



**RINGETTE  
ALBERTA**

**2022 - 2023**

**Season Report**





# MESSAGE FROM THE PRESIDENT

On behalf of the Ringette Alberta Board, I am very pleased to present the 2022-23 Season Report.

Our 2022-2023 season has come to an end and we have much to be proud of. We successfully completed another full season of ringette including playdowns and provincials. Our success at the WCRC and CRC was outstanding.

With the worst of COVID in the rear view mirror, our highly committed volunteers, families, and athletes created an amazing atmosphere of learning, personal growth, and competition. It goes without saying that without our stakeholders, member associations, athletes, and the chauffeurs who drive them everywhere, none of us would be here today to celebrate.

I also want to recognize our Adult Ringette community. We are bursting at the seams with passionate athletes in our adult leagues, and we are so grateful for their contribution and volunteerism in giving back to ringette in Alberta.

As we do every year, we must also acknowledge the work of our officials who often work late hours and early mornings so that games can be played. Our officials do a fantastic job. Without our referees, it's just practice.

While we still have not fully recovered our numbers since COVID, our strategic plan has placed a strong focus on recruitment, retention and mentoring.

Ringette Alberta staff and its Board worked very hard to recover from work delayed due to COVID. As you all know, Dave Myers resigned leaving a huge hole in our organisation that will be impossible to fill. We have begun our search for a new Executive Director. While this is happening, please be patient with our staff, thank them for pitching in to complete the extra work required during this time. I ask that everyone take the time to thank Dave for his almost 2 decades of making ringette in Alberta a powerhouse on the national scene.

We would like to honor him, for all he has done, to make our community what it is today.

The SAFETY of employees, our athletes, team staff and officials will always be our top priority. With our ever-evolving domain of athlete development, the physical and mental well-being of our athletes has taken center stage. Ringette Alberta, together with all our stakeholders, are working on Safe Sport initiatives involving education and awareness.

Our current strategic plan approved by the Board in 2017 needs updating and renewal. In 2022/23, Ringette Alberta reinstated our Strategic Planning Committee to prepare the framework for stakeholder engagement to include 6 key elements, the outcome of which will guide the direction of Ringette in Alberta for the next 5 years and beyond. More details will come to you shortly.

I would also like to thank our departing Board members for their time and effort as Directors. Thank you Dax, Leigh, Lori, and Sandra for your contributions to Ringette Alberta. Your desire to volunteer your time is greatly appreciated and I cannot thank you enough for all your ideas and input these past few years.

One area of challenge for us in 2023 and 2024 will be managing our legal fees. With the number of complaints being received by our office and the requirements of our complaint and discipline policy, we need to review how we can better balance justice and resources. Complaints of maltreatment of athletes are increasing and more instances are being reported. RAB intends on aligning our policies in this domain with Ringette Canada and we hope that our local association will do the same.

In conclusion, I want to reflect on things to come. Having been in this role now for one year, I have spent considerable time listening and learning from everyone. I look forward to recognizing and acknowledging our differences in ideas and opinions, while at the same time working together towards what is best for the sport of ringette in Alberta. Dissent and objection must be respectful and productive. We must all be accountable for our actions and behaviours on and off the ice.

Our Board will spend considerable time helping to provide tools and resources on Board Governance, official recruitment and volunteerism including coaching. We have so much to be proud of. Our future success is dependent upon building partnerships and helping each other out. This will be the key to our success.

