



**AUCKLAND ICE HOCKEY  
ASSOCIATION INC.**

**2017  
ANNUAL REPORT**

# Contents

List of AIHA Officials	Page 3
President's Report	Page 4
Vice President's Report	Page 5
Director of Finance's Report	Page 6-7
Head Coach's Report	Page 8-9
League 2 Report	Page 10
League 1 Report	Page 11
Senior Non-Check Report	Page 12-14
Director of Ice Hockey's Report	Page 15
Director of Administration's Report	Page 16
Director of Marketing & Communication's Report	Page 17
Referee-in-Chief's Report	Page 18
NZ Representatives	Page 19

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## 2017 Board of Directors

President:	Tony Vesper
Vice President:	Paul Taillon
Secretary:	Mary Alice Simon
Director of Finance:	Mark Bialik
Director of Learn to Play:	Sheree Anderson
Director of League 2:	Jenn Jones & Janet Kidd
Director of League 1:	Wayne Curtis
Director of Senior Non-Check Hockey:	Karl Peni
Director of Ice Hockey:	Chad Croft
Director of Administration:	Chris Kelly
Director of Marketing & Communication:	Carl McIntyre

## 2017 Non-Executive Officers

Head Coach:	Csaba Kercso-Magos
Referee-in-Chief:	Al Tamepo
Funding Coordinator:	Maxine Corbett
Equipment Manager:	Ali Arandjus
NZIHf Delegates:	Tony Vesper Wayne Curtis

## President's Report – Tony Vesper

Well, 2017 the initial focus for this season for the Board was to work towards delivering the best Ice Hockey we could to our players across all age ranges. Although we have had some issues, we feel that largely we have delivered on this goal with increased training time across league 1 and 2 and additional time for LTP on a Sunday morning. We are currently working towards tweaking this to improve it for next year.

Financially viability was also top of mind. Having taken over the role last season with the bank accounts not in the best shape, we knew we had to watch the purse strings for 2017 but still deliver a quality product to our players without increased cost. I'm happy to say we have stabilised the ship and defiantly turned a corner in the control and our expenditure.

The board is already working hard around the 2018 season looking for improvement in the standard of hockey and game time we deliver to our members. We welcome feedback for both parents and players as to how we can improve.

The board: well what can I say? This group of parents and supporters have worked tirelessly throughout the season to achieve the best results I could have expected with untold hours of behind the scenes work to work on schedules, website rebuilds, updating player info, fundraising, managing finance, scheduling referees and scorebench, etc. The list is endless and it has been an absolute pleasure working with a dedicated team who have worked so diligently to grow our sport and ensure our kids have the best time and memories they can from a sport we all love.

Congratulations to all those who played rep hockey this season. We achieved some great results and also huge congratulations to those who have achieved the honour of NZ selection. To those players, we say wear your jersey with pride and remember the hours and dollars your parents coaches and teammates have invested to help you achieve your goal.

And finally, to the parents the endless trips to the rinks for games trainings off ice ... thank you as without your commitment to the sport none of our kids would be learning and enjoying this amazing game.

All the best for the rest of 2017 and I look forward to working with you all in 2018.

Tony Vesper  
President

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## Vice President's Report – Paul Taillon

This was my second year on the Board and I think I can say that the 2016-2017 Board probably was one of the most successful in AIHA history. Every position, both elected and ex-officio, was filled and the people in those roles approached their job with commitment to building the sport of ice hockey in Auckland from the ice-up. I was especially impressed with the sense of team spirit and the variety of skills board members brought to their portfolios. As a result, no one was overburdened and the Board achieved a number of accomplishments, which will feature in the following board-member reports.

