



Ice Hockey WA

(Trading name of the Western Australian Ice Hockey Association Inc)

ABN 43 408 149 325

State Coaching Coordinator: Jo Frankenberger

Ph: 0432 884 212

Email: jo_frankenberger@hotmail.com

Web site: www.icewa.com

29 August 2012

Coaches Update #3

Welcome to the third Coaches Update for 2012. Congratulations to the State Coaches and WA teams who have competed in each National tournament. A recap of the results is as follows:

Team	Age category	Placing	Coaching Staff
Ginsberg	13 & under	5th Place	Scott Atkins and Graham Hyde
De Fris	15 & under	Gold Medal	Dave Ruck and Darin Bryce
Tange	18 & under	Silver Medal	Markus Frankenberger and Al Coultts

Thank you to all State team coaches for your efforts and time in giving the selected players a great experience. Two medal placings are undoubtedly icing on the cake for the De Fris and Tange team coaches who have each put in 3+ years with each of the teams. New State team coaches Scott Atkins and Graham Hyde should also be commended on their first State team trip away. It's great that these teams have competed, results will be varied for whatever reason but at the end of the day the time taken to invest in these promising young athletes is what matters most. Coaches please remember to submit your coaches' report on your respective tournament. Your report is an important tool in ongoing and continuous improvement in the State teams' process.

Australian National Junior Ice Hockey League

WA will be participating in the ANJIHL in 2012/2013. While the format is not yet set in stone WA is seeking qualified and experienced coaches to coach and travel with the teams. More information will be provided once available. Expressions of interest from suitably qualified and experienced coaches are welcomed.

Other news & updates

- EOI's for 2013 State team coaching positions have been uploaded to the WAIHA website. It's fantastic to note that many coaches have already put up their hands. Best of luck to all applicants. WAIHA will be calling for State team coaches for Ginsberg, De Fris and Tange. Coaches must hold a level 1 accreditation at the minimum and should be actively coaching in the league. Final allocation of coaches will be decided on by the WAIHA committee in conjunction with the State Coaching Director.
- EOI's have also been received from coaches from all three WA clubs for 2013 National Camps. Thank you to all the applicants and news of successful application is imminent.



- The budget for Coaches development for 2012/2013 has been submitted and will be discussed and (hopefully approved) at the August/ September WAIHA meeting. The budget contains a significant budget increase for coaches' development initiatives. Specialist coaching seminars on selected hockey topics have been pencilled in for 2013. Dates of the seminars will be posted on the website once organised.
- An Atom structure format has been prepared in draft by coaches in conjunction with WAIHA President Randy Salmond. This came about as an action from one WAIHA meeting which acknowledged the importance of having Atom games set up for our State's youngest hockey players. Committee members and clubs were canvassed for coaches and volunteers to assist. So far the response has been minimal but we hope to have all clubs, rinks and coaches on board with this great initiative. A budget of \$2000 has been allocated to the new program and initially will be used to buy Atom specific equipment including lighter pucks and smaller goals.
- Following a successful 2011 National Youth Team (NYT) try out, NYT coaches led by Steven Lindsay will once again hold try outs in WA at Perth Ice Arena on 20th October 2012, with registrations commencing at 3pm for players. As a part of the try out process NYT coaches will be seeking up to three local coaches to help on the ice – interested coaches please contact me on 0432 884 212 to register your interest. More information about the try out will be posted on the ICEWA website.
- Lastly an IIHF hockey camp report is attached to this update. The report comes from IHA delegate Fiona Jeffrey who was selected to attend the IIHF camp. The report contains some valuable information about coaching grass roots programs and hockey development days. If you are actively involved in grass roots programs please get in contact as the State would like to know more about WA coaches interested in grass roots programs including opportunities to further develop their skills.

Thanks for taking the time to read this update and please call me if you wish to discuss any items.

Regards,

Jo

State Coaching Coordinator/Director





Ice Hockey Australia

(Trading name of the Australian Ice Hockey Federation)

ABN 77 106 538 293

23 DICKERSON WAY, REDWOOD PARK

SOUTH AUSTRALIA 5097

Tel : +61 8 8251 1734 Fax: +61 8 8251 5156

iha@iha.org.au

www.iha.org.au

AUSTRALIA NATIONAL YOUTH TEAM From the Office of the Team Coach

Dear Players and Parents,

This announcement is to inform you that the Australian Under 18 National Youth Team 2013 will be hosting team tryouts on the 6th and 7th of October 2012 in Melbourne and Sydney respectively, and the 20th of October in Perth. The team selected from these sessions will represent Australia at the World U/18 Championships to be held in Belgrade, Serbia from the 9th of March until the 15th of March 2013.

