



## New Association Guide

play it. love it. live it.



# How to Start a New Ringette Association.

Somewhere, somehow, you have encountered Ringette.

Perhaps you played in your youth, and now you have children of your own, and you remember the fun, and you want them to have a chance to build those memories too. Perhaps you moved to a new community, and there is no Ringette program here for your child, and they miss playing. Perhaps you read an article about Ringette, and thought, "That sounds like fun." Perhaps you visited another place, and people were playing Ringette. Or, someone told you about Ringette. Or maybe your child found some really neat Ringette videos on the Internet, and wants to try the game.

Now you're hooked on this great, uniquely Canadian, game. The only problem is that there is no Ringette where you live.

We can help.

Ringette Canada developed this manual to give you some tips on how to set up and establish a new Ringette Association in your community.

## AT THE START

As you start your quest to create Ringette in your community, you are faced with two key questions:

- *What do I need?*
- *Where can I find what I need?*

This guide will help you answer those questions, as well as give you some additional ideas to consider.

The simple answer to question one is: you need **people**, and you need **resources**.

Our discussion of how to resolve those two basic needs will also help you learn the answers to the second question.

## YOU NEED PEOPLE

Let's begin with people.

You need *athletes*, and you need *volunteers*.

In the early stages of your fledgling association, you probably won't have large numbers of athletes, and your need for volunteers will be correspondingly small.

However, understanding the various roles that you will need to fill later, as your organization grows, will prepare you to meet those needs as they arise. And the old wisdom still holds true - "Many hands make light work." People are much more willing to take on a task that doesn't appear overwhelming in time and energy commitment. Engaging volunteers early, and allowing them to grow with the job is a successful recruiting and retention strategy.

## FINDING ATHLETES

How you approach your athlete recruiting will be driven to some extent by the general age group that is your target market.

- Is your child just starting the whole sport experience?
- Is your child older, having perhaps played somewhere before?
- Are you looking for a group of adults your age who may have played in the past (or not), to get a recreational adult team or two going?
- Are you looking to form some co-ed teams?

Here are some ideas for finding and recruiting your athletes.

- **Word of mouth**

The most basic form of player recruiting is simply - *asking*.

You may be surprised by how many of your present friends and acquaintances played “back in the day”, and thought, like you, that because there was no Ringette in your community, there was no interest.

If you find one other interested person, you are then both doubled, and together you can move mountains.

One of the most successful recruiting methods for the Under 8 age group is one enthusiastic Mom talking to other parents on the school steps while waiting for school to let out. With older youth, an enthusiastic player talking to friends isn't as effective – someone has to take action. But if a parent, or two, rented an hour of ice, and organized a pizza and Ringette session at a nominal fee per participant, then a reasonable turnout makes this a negligible cost recruiting method.

- **Posters**

Print some simple posters with your computer, advertising a meeting date, time and place, and inviting anyone interested to attend. The venue could be the local library, or any free community meeting place.

Post these in supermarkets, the library, local sporting goods shops, beauty salons or anywhere else that will agree to display them. If you are targeting adults, don't forget all the local day care centers. Moms of daycare age children need a break. Does your community have a family resource center? That's another place to post. Will your local schools permit you to supply posters or handouts? Will they help facilitate the distribution? Would they add your information to the school newsletter?

- **The Media**

The next level of recruiting sophistication is media advertising.

Place a small classified ad in the local community newspaper, asking anyone interested in getting Ringette started in your community to contact you. Perhaps the paper has a Community Events page where you could post your notice at no cost.

Better yet, buy a small display ad inviting anyone interested to meet for an information session at a local (free) community venue. You can compound the value of the ad if you can also give the community newspaper an editorial “hook” - something they can write a short

article about - "After 20 years, a resurgence of interest in Ringette is taking place in Anytown...". "Ringette has changed – and it's coming back to Anytown." Community papers are always looking for items of local interest, and you've given them something to write about. Better yet for them, you bought an ad.

Does the local radio station make community events announcements? Take advantage of that.

