



Molson Open Ice Summit on Player Development

Five Years in the Making:

***A Report on the Open Ice
Summit Initiatives***

August 2005



Introduction

- *The primary focus of the Molson Open Ice Summit was to discuss player development in Canada.*
- *By engaging in dialogue on Canada's past, present and future aspirations in the sport of hockey, Canadians were provided with the opportunity to explore new directions in player development.*
- *The Summit produced 11 recommendations for change and gave Hockey Canada, the sport governing body for amateur hockey in Canada, the mandate to execute a plan to address these needs.*
- *Since 1999, Hockey Canada has engaged in a wide variety of initiatives and activities to address these 11 recommendations.*
- *The report that follows demonstrates that some Hockey Canada activities suggest an aggressive approach to initiate change, while other activities have been quite subtle.*



Recommendation #1

- 1. Create a system of mentor/master coach for every minor hockey association. One master coach for every 20 teams. Move toward a mentor/master coach being a paid professional. Ensure that coaches are trained to reward and encourage a child's use of creativity and imagination while practicing and playing.*

Actions:



- ***Branch Master Mentor Network***
- ***Branch Trained Mentors***
- ***NCMP Mentor Profiling***
- ***National Training Seminars***
- ***Annual Best Practices Seminars***
- ***Annual NCMP progress reports***
- ***Annual Program of Excellence Seminars: Male U17 and Female U18***
- ***CoachesClub online mentoring***
- ***Officiating Mentorship Program framework***

<http://www.hockeycanada.ca/e/develop/coaches/mentorship/index.html>

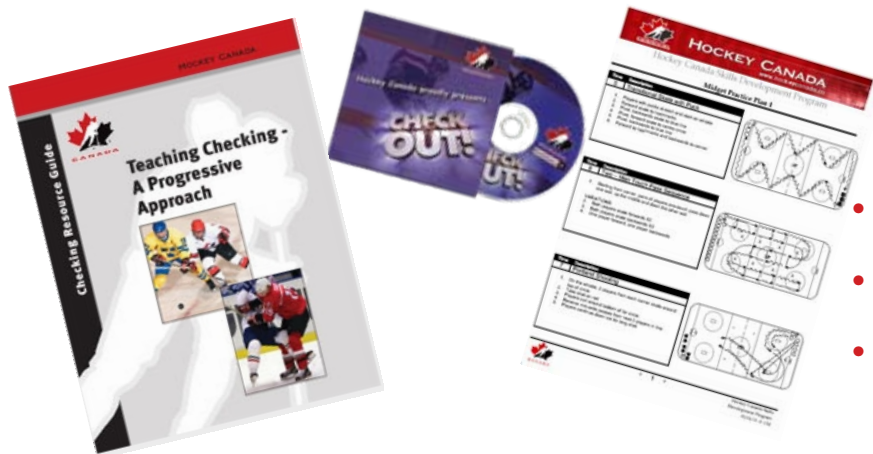


Recommendation #2

2. *Adjust the practice-to-game ratio so that the number of games does not exceed the number of practices. (The ratio is currently as low as 1-to-3 in Canada.) Need to examine and redefine the meaning of "practice".*

Actions:

- **Enhanced resource development to support coaches in the practice environment**
- **Practice to Game Ratio Education/ Promotional Plan:**
 - Awareness Brochure
 - Awareness Poster
 - Educational Video titled: "FUNdamentals Off-Ice Skills Training"
- **Hockey Canada Video Resources**
- **Hockey Canada Skills Manuals**
- **Specialty Clinics in Multi-media format.**





Recommendation #3

3. *Examine the date of age determination. (The cut-off date is currently December 31st, but some thought has been given to rotating it throughout the calendar year. The objective is for a player to not always be the youngest or oldest in a given division.)*



Actions:

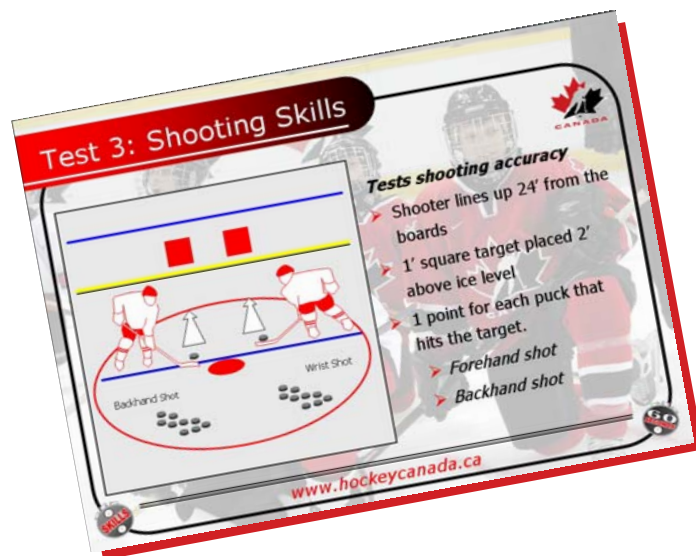
- ***Hockey Canada examined the issues of age determination date.***
- ***Hockey Canada Board approved the Age Change motion moving all age classifications back one year and making Midget hockey up to a three year category.***
- ***No further action taken with respect to this recommendation. Age determination date remains December 31 of the current year.***

