



HOCKEY CANADA

www.hockeycanada.ca

ESSO FUN DAY



OPERATIONS MANUAL

**“Their Success
starts with
your
enthusiasm!”**

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ESSO FUN DAY - WHAT IS IT?

A fun introductory to female hockey for the first time player, coach, official or administrator.

Designed to introduce beginners to hockey and its basic skills at no cost to the first time participant.

Designed to make females' first contact with hockey a safe and positive experience.

Enables participants to become contributing members of a team effort, to experience team spirit, develop self confidence and experience a sense of achievement.

Designed so that it can be delivered to females of all ages
(Local Association may direct to a certain age group based on Association needs)

A fun, informative hockey program that establishes Esso as a lead supporter of female hockey programming and development.

Attract first time players to register for female hockey programs including the Hockey Canada Initiation Program, so that they will enjoy the game of hockey for a lifetime.

WHAT IS THE PROGRAM FOCUS?

The ultimate goal of the program is to increase the number of females participating in sport.

Provide the opportunity for participants to learn the basic concepts of hockey.

Introduce basic hockey skills:

- Forward Skating
- Backward Skating
- Puck handling
- Passing
- Shooting
- Goaltending

COMMUNITY LEAD- WHAT DO I NEED TO DO?

Submit an application to your Branch or Female Hockey Representative to secure program material, promotional material, participant certificates, jerseys and financial support for this event.

Establish a plan and provide leadership, direction and guidance to execute.

Identify and recruit volunteers (Lead on/off ice instructor(s), safety person, registration, and runners)

Advertise your event: location, registration information, schedule, posters.

Utilize supplied program material: promotional video, posters, participant certificates, tattoos and jerseys.
As well as resources related to:

Your organization- local registration procedures, league contacts, team contacts, volunteer opportunities.

RUNNING A SUCCESSFUL PROGRAM

The goal of the Esso Fun Day Program is to create a fun on and off-ice introductory experience to the game which will attract a potential player to join and play hockey for a lifetime.

Three Key Roles required for a successful program:

- Program Administrator
- Lead on-ice and off-ice instructor
- Group instructors, on-ice and off-ice

RECRUITING YOUR INSTRUCTORS

Esso Fun Day Program success depends largely on the leadership and teaching abilities of the instructors.

All lead instructors must be certified minimum coach level.

This event can be used as a coach mentor/role model program to introduce new coaches to the game. These coaches should team up with and shadow more experienced coaches.

Focus on fun, leadership, skill analysis, lesson application, and communication.

New instructors learn how to run drills in a fun, supportive environment and implement one-on-one skill development for first time hockey players.

HOW ESSO FUN DAY ADDRESSES DEVELOPMENT

The “Beginner” Hockey Player

Hockey development is in the beginning stages and participants will have a variety of skill level. Esso Fun Day program goals address:

- Establish and develop players’ basic skills
- Ensuring activities and games are challenging yet not overly complex.
- Variety: changing locations on the ice, various drills and games that will develop the participants and will keep their attention.
- Ensuring instructors are trained on giving short, clear explanations
- Focusing on positive comments, constructive criticism, and fun.
- Breaking down skills into small steps.

PROGRAM CURRICULUM

Consists of a one day program which includes on and off-ice activities.
(See Appendix at the back of the manual)

The day is designed to introduce the game of hockey and its basic skills in a fun and supportive learning environment for the first time female hockey player.

On-ice practice (See on-ice section)

Off-ice teambuilding component (See off-ice section)

Information and Administrative Workshops (See workshop section)

Hockey Canada recommends a minimum instructor to student ratio of 1:5. A number of clinics have provided a 1:3 ratio in order to provide more individual feedback to the participants. (It is essential to ensure that every instructor is an active participant with the first time players) Suggested maximum of 40 players per ice time. Beyond 40 participants, the host should look at booking extra ice.

SUPPORT MATERIALS

Implementation, direction and guidance from your Branch or Female Hockey Representative. Contacts are on the following page

An event "Operations Manual" for the organizer, to include a complete on and off-ice section for the Lead Instructor(s)

Esso Fun Day Promotional material as requested through your Female Hockey Branch Representative includes:

- Pre-event: Poster(s), Promotional Video, Brochures, hockeycanada.ca
- Once the Esso Fun Day is secured: Participant jerseys, temporary tattoos and participant certificates

Make all requests through your Branch or Female Hockey Representative.

