

Staff Report

Prepared for the 2014 Annual General Meeting

Human Resources

Field Hockey Canada has undergone substantial human resources change over the last 12 months, starting with the addition of Jeff Sauvé as CEO in July 2013. As of July 2014 the roster of employees / contractors is stable and provides a platform for future growth. Below is a summary of the staff of Field Hockey Canada:

NAME	Title
Bundy, Paul	Assistant Coach, Men's National Program
Devji, Shaheed	Creative & Communications Manager
Farry, Anthony	Director & Head Coach, Men's National Program
Gillis, Diane	Women's National Program Manager
Northrup, Lisa	High Performance Manager
Plottel, Celia	Men's National Program Manager
Rutledge, Ian	Director & Head Coach, Women's National Program
Sauvé, Jeff	Chief Executive Officer

Recently, it was announced Robin D'Abreo was moving on from his position as Women's National Program Assistant Coach to take the Head Coach role with the University of British Columbia Women's Field Hockey program. At the time of the Annual General Meeting, Robin's replacement is being advertised for.

Communications

There has been an emphasis on the creation and activation of a more robust and strategic marketing and communications program. This has included a rebrand of the Field Hockey Canada logo, including the affiliated slogan of "OneTeam":

- <https://www.youtube.com/watch?v=xC9WRJhAi1w&list=UUQhEzlorPT8TpcU1TIZDJfw>

The creation of an email distribution list (approximately 9,800 individuals) has enabled direct communications to hockey enthusiasts, media and partners. Creating timely and meaningful content in an effort to "tell our story" has resulted in the launch of two new properties:



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1. Field Hockey Canada 365 (#FHC365): an all access, behind-the-scenes look in to the stories of our programs and athletes:
 - a. <https://www.youtube.com/watch?v=oscqGwt7rqw&list=UUQhEzlorPT8TpcU1TIZDJfw>
 - b. <https://www.youtube.com/watch?v=oisoga-Ytno&list=UUQhEzlorPT8TpcU1TIZDJfw>

2. Field Notes (#FieldNotes): a shorter exposé with our very own Shaheed Devji.
 - a. https://www.youtube.com/watch?v=PRuntu6_UQg&list=UUQhEzlorPT8TpcU1TIZDJfw&index=5
 - b. <https://www.youtube.com/watch?v=1MOBqBGT3C0&list=UUQhEzlorPT8TpcU1TIZDJfw>
 - c. <https://www.youtube.com/watch?v=d4AIs0e7z88&list=UUQhEzlorPT8TpcU1TIZDJfw&index=2>
 - d. <https://www.youtube.com/watch?v=9ARPGGW1cuM&list=UUQhEzlorPT8TpcU1TIZDJfw&index=1>

Combined, the links herein for instance have resulted in over 8,000 viewers on our YouTube channel. Additional key communication metrics over the year include a 10%+ growth in Twitter and Facebook followers, double the YouTube subscribers and substantial growth in all website analytics.

Leading up to the Commonwealth Games, the Women's National program had the pleasure of welcoming the CBC's Rick Mercer to train: <https://www.youtube.com/watch?v=XwI7Ida1nYY>. It was exciting to have the opportunity to profile the program and athletes on prime time TV.

With respect to internal communications, Field Hockey Canada staff has made a concerted effort to meet with members and partners. This has included a face-to-face Provincial Sport Organization (PSO) meeting in Burnaby. The staff has worked with PSO members in an effort to better articulate the athlete pathway. National staff will look to improve on this communication with PSOs, as well as standing committees of Field Hockey Canada (i.e. Technical Committee) in the future.

Pathways Development: Coaching, Officials, Athletes

Progress has been made on the Coach Pathway, but a great deal of work remains to be completed in a short period of time. Funding from the Coaching Association of Canada (CAC) has been reduced to \$3,000 as a result of the relative inactivity on the coach education front for the last 3+ years. Regardless, our CAC consultant, Laura Watson has been incredibly helpful and is committed to working with us to implement and activate on a Coaching Pathway.

Our technical officials continue to receive prestigious appointments at major events. Funding for officials continues to be a challenge. Further, Field Hockey Canada staff can improve upon our integration with the Technical Committee and the promotion of Canadian officials – a goal for 2014 and beyond.

