



PROGRAM RESOURCE GUIDE

BAUER

The first part of the paper discusses the importance of the research and the objectives of the study. It then moves on to a literature review, which provides a background on the topic and identifies the gaps in the existing research. The methodology section describes the research design, data collection, and analysis. The results section presents the findings of the study, and the conclusion summarizes the main points and offers suggestions for future research.

The research was conducted in a systematic and rigorous manner, following the principles of good research practice. The data were collected from a representative sample of the population, and the analysis was carried out using appropriate statistical methods. The results of the study are presented in a clear and concise manner, and the conclusions are based on the evidence gathered.

The findings of the study have important implications for the field of research, and they provide valuable insights into the issues being studied. The research also highlights the need for further investigation in this area, and it offers suggestions for how this can be achieved.

In conclusion, the research has shown that there is a need for further investigation in this area, and it has provided valuable insights into the issues being studied. The findings of the study have important implications for the field of research, and they provide valuable insights into the issues being studied.

CONGRATULATIONS!

You have been selected by BAUER Hockey and Hockey Canada to host **The First Shift** program. Designed to ease kids and their families into the sport of hockey by offering a program with a manageable time commitment that is affordable, convenient, and most importantly fun!

The First Shift Resource Guide includes all the information you will need to execute the program successfully, ensuring participants, their families, instructors, and all your volunteers have the best experience possible both on and off the ice. Our goal is to outline all of the program requirements and step-by-step instructions so you will feel confident heading into your Welcome Event and first on-ice session.

The First Shift would not be possible without the collaboration of our partners beginning with you, our Minor Hockey Association program host, BAUER Hockey, Hockey Canada, and SDI Marketing. Communication is the key to a seamless and successful program. If at any point you have questions about your program, we are here to help. You will find appropriate contact information for each partner in your resource guide. We would like to thank you for partnering with us in this important initiative. Together we will change the landscape of hockey, grow the game, and ultimately ensure the future of our great sport.

The First Shift Team



THE FIRST SHIFT INSPIRING CHANGE AND GROWING OUR GAME!

We are coming off an incredible second year of the program, bringing **The First Shift** to over 120 local communities across Canada in the last 2 years.

Thanks to the efforts of all our partners, and hundreds of passionate volunteers, we are successfully adding new families to our hockey community.

In an effort to ensure we are meeting program objectives, we continue to gather feedback from participants, families, program instructors, and our Minor Hockey Association program hosts. These important insights also inform potential program improvements.

Our Minor Hockey Association host feedback indicates The First Shift program benefits reflect our stated mission:

- Attract & keep new-to-hockey families
- Attract new Canadian families to hockey
- Create positive conversation and exposure for our sport

NEW FAMILY FEEDBACK INDICATES:

86%

OF THE FIRST SHIFT PARTICIPANTS GO ON TO RE-ENROLL IN THE FIRST SHIFT TRANSITION PROGRAM.

97%

OF THE PARTICIPANTS HAD NEVER PREVIOUSLY PLAYED ORGANIZED HOCKEY.

100%

OF THE PARTICIPANTS HAD FUN!

100%

OF PARENTS WOULD RECOMMEND THE PROGRAM TO A FRIEND.



HERE IS WHAT PARENTS ARE SAYING...

“After playing the game in some form for nearly 30 years myself I know what kind of friendships and fun can develop from the game and I am thrilled to see my child have the same opportunity that I had. I hope this is the starting point for a long association with not only the game of hockey but our local community association.”

— First Shift Parent

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CHAPTER

01

PROGRAM OVERVIEW

“We believe hockey has something to offer every child. More than the obvious benefits of healthy physical activity, our game provides kids the opportunity to build character, learn important lessons, and make life-long friends. It also offers families a tight knit community that is both supportive and inspiring. That’s why we’re changing the way hockey is offered by making sure there’s an option that fits into families' differing lifestyles. Our goal is to inspire families to join our community, and The First Shift will do the rest by helping kids fall in love with hockey.”

— Mary-Kay Messier,
Senior Director — Brand Initiatives
& Partnerships

1.1

OUR MISSION

Our mission is to change the way hockey is offered by inspiring new families to join our community and enroll their kids in our sport, as we create positive conversation and exposure for our great game.

1.2

OUR GOAL

GROW THE GAME

+ 1,000,000

NEW FAMILIES IN 10 YEARS

A GLOBAL, STRATEGIC
BAUER INITIATIVE



1.3

PROGRAM INSPIRATION

As leaders in our sport, we have a collective responsibility to protect, advance, and grow the game. BAUER Hockey, and Hockey Canada have committed to a multi-year strategy to grow the game by increasing participation. As a hockey community, we are already familiar with the benefits of our great game.

The First Shift is our opportunity to introduce these benefits to new families. Together we will make a meaningful impact on the lives of kids, their families, and our communities.

HOCKEY IS A VEHICLE TO:

- Experience the benefits participation offers namely exercise, positive attitude, confidence, and overall good health.
- Teach core values and life lessons toward developing good citizens
- Model team work and leadership
- Inspire hard work, dedication, and discipline
- Offer a lifelong membership into a tight knit hockey community

1.4

PROGRAM OVERVIEW

The First Shift program is designed to ensure a positive experience for new-to-hockey families. This means breaking down the barriers that exist for many parents and making them feel at home within our hockey community. **We want families to experience the game at its best** — to understand why so many Canadians feel an inherent love for the sport — and to stimulate a desire for continued participation. We want to take away any intimidation as it relates to equipment requirements, and/or rules of the game, remove potential safety concerns, and, most importantly, provide an experience that is memorable and fun.

THE FIRST SHIFT BREAKS DOWN BARRIERS TO ENTRY BY MAKING HOCKEY:

- Affordable
- Manageable (time commitment)
- Safe
- Fun!

In addition to breaking down barriers to entry, we have learned the importance of creating a welcoming environment for new-to-hockey families, and providing a path forward to ensure continued play.

1.5

PROGRAM DESCRIPTION

PROGRAM CAPACITY

- Maximum Participants: 45
- Maximum Instructors: 10 (based on ratio of 1:4 instructors to participants)

PROGRAM PARAMETERS

- Open to boys and girls
- 6 – 10 years of age
- Never previously registered in minor hockey — Hockey Canada Registry (HRC)

PARTICIPANT REGISTRATION FEE \$199 INCLUDES:

- BAUER Equipment (Head-to-Toe)
- Welcome Event
- Program overview, education
- Equipment demonstration
- Expert fit session and equipment collection
- On-Ice Trial
 - 6 Weeks, 1 session/week, 1 hour
 - Consistent day and time
- Focus on Fun; precursor to “Learn to Play”

PROGRAM ELEMENTS

WELCOME
EVENT

ON-ICE
TRIAL

ON-ICE
TRANSITION



BUILD COMMUNITY

INSPIRE CONFIDENCE

EQUIPMENT FITTING &
SAFETY EDUCATION



6 WEEKS

1X/WEEK

CONSISTENT
DAY/TIME



PATH FORWARD

PARAMETERS IN LINE
WITH TRIAL
EXPERIENCE



HERE IS WHAT PARENTS ARE SAYING...

“Over the years we asked our daughter if she wanted to play hockey and she always replied “no”. We didn’t want to push her into a whole season of something she might not like, so when we learned about The First Shift program we signed her up, hoping to give her a little taste of hockey. We are so glad we did. She loved Monday nights and her entire experience with The First Shift. We are confident she will continue playing hockey this fall, so we wanted to extend our gratitude to Bauer Hockey, Hockey Canada and our local association for making this program possible.”

— First Shift Parent

1.6

PROGRAM BENEFITS

THE FIRST SHIFT OFFERS NEW-TO-HOCKEY FAMILIES:

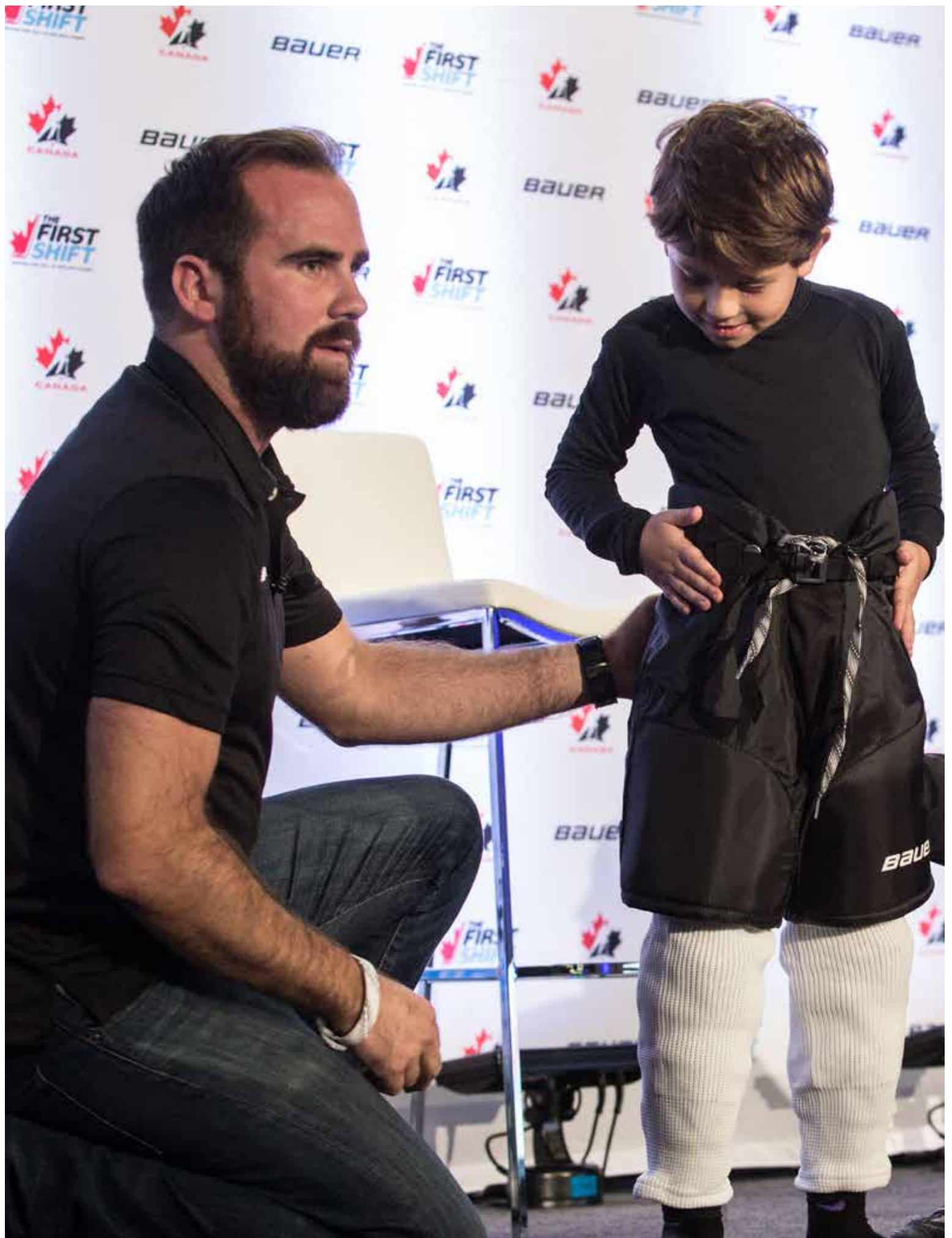
- Program that fits with today's family lifestyle
- Manageable time commitment
- Affordable registration fee
- Welcoming and inviting environment
- Introduction to hockey that includes program, equipment, and safety education
- Expert equipment fitting
- Head-to-toe BAUER equipment
- Focus on Fun!

THE FIRST SHIFT OFFERS HOST MINOR HOCKEY ASSOCIATIONS:

- Opportunities to grow membership and add new families
- Program to attract New Canadians
- Partner support and resources

➔ SEE CHAPTER 2: Partner Roles & Responsibilities

- Proven model — 86% overall conversion rate
- All the necessary tools to promote and execute the program
- BAUER equipment packages for participants and volunteer instructors
- An opportunity to create positive conversation around our sport
- An opportunity to make a difference by providing inspirational experiences within your hockey community



CHAPTER

02

PARTNER
ROLES &
RESPONSIBILITIES

“We’re looking to continue to grow the game of hockey in Canada — because I strongly believe that the skills and values inherent to the game help make us better colleagues, better neighbours, better Canadians. Teamwork. Commitment. Hard work. Dealing with adversity. These are life skills that follow you beyond the ice and into everyday relationships at home and at work. Bauer First Shift helps families who are new to hockey discover and maybe even rediscover the game by making it fun, accessible, and focused on building on- and off-ice skills that kids will benefit from in every aspect of their lives.”

— Tom Renney,
President and CEO, Hockey Canada

2.1

KEY PROGRAM CONTACTS



SDI MARKETING:

DAVE ADAMS

ACCOUNT MANAGER

dadams@sdimktg.com

(647) 220.8744



HOCKEY CANADA:

LUDOVIC LORD

MANAGER,
RECRUITMENT INITIATIVES

llord@hockeycanada.ca

(514) 925.2241

2.2

BAUER HOCKEY

As the leader of this global grow-the-game initiative, BAUER Hockey provides program oversight and direction for **The First Shift**, including the management of strategic partnerships and Welcome Event execution, the development of all program tools, and the facilitation of required equipment logistics.

SPECIFIC PROGRAM ACTIVITIES INCLUDE:

- Co-host program training (webinar) for your program administrator
- Provide tools for program promotion (marketing tool kit)
- Outline necessary resources, materials, logistics, and messaging for your welcome event
- Deliver head-to-toe equipment for participants, and instructor equipment kits
- Train **The First Shift** Welcome Event staff

2.3

HOCKEY CANADA

As the governing body of Canadian hockey, Hockey Canada provides program oversight, development, and administration of on-ice programming and instructor education. In addition to securing program insurance, Hockey Canada also provides the platform for enrollment and important participant tracking.

SPECIFIC PROGRAM ACTIVITIES INCLUDE:

- **Initial point of contact with all Minor Hockey Associations**
- Co-host program training for your program administrator
- Deliver on-ice curriculum training
- Administration of online registration process
- Manage weekly registration reports
- Provide on-ice curriculum, and progressive development plans

2.4

SDI MARKETING

As **The First Shift's** execution partner, SDI Marketing is primarily responsible for the planning and execution of your Welcome Event, as well as the facilitation of equipment logistics.

SPECIFIC PROGRAM ACTIVITIES INCLUDE:

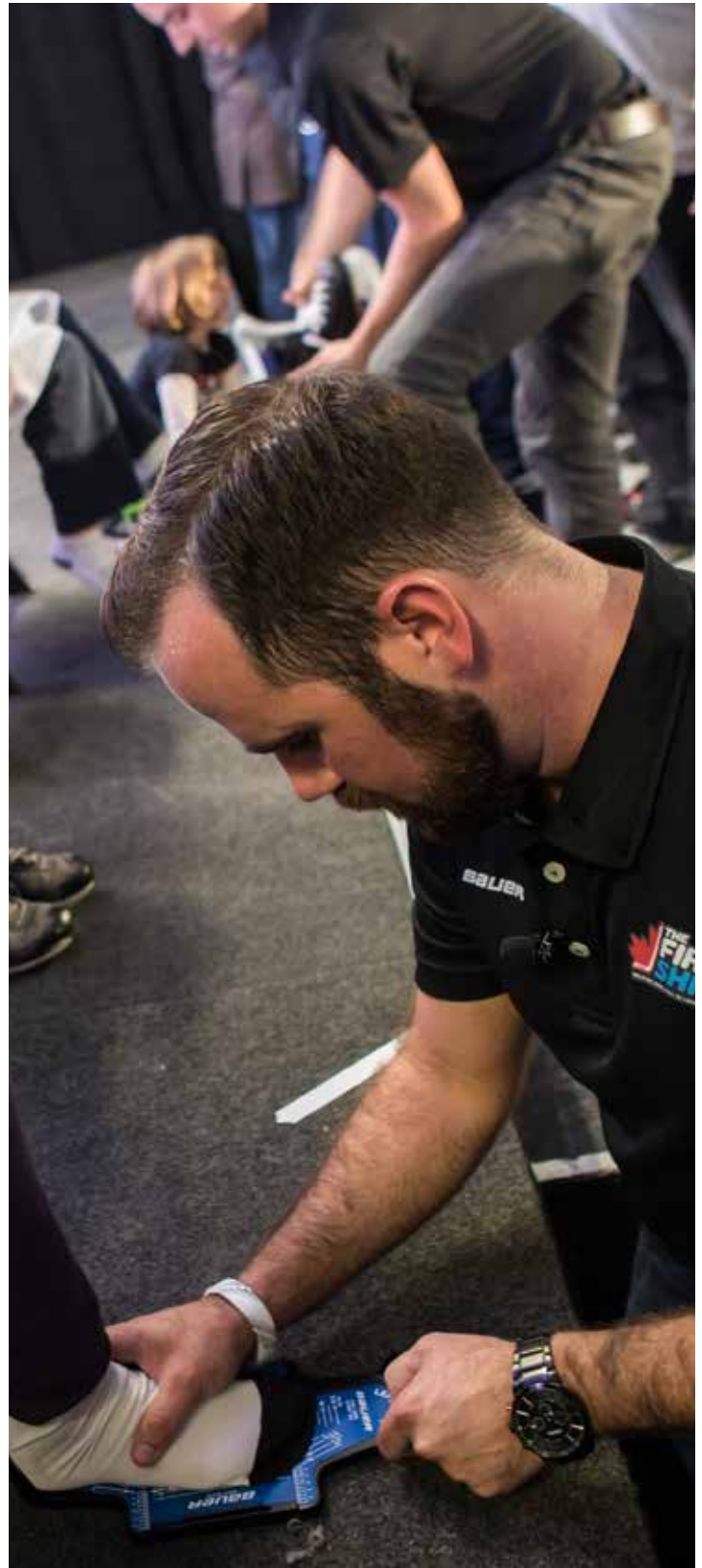
- **Main point of contact for Welcome Event and equipment logistics**
- Manage equipment deliveries, returns, and replenishment requirements
- Assist with program resource planning, and Welcome Event preparation
- Provide Welcome Event staff, and execute events
- Order, track and facilitate delivery of required replenishment equipment

2.4 ROGERS SPORTSNET

is the exclusive media partner of **The First Shift**, Rogers Sportsnet promotes the program on a national level through their various owned media channels across the country

SPECIFIC PROGRAM ACTIVITIES INCLUDE:

- Exclusive promotion of **The First Shift** program in Canada
- Utilize TV and radio channels to help support program promotion and registration





CHAPTER

03

FIRST
STEPS

HERE IS WHAT THE MHA'S ARE SAYING...

“I am completely humbled by the opportunity to host this event in our community. Never in a million years did we think we would be picked. This event will change lives. I know that sounds cliché, but it will. We know from experience that keeping kids in sports not only develops skill, but attitude and self-esteem and most importantly, friendships. The kids in this community need something positive to keep them busy, and we know that sports will do that. We are so happy to be a part of this great program.”