Thank you,

Ryan Devlin

Ryan Devlin



# WHO WE ARE



## BOARD OF DIRECTORS

**Ryan Devlin**  
President

**Kari Colpitts**  
Vice President

**Sandra Fenton**  
Treasurer

**Kristen Bodnarchuck**  
Director

**Daxton Lesko**  
Director

**Lori McLain**  
Director

**Leigh Sauer**  
Director

**Carmen Schmidt**  
Director

**Dawn Vande Vyvere**  
Director



## EMPLOYEES

**Carolyn Reich**  
Administration and Finance

**Bronwen Harvey**  
Coach Development

**Lauren Koster**  
Officials Development

**Liz Brousseau**  
Communications



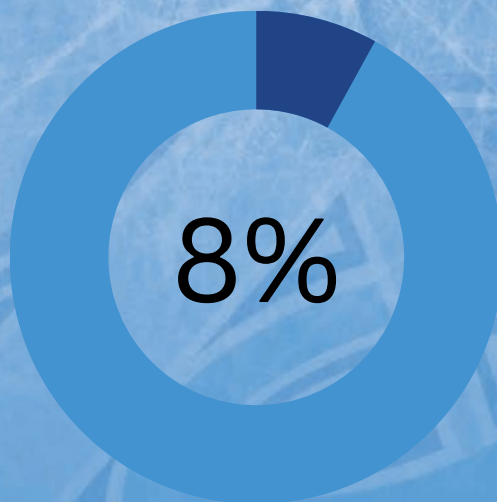
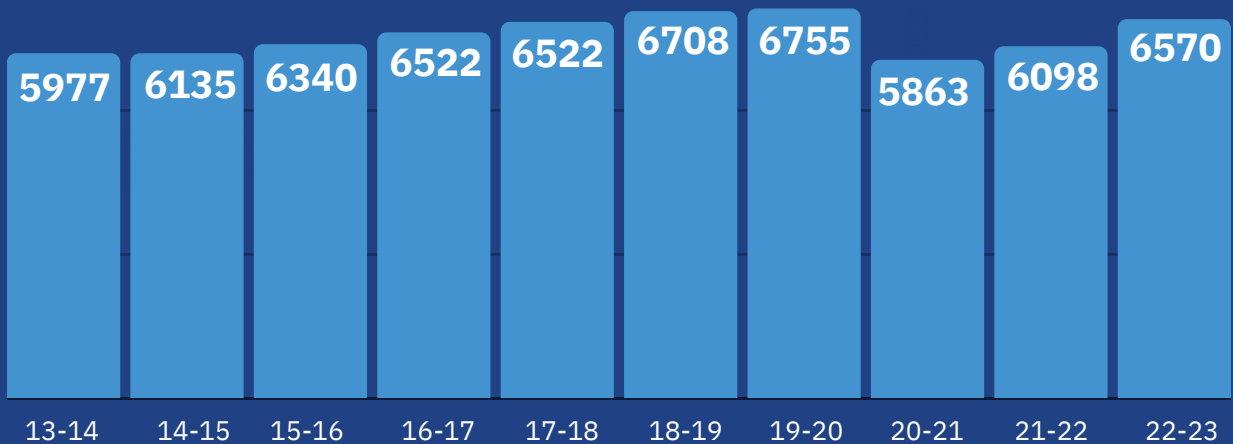
**6570** ATHLETES

**1633** TEAM STAFF

**289** OFFICIALS

**5** RAB STAFF

## 10 YEAR **REGISTRATION HISTORY**



**INCREASE FROM 2021-2022**



# REGISTRATION BY ASSOCIATION

Airdrie Ringette Association	204
Beaumont Ringette	150
Black Gold Ringette Club	17
Bowview Ringette	462
Calgary Open Ringette Association	582
Central Alberta Open League	56
Central Alberta Sting	30
Cochrane Ringette Association	123
Drayton Valley Ringette	49
Edmonton Ringette (EFCLRA)	351
Edmonton Ringette Club	81
Foothills Ringette Association	64
Fort McMurray Ringette	165
Fort Saskatchewan Ringette	142
Hinton Ringette Association	69
Indus Ringette Association	137
Lacombe Ringette	135
La Glace Ringette	19
Leduc (Jaguars) Ringette	126
Lethbridge Ringette	207
Medicine Hat Ringette	179
Mighty Peace Ringette Club	19
Northern AB Women's Ringette	351
Northwest Ringette	404
Peace Country Ringette	42
Pembina Ringette	70
Red Deer Ringette	223
Ringette Alberta Club	32
Ringette Calgary AA	134
Rockyford Ringette Association	19
Sherwood Park Ringette	451
South Calgary Ringette	393
Spruce Grove Ringette Association	258
St. Albert Ringette	447
Strathmore Minor Ringette Association	162
Women's Ringette Association Calgary	170
Zone 2 AA Ringette	47
<b>Grand Total</b>	<b>6570</b>