Male players born 1995 to 1997 are entitled to try out for the team and will have a letter sent to their home address from IHA week starting Monday 27/8/12.

The dates for the Tryout Sessions are as follows:

Note: You are only required to attend one session closest to your residence

October 6th – Melbourne (Medibank Icehouse)

- | | |
|---------------------|---------------------------------|
| • 8:45am | Registration |
| • 9:45am - 11:45am | On-Ice Evaluation & Testing |
| • 12:15pm - 1:45pm | Off-Ice Evaluation & Testing |
| • 2:00pm - Complete | Parents/Players Meeting |
| | Ballet Room @ Medibank Icehouse |

October 7th – Sydney (Canterbury Ice Arena)

- | | |
|--------------------|--|
| • 7:00am | Registration |
| • 8:00am-10:00am | On-Ice Evaluation & Testing |
| • 10:30am-12:00pm | Off- Ice Evaluation & Testing |
| • 12:15 – Complete | Parents/Players Meeting |
| | Western Suburbs Australian Football Club |
| | 40 Hampton Street |
| | Croydon Park NSW 2133 |

October 20th – Perth (Perth Ice Arena)

- | | |
|-------------------|------------------------------|
| • 3:00pm | Registration |
| • 4:00pm-6:00pm | On-Ice Evaluation & Testing |
| • 6:30pm-8:00pm | Off-Ice Evaluation & Testing |
| • 8:15pm-Complete | Parents/Players Meeting |

Note: SA, QLD and ACT players are entitled to attend any tryout of their choice at their own travel expense.

The cost for the session will be \$175.00

We hope to see you at the tryouts, fit and ready to go!

Steven Lindsay
Team Coach
Australian National Youth Team 2013
stevenplindsay@hotmail.com



BAUER



2012 IIHF Hockey Development Camp 15-22 July 2012 – Vierumaki, Finland



Learn to Play Instructor Program – Fiona Jeffery

The Learn-To-Play (LTP) program had three main focal points:

1. Education relating to best-practice coaching practices for children and learn-to-play coaches
2. Planning, implementing and assessing coaching sessions for children aged 5-12 years
3. Education about the IIHF Girls Hockey Day and Finnish Ice Hockey Association Girls recruitment program, including participation in a local Girls Hockey Day event



1. Best-practice coaching

The coaching education program featured a number of classroom sessions, as well as two off-ice sessions and one on-ice session.

The classroom sessions covered:

- **Lesson organization** – Maximizing practice benefits through better utilization of time, better quality practice exercises, and better leadership and communication. Key points for better time utilization were the use of more assistant coaches on ice, teaching in smaller groups, practicing repetitious or practical exercises to recuperate, and warming up off-ice. The quality of practice exercises is combined by utilizing drills/games that combine a variety of skills, and are demanding of the player's coordination. The younger the player, the more games need to be played in practice.
- **Advantages of the LTP program and how to implement it** – Advantages include better ice utilization (divide the ice and use stations), increased activity time (less static drills and more game play), and emphasis on fun over competition for long-term development & retention of players. The LTP program is implemented using cross-ice & small area games.
- **Teaching hockey skills** – Teaching hockey through technical skills and hockey sense coaching. Technical skills coaching – demonstrate, practice & give feedback, and practice using skill progressions. Hockey sense – teach using small-area games. Begin with playful games, progress to applied games, and then use games of game-situational roles.