— Ochapowace First Nations Minor Hockey

3.1

UNDERSTAND HOST RESPONSIBILITIES

Your association will play a significant role in changing the way hockey is offered. Our mission is to inspire new families to join our community by enrolling their kids in our sport. Your commitment to our shared mission and the program philosophy

➔ **Outlined in Chapter 1** is critical in achieving the successful execution of **The First Shift** program and to ensure the conversion of “new-to-hockey” families into your membership and the sport of hockey.

As **The First Shift** host, your primary responsibility is to provide program resources and execute the on-ice programs.

SPECIFIC PROGRAM ACTIVITIES INCLUDE:

- Ice provisions

➔ **SEE CHAPTER 8**
for complete details

- On-ice Trial — (6) 1-hour sessions
- On-ice Transition — (6) 1-hour sessions
- On-ice year 2 programs — min. (2) 6-week sessions
- Secure an appropriate venue for Welcome Event

➔ **See 3.7 for details**

- Recruit program resources
 - Program Administrator
 - On-Ice Lead Instructor
 - On-Ice Instructors
 - Volunteers

➔ **SEE CHAPTERS 4 & 8**
for complete descriptions

3.2

REVIEW PROGRAM EQUIPMENT OFFERING

PARTICIPANT EQUIPMENT PACKAGE

Each participant will be expertly fit with head-to-toe Bauer equipment at the Welcome Event.

- Skates
- Stick
- Gloves
- Helmet combo including face mask
- Shoulder & elbow pads
- Pants & shin guards
- Neck guard
- Jock/ Jill under protective shorts

INSTRUCTOR EQUIPMENT KIT:

All new instructors meeting the criteria ➔ **Outlined in Chapter 8** will receive:

- Helmet
- Gloves
- Stick
- Training suit

All returning instructors meeting the criteria ➔ **Outlined in Chapter 8** will receive:

- Stick



➔ **IMPORTANT NOTE**
Participants & Instructors
keep the equipment.

3.3

SECURE YOUR WELCOME EVENT VENUE

The First Shift Welcome Event is a critical element to the success of **The First Shift** program.

➔ SEE CHAPTER 7

for a complete guide to Welcome Event preparation and execution.

For now the priority is securing the appropriate venue to ensure a successful Welcome Event.

The information below will help you determine the best venue for your event.

WELCOME EVENT DATE

You should have received your Welcome Event date. If you are unsure, or have any questions regarding the venue criteria, please call your SDI contact.

VENUE CRITERIA: SPACE REQUIREMENTS

The venue needs to hold a minimum of 200 people (45 participants, parents, siblings, volunteers, **The First Shift** team, and, potentially, media), plus equipment and event signage.

Minimum room dimensions should be approximately 50' x 40'.

FACILITATION OF EQUIPMENT LOGISTICS

The venue must be able to receive 3–4 skids of equipment. A loading dock is not required; however the driver must be able to load fully wrapped skids (approx. skid dimension 3.5' x 4' x 6', and weight 350lbs) into the building.

Important requirements include: large open doors, wide hallways, ground floor access — avoid the need to use elevators or stairs.

STORAGE

The equipment must be stored in a secure location at the venue for the 3-4 days prior to your event. At the end of the Welcome Event, the excess equipment must be stored overnight. It will be shipped back to the BAUER warehouse the following day.

LOCATION

Community centers are often a good option as they are usually a well-known location to families, conveniently located, and offer ample free parking for participants, staff, volunteers, and media.

AVAILABILITY

The venue must be available for a minimum of 8 hours. 4 hours before for event set up, 2 hours to host the event, and 2 hours to tear down and clean up.

3.4

SCHEDULE ICE TIMES

SCHEDULING

We recommend you schedule your required ice sessions as soon as possible.

➔ **SEE CHAPTERS 1 & 3**
for complete information on ice requirements.

START DATE

Your first on-ice session must take place a minimum of 7 business days after your Welcome Event date

(If you are unsure of your welcome event date, please contact your SDI representative). This will ensure the appropriate time to accommodate any additional equipment requirements prior to the start of your program. For example, if your Welcome Event date is Oct. 5th, your first on-ice session must be scheduled on Oct.14th, or later.

PROVIDE INFORMATION

Once you have secured ice, please provide the arena information, and your ice session dates to your SDI contact.

➔ **SEE CHAPTER 7**
for complete on-ice curriculum information.

3.5

PARTICIPATE IN THE FIRST SHIFT TRAINING

All MHA hosts are required to have the program administrator and the on-ice lead instructor participate in **The First Shift** training webinars.

RECEIVE PARTICIPANT “WAIT LIST”

Once you have assigned your program administrator and/or you have someone that can manage the registration process, **Hockey Canada will email you the wait list for the program.**

➔ **SEE CHAPTERS 4&8 FOR A**
description of the program administrator and on-ice lead instructor positions.

GENERAL PROGRAM INFORMATION

Your program administrator is required to participate in this session. **With your selection letter, you received a link to a pre-recorded webinar.** This webinar you will learn important information required to execute a successful program, including: program enrollment/registration process, promotional/advertising support, how to use the marketing tool kit, Welcome Event logistics and messaging, and tips for effective parental communication.

ON-ICE PROGRAMMING

Your program administrator and lead instructor are required to participate in this session.

You will receive a link to the on-ice pre pre-recorded webinar

In this webinar you will learn all about the elements of the on-ice curriculum, instructor criteria, as well as on-ice session goals and objectives.





CHAPTER

04

SECURING PROGRAM RESOURCES

“We are honored to be a part of such an amazing initiative that not only grows our game, but impacts lives. We think that this is a great start to a program that has limitless possibilities. We are proud to partner with Bauer Hockey, Hockey Canada, and all the local minor hockey associations to bring this program to communities across Canada.”

— Andy Harkness,
VP Sports Division, SDI Marketing

4.1

THREE KEY ROLES

Finding the right people to coordinate and administer **The First Shift** program will help ensure a successful execution, and a positive experience for everyone involved. The three key roles you will need to recruit for include:

- Program Administrator
- On-Ice Lead Instructor
- On-Ice Instructors.

4.2

PROGRAM ADMINISTRATOR

The Program Administrator is responsible for overseeing the implementation and delivery of **The First Shift**. In this role, the PA reports directly to the MHA's Board of Directors and is required to work closely with the On-Ice Lead.

QUALIFICATIONS FOR THE PROGRAM ADMINISTRATOR

- Possess an understanding of the fundamental elements and goals of **The First Shift**
- Possess strong organizational, interpersonal, and communication skills
- Ability to work effectively with various individuals including other volunteers, board members, administrators, instructors, and parents
- Shows enthusiasm working with kids
- Ability to provide adequate time (8-10 hours/week) to properly oversee and execute **The First Shift**.

RESPONSIBILITIES FOR THE PROGRAM ADMINISTRATOR

- Serve as the face of **The First Shift** program
- Act as the main point of contact in planning/executing the Welcome Event
- Communicate with SDI to coordinate and manage Welcome Event
- Secure an appropriate venue for the Welcome Event
- Secure required ice

➔ Outlined in Chapter 3.1

- Distribute replenishment equipment to participants and instructors
- Prepare and implement recruitment procedures for program instructors
- Coordinate and execute pre-program promotion
- Facilitate registration process
- Provide sizing information for instructors
- Liaise with MHA's board, on-ice lead, on-ice instructors, parents & participants
- Provide program updates to SDI as requested
- Provide weekly communication to parents
- Prepare and distribute communication for Year 2 program

4.3 ON-ICE RESOURCE REQUIREMENTS

- You will require one on-ice lead to manage the on-ice instructors and oversee the successful delivery of Hockey Canada on-ice curriculum.
- You will require a ratio of 1:4 on-ice instructors to participants, up to a maximum of 10 (including your lead instructor).

➔ SEE CHAPTER 8

for a complete description of on-ice resource requirements.

4.4

VOLUNTEERS

- While **The First Shift** team, expertly trained by BAUER Hockey, will manage the details of your Welcome Event execution, **volunteers play an important role** in ensuring your event runs smoothly and your “new-to-hockey” families have a memorable experience.
- You will need 8–10 volunteers to help execute your Welcome Event. This number includes your 10 coaches, program administrator, and 2-4 additional people to assist with registration, event set-up and tear down.

➔ SEE CHAPTER 7

for a complete information on Welcome Event planning and execution.





CHAPTER

05

RECRUITING
PROGRAM
PARTICIPANTS

HERE IS WHAT THE MHA'S ARE SAYING...

“Over the years we have struggled to increase our membership...until The First Shift program. To have 51 new boys and girls join our association is an incredible success story. Not only did our numbers increase in our association for the 1st time in years, I witnessed larger than life smiles not only on the kids faces, but on the parents too from the welcome event to the hand out of the certificates on the last skate. And this tells me that the program works!”

— Halifax Hawks Minor Hockey Association

5.1

GET THE WORD OUT

Thanks to the efforts of all our partners, minor hockey associations across Canada, and countless volunteers, **The First Shift** has been incredibly successful, resulting in widespread media exposure.

The program coverage has sparked interest in families across Canada, who are now inquiring about program availability. However, **in order to ensure 100% enrollment for your program, it is critical that you get the word out early to your local community letting everyone know you will be hosting The First Shift program.**

START WITH YOUR ASSOCIATION

We have found “word of mouth” to be especially effective in recruiting new families.

Our hockey community is made up of extremely passionate people who are excited about the opportunity to introduce new people to a sport they love and believe in.

