

**Ultimate**

Newfoundland & Labrador

# 2020 AGM

Oct. 22, 2020  
Elk's Club, St. John's

- Organizational Overview
- 2019-2020 Year in Review
  - Membership Details
  - Policy Updates
    - Diversity & Inclusion Update
  - Financial Update
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  - Youth Ultimate
  - Volunteer and Outreach
  - Tournaments and Events
  - Communications
- Board of Directors Election

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# Ultimate NL Overview

## 2019-2020 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: Brandon Kilfoy

Member at large: Tori Kearney

### League Representatives

MAUL: Nicholas House

MZU: Rachel Fitkowski

SOUL: Kelly Knight

SWURL: Hilary Walsh



# Message from the President

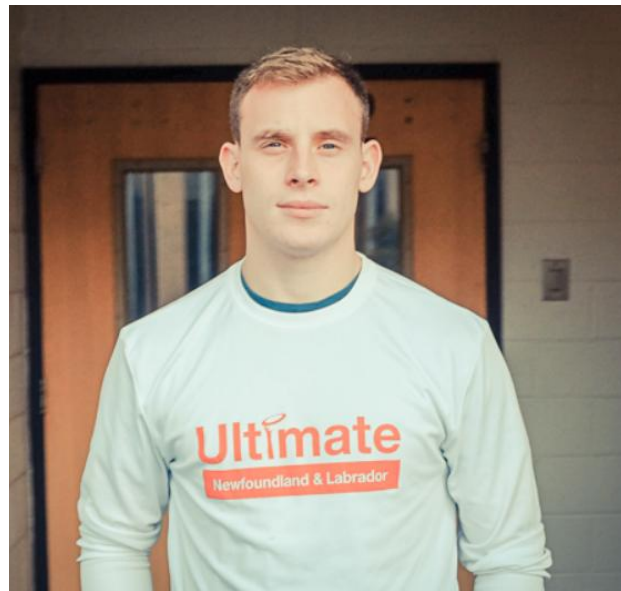
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This year has brought unexpected challenges for all of us. Nevertheless, our board members found opportunities for growth and worked hard to ensure that we were safely able to return to the sport we all love.

Thank you to everyone who took the time to come to our AGM, to our outgoing board members for the impact they have left on our community, and to those here seeking to be elected on our new board of directors.

Have a great AGM!



**Nick House**

**Ultimate NL President**

- 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 (AH grant, 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

# 2019-2020 Membership

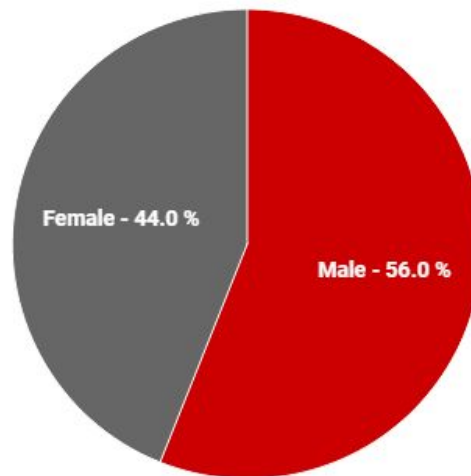
## Ultimate

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Age Group	Female	Male
0-12	15	40
13-17	48	54
18-29	137	114
30-40	120	151
41-54	39	44
55+	12	10
<b>Total:</b>	<b>371</b>	<b>413</b>