As Vice-President, I looked after health and safety matters this season. My work in this area focused mainly on overseeing the implementation of policies the Board approved in 2016. I am happy to report that in the key area of on-ice safety, especially coaches wearing helmets during trainings—a major culture-shift for some of our coaches—we had almost universal buy-in. I have noticed a coach or two who have yet to wear their helmets consistently, so continued reminders will be necessary to ensure 100% compliance. Although the adoption of health and safety policies, as well as youth protection policies and codes of conduct, has been an important step forward in 2016 and 2017, there remain a number of areas in need of further development and implementation. Going forward into the 2017-2018 season, the Board will create a new ex-officio position of Health and Safety Officer.

I also worked with the Director of Ice Hockey to draft and distribute codes of conduct for coaches and players. With these codes, the Board aims to set out standards of safe conduct and good sportsmanship for all members of our AIHA community.

Turning to our club leagues, I would like to acknowledge our league directors Janet Kidd, Jen Jones, and Wayne “Spider” Curtis and all coaches and managers for their hard work this year. In the SNC program, Karl Peni deserves special mention for delivering another successful season.

### **Auckland representative teams**

AIHA enjoyed a successful season the junior national leagues this year.

The U14s turned in a 9-1-0 (one overtime loss) season and brought home the NZPIHL gold medal.

The U17s struggled a bit this year with eight wins and six losses (two in overtime).

Last year's U20s finished in December 2016 with a convincing twelve-win season.

The Women's Representative team went 12-0 and brought home the NZWIHL gold medal.

I would like to thank all representative coaches and managers for their dedication and hard work this year.

As in the 2016 season, 2017 costs associated with national league competition remain a concern. The AIHA delegates to the NZIHF executive committee have pressed this issue and will continue to do so in 2018.

### **Disciplinary**

I had no formal disciplinary matters to deal with in 2017.

I would like to close by thanking my fellow board members for a very successful 2017 season. I look forward to building upon these achievements in 2018.

Paul Taillon  
Vice-President

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## Director of Finance's Report – Mark Bialik

### ***Introduction:***

We have had lots of changes in the finance area. A lot of focus has been on preparing the 2016 financial accounts and checking how everything has been working in 2017 so that we could make necessary improvements as we went.

### ***People:***

Director of Finance – Mark resigned in October 2017, he held the position since March 2016. The position is currently vacant with it being filled in by board members as needed.  
Bookkeeper – We changed bookkeepers in February 2017, then again in July 2017.

### ***Income:***

We have continued to use Clubhub as our member database and invoicing system, along with Xero as our accounting system. We have gained a greater understanding of how the interface between Clubhub and Xero works which has helped with the accuracy of invoices.

We no longer have issues around direct deposits into the bank account as these are being recorded regularly and this information is updating on Clubhub. This in turn has led to better accuracy for debt collection of League and Rep fees. At this point, we have \$4,687 left to collect .... Some of which relates to the Womens League & U20s which starts in October and rolls into the 2018 financial year.

At the beginning of term 1 we introduced the admission card system for Learn To Play. We have received good feedback from members as the transparency of paying as you go has benefited everyone. It has eliminated some of the Clubhub confusion for our newest members and has meant there is greater controls around payment of Learn To Play fees. These improvements are reflected in the increase in Learn To Play income recorded in 2017.

### ***Grants:***

We have been able to gain funding from:

- Trust Community Foundation \$15k
- Four Winds Foundation \$7k
- Grassroots Grant \$20k (in conjunction with Botany Swarm)
- NZIHF for Ice Time for Skills Challenge & Womens Have a Go Day
- NZIHF for Learn To Play Gear

### ***Expenses:***

Overall expenses are being closely monitored. We have had monthly meetings to approve invoices but we have found for some expense reimbursements or payments to officials it would be helpful to have a quicker process of approval. We have been trialling ways of speeding up the approval process over the last month and this will continue to evolve.

### ***Audit:***

We completed the 2016 audited accounts in September 2017 ... the accounts for the year ending 31<sup>st</sup> October 2017 will be sent to the accountants this month and we hope to clear the audit process before Christmas.