<http://www.hockeycanada.ca/openice/agechange/e/index.html>



Recommendation #4

- 4.** *Raise awareness of the importance of skill development and establish a system to measure and celebrate skills.*



Actions:

- ***Developed the Hockey Canada “National Skills Standards and Testing Program” (2004).***
- ***Annual “Coaching Day” events in cooperation with the Calgary, Montreal, and Vancouver.***
- ***Development Programs CD ROM made available free of charge to Minor Hockey Associations throughout Hockey Canada Branches.***

<http://www.hockeycanada.ca/e/develop/skillstesting/index.html>



Recommendation #5

5. *Expand the implementation and marketing of the Initiation Program, including the use of the public school system. (The Initiation Program is designed to introduce children to hockey, with an emphasis on fun and skill development.)*



Actions:

- ***Initiation Program manuals are the first step in the Hockey Canada Skills Manual Curriculum Series***
- ***Initiation Program promotional CD ROM and Video***
- ***Minor Hockey Association and parent IP awareness poster campaign***
- ***Initiation Program spokespeople Jayna Hefford and Paul Kariya***

Downloads

You can learn more about the Initiation Program by downloading the complete Initiation Manuals in Acrobat PDF format, by clicking the links below. If you don't have Adobe Acrobat Reader installed on your computer, [click here](#) for a free download.

[WORKSHOP](#)

[IMPLEMENTATION GUIDE](#)

[SAMPLE LESSON PLAN](#)

[Initiation Presentation](#)

[Click Here](#) to view a Flash presentation about the Initiation Program.

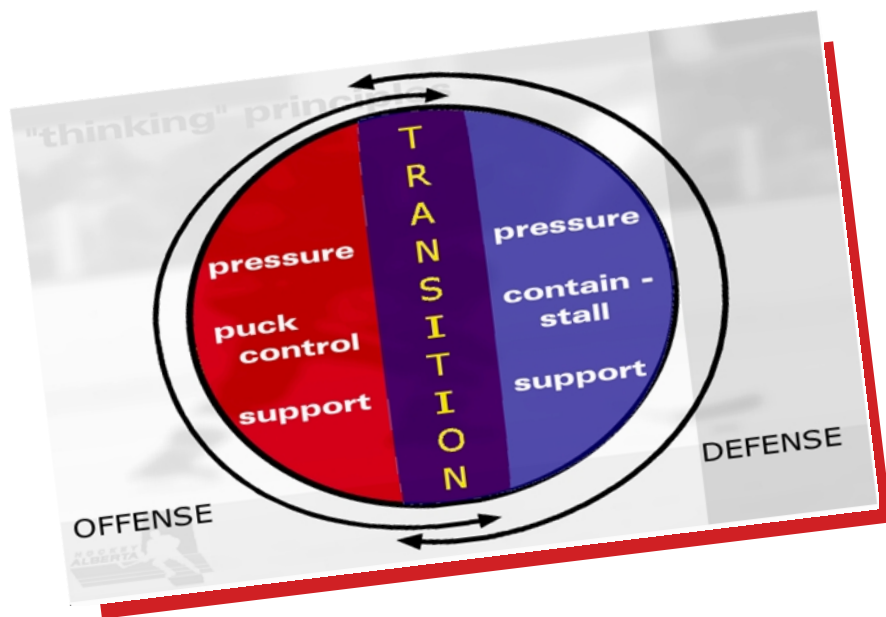
<http://www.hockeycanada.ca/openice/agechange/e/index.html>

Recommendation #6

- 6.** Include a "mental (software) skills" module and a mentor program as part of the ongoing rewrite of the coaching program.

Actions:

- Addressed through the redesign of the NCCP – Competency Based Education and Training
- Created connectivity between the NCCP and the NCMP through coach supervisions and observations
- Development of Specialty Clinics to augment Coach Education program
- CoachesClub resources to support coaches





Recommendation #7

7. *Examine the raising of draft ages (NHL and CHL). Currently, draft ages are 18 for the NHL, 15 for the Western League, 15 for the Ontario League and 16 for the Quebec League.)*



Actions:

- ***Canadian Development Model (CDM) approved at the 2005 Hockey Canada AGM***
- ***The creation of an athlete-centered model that meets the players developmental, educational, and life requirements***
- ***Hockey Canada discussions with the CHL and NHL are ongoing.***



