



**AUCKLAND ICE HOCKEY  
ASSOCIATION INC.**

**2022  
ANNUAL REPORT**



Auckland players at the 2022 Under 12 Tournament in Christchurch



NZWIHL and NZIHL games in Auckland



Junior League players in action, as part of the 2022 season

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## 2022 Board of Directors

President:	Carl McIntyre
Vice President:	Timothy Butterfield
Director of U12 League:	Philip Keen
Director of Bantam League:	Spencer Noonan
Director of Junior League:	Jenn Jones
Director of Adult Hockey League:	Aaron Somerville
Director of Women's Ice Hockey:	Michelle Cox
Director of Player and Coach Development:	Cameron Stephen
Director of Administration:	Wayne Curtis
Director of Marketing & Communication:	Michael Domigan
Secretary:	Mary Alice Simon

### 2022 Non-Executive Positions:

General Manager:	A.J. Spiller
Head Coach:	Justin Daigle
Commercial Manager:	Matthew Canaday
Referee-in-Chief:	Paul Taillon
NZIHF Delegates:	Michael Domigan Wayne Curtis

## President's Report

For the first time in several years, we completed an ice hockey season without interruption!

Heading in to 2022, we were unsure what our membership retention rates would be, as many sports around the country have suffered losses across all age groups over the last few years. I'm pleased to report however that AIHA is bigger than ever, with continued growth across all our age categories.

The Adult Hockey League (AHL) was fully subscribed and had a waiting list for the first time in many years, proof that demand for adult social hockey is strong, and furthermore, evidence that if you want to play you need to be in quick when registrations open!

A personal highlight this year was seeing the continued growth of our Learn to Play and Under 12 programmes. These children are the future of ice hockey in Auckland and Aotearoa. A big thank you is due to all the hardworking coaches, parents and helpers who contribute so much to the success of this programme.

The NZIHL season was one of the most competitive in recent years, with the West Auckland Admirals finishing 1<sup>st</sup> in the regular season, and two massive grand-final games taking place in Auckland. While an Auckland team didn't bring home the Birgel Cup this year, we can still be very proud of the hard work, passion, and determination our NZIHL players bring to the ice every year, and I'm sure that the Cup will sit in an Auckland trophy cabinet soon.

It was also pleasing to see an NZWIHL round take place in Auckland, with great spectator numbers present, and competitive games taking place around the country by our top women players.

Looking ahead to 2023, and amidst the cost-of-living crisis and high inflation, increasing costs and tightening on spending is likely to affect AIHA and we will need to carefully manage our financial position to ensure the continued long-term viability of our club. This may mean playing fee increases are required, especially if operational costs such as ice time are increased, something which the club cannot afford to absorb on its own.

Thank you to the AIHA Board of Directors for another year of strong governance, the passion and unrelenting support this group of volunteers brings to the table is unparalleled and a key reason for the club's continual steps forward and growth.

Planning is well underway for 2023, and we look forward to opening registrations and sharing more information about next season soon.

**Carl McIntyre**  
**President**

## Vice President Report

The AIHA 2022 hockey season will go down as a banner year for AIHA. Following the 2021 incomplete season, AIHA has been able to bounce back with full seasons for all age groups and leagues, with record participation.

Successful efforts have been made to extend our hockey community, encouraging participation from players, and supporting members alike.

AIHA Hockey continues to provide a strong contribution to health and wellness of our community.

My focus for the 2022 year was to participate and support AIHA in as many areas of operation that are logistically practical. These include:

- Working as part of the coaching team for LTP and Super league
- Working as part of the coaching team for Bantam training, the Bantam Season and the Auckland Cup
- Working as part of the coaching teams for U12 National competition
- Working as part of the coaching team for the U15 Rep Competition
- I have also volunteered as a puck chaser for the Auckland Steel to gain practical working experience and knowledge with AIHA's NZWIHL women's team with the aim of gaining a better understanding of the dynamics of coaching for this group
- Volunteering in assisting with any logistics and operational roles for execution of NZIHL games

I have come to see the role of vice president of AIHA as a supportive and consultative role for all areas of AIHA where resource and consultation is needed or desired.

I have and intend to continue to provide thought and feedback from my involvement in various areas of the Auckland ice hockey community

I continue to see great opportunities to add value with special events and work with Carl / A.J./ Justin and the rest of the board to understand and develop hockey for our hockey community.

