



HHRA Annual General Meeting

June 12<sup>th</sup> 2023

In Attendance:

Cassie MacGregor, Andrea Doucette, Travis Lobban, Blake Miller, Andy Wilcox, Taylor Dempsey, Mike Fisher, Angela Pellerine, Katie Murphy, Darryl Cameron, Josh Furlong

Margaret Conway, Elizabeth Bennett, Jared Doucette, Stacey Sloan

Called to Order @ 1910

1. Confirmation of Quorum and Approval of Agenda
2. Minutes from Previous AGM ( Not Available for 2021-2022 Season)
3. Business Arising from the Minutes – N/A
4. Consideration of the Annual Reports of Directors
  - Financial Report – See Attached Report  
We are in a much better position that where we were last year, especially post COVID, Gary Field Tournament was a huge success, Sold most unused icetime
5. President (Vacant) – Jared Doucette acclaimed
  - VP - Blake
  - Treasurer - Angela
  - Secretary - Andrea
  - Director of Coaching - Darryl
  - Director of Comp (Vacant)
  - Director of Rec - Travis
  - Director of Development - Josh
  - 18+ (Vacant)
  - Ice Scheduler – Megan Beaubien
  - Equipment Coordinator - Janice
  - Fundraising/Special Events - Andy
6. Will need to discuss as a new board what we want to do with the prospect of Tiering U12. This will need to occur prior to RNS AGM mid July
7. Andy will get the new board members emails and stuff set up.

8. Have someone assigned specifically for Communications and Website etc. Currently there are a few people that do aspects of this. Andy on board to help out with the season switch over on RAMP.
9. Will need to get pictures of the Gary Field Hall of Fame for the wall. Simon, Taylor and Stacey
10. Will reach out again to the membership if there are any needs post wildfire.
11. Schedule a meeting for new board with in the next 1-2 weeks.
12. Will need to send out an announcement for new board and what board positions we are still looking to fill.
13. Need to look at having someone for Social Media for posts and getting the brand out there like the other associations
14. Have a post made regarding Leah Mombourquette being selected by Ringette Canada
15. Margaret Conway – volunteered to help with communications as needed.

Meeting Closed at 1945

# Halifax Hurricanes Ringette Association

## 2023/24 Annual President's Report

### 2023/24 Directors & Officers

President – Jared Doucette

Vice President - Blake Miller

Secretary - Andrea Doucette

Registrar - Katie Murphy

Treasurer - Angela Pellerine

Director of Competitive Teams - Vacant

Director of Recreational Teams - Travis Lobban

Director of Coaching - Darryl Cameron

Director of Development - Josh Furlong

18+ / Masters Director - Vacant

Ice Scheduler – Megan Beaubien

Equipment Manager - Janice Casey

Communications – Margaret MacDonald Conway

Gary Field Coordinator – Andy Wilcox

### SportSweep

HHRA participated for the first time in the winter of 2024. This was very successful, and we were able to raise \$5530.00. The plan is to run this fundraiser in the fall of 2024 and again in the winter of 2025. The ask for each athlete will be to sell one book in the fall and one in the winter.

For every \$5.00 ticket sold we keep \$3.75!

These funds will help us replace jerseys and assist with operational costs of the Association, helping to keep registration costs as low as possible.

### Grants

We received a grant from Sport NS for the purchase Goalie equipment. We will be enhancing our available equipment over the summer.

## Recruitment

Several meetings have happened, and work continues to grow the sport of ringette.

## Gary Field Tournament

We co-hosted the tournament with Nova Central Ringette Association in 2023. Gary Field Tournament Report attached.

## U19 2023/24 – Season and Survey

As most of you are aware we were dealt a last-minute change to the format of the U19 program just before the 2023/24 season commenced. We have sent out a survey to our U19 athletes and have received some great feedback that will be shared with CRRL and RNS.

## 2024/25 Season

The presidents of the 4 ringette associations (HHRA, HCL, NCRA & Berwick) will be meeting very soon to discuss the makeup of CRRL for the 2024/25 season. Thank you to U16 & U19 athletes/parents that submitted the survey. Once more information is available, I will share it with everyone.