# 2022-2023 COACHES UPDATE

## 1633

TEAM STAFF

48% OF HEAD COACHES ARE FEMALE (TARGET 50%)

+4% INCREASE OVER LAST YEAR IN FEMALE COACHES

## 2022-23 JUNIOR COACHES

### The divisions with the most junior coaches:

1. U10 Step 2: 38
2. U10 Step 1: 32
3. U10 Step 3: 29
4. U12C: 28

### The divisions most junior coaches play:

1. U16B: 99
2. U16A: 67
3. U19B: 42

Coaching Clinics were offered in a combination of in-person and online. While there was still considerable backlog stemming from COVID limitations, we are slowly getting caught up.

Thank you to everyone, especially the local association coaching directors, for all your patience while we try to sort through requirements, relaxations, and scheduling. Hoping to resume creating content for coaches very soon!

**CSI:** 13 clinics, 241 coaches

**CI:** 12 clinic, 265 coaches

**MED:** 15 clinics, 236 coaches

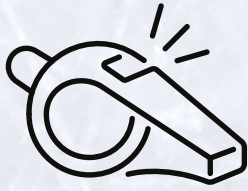
**CI Evaluations:** 70 coaches evaluated

### The following associations have a junior coach on all, all but one, or all but two of their teams:

- Calgary AA
- Central Sting
- Cochrane
- Spruce Grove
- Strathmore
- Zone 2 AA
- Beaumont
- Drayton Valley
- Bow View
- Edmonton Ringette
- Indus
- Lacombe
- Leduc
- St. Albert



# 2022-2023 OFFICIALS UPDATE



**289**  
REGISTERED  
OFFICIALS

DOWN 66 FROM LAST SEASON

## 2022-23 HIGHLIGHTS

### Level 1 Evaluators Clinic

In January, Ringette Alberta hosted a pilot from Ringette Canada to train new Evaluators. Associations across Alberta supported this pilot with assistance with mileage and accommodations, and made this pilot possible with their help. Twelve new evaluators will join the existing 27 Evaluators at a variety of levels.

### Level 2/3 Evaluators Clinic

Having also hosted this clinic in the previous season, we had a need once again to host this, with sixteen officials furthering their development in this clinic. Once they have this clinic under their belt, they can work on getting evaluations at a 2 level and work towards their 2 rank or 3 rank.

## FUTURE OF OFFICIATING

### Clinics

Clinics are changing!! The Level 1 clinic has already been changed, and all other clinics as well as the clinic pathway are all being updated. Ringette Canada is rolling out new clinics as our calendar goes forward, next season there will be more new clinics replacing our existing models. Some highlights of the new system include less instructional material, with the focus turning to facilitation. Self-directed modules are being created, and new methods of learning are being incorporated.

### Evaluations and LTOD

Did you know, Officials also have a Long-term Development plan?! We do! This was just updated over the last two seasons and is considered essential to create further programs for our officials. Currently, both workgroups dealing with Clinics and Evaluations are using this document to inform their content. The Evaluation system is also getting an update, which will provide better instruction and clinics for our new evaluators in the future.

### UPDATE:2019-2021 Rulebook

Currently, Ringette Canada are still using the 2019-2021 Rulebook in the 2022/23, and it is likely that this will be the same rulebook going into the 2023/24 season. Ringette Canada will update us all likely over the summer on this.