**Timothy Butterfield**  
**Vice-President**



## Finance Report

### Review of 2021

With the 2021 AGM being held 3 weeks after our financial year ending 31<sup>st</sup> October 2021, we start by looking back at our 2021 financial accounts.

The year was tracking very well until it came to a halt on 17<sup>th</sup> August with Covid restrictions. This meant the season was not able to be completed and not all income that was budgeted for, was collected. This also meant AIHA had a financial deficit of \$18,537 in 2021.

We were able to secure a good amount of charitable funding totalling \$58k from the following organisations:

Four Winds Foundation	Ice time
Pub Charity	Ice time
NZ Community Trust	Salaries
The Trust Community Foundation	Salaries
Trillian Trust	Player jerseys
Milestone Foundation	LTP gear
NZIHf	LTP gear

### Review of 2022

We are now in our second year using the esportsdesk player management system. It has worked very well for us, and we are still learning some of the ins and outs of the system.

We were able to get back to full activity in 2022, which also meant that we had extra costs incurred getting everything up and running again. We also hired Matt Canaday as Commercial Manager for AIHA in the 2022 financial year.

The year was very successful with receiving charitable funding. AIHA received a total of \$128k from the following organisations:

• Four Winds Foundation	Ice time
• Pub Charity	Ice time
• Grassroots Trust	Ice time
• Lion Foundation	Ice time
• The Trust Community Foundation	Ice time
• TAB	Ice time
• Howick Local Grant	Ice time
• NZ Community Trust	Ice time
• Blue Sky Community Trust	Ice time
• The Trust Community Foundation	Salaries
• Trillian Trust	LTP equipment
• Dragon Community Trust	LTP equipment

With the 2021 season was cut short, we made the decision to not pass on all cost increases to our members. This will also mean that AIHA is likely to have a financial loss this year.

Looking ahead to 2023, ice costs will be increasing by 14% at Avondale and 6% at Botany for a combined average increase of 10%. These costs will unfortunately need to be passed on to our members.

**A.J. Spiller**  
General Manager

## AIHA General Manager Report

The 2022 season was the first in three years where we got to see a season through from beginning to end without any interruption. It is also the first since I started my role with AIHA where we got to complete a full season from start to finish, so by default and by the amount of activity we accomplished, 2022 has been my favourite season.

### **Our People:**

Thank you to the AIHA Board of Directors for all their guidance and continued effort to provide the best ice hockey experience for all our members across all ages and leagues. Special thanks to our President, Carl McIntyre who drives a lot of what we do as a club.

Head Coach, Justin Daigle who is always a positive influence and role model for our players and coaches. Our growth in Learn to Play and the Super League would not happen without him. Watching our players develop across all ages is a testament to his hard work.

Commercial Manager, Matt Canaday who started with AIHA this year and was able to secure charitable funding, and sponsorships for both the West Auckland Admirals and Botany Swarm. He has also been key to our LTP success and providing coaching for our goalies.

Marketing Manager, Michael Domigan who does immense behind the scenes work for AIHA. Michael gets things done, and we are fortunate to have his knowledge driving our marketing along with all the other work he does for the club.

### **Season Highlights:**

Learn to Play - a total of 208 kids registered in LTP, which is the highest we have ever had. We set an attendance record in Term 2 with 1757 attendees across LTP for the term. That record was broken in Term 3 with 2013 kids attending.

Super League - expansion in 2022 due to rising players numbers that entered the Super League from Learn to Play. There are now five U9 teams and five U12 teams. We had a total of 99 kids registered in the Super League and had an average attendance of 83 kids on Sunday mornings. The U12 tournament in Christchurch was also a great success.

Bantam & Junior League – the effort and engagement from players and coaches to improve throughout the season. Sending two competitive teams to the U15 tournaments and a very competitive team to the U18 tournaments.

AHL – finishing an entire season without any stoppages or need to re-schedule. The passion of the of all the players across all three divisions is always a highlight.

NZWIHL – Auckland Steel playing home games at Avondale and the crowd of people they had supporting them at the games.

NZIHL – hosting the Grand Final at Avondale and having the rink completely packed with spectators on the Saturday. Also, how tightly contested both the regular season and Grand Final were.