\*Ultimate Canada Age Range Intervals

Gender Split



**TOTAL**

**784  
MEMBERS**

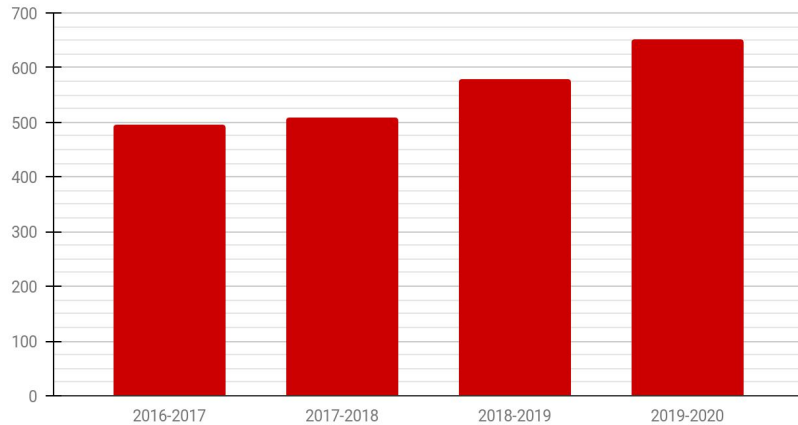
**34.9%  
DECREASE**

# Membership Trends

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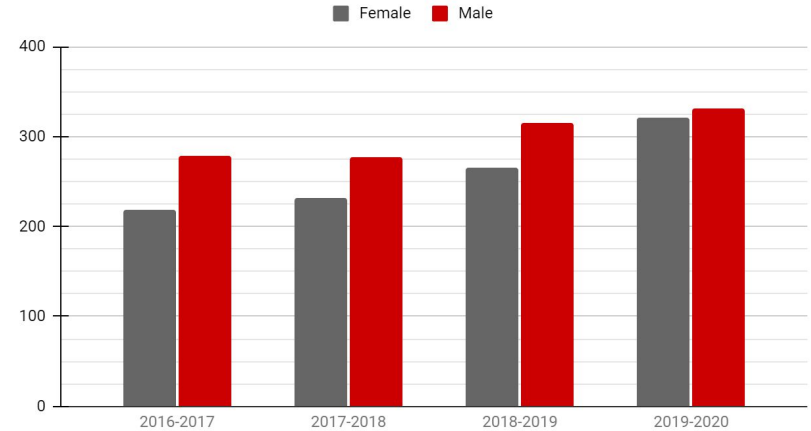
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Total Adult Members 2017 - 2020



- Adult membership has risen steadily since 2016, after decreasing from 2014 to 2015.

Adult Male and Female Matching Members 2017 - 2020



- 47% increase in adult female matching membership since 2016.

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# Policies & Procedures



## New Policies

- Appeals Policy
- Discipline Resolution Policy
- Gender Equity Policy

## Diversity & Inclusion

- 3:3 ratio at Ultimate NL provincial tournaments
- Black Lives Matter statement
  - Attended 'Diversifying Ultimate in our Community' call with ultimate players in Atlantic Canada
- Partnership with First Light - hosting four 'Learn to Play' sessions
- Diversity & Inclusion Committee (reinstatement) - priority for the 2020-21 Board of Directors

**BLACK LIVES  
MATTER**

*ULTIMATE NL STANDS WITH YOU*

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# Fiscal Review

<b>June 1 2019 May 31 2020</b>	<b>Budget 2019-20</b>	<b>Actual 2019-20</b>	<b>Variance</b>
Membership Dues	16,000.00	18,345.00	2,345.00
Merchandise Sales	8,000.00	1,592.55	-6,407.45
Operating Grant	6,100.00	6,100.00	0.00
Other Grants	0.00	28,196.30	28,196.30
Sport Development	3,094.00	4,500.00	1,406.00
Summer Jobs	2,986.00	3,007.00	21.00
Adult Tournaments	6,000.00	4,490.00	-1,510.00
Youth League	6,800.00	6,370.00	-430.00
Youth Tournament	10,000.00	1,200.00	-8,800.00
Storm Program	77,000.00	77,328.85	328.85
<b>Total Revenues</b>	<b>\$ 135,980.00</b>	<b>\$ 151,129.70</b>	<b>\$ 15,149.70</b>

Expenses	Budget 2019-20	Actual 2019-20	Variance
Administration	2,500.00	2,701.64	-201.64
Award Recognition	2,400.00	2,076.49	323.51
Conference Travel	1,800.00	1,803.14	-3.14
Insurance	2,100.00	2,952.75	-852.75
Membership	2,400.00	3,585.00	-1,185.00
Merchandise	4,100.00	100.00	4,000.00
Misc.	200.00	0.00	200.00
PR & Comms	3,700.00	1,872.69	1,827.31
Service Charges	1,000.00	1,938.27	-938.27

