


ODMHA “AAA” Pilot Project

Steering Committee Presentation
For Minor Council, Associations
and all Interested Parties



Agenda

- Purpose of this presentation
 - Background of AAA in Ottawa
 - Our Initial Goals
 - Chronology
 - Impact of AAA
 - Comments and Suggestions
 - Areas of Concern
 - Future Planning
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Why are we here?

- The purposes of this presentation are:
 - To inform those interested of the progress of the AAA Pilot as it approaches the end of its pilot period.
 - To request your support and assistance in informing the members of this Branch on that progress and to encourage you to give your support to AAA as permanent part of the ODMHA Hockey Program.
 - Given that approval, to solicit your assistance in improving the AAA Program.

Background

- 2004 - Proposals from Private Enterprise(s) to ODMHA requesting authority to start a “AAA” program initiated action. Executive and Minor Council decide to pursue “AAA” idea within vs. private proposal
- 2005 – ODMHA Committee formed to develop structure and zoning proposals for AAA, including organization constitutions and by-laws.

Initial Goals

- To address concerns from “AA” & “A” by creating more balanced leagues.
- To bring ODMHA in line with other Branches in Canada where the top tier of hockey is at “AAA” level.
- To improve the overall competitiveness of ODMHA teams within the Branch and at outside events.
- To improve our development program for all players.

Progress of the AAA Pilot

- With ODMHA “AAA” Committee in place, meetings held with interested Districts, Associations
- Special meetings at Minor Council level to develop and approve a Pilot Proposal for AAA.
- Confirmation of 5 Zone “catchment” areas for “AAA” player selection at Bantam and Midget, starting with 2007-2008 season
- Development of governance documents to define AAA League and AAA Associations

Chronology

- Withdrawal of Kingston District led to adjustment of pilot with temporary transfer arrangements
- Re-alignment of Zone catchment areas for 2008-09 season
- Introduction of draft concept for “AAA” Major Midget only (Jr. issue)
- League expansion from 5 to 6 teams at Midget to include Ontario Hockey Academy for 2009-10 season

Catchment Areas

2007-2008

Zone	Districts	Pop	Notes
Upper Canada Cyclones	District 1	2696	Kingston withdrew in Spring 2007
Ottawa Senators	Districts 10 and 11	5322	Add Ottawa West
Ottawa Valley Titans	Districts 4 and 5	5788	
Ottawa Jr. 67's	Districts B and 9	5755	Less Ottawa West
Eastern Ontario Wild	Districts 2, 3, and 12	5575	

2008-2010

Upper Canada Cyclones	District 1	4610	Add Metcalfe, Richmond-Munster, Osgoode-Rideau and South Stormont
Ottawa Senators	Districts 10 and 11	4632	
Ottawa Valley Titans	Districts 4 and 5	5078	Less Richmond-Munster, Osgoode-Rideau
Ottawa Jr. 67's	Districts B and 9	6167	Less Metcalfe
Eastern Ontario Wild	Districts 2, 3, and 12	5194	Less South Stormont