I am looking forward to 2023 and building on the success of 2022. Thank you to all the volunteers who help our club be the best it can be.

**A.J. Spiller**  
**AIHA General Manager**



## AIHA Head Coach Report

The 2022 season has come and gone in what felt like the blink of an eye. We Finally had no Covid-19 interruptions and were able to complete a full season for all of our age groups and programmes. All in all, it was a very successful season.

### Learn to Play

Our Learn to Play programme experienced a lot of record-breaking milestones this year which AJ will highlight. We made some changes to our on-ice layout to accommodate for an increase in attendance numbers and to incorporate more skating focus. We ran 6 stations at most sessions on the Monday's, Wednesday's, and Thursday's (unless short on coaches or low on numbers). 2 of the 6 stations were skating stations which means that 20% of their time on the ice was strictly skating focused. Our door-to-door service was awesome, and kids always left the rink having had fun and smiling. A massive thank you to all the volunteer coaches who contribute time and energy to the Learn to Play programme. Without their help we would not be able to run the programme at such a high level.

### Super League

The 2022 Super League season was another massive success. We expanded both the U9's and U12's to 5 teams in each age group putting our total to 10 teams. We broke attendance records and all the feedback about the Super League was very positive. A massive thank you to Phil and Lisa for all of the time, energy, thought and work they put into the Super League. They have added a number of "features" that contribute to the events running smoothly and with a level of organisation that is truly remarkable.

### Bantam & Junior Leagues

The Bantam + Junior seasons both went very well. We changed their training format for the 2022 season. The age groups trained separately on our Tuesday and Thursday trainings where they used to have combined trainings at all sessions. Tuesday and Thursday sessions now saw both groups on the ice for 1 hour and off ice training for 30-45mins. The off-ice trainings featured a variety of focuses. We spent some time on stickhandling skills, team building activities, whiteboard classroom sessions, workouts and stretching. By splitting the group and reducing the total number of players on the ice at a time, we were able to change our on-ice focus to incorporate more game like situations. In term 3 we invited the graduating Super League U12's to join the trainings which was a welcomed boost in numbers and an awesome stepping stone towards the Auckland Cup and the style of trainings they will experience next year as Bantam's. At the risk of sounding like a broken record, a huge thank you to the coaches who not only coached at trainings but also coached the teams and did a great job of educating and supporting the players throughout the season. They all did an amazing job. Also, a huge thank you to the team managers who were very organised and contributed to it being a successful season.

### U15, U18 and U21 Reps

Our rep programmes all did very well this season and represented Auckland on the National stage in a very exemplary way both on and off the ice. We sent 2 teams to the U15 Nationals once again. We are the only region that does this. Our U15's met in the bronze medal game. Our U18's brought home a silver medal losing to Dunedin in the finals. The U21 Nationals saw a massive change in format. Players from around the country were all put into a draft and 4 teams competed in a 4 on 4 format tournament. It was a huge success, and we will look to run it the same way next year.

### AHL

The AHL season went well. We hit capacity and had a waitlist for the majority of the season. There were several new players and lots of player assessments conducted in the lead up to the season. We had several Junior development players play in the Premier League and it served its purpose as a platform for their development. I am reasonably satisfied with the balance across all teams within each division. At the end of the day there has to be a 1<sup>st</sup> place team and there has to be a last place team. Aaron will have more detail in his report.

I am very happy with the 2022 season. We will always be looking to improve what we do and come up with ways of enhancing our player and coach development. It was awesome that we didn't have any interruptions and I am excited to build on our successes of this season. For the last time, Thank you to all of the volunteer coaches and managers. Your energy and effort are greatly appreciated and plays a vital role in the success of our club. I look forward to continuing to work with all of you!

Bring on 2023!

**Justin Daigle**  
**AIHA Head Coach**

## U9 and U12 League Report

The Super League had yet again a great season, for all involved. The season saw the Under 12 Flash take out the final in exciting fashion going to golden goal in OT to take home the Super League trophy.

The 2022 season saw the Super League expand from four Under 9 and Under 12 teams to five teams in each age group. Unlike the 2021 season, this season saw a consistent 8-10 players per team which allowed for consistently 2 / 3 lines per week across both age groups. This was an improvement for the Under 9 age group from 2021, which saw frequent absences each week which required movement of players each weekend from team to team to ensure each team had sufficient players.

