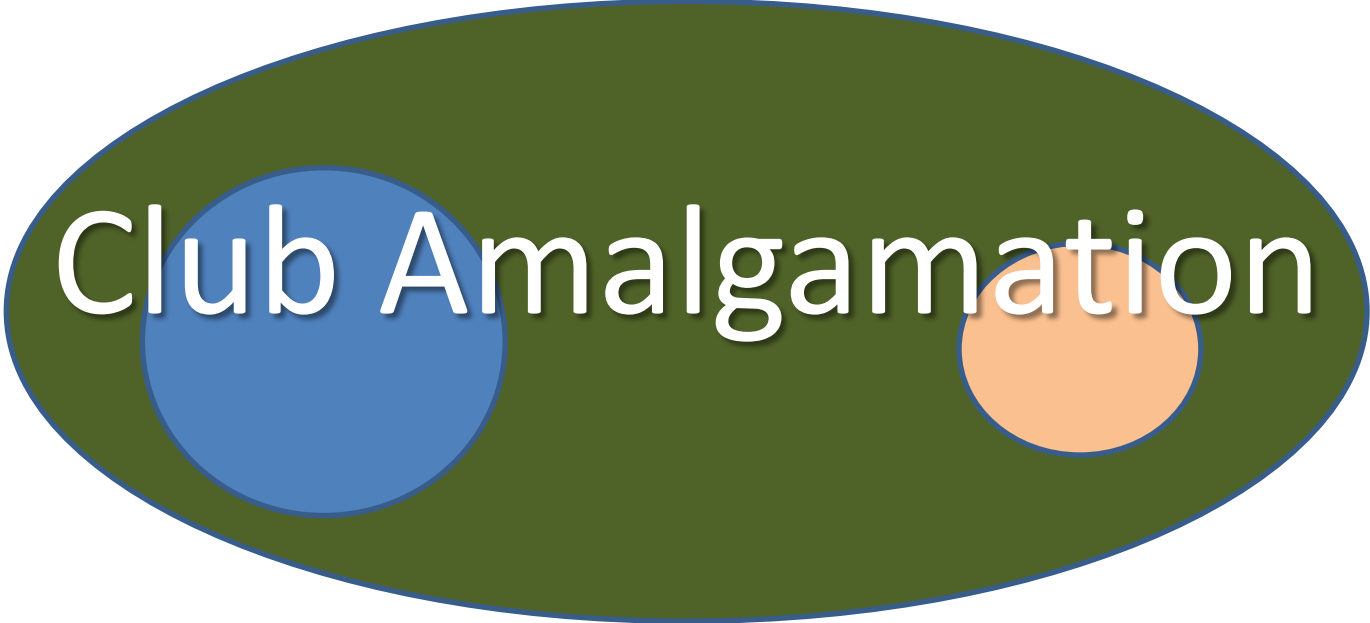




BC Coast Region Know Your Sport Workshop (Sept 30, 2017)

Club Management Topics

- **Club Amalgamation**

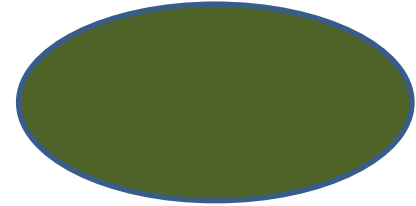
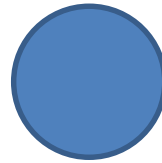


Club Amalgamation

...A tale of two clubs

Club Amalgamation

- Club Capacity



- Skater Opportunity

- Shouldn't every skater have the opportunity to develop and train to as a high level as possible

Club Amalgamation

...A tale of two clubs

A. Symptoms of a Problem

Club ABC

19 hours per week
4 hours Canskate
2 hours Academy
2 hours Powerskate
**10 hours left for
skater training**

- Two Clubs
- Geographic Affinity – overlap in
- demographic “catch basin”
- Limits on allocated ice from municipality
- Some skaters and coaches may already cross-train at both venues, but there is often territorial conflict
- Canskate at 70-90% capacity

Club XYZ

14 hours per week
3 hours Canskate
2 hours Academy
1 hour for powerskate
1 hour for open skills/dance
**7 hours left for skater
training**

At first glance these two clubs may seem healthy entities and the old “adage if it aint broke don’t fix it” might seem appropriate...