- **The Internet**

If you are targeting older youth, use the viral marketing power of the social networking programs like Facebook. You may not know how to do it, but you can be assured that the youth in your family will have no problem at all – in fact, they may have some innovative ideas.

These suggestions are all simple, relatively inexpensive – or free - and do-it-yourself. Now let's tap into some other available *resources*.

## **ATHLETE RECRUITING RESOURCES**

There are three sources of tools, programs, ideas and information that are readily available to you:

1. Your Provincial Sport Organization (PSO). Information on all of the provincial Ringette organizations will be found in the appendix.
2. Ringette Canada
3. Neighbouring Ringette Associations

### **1) Provincial Sport Organizations**

Your provincial Ringette organization will likely have a selection of recruiting tools that you can access for free, or for a nominal cost. These might include brochures, Introduction to Ringette booklets, DVDs, Videos. They will certainly be able to direct you to Association contacts in neighbouring communities.

All provincial Ringette organizations have formal community outreach and development programs which are available to you. Resources permitting, they will leap at the opportunity to establish a program in a new community, and they will be delighted that you have taken the initiative to start the process.

First among these outreach programs is ***Come Try Ringette***.

***Come Try Ringette*** is a professionally developed and tested recruiting system. The system includes a web site ( [www.cometryringette.ca](http://www.cometryringette.ca) ) , a display unit, posters, brochures and business cards. These supplies are available from your provincial association, and can be customized specifically for your event. The provincial association will provide free training to your community group on How To effectively plan and run a Come Try Ringette event. They will supply trained Player Development Instructors to run the on-ice portion of your event, and to assist you with the pre- and post-event activities.

Organizing a successful Come Try Ringette event is not a last minute decision. You should contact your provincial association as far in advance as possible to ensure that your organization is fully trained, with adequate time to implement the system, and to ensure that provincial instructors are booked and confirmed for your event.

If you follow the system, recruiting success rates of over 80% of the attendees is not uncommon.

## 2) Ringette Canada

Depending on available funding, Ringette Canada may be able to conduct a ***Community Development Outreach*** session in your community. These sessions are typically focused on new Ringette communities. (Established associations are encouraged to make regular use of *Come Try Ringette*.)

Ringette Canada selects a community to work in, perhaps as a result of your initiative, perhaps as a result of a request from the provincial Ringette organization, and organizes three or four day outreach visits. With the assistance of a local champion (you), we plan two visits.

On our first visit, we meet you, and any other people you have already recruited, and get you involved in the organizing as well.. We meet with the key people in your municipal Community Recreation organization. At that meeting we present the value of Ringette to the community as a whole, and we secure an ice booking for a Come Try Ringette session.

We also contact the local School Board, typically through the Healthy Active Living Coordinator, to organize Gym Ringette sessions in the schools.

The enticement for the schools is that we will leave behind a set of Gym Ringette equipment for the school, as well as a Teacher resource manual.

We contact the local media, place advertising for your event, and try to provide some editorial content/interviews to help publicize the upcoming event.

On our second visit, we arrive with a cadre of instructors. We spend two or three full days conducting Gym Ringette classes in the area schools, and we also put on a full, hour-long *Come Try Ringette* session on-ice.

All of the leads and contacts and registrations from these activities are then turned over to the new local organization (you) for follow-up. Ideally, you are swamped with interested potential Ringette families, and your new organization is poised to takeoff.

### **3) Neighbouring Ringette Associations**

Nearby Ringette associations can help your recruiting effort in a number of different ways.

First among these is existing players.

You may be surprised to discover that athletes from your community are already playing in the next association. Whether they will return to play "at home" will depend on many factors – their age, friendships, distance they travel, level of skill, how long they've been playing "away", and so on. But they may be a resource to swell your ranks. Obviously, getting these players "home" may also require some delicate negotiation with their current association. In that process, please ensure that the players' needs and wants are your guiding principles, not what you think is "best".

On a practical level, your neighbouring association can be a valuable mentor for you in recruiting new athletes.

