

# Global Presence:

## Recruitment and Retention

### Azam Sanaei

Head of Recruitment and LTP Instructor

Iran Ski and Winter Sports Federation

- Example of starting development with inline hockey and building a community and base for ice hockey
- In 2019. first ice hockey rink
- Today they are counting 115 kids, younger than 10 years old, playing in their hockey programs (in recruitment and LTP)



# Iran's Hockey

Recruitment and retention



# The history of Iran's Hockey

1996

2020

2004

- Iran's hockey first started its work back in 1996 , at first it was only inline hockey.
- Iran's first ice hockey team was formed back in 2020 when the first standrd ice rink started its work.





## Inline hockey history

The first inline hockey team was formed back in 1996

Inline hockey league of Iran started its work from 2006

The first round of Inline hockey league started with only 5 Teams and now there are 8 active Teams

Iran's inline league was held in both men and women. The Women's premier league and Women's first division league. The same was for the mens league.



## Ice hockey history

It has always been a dream for Iranian inline players to have a standard ice rink, the players have attended some ice hockey camps in different countries until 2020 that the first ice hockey rink was made in Iranmall.

Since then the ice hockey team has started its work immediately. The ice rink started its work as an academy to train players and do advertising and attract as many players as possible and introduce this sport field.

Also after the membership in IIHF the national teams training started once a week for both men and women.

Ice hockey league have been going on for three years , the first year there were only 4 Teams in women and 4 Teams in mens league but right now there are 7 mens team and 6 womens Team.







## Number of Hockey Players

Since the beginning of Inline hockey it all started with very little active players and in all these years we have reached 600 active players in inline which 70% were men and only 30% were women.

However since the beginning of ice hockey we only started with 30 senior active players but right now we have attracted 700 active players in three years which 40% of them are men and the other 60% are women in most ages, not only seniors.

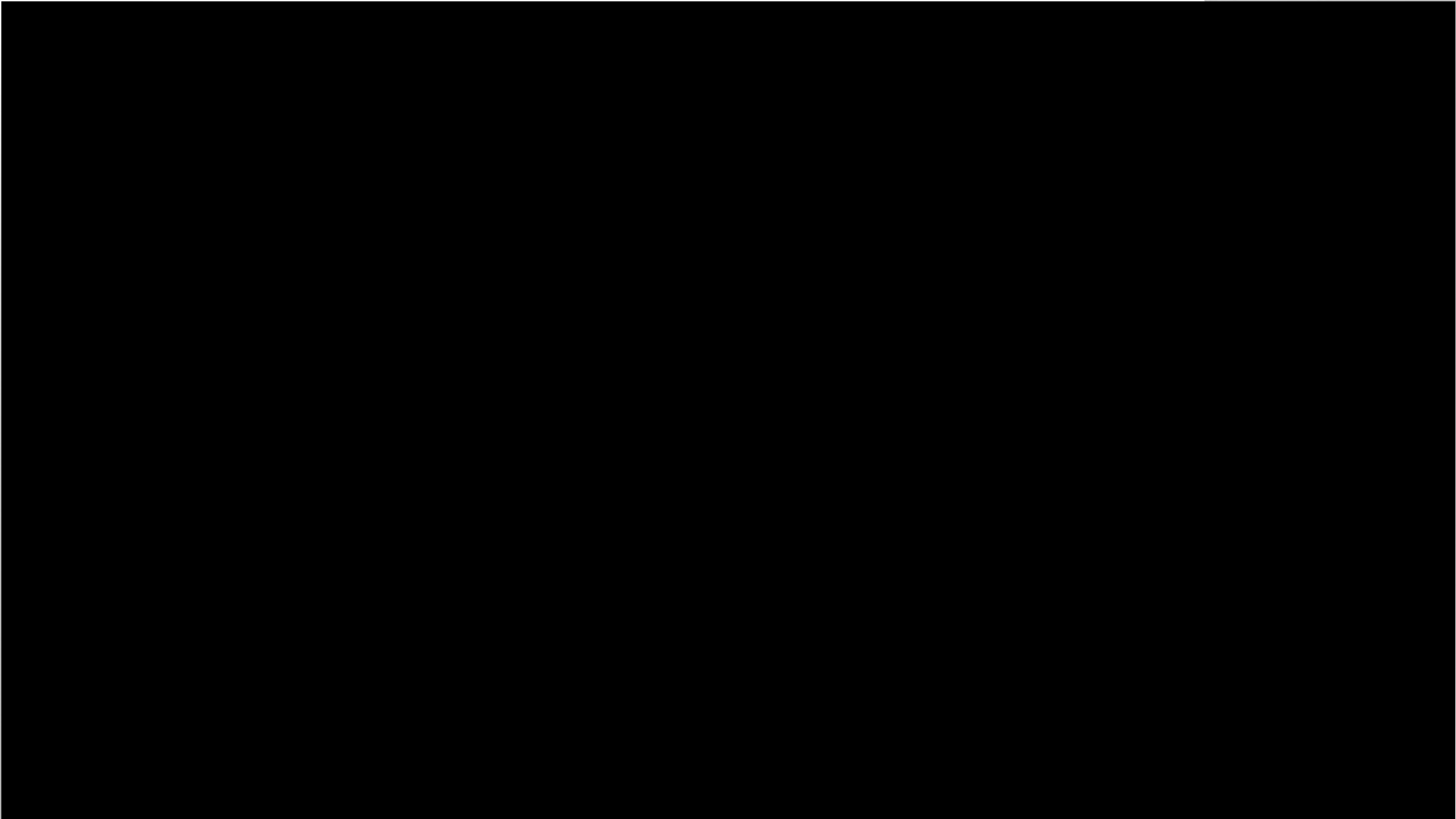
Before

U10 10 kids

Now

U10 about 100 kids







## Icebox Academy

Icebox Academy started its work with only 10 players in senior women's team and 10 players in U18 men's team.

