



APPLICATION PACK  
2020/2021







## TABLE OF CONTENTS

Section 1 - About Super Hockey League .....	5
Section 2 - 2020-21 HSL Division Layout .....	12
Section 3 - Future HSL Division Progression .....	13
Section 4 - Payment Schedules .....	18
Section 5 - 2020-21 HSL Franchise/Team Application .....	20

### CONFIDENTIALITY

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## SECTION 1: ABOUT HOCKEY SUPER LEAGUE

Founded in Edmonton, Alberta in 2017, the HSL is an alternative to Minor Hockey for players born in 2011, 2010, 2009, 2008, 2007, 2006, 2005 & 2004. The HSL has grown to over 60 teams and 1000 athletes in 8 Divisions and features many of the top age group players in the province.

### A HOCKEY LEAGUE CREATED BY HOCKEY PLAYERS

The HSL was created to provide an opportunity for athletes to participate in a privately-operated program that's goal is to develop high level hockey players and create leaders both on and off the ice. The HSL is not a registered league with Hockey Canada or Hockey Alberta; we are independent of these organizations. All players and staff of HSL teams are fully insured and we have advanced player rules and officiating training that has resulted in safer game play.

Athletes are not restricted by borders or boundaries and can play for programs that best meets their development goals not based on where they live. We believe that athletes should not have to uproot their academic commitments to pursue a specialized hockey program. We believe that hockey is defined by the people who play game not by the people who administer it.

Our development philosophy consists of working with and empowering HSL franchises that have a fundamental focus on creating long term developmental plans for their athletes. Similar to the European hockey and soccer development model; we believe that it is essential to have a higher ratio of practice sessions to games in order to improve an athlete's skills and performance in competition.

We believe that consistent high-level instruction is required over a long period of time in order to reach optimal athletic development and that success should not be measure by short term wins and losses but rather on individual skill development and athletic growth within a team setting. Access to professional skills coaches are mandatory requirements of acceptance into the HSL as a way of ensuring the athletes receive the best training and development possible.

This consistency and fundamental belief in coaching and development removes the interruptions of the present conventional hockey programs and results in limited player turnover and the development of high-level hockey players and leaders. The HSL is setting a new standard for hockey player development in Canada.



## LEAGUE MISSION STATEMENT

- To provide youth hockey players an environment to showcase and progress their individual skills within a team setting;
- To establish a culture and partnership for its member organizations based on continual improvement for its athletes;
- To uphold the highest level of sportsmanship and team play, while maintaining all stakeholders competitive passion and love for the game;
- To develop player confidence and leadership qualities on and off the ice; and
- To provide a safe and positive work environment for all officials, linesman, arena staff and volunteers.
- To uphold the highest standards in player safety

## CORE VALUES

All stakeholders in the Hockey Super League will work in collaboration to create an environment to establish the following core values in its athletes:

- |                   |                |   |
|-------------------|----------------|---|
| • Work ethic;     | • Integrity;   | • Development;                                    |
| • Teamwork;       | • Passion;     | • Respect for teammates, opponents and officials; |
| • Accountability; | • Consistency; | • Choice  |

*“The HSL provides a great platform for high-level competition, quality skill development programs, and an ability to schedule an entire season upfront, giving my family lifestyle balance. We are already looking forward to the 2020/2021 season!”*

*- David Pelletier - (Edmonton Oilers Skating Coach, 2002 Olympic Gold Medalist and three-time Canadian Champion)*



# HISTORY OF THE HOCKEY SUPER LEAGUE



## 2016 - 17 HSL SEASON

The Saints Pro Hockey Academy was established in the winter of 2017 in an effort to provide youth players with an alternative option to Minor Hockey in Alberta. A structured development plan was built by an experienced coaching staff which was supplemented

by specialty skill instructors, and off-ice trainers. The athletes spent an average of 3.5 hours a week of on-ice training with a strong emphasis and skill and player development. The player's improvement in the winter season was impressive and exceeded expectations. There was resounding positive feedback from parents and athletes based on the first winter season.

The following is a summary of what the Academy accomplished in our first season:

- Competed in 5 Showcases (Toronto x 2, Minnesota x 2, Hinton);
- Competed in 2 Tournaments (Edmonton and Phoenix);
- Travelled an estimated total of 22,210 km (Toronto x 2, Minnesota x 2, Phoenix, Hinton);
- Played a total of 38 games. Compiling a record of 24-11-3, 263 Goals For, 122 Goals Against;
- Had 61 practices, totaling 85 hours of on-ice practice (skating, passing and shooting skills, offensive tactics, defensive tactics, checking and team play development); and
- Trained at The Base by RVH in Edmonton for 12 hours of highly specialized and professional off-ice training.