### ***Cashflow:***

We have made some major improvements with cashflow through the changes discussed earlier. After paying the October Accounts Payable, we estimate that this year we will have \$20,000 to cover the November ice time for Senior Non-Check & Learn To Play, Coaching, Accounting & Audits fees ... all these invoices will require payment before the 2018 Season Registrations start next year.

## ***Going Forward:***

- \* Sending 2017 financial year information to accountants in November
- \* Completing 2017 financial audit before Christmas
- \* Look into further improvements around the interface between Clubhub and Xero
- \* Training people to help with Learn To Play admissions

This year has been successful in a lot of ways and we have created a good base for moving into the 2018 season.

Mark Bialik  
Financial Director

## Head Coach's Report – Csaba Kercso-Magos

We started to make some changes in the 2016 season. Based on feedback from players and parents we have continued to make more changes in the same direction in 2017.

### Main goals for 2017 season were:

- a. keeping the cost/player at the same level as it was in 2016
- b. increasing on-ice practice time
- c. increasing the number of players attending the practices
- d. improving the the quality of coaching

### Facts after the season:

- a. we have managed to keep the fees at the same level as in 2016
- b. we have added an extra 15 min to our Tuesday & Thursday practices: from 75 min/practice we are up to 90 min/practice.
- c. in 2016 the average number of players / practice was 35 , in 2017 it was 50 players / practice
- d. Camorra Hockey School provided us high-end coaches this year from May to end of August. Special thanks for TJ Battani USA (ECHL), Henric Andersen Sweden (Alsveskan), Adrian Toth Hungary (MOL), and Justin Daigle Canada (CIS) Admirals captain

My focus in 2017 season was on skills development. By having an average of 50 players on ice of different size and skill level , the best fit for this group was the station practices. We had 5-6 stations for each practice, 8-10 min a station with lots of repetitions and 2x small area games.

### League 2

– we had 4 teams with 3 or more lines/team . That was a huge improvement from 2016 when we struggled with the number of players/team.

- 2 teams were made up by players born 2004 and younger, other 2 teams made up by older players but mainly beginners.
- The size difference created some problems but I think this was the best solution to have a four team competition.

### League 1

– we had 2 teams only but the teams had equal strenght, it was a decent level of competition.

The cross ice Camorra Cup was well attended and it was beneficial for our player development process.

### Learn to Play program :

Changing LTP structure on ice and the way of organising it turned out a complete success story. Special thanks for Michal Janousek and many other coaches and volunteers coming and helping us.

Term 1 and term 4 we had a problem by not having enough coaches at Botany. Disappointing to see that what was working last year (Botany Swarm players coming by rotation and helping to coach at LTP) has stopped happening this year. Hope in 2018 we can solve this problem.

### U10 League cross ice games:

In 2016 Head Coach report I have said – it will be necessary to give more attention to U10 league for next year –

We have made no improvement on this competition, I am not happy with myself but promise I will not write another Head Coach report saying no improvement made.



## **Skills Challenge competition:**

Practices and competition was good and tight.

The winners: U14 girls: Katya Blong

U14 boys: Caleb Chamberlain

U17 girls: Jamie Kaisser/Lili Hidvegi

U17 boys: Flynn Jones

## **U14 Rep Team**

Congrats for winning gold at Nationals with an impressive result

2016 results : 9 games – 1 win – 2 OTL - 5 points - -29 GD

2017 results : 9 games – 8 wins – 1 OTW – 25 points - +66GD

Credit to the Head Coach Darren Blong and coaches team Kevin S, Jeff B, Chad C, and all others who helped. It was a real team effort.

MVP for League – Luke Simon

Best Forward – Caleb Chamberlain

Best Defense – Sebastien Ong

Best Goalie – Gavin Croft

Top Goalscorer – Josh Vesper

## **U17 Rep Team**

Finished with silver medal – it was a good level of competition , we are not happy with the final ranking but losing Ryan Martinoli (off to Canada), Max Vesper (concussion), Alex Regan (broken wrist) did not help.

