



ANNUAL REPORT

2023 - 2024





MESSAGE FROM THE PRESIDENT

RYAN DEVLIN

Dear Members,

As we gather for our 2024 Annual Conference and Annual General Meeting, I am pleased to present to you the seasonal report reflecting upon the significant milestones and achievements of the past year. It has been a period marked by progress, growth, and the collective efforts of our dedicated members.

First and foremost, I extend my sincerest gratitude to all the volunteers, coaches, team staff, and local associations who have generously contributed their time and expertise to the advancement of ringette in Alberta. Your unwavering commitment is the cornerstone of our organization, and we are profoundly grateful for your continued support.

This past year saw the implementation and adaptation to our new bylaws, a critical step in modernizing our governance structure to better serve our membership. Additionally, we embarked on comprehensive policy reviews to ensure that our procedures remain relevant and effective in meeting the evolving needs of our sport and community.

It is important to acknowledge that discipline and complaints have been significant areas of focus within our office. While these matters may not always be easy to address, they are essential for maintaining the integrity and reputation of our sport. We must continue to prioritize fairness and accountability in all our dealings.

Understanding our financial position is paramount to our success and sustainability. As stewards of our resources, we must continue to prioritize responsible financial management to ensure the long-term viability of our operations. Effective management of discipline and complaints is essential not only for upholding the integrity of the organization but also for safeguarding its financial health. By implementing fair and transparent disciplinary processes, promoting proactive conflict resolution, and prioritizing risk mitigation strategies, Ringette Alberta can minimize the financial impact of disciplinary matters and foster a positive and financially sustainable operating environment.

I invite you all to actively engage in our Annual Conference where we will delve into critical topics such as governance and policy development, discipline procedures, legal cost recovery models, Board orientation and succession planning and updates from the tiering committee.

In closing, I extend my sincere appreciation to each of you for your ongoing dedication and support. Together, let us continue to advance the sport of Ringette in Alberta and build a vibrant and inclusive community for all.