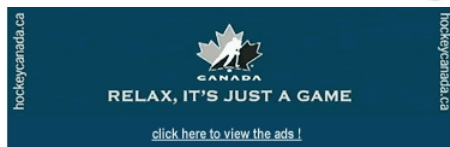
Recommendation #8

- 8.** *Initiate a public awareness campaign on the positive values of hockey and having respect for all participants, rules and the game itself.*

Actions:

Launched:

- *the “Play Right Program” for the Hockey Canada Coaching Program.*
- *the “Shared Respect” Initiative for the Officiating Program.*
- *a very successful PSA campaign in print, radio and Television*
- *a PSA campaign on “Teaching Checking Skills.”*
- *IPSOS Reid Survey of membership*





Recommendation #9

9. Educate all Canadian players, partners and stakeholders in Canadian hockey on the recommendations of the Open Ice Summit.

Actions:

- An on-going initiative working with the media and key hockey stakeholders. The Hockey Canada website continues to be the key vehicle for messaging.



PROMOTE COOPERATIVE EFFORTS INITIATION PROGRAM
SKILL PUBLIC AWARENESS CAMPAIGN PRACTICE-TO-GAME RATIO
DEVELOPMENT EDUCATE AGE DETERMINATION
MENTOR/MASTER COACH **EXPAND** COMMUNICATION

www.hockeycanada.ca/e/events/openice/index.html

www.hockeycanada.ca





Recommendation #10

10. *Promote cooperative efforts between school boards, local hockey associations and sponsors, to better utilize ice times and school facilities and move towards development of sport schools. (Arenas in Canada sit unused most weekdays between 9:00 am and 4:00 pm.)*

Actions:

- ***Launched the Hockey Canada Skills Academy program (HCSA) in the 2000-2001 as a pilot***
- ***Received approval at the Hockey Canada 2002 AGM to begin operation as an official program***
- ***52 HCSA programs will be operating in 6 Branches in 2005-2006***
 - ***BCAHA***
 - ***Hockey Alberta***
 - ***Hockey Manitoba***
 - ***Ontario Hockey Federation***
 - ***Ottawa and District Hockey Association***
 - ***Hockey New Brunswick***
- ***Licensees of Hockey Canada Skills Academy programs receive a series of technical resources and training activities that supports the delivery of HCSA program***





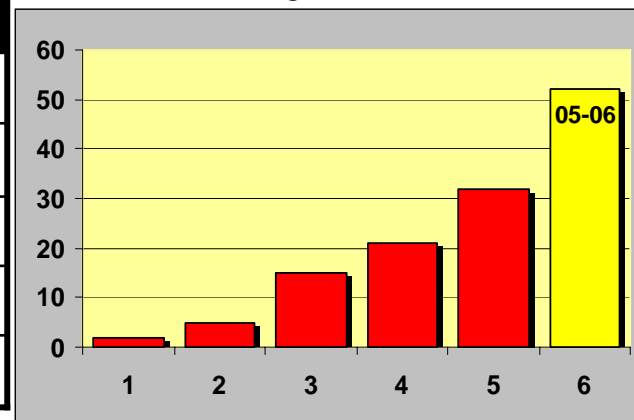
Hockey Canada Skills Academy

❖ *The Hockey Canada Skills Academy Program has experienced tremendous growth and success through the first 5 years of the project. In 2005-2006 the program will show another sharp rise in licensed programs with **21 new schools** (in yellow below) delivering hockey programming within their school day.*

Exceptional Program Growth:

Year	Total Schools	Male	%	Female	%	Total Students
04-05	32	1158	86	182	14	1340
03-04	21	564	84	107	16	671
02-03	15	374	83	77	17	451
01-02	5	147	94	9	6	156
00-01	2	78	95	4	5	82

Growth rate showing 2005-2006 additions





Recommendation #11

11. *Expand communication among all partners in hockey with respect to program developments.*

Actions:

- ***An on-going initiative working with the media and key hockey stakeholders which is a prime communication tool for Hockey Canada.***
- ***The addition of Membership services to the portfolio of Senior Director, Insurance and Member Services***
- ***Increased focus on Membership Services with the addition of two new Hockey Canada positions:***
 - ***Manager, Membership Services***
 - ***Coordinator, Membership Services***





Summary

- The **impact** of the initiatives illustrated throughout this report is difficult to speculate at this time.
- While 5 years may be considered a lengthy period of time, many of these activities such as Mentorship (NCMP), the Skills Academies (HCSA), and the National Skills, Standards and Testing (NSST) are only now starting to take solid roots at the grassroots level.
- The primary goal at this point in time is elevating the awareness levels for all of these initiatives through strong **marketing** and **promotion**.
- As penetration occurs at the grassroots level of each of the 13 Branches across Canada, we will achieve a **"Tipping Point"** and the demand for these programs will, no doubt, escalate at a rapid rate.



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***For more information on the Open Ice
Summit, please visit the Hockey
Canada website at:***

www.hockeycanada.ca/e/events/openice/index.html