****Ensure all applicable forms/materials are forwarded to your Branch or Female Hockey Representative pre and post event. These forms must be returned in order to receive financial support. (All necessary forms and requested information are included within this manual)****

ESSO FUN DAY BRANCH CONTACTS

British Columbia Amateur Hockey Association

6671 Oldfield Road
Saanichton, BC V8M 2A1
Ph: (250) 652-2978
Fax: (250) 652-4536

Hockey Alberta

#1 – 7875 – 48th Ave
Red Deer, AB T4P 2K1
Ph: (403)342-6777
Fax: (403) 346-4277

Saskatchewan Hockey Association

#2 – 575 Park Street
Regina, SK S4N 5B2
Ph: (306) 789-5101
Fax: (306) 789-6112

Hockey Manitoba

200 Main Street
Winnipeg, MB R3C 4M2
Ph: (204) 925-5757
Fax: (204) 925-5761

Ontario Women's Hockey Association

5155 Spectrum Way
Building #3
Mississauga, ON L4W 5A1
Ph: (905) 282-9980
Fax: (905) 282-9982

Hockey Quebec

C.P. 1000 Succ. M
4545, av. Pierre-de-Coubertin
Montreal, QC H1V 3R2
Ph : (514) 252-3079
Fax: (514) 252-3158

Hockey New Brunswick

165 Regent Street
Suite #4
PO Box 456
Fredericton, NB
Ph: (506) 453-0089
Fax: (506) 453-0868

Prince Edward Island Hockey Association

40 Enman Crescent
PO Box 302
Charlottetown, PE C1A 7K7
Ph: (902) 368-4334
Fax: (902) 368-4337

Hockey Nova Scotia

6300 Lady Hammond Road
Suite 200
Halifax, NS B3K 2R6
Ph: (902) 454-9400
Fax : (902) 454-3883

Hockey Newfoundland and Labrador

13B High Street
PO Box 176
Grand Falls-Windsor, NL A2A 2J4
Ph: (709) 489-5512
Fax:: (709) 489-2273

Hockey North

47 Pine Crescent
Hay River, NT X0E 0R5
Ph: (867) 873-2707
Fax: (867) 873-5732

Hockey Canada

2424 University Drive NW
Calgary, AB T2N 3Y9
Ph: (403) 777-3636
Fax : (403) 777-3635

APPLICATION TO HOST (PAGE 1 OF 4)

Organization Applying: _____

Event Contact: _____

Phone: _____ Fax: _____

Email: _____

Shipping Address: _____

Event Date: _____

Location: _____

What is the Maximum number of participants you would accept at your event? _____

What are the Committees goals and objectives?

What are your advertising plans to ensure optimum first time player registration?

** FORWARD COMPLETED ESSO FUN DAY APPLICATION (4 PAGES)
TO YOUR BRANCH OR PROVINCIAL FEMALE HOCKEY REPRESENTATIVE.
CONTACT INFORMATION PROVIDED ON THE PREVIOUS PAGE**

APPLICATION (PAGE 3 OF 4)

BUDGET WORK PLAN

FINANCIAL SUPPORT (other organizations)

NAME	AMOUNT
_____	_____
_____	_____
_____	_____
TOTAL	_____

SOURCES OF REVENUE (donations)

ESSO FUNDING	_____
_____	_____
_____	_____
TOTAL	_____

EXPENDITURES (enclose a copy of receipts)

ICE	_____
FACILITY RENTAL	_____
FOOD AND BEVERAGES	_____
ADVERTISING	_____
_____	_____
TOTAL	_____

TOTAL REVENUE	_____
TOAL EXPENDITURE	_____
DIFFERENCE	_____

APPLICATION (PAGE 4 OF 4)

NOTE: LEAD INSTRUCTOR MUST HAVE A MINIMUM COACH LEVEL CERTIFICATION
A MINIMUM 1 INSTRUCTOR PER 5 PARTICIPANTS IS STRONGLY ENCOURAGED.