Best D in the league – Alex Regan

Top goalscorer for Akl- Chris Regan

MVP for Akl- Lochlyn Buttler

Best D for Akl – Flynn Jones

Having the full team earlier this year we won the Trans Tasman Cup by beating Melbourne in the final.

**U20 League** is under way now

**Women's League** will start in December this year

I have been involved with AIHA since 2006 and looking back I would say in 2017 we had the best year ever for Auckland Ice Hockey Ass.

I am confident we can top it up and improve even more for next year.

A big THANK YOU for all volunteers and Board Members who give up their time and energy to run this club.

Csaba Kercso-Magos

Head Coach

## League 2 Report – Janet Kidd & Jen Jones

Four teams – the Hornets, Panthers, Pythons and Seawolves - fought it out in League 2 this year. The League was a mix of ages, with the Panthers and Seawolves comprised of under 14 players, and Hornets and Pythons predominantly over 14 players, many of which were playing their first season.

All games were well attended, with 2-3 lines present for each team every game, giving it their all. Each month throughout the season the Panthers and Seawolves also competed for the Camorra Cup and Pythons and Hornets for the Bidois Cup. Each of these games were very close and very exciting, making them a highlight of the season.

In the end the U14 teams won the league - the Panthers winning the championship, and the Seawolves coming in second. And while the Panthers certainly dominated the start of the season, the other teams got closer and closer to beating them as the season progressed, and all teams showed great improvement both in their individual skill level and team play.

While most of the season went well, we did have some coaching issues with the Hornets, which were in the end resolved. We would like to thank the managers, parents and players of the Hornets for their patience, and hope their season ended on a high.

We would also like thank the coaches, referees, scorers, and other managers, parents and players for making this season a great one, and look forward to another competitive season next year.

Jen Jones & Janet Kidd  
League 2 Directors

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## League 1 Report – Wayne Curtis

Due to the small number of players available at the start of the season who qualified to play in League 1 the result was a two team competition between the Sharks and Marlins. Csaba and I were very aware of the importance of keeping these two teams as even as possible so with players either pulling out because of injury or other commitments it was necessary to move players from one team to the other for which we are most grateful. The end result was that the championship wasn't decided until the final two minutes of the last game of the season with Flynn Jones securing the winning goal for the Marlins.

There was a secondary competition played monthly for the Camorra Cup which took the form of a 3x3 cross ice competition. This resulted in fast and intense matches resulting in Jamie Jones's team being the victors.

Special mention has to be made of Flynn Jones who was selected to attend a training camp in Vierumäki, Finland amongst the top players of his age group in the world. During games, he played in the first line.

Other national honours went to Ryan Martinoli who played in Taiwan with the NZ U18 team. He was scouted and offered a part scholarship in Canada which he accepted and currently studies and plays there.

Jamie Jones and Jemma Reid were selected for the NZ senior women's Ice Ferns team and are currently preparing for the world champs in Spain early next year.

Planning is currently underway for 2018 with the expectation for this season to have a four team competition.

### **Prize winners**

Best Playmaker: Lochlan Butler

Leading Goal Scorer: Christian Regan

Best Defence: Flynn Jones

Best Forward: Max Vesper

Best Goal Tender: Luke Jones

Best Rookie: Diego Waksman

Most Up and Coming Female Player: Cealagh Taillon

Most Sportsman like: Jamie Jones

Sporting Scholastic Entrepreneurial Award: Jamie Jones

Wayne Curtis  
League 1 Director

## Senior Non Check Report – Karl Peni

Again we saw a modest increase in the numbers of adults registering and playing in the 2017 SNC competition.

This finally led to the decision to adapt a 1 team only rule for SNC players which allowed SNC hockey to accommodate for the growth in numbers and saw the average roster size of teams grow to 17 players .

We also saw a slight decrease in the numbers of SNC teams across the 3 levels of SNC competition to 19 which allowed us to have less time between scheduled games particularly throughout the congested NZIHL period of May through till September.