"TELL A FRIEND" EMAIL BLAST

We recommend launching your pre-program promotion with an email blast to your membership.

Our “Tell a Friend” campaign encourages your members to tell their friends, family, neighbors and co-workers about the program.

We have created the template for the email blast as part of a complete marketing tool kit available to you to promote your program.

THE FIRST SHIFT WEB BANNERS

Add the button to your minor hockey association website. This will link families directly to **The First Shift** website to learn more about the program.

SOCIAL MEDIA

Facebook and twitter are effective tools to get the word out, and allow your members to share the information with friends and family.

➔ **SEE 5.2 The Marketing Toolkit**
for Email blast template, web banners, and suggested social media posts.

5.2

MARKETING TOOL KIT

The First Shift marketing tool kit provides a comprehensive promotional package including a variety of advertising/media templates, and suggestions for distribution.

SDI will forward you login information to access the secure “Association” tab on The First Shift website to access the marketing tool kit, as well as a digital version of this resource guide.

The kit includes:

- The First Shift logo
- “Tell a Friend” email blast
- Print Ads
- Radio Mention
- Program Flyer
- Web Banner
- Media Advisory Template
- Social Media Posts
- Newsletter Template

5.3

WHEN TO LAUNCH

It is best to begin program promotion as soon as you are selected. If you are at capacity early, you can potentially begin to collect names on a wait list and apply for another program in the winter session, or the following fall session.

However, **it is extremely important you have your program administrator and/or someone else who can manage the registration process and handle program inquiries prior to launching your pre-program promotion.**

**NO EQUIPMENT?
NO EXPERIENCE?
NO PROBLEM.**



DO YOU KNOW OF A YOUNG PERSON BETWEEN THE AGES OF 6 & 10 THAT HAS NEVER PLAYED OUR GREAT GAME OF HOCKEY AND MIGHT BE INTERESTED IN TRYING THE SPORT?

TELL THEM ABOUT THE FIRST SHIFT.



Designed to help kids fall in love with hockey before parents buy all the gear. This 6 week learn-to-play program focuses on having fun while learning basic skills.

Equipment is included with a registration fee of only \$199.

For more information, contact (enter MHA contact here).



For more information, visit: www.thefirstshift.ca

**FPO
PLACE AFFILIATE
LOGO HERE**

"TELL A FRIEND" EMAIL TEMPLATE

5.4

NATIONAL PROMOTIONAL SUPPORT

Our National roll out plan included a proactive public relations strategy which resulted in over 200+ Million media impressions, and an opportunity to get the appropriate messaging out to encourage new families to try **The First Shift** program.

We will continue with our approach to secure strong media presence. For further details, please contact your First Shift representative.

In addition to the marketing tool kit we have created for promotion within your local community, we will again provide promotional support at the national and regional levels across multiple platforms including: print, radio, digital.

Stay tuned!



200+ MILLION MEDIA IMPRESSIONS

"THE FIRST SHIFT
GETS KIDS ON
THE ICE MINUS
THE BIG EXPENSE."



"THE FIRST SHIFT
GETS KIDS INTO
CANADA'S GAME."

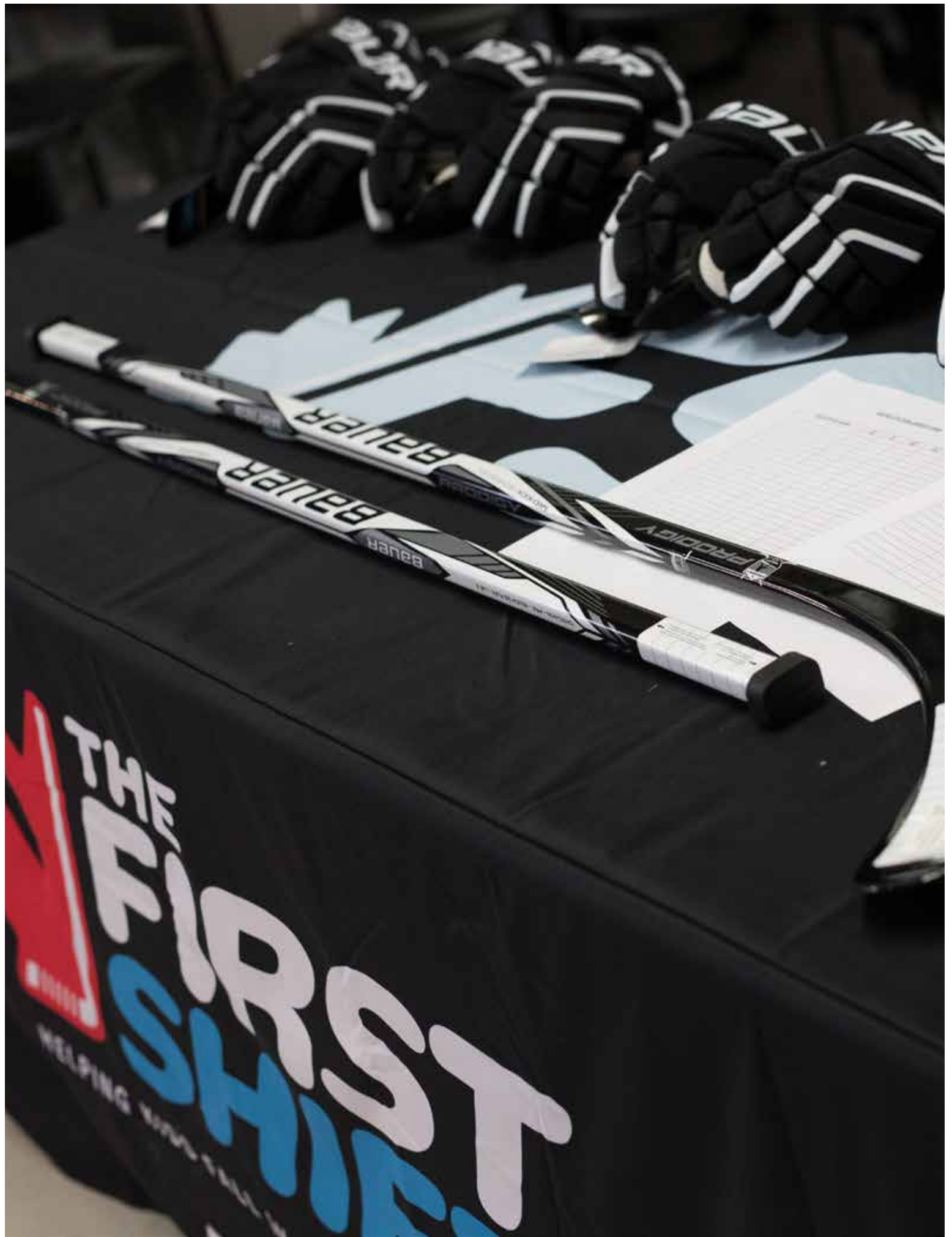


"FIRST SHIFT
HELPS KIDS
FALL IN LOVE
WITH HOCKEY."



"FIRST SHIFT
INTRODUCES
FAMILIES TO
HOCKEY."





CHAPTER

06

OPEN REGISTRATION

HERE IS WHAT PARENTS ARE SAYING...

“We heard about the First Shift program from our neighbour and thought it would be a good way to introduce our son to the game with minimal expense should he not like it. At the welcome event the Bauer Representatives showed him the equipment and how to put it on, which really took the fear away of going to the rink for his first time. After 4 sessions in The First Shift program, he loved it so much he wanted to join and play full time in our minor hockey association. He is meeting new kids on his team and having a great time. The best part is he still gets excited every time we take him to the rink!”

— First Shift Parent

6.1

SET UP REGISTRATION

Interested families will locate your program through **The First Shift** microsite

➡ <http://www.thefirstshift.ca/program-locator/>

With your selection letter, Hockey Canada will send you:

- Registration template
— this will allow you to track all registrants and follow up with the families that inquired about the program but haven't registered
- ➡ [See Registration Template on page 49](#)
- Registration URL (each URL is unique to your event and will link to a registration page)
- ➡ [See 6.4 for detailed description](#)

6.2

MANAGE REQUESTS

NEW REGISTRATION REQUESTS

When interested families call or email requesting information on the program, you should record the following information on your registration template:

- First and last name
- Date of birth
- Parent Name
- Address, city and postal code
- Email and phone number

6.3

PARTICIPANT VERIFICATION

Once you have obtained the information above, verify the following information to determine program eligibility.

DATE OF BIRTH

Children must be between the ages of 6 and 10 years old.