Searchable Rulebook: [https://ringettecalgary.ca/docs/RC2019\\_21OfficialRules\\_CaseBook.pdf](https://ringettecalgary.ca/docs/RC2019_21OfficialRules_CaseBook.pdf)

Ringette Calgary has a great searchable rulebook!



# COME TRY RINGETTE RESULTS

## ALBERTA HELD **51** CTR EVENTS



### TACTIC

Establish "Come Try Ringette Months"



### ACTION

Focus marketing efforts, province wide, by hosting events within a common window. Provide Marketing resources and support to all associations.



### RESULTS

51 events held Alberta Wide in 22/23 period

28 associations ran multiple events

·Improved consistency in brand messaging province-wide.

Increased participation

## WHY IT WORKS

**April and August CTR events have succeeded in increasing participation in these ways:**

- Multiple events happening in the same span of time improve turnout based on scheduling conflicts.
- It makes it easy for members to communicate when the next CTR event will be as they are always in April and August.
- It gives us the ability to create a year-round waitlist when no events are scheduled and gives us the ability to communicate when the next events will be.
- We are able to streamline our marketing efforts, benefiting all associations.
- Associations are able to work together to coordinate events, as they are all happening in the same span of time.

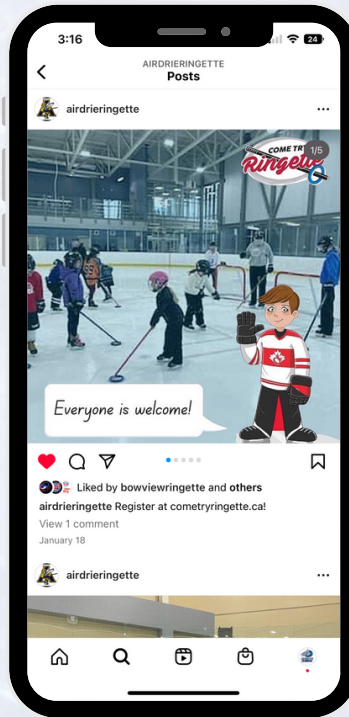




# COME TRY RINGETTE RESULTS



@bowviewringette



@airdrieringette



@sprucegroveringette

## CLEAR MESSAGING CREATES RESULTS

Associations jumped on board with the graphics created by Ringette Canada and Ringette Alberta!

We can't wait to see what August will look like!!

Thank you to all the associations for running these events, they are great tools to recruit! With this proof of concept in place, we are excited to use our united marketing efforts to create even

more events across Alberta that will promote the growth of the sport.