But we’d all still live in caves if we always thought that way

Club Amalgamation

B. Further Analysis

Club ABC

19 hours per week

4 hours Canskate

2 hours Academy

2 hours Powerskate

10 hours left for skater training

Club XYZ

14 hours per week

3 hours Canskate

2 hours Academy

1 hour for powerskate

1 hour for open skills/dance

7 hours left for skater training

- Skating categories to improve quality of sessions

Skater Designations

Junior	3 hours/wk
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Intermediate	3 hours/wk
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Senior	4 hours
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Club ABC has enough skaters to have 3 different classifications, but none of the sessions are really full to capacity, and the club doesn't break even on them

Skater Designations

Junior	5 hours/wk
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Senior	2 hours/wk
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If it wasn't for a strong Canskate, neither of these clubs would be doing well financially

Club XYZ barely has enough skaters to have a Senior session, and the quality of the session suffers because the criteria has to be low, the session loses money and there is constant pressure to cancel it.

Club Amalgamation

Club ABC

19 hours per week
4 hours Canskate
2 hours Academy
2 hours Powerskate
10 hours left for skater training

Club XYZ

14 hours per week
3 hours Canskate
2 hours Academy
1 hour for powerskate
1 hour for open skills/dance
7 hours left for skater training

C. Further Analysis

Skater Designations

Junior	3 hours/wk
Intermediate	3 hours/wk
Senior	4 hours

Senior – Junior Bronze or higher

Club ABC has enough skaters to have 3 different classifications, but none of the sessions are really full to capacity, and the club doesn't break even on them

Skater Designations

Junior	5 hours/wk
Senior	2 hours/wk

Club XYZ barely has enough skaters to have a Senior session, and the quality of the session suffers because the criteria has to be low.

Question: How much on ice training time (per week) does a Senior Skater need to be marginally competitive? Do you think a Senior Skater could thrive at either of these clubs?

Club Amalgamation

Club ABC

This club will prattle along forever with marginally adequate ice time but will never produce any top skaters

D. Conclusions

Club XYZ

This club is doomed to be a junior club forever. Any skater beyond a certain level who cares about their career will (have to) leave.

Some label or call this a “**recreational club**”, but was it by choice?

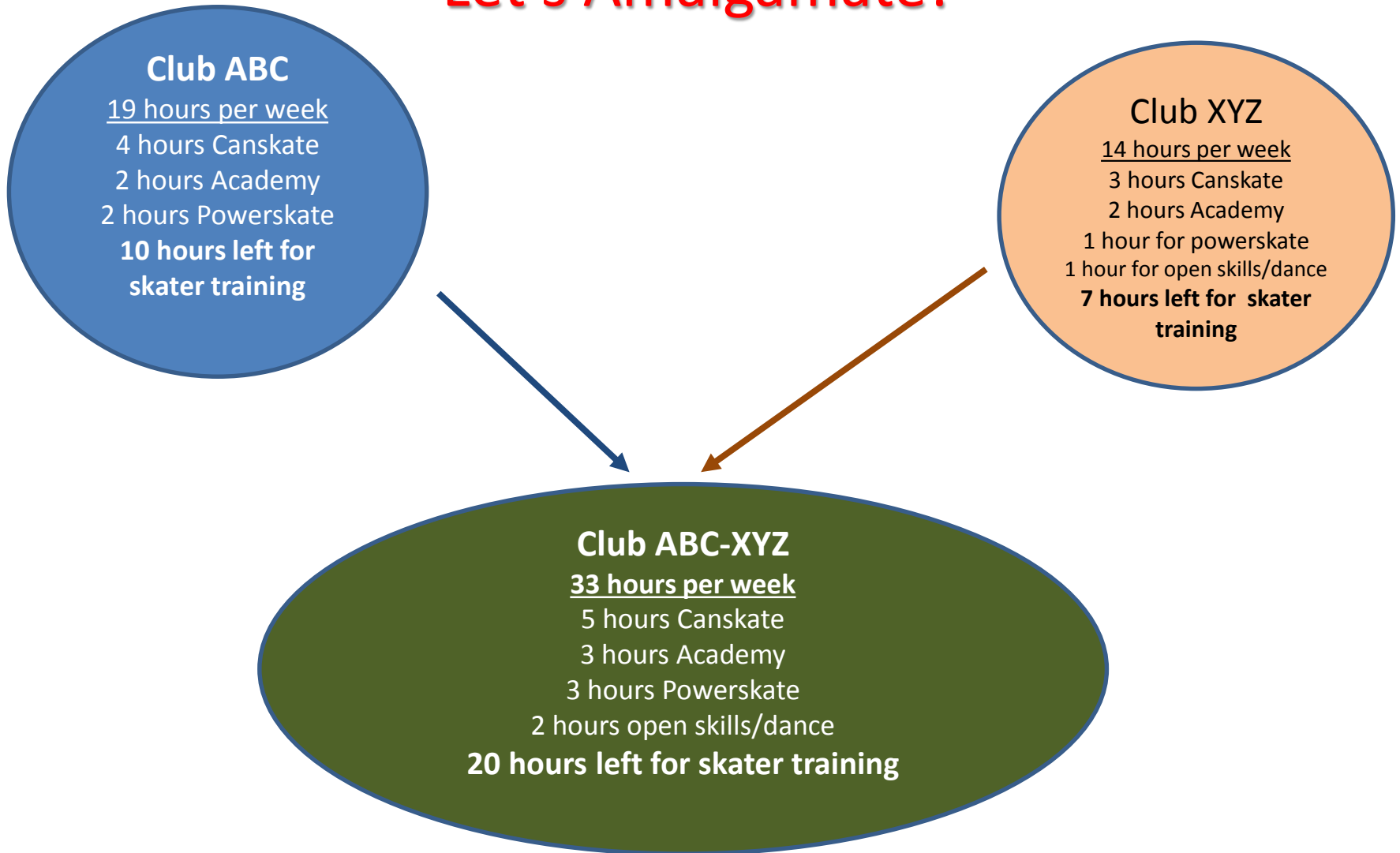
Are either of these destinies fair for the young skaters who live in the clubs' neighbourhood and dream of a skating career of greatness? Or even semi-greatness?

