

Recruitment

Growth = success

New Zealand 2017 – 2022



New Zealand

Population 5,100,000

Sheep 28,000,000

210,000 soccer players

146,000 rugby players (600 clubs)

137,000 netball players

2,347 hockey players (8 clubs)



ICE HOCKEY NZ

- 4 regions
- 7 indoor rinks
- 2 outdoor rinks
- 8 clubs in total





How have we succeeded in growth as an MNA?

IT TOOK A MIND SHIFT

It was really that simple.



Step 2 : NZIHF Mission statement

Feet in skates

Our Goal was and still is 500 new players per year across New Zealand.



Key initiatives :

Age group changes

- 16/17U to 18U
- 13/14U to 15U
- Created a 9U and 12U
- Mandated cross ice at 9U and 12U
- Removed barriers



Key initiatives

Investment

- Financial assistance
- Governance and structure
- Resource and tools
- Gear with the help from IIHF equipment support
- Man power on the ground.



Wellington Launches Learn To Play Programme With Support From NZIHF



Key initiatives

Development

- Create pathways
- Develop a Program
- Structure, find your champions
- Develop a Product
- Marketing
- Educate the Regions and clubs



Why?

NZIHf's Number 1 priority is

Recruitment / Learn to play is the foundation
of every club, region and MNA.

It is the Why & How !!



More Players / more coaches / more officials more volunteers



Fans / revenue / administrators / funding
sponsors / facilities



12U / 9U Super league

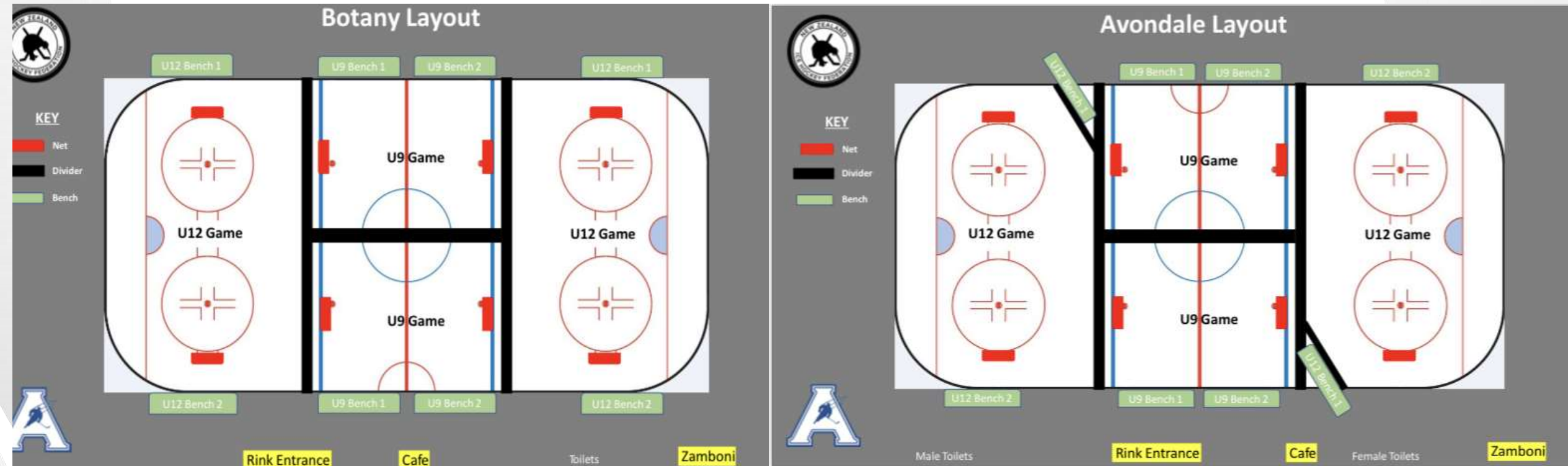
Learn to play pathway



12U / 9U Super league

Recommended rink layout

Two different rink layouts for gates



What were we missing ?
to achieve continued growth

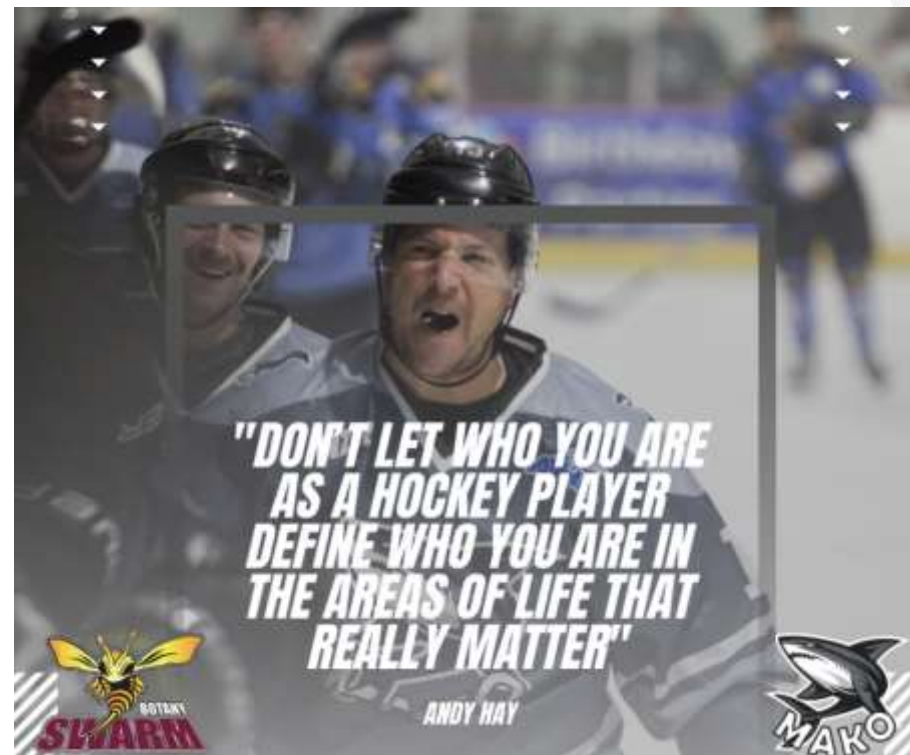
Retention !!!

“It goes hand in hand“
Through all age groups !!



Retain all players.

Auckland Mako NZIHL National league development team



Positive outcomes

- Total memberships 2017 - 1,663 / 2022 **2,347**
- LTP numbers 2017 - 94 / 2022 **395**
- Woman's numbers 2017 - 187 / 2022 **480**
- Youth numbers 2017 - 520 / 2022 **1,120**
- Record numbers of Officials, Coaches and volunteers
- Consistent growth including over the pandemic



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What's your gold medal ?

“Mine is 500 LTP players in 2023”

Summary

- Focus on Recruitment.
- Create a program that works
- Create pathways to retain every player.
- Find your champions.
- Invest in marketing, tools and gear.
- Create an experience on and off ice.
- Remove the barriers.
- Read and react and adapt to suit the club or region.
- Create a fun and safe environment.



**“It’s a marathon, not a sprint and results will follow”
Find solutions !! From we can’t !!! To how can we ??
Do not take your foot off the accelerator.**



October 16 2022, 140 kids, 19 teams, 38 coaches, 19 managers, 20 U18 officials
and 200 games and mr Whippy



Thank you

“Let the hard work begin”