Consolidation was the focus of 2022. The 3 second beep to single to the players the end of the shift continue to see new and improved tactics coming into play but unlike the 2021 season where the Under 12's mostly took advantage of this we also saw in 2022 a bigger improvement in the Under 9 competition utilising this as well.

Once again, a huge thank you to Centre Ice for their ongoing sponsorship of the player of the day certificates, it is greatly appreciated by the league, players and parents.

With the growth of the Super League more jersey were purchased to accommodate the smaller U9's and the larger U12's due to the growth in numbers.

The National Tournament that was hosted in Christchurch was a huge success. Auckland was well represented and by the smiles on the players faces everyone had a great time and are looking forward to next year.

Volunteers are the heart of ice hockey and the Super League. By giving your time and energy you are a huge part in the development of the players and make it possible for everyone to participate and enjoy the sport. We sincerely thank you for your efforts as without volunteers quite simply the Super League would not happen. On behalf of myself and players thank you for your participation and involvement and your valued contribution towards the Super League.

**Philip Keen**  
**U12 League Director**

## Bantam League Report

After a COVID impacted season in both of the last two seasons, this season reflected a return to normality with three teams, the Hornets, Panthers and Pythons playing out the league. Although of course we were not immune from the impacts of the COVID pandemic with some sickness. So thanks to the coaches and managers for their commitment and development of our young players that has been a delight to see their continued progression and upgrading of skills.

To reiterate as I have done in previous years, our organization would not be able to run without the help and assistance from our Auckland hockey community, and I personally thank all Bantam League coaches, managers, parents and helpers. To quote a *parent* **"Obviously this year has taken a supportive 'village', of great coaches, managers and volunteers to get there..."**. Included in this is the great leadership team both on and off the ice from A.J and Justin that have consistently developed our ākonga and devoted their energy to our ice hockey community so very appreciative of that.

The season started off with some wide-ranging games with two teams that were dominant however as skill levels and player development increased the competition became more balanced as it progressed with some tight finishes and some amazing player development both physically and mentally. Often the rankings do not reflect the closeness of those games. An emphasis on player support with old members of the line helping and supporting the younger members was an area of concentration with the teams. Added to that compatibility in terms of playing style and the constant mixed development of players as the season progressed to its completion presented challenges. In the end the Panthers took it.

Constructive feedback from the season was mostly in terms of communication and the right channel to use, for example email or WhatsApp team groups, some felt that they missed announcements, or weren't informed and in my interviews in compiling this report this was highlighted, that we would stick to one channel to get the news out to their perspective teams.

Another point that was highlighted to those that I spoke to was the movement of players towards the end of the season, who got aged either in or out of the Bantam league, while it was understood that this was a necessity for development, some found this disrupting.

Another innovation from one of the teams was to send out a practice plan that was sent out to players for team practices so they could concentrate on certain areas of development, this was well received and for the team Coaches and Managers could indeed with this structure equate to better attendance.

Dunedin continues to be the highlight of the year, for many of our players, and it's great to see the NZ ice hockey community come together for the development of your players and to learn from each other on the ice. It's also great to see the players bond in their respective Auckland teams and create new friendships on the way and the independence that they get from this trip.

**Spencer Noonan**  
**Bantam League Director**

## Junior League Report

One of the best achievements this season was completing the full season!

It was a poignant season for me personally as a lot of the players I have come to know over the years have gone from waist high little people, struggling with their gear bags through the doors, to young adults, a head if not more towering over me and politely holding the door open, the years have gone by very quickly!

We ran a three-team competition, which will likely be a thing of the past with our ever-growing numbers. The teams were set and drafted by our best selectors for an even competition and just like that, the season was underway.

There is always a massive improvement when the players come back after the first round having attended school holiday programs, U15 or U18 rep rounds in Dunedin. The lines between ages and skill sets are well blurred and great hockey is being played.

It was an exciting change to the format this season when we welcomed the Auckland Steel women's Rep team into the bye training slot on Mondays and for the Auckland Cup Series. The internal competition between the three teams to not be beaten by the Auckland Steel went as far as leveraging a KFC shout if you went down to the ladies. I hope we will continue to include them in some way or form. It was developmentally good for all.

