

**For implementation in  
the 2019-2020 season**

Hockey Alberta  
Female ADM Committee  
ADM Draw Zone Operating Model Requirements

PURPOSE:

This document sets out the expectations and requirements that must be put in place for each Host Minor Hockey Association that is operating a Female ADM Franchise (here forth referred to as "Host Franchise"). This document is not intended to cover MHA responsibilities related specifically to other Hockey Alberta programs (e.g. AA model and other Minor hockey).

PRINCIPLES:

Each Host Franchise is responsible for growing and developing female hockey by way of:

- Promoting a high level of female hockey for Alberta players within its Draw Zone;
- Fostering the development of all participants in the game (athletes, volunteers, coach, officials) to the highest level they can achieve;
- To control and administer the playing of the game of hockey in accordance with the rules and regulations and etiquette of the game;
- To ensure that all persons who wish to play elite hockey and who reside in Alberta have an opportunity to compete for a position on a team operating within their geographic zone.

DUTIES OF THE HOST FRANCHISE:

A key component to hosting a Female ADM Franchise is to be a leader of female hockey and development within the respective Draw Zone.

- The Host Franchise will ensure that hockey at all levels in the draw zone work effectively together in building a program that grows and promotes the development of female participants across the entire Draw Zone.
- Each Host Franchise will establish and maintain a marketing and promotional plan that will highlight not only their program but also provide a platform to promote female hockey. Potential marketing strategies can include (but not limited to):
  - Promotion of program/teams through the use of social media
  - Creation of a video highlighting the program
  - Playing home games in a neutral site location within your Draw Zone
  - Connecting with potential players and parents within your Draw Zone to introduce them to the AFHL and other opportunities available in female hockey.
- Each Host Franchise will host at least one (1) meeting annually with all the LMHA's in the Zone (the "Elite Draw Zone Meeting") to do the following:

- Provide an update to the LMHA's in the Draw Zone on the Elite Stream Programs;
- Actively solicit feedback on the Elite Stream Draw Zone operations;
- Discussions on the state of the hockey program within the zone and what changes may need to be considered;
- Discussions on how to engage all the LMHA's in the zone operating matters;
- Discussion on how to involve the elite stream development principles at all levels across the zone to create a development funnel for players and coaches entering the ADM stream
- Following the meeting(s), The Host Franchise will provide a report to the Female ADM Committee highlighting:
  - Number of meetings held within each Draw Zone and attendees
  - Summary of actions taken
  - Summary of actions not taken or deferred
  - Summary of actions to be referred to the HA Female ADM Committee
- If multiple MHA's share responsibilities of hosting Elite Teams within a Draw Zone, a Committee should be formed to focus on Elite Female Hockey and to ensure that teams are run cohesive and collaboratively.
- The Host Franchise will be accountable to provide a hockey program that is current and up to date and relevant with elite hockey requirements as well as ensuring that all teams operate in accordance with Female ADM Regulations and Operational Standards.
- Each Host Franchise is responsible for coach recruitment and selection. The Host Association is accountable for ensuring the coach qualifications are in accordance with Hockey Alberta required minimums as well as providing coaches with additional mentorship and development opportunities.
- Additionally, the Host Franchise is to select Draw Zone Team staff (Manager, Coaches and support staff) that are qualified and appropriately certified as required for the positions that they will be fulfill; regardless of their hometown. It is expected that each Draw Zone Team will have the following minimum level of team staff positions:
  - Manager
  - Head Coach and Assistant Coaches
  - Trainer / Athletic Therapist
- To ensure that each Franchise is focused on developing student-athletes, they will fill the role of an Academic Advisor, who at a minimum, takes care of the following:
  - Assist in locating tutors for players (when required/requested);
  - Assist players in developing player profiles and acts as a liaison between players and post-secondary institutions;
  - Assist players in researching schools that align with their needs and interests;
  - Work with team staff to schedule homework time on road trips (and/or during tournaments);
  - Assist in locating SAT/ACT prep courses for players (if necessary);
  - Provide opportunities for players to gain confidence in speaking with post-secondary coaches and scouts.
- Each Host Franchise will ensure that a representative from their Association is responsible for player registration in line with the expectation from Hockey Alberta (Zone Administration Coordinator)

