



Grand Prize Submission

North Halton Girls Hockey Association



 Canadian Company Proudly Supporting Canada's Game 



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Tell us about your hockey association.

Mission Statement

The North Halton Girls Hockey Association is dedicated to fostering a supportive and inclusive environment where athletes in Halton Hills, Milton, and surrounding communities can develop their hockey skills, enjoy the sport, and build lifelong friendships. We are committed to promoting good sportsmanship, fair play, equity, and fun at all levels, ensuring every participant has the opportunity to thrive on and off the ice.

Vision Statement

To be a leading community-focused hockey association empowering athletes through the sport of hockey, fostering personal growth, teamwork, and a lifelong passion for the game.

Core Values

Integrity: Upholding the highest standards of honesty and ethical behaviour in all our actions.

Communication: Ensuring open and clear dialogue with all key participants.

Community: Building strong connections within our community and fostering a sense of belonging.

Excellence: Striving for excellence in player development, coaching, and organizational practices

Accountability: Being responsible for our decision making and operations.

How would you describe your community?

North Halton is a vibrant and diverse community that encompasses the towns of Halton Hills and Milton. This area is known for its natural beauty, including the stunning Niagara Escarpment, the Bruce Trail, and the Credit River Valley. Residents enjoy a blend of small-town charm and metropolitan amenities, with easy access to the capital of Ontario, Toronto.

In Halton Hills, the community is characterized by its active agricultural sector, rich cultural heritage, and a high quality of life. The towns of Georgetown and Acton, along with smaller hamlets such as Glen Williams, Stewarttown, and Norval, offer a welcoming atmosphere and a strong sense of community. Local initiatives and events help preserve the natural environment and foster community spirit.

Milton, one of Canada's fastest-growing communities, offers a dynamic mix of urban and rural living. The town is home to the Mattamy National Cycling Centre, numerous parks, and a variety of sports facilities that cater to residents of all ages. Milton's community spirit is evident in its numerous events and programs, which promote a healthy, active lifestyle. The town also supports local nonprofits through the Milton Community Fund, enhancing the quality of life for its residents. Together, North Halton is a thriving region that continues to attract new families and businesses, offering a welcoming atmosphere and a commitment to growth and development.

What role does hockey play in your community?

Hockey in North Halton serves as a welcoming and empowering environment for female athletes, providing them with the opportunity to grow and develop as they mature. The North Halton Girls Hockey Association is dedicated to creating a supportive space where girls feel valued and encouraged to pursue their passion for the sport.

Research shows that a significant percentage of girls stop participating in sports as they age, a trend that differs from their male counterparts. The North Halton Girls Hockey Association is committed to reversing this trend by offering programs and initiatives that keep girls engaged and motivated. By fostering a sense of belonging and providing positive role models, the association helps girls build confidence and resilience.

In the past year, the association has placed a strong emphasis on leadership development, formalizing a program specifically for girls aged 13 to 18. This program aims to cultivate leadership skills, encouraging young athletes to take on leadership roles both on and off the ice. Through workshops, mentorship, and hands-on experiences, participants learn valuable skills that will benefit them throughout their lives.

Additionally, the North Halton Girls Hockey Association has made significant strides in increasing the representation of females in coaching and bench staff positions. By having more women in these roles, the association provides young athletes with relatable role models who inspire and guide them. This representation is crucial in showing girls that they have a place in hockey and that their contributions are valued.

Overall, hockey in North Halton is more than just a sport; it is a platform for female athletes to thrive, develop leadership skills, and build lasting friendships.



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What challenges exist in your community that keep kids from playing hockey?

There are several challenges that can keep girls from playing hockey in North Halton:

Cost: Hockey can be an expensive sport due to the cost of equipment, registration fees, and travel expenses. This financial barrier can prevent some families from enrolling their daughters in hockey programs.

Ice Time Availability: Limited availability of ice time can be a significant challenge. With many teams and programs competing for ice slots, it can be difficult to secure convenient practice and game times, which can discourage participation.

Shortage of Female Role Models: The underrepresentation of female coaches and mentors in hockey can make it harder for girls to see themselves in the sport. Having more women in coaching and leadership roles can inspire and encourage young female athletes.

