

**Ultimate**

Newfoundland & Labrador

# 2019 AGM

Oct. 1, 2019

Paul Reynolds Centre, St. John's

- Organizational Overview
- 2018-2019 Year in Review
  - Membership Details
  - Policy Updates
  - Financial Update
  - Sport Development and Competition
  - Youth Ultimate
  - Volunteer and Outreach
  - Tournaments and Events
  - Communications
- Board of Directors Election

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# Ultimate NL Overview

## 2018-2019 BOARD OF DIRECTORS

### Executive

President: Nicholas House

Vice-president: Melissa Wheeler

Finance director: Sarah Hoddinott

Communications: Susan White

Youth grade schools: Hilary Walsh

Youth performance and development: Luke Dyer

Sport development: Kathleen Sullivan

Community outreach: Kurtis Thornhill

Events: Yolanda Kuai

Member at large: vacant

### League Representatives

SWURL: Hilary Walsh

MZU: Michael Walsh

MAUL: Nicholas House



# Message from the President

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I'm proud of what Ultimate NL has achieved this year. Our board members have worked hard and dedicated much of their time to helping to grow ultimate in this province, and I thank them for all of their efforts.

Thank you to everyone who took the time to come to our AGM as well, and I hope to see some of you on the new board that will be elected tonight.

Have a great AGM!



**Nick House**

- Serve as the governing body of the sport of ultimate in Newfoundland and Labrador.
- Promote the growth and development of the sport of ultimate throughout Newfoundland and Labrador.
- Provide a means to facilitate open and continuous communication within the ultimate community.
- 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.
- Join and comply with all aspects of any sport organization that may be beneficial to the members of Ultimate NL.
- Obtain and manage the necessary finances, personnel and equipment to make the purposes of Ultimate NL possible.

## Representation and Affiliated Organizations

### Ultimate Canada (NSO)

- Quarterly PTSO 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 Canada)
- Funding (bursaries, scholarships, awards)
- Provincial collaboration/development (SportFest)
- Regional and provincial varsity tournaments
- Sport NL Scholarship



### Government of NL (Sport and Recreation Division)

- Annual operating grant
- Travel funding (junior team travel grant)
- Awards (Premier's Athletic Award, Athletic Excellence Award)

# Membership

# Adult Membership

# Ultimate

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Age Group	Female-matching	Male-matching	Other
0-12	45	66	
13-18	184	276	
19-39	270	307	1
36-50	19	29	
50+	4	4	
Total	522	682	1
<b>Total 2018-2019 Membership</b>			<b>1,205</b>

## Membership Trends

- Increased adult membership
  - Reversed the trend of shrinking female participation (growth from 232 to 266 adult members)
    - A result of increased SWURL league offerings
  - Increased participation in west coast ultimate (Corner Brook and Gros Morne)
- Increased youth participation
  - Expanded junior high and elementary provincial tournaments into standalone events
  - Addition of School Sport NL regional tournaments outside the Avalon

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# Policies & Procedures



## New Policies

- **Ultimate Canada Code of Conduct and Ethics and Event Discipline Procedure**
  - Adopted in January after concerns were raised at a youth tournament.

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# Fiscal Review

## Fiscal Year June 1, 2018 - May 31, 2019

Category	Revenue	Expense
Membership Fees	\$16,395.00	\$2,339.00
Merchandise	\$7,849.63	\$8,485.16
Sport Development	\$3,575.00	\$5,590.62
Tournament Fees	\$5,030.00	\$3,489.51
Youth Equipment	\$344.00	\$1,989.12
Youth League	\$7,780.00	\$8,620.56
Youth Tournament	\$9,830.00	\$18,441.31
Youth Travelling	\$49,449.24	\$54,910.12

Category	Revenue	Expense
Grants	\$24,561.00	
Administration		\$9,477.17
Award/Volunteer Party		\$2,409.97
Conference Travel		\$3,078.38
Insurance		\$2,086.86
Public Relations/Communications		\$2,144.98
Travel Subsidy		\$2,950.00
Miscellaneous		\$137.12
Total Net Profit <b>-\$1,336.01</b>	\$124,813.87	\$126,149.88