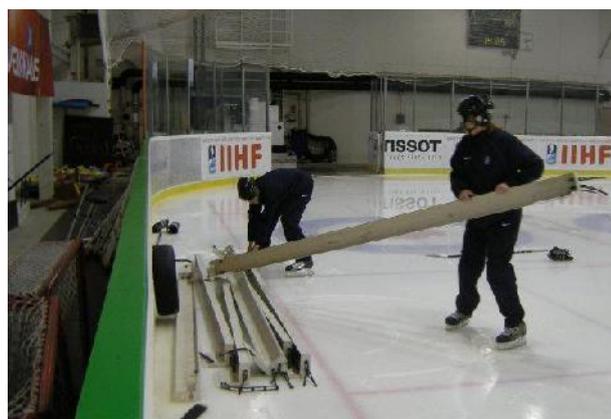
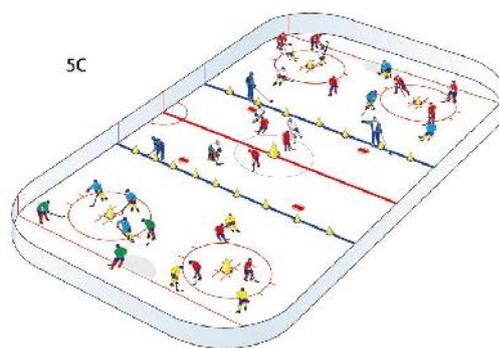
- **Learning through playing** – Learning is most effective when it is fun. Use creativity to build a fun learning environment. Use small-area games to develop decision-making skills in a fun environment, and to teach hockey sense. Make drills “game-like” using game situations and game-like flow. Allow players to think, question, and make their own decisions.
- **Communication and leadership** – The leadership aspect covered motivation, team-building, acting as a role-model (for players, parents and volunteers), and different leadership styles, techniques, qualities, and philosophies. The communication aspect covered principles of effective communication (enthusiasm, positivity, consistency, consideration, individuality, patience), effective communication with kids and the importance of body language, using your voice, and effective listening and feedback.
- **Goal tending** – Introduction to beginner goalie coaching, including stance, stick, skating, saves, and positioning.

The off-ice and on-ice sessions provided the participants with a chance to try learning through games, and experience games that help develop coordination and motor skills. Off-ice games that can be used for warm-up and off-ice training were introduced, as well as games which could be adapted for on-ice sessions, and games specifically relating to on-ice skills development. The mentor coaches led these sessions, and the LTP participants got to experience exactly how much fun learning through games is. These sessions particularly reinforced how much hockey development can be done through game play (and how to appropriately develop hockey sense), as well as demonstrating how big an impact increased game play (and thus fun) will have on player retention for the younger age groups.

What I liked most about the best-practice coaching aspect:

I enjoyed learning about how hockey requires more advanced motor skills than many other sports, and how training activities should help players develop so that they can simultaneously perform different actions with their upper body and lower body – e.g. crossover with the feet while stick handling with the hands. I thought it was very beneficial to use off-ice and on-ice games to progressively teach game skills, and to see how coaches can use various game progressions and alter different games to progressively develop hockey sense (by grading the games to graduate from fun games to applied games, and then to games of game-situational roles). It was extremely good to get copies of various games used by the mentor coaches to teach different skills. I also enjoyed the way the sessions challenged us to think of ways to skill-up our coaching plan drills/games by combining a variety of skills and into more game-like scenarios.

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2. Planning, implementing and assessing coaching sessions for children

Five days of the camp saw approximately 35-40 local children aged 5-12 years participate in hockey sessions run by the LTP participants. The children arrived between 1 & 1:30pm each day and participated first in an off-ice session (30-45mins), before taking part in an on-ice session (75 mins).

The LTP participants were divided into three groups with approximately 6 coaches from various countries in each group. Each group rotated through planning and implementing the on-ice and off-ice sessions, and assessing the time utilization of the on-ice sessions. The ice sessions covered skating, puck handling, shooting & passing, hockey sense, and a cross-ice game jamboree. For the jamboree the LTP participants were responsible for all aspects of the planning, promotion and implementation of the event.

What I liked most about planning, implementing & assessing the coaching sessions:

The coaching sessions gave participants a valuable chance to implement new ideas and concepts introduced in the mentor teaching sessions. I enjoyed the exchange of ideas we got by having representatives from different countries in our groups, giving us a chance to bounce ideas and come up with some innovative drills and exercises. It also emphasized the importance of an off-ice warm-up, and gave us some innovative games for warm-up.

I felt the most valuable tool from this session was the assessment sheet to measure time utilization in the practice sessions. The evaluation sheet measured a player's worktime (with & without puck) during a session, the amount of time spent explaining activities, the player's percentage of worktime, the number of passes made and received (stationary/skating), the number of shots on net / missing the net (from skating/gliding), the number of pivots made, and the amount of time spent skating forward and backwards. The evaluation of each session gave statistical data demonstrating the effectiveness (or ineffectiveness) of each session, and really brought home the need to include multiple skills in each drill in order to achieve sufficient repetitions and maximize skill development for the players.

