



# 2019 • 2020

## ANNUAL SEASON REPORT

# MESSAGE FROM THE PRESIDENT



## DEAR MEMBERS

On behalf of Ringette Alberta, I am pleased to present the 2019-20 Annual Season Report – a publication that represents our continued commitment to transparency, operational excellence, member engagement and progress towards our strategic goals. I prepare this year’s message with mixed emotions as it is my last. I will be handing the gavel over to incoming President, Garry Kane, who will lead the new Board going forward.

During the last year we have made progress on many strategic initiatives; most notably on Ringette Canada’s Competition Review recommendations. The Board, with input from the Athlete Advisory Committee and other stakeholders, has focused on moving forward with the recommendations for programming including children’s ringette, flex, and excellence, including the following:

- Children’s Ringette changes have been substantially implemented this season with tweaks to logistics planned for next season.
- Successful pilot of Flex Ringette completed in Calgary and we are reviewing recommendations for next season in hopes of more members offering it.
- The Excellence Ringette three-year plan has been developed and approved notwithstanding any modifications indicated by further stakeholder input.

In conjunction with this work, the Staff have continued to demonstrate leadership on the national stage by supporting both Ringette Canada and our colleagues in other provinces as we all navigate this journey. This work has included speaking engagements, work group participation, facilitation and collaboration to gather data, and exploring ideas to ensure consistency in interpretation and recommended outcomes.

The Staff have been hard at work delivering programming, expanding engagement with our community via social media, helping coaches and officials to maintain their competencies by offering new ways to deliver courses, and updating our administrative practices including our registration system and evolving our payments to an electronic platform to serve our members more quickly.

As everyone knows, the pandemic’s impact on our lives in recent weeks has been quite tumultuous – this is especially true for minor sport. For ringette, we saw the cancellation of all activities on March 13th, and since then the Staff and Board have been working hard to ensure the orderly and fair windup of each of the events as well as considering how we could provide support to our members and partners and remain connected with our athletes. Thanks to the creative thinking and design by our Staff, the 2020 Social Media Provincials was born. These “Provincials” allowed our athletes, while still remaining engaged with their teammates and observing provincial health orders, to compete against others in their divisions and earn 2020 Provincial medals. We had great participation in these events, and in fact it was such a great innovation it earned recognition from our Provincial Chief Medical Officer of Health on one of her daily updates.

Like so many other organisations, we wanted to provide a positive response to the cancellations and help our members navigate the impact. The Board approved use of some of our reserve fund to minimize the financial impact on our members and participants.

Looking forward, we encourage you to continue to work with us on return to play plans and your association to remain nimble and highly accommodating to ensure as many players as possible can return once it is safe to do so. Our ringette community is strong and smart and knows the value this, and other minor sport, brings to our youth, so will continue to adapt and persevere in these unique times and will come out better for it.

With that said, as always, our organisation will continue to fulfill our mandate on behalf of our sport to the best of our ability. We appreciate the opportunity to serve our members and stakeholders and look forward to the future!