They may have additional recruiting ideas that have worked for them. Depending on the distance between you, they may have contacts you can use; they may know people who might be interested, or who, in turn, may know other people who might be interested in playing Ringette. "My cousin lives in Anytown, and she has a daughter who might be interested. Why don't you call her?" "Joan Anybody used to play years ago..she might be interested".

Your community and theirs may share a common school division – so they may well know who to talk to in the schools, and who the inside allies are.

# ***FINDING VOLUNTEERS***

You new organization will need people in a number of different capacities:

- Administrators
- Coaches
- Officials

At the start, your numbers may be small, and every volunteer will end up wearing several hats.

It bears stating again, though, that the sooner you get more people sharing the responsibilities, the better off you all will be.

The primary cause of volunteer burnout is too few people trying to carry the whole load. You pay a double price for volunteer burnout – first, you lose that volunteer; second, you have to try and recruit two, or even three people to replace him/her. Difficult, because prospects look at what you're asking them to do, and say, "that's too much to take on."

Let's look at the jobs that need filling.

## **ADMINISTRATORS**

There are three levels of urgency in recruiting volunteers for your new organization's administration.

### **Level One**

- President
- Vice President
- Treasurer

### **Level Two**

- Registrar
- Ice Convenor
- Director of Officials

### **Level Three**

- Director of Coaching
- Director of Minor Officials
- Director of Fund Raising
- Director of Publicity

## **Level One**

The first three positions that you will need to fill in your new Association are those of President, Vice President, and Treasurer.

The President and Vice President will wind up doing many jobs initially, as they'll have to share various other duties until the organization grows to the point that additional volunteers are available. The Treasurer will primarily focus on money and banking, and can help out with other activities as time permits.

### **President**

The President is the public face of your association. The main point of contact. The association spokesperson.

The president should:

- lead the association,
- chair association meetings,
- collect outside ideas for discussion,
- contribute ideas for association direction and progress,
- ensure that agreed projects progress to completion,
- build a contact network,
- be in ongoing contact with the Provincial association,
- be a financial signing authority

### **Vice President**

The Vice President acts as the President's right hand, while training and learning to be the President's logical successor

The Vice President should:

- act as meeting chair in the President's absence,
- be an financial signing authority
- handle special/unique assignments as directed by the President, (or Board, once you have one)
- be a contact with neighbouring associations
- may have specific duties and responsibilities (e.g. volunteer recruiting, chair the Nominating Committee)

## **Treasurer**

The Treasurer handles all aspects of financial management for the association.

The Treasurer should:

- set up and maintain a bank account
- be a required financial signing authority
- receive and deposit all association moneys
- pay all association bills
- ensure that all association fees are collected when due (registration)
- keep a set of books (simple at first, more complex as the association grows)
- present a financial report at every regular meeting
- generate ideas for fund raising as required
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In the beginning of any new association, *all of the functions of the Level Two administrators will have to be handled by these three people.*

For example, it is essential that all association participants are properly registered - with your association, your Provincial association, and Ringette Canada. This cannot be neglected; there are certainly time deadlines that must be met, for example, and paperwork that cannot be ignored.

Similarly, unless someone arranges for ice, your athletes will have nowhere to play. Someone has to book the ice, let the participants know when that ice time is, and money has to be collected to pay for it. And, when they play, they will need both on-ice and minor officials. Someone will have to ensure that these needs are met.

Ideally, you will start your association with enough volunteers to begin filling the Level two positions as quickly as possible.

## Level Two

These jobs are very important, and the sooner you have people in place “learning the ropes”, the more effectively and trouble free your new association will function.

It should be obvious that the success or failure of your Association will be determined by the experiences of new and potential Ringette participants. Most of the time, participants have no clue about all the behind the scenes work that is essential to providing their sport experience. But they'll notice immediately when things go wrong – and if things go wrong too often, they'll vote with their feet.

Having volunteers in place looking after these positions will help prevent things going wrong.

### Registrar

The Registrar looks after the accurate registration of all association participants with all of the relevant governing bodies.