**Kudos to EVERY association that jumped on board with this initiative to make it successful!**



# SOCIAL MEDIA



**2148**  
FOLLOWERS



**3,234**  
FOLLOWERS



**3,148**  
FOLLOWERS  
**2753**  
LIKES



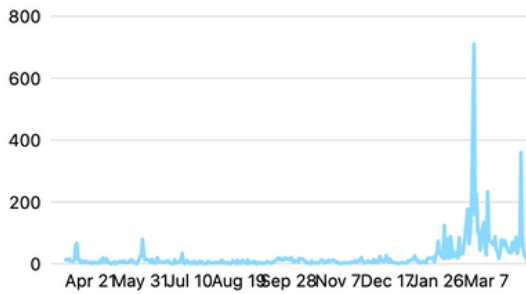
**450**  
SUBSCRIBERS

## Page and profile visits

Export

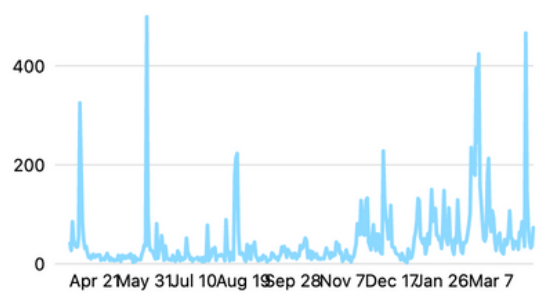
Facebook Page visits ⓘ

**8,683** ↑ 222.9%



Instagram profile visits ⓘ

**16,736** ↑ 209.6%

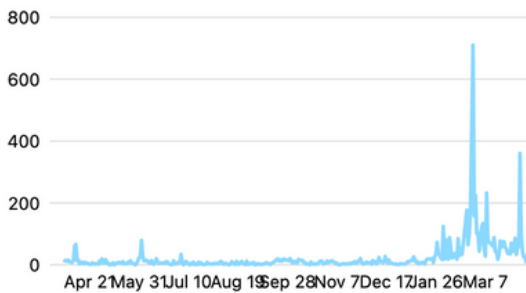


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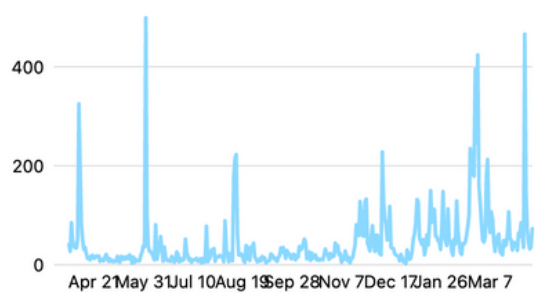
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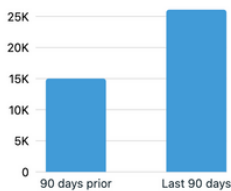


## Reach

Post reach ⓘ

**26.1K** ↑ 73.7%

Total from last 90 days vs 90 days prior

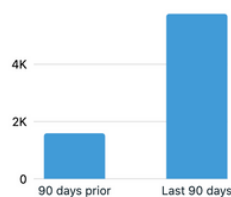


## Engagement

Post reactions, comments and shares ⓘ

**5.8K** ↑ 261.9%

Total from last 90 days vs 90 days prior



## Reach

Post reach ⓘ

**44.7K** ↑ 186.5%

Total from last 90 days vs 90 days prior



## Engagement

Post likes, comments and shares ⓘ

**13.5K** ↑ 106.1%

Total from last 90 days vs 90 days prior



# COMPETITION RESULTS



## GOLD

## SILVER

## BRONZE

### CRC

**U16AA** Team NB  
**U19AA** St. Albert Mission  
**NRL** Edmonton WAM!

SPRA Power  
 Zone 2 Blaze  
 Montreal Mission

St. Albert  
 Calgary Fusion  
 Calgary Rath

### WESTERNS

**U14AA** Alberta  
**U16A** Team BC  
**U19A** Team BC  
**Open A** Team BC

AB3 - Calgary White  
 Saskatchewan  
 Team AB  
 Team AB

AB2- Calgary Blue  
 Manitoba  
 Saskatchewan  
 Team BC 2

### PROVINCIALS

**U14C** Edmonton Voltage  
**U14B** Medicine Hat Mud Dawgs  
**U14A** Northwest Boom  
**U14AA** Calgary Red  
**U16B** Pembina Pursuit  
**U16A** Northwest Matrix  
**U16AA** Sherwood Park Power  
**U19B** Medicine Hat  
**U19A** Sherwood Park Pursuit  
**U19AA** Calgary Rise  
**Open C** Lethbridge Rattlers  
**Open B** Medicine Hat  
**Open A** Resurge

Spruce Grove Valkyries  
 Fort McMurray B-1  
 Red Deer Rush  
 Calgary Blue  
 Medicine Hat Matrix  
 Airdrie Sting  
 St. Albert Mission  
 Calgary NW Aces  
 Calgary NW Rowdy  
 Zone 2 Blaze  
 Rockyford Rush  
 Twisters  
 Last Call

Red Deer Rush  
 South Calgary  
 RISE  
 Calgary White  
 Lacombe Edge  
 Edmonton Xtreme  
 Calgary Core  
 South Calgary Berserk  
 Calgary NW Attack  
 Calgary Fusion  
 South Calgary Storm  
 Attack  
 Relit