## Bursary Program

Leah Mombourquette, Josie Cameron and Zoe Murphy will each be awarded a HHRA Give it Back Bursary for the 2023/24 season.

## Policy Update

Updates to our Policy Manual are on going and updated/new policies will be communicated to the membership as they are completed.

## Jared Doucette

(he/him)

President

Halifax Hurricanes Ringette Association



C: 902-430-5658

president@hhringette.ca

## Vice-Presidents Report - Blake Miller – June 2024

### The Vice-President's Role:

- Report directly to and perform all duties assigned by the President and, in the absence of the President, exercise the powers and duties of the President;
- Submit a report for the annual general meeting;
- Serve on committees as required; and
- Other duties as assigned by the President.

### 2023-2024 Recap:

As VP this season, my first order of business was working with the Director of Competitive Teams and other Board members in assisting with Evaluations, Tryouts, and Team Selection. I also participated in Coaches interviews, along with other board members, and other various committees throughout the season. I assisted the President as required including attending CCRL meetings.

For the remainder of the season, I attended all HHRA Board meetings, providing input and assistance with various initiatives throughout the season. While also serving as Head Coach of the Hurricanes U14T1 team.

### Plans for 2024-2025 season:

Coaching Development: I'm recommending more in-person coaching sessions for next season. Experienced coaches can share ideas with younger coaches, and brainstorm about coaching initiatives and development opportunities.

HHRA had a number of development sessions this past season and I would like to thank all members for their hard work and time put into these sessions. I look forward to working with all Board members in expanding our development offerings for all athletes.

I would like again to thank the small army of volunteers, evaluators, and fellow board members who volunteered their time to help out with all things HHRA including evaluations, tryouts, team management, player and goalie development, etc.

## HHRA 2023-2024 AGM Treasurer Report – Comments

The 2023-2024 season was the second season after Covid but the first season with an unexpected balanced U19 division.

### Revenue Comments

Despite the unexpected change to the U19 division, our total revenue only decreased by 1% over the previous season, however key points to consider are:

- Player registrations decreased by 4% - this was due to prior year having a larger U19 division and those players “aged out” to university programs in 2022-2023 we had 3 U19 teams (2 Tier 1 and 1 Tier2) Ex – more players aging out than FUN players coming in.
- Competitive fees and try out fees decreased by 41 and 18% respectively because of the elimination of the U19 Tier 1 division
- Learn to Skate decreased as we did not offer as long as a program in the previous season
- Development program revenue increased by 28% because of the success of Grace MacKenzie’s Goalie camp and the Marie Bowness power skating charged directly to the teams.
- Unallocated ice sales – while this stayed the same, in 2024 we were able to release SMC ice rather than sell it ourselves.
- Grant Revenue – we secured a grant from Sport NS to acquire future ringette gear to rent out and another grant from Kidsport to run a Come Try Ringette event
- Sportsweep tickets – we ran a successful campaign with the end goal to purchase new jerseys

So while total revenue only decreased by 1%, our key sources of revenue decreased significantly and changes to our fee structure will need to be implemented to ensure the future of the organization.

### Expense Comments

Overall our expenses increased by 5% over the previous season – key points to consider are:

- SMC ice rentals decreased as we released a lot of ice back to SMC, BMO increased as we had a few additional hours per week and our pre season ice for 2023-2024 was predominantly at BMO – the unallocated ice sales were primarily for BMO ice

- Gary Field expenses increased due to the addition of the U19 division and referees and officials costs are higher for U19 games, the purchase of some lights that we will now have instead of continuing to rent and the purchase of medals/swag as the previous year we had leftover from Covid years.
- Referees and officials increased by 37% due to increase in their fees and also includes the RNS fee for their insurance portion
- Development instructors increased but includes Marie Bowness and John MacWilliams
- Development costs – jerseys – these are the jerseys for the Grace Camp
- Donations stayed the same as we supported Leah Mombourquette
- Evaluators decreased as we did not have to run U19 tryouts.
- Coaching clinics – cost increased as HCL and RNS offered more clinics this year