Wrapping up our full season, we were heading into the play offs. Coach Cam was ruling the Ice with the *Outlaws* 9 wins from 10 games. Jeff Boehme took his team, the *Ice Hogs*, into the do or die semi under pressure. He had four wins to the *Mighty Pucks* two. With men missing in action thanks to winter ills and the impact still being felt with the fallout from COVID he sent his team out. The *Mighty Pucks*, only missing one star player with nothing to lose, took advantage and skated their way to the gold medal game. Just like the movie, the *Mighty Ducks*, Auckland's the *Mighty Pucks*, with Jeremy Allen on the bench, went onto the ice to play against Cam's *Outlaws* and played the game of the season, tied at full time 4 all. Coaches pulled their teams to the bench and sent out the chosen three for each team to decide the game.

There is video footage online. It is by far the fastest OT 3 v 3 in club league I have seen. The Gold medal goal was scored in six seconds. These few sentences cannot impart the jubilation, and commiserations all the emotions under the roof for the end of the season that night at Botany.

Cam and Jeff, true gentlemen and great mentors, congratulated winners after each of their games and hung up their whiteboards for another season. Jeremy hasn't stopped grinning. It's a pleasure to thank these three Coaches and their managers Stephen Chamberlin, Shane Brown and Stephen MacDonald for all their efforts.

Congrats to all our players for your season, keep practicing on and off ice.

Thank you to all the parents and family members for your unwavering support.

To the players ageing out of this league – good luck in life and on ice. Happy holidays to everyone, I hope to see you all back at a rink in 2023.

**Jenn Jones**  
**Junior League Director**

## Adult Hockey League Report

It was the first year in a few years where there were no COVID interruptions from the start of the season to the end of the season, which was really great. I think can speak for everyone when I say 'thank goodness' as we're all pretty COVID exhausted.

Another real positive was there was almost no suspensions handed out, two came in the last month of competition, one of them in a playoff game. While this is disappointing, I'm glad to see these sorts of thing minimised. It shows the players have got a respect for themselves, their opponents and the on-ice officials. Hockey is an emotional game, glad to see sportsmanship and respect being shown to everyone involved.

The rebranding of the AHL division from A, B & C to Premiere, Division 1 & 2 was received rather well. Nothing has changed but I think the teams now playing in T1 & 2 are more proud to say that over playing in Div B or C. Great job by the AHL management team (Justin, AJ and Matt) in identifying a small win and making it happen. Also, most importantly the Premiere division gives a great platform for the junior players making their way up the ranks to gain further confidence and skills as they try and crack the NZIHL and land a permanent roster spot. Also, it provides the senior Premiere division players a chance to play against younger, faster and stronger players and give them an opportunity to provide insight and guidance to the junior players.

We continued with the full "Hockey Package" from last season with the in-house music for all AHL games across all divisions where possible. This has received great feedback as an enhanced hockey experience for players and fans alike. We'll look to continue and improve on this in the seasons to come.

Congratulations to all our division champions:

Premiere – Jets

Div 1 – Eagles

Div 2 – Tigers

**Aaron Somerville**

**Adult Hockey League Director**



## Women's Ice Hockey

The Auckland Steel finished third in the NZWIHL season with 3 wins and 3 losses.

Recommendations for 2023:

- Blue vs White games.
  - Auckland is the only region without some form of a women's league.
  - Current players will find it too expensive to play in the AHL and then for a women's team in an appropriate league.
  - Suggestion to have Blue vs White game, every 6 weeks or so. This will not only encourage bubble players to be involved more but also give financial ease for regular players.
- Game/rules education.
  - Noticeable that the players are missing game knowledge.
  - Suggestion to run a workshop prior to the season starting.

**Michelle Cox**

**Women's Ice Hockey Portfolio**

## Director of Player and Coach Development Report

After a 2021 season with lots of disruptions and a disappointing early finish, 2022 has been a full and exciting season of hockey. There have been many opportunities for players of all ages to develop their skills and be part of a team.