## 2017 - 18 HSL SEASON

Our inaugural HSL season had a total of 9 teams from 5 separate franchises that competed in two divisions, 'UP2 05' for players born after 2005 and 'UP2 07' for players born after 2007.

After a successful inaugural campaign, the 2018-19 HSL season has featured a total of 32 teams across 6 divisions. HSL teams span across Alberta from Fort McMurray to Calgary, including 11 teams from the South and 21 teams from the North. The 2018-19 HSL season also showcased the release of the HSL Prep division. The HSL Prep division has showcased some of the top 2005 and 2006 born players from around Alberta, including one of the top 2006 born teams in Western Canada. This division featured many new initiatives including a 24 game regular season with full body contact with three specific rules to protect the safety of our athletes.



### CASE STUDY 2018-2019 RED WINGS HOCKEY CLUB

Following the 2017-2018 season Camrose and area was left without a Bantam AAA program for the 2018-2019 season. Not having a program locally was going to force any of the 2004 and 2005 born athletes to commit to either a CSHL program or one of the neighbouring Bantam AAA programs. With committing to another program from outside of their local area, many players and their families were going to be forced to either billet their child or incur an inflated cost of travel or commitment to a CSHL school. Darryl Gagnon who had been a member of the coaching staffs at both the Bantam AAA and Midget 15 AAA levels in Camrose decided to step up and start up the 'Red Wings Hockey Club'. Kick-starting this program has allowed the players from Camrose and surrounding areas to live and develop at home.

#### Program Summary

- 126 hours of on-ice instruction; (10 hours - Power Skating, 24 hours - Individual Skill Development)
- 30-40 hours of goalie instruction (roughly 15-20 hours of 1 on 1 instruction)
- 15-20 hours of off-ice training and team building;
  - Arizona Coyotes game in Phoenix including a tour of the dressing room
  - Red Deer Rebels game
  - Camrose Kodiaks games throughout the season
  - Equipment drive to donate 10 full bags of equipment to the Maskwacis reserve
- Silver medal at the Arizona Cactus Cup;
  - Only loss was to the Burnaby Winter Club CSHL Bantam Varsity team
- Will play roughly 45 games;
  - 28+ games (including playoffs), 5 exhibition
  - 10+ tournament games (Arizona and Vancouver)
- Fundraised close to \$30,000 for team costs; and
  - Coaches, Fuel, Trainer, Flights and meals
- Players paid \$3500 for the program and another \$650 HSL registration fees.
- Won the 2018/19 HSL Prep Division Championship

## 2019 - 20 HSL SEASON

The Hockey Super League continued its rapid growth in the 2019 – 20 season with 61 total teams that were accepted into the league across 9 divisions. There were 4 new franchises in southern Alberta and 6 new franchises in northern Alberta. The league expanded into BC welcoming 3 total franchises including a franchise in Victoria and 2 franchises in Langley. The HSL also introduced its first ever single birth year division in the 2007 Major Division, where elite level 2007 born athletes were introduced to body contact a year earlier than their counterparts in Minor Hockey. Competing with athletes of the same age provided a controlled environment that allowed them to safely learn the rules of body contact.

### CASE STUDY 2019-2020 WEST COAST WILD

The West Coast Wild consisted of a group of 2007 born athletes from Vancouver Island, British Columbia. The Pee-Wee aged group looking for a competitive league with a developmental focus for their players to compete in and thus their talented group joined the HSL prior to the 2019 – 20 season in the 2007 Major division. West Coast Wild's developmental focus is built around their team culture that revolves around encouragement amongst players, hard work, and positive attitudes by coaches, players and parents.



#### Program Summary

- Programming included weekly high paced skills where players focused on progressing their individual skills
- 5 – 6 hours of on-ice practice at various locations
- 2 practices in the week were dedicated on technical skating, edge work and passing and shooting techniques. The last practice of the week comprised of players working on team structure and understanding how to use and apply the skills in game settings
- Off-Ice included consistent weekly age appropriate exercises with a focus on agility, balance, coordination and strength training
- Training also included preparing as a team for a 1500-meter cross country race at the end of February
- Travelled 2 times to Calgary and 2 times to Edmonton to compete in a total of 18 games including Championship weekend
- Competed in 8 additional regular season games by hosting two local showcases as Alberta teams in the 07 Major Division travelled to Lake Cowichan, BC in October and again in January to alleviate WCW travel costs
- Played against some of the best Pee Wee aged teams in the U.S., including teams from California, Texas, Illinois and Arizona.