The Registrar should:

- Consult with the Provincial Association to determine:
  - what fees are required at both the Provincial level and for Ringette Canada.
  - What forms are required to register participants with those sport governing bodies.
  - What are the crucial dates.
  - What benefits are available (e.g. insurance) and how that is paid, and who is covered.
  - What are the pertinent regulations of those sport governing bodies.
- Consult with the President (Board of Directors) to establish:
  - Policy that sets out which participant/team expenses are included as part of the association's registration fee
    - game ice?
    - officials (major – referees - & minor – timekeepers; or only major, and teams supply their own minor officials)?
    - practice ice?
- Consult with the Treasurer to establish:
  - Registration fees sufficient to cover all mandated costs
  - How those fees will be collected
- Ensure that all appropriate registration documentation is completed and filed

with the appropriate authority in a timely manner.

- Ensure that complete registration records are maintained on a year-to-year basis ongoing.

## **Ice Convenor**

The Ice Convenor ensures that the association has ice available for games and practices, and that association teams know their ice times well in advance.

The Ice Convenor should:

- Make contact with the municipal department responsible for the allocation of ice in municipal facilities
- Arrange for sufficient ice (preferably at age appropriate times) for your association's requirements
- Understand the billing cycle/billing process for municipal ice allotments
- Advise the Treasurer of the association's ice liability.
- Understand the municipal regulations about the return of ice that is surplus. And the penalties (beyond straight cost), if any, for "burnt" ice.
- Allocate the available ice fairly to association teams for games and practices.
- Advise association teams about the conditions of ice usage, and the penalties for non-compliance.
- Bill association teams for ice costs for which they are liable, and collect those accounts.
- Advise the Treasurer of ice costs owing to the municipality, in sufficient time for these to be paid.
- Be an advocate for Ringette in the ice allocation process at the municipal level.

## **Director of Officials**

The Director of Officials is responsible for recruiting, training and assigning officials for all of your new association's home games and tournaments.

The Director of Officials should:

- Immediately contact neighbouring associations to see if trained referees would be available from their association on an interim basis, as required. (You may have to offer a mileage incentive, depending on the distance)
- Immediately begin a recruiting process for local referees. Potential sources are:
  - existing minor hockey referees. Most of these are young people who can use the extra income. They come partially pre-trained. They

would probably welcome the opportunity to get additional games by simply taking a weekend officiating course in Ringette.

- Depending on the age and skill level of your new athletes, parents can often be recruited as referees. Offer the clinic for free as an incentive – try to get your Provincial Ringette Association to do this as a community development initiative.
  
- Immediately arrange a minor officials clinic to train parents or local teenagers as timekeepers, scorekeepers, and, if required, as shot clock operators. Again, your Provincial association should assist.
- As soon as you have identified potential referees, contact your Provincial association and arrange a refereeing clinic.
- Assign referees and minor officials to your association's home games.
- Inquire of your Provincial association about mentoring programs for your officials
- As your referees' skills increase, arrange with your Provincial Association to initiate a regular evaluation process.
- Initiate continuing recruiting of officials
- When required, consult with the Provincial Association about borrowing/renting shot clocks, and training operators.
- When practical, consult with the Treasurer about the possible purchase of shot clocks

## **Level Three**

Level Three volunteer positions fall into the category of “nice -to-have/not-crucial”. These are the positions you should work toward filling as your association grows and expands in both people and resources.

### **Director of Coaching**

The Director of Coaching would be the first of the Level Three positions that your new association should attempt to fill as soon as practical. The Director of Coaching is responsible for the recruiting and on-going training and retention of association coaches.

The Director of Coaching should:

- In collaboration with the Board of Directors, develop a set of association coaching principles and guidelines. These principles should reflect Long Term

Athlete Development (LTAD) guidelines, the NCCP Code of Ethics, and True Sport principles. Contact your Provincial Association for input on this. Association coaches should be expected to follow the association's principles of coaching.

- Identify and recruit suitable prospects to coach association teams. In early days, these volunteers are usually willing parents.
- Contact your Provincial association to arrange the delivery of NCCP Coaching Clinics for your volunteers.
  
- These clinics will provide coaches with the necessary resources to get started – drill manuals, rule books, practice planning ideas.
- Plan on-going coach education and development
- Plan on-going coach recruiting.