Social Pressures: As girls grow older, they may face social pressures that discourage them from continuing in sports. This can include stereotypes about gender roles and the perception that sports are less important for girls than for boys.

Retention: Keeping girls engaged in hockey as they age can be difficult. Many girls drop out of sports during their teenage years due to a lack of interest, competing priorities, or feeling that they do not belong.

Inclusivity and Gender Affirmation: Ensuring that hockey programs are inclusive and gender-affirming is crucial. Girls from diverse backgrounds, including newcomers to the community, may face additional barriers to participation. Creating a welcoming environment that respects and affirms all gender identities and cultural backgrounds is essential for encouraging participation.

What is your hockey association currently doing to overcome these challenges?

The North Halton Girls Hockey Association is actively addressing the challenges that keep girls from playing hockey through several key initiatives:

Subsidizing Registration Costs: The association has active applications to grant programs aimed at subsidizing registration costs at the grassroots level, specifically for Tyke and Fundamentals programs. This helps make hockey more affordable for families, ensuring that financial barriers do not prevent young girls from participating in the sport.

Partnership with NHL/NHLPA "First Shift" Program: By partnering with the NHL and NHLPA on the "First Shift" program, the association introduces new players to hockey in a fun and accessible way. This program provides equipment and instruction to beginners, making it easier for families to get involved. Building on this success, the association has developed and implemented a local "Second Shift" program to further engage participants and help them transition into regular hockey leagues.

Increased Ice Allocation: The association is actively engaging with local municipalities to secure increased ice allocation, particularly for hosting an international tournament. This ensures that players have ample opportunities to practice and compete, which is essential for skill development and maintaining interest in the sport. Hosting tournaments also brings the community together and showcases the talent within the North Halton community.

Junior Coaching and Leadership Development: The association offers junior coaching and leadership development programs for girls aged 13 to 18. These programs are designed to cultivate leadership skills and provide young athletes with opportunities to take on coaching roles. Additionally, these programs are available to Twisters alumni who are interested in developing as coaches, fostering a pipeline of future female leaders in hockey. This initiative not only helps retain players but also empowers them to become role models for younger girls.

Targeted Marketing Approaches: To expand the reach of hockey to Canadian newcomers, the association is planning targeted marketing strategies. This includes outreach to diverse communities and creating promotional materials that highlight the inclusivity and benefits of playing hockey. By doing so, the association can ensure girls from all backgrounds feel welcome and encouraged to join.

Creating a Supportive and Welcoming Environment: The association is committed to creating a supportive and welcoming environment for all players. This includes implementing gender-affirming practices and ensuring that all athletes feel respected and valued. By fostering an inclusive atmosphere, the association can help girls build confidence and resilience, which are crucial for their development both on and off the ice.

Through these comprehensive initiatives, the North Halton Girls Hockey Association is making significant strides in overcoming barriers and ensuring that all girls have the opportunity to enjoy and excel in hockey. Our efforts are essential in nurturing a strong, connected, and thriving community where female athletes can thrive.



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Please share the association's vision for using the \$75,000 Grand Prize to encourage more kids to play hockey by developing solutions that look to remove barriers in the game of hockey and make the game more accessible, inclusive and equitable for everyone?

Our association envisions using the \$75K Grand Prize to break down barriers and make hockey more accessible and equitable for all children. We plan to achieve this through a comprehensive approach addressing financial, cultural, and social obstacles within a 12-18 months timeframe.

We will offer free or heavily subsidized Tyke and Fundamental hockey programs, including equipment provision, ensuring financial constraints don't prevent participation. We will implement leadership development activities such as leadership courses, guest speaker sessions, and conference attendance for young players. We aim to expand the "Second Shift" program, introducing more children to hockey by leveraging prize money to increase sessions and participants, doubling the program size within 12 months.

To further promote the sport, we will organize a "TRY HOCKEY DAY" as part of Twisters Day or earlier, providing an opportunity for new participants with the goal of increasing registrations. Recognizing diverse backgrounds, we will provide language support programs, including translation services for registration forms and parent meetings, ensuring language barriers don't hinder participation.

We will also develop culturally appropriate marketing strategies and launch an awareness campaign highlighting the importance of inclusivity and gender diversity in sports, employing a third party to guide these efforts. Lastly, we will advocate for the creation of safe spaces within municipally owned arenas by working with local government to promote the establishment of gender-neutral changing rooms and other inclusive facilities.