Expenses	Budget 2019-20	Actual 2019-20	Variance
Sport Development	6,000.00	11,515.07	-5,515.07
Summer Jobs	3,180.00	3,365.01	-185.01
Adult Tournaments	3,700.00	3,600.33	99.67
Travel Subsidy	3,500.00	2,376.75	1,123.25
Youth League	6,400.00	2,319.68	4,080.32
Youth Tournament	16,000.00	1,650.25	14,349.75
Storm Program	77,000.00	90,195.42	-13,195.42
<b>Total Expenses</b>	<b>\$ 135,980.00</b>	<b>\$ 132,052.49</b>	<b>\$ 3,927.51</b>
<b>Surplus (Deficit)</b>	<b>\$ -</b>	<b>\$ 19,077.21</b>	

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# **Sport Development & Competition**

## Role of Sport Development

Sport development director responsibilities:

- Identify and implement development opportunities to grow the sport of ultimate within the province in accordance with Ultimate NL's strategic plan
- Oversee the clinics program for adults and youth across the province
- Provide opportunities to train new coaches in the Competition Introduction and Community Initiation streams and oversee certification, development and maintenance of coaching program
- Work with competitive players and teams to ensure resources are available for their success



## National Results

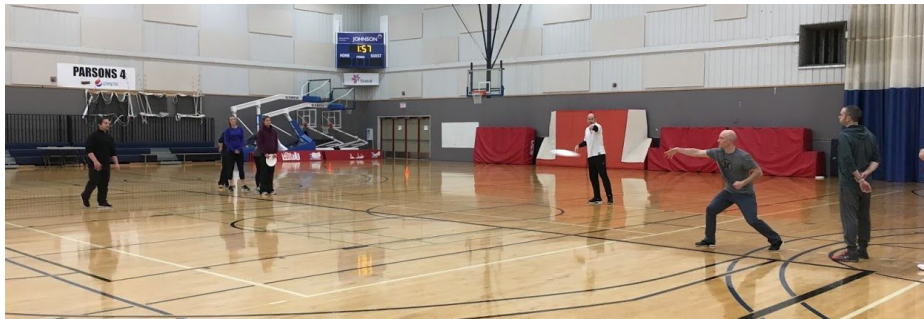
### MUTT (Memorial Ultimate Touring Team)

- Attended Mixed Atlantic University Championships for the first time
- Highest ever finish at CUUC, finishing 5th overall in Division II



## PE In-service for Teachers

- NCCP Community Initiation Coaching Course held for 10 physical education teachers from schools around the metro and avalon regions.
- Hoping to offer coaching courses for physical educators across the province.
- Goal is to increase the level of understanding of teachers, so they can pass onto students as a part of the physical education curriculum, and start schools teams.



## ISOTG Day - December 7, 2019

- Spoke to youth about spirit and played spirit games at Mount Pearl Senior High Invitational Tournament
- MZU board members spoke during spirit circles at each game to talk about what spirit is and why it's important, and encouraged teams to think about their spirit as well as their opponents
- Hosted social media spirit contest to talk about your favourite spirit memory (Ultimate NL Prize won by Sharlene Jones)



### International Spirit of the Game Day

Monday, December 2nd



## Team Canada Members

### Jessica Wade

- Named as an alternate for 2020 WMUC Team Canada Mixed Masters Roster



### Erin Daly

- Named to 2020 WMUC Team Canada Women's Roster
- Named to 2020 WUGC Team Canada Mixed Roster





## Ultimate Canada Magazine Spotlight - Melissa Wheeler



- Melissa was chosen for her work as Vice-President of Ultimate NL and as the President of SWURL
- “I do my absolute best to be a voice for the players that may not always have a voice, especially female-matching players and LGBTQ+ players.”

