



Western Region Ringette Association Chair's Report

WRRRA BOARD MEETING – FEB 18, 2021

Western Region ringette activity has been shut down since Dec 24, 2020, and with the existing provincial emergency orders, we will be shutdown until at minimum Feb. 16, 2021. Most portions of Western Region have had their school closures recently lifted.

As is the case in some other regions outside WRRRA, Municipalities have notified associations that it is their intentions to remove the ice for the remainder of the year. I am told four associations could be losing their ice (or already have) for rest of this season. Most associations hope to have the ice returned starting next week or two if on ice activities will be permitted, however once the ice is out it will be difficult to get the municipality to change. On the other side, there are some Municipalities asking the associations what they are planning to do, or if they have a “cut off date” for which the season would be cancelled. Ringette Ontario will be allowing associations to move forward with ringette to whatever format their local health unit and Ice facilities will permit

Western Region executive met this middle of January, and we continue to put focus on moving forward with a marketing push to attract new players into the sport for 2021/2022 season. As of now the plan we will be presenting to our membership is for WRRRA to work with RO office to deploy marketing material through focused social media and/or rogers advertising. We are going to be proposing in this meeting a budget of approx. \$23K. The proposed program would include WRRRA providing an incentive of a free ringette sticks for a new player to keep and a ringette helmet grill to use for the first 100 new players.

WRRRA needs to put effort into good governance and human capital initiatives in the near future. Reviewing implementation of governance training for the current/new board that would be elected at our next AGM and working on organizational job descriptions and a formal org chart for our region. We are also starting to evaluate for use next season the implementation of BASECAMP for the WRRRA region as our environment for sharing, communicating, and organizing our internal and committee activities. Given the positive feedback on it from the RTR management and association presidential ideation/sharing we are hoping this would be well received.

In my more recent conversations with associations, there was a common sense were are in a bit of of a holding pattern, however with the stay-at-home order ending associations are evaluating what level of ringette they will be able to provide going forward.

Associations I would request that you take the time between now and the start of next season to consider becoming incorporated if you have not done so already.

I have attached to this report an updated copy of the regions top 10 list of our priorities with appropriate updates included. There has been limited progress due to the pandemic on most items, however where possible I have noted any changes.

One last item, always good to finish on a high note, I would like to announce that the executive has agreed in principle for creation of a new annual player award, that would be named in honor of two amazing long-time contributors to Western Region, RO Hall of Fame Members: Keith and Mary Kaiser. We are working out the details and look forward to sharing more about this new annual award at this year's AGM

Soon to back at the rink,

A handwritten signature in black ink, appearing to read 'CS', with a horizontal line extending to the right.

Chris Sharpe, Chair Western Region
chairwrra@wrra.ca

WRRR Top Priorities -2020/2021 Season

UPDATED: 15-Feb-21

Team Leader
(of the Rock
Band)

#	Project (Rock)	Description - Overview (Initial but can be modified by team lead)	Team Members (Rock Stars)	Status Notes
1	Association Support	Help associations in WRRR navigate and survive the Covid enviroment Help coordinate "bubbles" that could be cross association in the region.	Chris S.	So far no associations have requested financial support. This will be reviewed again during Feb 18, 2021 WRRR General meeting
2	Covid Safety	Develop support system in Western Region for Association CSL.	Barb G.	Association CSL Reps CSL is a new role implemented by associations at the request of RO. To Coordinate activity to manage Covid Safety Policies Work in conjunction with RO in supporting and coordinating association activity with Associations CSL reps.
3	Player Retention	Work on ways to get players back to the ice, how can we get adult players back? How do you deal with the younger ages and need for support on the ice?	Hold	Jason/Phil/Stephanie The adult level of play was Most heavily the heavy hit will be the Adult and very young age groups (Adults not coming back due to lach of tournaments and young players due to exposure concerns and need for additional support for players on ice in less then 2M space)
4	Web Site Remodel	Assess possible Website System or offerings. Consider aligning with RO and review Ramp or others, Prepare cost model for hosting leagues and can it replace Officiating management system	Mark	Keith Ramp Implementation to act as front end Marketing and Scheduling web enviroment Review either maitaining poritions of existing web site or review what can be ported in to the new web enviroment. We do not want to loose the "resource" value of the existing Wrrra page Keith reviewing which content will make sense to move to new site
5	Childrens Ringette	Help associations roll out Childrens Ringette within Western Region for the 2020/21 Season	Hold	RO office is has put out a new Childrens Ringette program. Please review and do what you can to can to get in alignment for the 2nd half on the programing Coordinate any issues with CSL to formalize implementation
6	Marketing Incl New Branding	Develop and Broad Marketing plan for Top of mind awarness for ringette in the region. And activate on it including proposed budget and potential marketing partners for 2019, 2020 and 2021	Chris S.	RO Office Reached out to Marketing Firms: -Intrige media - Minimum Budget to start is \$20K -Marketing Factory - Meet with them provided Data but never received. Followed up by expecting \$20K level -Ringette Ontario - Is intersted in adding capacity to help, but would have to costs covered. Would be guided by RO marketing person. Cost Unkown -Formal Marketing Budget to be presented Feb 18, 2021 to Memebrs. Looking for formal support to spend and move forward. Need to formalize Program that is being marketted. -Associations will need to have landing spot for registration of Marketing material
7	Player Development (Goalie & Player)	2019/2020 Season Player development plan and activate on it. Goalie Training was specifically proposed to be driven by WRRR and act as possible fundraising event coordinated with AAA team. 5 x Goalie Clinics and 3 x Player Clinics	Hold	Ayton Johnson from London willing to run, will work with Associations to deploy to cohorts
8	IT Infrastructure for WRRR operations	Develop internal system for sharing of Knowledge within WRRR. Review Cloud based file system and ways of sharing systems. Do we need Office software as part of system? Accounting system already in use. Look for alternate to RO conf call system as is expensive, consider a Video Conf system that does not cost attendees fees.	Mark	WRRR did purchase Zoom account for Video Conf call. Being used for GLRL, WORL, WRRL and WRRR AGM Exploring use of Base Camp as vehicle for sharing and communicating in region, Mark to review use of President Basecamp as benchmark.
9	Parent Education	Each Association will have expectations of improved education of parents, specifically with focus on the rules of ringette, team formation rules for rep and general tournament/league function rules. With specific intent to reducing harrasement of Ref's and improved understanding of processes	Craig H.	Each association put on a minimum of one Parent Education session on a topic of their choosing this season. Covid parent education has been ongoing. We have challenged each association to run another rules/education session in 2nd half
10	Volunteer Recruitment	Associations are in need of volunteer sport more then ever. Develop multi year plan, with some action items that could be put in place this year, and some for the next year There would be involvement with engaging Associations and finding ways tp engage the adult ringette community to increase volunteerism in our sport.	Hold	This involves a broad scope plan to increase/maintain Volunteer involvement in our region.