGM Staff Updates**

### **DOMESTIC DEVELOPMENT**

The position of Director of Hockey Development (DoHD) was a new position within Field Hockey Canada (FHC) created 8 months ago and with the support and encouragement of the members PSOs. After a recruitment and interview process, Susan Ahrens was hired in to the role. Susan was the lead for Field Hockey BCs high performance and coach education for four years prior to joining Field Hockey Canada.

The purpose of the role is to grow the game at all levels and in all elements across the country. As with any new position, there is a familiarization period. During this time, Susan has endeavoured to understand the internal and external mechanisms impacting FHC and our PSO partners, including; governance, strategies, key partner agencies and provincial leads / staff.

A key part of Susan's initial work has been to create the support infrastructure, which will underpin the subsequent work to build out capacity and make a positive difference across the country. The portfolio of the DoHD is eclectic, encompassing the athlete, coaching and officiating pathways. This short update report will speak to each pathway in turn to delineate key priorities, progress and future direction.

#### **1. Coach Education**

##### Priorities

- i. Clearly defined NCCP National Coach Education Pathway.
- ii. Develop strategy for coach education 2019 – 2023.
- iii. Strategically build Learning Facilitator and Coach Evaluator capacity across the country.

- iv. Run courses at all levels of the pathway: Community Coach; Competition Introduction; Competition Development.
- v. Create National coaching standards that are enforced in all PSO and FHC activities
- vi. Develop operational guidelines, policies and standard working procedures to support the work in this area.

#### Progress

- In March 2018 FHC and our provincial partners are aligned to FHC's NCCP National Coach Education Pathway.
- To support the work in this area, FHC has created a Coach Education Committee. The members of this committee are: Nancy McCutcheon; Ann Doggett (Board representative); Susan Ahrens (Staff Lead).
- In April 2018, FHC signed up to the Coaching Association of Canada's (CAC) Responsible Coaching Movement (RCM).
- Susan sits on the RCM Steering Committee to help shape future national strategy.
- In May 2018, Coach Education Committee members met to update and sign off on Competition Development course materials.
- In May 2018 FHBC Learning Facilitators undertook content training in the new materials, led by Susan and our CAC advisor.
- All course materials in final versions and going to print in early Fall.

## **2. Officials and Umpires**

#### Priorities

- i. Develop strategy for development of officials and umpires 2019 – 2023.
- ii. Strategically build capacity across the country.
- iii. Run courses at all levels of the officiating pathway.
- iv. Create National officiating standards that are upheld in all PSO and FHC activities.
- v. Build database and track officials, their development and their domestic and international appointments.

- vi. Develop operational guidelines, policies and standard working procedures to support the work in this area.

#### Progress

- The Officials Committee supports the work of FHC in this area. The members of this committee are: Margaret Johnston; Alan Waterman; Ozias D'Souza; Mario DeMello; Laurie Hogan; Paula Parks (Chair); Susan Ahrens (Staff Lead); Ann Doggett (Board Representative)
- April – July 2018 has been a busy period with International appointments. FHC are hosting 20 International games in BC during June / July which required our Officials Committee to make in excess of 60 appointments. The 98 games scheduled for the 2018 National Championships in July require in excess of 200 appointments, with our Officials Committee working hard alongside FHO to put these in place.
- FHBC has developed an online course, which will be available across the country.

### **3. Domestic Events**

#### Priorities

- i. Alignment of FHC, PSO and partners around 2014 Competition Review Strategy.
- ii. Implementation of the 2014 Competition Review Strategy.
- iii. Continue to build strength and depth of FHC National Championships.
- iv. Create robust events hosting strategy, inclusive of operational guidelines and policies.

#### Progress

- In March 2018 we acted upon the recommendation of the FHC 2014 Competition Review Strategy and created a National Championships Advisory Committee (NCAC), which has an oversight of the operational features of the National Championships and remit to create a legacy hosting document. Members of this committee are: Barb Carmichael, Ken Farion; Karen Simmavong;

Burgundy Biletski; Sue Jameson; Kurt DuBois; Melody Haddow (Chair); Susan Ahrens (Staff Lead).

- The 2018 National Championships are being hosted in Toronto which has required significant time and effort to assist in the delivery of this event.

#### **4. Athlete Pathway**

##### Priorities

- i. Develop and communicate the Athlete Pathway.
- ii. Develop a member relationships and engagement strategy.
- iii. Build membership database for FHC members.

##### Progress

- In March 2018 we acted upon the recommendation of the FHC 2014 Competition Review Strategy and created the Competition System Implementation Committee (CSIC), the purpose of which is to provide strategic oversight of the competition system. Members of this committee are: Mark Saunders; Peadar O Riain; Vanessa Williamson, Susan Ahrens (Staff Lead)
- Partnership work between FHC Development and High Performance sections to clearly delineate athlete pathway and long term athlete development is in progress.