NAME:

LEAD INSTRUCTOR ON-ICE:

PRESENT INVOLVEMENT IN HOCKEY:

GROUP LEADERS:

LEAD INSTRUCTOR OFF-ICE:

OTHER INSTRUCTORS/VOLUNTEERS/ROLE MODELS:

FACILITY OPERATIONS

The facility must be secured by the Community Lead, as early as possible!

Securing a proper facility is critical to the success of each Esso Fun Day. The impression that is left with both the player and the parent is everlasting. A great experience will translate into future involvement with both Hockey Canada and your local female hockey programs. The facility must meet with the following requirements:

Change Rooms: Numbers dependent on registered participants. One room for instructors, safety person and storage

Ice Surface: A facility with only one or two sheets. It is important to remember, not to have tight time lines with other booking groups. Allow for flex time!

Meeting Rooms: Gymnasium, large meeting room, or classroom. It is best if this room is in the same facility as the arena.

The meeting room can be used for registration, the parent seminar, event introduction, off-ice activities and wrap up.

Dependent on timeline and plans you may want to consider chairs set up in either theatre style or a group circle.

CAMP RULES/DISCIPLINE

In an attempt to provide every participant with a positive experience, rules must be established to maintain order. Above all else, rules will be established to ensure a safe environment during all activities.

Event organizers are responsible for establishing the rules and should share these rules with the event staff. Additional on-ice rules may be implemented by the lead on ice instructor. Identify the rules at the beginning of each session.

To ensure a fun and safe environment for other participants, a lack of discipline will result in the removal of a participant from the event.

EQUIPMENT REQUIREMENTS

Suggestions on securing equipment for participants who register at your event are:

- Use the "Bring a Buddy" theme to attract new players to the game and provide a chance for the established player to be in a leadership role.

How it works: An established female hockey player brings a "Buddy" that has never played the game before. (A gift or prize will go to the player, and the "Buddy" will receive the Esso Fun Day Jersey, certificate, and any other items you will distribute)

Both would participate in off-ice activities.

- Have new players borrow gear from similar sized players
- Have an established female team accompany and support the new players allowing them to use their equipment for the day.

MANDATORY EQUIPMENT

- Hockey skates
- Elbow pads
- Gloves
- Knee/shin pads
- Neck protector
- CSA approved Helmet
- CSA approved Full Facial Protector
- Stick

OPTIONAL EQUIPMENT

- Hockey Pants
- Socks
- Shoulder Pads
- Jill
- Hockey Tape

****IN QUEBEC, ALL PARTICIPANTS MUST WEAR FULL EQUIPMENT****

EVENT WRAP-UP: CHECKLIST

In order to properly measure the success of an Esso Fun Day; secure insurance coverage; and ensure the continuation of funding through the premier sponsor, Esso; Hockey Canada requires a Final Report/Event Wrap-up submitted to the Hockey Canada Calgary Office no later than one (1) month post event. Items to be included are:

- Fully completed Wrap-up forms (5 forms total) All requested forms are provided in this Operations Manual
- Event Roster (2 page form)
- Summary of participant survey results
- Summary of parent survey results
- Final COMPLETE financial report – Revenue/Expense

**** WITHOUT THIS INFORMATION, FINANCIAL SUPPORT CANNOT BE PROVIDED ****

- Listing of all workshops or other initiatives held surrounding your event.
- Complete listing of all volunteers including any special guests and/or role models you were able to recruit to help with your event.
- Provide all advertising strategies used to promote your event.
- Provide suggestions that could improve the program for future years.

EVENT ROSTER/WRAP-UP FORMS (PAGE 1 OF 5)

(All wrap-up forms and receipts must be returned in order to receive branch subsidy.)

