

Ultimate

Newfoundland & Labrador

2018 AGM

Oct. 2, 2018

The Loft, Memorial University

- Organizational Overview
- 2017-2018 Year in Review
 - Membership Details
 - Policy Updates
 - Financial Update
 - Sport Development and Competition
 - Youth Ultimate
 - Volunteer and Outreach
 - Tournaments and Events
 - Communications and Promotion
- Bylaw Amendment Vote
- Board of Directors Election

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Ultimate NL Overview

BOARD OF DIRECTORS (2017-18)

Executive

President: Nicholas House

Vice-President: Myles Dooley

Treasurer: Sarah Hoddinott

Secretary: Yolanda Kuai

Communications: Susan White (interim)

IT: Aaron Goulding

Youth Coordinator: Kurtis Thornhill

Sport Development Coordinator: Laurel Penney

Volunteer Coordinator: Mark Kavanagh

Tournaments: William Kerr

League Representatives

SWURL: Hilary Walsh

MZU: Michael Walsh

MAUL: Nicholas House

- To serve as the governing body of the sport of ultimate in Newfoundland and Labrador.
- To promote the growth and development of the sport of ultimate throughout Newfoundland and Labrador.
- To provide a means to facilitate open and continuous communication within the ultimate community.
- To act as the vehicle through which the ongoing activities for the sport of ultimate are organized including, but not limited to, overseeing competitions, developing and disseminating educational programs, and serving as a medium for the exchange of information.
- To join and comply with all aspects of any sport organization which may be beneficial to the members of Ultimate NL.
- To obtain and manage the necessary finances, personnel and equipment to make the make purposes of Ultimate NL possible.

Representation and Affiliated Organizations

Ultimate Canada (NSO)

- Quarterly PSO/TSO meetings
- Funding (AHGCUG grants, travel grants, project grants, outreach grants, NCCP grants, scholarships)
- Events (CUC, C4UC, CUUC, BYDTW, AHGCUG, UCC)
- Programs (NCCP, coaching resources, LTAD, observer training, awards)
- National team selection/support



Representation and Affiliated Organizations

Sport NL and School Sports NL

- Insurance (BFL)
- Funding (bursaries, scholarships, awards)
- Provincial collaboration/development (SportFest)
- Regional and provincial varsity tournaments



Government of NL (Sport and Recreation Division)

- Annual operating grant
- Travel funding (junior team travel grant)

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Membership

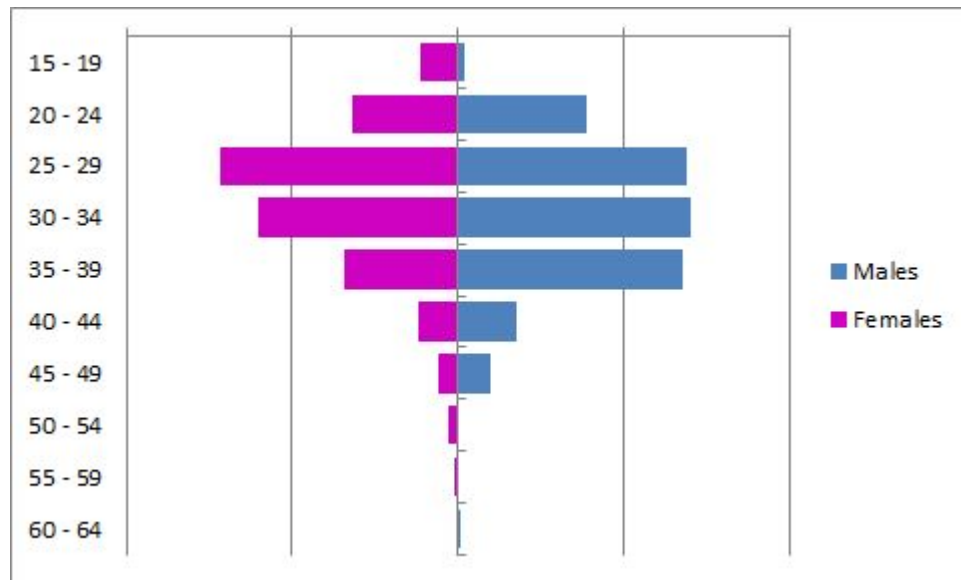
Adult Membership

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From Summer 2017 to Spring 2018:

- 508 total members
- 277 male/231 female
- -11% annual change
- Average age is 31



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Policies and Procedures

- Ultimate NL Travel Reimbursement Policy (June 2017)
 - Same travel reimbursement guidelines as those put forward by the Government of Newfoundland and Labrador's human resource travel policies including accommodations, automobile reimbursement rates when using a private vehicle, and meal rates.
 - Individuals must complete Ultimate NL reimbursement form and supply all relevant receipts within seven days of returning from travelling.
- Inclusion Policy (November 2017)
 - Adopted from inclusion policy created by Ultimate Canada
 - The policy reflects that all individuals deserve respectful and inclusive environments for participation that value individual gender identities and gender expressions.

Finances

Revenue

Accounts	Balance
Youth Travelling	25,472.24
Other Grants	615.00
Youth Tournament	10,782.68
Youth League	4,920.00
Operating Grant	9,760.00
Youth Equipment	632.00
Membership Dues	17,005.00
Tournament Fees	4,285.00
Sport Development	575.00
Merchandise	6,432.00
Total Revenue	80,478.92

Operating Expenses

Accounts	Balance
Youth League	4,224.00
Tournaments	3,381.04
Miscellaneous	547.54
Service Charges	2,173.19
Insurance	1,455.10
Public Relations/Communications	830.86
Youth Travelling	26,209.92
Adminstration	2,769.30
Youth Tournaments	15,047.91

Travel Subsidy	3,913.60
Awards Recognition	2,628.06
Conference Travel	1,856.20
Membership Fees	1,862.00
Sport Development	4,314.30
Merchandise	9,447.83
Total Operating Expenses	80,660.85
Net Profit	(181.93)

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Sport Development and Competition

Sport Development

Role of Sport Development in Ultimate NL

Sport development co-ordinator and sport development committee responsibilities:

- Identifying and implementing opportunities to grow the sport of ultimate in province.
- Overseeing the Ultimate NL clinics program
- Overseeing team and coaching selection processes for provincial junior teams
- Providing opportunities to train new coaches in co-operation with the Competition Introduction and Community Initiative Learner facilitators
- Working with competitive players and teams to ensure resources are available for their success
- Overseeing bid representation and, if necessary, team selection for national-level adult tournaments

Foundation Sport

Ultimate has been named a Foundation Sport by School Sports Newfoundland and Labrador!

School Sports NL organized over 200 regional and 45 provincial tournaments last year. The organization offers programs in 10 Official Sports and six Foundation Sports for male and female student athletes.

This partnership will help ultimate reach every region of the province.



Ultimate NL Clinics

Two kinds of clinics for members and the public:

- Clinics for adult teams.
 - Focused on MZU teams in the summer season that want to improve.
 - Taught by competitive players with a complete understanding of the game.
 - Highly under-utilized; less than 10 clinics taught
- Developmental clinics for youth groups and schools.
 - Focused on introducing ultimate to children of all ages.
 - Taught using the LTAD guide.
 - Led by competitive players and Ultimate NL clinics co-ordinator

Summer Outreach Clinic Program

Ultimate NL hired a paid employee to run the summer outreach clinic program: William Kerr.

His responsibilities were to:

- Facilitate clinic requests from outside groups
- Organize volunteers
- Instruct clinics using the LTAD guide for ultimate



The summer clinics program resulted in:

- 38 clinics in St. John's, Foxtrap, Paradise, Mount Pearl and Bay Roberts;
- Over 600 participants between the ages of 6 and 15; and
- Used 4 volunteers from the Ultimate NL community.

The clinic series was available to any individual or community group interested in learning more about ultimate. Participants were led through drills and scrimmages to introduce youths to the sport with the aim of growing ultimate throughout the province. Youth ultimate players have now overtaken adults as the largest demographic of players in the province.

NCCP Coaching

There are two learner facilitators for ultimate coaching in Newfoundland and Labrador: Erin Daly for Competition Introduction and Paolo Mascarin for Community Initiation.

This year, Community Initiation and Competition Introduction courses were held with 9 and 5 participants, respectively.

There are now 27 trained community coaches and 13 competitive coaches, two of whom who have achieved certified status.

Travelling Teams

There are currently two active, adult competitive club teams in NL:

- Tempest (women's): established in 2010
- Regiment (open): established in 2017

The Memorial University club team, MUTT has also competed at CUUC since 2013.