### **The Director of Minor Officials**

The Director of Minor Officials is responsible for recruiting and training and assigning the minor (off-ice) game officials. That is, timekeepers, scorekeepers and shot clock operators.

The Director of Minor Officials should:

- Identify and recruit minor officials.

In the early days of your association, parents will likely fill the minor official positions. This is fine, and they can kind of muddle through to start with. However, they should be properly trained. Your Provincial Association should offer a clinic to train your people as quickly as possible.

- Obtain training for minor officials.
- Assign minor officials to games.
- Be responsible for the care and maintenance of association owned equipment (shot clocks)

### **The Director of Publicity**

The Director of Publicity is responsible for keeping both your association members, and the wider community informed about interesting aspects of this great game.

The Director of Publicity should:

- Develop contacts among the various media in the community.
- Constantly be seeking innovative ways to raise the consciousness of Ringette in the wider community
- Work together with the Provincial association on projects that will generate

- newsworthy items, and ensure that those items get to the media.
- Encourage members of your association to do whatever they can to inform others about “their” game.
    - Taking Gym Ringette to the schools; encouraging teachers to make Gym Ringette part of their physical activity plan.
    - Speaking to service club meetings about the heritage of Ringette as a uniquely Canadian sport, and recognized as such by the Government.
    - Promoting Gym Ringette and ice Ringette to seniors groups as a healthy, safe activity. Ringette is a Sport for Life.
  - Stretch their imagination to promote Ringette in as many innovative ways as possible.

### **The Director of Fund Raising**

The Director of Fund Raising is responsible for investigating any and all available sources of revenue, and ensuring that the association's funding needs are met.

The Director of Fund raising should:

- Decide, in consultation with the Board of Directors and the Treasurer what fund raising requirements your association has now, and what will be required in the future for association initiatives.
- Contact the Provincial Association to find out what government funding programs exist (e.g. Bingos) and how those are accessed.
- Register your new association to participate in any already existing government funding programs.
- Seek out other “special” government funding programs that may exist (Women in Sport; special projects grants; etc.) and apply for them as appropriate.
- Evaluate the suitability, attractiveness (saleability), and work required of the many many fund raising programs that are constantly touted to non-profit organizations such as yours. Does the work/risk justify the reward?
- Research what businesses your participants' parents, and your adult participants work in. What sponsorship potential exists?
- Research the corporate relationships that Ringette Canada has, and investigate how that can be useful to your community. (e.g. Ringette Canada presently enjoys on-going sponsorship from Tim Horton's. Tim Horton's will supply, FREE OF CHARGE, Bunnies TimBits Ringette jerseys to associations for their littlest athletes. Contact your local Tim Horton's manager to find out how to access this offer)

### **Coaches**

Once you have recruited athletes for your new association, your next immediate need is coaches for your teams.

In the early stages of your association it is most likely that you will recruit your coaches from among your athletes' parents. Obviously, any parent who has already had coaching experience in any sport has some transferable skills. And, certainly, a hockey coach will bring important knowledge to this sport.

However, it is important to keep in mind that Ringette is not just "hockey for girls". This sport requires unique skill sets from the athletes, and unique strategy and tactical planning from the coach. Therefore, experience in hockey should not be a defining characteristic in your recruiting search.

Nor should a high level of skating ability be a requirement. There is not necessarily a direct relationship between the ability to perform a skill and the ability to teach that skill. Many highly successful Ringette coaches are marginal skaters. More important is the ability to break a complex skill down into teachable parts, and the ability to explain in language appropriate to the age group of the athletes. Observational skills are very important – the ability to see and understand where an individual athlete, or the group as a whole, is having difficulty, and the ability to analyze the root problem and correct it, are what makes a great technical coach.

You want to look for people who are going to have fun coaching, not people who are participating because "someone's got to do it." If you're having fun, your athletes will have fun. And having fun is the First Rule.