AAA Parity 2007-2010

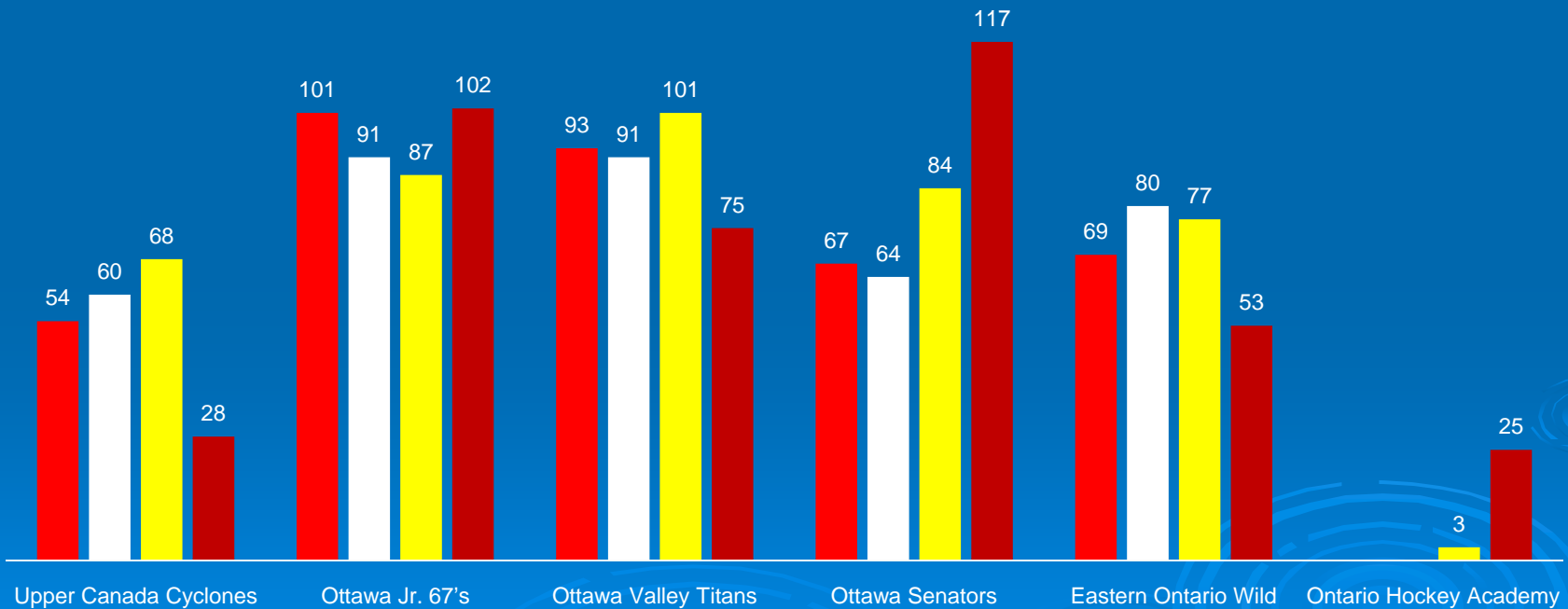
➤ Regular Season Placing

Team	First	Second	Third	Fourth	Fifth	Sixth
Upper Canada Cyclones	1	1	2	4	4	
Ottawa Senators	4	2	1	2	3	
Ottawa Valley Titans	3	4	2	1	1	1
Ottawa Jr. 67's	3	5	2	1	1	
Eastern Ontario Wild	1		4	4	3	
Ontario Hockey Academy			1			1

AAA Parity 2007-2010

Points Won by Division

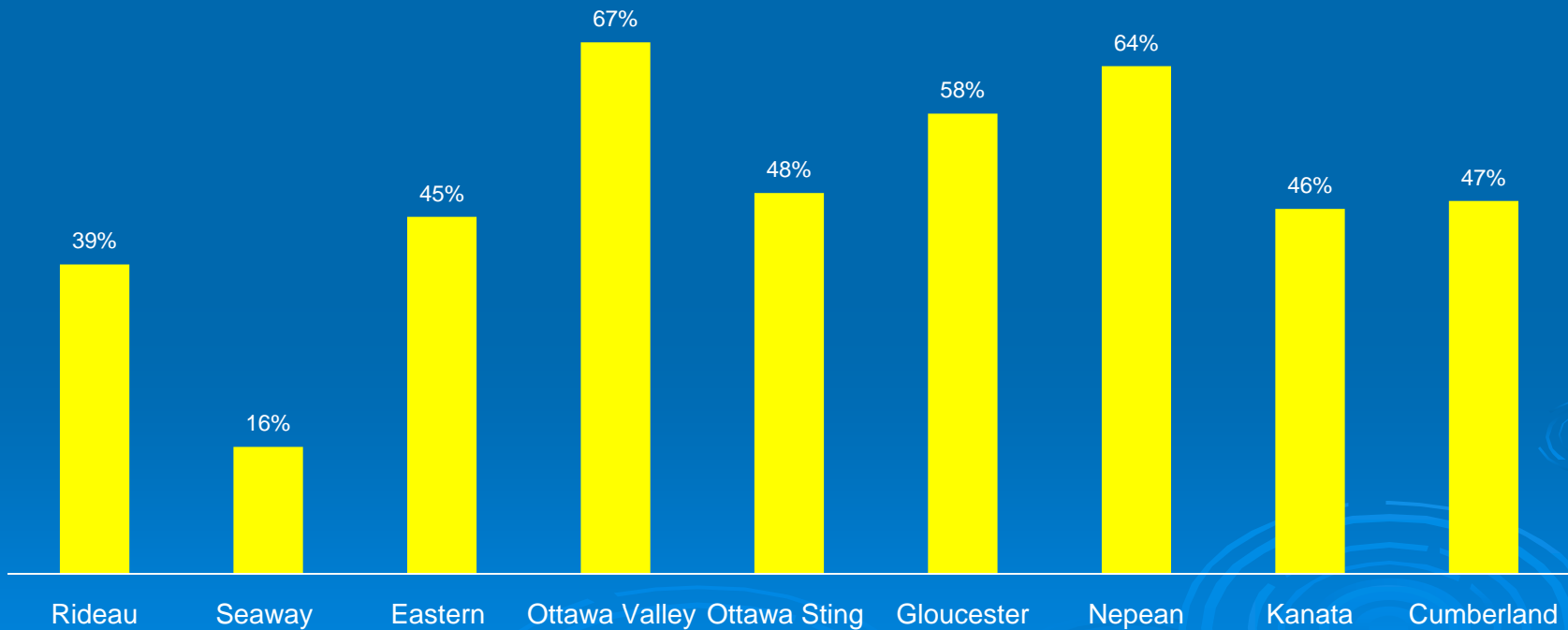
■ Minor Bantam ■ Major Bantam ■ Minor Midget ■ Major Midget