On behalf of the Board and Staff,

  
Ann MacTaggart



# WHO WE ARE



## BOARD OF DIRECTORS

**Ann MacTaggart,**  
President

**Garry Kane,**  
Vice President

**Sandra Fenton,**  
Treasurer

**Ryan Devlin,**  
Director

**Daxton Lesko,**  
Director

**Dan Mitenko,**  
Director

**Mary Pelland,**  
Director

**Michel Sabourin,**  
Director

**Jackie Shimko,**  
Director

**Leigh Sauer,**  
Director



## ATHLETE ADVISORY COMMITTEE

**Jody Nouwen,**  
Chairperson

**Kiara Crawford**

**Mackenzie Duggan**

**Hannah Jamieson**

**Erica Leitch**

**Ensley MacTaggart**

**Rebecca Shapiro**

**Rachel Ung**



## EMPLOYEES

**Carolyn Reich,**  
Administration and Finance

**Caleigh Wojcicki,**  
Athlete Development

**Bronwen Harvey,**  
Coach Development

**Lauren Koster,**  
Officials Development

**Robyn Gillespie,**  
Sport Development

**David Myers,**  
Executive Director

# 6755 ATHLETES

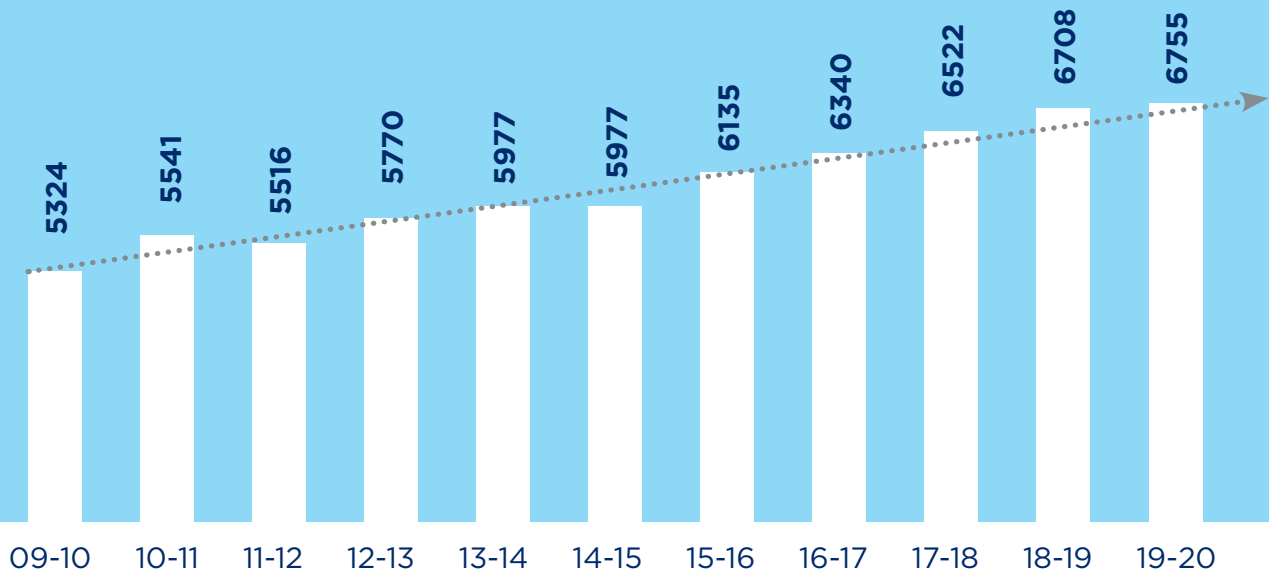
**2488**  
TOTAL STAFF

**414**  
OFFICIALS

**43**  
GROUP  
MEMBERS

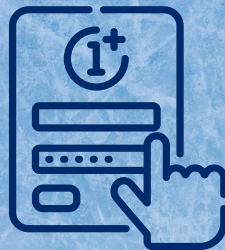
**0**  
LEAGUE  
MEMBERS

## 10 YEAR REGISTRATION HISTORY



**2.85%**

AVERAGE INCREASE  
over previous  
four seasons 2.85%.  
+1% between  
2018-19 and 2019-20

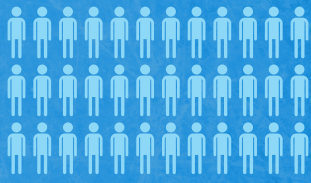


**-2.9%**

PROJECTED BY  
2022-23 SEASON,  
at 4-year average,  
is 7294 or -2.9%  
short of 7500 target.

