

# The importance of systematic Recruitment and Retention for the Future

**IIHF Youth and Junior Development  
Committee  
Priorities 2016 - 2020**

# IIHF – the governing body of international ice hockey and inline hockey

- IIHF Statutes and Bylaws – 1. General Matters – 2. Objectives
- To legislate, govern, operate, organize, maintain, establish, promote, arrange, conduct, comply and develop international ice Hockey
- Budget approx. 35 Mil EURO/Year
- Membership in the IIHF includes the acceptance of responsibilities by every Member National Association for its role in implementing its sporting goals while acting conscientiously and responsibly to respect the environment
- 77 Members



# IIHF – the governing body of international ice hockey and inline hockey

- **5 educational programs**
- IIHF Coach Development program
- IIHF Official's Development program
- IIHF Junior Hockey Development program (incl. Player Development )
- IIHF Medical Development program
- IIHF Administrator Development program

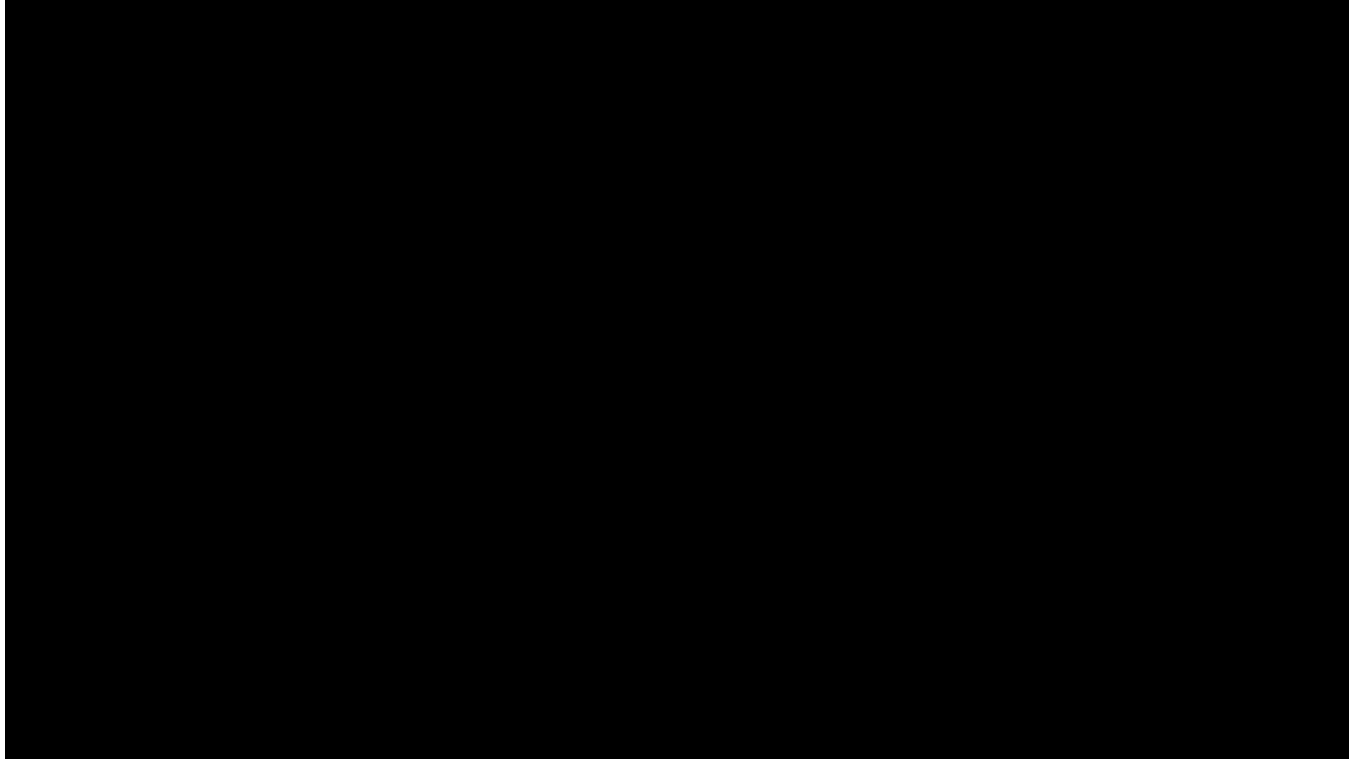


## The importance of systematic Recruitment and Retention for the future of Game of Hockey

- ❑ If you want to build a big company, you have to build yourself first T.B.
- ❑ Inspiration is an important drive unit of the development
- ❑ The same cut coat does not fit all people who want to wear it
- ❑ What I hear,I forget.What I see,I remember. What I try, I understand.
- ❑ Why is RR so important ?                      The money pie cake of worldsports
- ❑ RR is not only our future of the game, but the future of our business
- ❑ New markets are unique opportunity, how do we reach them ?



# CZECH PROJECT: LET'S PLAY HOCKEY



## CZECH PROJECT: LET'S PLAY HOCKEY

❑ MEDIA CAMPAIGN

❑ EQUIPMENT  
FOR CLUBS

❑ WORK WITH  
PARENTS

❑ HOCKEY WEEK

TWO TIMES PER YEAR, REGIONAL COACHES

❑ SPECIAL PROJECTS



## CZECH PROJECT: LET'S PLAY HOCKEY

- ❑ **Target group:** Children of 4 – 10 years of age and their parents (hockey players and non-hockey players)
- ❑ **Project length:** 4 years
- ❑ **Bring more children** to hockey and assist to keep them inside the sport.
- ❑ **Improve perception** of upbringing of young hockey players by public, increase their knowledge and break the barriers for hockey playing.
- ❑ **Strengthen the image of hockey** as a sport with attractive projects and expand existing portfolio of sponsoring opportunities with the grassroots project.



## CZECH PROJECT: LET'S PLAY HOCKEY

- ❑ 2010 – 2016 1,85 Mil EUR for kids ice hockey equipment
- ❑ 2015 – 2920 sticks and pairs of skates , 1460 players sets, 146 goalies sets
- ❑ 2015 – 260 000 EUR for support of small club coaches' salaries
- ❑ 2013 - 25 segional coaches (4 plus 21)
- ❑ 2015 – DTYP – 448 one day camps, 8 regional tournaments,1288
- ❑ players – financed from IIHF 2015 WM revenues
- ❑ 2015 - project – HOKEJKA 80 000 members of ice hockey community





# **IIHF Youth and Junior Development Committee**

## **- Priorities 2016 - 2020**

- Launch a recruitment program**
  - Equipment support, facilities negotiation assistance,
- Vierumaki co-operation**
- Launch a Development Program with MNA Assessment, long term and seasonal plan**
- Interactive Virtual Academy**
- Support and facilitate regional co-operation between National Associations and Clubs**



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**THANK YOU  
FOR YOUR ATTENTION**