#### Net Income/Cash Flow Comments

- HHRA ended the season with a Deficit of \$5,652 compared to a surplus the previous year of \$7,103.
- While we have \$25,437 in the bank as at April 30<sup>th</sup>, our cash flow is in the negative if we need to pay all the outstanding expenses listed on the cash flow statement. The cash received from the Sportsweep and grants will help pay these expenses however HHRA will need to determine how to raise funds in the next season to replenish those funds.
- HHRA has accounts receivable of \$1,397.30. Of this most is deemed collectible as it is spring programs, one player who budgets out their payments over the year and RNS. There is 1 account for \$335 which will need to be collected before that player can register for any upcoming programs.

In conclusion, the unexpected balancing of the U19 division had a detrimental impact on HHRA and the Sportsweep tickets and Sport NS grant money allowed us to at least keep afloat. For the future, HHRA needs to look at ways to improve our current fee structure, new methods of fundraising (maybe organization sponsorships), the RNS boundary as NC and HHRA are so close, and ways to introduce the sport to new players.

Respectfully submitted,

Angela Pellerine

Treasurer

Halifax Hurricanes Ringette Association  
Statement of Loss and Deficit  
For the Year Ended April 30, 2024

	2024	2023	2022
	\$	\$	\$
Revenue			
Registrations	109,572	114,509	113,108
Competitive Fees	8,400	14,180	18,260
Competitive Try Outs	4,600	5,595	3,360
Learn to Skate/Play/Intro	2,160	5,580	-
Development Programs	12,763	9,994	5,908
Gary Field Tournament	45,269	43,748	17,400
Unused Ice Sales	18,056	18,166	9,144
Grant Revenue	5,450	2,600	-
Sportsweep tickets	5,530	-	-
Merchandise sales	315	-	-
Miscellaneous Revenue	101	61	1,766
	<u>212,216</u>	<u>214,433</u>	<u>168,946</u>
Expenses			
Ice - SMC	20,930	38,520	49,160
Ice - BMO	73,434	55,493	40,589
Ice - Forum and Civic	32,111	30,021	32,111
Ice - other (SMU)	460	-	-
Gary Field Tournament	42,840	36,148	20,033
Referees and officials	8,329	6,061	3,545
Development instructors	5,805	3,980	830
Development costs - jerseys	1,250	-	-
Evaluators	670	1,950	-
Provincial fees	21,640	22,217	24,472
Advertising	1,200	1,521	1,052
Donations	1,000	1,200	100
Fees and licenses	2,565	2,590	1,663
Coaching clinics	1,653	695	200
Bank service charges	2,333	1,198	3,659
Repairs and maintenance	-	179	-
Office supplies	-	168	-
Scholarships	1,500	2,000	2,000
Supplies - rings and gear	149	3,390	360
	<u>217,869</u>	<u>207,331</u>	<u>179,774</u>
<b>(Deficit) Surplus</b>	<b>-5,652</b>	<b>7,103</b>	<b>-10,828</b>
<b>Bank Balance</b>	<b>25,437</b>	<b>19,021</b>	<b>278</b>
<b>Accounts Receivable</b>	<b>1,397</b>	<b>8,975</b>	<b>0</b>
(2022-Prior treasurer did not report)			



Bank reconciliation

30-Apr-24

Balance per Bank 25,437.00

Accounts receivable 1,397.00

**26,834.00**

Less:

Ice Costs

SMC -460.00

BMO - May 443.50

-16.50

Less:

Provincial Player Fees

Fun 14@\$60 840.00

U10 - 25@\$75 1,875.00

U12 - 25@\$75 1,875.00

U14 - 28@\$75 2,100.00

U16 - 28@\$75 2,100.00

U19 - 29@\$75 2,175.00

18+ -16@\$75 1,200.00

Coach -30@\$25 750.00

12,915.00

Provincial Tournament Fees

U10 - 2@\$750 1,500.00

U12 - 2@\$750 1,500.00

U14 Tier 1 950.00

U14 Tier 2 750.00

U16 Tier 2 750.00

5,450.00

Scholarships 1,500.00

Gary Field to NC (\$2428.65@50%) 1,214.33

Grant revenue 4,650.00

Sportsweep gift cards 250.00

**25,962.83**

**Surplus**

**871.17**

## 2023-2024 Registrar's Report

The Halifax Hurricanes had a very busy season with 27 individual registration initiatives taking place throughout the year! This was also the second full season using the Ramp system for registrations and both website and account management. Use of Ramp continues to go smoothly and has allowed for efficiencies in registration and overall content management.