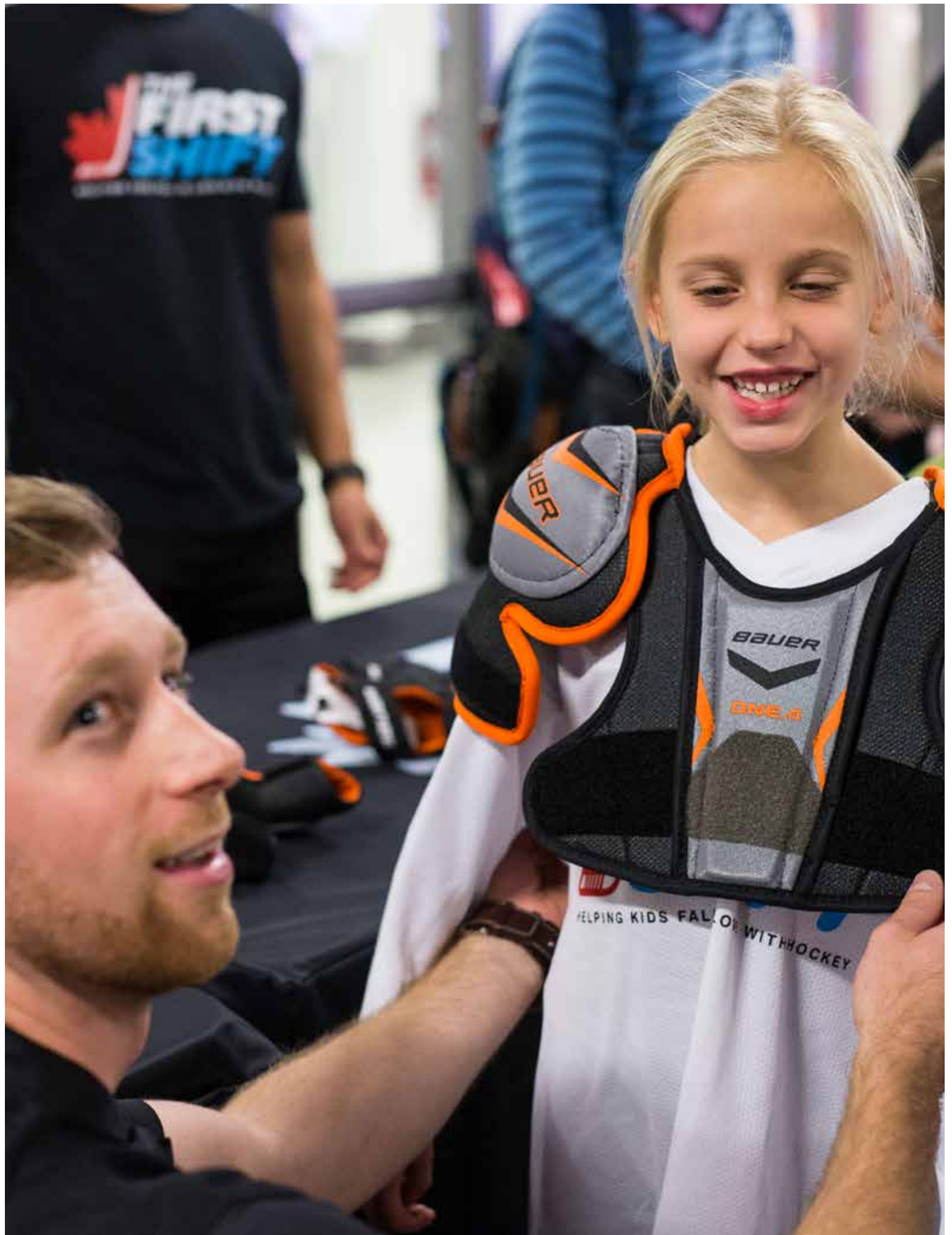
(No exceptions — equipment is pre-ordered based on program age range)

HCR VERIFICATION

Children must NOT have previously registered in organized minor hockey. (No exceptions without prior approval)

- Note: Registration links will be open on The First Shift website throughout the summer. In mid-August, you will receive a list of applicants to date from Hockey Canada. You will have to verify eligibility of each participants. The ones that are not eligible will be refunded.





6.4

PROGRAM CONFIRMATION

If the child is eligible, based on the information outlined above, forward an email with the registration URL.

REGISTRATION URL:

This will bring the parents to your event's online registration page

The Registration URL enables parent to pay for the registration online

If registrants do not have a credit card, they will have to make arrangements with a family member that has a card.

If a charitable organization is making the payment for a participant, please contact Hockey Canada.

6.5

TRACK ENROLLMENT

Hockey Canada will send weekly registration reports to track your enrollment progress.

Due to equipment requirements, please limit enrollment to 45 participants.





CHAPTER

07

WELCOME EVENT

HERE IS WHAT THE MHA'S ARE SAYING...

“Of all the events I have been involved with over my years in minor hockey, I have never before seen 45 kids and their families react the way they did last night. With all the brand new equipment, it was like Christmas. So many people came to help out, it really reflected the strength of our hockey community and allowed us to welcome our new families into the game. It was truly a memorable event!”

— First Shift Minor Hockey Association Host

7.1

GOALS & OBJECTIVES

The First Shift Welcome Event is our opportunity to greet “new-to-hockey” families into our community and make them feel comfortable in a hockey environment.

Our goal is to welcome and engage families, while offering a one-stop shopping approach for program preparation by fitting participants with head-to-toe BAUER gear.

WELCOME EVENT OBJECTIVES INCLUDE:

- Create a community atmosphere to engage participants and their families
- Provide sport, equipment, and safety education to alleviate concerns
- Outline program objectives and curriculum to inspire confidence in sport offerings
- Expertly fit and distribute BAUER equipment to each participant and instructor.

➔ **SEE CHAPTER 3.2**
for details on participant and instructor equipment offerings.

7.2

PRE-EVENT COMMUNICATION

Two weeks prior to your Welcome Event, it is important for you to reach out to registrants’ parents to ensure you receive the information you require and to ensure they are prepared for the event.

Contact (email is preferred) all registrants with the following information:

WELCOME EVENT & ON-ICE SESSION LOGISTICS

- Date, time, and address of the Welcome Event
- Arrival time should be 30 minutes prior to event start time for registration
- Date, time, and address of the first on-ice session

WAIVER FORMS

- Include the program waiver (provided by SDI and **The First Shift** Team) as a link or an attachment with your email.
- **Request parents fill out the waiver forms in advance and bring them to the event.** This will save time during the registration process.
- Please ensure you also have waivers at the registration table just in case a parent arrives without the form.

7.3 EVENT CHECKLIST

THE FIRST SHIFT TEAM WILL PROVIDE:

- ✓ Equipment for participants and on-ice instructors
- ✓ Event signage
- ✓ T-shirts for event volunteers
- ✓ Equipment bag tags
- ✓ Fit Station #'s for participants
- ✓ Equipment cards
- ✓ Table cloths
- ✓ Clipboards
- ✓ Pens & Sharpies

THE FIRST SHIFT MHA HOST MUST PROVIDE:

- ✓ (10) 6' tables for fit stations and registration station
- ✓ (4) chairs, or 1-2 benches for skate fitting station
- ✓ Registration master list for check in (2-3 copies)
- ✓ Event waivers (multiple copies)
- ✓ Replenishment station forms (5)
- ✓ Master replenishment form (1)
- ✓ Master check out list (3-4 copies)

7.4 WELCOME EVENT TIMELINE

In order to prepare your venue and your event volunteers, we have included a general timeline for the day of your Welcome Event. Times may vary by location, however this will provide an overview of the time and activities required."

EXAMPLE PROVIDED IS FOR A WEEKDAY EVENT.

2:00pm	The First Shift team arrives
2:15pm	Event Setup (Signage, Registration, Fit Stations)
4:30pm	Volunteer on-site event training; Instructor Equipment Fitting
5:00pm	Review Presentation Messaging with Program Administrator; Final Check of Event Setup
6:00pm	Families Begin to Arrive
6:00pm	Registration/ Welcome Event Activity
6:30pm	Welcome Presentation
6:40pm	Equipment Fit Demonstration
6:50pm	Fit Station Rotation Begin
7:30pm	Check Out Process Begins
8:00pm	Complete & Sign off on Equipment Replenishment; Tear Down and Clean Up
9:30pm	Event Closes



7.5

ROLES & RESPONSIBILITIES

PROGRAM ADMINISTRATOR

In addition to securing the Welcome Event venue, the Program Administrator will be responsible for the following:

- Coordinate equipment logistics, event set up, and equipment replenishment requirements with your SDI contact.
- Liaise with Hockey Canada in regards to HCR verifications, Branch approval and board approvals, rosters and insurance, on-ice trial and transition curriculums, pathway to Minor Hockey Registration, surveys, news letters.
- Participate in or assign a representative from your minor hockey association to participate in the welcome presentation.
- Secure and manage volunteers to assist in set up, execution and tear down of the Welcome Event

➔ **Volunteer requirements directly below**

ON-ICE INSTRUCTORS:

As the introduction to the on-ice program, the Welcome Event provides an opportunity for the instructors to engage, and interact with the participants and their families. Developing this relationship early-on will make the new families feel comfortable and confident when they arrive for their first on ice session.

Participation in the Welcome Event is mandatory for all program instructors.

IMPORTANT INSTRUCTOR REQUIREMENTS:

- Assist with event set up, tear down, and clean up
- Lead assigned families in Welcome Event activity as directed by **The First Shift** team
- Act as 1 of 5 station leads

VOLUNTEERS

In addition to the 6 station leads, we recommend an additional 6 volunteers (including additional program instructors, and/or parent volunteers).

Responsibilities include:

- Set Up and Manage Registration (3 Volunteers)
- Assist with Registration (3 Volunteers)
- Assist at Fit Stations. After registration is complete, all volunteers will move to the fit stations

7.6

EVENT SET UP

ARRIVAL TIME

- **The First Shift** team will notify you of their arrival time. The Program Administrator should plan to meet the team on arrival.
- Event Volunteers (including all on-ice instructors) should arrive a minimum of 2 hours in advance of the event to assist with set up.

EVENT VOLUNTEER TRAINING

- Program Administrator to assemble all the event volunteers for introductions and event training.
- 5 On-ice instructors will be selected to lead a participant group through the equipment fit stations.

WELCOME PRESENTATION REVIEW

A member from **The First Shift** team will meet with the Program Administrator to review the presentation flow, timing, and appropriate messaging for each speaker.