1	LTP Evaluation Sheet	
2		
3	Total time	
4	Explanations	
5	Total practice time	
6	Players worktime	
7	*with puck	
8	*without puck	
9	Total	
10	Feedback x players	
11	Regression (rest..)	
12	Explanations from total time %	
13	Worktime in practice %	
14	Regression %	
15	Technical parts	
16	Assist: total	
17	*stationary	
18	*skating	
19	Receiving: total	
20	*stationary	
21	*skating	
22	Shoots: total	
23	From skating: total	
24	*agains goal	



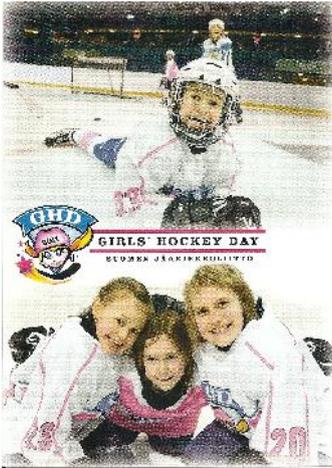
Learning through games



PLAYFULL GAMES

APPLIED GAMES

GAMES OF G-S ROLES

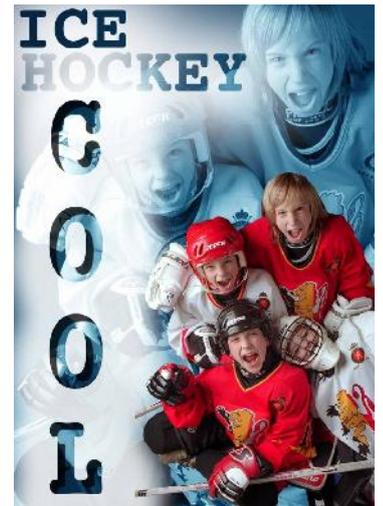


3. Girls Hockey Day and Finnish Ice Hockey Girls Recruitment Program

One day of the program was spent on recruitment programs looking at both the Finnish Ice Hockey Girls recruitment program and Belgian recruitment programs, followed by preparation and implementation of a local Girls Hockey Day event.

Belgian Recruitment Program

The Belgian youth player recruitment program focused on looking at why children play ice hockey, and putting together a recruitment program that packages ice hockey as a product for marketing to children and parents. The



national association put together a marketing strategy and planning manual for clubs, and provided training for club managers, and coaches etc. They also created manuals and practical guides for events such as the Girls Day, Try Hockey programs, and their volunteer program. Their strategy was to optimize every opportunity to promote hockey, including things like increasing ice hockey visibility at the rink, creating a website for youth ice hockey, sending pre-edited materials to the press for publishing, and holding ice hockey come and try sessions at the rink during open skate sessions (using 1/3 of the ice). The Belgian ice hockey recruitment program emphasized an ethical, quality program that offers benefits that other sports don't offer. A unique part of the ethics emphasis was a requirement for all players in the under 14s age group to complete an officials course.



Finnish Recruitment Program – Girls Hockey Day

Finland began targeted recruitment of female players following its 4th place finish at the Torino Olympics in 2006. With approximately 2600 female players registered at the time, the Finnish Ice Hockey Association (FIHA) recognized that it did not have enough female players to allow Finland to challenge the top female hockey nations. FIHA began instituting girls hockey days to allow girls to come and try hockey, with the aim of increasing the number of registered female players to over 4000 by 2010. The events aimed to get more girls started in the sport, create hockey teams for girls, and help change the image of hockey from a violent sport to a sport that the whole family can enjoy.

To help institute the recruitment program, FIHA worked with local clubs and provided materials (event logo, posters, leaflets, cards, planning manual) that made planning the event easier. FIHA and local clubs promoted each event using websites, newspaper/tv/radio coverage, and at games, tournaments, and other events. A major focus of each event was to make the girls feel special, and the events were attended by national team players on both the men's and women's teams.

Event mascots were also used. Each event targeted girls aged 6-12 years, and also provided information for the parents about the sporting possibilities for girls in ice hockey. After just one year of recruitment through the girls day program, FIHA hit its target for over 4000 registered female players. It now has close to 5000 female players registered, and holds over 60 girls day events each year with the aim of increasing the number of registered female players to 7000 by 2014. As a result of this recruitment, Finland now has an increasing number of regional girls hockey leagues throughout the country, and its U16 national team is ready to compete internationally.