# REGISTRATION BY ASSOCIATION

Bowview Ringette	529
St. Albert Ringette	459
Calgary Open Ringette Association	445
Northwest Ringette	429
South Calgary Ringette	399
Sherwood Park Ringette	397
Edmonton Ringette (EFCLRA)	366
Spruce Grove Ringette Association	309
Northern AB Women's Ringette	306
Red Deer Ringette	260
Women's Ringette Association of Calgary	210
Airdrie Ringette Association	201
Medicine Hat Ringette	191
Beaumont Ringette	186
Fort McMurray Ringette	182
Lethbridge Ringette	174
Strathmore Minor Ringette Association	163
Lacombe Ringette	156
Cochrane Ringette Association	147
Ringette Calgary AA	138
Fort Saskatchewan Ringette	136
Leduc (Jaguars) Ringette	130
Indus Ringette Association	126
Pembina Ringette	96
Rockyford Ringette Association	94
Edmonton Ringette Club	85
Hinton Ringette Association	69
Peace Country Ringette	45
Zone 2 AA Ringette Club	44
Central Alberta Sting	37
University Ringette Club	37
Foothills Ringette Association	31
Drayton Valley Ringette	26
Ringette Calgary Flex	26
Central Alberta Wiggers Ringette Association	20
La Glace Ringette	20
Olds Ringette	19
Black Gold Rush	17
Northern Alberta Ringette Club	17
Riviere Qui Barre	14
Mighty Peace Association	13
Ridgevalley Ringette	6
<b>Grand Total</b>	<b>6755</b>



GROW THE  
SPORT

**Desired Outcome:** Player registration in Alberta is on a path to reach

**7,500**

**for the start of the 2022-23 season.**



## FOCUS 2019-2020



TACTIC

**Improve ringette's accessibility by reducing the cost to participate**

**Optimize the Use of the Come Try Ringette System**

**Provide Group Members the tools and support to obtain sufficient ice to meet athlete development needs**



ACTION

- Completed cost analysis and recommended members to put cost control policies in place for 2020-21 season

- Continue to coach hosts on proper program delivery
- Discontinued use of Recruitment Team (no difference in conversion rate with or without team)
- Assisted Ringette Canada in developing free, online training module for hosts

- None this season
- Previous attempt to get baseline data from Associations



RESULTS

- pending

- 40 events between Spring 2019 to September 2019. 15 events cancelled Spring 2020.
- 26 different associations hosted events
- 815 participants, 276 registered for ringette
- **Current conversion rate: 34%**  
Current conversion rate target: 60%  
Conversion rate at program launch: 83%
- **Highlight:** La Glace rejoined the ringette community and hosted a successful event in conjunction with Peace Country Ringette.

- 1 Member response prior to 2019-20 season



**40**  
EVENTS



**815**  
PARTICIPANTS



**276**  
REGISTERED PLAYERS

# ADDITIONAL ACTIONS



## Social Media

ENGAGING  
OUR MEMBERS.

Open communication.  
Reinforcing the sense of  
community valued so much  
in our sport.

### Total Social Media Followers (Facebook, Twitter, Instagram)

Ringette Canada	24,804
Ringette Alberta	7,147
Ringette Ontario	4,179
Ringette Saskatchewan	2,604
Ringette BC	2,516
Ringette Nova Scotia	2,094
Ringette NB Ringette	2,083
Ringette PEI	1,755
Ringette Manitoba	1,607
Ringette Québec	1,421

## WE ARE ENGAGING OUR MEMBERS



2166

FOLLOWERS



2403

FOLLOWERS



2578

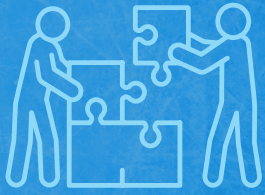
PAGE LIKES



261

SUBSCRIBERS





## DEVELOP ATHLETES

# Desired Outcome: : Athletes have **AN OPTIMAL ENVIRONMENT**

in which to enjoy the game and  
**pursue their definition of success.**



## FOCUS 2019-2020



### TACTIC

**Provide clear participation options**



### ACTION

- Defined clear participation options
- Developed YourRingette.ca as means to communicate
- Supported Flex Ringette introduction in Calgary
- Began work on defining and developing Pursuit of Excellence Ringette
- Continued work on implementing stage appropriate changes to Children's Ringette
  - Refinements to Children's Ringette logistics underway
  - Video provided to Ringette Canada researcher for game observations