SNC Hockey constantly gets pressured to make way for other levels of hockey, which at times cannot be accommodated without this adversely affecting AIHA's ability to provide for SNC hockey's needs.

I have no doubt that over the next couple of seasons we'll continue to see more adults take up ice hockey & we'll have to look at how to best accommodate for the growing numbers of adults registering to play social ice hockey under the AIHA SNC umbrella.

### A LEAGUE

Manuwai, Rampage, Red Army, Royals, Westies

#### *Semi Final Results*

Game 1 – (2nd) Red Army 5 vs. (3rd) Westies 4

Game 2 – (1st) Rampage 9 vs. (4th) Royals 4

#### *Final*

Game 3 – (1) Rampage 6 vs (2) Red Army 4

The A League Final saw the 2 top ranked teams face off against each other. The game was a fast paced game where Red Army would be 1<sup>st</sup> to score but then see Rampage answer with 3 quick goals to lead 3-1 at the end of the 1<sup>st</sup> period.

The 2<sup>nd</sup> period saw the Red Army answer back with a couple of goals to even the game at 3-3 and then both teams traded goals to end the 2<sup>nd</sup> period 4-4.

With the regular season results between these two teams being even with 2 wins , 2 losses & a draw it was any ones games to win . Rampage scored early in the 3<sup>rd</sup> period to again take control of the game and would hold on to score late in the 3<sup>rd</sup> to take the win 6 – 4

1st Star – Rampage - Tim McKay (3 Goals + 2 Assists = 5 Points)

2nd Star – Rampage - Shaun Dickinson (1 Goal + 2 Assists = 3 Points)

3rd Star – Rampage – Sean Abe (3 Assists)

### **Congratulations to the 2017 A League Champions – Rampage**

### B LEAGUE

Chiefs, Eagles, Grizzlies, Savages, Shannon, Spartans, Vipers, Wolves

#### *Semi Final Results*

Game 1 – (2nd) Spartans 3 vs. (3rd) Wolves 4

Game 2 – (1st) Savages 1 vs. (4th) Vipers 5

#### *Final*

Game 3 – (3rd) Wolves 3 vs (4th) Vipers 2

The B League Final saw the 3<sup>rd</sup> & 4<sup>th</sup> ranked teams face off against each other after upsetting their higher ranked opponents in the semi-finals.

The game was a back & forth contest with both teams fighting hard to gain advantage. Wolves got on the board in the 1<sup>st</sup> period with a slap shot through traffic from the point & would carry that lead through to the end of the period 1-0.

Vipers answered with a goal half way through the period from a great team play to bring the score back to 1-1 but Vipers would have a defensive breakdown late in the 2<sup>nd</sup> to allow Wolves to score on a 2 on 1 play which would again see the Wolves finish the period with a 2-1 lead.

Vipers started the 3<sup>rd</sup> period with a great solo effort from #25 who beat 3 players one on one before scoring to bring the game back to 2-2 and the game would remain locked at the score for the remainder of the 3<sup>rd</sup> period & through overtime. This would see both teams go to penalty shootout.

Both goalies would save their 1<sup>st</sup> penalty shots, with Vipers #25 Charles Cantrell scoring on the 2<sup>nd</sup> penalty shot & this would give the advantage to Vipers. Up stepped Wolves #29 Ryan Langford to take the 3<sup>rd</sup> Wolves penalty shot who would succeed in scoring to extend the shootout to sudden death. Vipers #91 Karl Peni would be unsuccessful with the next sudden death penalty shot, Wolves #22 Tyle Ireton would seal the deal with a great goal to secure the win 3 -2 for the Wolves

1st Star – Wolves – Illya Erakovich (37/39 Saves = 94.87 Save % + 3/4 Shootout Saves)

2nd Star – Wolves – Ryan Langford (1 Goal + Shootout tying goal)

3rd Star – Vipers - Craig Amanti (19/21 Saves = 90.47 Save % + 2/4 Shootout Saves)