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# **Sport Development & Competition**

# Sport Development

## Role of Sport Development

Sport development director responsibilities:

- Identify and implement opportunities to grow the sport of ultimate
- Oversee the clinics program
- Oversee team and coach selection processes for provincial junior teams
- Provide opportunities to train new coaches in collaboration with the Competition Introduction and Community Initiative learner facilitators
- Work with competitive players and teams to ensure resources are available for their success
- Oversee bid representation and, if necessary, team selection for national-level adult tournaments

# SSNL - Foundation Sport

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Ultimate was named a Foundation Sport in 2018 by School Sports Newfoundland and Labrador!

This partnership led to four SSNL regional high school tournaments involving approximately 230 athletes:

- St. John's Region
- Northern Region
- Northern Peninsula Region
- Central East Region



Two kinds of clinics for members and the public:

- Skills clinics for adult teams
- Developmental clinics for youth groups and schools





## Summer Outreach Clinics Program

*Annika Bieger, summer clinics co-ordinator*

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



## 2019 Summer Clinics Program

- 46 clinics for community groups in metro region, Bay Roberts, Old Perlican and Harbour Main
- Over 1,185 participants between the ages of 5 and 14



## ISOTG Day - Dec. 3, 2018

- Spoke to youth about spirit and played spirit games
- Partnered with MZU to play spirit games during regular games in the Fall BIY League
- Pete Thompson won a prize from Ultimate Canada for a video on SOTG



## NCCP Coaching

- 2019 courses:
  - Community Initiation: 5 participants
  - Competition Introduction: 10 participants
- Total trained coaches:
  - 32 trained community coaches
  - 23 competitive coaches, five of whom who have achieved certified status.
  - One trained competition development coach



## Adult Travelling Team National Competition Results

Team	Tournament	Participating Teams	Result	Spirit Score Rank	Average Spirit Score
MUTT	CUUC II	24	9th	2nd	12
On Wheels	C4UC	22	15th	14th	10.375
Come From Away	C4UC	22	22nd	5th	11.429
Regiment	CUC	16	12th	3rd	11.67



# Award Winners

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## Luke Dyer

- Premier's Athletic Award
- Sport NL Scholarship

Luke earned a silver medal as a part of Team Canada (open) at the WFDF U24 World Championships in Germany in July.



## Women's Skill Development Series

- 53 participants
- High level of positive feedback
- Many participants indicated they would participate in a skill series again



## PE In-service for Teachers

- Offering community coaching course for teachers this month
- Will increase the level of understanding and play of teachers
- If successful, will implement at other age levels, and across the province.



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# Youth Ultimate

## Winter High School League

- Allowed senior high teams the opportunity to compete against other schools before May provincials.
- Participating teams:
  - Mount Pearl Senior High
  - Holy Heart of Mary High
  - St. Bonaventure's College
  - Holy Spirit High
  - Gonzaga High School
  - Brother Rice Junior High



## 2019 Youth Competition Developmental Camp

- Provided Storm-eligible players with focused sessions on skills necessary for higher level ultimate. Participants received a report on how to develop past camp
- Volunteers ran weekly sessions while Storm coaching staff provided report feedback
- 32 registrants (17 male, 15 female), ages 13-18