Numbers have been very strong for Learn to Play and Super League. Made up of our youngest players, this group is the foundation of ice hockey in Auckland, and New Zealand. During the recent Auckland Development Camp, coaches from USA Hockey emphasised the importance of focusing on developing this age group. Not only does this strengthen our level of hockey in the future, it also keeps more kids in the game. Justin, AJ, and all of the other coaches have done an amazing job of keeping these kids excited and engaged, while building their skating, puck skills, and game sense.

Junior/Bantam players had extended training on Sunday mornings, with goalie specific coaching to start the sessions. Matt did a great job of planning the goalie sessions, and while goalie attendance was a bit inconsistent, the level of improvement for those that did attend regularly was very noticeable. Goalie development continues to be a key focus for building a competitive and robust hockey program.

Tuesday/Thursday night training saw a new format this year. Bantam groups were split from the junior group, with U21 players invited to train with the juniors. Both groups had an hour of on ice training, plus a half hour of either dryland, puck handling, strength and conditioning, or classroom sessions. Response was very positive, and it was great to give the U21 players a chance to continue their development. Junior players benefited from competing against older players, so this was a benefit for everyone.

We have a growing number of Junior/U21 players training with their respective NZIHL teams, with some players getting consistent game time. Having a chance to practise and play at this level has had a big impact on this group's skill and compete level.

Continuing to build our community of coaches at all levels is essential to supporting our growing number of players. The recent Auckland Development Camp had close to 40 coaches, with a significant portion made up of Auckland coaches. The USA Hockey representatives focused on modelling and facilitating coaches to design and carry out practice plans to maximise player enjoyment and skill development. These camps continue to be a great opportunity to build our coaching capacity as well as fostering a sense of community amongst coaches, both in Auckland and nationally. Huge thanks to Darren for continuing to plan and promote these development opportunities.

**Cameron Stephen**  
**Director of Player and Coach Development**

## Director of Administration Report

Player numbers in Auckland grew again for 2022. Below is a list of all AIHA players, in accordance with the NZIHF's registration formats.

<b>Auckland 2022</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
LTP Only (Any age)	164	44	208
U12 (2011 - Present)	81	16	97
U15 (2008 - 2010)	38	2	40
U18 (2005 - 2007)	36	4	40
U21 (2001 - 2004)	31	4	35
Senior (Any - 2000)	281	35	316
<b>Total Players</b>	<b>631</b>	<b>105</b>	<b>736</b>

<b>Auckland 2021</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
LTP Only (Any age)	145	32	177
U12 (2010 - Present)	57	18	75
U15 (2007 - 2009)	41	3	44
U18 (2004 - 2006)	45	5	50
U21 (2000 - 2003)	18	5	23
Senior (Any - 1999)	299	34	333
<b>Total Players</b>	<b>605</b>	<b>97</b>	<b>702</b>

**Wayne Curtis**  
**Director of Administration**

## Director of Marketing & Communication Report

The 2022 season was full of ice hockey action across all our age groups and competitions for the first time in many years, and the demand for ice hockey as a spectator sport continues to grow.

We witnessed record attendance numbers at our NZIHL and NZWIHL games this season. This was due to an increase in advertising spend to promote the games, as well as advertising partnerships with the likes of Go Media and LUMO – thank you to these companies for their support.

As a niche sport, spectator attendance for those new to the game, largely results in them attending just one or two games and analysis of our ticket sales data supports this. Anecdotally, this isn't because they don't enjoy themselves at the games, but rather with so many games taking place in Auckland, a multitude of other events we compete against on Saturday and Sunday nights, and the sport being new to them, one or two games a year is "enough" for them.

Looking ahead, we need to ensure we maintain this high level of "trial" and re-engage these customers to attend future games, as well as increase the number of AIHA members attending in-person, which is also much lower than we would like. Not only does spectator attendance equal ticket sales, but it also exposes new families and their children to ice hockey, which acts as a lead generation tool for our Learn to Play and youth programmes.

AIHA, in conjunction with the NZIHF, is continuing to build relationships with major media outlets, and we saw features this year across TV, radio and online news.

Thank you to all the hardworking volunteers who support AIHA's marketing efforts – especially those involved with the NZIHL and NZWIHL livestreams. These individuals give up, in some cases, 5-6 hours of their time on Saturday and Sunday nights to bring the livestreams to fans, and I'm grateful for their passion and support in growing the sport.

**Michael Domigan**  
**Director of Marketing & Communication**