
AGE DIVISION NAME CHANGE

Messaging & Implementation Plan

V2 February 26, 2020

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Messaging Brief

Background

On Saturday November 16th the Hockey Canada membership ratified the Board of Directors' decision to change the names of the hockey age divisions (as they will appear in the rule book and in the HCR):

Current Name	Age*	New Name
Initiation Program	6 years old and under	Under-7 (U7)
Novice	8 years old and under	Under-9 (U9)
Atom	10 years old and under	Under-11 (U11)
Peewee	12 years old and under	Under-13 (U13)
Bantam	14 years old and under	Under-15 (U15)
Midget	17 years old and under	Under-18 (U18)
Juvenile	20 years old and under	Under-21 (U21)
*Athlete must be the age, or under, on Dec 31		

Public Communication

On Monday November 18th Hockey Canada issued a press release, supported with a post on Twitter, and included the chart below with the following highlights:

- At its Annual General Meeting this weekend in Montreal, the Hockey Canada membership approved a regulation change proposed by the Board of Directors to revise the naming of the hockey age divisions used in minor hockey across Canada.
- This change was initiated by Hockey Canada and its 13 provincial and territorial members and will be implemented nationally with their input and support.
- Following the recommendations of a task team the age divisions will become U7, U9, U13 through to U21 impacting all minor hockey programs under the Hockey Canada umbrella. The change will come into effect for the 2020-2021 season.

- Quote from Michael (in English): “We believe that everyone should feel welcome in the game and I am proud of the hockey community for the thoughtful response to concerns expressed about the names used for our age divisions. We have gone through a comprehensive review and believe that this change will also simplify the system for families who may be new to the game. I look forward to the new naming of the age divisions being implemented for next season.”
- Quote from Michael (in French): “We have gone through a comprehensive review of the names of our age divisions and believe this change will simplify the system for families who may be new to the game. I look forward to the new age division names being implemented for next season.”
- Include chart of age divisions for next season – see below (this is part of the press release a consumer communication piece. It includes ‘Timbits’ as this is how consumers will know it. Note that ‘Timbits’ is not part of the official regulation.)

Year of Birth	Age on Dec 31	Age Division
2014	6 or under	Timbits Under-7 (Timbits U7)
2013	7	Under-9 (U9)
2012	8	
2011	9	Under-11 (U11)
2010	10	
2009	11	Under-13 (U13)
2008	12	
2007	13	Under-15 (U15)
2006	14	
2005	15	Under-18 (U18)
2004	16	
2003	17	
2000-2002	18-19-20	Under-21 (U21)

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Internal/Reactive Communication

Tone

Respectful of families and all impacted, **Proud** of process, **Pleased** with simplicity of new names

Spokesperson

TBD (depending on the subject)

Q&A

Q. Why did Hockey Canada make this change?

Hockey Canada believes that hockey is a sport for everyone, and we want all families to feel welcome. We heard some concerns about an age division name, and we appointed a task team to review.

This change aligns with the Hockey Canada brand in being inclusive for all. This change also aligns with International Ice Hockey Federation (IIHF) age division names. And importantly, we believe that it makes it simpler for parents to register their kids.

Q. Was Hockey Canada not inclusive before?

Hockey Canada and Members strive to be inclusive in everything we do. We heard some concerns with an age division name and responded. A task team was put together and we are pleased with the new age division names.

Q. What is the timing?

Hockey Canada and its Members are committed to having the new age division names in place in advance of the 2020 – 2021 season, and have developed an implementation plan to ensure consistency across the country.

Q. What about existing events and tournaments (i.e. Quebec Peewee, Mac's Midget)

Hockey Canada and its 13 provincial and territorial members have made the change to the age division names and we encourage all organizations to follow suit.

Q. The Quebec International Pee wee Hockey Tournament is an international event, how can Hockey Canada tell it to change its name?

The Quebec International tournament is a tremendously successful event that for years has provided teams and families with an incredible experience. We certainly respect the tournament and the brand that has been built through its history. We look forward to working with the Quebec International Tournament to discuss how we move forward together.

Q. Does Hockey Canada sanction all tournaments (i.e. Quebec Pee wee, Mac's Midget)? If so, what will Hockey Canada do with organizations that don't change to the new names?

Hockey Canada and its 13 provincial and territorial members have made the change and we encourage all organizations to also change. We will review on a case by case basis with organizations that may have concerns with the name changes.