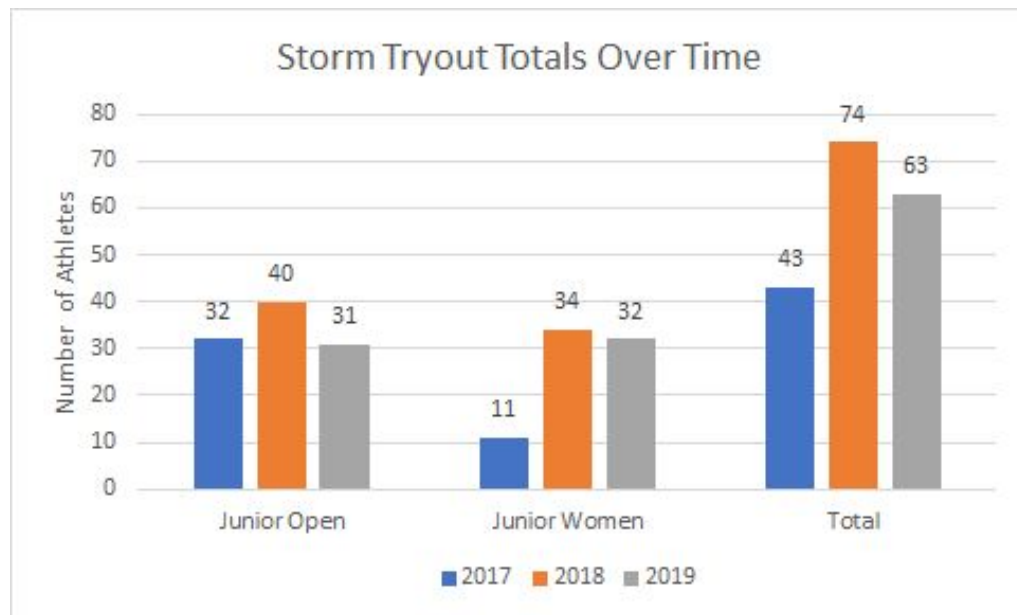
## 2019 Storm Tryouts

- Objective: build junior open team roster and establish Storm junior women team to compete at CUC juniors.
- Three tryout sessions for each team:
  - Open: April 6, 13, & 20
  - Women: April 17, 20 & May 1
- Tryouts organized and run by coaches:
  - Open: Craig Stoyles (head), Laurel Penney (assistant)
  - Women: Natalie O'Donnell (head), Claire Moore-Gibbons (assistant)



## 2019 Storm Tryout Results

- 63 junior athletes tried out:
  - 31 Open
  - 32 Women
- More athletes tried out for Storm junior women than open for the first time in the program's history.



## 2019 Senior High Provincials

- 13 teams from 9 schools competed on May 4-5 at the Techniplex.
- Winner: Holy Heart
- Most Spirited: Mount Pearl A
- New teams: Roncalli A and B
- Noteworthy:
  1. Sponsored by VSC
  2. First use of Ultimate NL Discipline Policy





## 2019 Junior High Provincials

- 14 teams from 11 schools competed on May 25-26 at the Techniplex.
- Winner: MPSH 9s
- Most Spirited: Brother Rice Jr. High
- New teams: Roncalli, MacDonald Drive, Cowan Heights
- Noteworthy:
  1. Sponsored by VSC
  2. 10th anniversary



## 2019 Elementary Provincials

- 8 teams from 6 schools competed on June 2 at the Powerplex.
- Winner: École des Grands-Vents
- Most Spirited: Vanier Red
- Noteworthy:
  1. First standalone elementary tournament
  2. Riverside Elementary travelled from Clarenville
  3. Storm women held a successful 50/50 fundraiser





## Lessons Learned from 2019 Provincial Tournaments

- Volunteers continue to be an issue of concern.
- Two tournament directors recommended for future senior high tournaments.
- More than 10 minutes in between games is necessary for future elementary tournaments.
- Is admission something to consider in the future?



## 2019 Junior High & Elementary Summer League

- Provided opportunity to play summer ultimate i for junior players not on Storm
- Annika Bieger organized the junior high league, focusing on weekly scrimmages
  - 25 registrants
- She also coached the elementary league, focusing on skill development.
  - 33 registrants



## Canadian Ultimate Championships: Junior Division (CUC JRs) 2019

- Edmonton, AB: Aug. 11-14
- Natalie O'Donnell and Claire Moore-Gibbons coached 26 junior female athletes; 21 travelled to nationals. The team placed second in most spirited for the second year in a row.
- Craig Stoyles and Laurel Penney coached 18 junior open athletes, included the first female captain in the program's history.