Girls Day Event

The Girls Day event run at the camp encompassed off-ice events followed by a one-hour on-ice skate. Due to the event taking place in the summer months to align with the camp, this event was run as a family day with junior boys and girls invited to attend. The event began with registration, where each participant was given a pink Girls Day wristband with a website address to the FIHA girls day website, and a jersey to wear for the day. The families then all ate lunch at the University cafeteria, and then met for a short 20 min presentation about ice hockey and the schedule for the girls day. Following the presentation the participants and their families had an hour and a half to wander around the various outdoor fun stations. The stations included face-painting (children had their faces painted, and could also paint the hockey bird mascot on a wooden stick handling ball), stickhandling around an obstacle course, a shooting station (shooting at a pink Girls Day shooter tutor), agility station (climbing gym), and a soccer station. The hockey bird mascot from the 2012 world championships (reportedly with a decidedly Australian flavour this time around) made an appearance and posed for numerous photos. Following the outdoor stations the participants then had a one-hour ice session in which they rotated through a few skills stations, including a small game.



What I liked about the recruitment and Girls Day programs?

In terms of recruitment, both the Finnish and Belgian programs had a lot of ideas that we can use locally and adapt to recruitment programs in Australia. Working with the rinks to increase the presence of ice hockey as a sport and promote opportunities for kids to try ice hockey, utilizing opportunities for press coverage, creating a youth ice hockey website, and creating club spirit through merchandise etc. are some aspects that might work well.

In terms of the Girls Day event, there were numerous aspects that we can adapt to improve our local Girls Day events. The jerseys the participants wore were a great idea, and were the perfect way to make the children feel like they were doing something fun and special, as well as making them feel like they were a proper hockey player. The jersey colours and logos also helped create a fun atmosphere. The outdoor fun stations before the kids got on the ice created a type of carnival atmosphere, and gave the kids a chance to have fun playing some hockey games with their families and the other participants before they got on the ice. The facepainting station with the stick-handling ball as well as the pink wristbands also meant that the children took something tangible away from the event. The talk with the parents before the day started was a great way to introduce the coaches, promote the benefits of ice hockey, and explain away any misconceptions.



Recommendations for IHA to consider

Coaching:

- Encourage the use of mini-nets for atoms, and junior-sized nets for atoms goalies. Now that we've made the ice more kid-sized, it would be good to have kid-sized targets.
- Encourage coaches to do a proper off-ice warm-up before every session, and use this time to work on motor skills development and game sense etc.
- Include more small-area and cross-ice games information/handouts as part of the Level 1 coaching manual/course. Write the aims and benefits of each of the games, along with ways to progress the game from a playful game, to an applied game, and finally to a game that teaches the game-situational roles
- Provide more education to coaches on ways to make practice drills more game-situational, and on the importance of combining multiple skills and challenges in each drill
- Encourage each association to have a goalie coach at every training and spend 15-20 mins of each practice session on goalie-specific technique
- Encourage each state to assess the time utilization of all atom/peewee/bantam/midget coaching sessions at least once per season (preferably at the beginning of the year) to give feedback to coaches, to help identify weaknesses, and to encourage better ice time utilization throughout the season. Provide a spreadsheet that associations can use to assess time utilization during practice.
- Create a coaching newsletter that goes out to all registered coaches in Australia with new coaching ideas and best-practice coaching methods. This will also help provide a forum for idea sharing, particularly when coaches attend camps/seminars such as the IIHF camp



Girls Day / Family Day Events:

- IHA could make a bulk purchase of the girls and boys jerseys for each state to use at their girls day and/or family day events. The states could purchase these from IHA at the bulk rate making it more affordable, and IHA could also sell the jerseys as one of their merchandise items. Many of the girls at the development camp enquired about where they could purchase the jerseys, so these would probably be popular sellers.
- Encourage each association to make an event of the Girls Day rather than just a one hour come and try ice session
- Provide promotional items and more informative brochures for girls day / family day events
- Introduce a national girls day coordinator or youth recruitment coordinator who would liaise with the states and provide support, help and mentoring in terms of organizing and running the events
- Set up a fun and informative youth hockey website with information for parents and fun details for kids
- Set a recruitment target for girl player numbers and emphasize the creation of girl-only playing opportunities.
- Aim to create a national girls camp similar to the Bantams/Peewees/Midgets camp to give girls a chance to meet and play against other girls their age.