### **Congratulations to the 2017 B League Champions – Wolves**

#### **C LEAGUE**

Bears, Hawks, Lions, Scorpions, Tigers, Venom

##### *Quarter Final Results*

Game 1 – (3rd) Hawks 1 vs. (6th) Lions 5

Game 2 – (4th) Bears 1 vs. (5th) Venom 8

##### *Semi Final Results*

Game 3 – (2nd) Tigers 7 vs. (6th) Lions 1

Game 4 – (1st) Scorpions 3 vs. (5th) Venom 1

##### *Final*

Game 5 – (1st) Scorpions 8 vs. (2nd) Tigers 4

After winning their respective semi-finals the C League final would be a contest between the 2 top ranked teams.

Unfortunately for the Tigers the game wouldn't start off as they planned & the Scorpions would get on the scoreboard early with a nice team play to open the scoring 1 – 0. The Scorpions would again score with a great solo play from #95 to finish the period with a 2 – 0 advantage.

The Scorpions would again make the most of their opportunities in the offensive zone throughout the 2<sup>nd</sup> period and score as further 2 goals to take a commanding 4 – 0 lead into the 3<sup>rd</sup> period even though the Tigers had pressed hard & had a strong numerical advantage with regards to shots on net 17 – 8 through the first two periods.

The start of the 3<sup>rd</sup> period would the Tigers battle hard to gain an advantage & their hard work in the offensive zone be rewarded with their first goal. This would be the push that the Tigers team needed and see them score the next 2 goals to bring the score to 4 – 3, advantage to Scorpions with only 8 minutes remaining in the 3<sup>rd</sup> period. Unfortunately for the Tigers the Scorpions would again take control of the game and answer with 2 goals of their own to increase their lead to 6 – 3. With just over 2 minutes remaining the Tigers would score to give themselves a chance to take the win and bring the score back to 6 – 4. With under 2 minutes to play the Tigers would gamble by taking their goalie off to add an extra attacker which didn't pay off and see the Scorpions score an empty net goal to stretch the lead to 7-4. Again the Tigers would push players

forward which lead to the Scorpions taking the gamble to leave a player near the Tigers blue line & this would lead to a break away from & Scorpions would score to cement the win 8-4.

1st Star – Scorpions – Karl King (3 Goals)

2nd Star – Scorpions – Vincent Wichman (1 Goal + 1 Assist = 2 Points)

3rd Star – Tigers – Brent Kelly (2 Goals)

## **Congratulations to the 2017 C League Champions – Scorpions**

### **SNC Season in general**

A major aim for adopting the 1 team only rule was to help tighten the level of competition across all 3 SNC Leagues which was a strong focus from the 2016 SNC managers meeting.

To a major extent that was achieved with both B & C League regular season game results being closer & 75% of all games being decided by 3 or less goals.

This wasn't quite the case with A League with only 60% of the games being decided by 3 or less goals so a bit of work still to do in this area going forward.

The goal for 2018 season will be to further work on this area and make sure that the good work continues throughout so SNC hockey has the closest level of competition across the 3 separate leagues as possible.

2017 SNC season ran for approximately the same duration as the 2016 season & the majority of the feedback was very positive with regards to having a closer level of competition across the board. SNC teams want to see that the regular season is competitive and that the positions for the end of season playoffs are ultimately decided as late as possible in the season. This year the B League was the best example of this with teams still unsure of the playoff makeup up till the final 2 or 3 games in the regular season.

I would also like to take this opportunity to thank all of the officials both on & off ice who again stepped up and did a sterling job across 190 SNC regular season games + the 11 SNC playoff games throughout the 2017 season. Without people willing to fill these roles as officials both on & off the ice we cannot in any way hope to run a competition that caters for over 330 adults.

To all of the SNC team managers, thank you for doing a sterling job again throughout the season, let me say a job well done by all of you.

Finally to all of the players across the three SNC leagues , again thanks for turning up and playing SNC hockey with in general a great attitude out on the ice.