Many skaters will drop out of the sport even before they finish high school 😞

Must all aspiring skaters go to a “Skating Centre” to get a sufficient training environment?

Club Amalgamation

Let's Amalgamate!



Club Amalgamation

Look at us now!

Club ABC-XYZ

33 hours per week

5 hours Canskate

3 hours Academy

3 hours Powerskate

2 hours open skills/dance

20 hours left for skater training

Characteristics of ABC-XYZ

Canskate	100% capacity (fully booked)
Academy	Improved performance
Powerskate	Growth, 100% capacity
Open Skills and Dance	Improved performance
Junior	6 hours/wk
Intermediate	6 hours/wk
Senior	8 hours/wk

The amalgamated club isn't just the sum of the two original clubs. There are enormous synergies at play.

Club Amalgamation

Everything about our new club is better!

Characteristics of ABC-XYZ	
Canskate (5 per week)	100% capacity (fully booked)
Academy	Improved performance
Powerskate	Growth, 100% capacity
Open skills and Dance	Improved performance
Junior	6 hours/wk
Intermediate	6 hours/wk
Senior	8 hours/wk

This club is now sustainable, has a strong Canskate and Academy to recruit skaters into the Junior, Intermediate, and Senior ranks

This club now can make money or break even on all sessions, and can use profits to Subsidize quality off-ice programming (flexibility, ballet, etc).

This club now can offer half a chance to an aspiring young skater with dreams of greatness.

Club Amalgamation

- Other Huge Benefits
 - Quality of sessions because stable skating criteria can be implemented.
 - Sustainable programming and opportunities for more senior skaters means the quality of the Board of Directors will improve.
 - Parents of Senior Skaters are always easier to find and make motivated board members (more experience in the sport)
 - A stronger bigger club has more clout at the municipal ice allocation meeting.
 - Lots of ice means Coaches can have a quality employment and a meaningful job due to a better and more stable structure.
 - Senior Skaters means PA's and future Canskate teachers, Coaches.

Club Amalgamation

- Huge Challenges

- Some existing club coaches will hate this idea. The status quo was just fine for them, they still made good money despite the limited opportunities for aspiring skaters.
 - Some coach reduction in the amalgamated club might be obvious
- Loss of Club Identity, Legacy, Heritage etc.
 - Usually used by detractors as a defence to not go forward.
- Its a Sales Job and the customers are hard to find in order to make the pitch
- Making it happen can be a lengthy initiative

Conclusions

Where appropriate demographics warrant, amalgamation can yield better quality skating environments for our young athletes.