## Looking Back: Improvements Implemented for Storm in 2019

- Started Storm program earlier in the year to strengthen strategy and skill.
- Extended trip by flying up one day earlier and leaving the day after the tournament.
- Separated Storm banking account from Ultimate NL's general account.
- Further motivated junior women so that Storm's team didn't require out-of-province players.





## Recommendations for Storm in 2020

- Start Storm program even earlier in the year to strengthen strategy and skill
- Expand on conditioning offerings provided this year
- Engage more adult groups to scrimmage against junior team for more high level experience
- Encourage more fundraising



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# Volunteer & Outreach

## Volunteer Appreciation Party

- Held at Rocket Bakery
- 28 people nominated for various awards
- Tribute video prepared for Lifetime Achievement Award



## Volunteer Appreciation Party

- Winners
  - Stefan Barnes: Lifetime Achievement
  - Erin Daly: Female Athlete of the Year
  - Luke Dyer: Male Athlete of the Year
  - Madison Hull: Junior Female Athlete of the Year
  - Andrew Workman: Junior Male Athlete of the Year
  - Craig Stoyles: Coach of the Year
  - Claire Genest: Justin Frampton Spirit of the Game
  - Kathleen Sullivan: Kristine Cadigan
  - Kurtis Thornhill: Joe Coady





## Inclusion & Diversity

- Updated language on website and in marketing materials to reflect updated terms of inclusion (i.e. female-matching and male-matching)
- Organized a delegation of 40+ people to participate in the St. John's Pride Parade (July 2019)
- Held a town hall to discuss outcomes from Ultimate Canada conference (Dec. 18)



## Volunteer Information

- 46 total volunteers:
  - MPSH SSNL tournament: 16
  - Senior high tournament: 20
  - Junior high tournament: 17
- Majority are established ultimate players
- Time commitment ranges from 1 hour to 100+ hours, depending on position



## Volunteer Information

- 13 fewer volunteers than 2018, 9 fewer than 2017
- Plan to address low volunteer initiative is in development
  - Goals established for end of 2019
  - 2020 goals to be completed before end of year

ABOUT US ▾CLINICS ▾COACHING ▾LEAGUES & TEAMS ▾RESOURCES ▾ULTIMATE IN SCHOOLSREGISTER TO PLAY ▾STORE

### Volunteer

#### About

Ultimate NL volunteers are committed to the growth of ultimate in Newfoundland and Labrador. Whatever your motivations for volunteering, the impact of your contributions will have far-reaching effects on the ultimate community.

Ultimate NL is committed to providing volunteers with the support needed for a stimulating and rewarding experience.

#### Who Can Volunteer?

Youth/students (minimum age of 14) and adults are able to volunteer, regardless of their skill level playing ultimate.

#### Benefits of Volunteering

Benefits include:

- Supporting existing youth development leagues and tournaments
- Contributing to the expansion of the youth ultimate programs
- Helping to grow ultimate outside the Avalon Peninsula
- Learning and gaining valuable experiences in leadership roles
- Having fun!

#### How to Volunteer


Volunteer applications are accepted electronically through the request form below.

All individuals who apply for volunteer placements with Ultimate NL are required to provide a satisfactory certificate of conduct issued within the last 12 months. There is no cost to volunteers to have this completed.

For more information, please contact our community outreach director, Kurtis Thornhill, at [volunteer@ultimatenl.ca](mailto:volunteer@ultimatenl.ca).

#### Volunteer Application Form:

Your Name (required)



00:00 02:51

#### Newsletter

Email address:

Gender

Sign up

Got time?  
Why not volunteer?

Ultimate NL needs you!

Volunteers can help in various  
manners and durations!  
(Click here to find out how you can help)

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# Tournaments & Events

## 2018-2019 Tournaments

Two new tournaments were added this year:

- Gale 4s tournament
- Elim8s tournament

Both tournaments drew a great interest of the community and had positive feedbacks

Two annual tournaments were offered. They had great participation, but some adjustments will need to be made to keep the members' interest.