You want to look for people who understand, and will "buy in" to the principles of LTAD (Long Term Athlete Development), because these are mandated principles of our sport, nationally, provincially, and by your new association. Accepting and implementing LTAD means that the emphasis for all young athletes, and older "recreational" (non-elite) athletes is fun and skill development, not competition and winning.

You want to look for people who will recognize the value of the NCCP Code of Ethics that they will be taught, and the principles of True Sport.

### **Coach education**

Once you have located people to coach your athletes they will need to be taught the necessary skills.

Contact your Provincial Association to determine:

- The certification requirements for your coaches
- The deadline dates for certification
- Arrangements for NCCP clinics for your new and experienced coaches

- Costs of clinics (Who will pay this – the coach or the association?)
- The availability of a Provincial Mentorship program for coaches
- What materials can your coaches access prior to the clinic to help them get started.

## Officials

Now that you have athletes and coaches, they are going to want to compete against other teams. However, to play a game, you need referees.

Your new organization's circumstances will determine how pressing the need is to recruit and train referees. Do you have enough teams in your new association to play against each other? Will your new association be joining an existing league? Will your teams only play in tournaments to begin with?

If you are joining an already existing league, there is an excellent possibility that league will have referees available to supply to you for your home games, until you have a cadre of your own officials.

If you are only going to play in tournaments, the tournament organizers will be responsible for supplying officials for their games.

However, if you are located too far from an existing league, and you want to give your athletes the opportunity to play real games, then you will need to recruit and train some referees. The two most handy sources for potential referees are your own participants' parents, and local minor hockey referees.

Your parent pool may be an adequate source of new referees to get your program started if your participants are new to the sport, and not highly skilled, or are a young age group. The ability to skate competently, combined with a Level 1 Referee Clinic, should be sufficient qualifications.

Local minor hockey referees are often teenagers or young men who would welcome the opportunity to make a few extra dollars by officiating your Ringette games. The advantage here is that these young people have already had some training, and they already have some experience. They will still need to take a Level 1 clinic, but the transition from officiating hockey to officiating Ringette ought not to be a difficult one.

Once you have a pool of referees, encourage them to take advanced training, and, if circumstances permit, to challenge themselves by officiating higher skill levels and age groups elsewhere. You want these people to grow and develop their skills in pace with the growth and development of your athletes. That way, when your program matures to the point that you are hosting elite level teams, you will also have the appropriate calibre of referees to support your athletes.

Contact your Provincial Association to determine:

- When Referee certification clinics will be held
- Clinic costs
- What resources may be available to your potential officials before a clinic is available to them.

## YOU NEED RESOURCES

### Basic Information

#### Provincial Sport Organization

Your first contact in your search for resources should be your Provincial Sport Organization (PSO). They have quantities of information ready and waiting to assist new Ringette associations such as yours. They will be able to offer you a wide variety of useful tools, such as:

- Recruiting tools, like the Come Try Ringette system, and the Gym Ringette to the Schools program, with trained people to help you use them effectively.
- Training tools , like NCCP (National Coaching Certification Program) instructional clinics for your coaches, and Ringette Canada Officiating clinics for your officials.
- Printed materials, like Official Rule Books, brochures, Drill Manuals and other coaching resources. And such practical necessities as game sheets and registration forms.
- Money. Your PSO may well have a Development Fund of some kind to assist new associations get started. If not, they will certainly be able to advise you about access to Provincial government funding programs (new community start-up grants, Bingo or government lottery monies). They will also be able to offer guidance in planning your fee structure, to ensure that your new association doesn't operate at a loss.
- Group benefits, such as participant insurance policies, or access to a print shop that all provincial sports use.
- Ringette specific clothing and souvenirs that you can use for fund raising.
- Experienced coaches and officials who are willing to act as mentors to your new recruits, in a direct hands-on, practical way.
- Provincial Skill Development Instructors who can run clinics and camps for your new athletes (and your coaches).
- Summer skill development camps, or a high performance program.
- Your PSO may have ideas on how best to structure your new organization; they may already have a refined set of organizational documents – constitution, bylaws, etc. - that you can reference. Why waste your volunteers' energy and time recreating the

wheel.