STATION SET UP

Volunteers assist **The First Shift** team in setting up the following:

Registration Area — set up 2 tables, and following items:

- Bag tags
- Station numbers
- Equipment cards
- Registration list (2-3 copies)
- Extra waiver forms
- Jerseys & socks

Equipment Fit Stations — set up 5 tables, move and sort equipment and arrange the following items:

- Station replenishment forms (5)
- Master replenishment form

INSTRUCTOR EQUIPMENT FITTING & DISTRIBUTION

- **The First Shift** team will fit each new program instructor with equipment kit including: helmet, gloves, stick, and training suit.
- Any equipment shortages will be shipped to the program administrator prior to the first on-ice session.



7.7

REGISTRATION & WELCOME ACTIVITY

REGISTRATION TABLE (2-3 VOLUNTEERS)

- Use master registration list to check participants in
- Collect the completed waivers from walk up registrants
- Distribute station numbers
- Distribute equipment bags
- Write participant names on bag tags

FAMILY GREETING AND REGISTRATION ASSISTANCE (2-3 VOLUNTEERS)

- Greet families as they arrive
- After check in, direct participants to Welcome Event Activity

WELCOME EVENT ACTIVITY

- Gather all participants assigned to your station
- Lead Welcome Event activity as instructed by **The First Shift** team
- Interact with participants and parents to build rapport

7.8

WELCOME PRESENTATION

Once all the participants have successfully checked in and completed the Welcome Event Activity, **The First Shift** team will gather the entire group in the presentation area.

The Welcome Presentation is our first opportunity to address the participants and their families as a group.

PRESENTATION OBJECTIVES

- Introduce **The First Shift** partners (Bauer and Hockey Canada)
- Introduce the local minor hockey association contact (Program Administrator)
- Overview of **The First Shift** program (including goals and objectives)
- Explain the process for the fit stations and equipment distribution

PRESENTATION LOGISTICS & MESSAGING

In order to ensure that the appropriate information is communicated to all participants and their families in a timely fashion, the following agenda must be adhered to:

- BAUER Hockey (First Shift Field Manager) Introduction
- Hockey Canada (if present) Introduction
- Host Association Introduction

Host Association message should be delivered by the Program Administrator, or a representative of the association. Comments should not run longer than 2-3 minutes and should include the following:

- Introduce yourself as program contact
- Talk about the strength of your local hockey community (share a personal experience- optional)
- Provide logistical information for first On-ice session
- Introduce your program administration as the main contact for the program (questions, concerns)
- Introduce Program Instructors
- Turn it back over to BAUER for the Fit Demonstration

7.9

EQUIPMENT DEMONSTRATION

The Equipment Fit Demonstration will be led by 2 members of **The First Shift** team. A program participant will be selected by the team on site as a model for the equipment fitting.

The goal of the fit demonstration is to provide safety information to remove parent concern and equipment information to prepare participants for their first on-ice session.

THE FIT DEMONSTRATION WILL INCLUDE

- Identification of each piece of equipment (including the proper name), and how it is designed to protect the player
- How to ensure the optimal fit for each piece of equipment
- The order of getting dressed
- Important safety tips and general information on hockey etiquette and sportsmanship

7.10

EQUIPMENT FIT STATIONS

- After the equipment demonstration, lead instructors will move to their assigned stations.
- Participants and their parents will join their lead instructor at their assigned station.
(Numbers provided at registration).
- When all participants and their parents are at their assigned stations, the equipment fitting will begin at each station.

FIT STATIONS RESPONSIBILITIES

The First Shift team member will expertly fit each program participant at their station, and record any equipment shortages.

- Volunteers will assist the fit expert at their station, by pulling requested sizes from the inventory provided
- The station leads will manage event flow by ensuring their group stays together, and advances to the next station only when the entire group ahead advances to the next station



7.11

CHECK OUT

Once participants complete the equipment fitting at each station, a **First Shift** team member will go through each participant's equipment bag to identify and record any missing equipment items.

➔ **PLEASE NOTE:**

Only a **First Shift** team member can inspect bags and check tags.

We will identify the equipment on the bag tag as follows:

- **CHECK MARK** = item is in the bag
- **CIRCLE** = item needs to be replenished
- Once a participant's equipment bag has been inspected, and bag tag is marked, they will proceed to the check out station.
- The check-out station (registration table) will be managed by a **First Shift** team member, and the program administrator. Bag tags will be checked, and any missing items identified will be recorded on the master replenishment list. Tags will be signed by **The First Shift** team member or the program administrator.

7.12

EQUIPMENT SHORTAGES

- Once all participants have completed check-out, **The First Shift** Field Manager and the Program Administrator will collect and combine check-out lists to create one master list.
- The master check-out list is cross referenced with station lists to create one master equipment replenishment list to identify participants' missing equipment item and size.
- **Once complete The First Shift Field Manager and Program Administrator must sign off on master equipment replenishment list** — each will receive a copy of the signed document. A shipping address for the replenishment equipment must be included on the final list.
- **The First Shift** Field Manager will then file the master equipment replenishment order with our warehouse in Toronto. The replenishment order will be shipped to you for distribution at your first on-ice session. **As a reminder, we require 7 business days between your Welcome Event and your first on-ice session to ensure delivery of the equipment prior to your first on-ice session.**

7.13

STORAGE/ SHIPPING LOGISTICS

- After the event is complete, **The First Shift** team, and your event volunteers will pack up event signage, excess equipment, and clean up the venue.
- Safe storage — Excess equipment (approx. 30-40 boxes) must be shipped back to Toronto. **Safe storage will be required for the excess equipment until the next available day for a shipment pickup.** Our First Shift Field Manager will handle booking the pickup at the location. Venue contact information may be required by the shipping company. The Program Administrator will be responsible for ensuring someone is able to facilitate the equipment pick up after your Welcome Event.





CHAPTER

08

ON-ICE PROGRAMMING

HERE IS WHAT VOLUNTEERS ARE SAYING...

“I had the pleasure of volunteering as an instructor for The First Shift in our local community. I have been involved in minor hockey as a coach and volunteer for over 30 years, and I can tell you that I am honored to be a part of this program. Making the game fun again and accessible for all kids is where it is at. I was inspired by the response to the program, and the impact it is making on the kids and their families. It all begins with a commitment to change the game, which I think this program is doing. Thanks for giving me the opportunity to introduce the game I love to new families. It was an inspiring experience!”

— First Shift Instructor

8.1

PEOPLE ARE THE KEY TO SUCCESS!

The lead and on-ice instructors play a very important role in ensuring your new families transition from trial to complete immersion into the sport of hockey.

These goals include:

- Ensure all on and off ice activities **focus on fun** (think precursor to learn-to-play)
- Create an open, **welcoming environment**
- **Educate participants and parents to remove safety concerns and inspire confidence.** Education should include: locker room etiquette, rules of the game, and good sportsmanship
- **Develop relationships with participants and parents** at the welcome event to ensure they are comfortable coming to their first on-ice session

YOUR ON-ICE TEAM
WILL BECOME THE
FACE OF THE PROGRAM,
AND IT IS CRITICAL
THAT THEIR
INTERACTION WITH
THE NEW FAMILIES,
BOTH PARTICIPANTS
AND PARENTS, AND
THEIR DELIVERY OF
THE ON-ICE
CURRICULUM REFLECTS
THE GOALS OF THE
FIRST SHIFT PROGRAM.

8.2

PROGRAM LEAD INSTRUCTOR

The First Shift On-Ice lead is responsible for the management of on-ice instructors and the facilitation of Hockey Canada on-ice curriculum.

QUALIFICATIONS FOR ON-ICE LEAD

Minor Hockey Associations must ensure that all instructors possess their Respect in Sport Leader Activity (or Speak Out) certification and have undergone a criminal record check and vulnerable persons check.

- Commitment to the goals and philosophy of **The First Shift** program
- Minimum commitment of 1 season (including on-ice trial, and transition program)
- Possess a hockey background and coaching experience
- Experience working with young children
- Possess strong organizational, interpersonal, and communication skills

RESPONSIBILITIES FOR ON-ICE LEAD

- Successfully complete the lead's training program and any supplementary training sessions coordinated by the association
- Participate in Welcome Event, engaging families and assisting with facilitation of the on-site experience as needed
- Facilitate delivery of on-ice curriculum as provided by Hockey Canada
- Manage on-ice instructors and any additional on-ice volunteers
- Ensure appropriate tools are available for on-ice sessions
- Serve as program lead for parents by being available 20 minutes prior to and after each on-ice session to assist with questions and to provide feedback to parents.
- Demonstrate effective leadership on and off the ice

8.3

ASSOCIATE INSTRUCTORS

The First Shift On-Ice instructors are responsible for the delivery of Hockey Canada On-Ice curriculum

QUALIFICATIONS FOR ON-ICE INSTRUCTORS

Minor Hockey Associations must ensure that all instructors possess their Respect in Sport Leader Activity (or Speak Out) certification and have undergone a criminal record check and vulnerable persons check.

- Commitment to the goals and philosophy of **The First Shift** program
- Minimum commitment of 1 season (including on-ice trial, and transition program)
- Possess a hockey/ coaching background and/or a strong desire to learn instructional techniques in the delivery of fundamental ice hockey drills
- Experience or a desire to work with young children
- Strong communication skills, patience, and passion for the program

RESPONSIBILITIES FOR ON-ICE INSTRUCTORS

- Successfully complete the instructor's training program and any supplementary training sessions coordinated by the association
- Participate in the Welcome Event, engaging families and assisting with facilitation of on site experience as needed
- Deliver on-ice curriculum as provided by Hockey Canada, and instructed by the program lead
- Provide instruction based on the program philosophy
- Focus on fun
- Provide locker room support to participants and parents before and after on-ice session
- Demonstrate effective leadership on and off the ice
- Teach and model respectful behavior, fairness, and good sportsmanship



8.4

ASSISTANT INSTRUCTORS

- Enthusiastic and engaging young adults will become role models for the first-time participants to relate to in the delivery of the Hockey Canada on-ice curriculum.
- Solicit current players within the community at Bantam or Midget level to act as on-ice assistants for the duration of a 6-week session.
- This role should be positioned as an honor and should be offered to individuals who reflect the values of the host association and **The First Shift** Program.

