



Field Hockey Canada National Office Staff Update

02 February 2009

Note from the National Office

Hope everyone is recovering from the holiday season and not too snowed under with work. This is just a short note to update everyone on what is happening at the national office and within the various program/projects underway at FHC...

National Teams

Louis and the national women's team recently returned from a successful series in Ireland where they recorded a win, loss, and draw against the Irish senior team. They have now left for Bermuda to play in the 2009 Pan American Cup. The women's program is also planning for their carding selection camp to be held in Vancouver in mid-March. The current carding cycle for the women finishes at the end of April. A new "athlete pathway" for WNT hopefuls is also being designed.

The men's national team has now wrapped up their carding selections for the 2009 cycle. They have already begun to draft, in cooperation with the women's team, the carding selection criteria for athletes in the 2010 cycle.

Alan Brahmst and the men's team will be departing for San Diego, California on the 11th for matches against the U.S. national team and German club Alster. This is in preparation for their Pan Am Cup at the beginning of March.

Andrew Schouten has been hired as a new part-time staff member in Vancouver until the end of March. He has been providing support to both national teams through the organization of the men's San Diego trip, men's Pan Am Cup, women's March carding camp, and the inventorying of team equipment and supplies.

LTAD

The field hockey LTAD poster has been published and ready for implementation in clubs and schools around Canada. Work continues on the accompanying LTAD booklet as well as finishing touches on the French version.

Suzanne and Ian recently returned from the 2009 Canadian Sport for Life conference. The two-day conference was attended by over 400 representatives of NSOs, PSOs, schools, clubs, and government agencies. Several workshops were held where experiences with LTAD implementation, as well as their relationship with programming and domestic competitions were discussed.

National Championships

FHC staff have launched a new fundraising initiative for the national championships. A new information/donation brochure was created, in cooperation with program sponsor AKPro Canada, to provide our members with information concerning the cost of running

1101 Prince of Wales Dr.
Suite 240
Ottawa, Ontario
K2C 3W7

Phone: 613-521-8774
Fax: 613-521-0261

fhc@fieldhockey.ca



the events and to solicit donations for their support. The brochures will be distributed at all FHC events including tournaments, clinics, and courses.

FHA's organization of the 2009 Indoor Nationals is well underway. After several last minute withdrawals and entries the senior event is set for the end of February with nine teams.

New policy development for the national championships program has stalled since the last meeting of the National Championships Committee in November 2008. As the new LTAD is being implemented further research will be conducted concerning how major domestic competitions best fit with athlete development.

Membership Database

Ian has been working with Mario DeMello and Mark Languille in rectifying the major technical and usability issues surrounding the online membership database. While some minor issues still remain, the database has significantly improved in efficiency in the last couple months. A new user guide is also being developed to educate provincial, club, and team administrators on how the database can be used.

Emma, our new administrative assistant from Algonquin College, has been working with other national sport organizations researching how best they monitor and track their national membership, including issues with their databases.

NCCP Competition-Introduction

Suzanne and her working group have been busy creating and organizing the course content for the Comp-Intro level of the new NCCP. A DVD has also been licensed from the Dutch Hockey Board to accompany the course package. A Pilot for the course will be held 19-22 February in Toronto.

Fundraising and Sponsorship

Suzanne has been in discussions with Lisa Ridout Jewelers regarding a partnership which may result in a new line of high-end field hockey-related jewelry and profit sharing with FHC. A separate agreement with Opro Mouthguards has been established and appears to be an early success.

Several large-name companies have been approached regarding potential partnership with FHC programs. A new emphasis has also been placed on the tracking of stakeholder demographics, use of audience surveys, and asset inventory and valuation. While sport sponsorship is down world-wide we hope to re-align ourselves into a stronger position of obtaining corporate support as we come out of the recession.

Work is on-going on the renewal of relations between FHC and Adidas Canada.

Our online donations can now be accepted via Pay Pal.

Website

A new-look FHC website is expected to launch on or around 27 February. The site has been given a more modern and cleaner look, improved organization and usability, as well

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as additional features. Staff have been working with Dodge Ink on the creation of the site since late October.

E-Learning Software and Certification

A recent meeting between Baseball Canada's Andre Lachance and Ian Clark has resulted in a potential licensing of Baseball's software designed to facilitate the online learning and certification of our umpires and coaches. The software will provide a one-stop destination for umpires and coaches to view resources, complete tutorials and exams, receive online mentoring, and share experiences. The software is expected to provide a significant revenue boost to our officials and coaches programs over the long-term.

Finance

Mary Turnbull has been diligently preparing our financials for the year-end. Suzanne has been drafting the 2009-2010 budget and structural deficit. Work is also being done on our submission to Sport Canada in mid-February.

Para-Field Hockey

Ozzie Sawicki continues work on the development of para-field hockey for disabled athletes. Meetings are scheduled with FHC staff on 2 and 16 February.

Officiating

Suzanne and the officials work unit have been preparing their operating budget and course outline for a proposed umpire development camp in conjunction with the 2009 U16 National Championships.

Team Sports

Discussions are ongoing between FHC and other team sports (baseball, basketball, volleyball etc.) on the various approaches our 'alliance' can take in regards to improved funding from Sport Canada and Road to Excellence. Preliminary discussions have also taken place regarding team sport competition structures.

National-Mini Game

A work group was created to enhance the existing National Schools Program through the development of a nationally-consistent 'mini-game' for youths. Reviews are currently being conducted of other such mini-game programs in the international community.

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