Impact of “AAA”

Pre-AAA Parity – AA Bantam / Midget

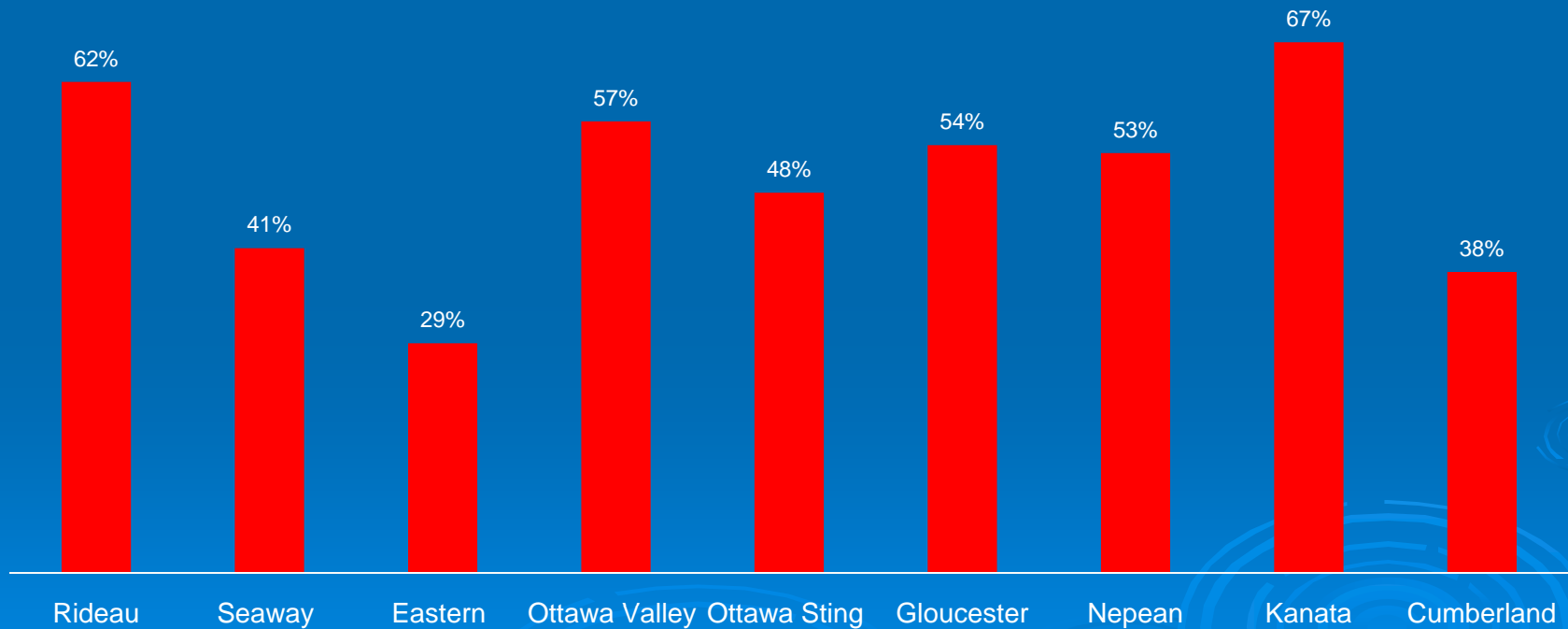
■ Win% 04-07