Q. How will this impact 'Minor' and 'Major'?

Age divisions can continue to be subdivided as they currently are in some parts of the country. In parts of the country where Major and Minor are currently used, the name of the age division will become the age, for example: Minor Pee wee will become U12 and Major Pee wee will become U13.

Q. Does this include women's hockey?

This change will impact all programs under Hockey Canada from U7 to U21.

Q. Will MHAs need to change their websites and other age group-named items?

Hockey Canada and its 13 provincial and territorial Members are committed to updating all materials for the start of the 2020-2021 season. We will work with MHAs in updating their materials in a timely manner.

Q. How will historical documents/banners be managed?

Our focus currently is looking forward and updating materials to support families getting into the game.

Q. How will this change be implemented and monitored?

Hockey Canada and its 13 provincial and territorial Members are committed to updating all materials for the start of the 2020-2021 season, and have developed an implementation plan to ensure consistency across the country.

Hockey Canada's registration system (HCR), that is used by all minor hockey associations in Canada will be updated for the annual rollover for the 2020 – 2021 season.

Q. Will this change impact the CHL, CJHL and other Junior hockey leagues?

The naming of the age divisions impacts all levels below Junior hockey so the CHL, CJHL and other junior leagues are not impacted by this change.

Q. It says U7 is for kids aged six or under, can a four-year-old register?

Registration is administered through local minor hockey association (MHA). Families would need to check with their local MHA to determine if four-year old's can be registered in their community.

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Implementation Plan

Item	Notes	Date
Critical Path	<ul style="list-style-type: none"> January 9: Draft implementation plan delivered to Members for feedback January 27: Review feedback and plan with Members at Member Ops February 28: HC confirmation of new names for all applicable National Events January - March: Members work internally and with MHAs/Leagues to address changes April 1: Member leagues, events, regional championships have new names ready May 1: Implementation plan to support registration activated, final comms support plan TBD with Member (social media, website, etc.). May 1: HC and Members have all public (front facing) materials changed on web/social June 1: HCR rollover into new season with all age division name changes included May - August: HC and Members work to update and change all remaining items Sept 1: All changes in place 	N/A
Key Considerations	<ul style="list-style-type: none"> Critical path (timelines) on plan for both HC and Members to ensure consistency Identification and clarity of varying categories of change (with examples) Identification of communication plan with rationale (why) – consistent message Creation of one-page info graphic outlining changes for public/MHA use HC to update all materials and related website links in conjunction with plan Development of sample Member inventory for reference Identify and answer all questions from Members perspective Identify support and follow up plan; Members to work with MHAs/leagues 	N/A
Categories of Change & Deadlines	<p>Registration – Information directly related to the registration of participants:</p> <ul style="list-style-type: none"> Review of forms and materials, rosters, Member related policy requests (IAT, etc.) HCR to be fully updated and ready for annual roll over for the new season on June 1 Spring registration prior to June 1 will continue to use existing age division names <p>Public (front facing) – Information that is directly in front of the public on a regular basis:</p> <ul style="list-style-type: none"> Website (web page content, images, logos, videos, mkt/promo) Sub-sites including stats sites, league sites Social Media platforms and posts/links Communication i.e. Member circulated items such as e-newsletter, emails, etc. <p>Public (back facing) – Information that is available to the public but not openly visible:</p> <ul style="list-style-type: none"> Website documents, downloads, materials & links Policies, regulations and manuals (external) <p>Resources and all other materials – Information used both internally/externally as needed:</p> <ul style="list-style-type: none"> Printed materials - signage, banners, posters, flyers Education based materials (Powerpoints, clinic resources) Event based items (tech packages, tournament rules, trophies) Policies, regulations and manuals (internal) 	<p>April – May 2020</p> <p>May 1, 2020</p> <p>May - August 2020</p> <p>Sept. 1, 2020</p>

**Member
Inventory
(examples)**

Website

- Menus & sub-menus
- Page content (text)
- News items (current)
- Buttons, banners & ads
- Videos
- Calendar of events
- Downloads, links & urls
- Sub-sites (if applicable)
- Event/program registration
- Merchandise related pages

Marketing/Promotion

- Advertisements (digital & printed)
- Sponsors/partners & 3rd party materials
- Signage, banners, flyers, displays, contests, reports, etc.

Social Media

- All related posts, materials, images and links
- Twitter, Instagram, Facebook, Youtube (and any others utilized by Members)

Communication

- Internal and external; email, fax, memos, bulletins
- E-newsletters, podcasts, radio/tv, etc.