- Huckfest
- Toilet Bowl

## Huckfest - December 2018

- Six teams played: 24 female-matching players and 36 male-matching players.
- More female-matching players than 2017: 24 vs 15





## GALE 4s Tournament - April 2019

- First 4 × 4 indoor ultimate tournament in NL
- Six teams played: 25 female-matching players and 32 male-matching players



## Elimin8s Tournament - June 2019

- A new format tournament for summer
- Six teams played: 29 female-matching players and 33 male-matching players
- Potential improvements:
  - Shorten each game time
  - Change certain rules so each team has more games to play





## Art Hawkins - June 2019

- Played the one-hour game at the break of Elimin8s tournament.
- All proceeds, plus a portion of the proceeds from Elimin8s tournament, went towards the Art Hawkins Development Fund.



## Toilet Bowl - September 2019

- Only four teams played: 16 female-matching players and 29 male-matching players
- Potential improvement: change of the timing of the tournament to involve more players with different skill levels



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# Communications

## How does Ultimate NL reach its stakeholders?

- Website: [www.ultimatenl.ca](http://www.ultimatenl.ca)
- Newsletter
- Social media: Facebook, Twitter, Instagram
- Email

## Website - [www.ultimatenl.ca](http://www.ultimatenl.ca)

- Thirty day sample:
  - 1,375 page views (23% increase over 2018)
  - Average session duration: 1 minute, 15 seconds
  - 56% bounce rate
- Top referral sites:
  - Facebook
  - Twitter
  - CBC
- Device breakdown:
  - Desktop: 47%
  - Mobile: 47%
  - Tablet: 6%

## Newsletter

- Monthly distribution + dedicated topic emails
  - 12 newsletters
  - 14 emails to targeted audiences
- 1,097 current subscribers
  - 23% increase from 2017-2018
- Average open rate: 23.46% (↓ 5%)
  - Industry average: 18.42%
- Average click through rate: 1.72% (↓ 18%)
  - Industry average: 1%

## Social Media

- **Facebook:**

- 1,080 followers
  - One-year increase: 36%
  - Two-year increase: 64%
- 1,036 likes
  - One-year increase: 32%
  - Two-year increase: 53%

Total Page Likes as of Today: 1,036



# AGM 2019

# Ultimate Newfoundland & Labrador

**Ultimate Newfoundland and Labrador**  
Published by Susan White [?] · 23 April · 🌐

Shout out to our VP Melissa Wheeler and SWURL board member Rosie Myers for chatting gender equity in ultimate with The Telegram recently. Check it out: <https://www.thetelegram.com/.../st-johns-athletes-work-toward-...> 🌱

Mile Zero Ultimate St. John's Women's Ultimate Recreational League - SWURL Tempest Ultimate Sport NL



THETELEGRAM.COM  
St. John's athletes work towards gender equity | The Telegram 🌱

**Ultimate Newfoundland and Labrador**  
Published by Susan White [?] · 18 March · 🌐

Are you a female-matching player who wants to improve your skills? We're pleased to launch a new SKILLS & DRILLS league for beginner and intermediate female-matching players. Six weeks for \$60 beginning April 10.... See more



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ULTIMATE NL PRESENTS

**SKILLS & DRILLS LEAGUE**

FOR BEGINNER & INTERMEDIATE FEMALE-MATCHING PLAYERS

Wednesdays, April 10-May 15  
Techniplex, St. John's  
\$60

🌱 **Get more likes, comments and shares**  
Boost this post for CA\$40 to reach up to 8,400 people.