Ryan Devlin



WHO WE ARE



BOARD OF DIRECTORS

Ryan Devlin
President

Kristen Bodnarchuk
Vice President

Sandra Fenton
Treasurer

Megan Lamb
Director

Janice Tymkow
Director

Brandon Campbell
Director

Dean Kozak
Director



EMPLOYEES

Kelly Sloan
Executive Director

Carolyn Reich
Administration and Finance

Bronwen Harvey
Coach Development

Lauren Koster
Officials Development

Liz Brousseau
Communications

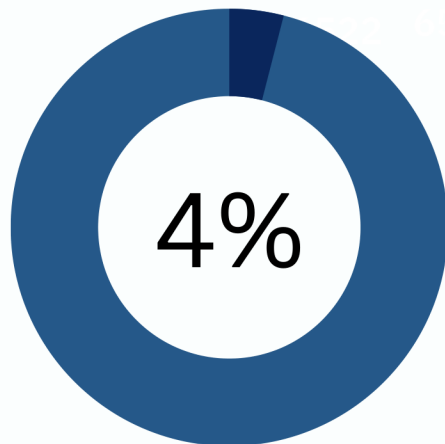
Jazmin Pitruniak
Administration



PARTICIPATION

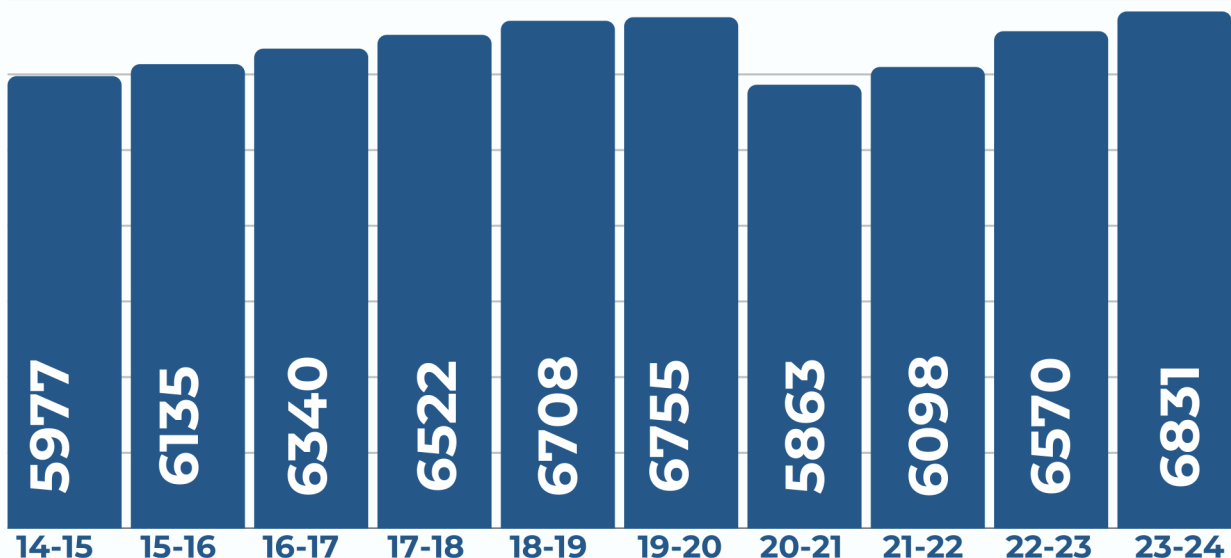
6831 ATHLETES
2285 TEAM STAFF

308 OFFICIALS
6 RAB STAFF



INCREASE FROM
2022-2023

10 YEAR REGISTRATION HISTORY





REGISTRATION BY ASSOCIATION

Airdrie Ringette Association	232
Beaumont Ringette	152
Black Gold Ringette Club	16
Bowview Ringette	461
Calgary Open Ringette Association	635
Central Alberta Open League	72
Central Alberta Sting	55
Cochrane Ringette Association	95
Drayton Valley Ringette	47
Edmonton Ringette (EFCLRA)	371
Edmonton Ringette Club	104
Foothills Ringette Association	77
Fort McMurray Ringette	163
Fort Saskatchewan Ringette	157
Hinton Ringette Association	62
Indus Ringette Association	121
Lacombe Ringette	125
La Glace Ringette	30
Leduc (Jaguars) Ringette	137
Lethbridge Ringette	207
Medicine Hat Ringette	172
Mighty Peace Ringette Club	25
Northern AB Women's Ringette	349
Northwest Ringette	431
Peace Country Ringette	40
Pembina Ringette	64
Red Deer Ringette	219
Ringette Alberta Club RFA	15
Ringette Calgary AA	138
Rockyford Ringette Association	30
Sherwood Park Ringette	457
South Calgary Ringette	427
Spruce Grove Ringette Association	297
St. Albert Ringette	446
Strathmore Minor Ringette Association	154
Women's Ringette Association Calgary	200
Zone 2 AA Ringette	48
Grand Total	6831



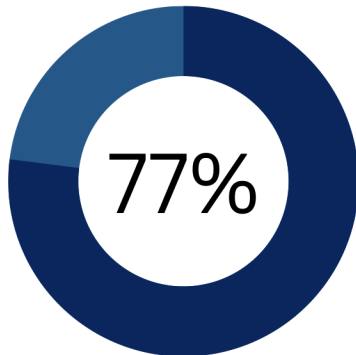
2023-2024 COACHES UPDATE

FEMALE LEADERS IN RINGETTE

2285
TEAM STAFF

44% HEAD COACHES
50% ASST. COACHES
99% JR. COACHES
91% MANAGERS

2023-24 JUNIOR COACHES



The division with the most junior coaches: **U12B with 52 Jr. Coaches**

The provincial average for junior coaches on teams Active Start thru U14 = 77%, and the following associations had junior coaches on 100% of their teams in that age range: Beaumont (7), Lacombe (8), Strathmore (8), Lethbridge (10), Spruce Grove (13), and South Calgary (21). Additionally, there were 10 more associations ranking above the provincial average. Congratulations!

2023-24 COACH CLINICS

CSI: 283 coaches
CI: 169 coaches

MED: 139 coaches
CI Evals: 88 evaluations

Ringette Alberta updated the Team Staff Policy to state that each team required a minimum of 3 fully qualified coaches, one of which had to be female. This is intended to allow for more supervision at the younger levels, and more support at the older levels. Anyone who is actively coaching should complete the requirements for that level.

Make Ethical Decisions (Class) as taught by Alberta Sport instructors is staying with primarily online delivery. These are offered year-round through their website!

We welcomed 3 new Coach Developers to the mix this season. They make everything possible and are wonderful leaders to our new coaches.



2023-2024 OFFICIALS UPDATE

2023-24 OFFICIAL CLINICS RUN THIS SEASON

308

OFFICIALS

6.5% INCREASE
OVER
LAST YEAR

LEVEL 1 INTRO TO OFFICIATING
LEVEL 2 OFFICIATING CLINIC
LEVEL 4 WITH RINGETTE CANADA
UNIVERSAL REFRESHER FOR ALL
OFFICIALS

2023-24 CLINIC HIGHLIGHTS

Universal Refreshers:

All officials went through the Universal Refreshers - with the new program offering video examples, case book learning, group work, as well as a variety of officials at different levels and from different locations - these refreshers were a great introduction to the new program.