In addition, NL has sent teams to C4UC each year since the first tournament in 2015.

National Results

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Adult Travelling Team National Competition Results

Team	Tournament	Participating Teams	Result	Spirit Score Rank
Dwayne Johnson	C4UC	24	16th	23rd
Regiment	CUC	16	10th	4th
MUTT	CUUC II	23	13th	14th

Ultimate NL - High Achievers

Erin Daly was a member of Banana Cutters, which represented Canada in the mixed division at the 2018 World Ultimate Club Championships in Cincinnati. Erin also received the Sport NL Athletic Excellence Award for playing on Team Canada in 2017 at WCBU.



Greer Hunt was a member of Anchor, which represented Canada in the mixed division at the World Ultimate Club Championships in Cincinnati. Greer is a member of Regiment and finished in the top 5 in points at CUC in 2018.



Award Winners

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Ultimate NL - High Achievers

Luke Dyer received the Premier's Athletic Award and a Sport NL Scholarship for his achievements in ultimate in the past year. Luke is a member of Regiment and captain of the Memorial Ultimate Touring Team (MUTT).



Wheelchair Ultimate Pilot Program

In 2017, Ultimate NL received funding from the Art Hawkins Development Fund to begin a wheelchair ultimate pilot program.

The program, in co-operation with the NLWSA and Easter Seals, aims to offer wheelchair ultimate in St. Johns. The first session took place in July 2018.



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Youth Ultimate

Youth Committee

The role of the youth committee is to:

- Establish and support school ultimate programs throughout the province
- Provide and support tournaments for school teams to compete in
- Promote and support junior provincial teams
- Provide and support junior development programs
- Develop and review youth policies

2017 Fall Junior Development League

- Objective: offer junior athletes an opportunity to play ultimate outside of their schools.
- Eight week program: Sept. 29-Dec. 1 at the PowerPlex.
- Grades 7-12.
- Coached and organized by Nicholas House and other Ultimate NL volunteers.
- 33 registrants.



2018 Senior High League

- Allowed senior high teams the opportunity to compete against other schools before May provincials.
- Five week program: March 22-April 26 at the Techniplex.
- Participating teams:
 - Mount Pearl Senior High
 - Holy Heart of Mary High
 - St. Bonaventure's College
 - Prince of Wales Collegiate
 - Metro



2018 Winter Junior Development League

- Objective: encourage more elementary athletes to play ultimate while also continuing to grow the junior high interest.
- Five week program: March 25-April 22 at the PowerPlex.
- Grades 4-9.
- Coached and organized by Beth Beattie, Jennica Seiden and Laurel Penney.
- 40 registrants.