## **Ringette Canada**

Ringette Canada will also have some specific tools to help a new association get started:

- Funding permitting, Ringette Canada may be able to involve your community in a comprehensive Community Development Outreach program. As we have already discussed, this program includes network building with key people in your community Parks and Recreation Department, with your local school division, and with the media.
- Major National Sponsorship partners working through local affiliates can be a source of uniforms, or awards and refreshments for tournaments.
- Works with your PSO to develop new sport development tools and initiatives, such as building partnerships with other related sports to leverage our combined memberships for sport friendly government policies.
- Programs to help local levels of our sport understand and implement innovative Federal Government sport policies, such as Long Term Athlete Development.
- Provides the development work necessary to produce coaching development programs, and officiating development programs that create a uniform standard of instruction across the country.

## **Neighbouring Associations**

The association next door can save you many false starts and stumbles, because they will have already made them.

- They will be able to tell you exactly what help is available from your provincial organization – and they can tell you who the contacts are that you should know.
- They may understand the politics of facility access in your area.
- They may have a set of policies and by-laws that might work well for your new organization.
- They have teams for you to play against.
- They have skilled officials that you might employ to get started with your own games.
- They may have sponsorship opportunities that your organization could share or otherwise benefit from.
- They will have skilled volunteers who can help your new people get “up and running”.
- They may have high capital investment equipment such as shot clocks that you could borrow, or rent, until you can afford your own.

## **FACILITIES AND EQUIPMENT**

### **The Municipal Parks and Recreation Department**

Obviously, you want to build a good working relationship with these people right from the very beginning. They control the single most important physical resource that you need – the arena(s). They will need to be consulted immediately on such practical matters as:

- Arranging ice for practices and games
- Arranging to have the necessary Ringette markings added to the ice surface.
- Learning the politics of ice allocation in your community – how do things work around here?

- Looking for other areas of cooperation, for mutual benefit. For example, how about encouraging Gym Ringette for Seniors as an addition to the recreation system's indoor programs? Could you play Gym Ringette on the arena surfaces in the Spring/Summer when the ice is taken out?
- Would Parks and Recreation cover the cost, or share the cost, of such capital expenses as shot clocks? Perhaps these could be shared with a community basketball or lacrosse program.

### **Local Sports Equipment Stores**

Your athletes are going to need Ringette equipment. If there has been no existing program in your community, that may be difficult to find.

A working partnership with a local sports equipment store will be very necessary, and could be extremely beneficial for you both. You will often have more success convincing the local independent shop owner to assist you than one of the big chains. That shop benefits from a growing reputation as the place to go for Ringette equipment, and, with a little training, for good advice. Your new association benefits from having the essential equipment readily available for any prospective athlete.

Your new supplier would have to stock:

- Ringette sticks. There are several grades and price ranges, depending on the level of the technology they employ.
- CSA approved Ringette face masks or cages, in youth and adult sizes.
- Ringette rings

That's it. If your local shop already supplies the hockey community, then they stock every other essential. Later, as the Ringette community grows, they may want to add:

- sport-specific girdles
- Ringette pants.

### **The School Division**

The local school division also has two key resources that your new association can put to good use. One is a physical resource – gyms. The second is a human resource – potential athletes. Making, building and maintaining a good working relationship with the Healthy Active Living Coordinator at the Division can have many benefits:

- Gyms. If available ice is scarce in your community, you can make great progress by utilizing the school gym. Much of the skill practice that you might otherwise do on the ice can be very effectively done in the gym. In fact, young athletes often learn Ringette skills more quickly in the gym – because you've eliminated one huge variable – skating skill. And no equipment! And the opportunity to cross-train other fundamental skills like balance and agility.

- Athletes. Your new association's greatest pool of athletes is in your schools. If, in partnership with the school division, you can reach out to them with a Gym Ringette program, there is a strong possibility that some of the kids may want to try it on the ice as well.

## **WRAP-UP**

That's it. There are all the basics you need to get a Ringette program up and running in your community.