8.5

HOCKEY CANADA ON-ICE CURRICULUM

As outlined in [Chapter 3.5](#), you will participate in a training webinar hosted by Hockey Canada to learn all about the elements of the on-ice curriculum, instructor criteria, as well as on-ice session goals and objectives. Following the webinar, Hockey Canada will provide the program plans for the on-ice trial program, and the on-ice transition program. If you have any questions regarding the on-ice curriculum designed to support **The First Shift** program, please contact Hockey Canada.

THE FOCUS OF THE FIRST SHIFT ON-ICE CURRICULUM IS FUN!

Considered a precursor to learn-to-skate programs, **The First Shift** program will enable participants to learn basic hockey skills while engaged in fun, creative games.

8.6

ON-ICE TRIAL PROGRAM

THE ON-ICE TRIAL PROGRAM INCLUDES

- 6 sessions
- 1 hour session each week
- Sessions offered on a consistent, convenient day & time

➔ IMPORTANT NOTE:

Registration fee will go to The First Shift to help offset program costs.

- The drills for the on-ice trial program were developed to assist coaches in running sequential, well-organized practices. Each drill is described in detail and a time limit is included to ensure practices stay on track. Key instructional points are also included so instructors can ensure participants are not simply doing drills but instead ‘learning the game’. Each diagram is clearly illustrated to support drill descriptions.

ON-ICE TRIAL CURRICULUM

- **The purpose of the on-ice trial program is to introduce the game of hockey to first time participants in a positive, fun, progressive and non-competitive environment while focusing on the development of players, parents and coaches.**
- The on-ice trial program can serve as the introduction to the Initiation Program for first time players in the pre-novice age category, or it can serve as a late entry opportunity for older players wishing to participate in an instructional program designed to support the development of fundamental hockey skills.

8.7

ON-ICE TRANSITION PROGRAM

THE ON-ICE TRANSITION PROGRAM

Offered to families as a follow-on-program to the trial program.

- Parameters should be in line with the on-ice trial in terms of program length, convenience, and cost.

➔ IMPORTANT NOTE:

Registration fee will go to association to cover program costs.

- If you host a Fall on-ice trial, we recommend you offer a winter transition program (Jan/Feb).
- If you host a Winter On-ice trial, we recommend you offer a fall transition program (October of the following season)

The following principles provide an outline of the program philosophy:

- Praise and encouragement will serve as the foundation for the instructor's approach to working with all participants.
- All on-ice activities will be organized in small areas and skill stations with the goal of keeping all participants active through the session and allowing each participant to progress at his/her own pace.

- Participants will be encouraged to discover the feeling and variety of basic motor movement patterns through fun games, and skill activities.

ON-ICE TRANSITION PROGRAM CURRICULUM

- **The purpose of the on-ice transition program is to provide a path forward for participants to ensure continued participation.**
- The program goal is to maintain a positive, fun, progressive and non-competitive environment while further developing participants, parents and instructors.
- The drills for the on-ice transition program focus on progressive skill development, including a transition to 3-on-3 play.

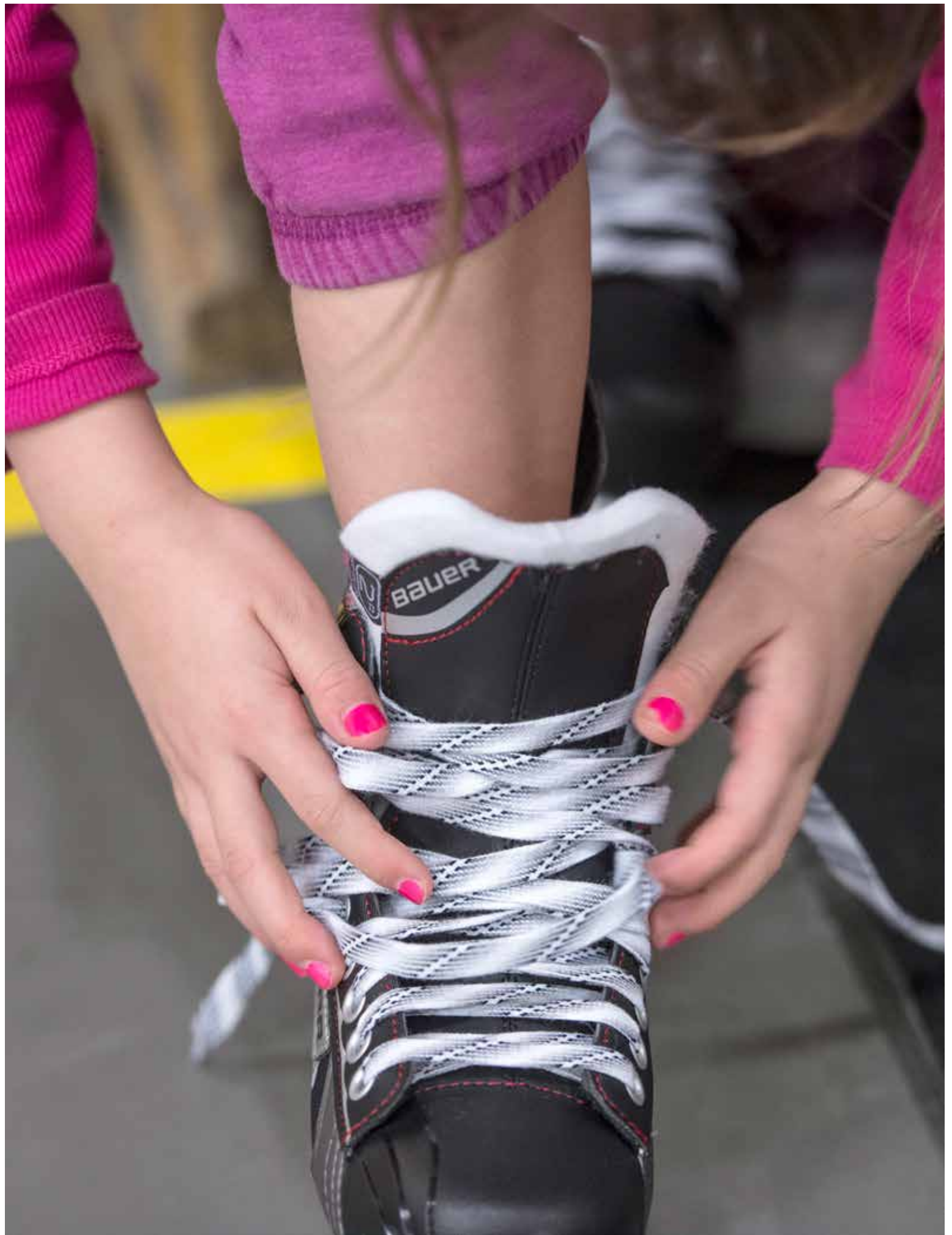
8.8

ON-ICE YEAR 2 PROGRAM

- As part of **The First Shift** host commitment, and in order to ensure our new families continue forward with hockey, we need your support in providing a path forward by offering programming in line with **The First Shift** objectives in year 2.
- **Based the success of the On-ice trial and our conversion rate of 86% in the transition session, we know “new-to-hockey families” prefer to experience hockey in a way that works with their lifestyle: a manageable time commitment, affordable, convenient, and fun.**
For these families, your existing minor hockey association program may not be an ideal fit.
- Our recommendation is to offer up to 4, 6-week sessions over the course of the entire season. This offers families the flexibility in terms of the length of participation, timing, and cost. However, depending on ice availability and program interest, minor hockey associations may opt to tailor an offering, for example an 8 to 10 week session.
- In addition to offering this year 2 program to **The First Shift** graduates, your association could consider offering the program to additional “new-to-hockey” families that are interested in the program offering even without the equipment component.

➔ **SEE CHAPTER 5.2**

to reference the “Tell a Friend” campaign.





CHAPTER

09

PARENTAL ENGAGEMENT

HERE IS WHAT PARENTS ARE SAYING...

“So many other parents ask us about the program who are considering enrolling their kids in hockey. We have nothing but good things to say. We tell parents it is a wonderful introduction to hockey. It was a tremendous experience for our son, and for our family. Thank you to The First Shift for introducing us to hockey. We love it!”