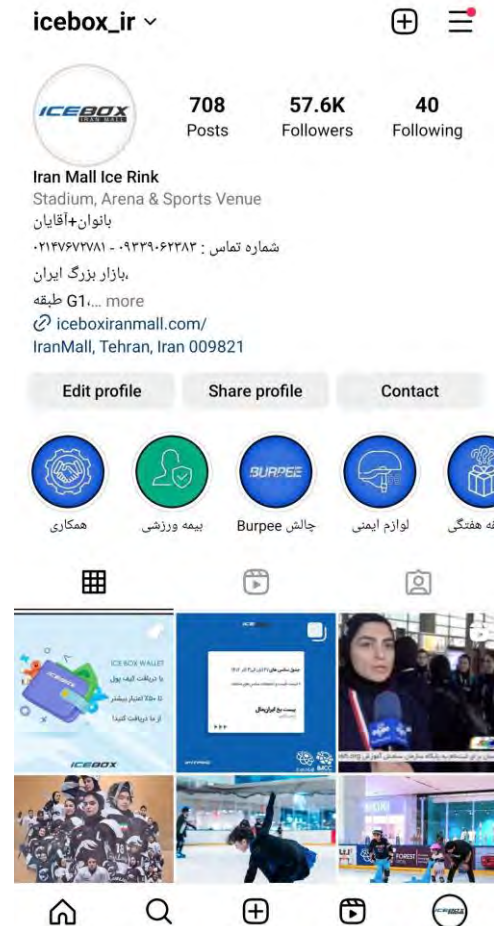
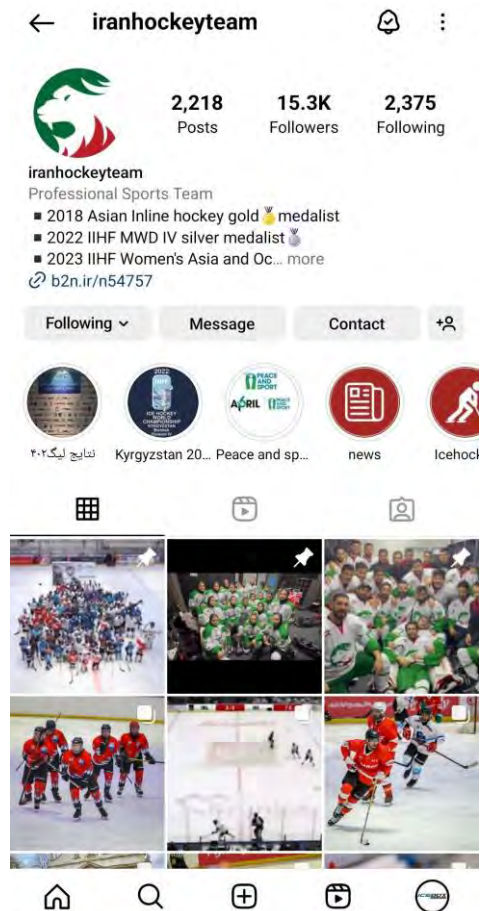
Exactly three years ago we started to attract hockey players. Back then no one knew about hockey they just came to learn ice skating.

We used some recruitment models such as :

- Advertising and introducing hockey via the screens around the rink
- Participation of adults national team in international competitions
- Live television broadcast of hockey games
- Formation of families and coaches association
- Training coaches from interested participants



- Active Instagram and posting announcements on Instagram







- Monthly competitions



- Ice hockey league





- Inviting different clubs who had inline hockey





# Hockey outside of Tehran

Because of the strong Roller Hockey culture throughout the country, we continue to recruit players and kids through Roller hockey as well. More and more roller players have been gradually introduced to ice over time.

Cities with notable Roller programs:

- Varamin  
(has a men's team in our ice league, along with U12 teams participating in ice hockey events such as 3v3 half ice)



- Rey (has teams at all age levels on ice, both men's and women's)



- Tabriz (has a men's team in our ice league this year, and has players on the U12 ice team)

- Hamedan

- Qom

- isfahan







٢٠٢٤  
١٩٩٢

Up to  
**50%**

LC Waikiki

IRAN COTON

LA  
ASTORIA

GALAXY



- Hold exciting hockey games and events in the most crowded time of the mall











- We reach out to local schools in and around Tehran.







- Formation of national hockey team in all ages



U10 BOYS NATIONAL TEAM



U10 GIRLS NATIONAL TEAM

# Next Steps

- Approaching and recruiting kids directly from Private/International schools.
  - Kids from these socioeconomic backgrounds are ideal for hockey, as it is seen as a foreign/luxury/expensive sport.
- Coaches have not yet presented at schools.
  - Mainly due to logistics (especially traffic), and the limited amount of open schools during the summer season.
- Continuing LTP education for local coaches



- Detailed planning for the correct and optimal use of the 40 pieces of equipment provided by the iihf in order to attract Kids who do not have good financial conditions so that we can get the most efficiency from this equipment.

