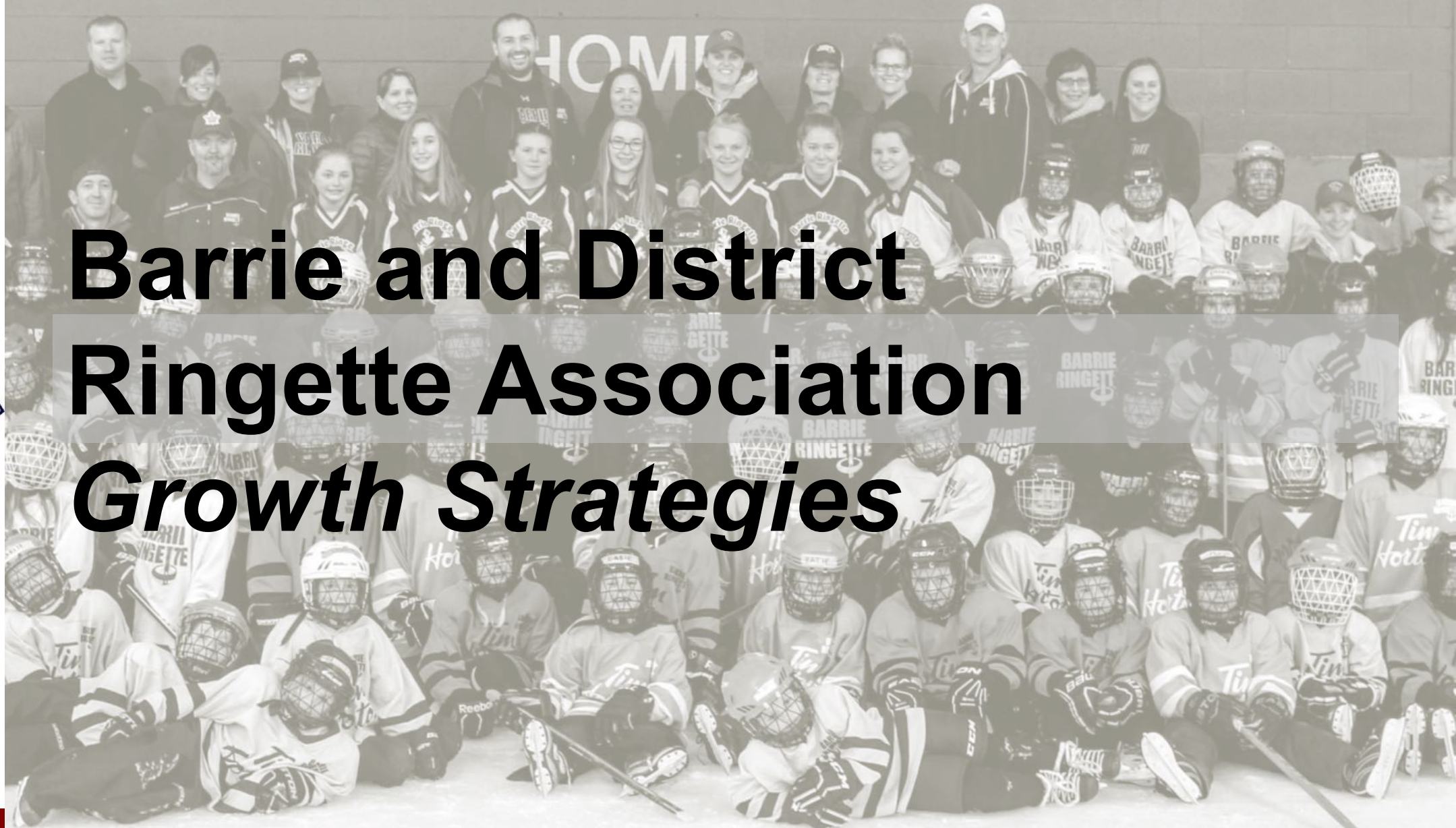




Barrie and District Ringette Association *Growth Strategies*





Growth Strategies

Barrie and District Ringette Association

History

- 2013-2014 Come Back Year
 - Steve Zanon-Richmond Hill
 - Robert Crandall-Burlington
 - Mike Beaton-ORA
 - Southern Region Ringette Association



Growth Strategies-History (Cont)

Barrie and District Ringette Association





Growth Strategies-Growth

Barrie and District Ringette Association

- 2013-2014- 25 skaters-LTS and U8 Division
- 2014-2015- 40 Players
- 2015-2016- 65 players
- 2016-2017-113 players- **New House League** + Regional
- 2017-2018-140 Players- New House League Division
- 2018-2019-188 with Open- **New Open House League**



Growth Strategies-2016-2017 House League

Barrie and District Ringette Association





Growth Strategies-HOW did we do this?