Community Lead _____

Email _____ Phone _____

Location _____ Date _____

Participants _____ # On-ice Instructors _____ # Off-ice Instructors _____ # Volunteers _____

Lead On-ice _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Other Instructor _____

Email _____ Phone _____

Please identify any other Volunteers and/or Role Models that assisted with your event

EVENT ROSTER/WRAP-UP FORMS (PAGE 2 OF 5)

Use this form to assist you when dividing participants into groups based on experience and/or age
****MANDATORY FORM- please return a copy to Hockey Canada****

#	PARTICIPANT	DOB d/m/y	PHONE	ADDRESS	CITY	POSTAL CODE	HOCKEY EXPERIENCE
1							none / 1yr / 2yr / ringette m / f
2							none / 1yr / 2yr / ringette m / f
3							none / 1yr / 2yr / ringette m / f
4							none / 1yr / 2yr / ringette m / f
5							none / 1yr / 2yr / ringette m / f
6							none / 1yr / 2yr / ringette m / f
7							none / 1yr / 2yr / ringette m / f
8							none / 1yr / 2yr / ringette m / f
9							none / 1yr / 2yr / ringette m / f
10							none / 1yr / 2yr / ringette m / f
11							none / 1yr / 2yr / ringette m / f
12							none / 1yr / 2yr / ringette m / f
13							none / 1yr / 2yr / ringette m / f
14							none / 1yr / 2yr / ringette m / f
15							none / 1yr / 2yr / ringette m / f
16							none / 1yr / 2yr / ringette m / f
17							none / 1yr / 2yr / ringette m / f
18							none / 1yr / 2yr / ringette m / f
19							none / 1yr / 2yr / ringette m / f
20							none / 1yr / 2yr / ringette m / f

PARTICIPANT SURVEY – WRAP-UP FORMS (3 OF 5)

Thanks! For being a part of Esso Fun Days.

Please take a moment to tell us how your day was.

1. Did you have fun?

- OHHH YEAH! GREAT KINDA NOT REALLY

2. What did you like the best about Esso Fun Day?

- ON-ICE ACTIVITIES
 OFF-ICE ACTIVITIES
 EVERYTHING

3. Did you meet new friends?

4. Why did you want to come to an Esso Fun Day?

- TRY FEMALE HOCKEY TO MEET NEW PEOPLE
 DEVELOP MY HOCKEY SKILLS I LIKE HOCKEY
 MY FRIENDS

5. Did you like your coaches?

- OHHH YEAH! GREAT KINDA NOT REALLY

6. What was the best part of the on ice activities?

- SKATING PLAYING HOCKEY SHOOTING
 GAMES SUPERWOMAN DIVE EVERYTHING

7. What are (3) things that you learned today?

1.
 2.
 3.

8. Now that you have experienced hockey, do you want to play on a female team?

PARENT SURVEY – WRAP-UP FORMS (4 OF 5)

Please take the time to complete this evaluation. Your comments will provide useful information when planning future programs. Thank you!

1. What did you like most about the Esso Fun Day?

2. How could we improve the program?

3. What component of the event did you find most useful for you as a parent?

4. How did you hear about the Esso Fun Day Program?

5. How would you rate our coaches?
 EXCELLENT VERY GOOD FAIR POOR

6. Were you provided with information regarding Female Hockey in your area/community?

7. How did your daughter access equipment?

8. Now that you have experienced female hockey, do you want your daughter to play on a female hockey team?

9. Did you find the registration process for the Esso fun Day simple?

10. Are you interested in becoming more involved in a volunteer role with your Hockey Association?

FINAL BUDGET – WRAP-UP FORMS (PAGE 5 OF 5)

BUDGET WORK PLAN

FINANCIAL SUPPORT (OTHER ORGANIZATIONS)

NAME	AMOUNT
_____	_____
_____	_____
_____	_____
TOTAL	_____

SOURCES OF REVENUE (DONATIONS)

ESSO FUNDING	_____
_____	_____
_____	_____
TOTAL	_____

EXPENDITURES (enclose a copy of receipts)

ICE	_____
FACILITY RENTAL	_____
FOOD AND BEVERAGES	_____
ADVERTISING	_____
_____	_____
TOTAL	_____

TOTAL REVENUE	_____
TOAL EXPENDITURE	_____
DIFFERENCE	_____

Advertising Templates

Please contact your Branch or Female Hockey Representative for additional advertising tools and templates.

Hockey Canada will post a list of upcoming Esso Fun Day events on our Development web page. Information will include date, location, contact information and a registration form.

To download the Esso Fun Day Poster and registration form go to www.hockeycanada.ca