## CONTINUOUS IMPROVEMENT

The Hockey Super League is focused on its mission to continuously improve the experience for all its franchise owners, member athletes, coaches, parents, volunteers, community members. We are a learning organization that understand the importance of listening to our stakeholders, and we are committed to ongoing improvement of our overall product and service. We will continue to work collaboratively and intelligently with our franchises to deliver value and provide an unforgettable experience to all our HSL stakeholders.

## IN GAME EXPERIENCE

- HSL representatives will upload all game sheets on the HSL website on the day the game is played
- All goal scoring plays and penalties to be announced (arena permitted)
- HSL professional music playlist provided if required
- Mandated parent liaison's required by each team to hold parents and spectators accountable to maintain a positive environment for all athletes, coaches, volunteers

## OFFICIATING AND PLAYER SAFETY

- Increased Friday games for contact divisions to allow additional rest over the course of the weekend
- Video monitored games by the HSL (arena permitted)
- Fully insured emergency first aid on hand during all contact division showcases
- Over 30 new officials have been recruited to the HSL over the 2019 – 20 season
- Officiating Academy - added investment into officiating development with the goal of developing tomorrow's Premier Officials
- Will continue to mentor, develop and recruit HSL officials to improve the overall standard of officiating.  
Referee in Chief Norm Shaw and Director of Officiating and Development Mike Cvik (1,868 reg. season and 100 NHL playoff games) has evaluated HSL officials in over 300 + games.
- Each team roster requires a minimum of 13 skaters and 2 goalies

## HSL ADVISORY BOARD

- Advisory Board to be named by May 1st, 2020
- Rule review including suspension guidelines
- Approval of division re-alignment guidelines
- Approval of playoff format and schedule

## ATHLETE EXPOSURE (DRAFT ELIGIBLE DIVISIONS AND OLDER)

- Teams will be listed on Elite Prospects and on Rink Net
- HSL feature athlete player profiles and HSL players of the week on all social media outlets
- Scouting booklets and programs provided at selected showcases
- A full broadcast game to represent U13 Prep, U14 Prep and U16 Prep levels

## EQUIPMENT AND APPAREL

- HSL equipment and apparel guaranteed delivery based on submission by deadline date (TBD)

*“Be the best at getting better.”*  
- Martin St. Louis

## SECTION 2: 2020 - 21 HSL DIVISION LAYOUT

2011 MINOR

2011 MAJOR

2010 MINOR

2010 MAJOR

2009 MINOR

2009 MAJOR

2008 MINOR

\*2008 MAJOR

\*U13 VARSITY MINOR  
(2007 BORN ATHLETES)

\*U13 PREP MAJOR  
(2007 BORN ATHLETES)

\*U14 PREP  
(2006 BORN ATHLETES)

\*U16 PREP  
(2004 & 2005 BORN ATHLETES)

### 2020- 21 HSL SEASON

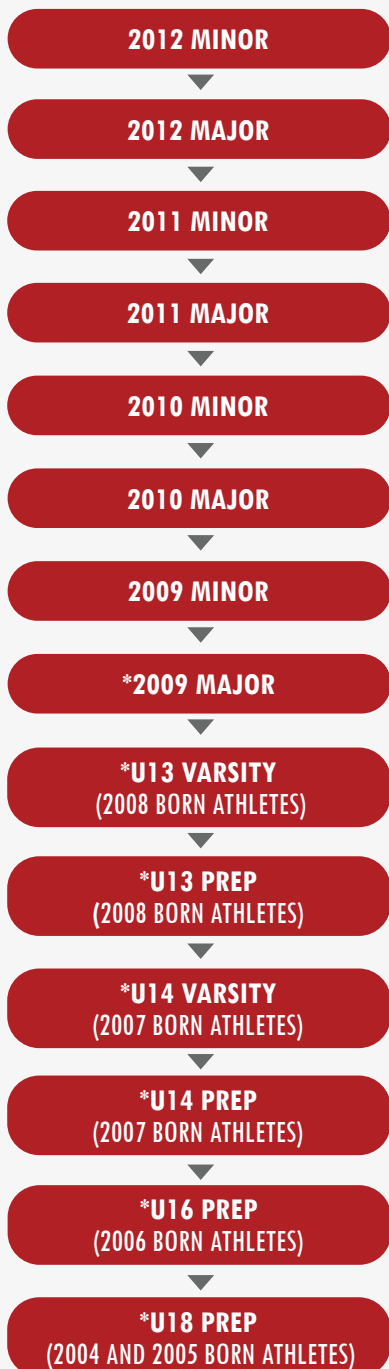
- 80 + Teams;
- Welcoming 2011 Minor and Major Divisions
- Continued Growth with Multi-Province Competition
- 2008 Major Division playing Body Contact with the Modified Checking Rules'; and
- Expansion to U16 Prep for 2004 and 2005 born athletes



\*Denotes that these divisions will be playing body contact.