### **Changers coming for 2018 SNC hockey**

SNC hockey will be moving away from the current model with regards to collecting team ice fees and implementing a new system via club hub where each SNC player will be charged as an individual. This will remove the responsibility from current SNC team managers to constantly chase players for money & eliminate a major barrier for new teams as it's difficult to find people willing to assume the financial responsibility for this.

At the moment we are working through what the cost will be per player & we hopefully will have that finalised in the next few weeks so we can fully communicate the changes to all SNC players.

Updated AIHA website that better caters for SNC hockey needs along with all other levels of AIHA Ice Hockey.

We are also going to enter discussions with Paradise with regards to repairing / tidying up the changing rooms in Avondale rink over summer , hopefully Paradise will be on the same page as us and we can see work done throughout the changing rooms to help make them a better space for all.

Karl Peni  
SNC League Director

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## Director of Ice Hockey Report – Chad Croft

The 2017 season was my first as a member of the AIHA board and to be elected to the position of Director of Ice Hockey was a bit intimidating to be honest. However, I quickly realised that the current board members were very supportive and motivated to not only hear new ideas but discuss and implement them as well. By the end of the year I was much less intimidated by my apparent role on the board and greatly invigorated by the opportunities that lay ahead by being a part of such a positive and dedicated group.

The 2017 season saw us have a number of new people put their hands up to get involved as coaches, managers and officials as well. In support of this influx of new blood one of the earliest initiatives was to establish some standard expectations around not only player behaviour but that of our volunteer coaches and managers as well. This culminated in the drafting and distribution of AIHA Codes of Conduct which all junior level coaches and managers were asked to be signatories too to begin the season. These codes of conduct laid out the board's expectations around volunteer conduct, behaviour, communication and health and safety on and off the ice.

In addition I held a few coach and manager meetings throughout the season in order to bring together the volunteers who were ultimately charged with delivering a successful ice hockey season for the kids. These meetings were aimed at not only distributing information from the board and the Head Coach to our volunteers but providing an opportunity for our volunteers to give feedback on the leagues, team selection, training plans, schedules, expectations etc.

Comments and suggestions from these meetings were taken on board and adjustments made in order to ensure we maintained a competitive and safe environment for the betterment of our kids, with the ultimate goal of developing “ice hockey players for life”.

Chad Croft,  
AIHA Director of Ice Hockey

## **Director of Administration Report – Chris Kelly**

It was my first year with the Board. I found the Board to be a welcoming team and I am thankful for the support of many of the members throughout the year.

The administration of registrations went well for the year given the amount of change that has taken place with the leagues. I found ClubHub to be a capable system for registrations and the existing knowledge among the users to be very good. The support from ClubHub has also proven them to be an attentive vendor.

I would also like to note the diligence and communication from Finance. The effort was incredible and the results have been evident.

As I reflect on the year, I can see the progress made and the potential for more to come. The future is bright for hockey in Auckland.

Chris Kelly  
Director of Administration



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## Director of Marketing & Communication Report – Carl McIntyre

2017 was a busy year for the marketing team, with the development and launch of a new website, implementation of a number digital strategies to improve customer experience and a general tidy up of the overall marketing strategy and vision for AIHA.

### **New Website:**

A new website was launched in January 2017, which significantly reduced the amount of clutter that was present on the old website, which was in dire need of a refresh. The new website has been built with a focus on improving lead generation for the Learn to Play Programme, including search engine optimisation, as these children are the future of ice hockey and AIHA. Great attention to detail was also put in to tidying up the text and image content on the website to ensure that it remains up to date and can act as a hub for all leagues and marketing material.

### **New Scheduling Website:**

The ESports website was converted to also host the Junior and Learn to Play schedules, alongside Senior Non-Check, to centralise the season's calendar and make things easier for parents and players to understand. This website also hosts all of the player statistics and game data for the Junior League, allowing players to track themselves as they progress through AIHA. Feedback on this move has been positive, with parents in particular now having just one place to visit to view the entire AIHA schedule.