As we look ahead to the 24/25 season, our hope is to increase registration numbers at the Fun 1&2, and U10/U12 age groups, with early 'Come Try Ringette' events, community advertisements and social media blasts! We certainly welcome (and encourage!) feedback and ideas from the membership on how to increase interest and awareness of the Halifax Hurricanes and the sport of Ringette as a whole.

HHRA 2023-2024		
HHRA	2023/24 Actual	2023/24 Teams
Fun 1/2	13	1
U10	25	2
U12	25	2
U14	28	2
U16	28	2
U19	28	2
18+	17	1

With thanks,

Katie Murphy  
Registrar, HHRA  
[registrar@hhringette.ca](mailto:registrar@hhringette.ca)

## **DIRECTOR OF RECREATION – ANNUAL REPORT 2023-24**

The 2023/24 season overall was a positive season for Halifax Hurricanes. With 94 players through U10-U16 plus 29 in U19, HHRA iced 8 teams throughout all age divisions. Though faced with new challenges to start the season, teams and athletes once again showed their love for the game to persevere and finish strong.

Teams in U12 and U14 were faced with a shortage of goalies to fill all teams. After moving existing goalies, two players stepped in to fill the roles for their prospective U12 teams. Their effort has given HHRA the possibility of 5 available goalies in U14 for 2024/25. Goalie shortages in U12 will be an ongoing issue for the coming years. Our teams in U10 have adopted a rotational format for goalies meaning all U10 players will participate in at least one game as goalie throughout the season.

With a surprise announcement just days prior to the beginning of the season, the U19 players, coaches and teams were forced to reconfigure their seasons. The removal of the competitive division in U19 brought mixed emotions and reactions as teams were balanced for the upcoming season. In the end players did an amazing job coming together and making the best of the situation.

Enrollment in Fun 1/2 was up from last year to start the season with 16 skaters. Continued efforts from HHRA and the recruitment committee have helped to grow numbers as well as spreading the word about our sport throughout the community.

As always, efforts to attract new players should be a primary concern to keep HHRA in a healthy numbers position. Fun/U10/U12 all have room to expand numerically. As important as recruitment is, player retention in the older age groups will also be key to continue a strong HHRA presence.

Thank you.

Travis Lobban

Director of Recreation – HHRA 2023-24

**Date: June 10, 2024**

**Re: Director of Coaching Report 2023-2024 Season**

We should all take a moment, and thank our coaches for taking on such a great season. We are all volunteers, and this season presented unique challenges at different levels to which our coaches took in stride and with success. Our younger coaches gained tremendous experience, showing leadership and confidence behind the Hurricane benches.

There was a bit of decline in our female coaches this season. However, we did graduate more young female athletes from our junior coaches' program that took on leadership roles at HHRA and RNS collectively, once again validating the programming we put forth for those young athletes and future head coaches.

The mission is still in place to see continued growth of our female coaches and sport leaders, It is tough to maintain the level of growth we have seen over the past three to four seasons, but we will refocus our approach and hope to improve again next season.

This will be my 7<sup>th</sup> and final directors report and I just wanted to thank everyone I have shared the board with over my tenure. It is time to turn this over to new hands and hope to have greater success than I did in this role.