#### **COMMUNICATIONS**

Kevin Underhill took over the Communications Manager role in October of 2017 after Shaheed Devji took on a new role at a communications agency. Kevin and Shaheed were supported over the last two summers by interns Kori Sidaway (Communications and Events Coordinator: May-August 2017) and Grace Li (Communications and Events Coordinator: May-August 2018).

Field Hockey Canada's Communication strategy is focused on consolidating and elevating the organization's outward-facing communication. In 2016 and 2017, Field Hockey Canada (FHC) made strides forward and leveraged marketing opportunities (IE: Olympic Games). 2018 will be about elevating further the platform that FHC has already established. The 2018 competition and training schedule presents many opportunities to market and promote the Women's National Team (WNT), Men's National Team (MNT) as well as the next generation of Canadian field hockey superstars (Junior National Teams). The majority of the outward communication will remain on our touring national teams, FHC will also show a concerted effort to include more frequent coverage of provincial and local initiatives.

#### **Communications Platforms:**

Website – 70k + yearly users – 250+ yearly articles/posts

Facebook – 9,240 Followers – 1,000+ yearly posts

Twitter – 9,470 Followers – 1,000+ yearly posts

Instagram – 7,460 Followers – 300+ yearly posts

Youtube – 1,400 subscribers – 20 yearly videos

Mailchimp – E-Newsletters | Press Releases – 7,300 Subscribers – 60+ yearly blasts

*\*Example of Major Games coverage below.*

#### **Major Events:**

Over the past 18 months, Field Hockey Canada has covered the following National and Junior National Team Events: Test series and tours (WNT, MNT); FIH World League (MNT, WNT); Pan American Cup (MNT, WNT); 2017 Indoor Pan American Cup (Indoor MNT and Indoor WNT); Youth Pan American Championships (NextGen Men); 2018 Commonwealth Games (MNT, WNT); Hockey Series Open (WNT).

In addition, Field Hockey Canada, in association with provincial sport bodies hosts FHC National Championships for U15, U18 and U23 divisions. Last year's event was held in Surrey, BC. The

2018 event is scheduled for July 12-22 in Toronto, ON. These are major domestic opportunities to share and promote field hockey within Canada.

**Upcoming Events:**

The Men’s National Team is playing in the FIH World Cup in November, 2018. Field Hockey Canada’s Youth Men’s Team will be representing Canada at the youth Olympics in October. Both of these international competitions will be great opportunities to share stories and promote the teams and athletes. Within the next year, Field Hockey Canada will also be prioritizing the coverage of the Men’s and Women’s National Team’s path to Olympic Qualification.

**EXAMPLE COVERAGE: Commonwealth Games Coverage Breakdown:**

PLATFORM	REACH/IMPRESSIONS/ENGAGEMENT
WEBSITE	16 Articles
	45K Website Visits
TWITTER	115 Tweets
	16 Video Posts
	Top 20 Tweets: 200k impressions
FACEBOOK	60 Posts - 156k Reach
	10 Photo Galleries
	20 Videos - 40K Views
INSTAGRAM	33 posts
	15K Likes
	90K Reach

## **PARTNERS**

Field Hockey Canada could not operate without our partners. We would like to thank Sport Canada for their ongoing support and guidance, including the Own The Podium. It was an encouraging year for the development of NextGen programming as Sport Canada and our Canadian Olympic Committee came together to unlock NSO funding for those high performance athletes with “podium potential”. The Canadian Olympic Committee continues to be a strong partner, both financially and with operational services, for Field Hockey Canada.

We continue to foster important relationships with our system partners including the Coaches Association of Canada, AthletesCAN, Sport Matters, Commonwealth Games Canada and the Canadian Centre for Ethics in Sport. We also lean on our field hockey system partners including the Pan American Hockey Federation and FIH. Thank you to all our system partners for their ongoing support.

We have had a robust year for new support through donors and sponsors. Thank you to those who have donated and attended our fundraising events. Thank you also to our sponsors from Flight Centre, Gryphon and our newest partner, Osaka Hockey.

Internally, we would like to thank our Board of Directors for their ongoing commitment and expertise. We are neither a policy nor operational Board, but rather a hybrid of both. This requires our individual Directors to be committed and involved 12 months of the year, often called on to provide expertise in the focus area they support.

We would like to thank our PSOs for the ongoing care and communication over the last year. Each province has a unique environment, but it continues to be encouraging to see PSO staff and Board members come together on important initiatives that impact us all. Thank you!

Our staff, board and members are all supported by countless volunteers who have contributed in our community during the course of this year. Thank you to those volunteers who give their time and support to provide opportunity for all to be a part of field hockey in Canada.