## UC Committee Members

### Luke Dyer

- Ultimate Canada Competitions Committee

### Natalie O'Donnell

- Ultimate Canada Development Committee (2nd year)



## CSSD Grant

- Received a grant from the Department of Children, Seniors, and Social Development of the Government of Newfoundland totalling \$11,540.
- Incorporates funding for:
  - Discs for Schools Program
  - Women's Skill Series
  - Master's Skill Series
  - Community Coach Training



## Premier's Athletic Award Winners

### Shae LeDevehat & Luke Dyer

These awards recognize athletic excellence and provides financial support to help offset costs incurred through training and competition.





## SportNL Award Finalists

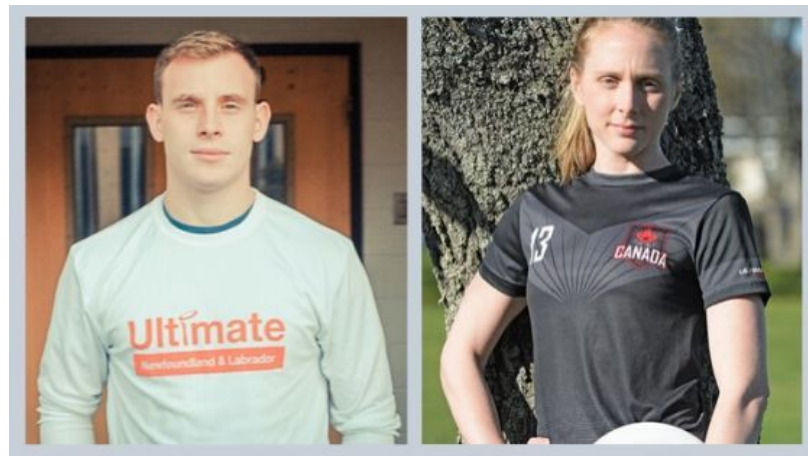
### Nick House

- Executive of the Year Finalist

### Erin Daly

- Senior Female Athlete of the Year Finalist

\*This is the first time that any athlete or volunteer has been a finalist for a Sport NL award specifically for the sport of ultimate.



## Masters Skill Development Series



- 59 participants
- Ages range from 35 - 65 years old (average 51)
- 54 % female matching, 46 % male matching
- 45 participants (76 %) self-rated their skill level as brand new or beginner
- High level of positive feedback during/after sessions

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# Youth Ultimate

## Role of Schools Director:

Schools director responsibilities:

- Maintain an open line of communication with coaches and teachers across the province.
- Organize tournaments and ultimate opportunities for school groups, including the Ultimate NL Senior High, Junior High, and Elementary tournaments.
- Facilitate the Discs for Schools program.
- Work with schools, athletic directors, and SSNL to achieve varsity sport status and expand ultimate across the province.

## Discs for Schools

- This past fall Ultimate NL launched the Discs for Schools program thanks to our sponsor VSC.
- To date we have provided 22 schools across the province with discs to start or assist their ultimate programs - in the St. John's, Avalon, Avalon West, Central, Central East, Western, Northern Peninsula and Southern Labrador regions.



## St. John's SSNL Varsity Regional

- Waterford Valley hosted on February 21st and 22nd.
- 8 teams participated, including Gonzaga, Holy Spirit, MPSH, St. Bon's, Waterford Valley and 3 teams from Holy Heart.
- Winner: St. Bonaventure's College
- Most Spirited: Holy Heart C
- MSP: Carly Clifford (MPSH), MVP: Kyle Hedderson (St. Bon's)



## Cancelled Tournaments

- Due to the COVID-19 global pandemic, all of our provincial youth tournaments (high school, junior high, and elementary) for the year were cancelled.
- Before the in-person school year ended in March, SSNL regional tournaments had been in the works in the Avalon, Avalon West, Northern Peninsula (date was set for May 9), Central East, and Western regions.