Barrie and District Ringette Association

- Come Try Ringette
 - Biggest attraction
- Word of Mouth-Friend/Family/Neighbours
- Events within Barrie and area (Farmers Market and Celebrate Barrie)
- Programs
- Volunteers



Growth Strategies-Come Try Ringette

Barrie and District Ringette Association

Come Try Ringette

Saturday, May 11

Find out why SRRRA players say
Ringette Rocks!



When: Saturday May 11, 2013 (11:00am)

Location: Allandale Recreation Centre (190 Bayview Drive, Barrie)

What to Bring: Skates, helmet and mittens or gloves

Free for children ages 4 and older giving them an opportunity to participate in an on ice. Beginner skater levels welcome. Season starts September 2013



Don't miss out on this opportunity to try the great sport of Ringette. Work on skating skills and develop long lasting friendships!

For more information on Ringette:
www.barrieringette.ca

To Register for Come Try Ringette:
www.cometryringette.ca



Growth Strategies-Come Try Ringette

Barrie and District Ringette Association



Barrie Blizzard Ringette
Check out our Facebook page or visit barrieringette.ca

Calling all girls from the ages of 2 and up!
Have fun trying the fastest game on ice.

Come Try Ringette

A free event!



Pre-register at cometryringette.ca
Location: Allandale Rec Centre (Red)
Date: Sunday, May 27, 2018
Time: 10:00 AM – 11:00 AM



Growth Strategies-Come Try Ringette

Barrie and District Ringette Association

- Flyers are distribute to all public and catholic schools within Simcoe County
- Hold 2 sessions per year (Spring and Fall)
- Flyers posted through out arenas and community centre—wherever we can post
- Website/Radio/Television



Growth Strategies-Word of Mouth

Barrie and District Ringette Association

- We have the girls tell friends and invite them out.
- Family/Neighbours/Friends
- Referral Program-each girls who has a new friend register receives a \$20 bill at banquet and/or funfest –**SHOW ME THE MONEY**



Growth Strategies-Events

Barrie and District Ringette Association

- Participate in Farmers market a couple of weekends before each CTR event.
- Celebrate Barrie we set up a booth to invite girls to CTR
- Free Skates and Bring a friend nights



Growth Strategies- Programs

Barrie and District Ringette Association

Learn To Skate Program

- 20 week Program from October to March
- As progress they are given a stick and ring
- Evaluated--they have opportunity to move into U8 House League Program in the second half of the season



Growth Strategies- Programs

Barrie and District Ringette Association

House League Program-began in 2016-2017

- 2016-2017-One division -U8
- 2017-2018- Two Divisions- U8 and U12
 - Also had a Adult Learn to Play Ringette this season
- 2018-2019- Four Divisions-U8, U10, U14, Open
- Open- allowed experienced and inexperienced adults (including U16 Regional) to come together every other week to play.



Growth Strategies-VOLUNTEERS

Barrie and District Ringette Association

- Without volunteers none of these programs would happen.
- Recruiting is always happening—a phrase we use is we
VOLUN-TELL
- Parents and past ringette players assist in the development of the game at all age categories.
- Parents are asked to assist in all areas of the game from on the ice, off the ice, Executive, etc.



Growth Strategies-Other

Barrie and District Ringette Association

- Price is appealing— keep the registration fees as low as possible
- All Regional players play within the House League to assist the growth of themselves as well as others—provide mentorship to younger in experienced players.
- Work with other Sport Associations to cross promote, i.e. rugby, lacrosse, baseball.
- Volunteers promote within employment, such as gym ringette.



Growth Strategies-Future

Barrie and District Ringette Association

- This an ongoing journey.
- Need to continue to promote at the LTS/U8/U9 age groups to grow your Association
- Keep the sport open for all age groups—give opportunities for all different skill leveled players
- Think out side the box to get girls into the sport.
- Marketing the sport within all the areas (Cities, Counties, Provinces, Countries)



Growth Strategies

Barrie and District Ringette Association

Questions?