### RESULTS

- Emerging clarity between Children's, Classic, Flex, Excellence, Intro to Ringette and Learn to Skate. Members and stakeholders beginning to use this language.
- Flex Ringette Launched in Calgary. 26 players continued to play ringette who otherwise wouldn't have.
- Children's Ringette:
  - transition to small area games began fall 2019
  - Small area games video produced featuring Finnish parents.
- First draft of Excellence Ringette enrolment criteria and process completed







## DEVELOP COACHES

**Desired Outcome:** Coaches are equipped to **HELP ATHLETES ACHIEVE** their goals and coaches are meeting expectations.



### FOCUS 2019-2020



#### TACTIC

**Actively recruit and develop female coaches.**



#### ACTION

- Continued to reinforce importance of junior coaches
- Used survey results obtained in Spring 2019 to meet the needs of female coaches, including mentorship and resources.



#### RESULTS

- 40% of head coaches are female (Target 50%)
- Teams with Junior Coaches 169 in 2019-20 vs 157 in 2018-19
- Number of Junior Coaches 242 in 2019-20 vs 220 in 2018-19
- Active Start through U14 teams with at least 1 junior coach went up from 56% to 62% last season to this season.
- Multiple resources added to RAB website and communicated to all coaches via Basecamp.



## 1625

REGISTERED HEAD AND ASSISTANT COACHES IN 2019-20



### HEAD COACHES

**40 % FEMALE**  
**60 % MALE**

	Male	Female	% female
Active Start	9	17	65.4%
Step 1	22	19	46.3%
Step 2	29	18	38.3%
Step 3	17	8	32.0%
U12	56	24	30.0%
U14	40	27	40.3%
U16	25	21	45.7%
U19	24	14	36.8%
<hr/>			
A/AA	60	27	31.0%
B/C	85	58	40.6%



### DID YOU KNOW?

Generally, the older or more advanced a player becomes, **the less likely** that player will have a female head coach.



### FOCUS 2019-2020



#### TACTIC

**Provide effective education, assessment, and mentorship**



#### ACTION

- Offered formal NCCP Education
  - Traditional Clinic Schedule augmented by focusing pre-season training vs. in-season
  - Organized Competition Development Training around competition schedule for these coaches
- Launched Mentorship Program
- Produced technical videos for our YouTube Channel
- Communicated with coaches and directors to ensure maximum awareness of requirements
- Offered female-only coach development - this stalled due to limited resources from Alberta Sport



#### RESULTS

- Spring 2019 clinics:
  - 52 coaches were able to complete some of their requirements before the season even started!
- New Mentorship Program - 7 pairs of mentor/mentees
- 14 Community Sport Initiation clinics: 252 participants
- 10 Competition Introduction clinics: 160 participants
- 73 Competition Introduction evaluations
- 4 Make Ethical Decision clinics: 276 participants
- 3 Competition Development modules: 34 participants





## DEVELOP OFFICIALS

**Desired Outcome:** We have the right quantity of qualified officials to

# MEET ATHLETE NEEDS

Stakeholders understand what is expected of officials at each stage.