4,196 People reached 652 Engagements **Boost Post**

👍❤️ 27 2 Comments 34 shares

**Performance for your post**

**4,196** People Reached

**221** Reactions, comments & shares 🌱

<b>155</b> Like	<b>26</b> On post	<b>129</b> On shares
<b>13</b> Love	<b>2</b> On post	<b>11</b> On shares
<b>6</b> Wow	<b>0</b> On post	<b>6</b> On shares
<b>13</b> Comments	<b>5</b> On Post	<b>8</b> On Shares
<b>36</b> Shares	<b>34</b> On Post	<b>2</b> On Shares
<b>431</b> Post Clicks		
<b>39</b> Photo views	<b>45</b> Link clicks 🌱	<b>347</b> Other Clicks 🌱

**NEGATIVE FEEDBACK**

**1** Hide post **0** Hide all posts

**0** Report as spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

**Ultimate Newfoundland and Labrador**  
Published by Susan White [?] · 3 December 2018 · 🌐

Today is International Spirit of the Game Day #ISOTGDay. Last night, athletes at the Ultimate NL High School Hat League engaged in discussions about spirit, held spirit circles, and played spirit games in a great display of what makes Ultimate special.

#CanadaSOTG

Ultimate Canada School Sports NL - Varsity



02:02

**Ultimate Newfoundland and Labrador**  
Published by Susan White [?] · 6 August · 🌐

**Awsome news!**

Local coach and player Hilary A Walsh is in the running to be part of the Team Canada coaching staff for the U20 World Junior Ultimate Championships in 2020.

Hilary attended a prospect camp in June, where she showcased her coaching skills while evaluating potential players on endurance, skills, drills and scrimmages.... See more

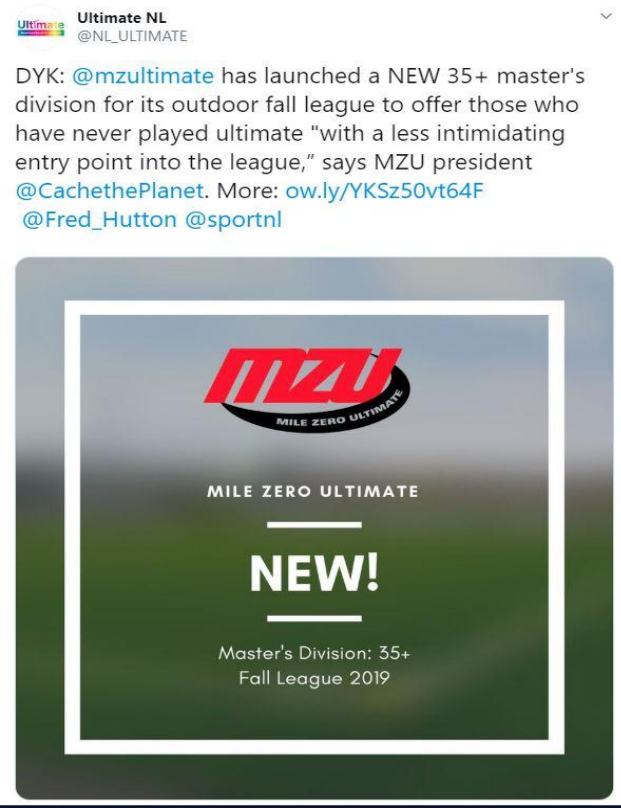




## Social Media

- **Twitter:**

- 232 followers (↑ 54.6%)
- Sample insights over past 28 days:
  - 34 tweets
  - 25.7 impressions
  - 345 profile visits
- Top tweet:
  - 5,289 impressions (↑71%)
  - 78 engagements
  - 23 profile clicks



## Social Media

- Instagram:

- 433 followers
- Sample: Sept. 20-26:
  - 44 profiles visits
  - 776 accounts reached
  - 1,974 impressions
- Top post:
  - 98 likes
  - 542 accounts reached
  - 929 impressions



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Share your social posts with us!

**#UltimateNL**

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# Member League Update

### Executive

President

Vice-president

Finance director

### Board Members

Communications  
director

Youth grade school  
director

Youth performance and  
development director

Events director

Sport development  
director

Community outreach  
director

Member at large

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**Thank you for making this another successful AGM!**