— First Shift Parent

9.1

KEEP PARENTS ENGAGED

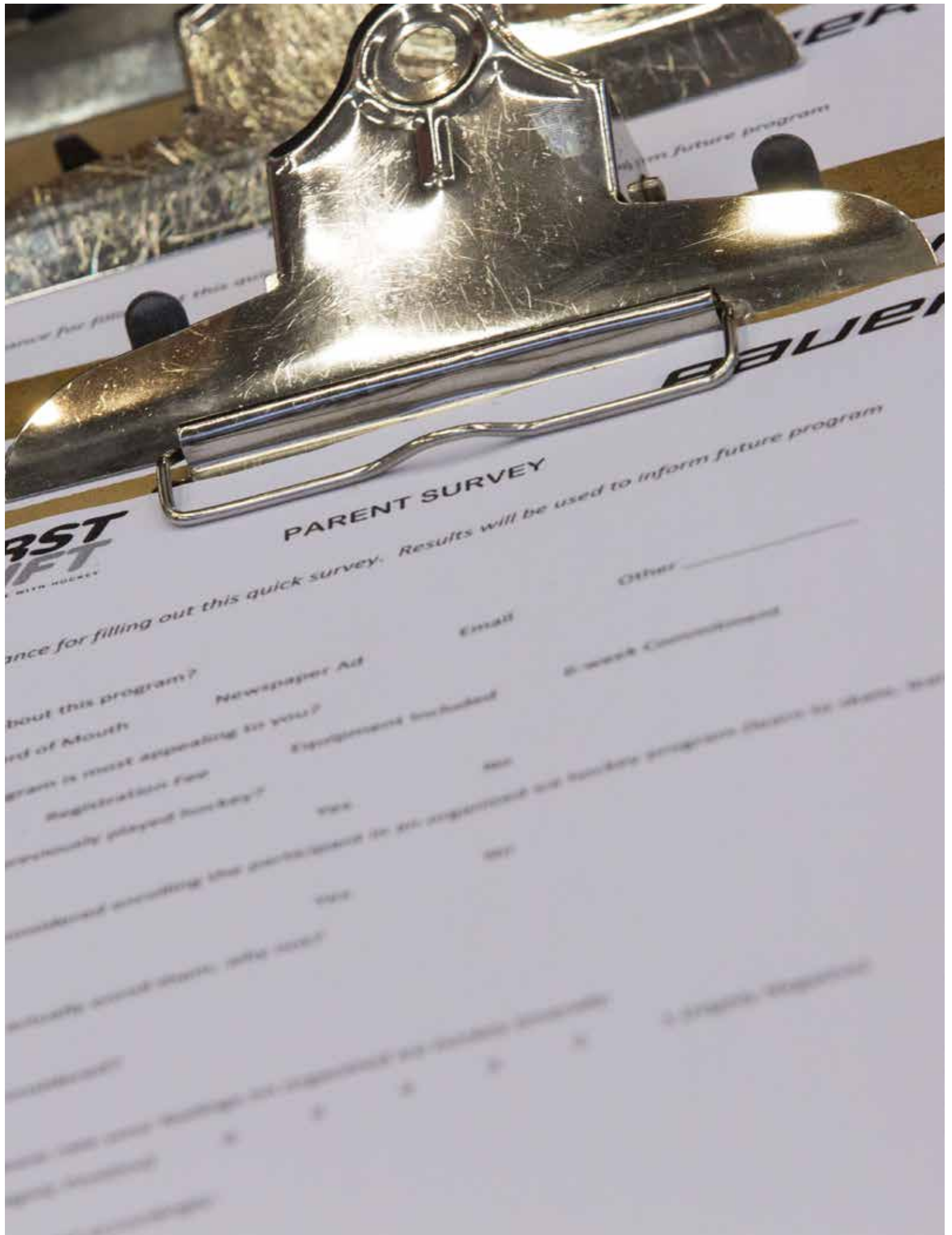
Parental communication is critical to ensure their continued engagement with your minor hockey association and to collect important feedback to inform future program improvements.

THE FIRST SHIFT NEWSLETTER

In an effort to keep families engaged, we developed a template for weekly communication to provide an overview of the on-ice curriculum, participant progress, important milestones, as well as fun photos and stories. Parent feedback indicates the newsletter is fun and informative. Parents love the updates!

➡ **SEE CHAPTER 5.2**
for newsletter template.





9.2 SOLICIT FEEDBACK

PRE-PROGRAM SURVEY

Now integrated into the enrollment process, this survey allows us to track parent views on the sport of hockey, our program offering, as well as the effectiveness of pre-program promotion.

POST PROGRAM SURVEY

This survey allows us to gain valuable insights into our “new-to-hockey” families’ experiences with **The First Shift** program. It also allows us to measure our program offering against our stated objectives, and parents’ expectations, and informs important improvements for future programs.

SURVEY COLLECTION

Hockey Canada will automatically send the surveys to all participants and program hosts.

9.3 COMMUNICATE THE PATH FORWARD

In order to ensure successful transition of new-to-hockey families into the sport of hockey, and your membership, it is important to provide information and education on future program offerings.

- Provide program overview and logistics for Transition Program
- Outline your MHA year 2 plan for The First Shift program graduates
- Satisfied families will become powerful ambassadors for your MHA. Recruit your new parents for a “Tell a Friend” program promotion to encourage enrollment for future programs.
- Hockey Canada will provide you with a Pathway to Minor Hockey Guide that you are encouraged to forward to all participants’ families.

9.4

LEARN THE FAQS

We have developed a list of FAQ's to support your communication, and education of prospective new participants and their parents. Become familiar with, and feel free to reference The First Shift FAQ's when you receive program inquiries.

THE FIRST SHIFT PROGRAM

1. How is The First Shift different from other learn- to-play programs?

The First Shift is a program designed to ease kids and their families into the sport of hockey in a fun and friendly environment. We begin with a Welcome Event offering information and activities to help build kids' confidence and make them, and their parents, more comfortable in the hockey environment. There are 6 sessions - one per week on the same day, at the same time to make it convenient for parents to schedule. The focus of the on ice sessions is fun, teaching kids basic skating and fundamental hockey skills through play.

2.What is a Welcome Event?

The First Shift kicks off with a Welcome Event which is our opportunity to welcome you into our hockey community. We will introduce kids and parents to local program administrators, and coaches, provide an overview of the 6 week program, and offer important information about proper fit and maintenance of equipment, as well as demonstrate "how to get dressed". After the 30 minute information session, each child is individually fitted for the equipment he/she will collect and take home- ready to start the first session!

3. If my child is older, will he/she skate with the younger kids?

All skaters are on the ice together at one time. However, the instructor/skater ratio of 1:4 ensures participants will be divided into small groups according to age and skating experience level.

4. How many kids will be on the ice at one time?

The First Shift program is limited to 45 skaters.

5. What is the ratio of instructors to skaters?

The ratio of instructors to skaters is 1:4 which allows instructors to create smaller groups within each session, and provide maximum individual attention.

6. What will my child learn over the course of the 6 week program?

Your son or daughter will have fun! In addition, participants will move at their own pace, through fundamental skating and hockey skills. The program runs 6 sessions, which allows kids time to build confidence and improve in order to experience a sense of achievement.

7. What kind of follow-on programs will be available for my child after The First Shift ends?

Our goal is to create a path forward for each child that participates in The First Shift, with programming that continues to be accessible, affordable and fun. Your local minor hockey association will be offering a transition program with similar program parameters in terms of the length of the program, consistent timing of sessions, and cost. Information on the transition program will be available over the course of The First Shift program. We believe hockey is a wonderful sport to be enjoyed at the recreational level, for life, and we hope The First Shift is the first step in that direction.

ENROLLMENT

8. Who is eligible to enroll?

The First Shift is open to boys and girls ages 6-10, who have not previously registered for hockey.

9. Does my child need any equipment to enroll?

Your child does not need any equipment to enroll. Each participant will be expertly fit at our Welcome Event, and will take home all the equipment ready to start The First Shift program.

10. How do I find out if there is a program available in my area?

To find out if there is a program available in your area, visit thefirstshift.ca and click on the program locator. If there is a program in your area you will be directed to contact your local minor hockey association to begin the registration process.

At Bauer and Hockey Canada, we are committed to introducing new families into the sport of hockey over multiple years, which includes, assisting minor hockey associations across Canada in delivering The First Shift program. Therefore, if there is not a program in your area today, you will be directed to the appropriate branch as we encourage you to call and inform them of your interest and inquire about future programs.

11. How do I enroll my child?

To enroll your child, visit thefirstshift.ca and click on the program locator to see if there is a program in your area. You can either register directly with the online registration link or contact the program administrator for more information.

12. Can I enroll more than one child in the program?

The First Shift program is offered on a first come, first serve basis. However, we understand the logistical challenge parents face juggling kids activities. Therefore, we do try to accommodate siblings for the program as long as your son (s)/daughter (s) are between the ages of 6-10, and have never previously registered to play hockey.

13. What does the \$199 registration fee cover?

The \$199 registration fee covers the 6 week program, as well as head-to-toe hockey equipment.

EQUIPMENT

14. When do we get the equipment for our child?

You will receive an invitation from your local minor hockey association for The First Shift Welcome Event, generally 1-2 weeks prior to your child's first on ice session. At the Welcome Event your child will be expertly fit, and will bring home all the equipment required to play hockey.

15. What is included in the equipment my child receives?

Head to toe Bauer gear including:

- Helmet Combo including Facemask
- Shoulder & Elbow Pads
- Neck Guard
- Jersey, Pants, Socks
- Shin Guards
- Jock/Jill Under Protective Shorts (for boys & girls)
- Gloves, Stick & Skates

16. How do I know my child is getting the proper equipment he/she needs to play safely?

At The First Shift Welcome event we provide important information on proper fit and maintenance of equipment, including a demonstration on "how to get dressed". Following the information session your child will be expertly fit for each piece of equipment to ensure the proper fit. Once your child has been fit head-to-toe, he/she will take all the equipment home in preparation for The First Shift on-ice session.

17. Do we get to keep the equipment after the program is complete?

Yes. Once you complete The First Shift program, you keep the equipment.

COMMUNICATION & RESOURCES

18. Will I receive any updates on what the kids are learning over the course of the 6 weeks?

Yes. Your local minor hockey association will send out a weekly newsletter with information on the program objectives for the session, what your child learned, along with highlights and maybe a few photographs capturing your kids in action.

19. Who do I contact if I have a question, or need help?

The Program Administrator at your Association is your best resource for any questions.