Impact of “AAA”

Parity in 2010 – AA Bantam / Midget

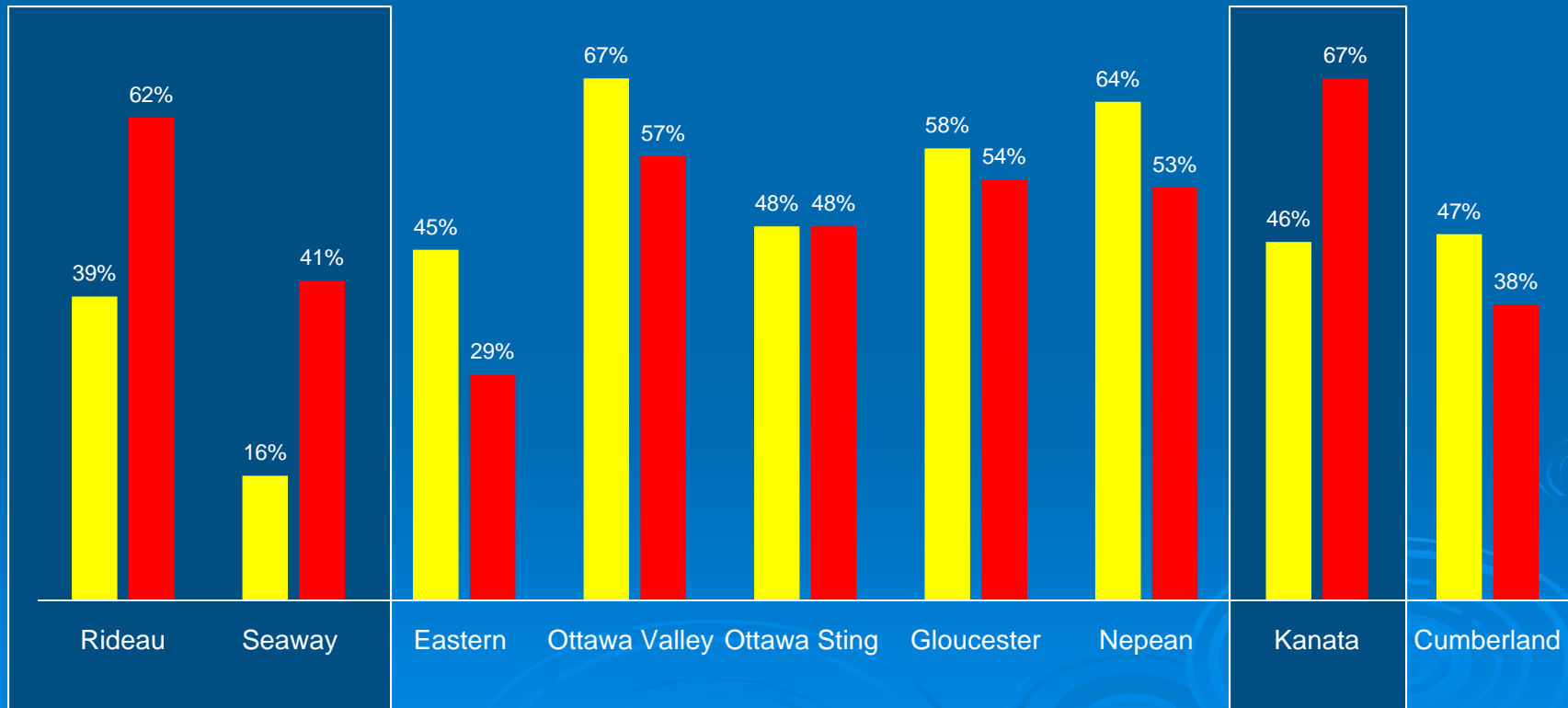
■ Win% 08-10



Impact of “AAA”