- If the Host Association permits another party to operate their AFHL Teams (i.e. Athletic Clubs), policies and procedures must be in place for the operation of the Draw Zone Teams using the infrastructure available from the Host LMHA and/or Hockey Alberta.
- The Host Franchise will attend and be an active participant in all Provincial and League Meetings.
- The Host Franchise will engage in conversations with the Female ADM Committee on strategies and potential changes to grow and develop female hockey.
- The Host Franchise will work to establish succession and sustainability plans to ensure a cohesive philosophy and message is provided year to year to administrators, players, and parents.

#### DUTIES OF FEMALE ADM TEAMS:

The Female ADM identifies two key components that individual Female ADM Teams can have a direct impact on; elite player development and assisting the growth and development at the grassroots levels.

- Each Female ADM Team is entrusted with developing their players to advance to the next level. Teams are expected to provide a holistic development experience to their players throughout the season. Development opportunities can include (but are not limited to):
  - Implement time to work and master fundamental skills; skating, stick handling, shooting, passing, angling, etc. The same expectations apply to goaltenders as well;
  - Provide an opportunity for functional off ice training; speed, agility and strength;
  - Provide opportunities for players to attend mental training sessions. Topics can include (but are not limited to) visualization, coping with stress, game day preparation, nutrition, impact of daily habits, etc.;
  - Provide opportunities for players to receive video feedback through team or individual sessions;
- Teams (coaches and players) are expected to assist in the growth and development of grassroots female hockey within their Draw Zone. Teams can engage in the following (but are not limited to):
  - Host a "Try Hockey" or "Bring a Buddy" event;
  - Host a "Female Jamboree", Skills Development or 3 on 3 event for participants within your Draw Zone;
  - Host a "Skate with the \_\_\_\_\_" after a home game as well as post game social for all participants;
  - Implement that AFHL Players and Coaches attend practices and/or games of Draw Zone Grassroots teams;
  - Host coach development sessions with Elite coaches sharing their insights with grassroots coaches from their Draw Zone;
  - Host parent and player education sessions on the opportunities in Female Hockey for grassroots players/parents.

#### DUTIES OF THE MANAGER:

- The Manager, working with HCR trained people within the Host MHA, will ensure that all players are appropriately registered for participation with the team.

- The Manager will ensure that all Female ADM Player Agreements are signed and submitted to the League prior to the start of the season.
- The Managers will take care of any required game changes and ensure the proper process and paperwork is filed with the League.
- The Manager is responsible to have appropriately trained and experienced Off Ice officials to execute their role as part of the game activity. Off Ice Officials include:
  - Scorekeeper
  - Time Keeper
  - Penalty Time Keeper
  - Penalty Box Attendant(s)
  - Announcer
- The Manager will be responsible for uploading game scores and statistics upon completion of all home games as well as providing copies of completed scoresheets to the League.

#### DUTIES OF THE COACHING STAFF:

- The coaching staff is entrusted with the execution of the development plan for their team and players throughout the season (as previously outlined). The Head Coach is accountable for all Team activities.
- Each member of the coaching staff is expected to participate in Coach Development activities (both learning and teaching). Examples of development sessions can include (but are not limited to):
  - Attending AFHL provided development sessions and/or attending Hockey Alberta hosted sessions;
  - AFHL Coaches hosting development sessions within their MHA (or other Draw Zone MHA's) to share insights of Elite Female hockey with grassroots level coaches;
  - AFHL Coaches running practices with other Elite or Grassroot programs and/or watching games and providing feedback.