## FOCUS 2019-2020



### TACTIC

Develop and implement a communication plan to educate stakeholders about what is expected of officials (fair and appropriate for their stage of development)

Officials at each level are meeting minimum performance standards for their level



### ACTION

○ Worked with Communications Company to develop messaging

○ Delivered the following traditional NOCP clinics

#### 30 clinics (rule change year)

- 1 Instructors refresher
- 1 Level 4
- 8 Level 1
- 9 Level 1 Refreshers
- 11 Level 2/3 Refreshers



### RESULTS

○ Content prepared as basis for future deployment in communication plan

○ 414 officials trained

**Officials Assignments: Playdowns, Regionals, Provincials**

**228** OFFICIALS were recommended to Provincials or Regionals

**Playoffs:**

**103** OFFICIALS

**175** GAMES

**350** ASSIGNMENTS

**Provincials:**

**57** OFFICIALS for Provincials

Total of **538** ASSIGNMENTS

**129** GAMES PLAYED

**140** GAMES CANCELLED



# Desired Outcome: : **ALBERTA IS A LEADER**

**in ringette in Canada and  
sport in Alberta.**

**TACTIC: Local Ringette Associations achieve Level 1 Club Excellence Certification**

**TACTIC: Ringette Alberta meet standards that can be applied to a provincial association**



## FOCUS 2019-2020



TACTIC

**Continue to pursue best practices as a provincial organization**



ACTION

○ Improve the voice of the athletes



RESULTS

○ Athlete Advisory Committee (second year in operation) provided advice on:

- Concept of Athlete-centered sport
- Cost/unnecessary spending in ringette
- Children's Ringette Implementation
- Excellence Ringette Implementation
- Published definition of Athlete-Centered sport:  
*"The AAC defines athlete-centered sport as ...sport programming in which the athlete's needs are the top priority when making decisions and planning events. This means creating programs which allow athletes to have their needs and wants heard and allows them to answer questions such as "what works for you?" and "what do you want out of the season?" Stakeholders should recognize this means "athlete-centered" and not "ringette player centered"; there are many more dimensions to a good athlete than being a strong player on the ice."*



# COMPETITION RESULTS



## PROVINCIALS

### U14AA

Calgary Red  
Calgary White  
Zone 2 Blaze

**U14A** - Cancelled

**U14B** - Cancelled

**U14C** - Cancelled

### U16AA

Zone 2 Blaze  
St. Albert Mission  
Calgary Tenacity

### U16A

Medicine Hat Riptide  
Northwest Forte  
Bowview Motley Crue

**U16B** - Cancelled

### U19AA

Calgary Strike  
Calgary Blade  
Spruce Grove Riot

### U19A

Bowview Blue  
Medicine Hat Mighty Ducks  
Bowview Elite

**U19B** - Cancelled

### Open A

Last Call  
Impact  
Zone 2 Wild

**Open B** - Cancelled

**Open C** - Cancelled

## SOCIAL MEDIA PROVINCIALS

- Social Media Provincials was launched March 17
- Participants posted photos or videos of themselves doing a variety of tasks including online school work, helping others, or staying active.
- March 18-April 18th, over 1,900 submissions were collected!
- **Top overall teams**
  - U19B Northwest Honeybadgers
  - U14C Edmonton Ambush
  - U14B South Calgary Radioactive
  - U12A Red Deer Rush.



## WORLD RINGETTE CHAMPIONSHIPS

- The World Ringette Championships were held from November 25<sup>th</sup> - December 15<sup>th</sup> in Burnaby, BC.
- Junior Team Canada defeated Junior Team Finland in two games to claim their 3<sup>rd</sup> straight gold medal.
- Senior Team Canada competed hard against Team Finland in their best-of-three series and came away with a silver medal.
- 9 Alberta athletes were selected to the Senior National Team and 3 were selected to the Junior National Team.



## ALBERTA WINTER GAMES

**Airdrie 2020**

**GOLD** - Zone 3

**SILVER** - Zone 5

**BRONZE** - Zone 2

**4th** - Zone 1

**5th** - Zone 6

**6th** - Zone 3 Wildcard

**7th** - Zone 4

**8th** - Zone 7



**136**  
ATHLETES  
1 MALE,  
135 FEMALE



**31**  
COACHES  
5 MALE,  
26 FEMALE



**5**  
OFFICIALS



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Edmonton, AB T5M 3K6

[RINGETTEALBERTA.COM](http://RINGETTEALBERTA.COM)