Comparison of AA Parity – Bantam / Midget

■ Win% 04-07 ■ Win% 08-10



AAA Feedback

➤ Cyclones

- Re-zoning has greatly benefitted the Cyclones, with 55% of players coming from new catchments.
- In Year 1 of the Pilot, the Cyclones win pct was 22%, now it is 40% (+18%).

AAA Feedback

➤ Senators

- Strong support among parents for AAA, with high ratings for the level of competition, recognition and coaching.
- Concerns about cost.
- Mixed opinions about any imminent move to Major Peewee.
- Strong showings at the OHL and CJHL Drafts
- Teams ranked in the top 10 in Ontario.

AAA Feedback

➤ 67's

- Strong draft showings at CJHL and OHL.
- 2009-2010 Minor Midget Team ranked in top 10 of 60 teams in Province of Ontario and State of Michigan
- Strong showing at GTHL and Alliance tournaments.
 - Example - 2009-2010 Major Midgets finalists at Gatineau Midget.

AAA Feedback

➤ Titans

- Parent Survey
 - 100% in favour of permanent AAA.
 - Parents in Peewee and Atom – majority want AAA extended as low as Major Atom.
 - Very strong support of existing Zone structure.
 - No support at all for returning to the District model for the top tier.
- 2009-2010 Minor Midget Team ranked in top 10 of 60 teams in Province of Ontario and State of Michigan.
- Strong showings at Junior draft and NCAA.

AAA Feedback

➤ Wild

- Significantly higher calibre of play over AA.
- Kids want to play hockey: very few suspension and hearings over 3 year pilot . League has functioned very smoothly.
- Better development opportunities for players
- Excellent working relationship, communications and collaboration among AAA zones.
- Ottawa area teams now able to compete with the best in Southern Ontario and the USA (Wild Minor Midget wins Nike Bauer tournament in Chicago)
- All zones have development programs in place with professional coaching (various approaches and types of training/seminars).

Comments and Suggestions

➤ Scouts and Hockey Experts


- “I believe that on the whole, your AAA Pilot has made your hockey clubs at the AAA level much more competitive.”
- “...your branch made a very positive change for the better. Each year the Pilot has been in place, I have seen improvements to the level and development of your clubs.”
- “.. Hockey in this region is MUCH better off with the OEMHL AAA loop in it...”
- “It (AAA) affords an opportunity for our region’s youth to compete at a level deserving of their skill, time, and effort.”

Comments and Suggestions

➤ Focus group of non-AAA Minor Hockey Executives

- Generally very positive, with some suggestions on adjustments:
 - Significant changes to Major Midget AAA.
 - Major Peewee AAA only under the right conditions.
 - Continue to run the AAA Associations as local MHA's, but work to ensure participation of all Districts.
 - Review coaching stipend policy.
 - Centralized screening of coaching candidates
 - Ensure AAA tryouts do not impinge on lower levels or vice versa
 - Clarify / improve A/P interaction with Junior.
 - Improve Branch-wide Development Programs.

Areas of Concern

- Common to all levels: cost, ice availability and aging infrastructure, travel and time demands on young men and women.
 - Unique to AAA – higher profile, tug-of-war for time and energy, the Junior Draft, Major Midget and downstream impacts, marketing and influence of commercial enterprises, governance process.
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Future Planning

1. Ratify “AAA” league as permanent part of the ODMHA programs, to make any meaningful decisions and to begin the process of defining changes to the ODMHA Handbook.
2. Review levels – Major Peewee (where there is a provincial championship?)
3. Create stronger Major Midget program.
4. Expansion at some levels with new Hockey School in Rockland, other teams.