Level 2 and Level 4 Clinics:

Ringette Alberta hosted two Level 2 clinics online, over 2 nights each. These development clinics are essential to allowing officials to increase their ranking, by giving them the knowledge of key pieces that officials start learning in order to competently officiate at higher levels. These officials will also receive self-directed training after the clinic that will help them progress into their Level 3 training.

Ringette Canada hosted a Level 4 clinic in Edmonton, in December. Once again, using the new program, Ringette Canada had a great collection of officials from Alberta that are working on their Level 4.

RULEBOOK UPDATE

Currently, Ringette Canada is STILL using the 2019-2021 Rulebook in the 2023/24, and will be the same rulebook going into the 2024/25 season. Ringette Canada has started their Rule Change process - and will have a new Rule Book in the 2025/26 season.

Please visit here to see more on the Rule Change Process: <https://www.officiatingringette.ca/o/index.php?page=235>

Searchable Rulebook:

https://ringettecalgary.ca/docs/RC2019_21OfficialRules_CaseBook.pdf

Ringette Calgary has a great searchable rulebook!



FIRST STRIPES

Designed by Ringette Alberta, First Stripes was created to address some gaps in the officiating program and help build our retention in officiating. Officials, coming from the Level 1 Clinic, are taught how to run a full-ice game, in a lower pressure situation. When the new LTOD was created, this program template was created as part of that matrix.

Ringette Alberta took that matrix, and built a Pre-Level Officiating program for half-ice games, and officials can enter this program earlier - and they learn the basic principles of confidence on the whistle, basic violations, introduction to penalties and positioning. All the stepping stones to pieces they will learn in the full-ice program.

For more information on the program - please visit the First Stripes section on the Officials Resource page on the Ringette Alberta website.

Ringette Alberta will be re-activating this workgroup in the spring to assess the program, and package it with Ringette Canada to become a National Program.

Thank you to the following associations that took part in the First Stripes Pilot Project:

- Edmonton Ringette, Lacombe Ringette, Airdrie Ringette, Northwest Ringette, Spruce Grove Ringette.



MARKETING UPDATE

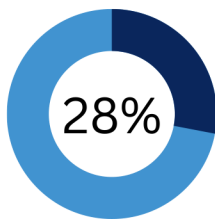
COME TRY RINGETTE MONTH - IT WORKS!

The focus on Come Try Ringette, specifically the focus on Come Try Ringette Month in April has been an overwhelming success with 28% of all national Come Try Ringette participation happening right here in Alberta.

We continue to build marketing resources to support associations to market their event as well as assist with promoting events across Alberta.

Association feedback and support has been instrumental in helping us further develop and refine best practices to continue to support associations and volunteers.

This success belongs to the associations and volunteers who work together to crete such amazing events!



ALBERTA HELD 51 CTR EVENTS

831 COME TRY RINGETTE PARTICIPANTS IN ALBERTA

28% OF ALL REGISTRANTS IN CANADA WERE IN ALBERTA!

CREATING AWARENESS OF OUR SPORT

We have successfully created a massive impact with social media.

We have increased engagement within our community, massively improved the awareness of our sport and monetized our following with sponsorship.

For example, in the 60 days before this report we reached 774,000 views on our combined platforms.

Our year-over-year increase in following can be seen below.

We look forward to continually growing and leveraging our social media following and provide more valuable content for our community.

787% INCREASE
Instagram Reach

380% INCREASE
Instagram Followers

559% INCREASE
Facebook Reach

84% INCREASE
Facebook Followers

Twitter icon
1240
FOLLOWERS
112K
VIEWS 60 DAYS

Instagram icon
4,558
FOLLOWERS
279K
VIEWS 60 DAYS

Facebook icon
3,544
FOLLOWERS
373k
VIEWS 60 DAYS

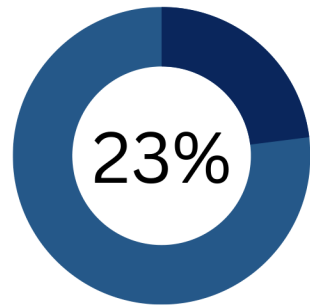
YouTube icon
864
SUBSCRIBERS
10k
VIEWS 60 DAYS



REVENUE GENERATION

50/50 RAFFLE

The 2023/2024 Season of Ringette Alberta's 50/50 raffle exceeded all expectations, marking a resounding success. Setting our sights higher, we aimed for a \$75,000 goal, a substantial increase from the previous year's \$50,000 target. Delightfully, in just our third year of running the raffle, we achieved an impressive \$59,400, resulting in approximately \$30,000 for RAB. We hope to reach the \$75,000 mark next year, fueled by the growing excitement surrounding the raffle.