Enjoy your summer and see ya at the rink

Yours in Ringette,

Darryl Cameron

Director of Coaching - HHRA

# 2023/24 HHRA Development Update



## Key Initiatives:

- Power Skating with Marie Bowness
- U10/U12 Goalie Development
- Come Try Goalie
- U12 Development with Leah Mombourquette
- Intro 2 Ringette
- Come Try Ringette
- Equipment Rentals
- 2024 Spring Development

# Power Skating with Marie Bowness

- 10 sessions originally planned with each U10, U12, U14T2, and U16T2 teams.
- Cost of instruction incorporated in team budgets and ice use was allotted practice ice.
- U10 and U12 teams participated in all 10 sessions with high player turnout.
- U16T2 opted out of the sessions early resulting in U14T2 also opting out as the ice time and cost was shared.
- Feedback from U10 and U12 coaches and parents were generally positive in regard to skater development and progress.
- Some players do not enjoy Marie's approach, as well, part way through the season U10 coaches requested Marie to adjust the sessions to focus on the skaters' stride more and an adjustment was made.
- There was some feedback from a U12 coach concerned with lost practice time due to these power skating sessions.
- Recommendation would be to continue to incorporate skating instruction into practice times with U10 and U12 age groups. While Marie made good progress with our skaters, it might be worthwhile to explore other available instructor options and to work with coaches to see what they feel would be most beneficial.

# U10/U12 Goalie Development

- Zoe Murphy and Flynn Wilcox volunteered to provide goalie development sessions for U10 and U12 goalies.
- Ice time used was an empty half ice opposite FUN on Saturday mornings, and on occasion Sunday afternoons.
- Families were not charged for the sessions.
- 4 or 5 sessions were provided during the first half of the season; scheduling became more difficult after the holidays due to instructor availability, tournaments, and available ice.
- Feedback of these sessions were very positive. U10 goalies would change on a given week, but the U12 goalies were new to the position and the support and instruction was very much appreciated.
- Recommendation for next year would be to continue to take a similar approach, ensuring our young goalies new to the position are well supported with weekly instruction.



# Come Try Goalie

- Grace Mackenzie and Zoe Murphy ran a Come Try Goalie session in October for interested participants.
- This session was funded by a Sport Fund grant awarded to the Hurricanes the previous year.
- 5 goalies attended
- While we've struggled to get high attendance at our Come Try Goalie events, recommendation would be to continue providing these opportunities as able to encourage participation in this position. There might be opportunity to partner with other associations on these types of events as well.

# U12 Development with Leah Mombourquette

- In January Leah Mombourquette and 4 other Junior Coaches ran a 2 hour skills clinic for our U12 athletes. The goal was to provide some shooting/offensive specific development as well as some defensive positioning development.
- The session was well attended with 19 athletes, including 3 goalies.
- Families were charged \$30 per athlete, after the cost of ice and gift cards for the instructors the program was net cash positive ~\$90.
- Amongst U12 families this year there seemed to be demand for additional development; this session was organized due to the request of multiple parents for a shooting clinic as well as some additional defence instruction. It would be worthwhile to organize more one-off clinics like this where there's extra available ice, especially earlier in the season.

# Intro 2 Ringette

- Program led by Rachel Furey & Eden Fisher
- 29 Participants
- 4 sessions for \$80
- Costs include instructor stipends (\$540), and advertising (\$160). Ringette Canada provided funding for the cost of ice, resulting in the program being net positive \$1620.
- This is the 2<sup>nd</sup> year this program has run and both years it has had a high participation rate. Recommendation would be to continue running I2R each March with empty ice, but ensure not to conflict with similar RNS programming.



# Come Try Ringette

113 participants during 3 Come Try Ringette Events:

- September 2023 @ HRM 4-Pad
- 31 Participants, 1 Registered
- December 2023 – St. Margaret’s Centre
- 27 registered participants
- March 2024 – Halifax Forum
- 55 registered participants

All of these events were successful, introduced our wonderful sport to a lot of families in our communities and allowed us to reach all areas of our large catchment. The March event for the 2<sup>nd</sup> year has continued to be our largest.