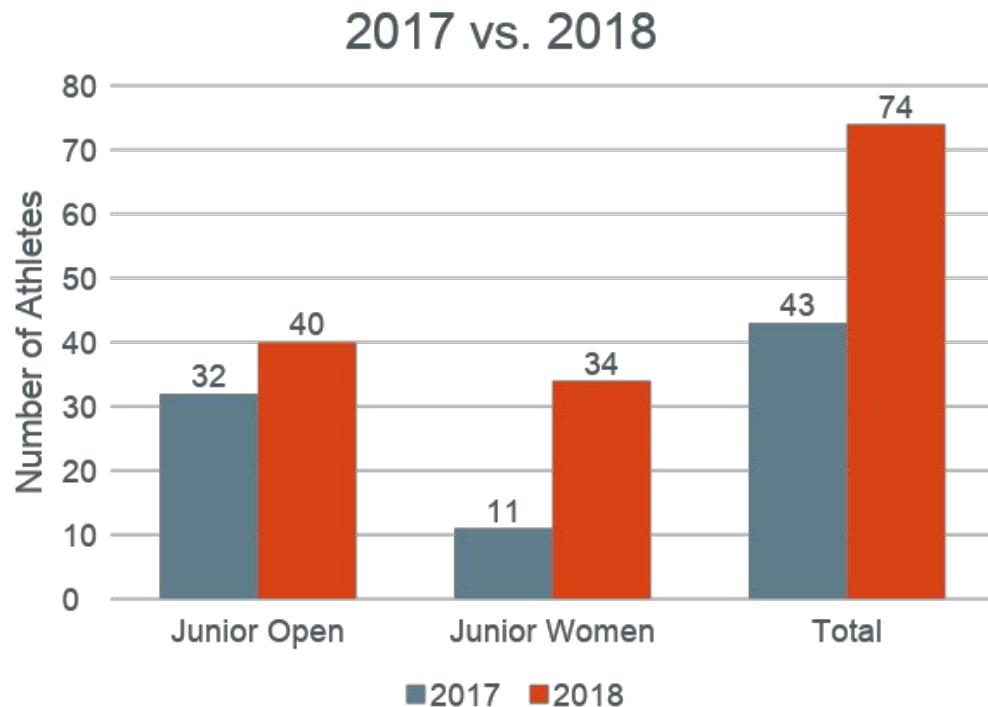
2018 Storm Tryouts

- Objective: build on the junior open team roster and establish a Storm junior women team to compete at CUC juniors.
- Three tryout sessions: April 20, 27, & 30 at the Techniplex.
- Head coach Craig Stoyles and assistant coach Laurel Penney organized and ran the junior open tryouts.
- Head coach Aaron Power and assistant coach Hilary Walsh organized and ran the junior women's tryouts.



2018 Storm Tryout Results

- 74 junior athletes tried out:
 - 40 males
 - 34 females
- More females tried out for Storm junior women this year than males did for Storm junior open in 2017.



2018 Senior High Provincials

- 13 teams competed on May 5-6 at the Techniplex:
 1. Mount Pearl Senior High 1
 2. Holy Heart of Mary High
 3. Queen Elizabeth 1
 4. Holy Spirit High
 5. Gonzaga (most spirited)
 6. St. Bonaventure's College
 7. Dunne Memorial
 8. Laval 1
 9. Baltimore
 10. Mount Pearl Senior High 2
 11. Queen Elizabeth 2
 12. Prince of Wales Collegiate
 13. Laval 2



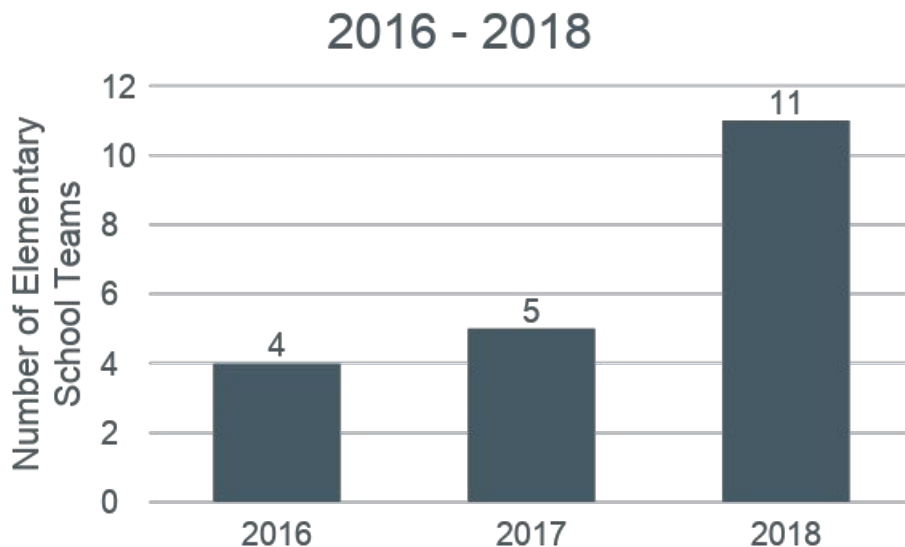
2018 Junior High Provincials

- 11 teams competed on May 26-27 at the Techniplex:
 1. Frank Roberts 1
 2. St. Bonaventure's College
 3. Villanova
 4. Mount Pearl Intermediate
 5. Laval 2
 6. Beaconsfield
 7. Laval 1 (most spirited)
 8. Dunne Memorial
 9. St. Paul's
 10. Frank Roberts 2
 11. Brother Rice



2018 Elementary Provincials

- 11 teams competed on May 27 at the Techniplex:
 1. Paradise Elementary (most spirited)
 2. Villanova 2
 3. Ecole des Grands-Verts
 4. St. Francis 1
 5. Vanier Elementary
 6. St. Francis 3
 7. Villanova 1
 8. St. Matthew's 1
 9. Mary Queen of Peace
 10. St. Matthew's 2
 11. St. Francis 2
- 2019 Elementary Provincials will be a full-day tournament at the PowerPlex.