Your success will not depend on how many medals or tournaments your teams win. Your association will boom in popularity if you simply follow the First Rule of Ringette:

### **HAVE FUN!**

That means everybody.

If your participants have fun above all, they'll be back again next year, and they'll bring a whole crowd of their friends with them. If they don't, they'll vote with their feet, and all the championships in the world won't bring them back.

If your volunteers have fun above all, they'll also be back next year, full of new ideas and innovative things to make your program even better. If they don't, they'll vote with their feet, and your organization will wither and die.

Let the children be children. Let them play with their friends in a safe, welcoming, challenging environment. There's a whole life time to fill up with pressure and stress, later.

Let this sport, and your organization, be a recreation for your volunteers, too. Their life, and yours is already way too full of stress, pressure and tension. Each of us needs an outlet that provides relief from all that, not more. Share the load.

Do it. Your new association will be the best ever.

Ringette. Live it. Love it. Mon sport. Ma passion.

# APPENDIX

## CONTACTS

### Information

#### **Ringette Canada**

201-5510 Canotek Road

Gloucester ON K1J 9J4

613-748-5655

<http://www.ringette.ca/content/splash.asp>

#### **BC Ringette Association**

420-789 West Pender Street

Vancouver BC V6C 1H2

613-629-6583

<http://www.bcringette.org/content/home.asp>

#### **Alberta Ringette Association**

11759 Groat Road

Edmonton AB T5M 3K6

780-415-1750

<http://www.ringettealberta.com/>

#### **Saskatchewan Ringette Association**

204-1860 Lorne Street

Regina SK S4P 2L7

306-780-9432

<http://www.ringettesask.com/>

#### **Manitoba Ringette Association**

200 Main Street

Winnipeg MB R3C 4M2

204-925-5711

<http://www.manitobaringette.ca/>

#### **Ontario Ringette Association**

207-3 Concorde Gate

Toronto ON M3C 3N7

416-426-7204

<http://www.ontario-ringette.com/>

**Ringuette Quebec**

4545, av. Pierre-de-Coubertin  
C.P. 1000, Succursale M  
Montreal QC H1V 3R2  
514-252-3085

<http://www.ringuette-quebec.qc.ca/>

**Ringette New Brunswick**

940 rue Centrale  
Memramcook NB E4K 3T4  
506-545-5543

<http://www.sportnb.com/ringette/>

**Ringette Nova Scotia**

4<sup>th</sup> Floor – 5516 Spring Garden Road  
Halifax NS B3J 1G6  
902-425-5450 ext. 341

[http://www.ringette.ns.ca/f\\_index.asp](http://www.ringette.ns.ca/f_index.asp)

**Ringette PEI**

PO Box 302  
40 Enman Crescent  
Charlottetown PEI C1A 7K7  
902-368-4208

<http://www.ringettepei.ca/index.php>

**Coaching Association of Canada**

300-141 Laurier Ave W  
Ottawa ON K1P 5J3  
613-235-5000

<http://www.coach.ca/eng/index.cfm>

**Canadian Sport for Life**

<http://www.ltad.ca/content/home.asp>

**True Sport**

350-955 Green Valley Crescent  
Ottawa ON K2C 3V4  
613-521-9533

<http://www.truesportpur.ca/>

**Canadian Tire JumpStart Program**

1-877-616-6600

<http://www.canadiantire.ca/jumpstart/>

Insert any other information source contact information.

## Equipment

### **Stinger Sports**

293 boul Saint-Jean  
Pointe-Claire QC H9R 3J1  
514-694-0183

### **Dom Sports**

957 Roselawn Ave  
Toronto ON M6B 1B6  
416-781-2338  
<http://www.domsports.com/>

### **The Ringette Store (Calgary)**

108A 3604 52nd Avenue N.W.  
Calgary, Alberta  
T2L 1V9  
403-282-4355  
Toll Free 1-877-68(ROCKS) 7-6257

### **The Ringette Store (Stratford)**

2980 Ontario Street Line 34 RR #4  
Stratford, Ontario  
N5A 6S5  
519-271-3000  
Toll Free 1- 866-858-6888

<http://www.ringettestore.com/>