# Equipment Rentals

- HHRA has been awarded \$5000 in funding of total budget of \$6420 to purchase equipment and organize a rental program targeting new ringette players.
- The genesis of this program is to be based on a similar equipment rental program which is popular in Fredericton and has become instrumental in bringing young new participants into their local ringette program.
- Budget is for the purchase of 11 sets of equipment (excluding skates and helmets) targeting U10 aged skaters and younger.
- Of the \$5000, the Association has received \$4000, however no funds have yet to be spent.
- The project is required to be completed within 12 months of receiving the initial \$4000 before we're able to receive the outstanding \$1000, however extensions can be requested.
- The target would be to get this program up and running for the 2024/25 season.

# 2024 Spring Development

- U10/U12 Springette with NCRA
  - NCRA organized a spring scrimmage program for U10/U12 with space allotted to HHRA
  - 5 x U12 & 5 x U10 HHRA skaters participated
- U10/U12 Power Skating with John MacWilliams
  - HHRA organized spring power skating for U10/U12, open to all skaters
  - 5 sessions, \$125 fee
  - 20 participants registered however 2 pulled out and 3 were partial
  - Program is break-even
- NCRA Goalie Development
  - HHRA and NCRA partnered to provide spring goalie development. HHRA provided NCRA with weeknight ice in order to run the program and NCRA opened the program to goalies from across Associations.

Spring development offerings were kept minimal due to risk of low participation. Growing spring private ringette offerings have become a challenge for Association led spring development programs. There is market demand in the U10 and U12 age groups for a team-based spring ringette experience and as long as RNS/Associations are not able to offer a sanctioned team-based experience, this demand will continue to be met by private programs.

# 2023/24 Reflections & Future Considerations

The previous pages have outlined a number of initiatives in pursuit of the development of our athletes which we as an Association can be proud of. The development of our athletes' athletic skills and their life skills in a manner that maintains a healthy balance between life and sport is an important part of the objectives and core values of our Association. Incorporating skating development into our U10 and U12 programs has ensured all of our athletes in those age groups receive consistent, high quality skating instruction. Our young, new goalies received the individual and specialized training which their unique position requires in order to be successful. We've provided opportunities and events to help bring new participants into our sport. And finally we continue to look for opportunities to complement our programming with additional skill development while being mindful of the need for our athletes to find a balance between life in and out of the rink.

While I do not intend to continue in this role next season, my intention is to still be involved with the Association and the development of our athletes will continue to be an interest of mine. I look forward to supporting and working with anyone who follows me in taking up this position.

Josh Furlong  
Director of Player Development

## *The 12<sup>th</sup> Annual Gary Field Memorial Ringette Tournament (2023)*

The 12<sup>th</sup> Annual Gary Field Memorial Ringette Tournament was held from December 1<sup>st</sup> – 3<sup>rd</sup>, 2023, and was the first to be co-hosted with Nova Central. This year we had a total of 57 teams with 692 players, which is a 7% decrease over our 2022. 41 of those teams were from NS, 15 from PEI and only 1 NB. In total, we played 92 games, and had close to 300 volunteer spots filled. The drop in attendance from NB ultimately led to the closing of the U14A division, and the merging of the U16A division with the U19 division. On a positive note, the U19 division was very strong on account of the balanced teams this year, which attracted many of the PEI teams.

Total profit for the tournament was \$2,428. We should note that \$4,400 was paid to association players who also helped in minor official roles.

In 2024, Nova Central will chair the tournament as we continue to share responsibility for the event. We will be looking for someone from the Hurricanes to join the team as Assistant Chair, to prepare them to chair the event in 2025. I will continue to stay on the team as past chair, to facilitate a smooth transition.



HHRA Ice use 2023-24

	Total ice	total number of practices	Total Home	Total Away
FUN Dempsey	27	38		
U10 Lamb	17	43	7	10
U10 Lobban	17	43	9	9
U12 Baille	22	42	6	8
U12 Theriault	20	40	9	6
U14 Miller	43.5	44	7	10
U14 Shea	32.5	44	10	5
U16 MacKenzie	39	39	9	6
U16 Bennett	30	41	10	7
U19 Devoe	13.5	17	9	5
U19 Sloan	11.5	15	11	4
18+	8 0		8	unknown
Development	5	7		
Not used	19.5 + 2 (weather)			
sold	57.5			
returned	33			
total games			87	70
Total Hurricanes practice hours	278			
Total Hurricane Hours	373			

## **Annual General Meeting Board Report - Communications**

Halifax Hurricanes Ringette Association

Communications Coordinator

9 June 2024

The 2023-24 ringette season was busy from a communications perspective, with efforts focused across multiple channels including email, social media, the HHRA website, and several advertising platforms. Below you'll find a summary of the communications approaches and – where possible – analytical measurements.