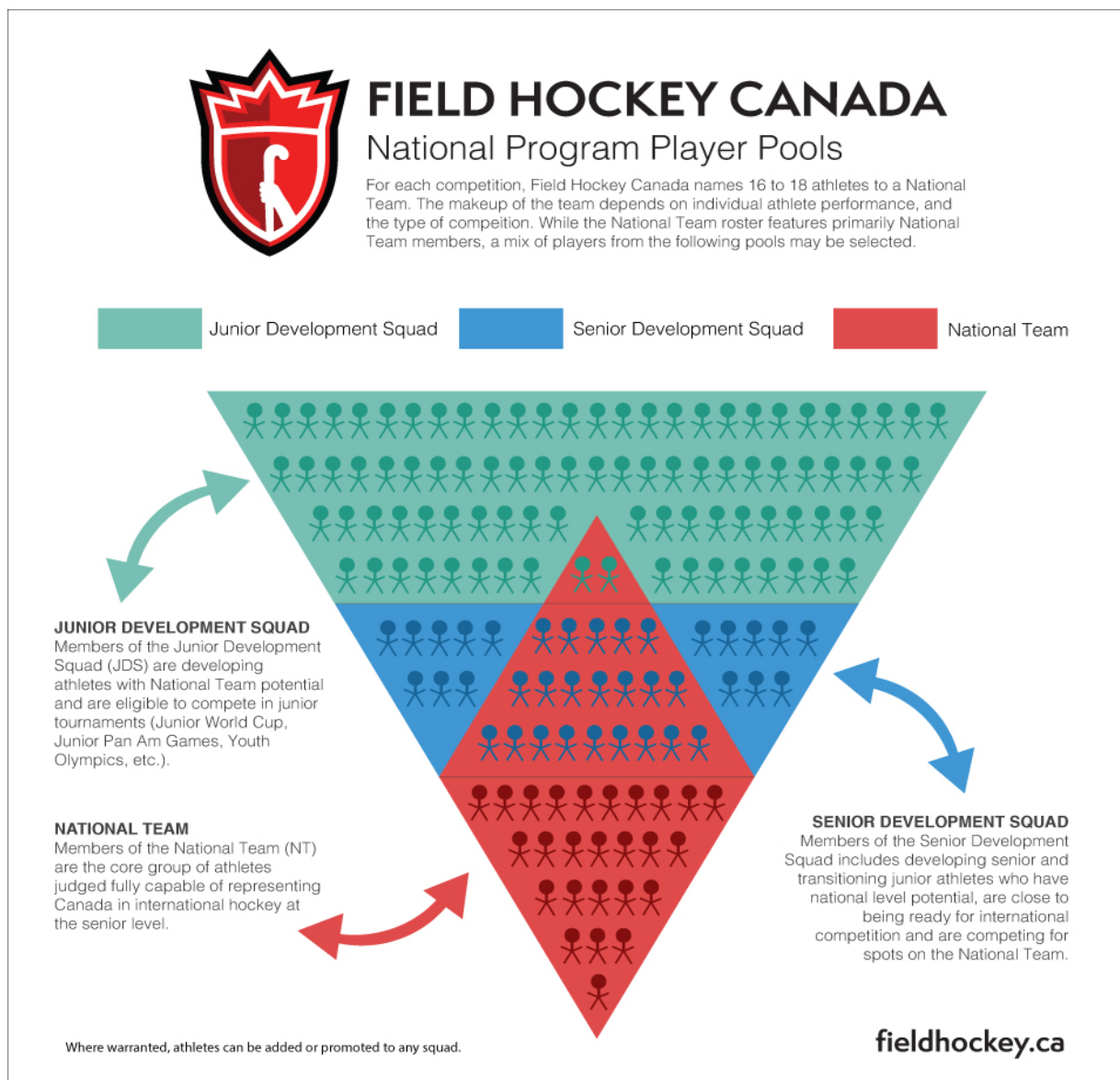




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The athlete pathway has garnered much attention in the last year and progress has been made on all fronts. In collaboration with our funding partners (primarily Sport Canada and Own the Podium), Field Hockey Canada has moved from National Programs that were more horizontally aligned, to a model of vertical alignment. The new system has proved to be more efficient and effective for our National Programs, including encouraging results within both the Women's and Men's National Programs.

The graphic below provides an overview of a vertically aligned approach to high performance:





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Financial Management

A focus over the last year was to enhance the management of Field Hockey Canada's finances. To ensure the appropriate expertise, and in the context of our human resources budget, there was a move away from having an "in house" finance manager to contracting an external financial management company. Red Fern Consulting provided the best option and ensures we have the ongoing advice and guidance of a CA, with day-to-day support of a junior finance coordinator. This relationship has proved beneficial to Field Hockey Canada on every front.

Partnerships

Emphasis over the last year has been to strengthen and expand our strategic alliance with several domestic, international and corporate partners. In addition to the Provincial Sport Organizations, domestic leagues (i.e. CIS), facilities (i.e. Richmond Olympic Oval, University of British Columbia) and domestic field hockey committees (i.e. Technical Committee), Field Hockey Canada has purposefully aimed to strengthened their ties to the following groups:

National:

1. Sport Canada (SC)
2. Own the Podium (OTP)
3. Canadian Olympic Committee (COC)
4. Commonwealth Games Association of Canada (CGC)
5. Canadian Team Sport Coalition (CTSC)
6. Coaching Association of Canada (CAC)
7. Canadian Centre for Ethics in Sport (CCES)
8. Athletes Canada

International:

1. Pan American Hockey Federation (PAHF)
2. International Hockey Federation (FIH)



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Corporate:

1. Adidas Canada
2. Big Kahuna Sports Company
3. Flight Centre Business Travel
4. CHIMP Foundation

Thank you...

In addition to the partners listed above, the staff of Field Hockey Canada thanks the Provincial Sport Organizations, schools and clubs for their leadership in advancing field hockey in Canada.

Thank you also to our Board of Directors. Under President Baggott, our Board quietly and confidently supports the development of field hockey, both domestically and internationally.

Our Board of Directors signifies the importance of volunteerism. We are abundantly aware we could not do what we do without the support of the thousands of volunteers across Canada who gives their time, expertise and passion to provide opportunity for our athletes, coaches and officials.

From the staff of Field Hockey Canada, thank you all!



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