Registration

- Printed materials – registration packages, tutorials, rosters, forms, policies
- Online registration related text, forms, platforms
- HCR and related platforms (completed by HC)

Policies/Manuals

- Constitution/By Laws & Regulations handbook
- All applicable internal and external policies, manuals and guideline documents
- Strategic plan and/or related governing policies

Education Materials

- Clinic resources and materials
- Powerpoint presentations
- Member developed guidelines/information

MHA/Leagues

- Members responsible to coordinate and follow up with MHAs, Leagues, etc.

The inventory listed above is a guideline for Members and include examples of areas that should be reviewed when making changes. We understand some may not apply to all Members and/or there may additional items to consider.

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Implementation - Member Q & A

Q. Are Members required to follow the plan and critical path as presented?

To ensure consistency and reduce any chance of confusion by our hockey community we ask that all Members follow the timelines and implementation plan. There will be opportunity for feedback and discussion to develop a finalized agreed plan and alignment between Hockey Canada and its Members.

Q. Do timelines change depending on when Members open registration?

All changes and timelines will be as consistent as possible between Hockey Canada and its Members.

Q. Does Hockey Canada plan a public communications “roll out”?

This is currently being discussed by the Marketing & Communications department. With the May 1st date established to finalize all public front facing items, there will be consideration on what, if any, supporting materials and messaging may be needed by Hockey Canada and its Members. A one-page info graphic outlining the new age divisions and rationale for public use by MHAs and Leagues is under review.

Q. Can Members keep old terminology in brackets in its information - eg. “Under-9 (Novice)”?

Hockey Canada will be making the full change to the new age division names with no reference to the old terminology and Members are strongly encouraged to do the same. Note: Members that choose to include the old terminology will be required to remove all reference after the 2020 – 2021 season, therefore resulting in twice the work. In addition, Members may have to defend the use of old terminology to its customers.

Q. Can Members begin making changes now?

As outlined in the critical path and implementation plan, Members should begin making preparations and allocate the appropriate resources for all changes as soon as possible. However, to avoid confusion, ideally public (front facing) changes should be saved as drafts and made visible on the established May 1st date as they do not technically take effect until the 2020 – 2021 season.

Q. What are the names for regional/national events that impact provincial leagues and/or programs?

The following names will be adopted for the 2020 – 2021 season:

- Esso Cup – Women’s U18 Club Championship
- TELUS Cup – U18 Club Championship

Regional Championships will adopt the same format, for example, “*Esso Cup – West Region Women’s U18 Club Championship*”.

Member leagues leading to regional and national championships will have a variety of names and/or acronyms, the only requirement is to have the new age division (i.e. U18) incorporated.

Q. What are the suggested or required changes to Member historical information? How far back? What type of items would be included?

Members are not required to change any historical information unless it is currently a public (front facing) item on its website or social media pages. Our focus is moving forward with all information applicable to the 2020 – 2021 season and beyond. Therefore, changes are not required to items such as old banners, trophies, reports or web pages not openly visible. In addition, no modification to past social posts are required.

Q. Do all marketing and promotional materials have to be changed? (eg. if Member has a Novice promotional video that is still applicable/important)

Members should change all public materials including videos to reflect the new age division names. However, this may not be possible immediately, in this case a disclaimer in text could be added (at the start of a video for example). These types of materials will be most effective if current and up to date so complete changes should be part of the long term goal.

Q. When will Hockey Canada have their website materials changed and will there be a need to re-establish appropriate links to videos, pdf documents, web pages etc. (or will they remain the same meaning they will automatically link to appropriate information)?

Hockey Canada will advise Members as materials are developed through Member Engagement. Every effort will be made to ensure a smooth transition for Members, retaining links, url’s etc. where possible. However, Members will be required to review and confirm that all links, downloads and url’s are current through implementation.

Q. What date will all information be updated in the HCR and related platforms?

Hockey Canada will ensure the HCR is fully updated and ready for the annual rollover for the 2020 – 2021 season on June 1st, and will also work to this with all 3rd parties (i.e. Team Snap).

Q. How do we work with our MHAs to ensure they are making the applicable changes?

Hockey Canada is working directly with its 13 Members to create an implementation plan. Members are encouraged and welcome to share modified components of this plan related to their MHAs to assist in the transition. Ultimately it will be the Members responsibility to work with and support the MHAs.