### **Email correspondence**

In total, 57 emails sent to membership through website inbox between 28 July 2023 and 3 June 2024

- Pre-season (August 1 to mid-September)
  - o Registration emails
  - o Call for coaches
  - o Call for conveners
  - o Tier 1 tryout prep
  - o Balancing
  
- Welcome to the ringette season (September 27)
  - o Sent to individual age groups
  - o Include rosters, team manager solicitation, information on game schedules, RAMP, equipment, etc.
  
- Mid-season
  - o Fall recap and thank you (December 23)
  
- Year-end thank you (April 1)
  
- Emails throughout the season included information on development programs (Come Try Ringette, Intro 2 Ringette, Goalie Development, etc.); correspondence from RNS; tournament information; weather cancellations; and more.

Note:

- Emails to managers/coaches were sent separately through Outlook as there weren't email distribution lists for these groups available through the website/RAMP email software. The Communications Coordinator maintained an excel file of the names and email addresses of all managers and coaches for this purpose.

## **Social media**

### **Instagram**

Despite efforts to access the Instagram account, no one in the association could access that social media platform this season. Although the existing account is linked to our Facebook page, the association may want to consider creating a new Instagram account in the future.

### **Facebook**

Facebook was the sole social media platform used during the 2023/24 season, intended for member correspondence and communication with RNS, CRRL, CRRL associations and other friends of HHRA.

- Currently 461 followers
- Good engagement between RNS, CRRL, CRRL associations

From 1 August 2023 – 8 June 2024:

- Reach: 55.5K (up 38.5% from previous year)
  - o Organically: 32,161
  - o From ads: 27,946
- Content interactions: 4.8K (up 14.4% from previous year)
- Link clicks: 1.6K (down 17.7% from previous year)
- Messaging conversations: 33 (up 32%)
  - o 4 from ads
  - o Response time: 3h 15m

## **Advertising**

### **Social media**

- 25-54 audience most engaged demographic; 35-44 female demographic saw the highest reach
- 6 advertisements, total spend \$438.62
  - o Come Try Ringette Event: March 3, 2024
    - Duration: 11 days (20 Feb – 2 March 2024)

- Cost: \$59.40
  - Link clicks: 201
  - Reach: 6,997
  - Post engagements: 241
  - Post reactions: 23
  - Post shares: 13
- Intro 2 Ringette Program
    - Target: Age 25-64 in HHRA geographical region
    - Duration: 14 days (18 Feb – 3 Mar 2024)
    - Cost: \$80.48
    - Link clicks: 150
    - Reach: 10,684
    - Post engagements: 3,078
    - 3-second video plays: 2,888
    - Post reactions: 22
    - Post shares: 14
    - Messaging conversations started: 2
- Come Try Ringette Event: December 2, 2023
    - Target: Age 30-64 in HHRA geographical region
    - Duration: 4 days (27 Nov – 1 Dec 2023)
    - Cost: \$64.40
    - Link clicks: 95
    - Reach: 5,337
    - Post engagements: 121
    - Post shares: 14
- FUNdamentals Ringette program
    - Target: 30-60 in HHRA geographic region
    - Duration: 7 days (15 – 22 Sep 2023)
    - Cost: \$27.66
    - Link clicks: 71
    - Reach: 2,646
    - Post engagements: 743
    - 3-second video plays: 655
    - Post reactions: 14
    - Post shares: 3