2018 Junior High & Elementary Summer League

- First year Ultimate NL has offered a summer league for junior athletes, providing juniors who were not on Storm an opportunity to play ultimate in the summer.
- Two eight week programs (June 26-Aug. 13) at the PowerPlex (indoors and outdoors).
- William Kerr organized the junior high league, focusing on weekly scrimmages.
 - 23 registrants
- Megan Roome coached the elementary league, focusing on skill development.
 - 35 registrants



Canadian Ultimate Championships: Junior Division (CUC JRs) 2018

- National tournament held in Brampton, ON:
Aug. 13-15
- Aaron Power and Hilary Walsh coached 16 junior female athletes (12 from Newfoundland), who placed second in most spirited.
- Craig Stoyles and Laurel Penney coached 20 junior athletes from Newfoundland, who broke seed placing 20th/24.



Improvements to be made for Storm in 2019:

- Start Storm program earlier in the year to strengthen strategy and skill.
- Extend trip by flying up one day earlier and leaving the day after the tournament.
- Separate Storm banking account from Ultimate NL's general account.
- Further motivate junior women so that Storm's team does not require out-of-province players.



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Volunteer and Outreach

- 59 different volunteers (+4) during the 2016-2017 fiscal year.
- 21 new contacts added during youth tournaments.
- Volunteer Appreciation Party:
 - Held at the Rocket for the second year in a row
 - Introduced two new awards: Male and Female Athlete of the Year
 - Tribute videos were created highlighting the contributions of volunteers
 - Winners: Allan Johnson (JC), Melissa Wheeler (KC), Michael Walsh (SOTG), Jeremy Pike (JMA), Madison Hull (JFA), Suzy Stever (HOF), Aaron Power (CotY), Erin Daly (FA), Luke Dyer (MA)
- Continued to have paid volunteer positions:
 - Coaches for the youth provincial team and development leagues
 - Youth league assistant

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Tournaments

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Huckfest

- Well attended; seems to be one of the most popular (36M, 15F).
- Potential improvement: longer breaks in between games



Toilet Bowl

- Full male rosters; however female participation was low (30M, 11F).
- Highest number of junior players.
- Run by MUTT (Memorial Ultimate Touring Team).
- Potential improvement: Earlier and more reliable bookings to avoid possible complications later.



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Communications and Promotion

How does Ultimate NL reach its stakeholders?

- Website: www.ultimatenl.ca
- Newsletter
- Social media: Facebook, Twitter
- Email

Website - www.ultimatenl.ca

- Thirty day sample:
 - 1,063 page views (decrease of 16%)
 - Average session duration: 1 minute, 34 seconds
 - 52% bounce rate
- Top referral site: Facebook

Newsletter

- Distribution on 1st of each month + dedicated topic emails
 - 17 emails to subscribers since last AGM
- 889 current subscribers
 - High: 895
 - Low: 857
- Average open rate: 28.5%
 - Industry average: 18.7%
- Average click through rate: 2.1%
 - Industry average: 2.3%

Social Media

- **Facebook:**

- 795 followers
 - 660 on Oct. 1, 2017;
increase of 20%
- 786 likes
 - 664 on Oct. 1, 2017;
increase of 18%



Social Media

- **Facebook reach:**

- Mostly organic
- Five paid promotions:
 - Toilet Bowl
 - Volunteers needed for high school tournament
 - Huckfest
 - Beginner & injury prevention clinic
 - 2017 AGM

Total Reach

The number of people who had any content from or about your Page enter their screen.



Social Media

- **Twitter:**

- 150 followers
- Over past 28 days:
 - 20 tweets
 - 10.3K impressions
 - Most popular tweet:
 - 68 engagements
 - 3,093 impressions



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Share your social posts with us!

#UltimateNL

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Member League Update

Before voting on the executive, we need to vote on our AGM 2017 minutes!

[AGM 2017 Minutes](#)

Executive

President

Vice President

Chief Financial Officer (CFO)

Board Members

Communications Director

Youth School Director

Youth Development and Competition
Director

Tournaments and Events Director

Sport Development

Volunteer and Outreach Director

Member at Large

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Thank you for making this another successful AGM!