### **Social Media:**

The AIHA Facebook page, at time of writing, has 941 likes and receives regular engagement from page followers. The Facebook page is used as another avenue to share key stories and events relating to AIHA as well as recruit new members.

We operated a few targeted advertising campaigns throughout the season for the Learn to Play and Women's Only Day programmes. Both campaigns were very successful, reaching thousands of people who have not previously engaged with AIHA, each with a very modest advertising budget.

In particular, the Women's Only Day campaign reached 14,500 people in total with an advertising budget of just \$160.00. The advertising campaign was so successful that we had to close off registrations to the event and stop the advertising early, as we had already hit capacity for the event.

These successes show the power of Facebook as a recruitment tool for new members.

We encourage all Board members and parents to share content with us, the more content we receive, the more stories we can share on Facebook!

### **Marketing Collateral:**

During the year, we tidied up a number of old pieces of collateral to give them a more modern look and feel and update the information. Examples included a Learn to Play welcome pack, Learn to Play vouchers and one page print outs. In order to continue to build on AIHA's level of professionalism, it is important that all content given to new members and parents is of a high quality.

### **Summary & Looking Forward to 2018:**

After a busy year of reviewing and tidying things up, we look forward to building on what has been started in 2017, through sponsorships, public relations and other lead generating strategies in 2018.

Carl McIntyre  
Director of Marketing & Communication

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## Referee-in-Chief's Report – Al Tamepo

2017 was a fairly uneventful year with no serious events happening on the ice requiring follow-up disciplinary procedures. The AIHA had about twenty referees reffing games, but the majority of those games were reffed by a smaller number of that figure. We were able to provide referees for club, rep, and SNC hockey, but did run a bit thin at times. As in the past, we need to expand our numbers. Fortunately, we have a number of younger players who have expressed interest in putting on the stripes next season, and we look forward to welcoming them.

A highlight of this season was an NZIHF training camp held in April in Christchurch. Several Auckland referees attended and brought back the skills they learned there:

Aaron Clough

Eric De Witt

Ryan Hissong

Braden O'Laughlen

Alex Regan

Christian Regan

Doug Thompson

Paul Taillon (instructor)

The on-ice officials were supported by a great group of scorebench officials. Special thanks go to Elizabeth Regan, Keita Suzuki, Charmaine Tamepo for their dedication.

Al Tamepo

Referee-In-Chief

# New Zealand Representatives



Auckland Players selected for NZ Ice Blacks, IIHF Division 2, Group B.

**Final Ranking 2<sup>nd</sup>**

Michael Attwell

Jordan Challis

Nick Craig

Frazer Ellis

Andrew Hay

Oliver Hay

Nick Henderson

Blake Jackson

Jamie Lawrence

Rick Parry

Alex Polozov

Jake Ratcliffe

Ryan Ruddle

Remy Sandoy



Auckland Players selected for NZ U18 team, IIHF Division 3, Group B. **Final**

**Placing 6<sup>th</sup>**

Ryan Martinoli



Auckland Players selected for the NZ Women U18 team, Challenge Cup of Asia. **Final Placing 1<sup>st</sup>**

Samara Campton

Sophie Harold

Jana Kivell

Laura Thresher



Auckland Players selected for NZ Ice Fernz, IIHF Division 2, Group B.

**Final Ranking 3<sup>rd</sup>**

Tabitha Crump

Gina Davis

Alexandra Hyde

Lochlyn Hyde

Hannah Jensen

Shannen Kennedy

Helen Murray

Rachael Neville-Lamb

Ashley Richmond

Hannah Shields

Anjali Thakker



Auckland Players selected for NZ U20 team, IIHF Division 3. **Final Ranking 4<sup>th</sup>**

Eric Chung

Logan Fraser

Thomas Pugh

Ahmed Reynolds-

Hatem

Taylor Rooney

Matthew Taylor

Robin Vortanov