By implementing these initiatives, we aim to create a welcoming and supportive environment that encourages more kids to play hockey, regardless of their background or circumstances.

SMART Goals

1. By the start of the next hockey season, we will offer free or heavily subsidized Tyke and Fundamental hockey programs, including equipment provision, to at least 100 children, ensuring financial constraints do not prevent participation. We will track the number of participants and retention rates over 12 months.
2. Over the next 18 months, we will implement new leadership development activities, including leadership courses, guest speaker sessions, and conference attendance, for at least 20 Emerging Leaders participants. We will monitor participation and feedback to measure the impact on leadership skill development.
3. Within 12 months, we will expand the "Second Shift" program to double the number of sessions and participants, introducing at least 50 new children to hockey. We will leverage the prize money to support this expansion and track the increase in participation.
4. Annually, starting this season, we will organize a "TRY HOCKEY DAY" early in the season, aiming to attract at least 15 new participants. We will measure success by counting new participants and subsequent registrations.
5. Within the next 12 months, we will provide translation services for registration forms, information materials, and parent meetings, ensuring at least 10 families utilize these services. We will track the number of families benefiting from these programs to measure effectiveness.
6. Over the next 12 months, we will develop culturally appropriate marketing strategies and launch an awareness campaign highlighting inclusivity and gender diversity in sports. We will employ a third party to guide these efforts, aiming to reach at least 500 community members and build essential competencies within our organization. Success will be measured through community membership feedback.
7. Within 18 months, we will advocate for the creation of safe spaces within municipally owned arenas by working with local government and stakeholders. Our goal is to promote the establishment of gender-neutral changing rooms and other inclusive facilities, engaging at least 5 key stakeholders and conducting 3 community outreach activities. We will measure success through stakeholder engagement and progress in advocacy efforts.



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Kruger Big Assist Grand Prize Proposal

	Month 0-6	Month 7-12	Month 13-18	Total
Increase Registration for Tyke / Fundamentals (U4-U7)				
100% registration fee subsidy for 50 players @\$300. Removes financial barriers especially for younger families.	15,000			15,000
Tyke and Fundamental External Development instructors Sept 25-Mar 26 (Nicole Henn)		5,600		5,600
Partial Registration Fee subsidy for All other Divisions (U9-U18)				
Make Hockey Cheaper by reducing registration fee by \$50 x 500 players to partially subsidize OWHA participant fee for players and rostered volunteers.	25,000			25,000
Leadership Development				
Leadership Courses estimate		500	500	1,000
2 guest speakers		400	400	800
Attendance of 5 Emerging Leaders at minimum one conference			1,000	1,000
"Second Shift" Program Expansion				
100% Registration Fee Subsidy for 25/26 Season (covers ice, development, insurance, Jerseys) 15 players @\$700	10,500			10,500
Try Hockey Day				
5 x 2 age group ice sessions – open to all in community. Covers ice costs, insurance, equipment rental 2 age appropriate groups in summer. Twister High School Volunteer Hour program	3,000			3,000
50% reduction in registration fee - 15 players @\$700.		5,250		5,250



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Kruger Big Assist Grand Prize Proposal

	Month 0-6	Month 7-12	Month 13 - 18	Total
Language Support Program				
Translation of registration forms and promotional material into the top 3 languages in our communities	\$3,000			\$3,000
Host at least 2 parent information meetings with translation services available for multiple language. (Vendor: VOYCE)		\$250	\$250	\$500
Ongoing Language support during the season – maintain contract		\$250	\$100	\$350
Community Outreach/Awareness Campaign				
Engage 3 rd Party Vendor to build out awareness and advocacy campaign		\$3,000		\$3,000
Engage 3 rd Party Vendor to host sessions with board members, coaches, bench staff, leadership development participants focused on Equity, Diversity and Inclusion		\$1,000		\$1,000
TOTAL	56,500	16,250	2,250	75,000



Kruger
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WE'VE COMMITTED OVER
\$1 MILLION
TO GIVE MORE KIDS
ACCESS TO HOCKEY



 **CANADIAN COMPANY PROUDLY**
SUPPORTING CANADA'S GAME