## SECTION 3: FUTURE HSL DIVISION PROGRESSION

### 2021-22 DIVISION OUTLOOK



### 2022-23 DIVISION OUTLOOK



## 2011 MINOR/2010 MINOR/2009 MINOR/2008 MINOR

Teams are equivalent to each specific age group's "Gold Spring Hockey" level;

- 2011 Minor - "2011 Gold level"
- 2010 Minor - "2010 Gold level"
- 2009 Minor - "2009 Gold Level"
- 2008 Minor - "2008 Gold Level"

The Minor divisions will be comprised of:

- 2011 Minor - "2011 Gold Level" athletes and "Elite Level" 2012 athletes
- 2010 Minor - "2010 Gold Level" athletes and "Elite Level" 2011 athletes
- 2009 Minor - "2009 Gold Level" athletes and "Elite Level" 2010 athletes
- 2008 Minor - "2008 Gold Level" athletes and "Elite Level" 2009 athletes

No overage players will be allowed at minor division levels

Each team will be competing against other teams in their specific age divisions;

Athletes will need to participate in 75+ hours of development provided by their individual team and skills coaches;

Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 10 hours;

Each team will compete in 32 league games that will take place in a showcase style format (~4 games per weekend); and

The end of the regular season will culminate with a final HSL Championship Weekend Tournament.

## 2011 MAJOR/2010 MAJOR/2009 MAJOR

Teams are equivalent to each specific age group's "Elite Spring Hockey" level:

- 2011 Major - "2011 Elite level"
- 2010 Major - "2010 Elite level"
- 2009 Major - "2009 Elite Level"

The Major divisions will be comprised of:

- 2011 Major - "2011 Elite Level" athletes, **NO overage players**
- 2010 Major - "2010 Elite Level" athletes, with up to 3 overage players (Goalies included)
- 2009 Major - "2009 Elite Level" athletes, with up to 3 overage players (Goalies included)

- Each team will be competing against other teams in their specific age divisions;
- Athletes will need to participate in 80+ hours of development provided by their individual team and skills coaches
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 10 hours
- Each team will compete in 32 league games that will take place in a showcase style format (~4 games per weekend); and
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament.

## 2008 MAJOR

- 2008 Major is a full contact division with 3 'Modified Checking Rules'. There will be a checking clinic before the regular season begins where all athletes competing in the 2008 Major division will be educated with the three modified checking rules. Safety of our athletes is our #1 priority
- Teams are equivalent to "2008 Elite Spring Hockey"
- Athletes comprise of "2008 Elite Level" players
- A maximum of 2 underage (2009 born) players will be allowed per team. Any HSL teams that competed in the 2008 Major Division with more than 2 underage (2009 born) players in the 2019-20 season may be grandfathered into the 2008 Major Division upon HSL approval
- Overage (2007 born) will be ONLY be extended to players that played in the 2008 Major division during the 2019-20 HSL season. If an existing team that competed in the 2008 Major division during the 2019 – 20 HSL season has an overage (2007 born) athlete on their roster, that athlete may be accepted on a grandfathered basis upon approval from the HSL. Considerations included are: size of player, PIMs and skill level.
- No overage (2007 or older) players will be granted to a new franchise
- Each club will be competing against other 2008 Major Division teams
- Athletes will need to participate in 90+ hours of development provided by their individual team and skills coaches
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 12 hours
- Each team will compete in 32 league games that take place in a showcase style format (~4 games over Friday, Saturday and Sunday)
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament
- The HSL will host a 2009 born checking clinic prior to the season to enable a list of eligible 2009 born athletes that will be available for affiliation to any HSL team competing in the 2008 Major division. All affiliation requests must be approved by both the HSL (according to the HSL affiliation policy) AND the current team that the requested affiliated player is playing for, and must not interfere with any games league games of that current team

## U13 VARSITY DIVISION (2007 BORN ATHLETES)

- U13 Varsity is a full contact division that will follow the IIHF Guidelines on Body Contact. There will be a checking clinic before the regular season begins where all HSL Prep athletes will be educated with the three modified checking rules. Safety of our athletes is our #1 priority
- Teams are equivalent to "2007 Gold Spring Hockey"
- Athletes will be comprised of "2007 born Gold Level" and "2008 Elite Level" players
- No overage players will be allowed unless approved by the HSL
- Each club will be competing against other U13 Varsity teams
- Athletes will need to participate in 90+ hours of development provided by their individual team and skills coaches
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 12 hours
- Each team will compete in 32 league games that will take place in a showcase style format (~4 games per weekend)
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament

## U13 PREP DIVISION

- U13 Prep is a full contact division that will follow the IIHF Guidelines on Body Contact. There will be a checking clinic before the regular season begins where all HSL Prep athletes will be educated with the three modified checking rules. Safety of our athletes is our #1 priority;
- Teams are equivalent to “2007 Elite Spring Hockey”.
- Athletes comprise of “2007 Elite Level” players;
- No underage (2008 Born) athletes allowed unless approved by the HSL
- Overage (2006 born) will be ONLY be extended to previously existing franchises that played in the 2007 Major division during the 2019-20 HSL season. If an existing team that competed in the 2007 Major division during the 2019-20 HSL season has an overage (2006 born) athlete on their roster, that athlete may be accepted on a grandfathered basis upon approval from the HSL.
- No overage (2006 or older) players will be granted to a new franchise
- Each club will be competing against other U13 Prep Division teams;
- Athletes will need to participate in 100+ hours of development provided by their individual team and skills coaches;
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 15 hours;
- Each team will compete in 32 league games taking place in a showcase style format (~4 games per weekend); and
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament

## U14 PREP DIVISION

- U14 Prep is a full contact division that will follow the IIHF Guidelines on Body Contact. There will be a checking clinic before the regular season begins where all U14 Prep athletes will be educated with the three modified checking rules. Safety of our athletes is our #1 priority;
- Teams are equivalent to “2006 Elite Spring Hockey”.
- Athletes comprise of “2006 Elite Level” players, with 3 overage (2005 born players) allowed;
- No underage (2007 Born) athletes allowed unless approved by the HSL
- Each club will be competing against other U14 Prep Division teams;
- Athletes will need to participate in 100+ hours of development provided by their individual team and skills coaches;
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 15 hours;
- Each team will compete in 32 league games taking place in a showcase style format (~4 games per weekend); and
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament
- U14 Prep will be invited to an International Invitational tournament pending HSL approval, that will be used as a showcase for Major Junior scouts as the eligible players move towards the 2020 Western Hockey League Bantam Draft (2006 born athletes are eligible for the draft).

\*Major Junior and Junior A scouts in attendance at select showcases starting at Christmas Showcase.

## U16 PREP DIVISION

- U16 Prep is a full contact division that will follow the IIHF Guidelines on Body Contact. Players are not required to attend the HSL Checking Clinic, however coaches must spend a minimum of 3 hours of on ice instruction reviewing proper checking techniques, what is considered a legal and illegal check, as well as a minimum of 1 hour of classroom instruction reviewing league mandated video review of rules. Safety of our athletes is our #1 priority;
- Teams are equivalent to “2004 Gold and 2005 Elite Spring Hockey”.
- Athletes will be comprised of “2004 Gold and 2005 Elite Level” players;
- Underage (2006 born) will be ONLY be extended to previously existing franchises that played in the U14 Prep division during the 2019-20 HSL season. If an existing team that competed in the U14 Prep division during the 2019 – 20 HSL season has an underage (2006 born) athlete on their roster, that athlete may be accepted on a grandfathered basis upon approval from the HSL.
- Each club will be competing against other U16 Prep Division teams;
- Athletes will need to participate in 100+ hours of development provided by their individual team and skills coaches;
- Formal goalie instruction required throughout the season from qualified goalie instructor - minimum 15 hours;
- Each team will compete in 32 league games taking place in a showcase style format (~4 games per weekend); and
- The end of the regular season will culminate with a final HSL Championship Weekend Tournament

\*Major Junior and Junior A scouts in attendance at select showcases starting at Christmas Showcase

### SAMPLE HSL SCHEDULE OUTLOOK

Event #	Event	Category	Date	# Games/ Sessions
1	Showcase	Regular Season	October	4
2	Showcase	Regular Season	October	4
3	Showcase	Regular Season	November	4
4	Showcase	Regular Season	November	4
5	Showcase	Regular Season	December	4
6	Showcase	Regular Season	January	4
7	Showcase	Regular Season	February	4
8	Showcase	Regular Season	February	4
9	HSL Championship Tournament		March	4
TOTAL				36

\*The Hockey Super League reserves the right to promote or relegate teams to ensure a competitive balance and parity amongst the divisions