- Messaging conversations started: 1
- Come Try Ringette Event: September 4, 2023
  - Target: 25-55 in HHRA geographical area
  - Duration: 26 days (8 Aug – 3 Sept 2023)
  - Cost: \$89.68
  - Link clicks: 189
  - Reach: 6,446
  - Post engagements: 2,523
  - 3-second video plays: 2,309
  - Post reactions: 21
  - Post shares: 3
- Registration now open for 2023/24 season
  - Duration: 29 days (31 Jul – 29 Aug 2023)
  - Cost: \$117
  - Link clicks: 206
  - Reach: 11,648
  - Post engagements: 4,112
  - 3-second video plays: 3,853
  - Post shares: 28
  - Post reactions: 23
  - Messaging conversations started: 1

Glow Signs

<b>Spryfield - Business Commission</b>	<b>\$ 0</b>
<b>Clayton Park (Lacewood + Dunbrack) - Glow</b>	
<b>2 weeks</b>	
<i>*Only first two weeks of August available</i>	<b>\$ 185.00</b>
<b>Peninsula (corner of Bayers + Windsor) - Glow</b>	
<b>1 month (August)</b>	
<i>*There was an option to move this one to the forum mid-month for \$60 fee but we kept where it was</i>	<b>\$ 225.00</b>
<b>Hammonds Plains - Community Centre</b>	<b>\$ 240.00</b>

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**HST** **\$ 97.50**

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**\$ 747.50**

**Total**

### **Glow Signage Specifications**

- 6 ft x 8 ft
- 6 rows, 14 characters per row
- Different colours to ensure message stands out

### **Glow Rental Rates**

- 2 days - \$159
- 1 week - \$169
- 2 weeks - \$185
- 1 month - \$225 e licensing office in HRM (required by city-bylaw). The 2 day, 1 week and 2 week rentals all include 1 message (double sided). The 1 month rentals include 2 messages – meaning
- The rental includes all permit applications with thGlow could come change the message at any time for us.

### City parkland

City parkland will only license signs for a maximum of 10 days, however Glow can continuously apply to renew these licenses which will be approved as long as nobody else has reserved use of the park land we are utilizing.

*\*Saunders Park on Chebucto and Larry O'Connell Field across from Saunders Park were also possible options for residents who travel onto the Halifax Peninsula from the Armdale Roundabout*

### Private property

If we have private property that we can use, or if we know anyone who will allow us to advertise on their land, the licenses are valid for 30 days at a time and are renewable.

*\*No city parkland in Tantallon: we would be reliant on private property for this area (like the company that owns the main plaza off exit 5)*

Contact:

Blair Leger (she/her)

Sign Sales & Leasing Coordinator

[Glow The Event Store](#)

Email: [signs@glowparties.ca](mailto:signs@glowparties.ca)

Phone: 902-444-7110

461 Windmill Rd., Dartmouth, NS B3A 1J9

**Signage text**

HALIFAX	7
HURRICANES	10
RINGETTE	8
REGISTER TODAY	14
AGES 4 AND UP	13
HHRINGETTE.CA	13

St. Margaret's Centre

A 10-second video advertisement was submitted in September 2023 for use on SMC digital monitors (free of charge). Contact:

Rachael Emge

Recreation Director

St. Margaret's Centre

(902)826-2100 ext. 3274

**Website**

There were 25 news articles posted in the lead up to and during the 2023/24 ringette season.

A new social media graphic was added to the hat trick banner section of the site to drive traffic to our Facebook page.



It seems there is no way to view analytics for the website (i.e. link clicks on articles, website visits, etc.). Perhaps something to ask the RAMP developers.

## Canva

Canva is an online graphic design tool used to create social media posts, presentations, posters, videos, logos and more.

HHRA purchased a 1-year Canva Pro subscription on October 4, 2023 for \$149.99 CAD to assist in developing communications products for Facebook and the association website. As long as there is a Communications Coordinator in place, it's recommended that the subscription be renewed as this tool allowed us to create more brand consistency and professional products to help advertise our programs and showcase our teams. Margaret (2023/24 Communications Coordinator) has access to billing information and login details; tied to [communications@hhringette.ca](mailto:communications@hhringette.ca) account.