SOCIAL MEDIA SPONSORSHIP

This year marked the launch of our social media sponsorship campaign, which successfully raised \$21,000 in its initial round of promotion. As we continue to delve into this venture, we're learning how to manage the workload, set fair pricing, and effectively cater to both our audience and sponsors to maximize revenue from sponsorship sales.

Looking ahead to next year, we're already strategizing on ways to expand and refine the sponsorship program to accommodate more events. While this endeavour is still in its early stages for RAB, we're eagerly anticipating its growth and evolution.

SUPPORTING OUR ATHLETES

Funds raised support the Ringette Alberta Scholarship program, Ringette Alberta Awards program, and contribute to athlete sponsorship for events like the Canada Winter Games.



SAFE SPORT

ALIAS REPORTING

For the first time, Ringette Alberta made available a reporting service for complaints related to allegations of abuse and maltreatment. ALIAS provides both a reporting service to receive complaints from individuals, Member Associations, or Ringette Alberta and they also provide case management of those complaints.

They have specialized expertise and trauma-informed practise which has led to their successful track record of managing complaint processes for allegations of abuse or maltreatment in sport. ALIAS only provides reporting and case management services. If an external investigator and/or an external disciplinary hearing panel is required, then those services are contracted separately to a different person or company. Given the cost of those additional services, it is noteworthy that ALIAS has been able to resolve matters without external investigatory services and only one hearing panel scheduled at the time of the writing of this report. Through their case management expertise, ALIAS has saved Ringette Alberta tens of thousands in financial costs over the first six month period of their contract.

17
COMPLAINTS
RECEIVED

14
SUCCESSFUL
RESOLUTIONS

3
PENDING
INVESTIGATIONS



SAFE SPORT IMPACTS

REPORTING STATISTICS

ALLEGED VICTIMS: 47% FEMALE, 41% MALE, 12% BOTH/UNSPECIFIED
COMPLAINANT: 47% FEMALE, 41% MALE, 12% ANONYMOUS
RESPONDENT: 41% FEMALE, 35% MALE, 24% BOTH/UNSPECIFIED

SUPPORT FOR MEMBER ASSOCIATIONS

Ringette Alberta does not do case management of complaints, however staff have responded to calls from individuals asking how to make a report to ALIAS and have also provided direct support to Member Associations who are addressing complaints through their local complaint process.

Ringette Alberta has responded to over 30 requests for support from Member Associations and have provided guidance to Member Associations in implementing their own local policies and non-profit bylaws.

SPECTATOR BEHAVIOUR

The Ringette Alberta Board of Directors implemented new measures this season to reduce the number of spectator incidents during events. The Board of Directors authorized immediate removal of spectators for inappropriate behaviour and team forfeiture of the game if the spectator(s) refused to leave. In addition, staff created a 'Fans Fans In the Stands' poster (Hype not Hate) which got a very positive response and has been picked up for use by other provinces.

Implementation started with the Alberta Winter Games and carried through Provincial and Western Championships. Most teams really took their responsibility seriously for managing their spectators' behaviour by reminding parents about sportsmanship and consequences of harassing or abusive behaviour. The vast majority of spectators are positive influences and a credit to our sport so it is helpful when teams manage any poor behaviour of their spectators (which are the minority) in order to contribute to a healthy culture within the sport.



SAFE SPORT IMPACTS

HARASSMENT OF VOLUNTEERS AND STAFF

The Ringette Alberta Board of Directors has been stepping up action against individuals whose behaviour is harassing or abusive towards volunteers and staff across the province. No matter what their role is or where they are helping deliver ringette across the province, it is critical that volunteers and staff feel safe in their roles. In order for the sport to continue, it's critical to recruit new volunteers and staff to the Member Associations around the province. Ringette Alberta staff have also provided guidance to Member Associations on how to address harassing and abusive behaviour.

SAFE SPORT POLICIES

In summer 2023, the Ringette Alberta Board of Directors approved revisions to our Safe Sport Policies to bring them more into alignment with Ringette Canada's Safe Sport Policies.

Then this spring, we began further revisions based on ever-changing sport industry standards, ongoing feedback from Member Associations, legal advice from Sport Law, and six months of operating with a third report reporting and case management service. Once the policy revisions are approved by the Ringette Alberta Board of Directors, they will be shared with the Member Associations and available on our website.

The Ringette Alberta provincial staff and Board volunteers look forward to continuing to support Member Associations in keeping participation in the sport of ringette safe and welcoming for all.