## Foundation Sport - Outdoor Ultimate!

- For the 2020-2021 school year, outdoor ultimate frisbee will be played for the first time!
- In conjunction with SSNL, tech standards were written by Nick House and Hilary Walsh.
- The first school regional will be held on November 1st at King George V - hosted by St. Bon's.



## Role of Youth Competition and Development Director:

- Direct the Storm Provincial Team program:
  - Coaching selection
  - Travel and training logistics
  - Communications to athletes, parents, and tournament organizers
  - Waivers, contracts, and registration for the PSO and NSO events
- Oversee Development Camp and Summer Leagues.
- Community outreach
  - Communicate developmental league offerings
  - Inform athletes of adult club teams and leagues for when they graduate

## 2020 Youth Fall Leagues

- Elementary, Junior High, and High School Leagues.
- Development of beginner and intermediate skill level players.
- Started with fundamentals and transitioned into scrimmaging.
- 8 week league from Oct 6 - Nov 24.
  - 11 Elementary athletes
  - 34 Junior High athletes
  - 37 High School athletes



\*Photo taken before COVID-19.

## 2020 Youth Competition Developmental Camp

- High performance training for provincial team eligible athletes.
- Volunteers from the competitive ultimate community ran weekly sessions with input and direction from the Storm Coaches.
- 48 registrants (27 male, 21 female), ages 13-18.
- Up from 32 (17 male, 15 female) registrants in 2019.



\*Photo taken before COVID-19.

## 2020 Storm Tryouts

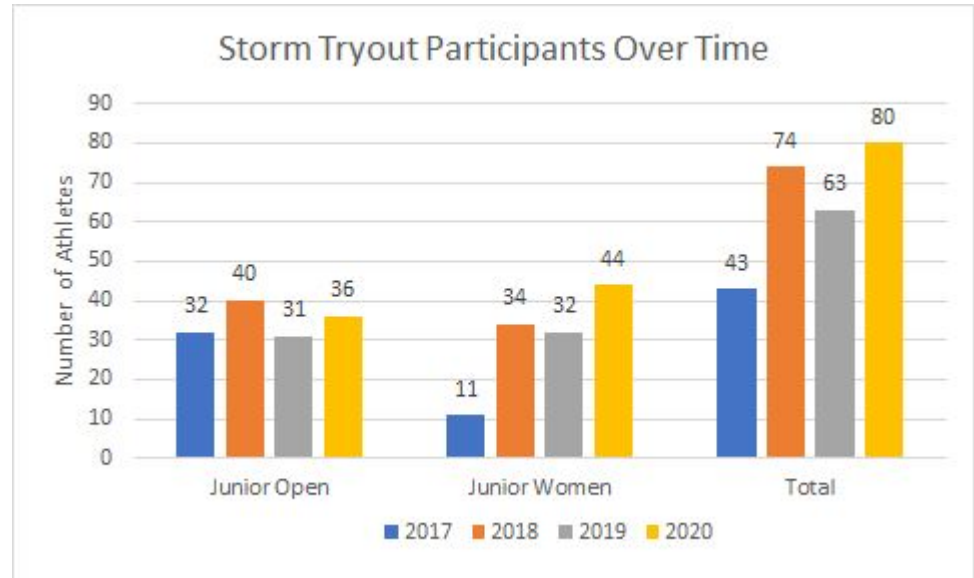
- Objective: build a competitive junior open team and develop a growing junior women's program.
- Three tryout sessions for each team:
  - February 22, 28, & 29
- Tryouts organized and run by coaches:
  - Open: Craig Stoyles (head), Hilary Walsh (assistant), David Whitney-Brown.
  - Women: Natalie O'Donnell (head), Claire Moore-Gibbons (assistant), Michael Walsh.



\*Photo taken before COVID-19.

## 2020 Storm Tryout Participants

- 80 junior athletes tried out:
  - 36 Open
  - 44 Women
- Most athletes in storm history.
- We are growing along with a high retention rate.
- Every 2020 athlete who filled out feedback has indicated they plan to try out in 2021.





## 2020 Storm Tryouts Results

- Open Team
  - Selected 21 athlete roster with 3 alternates.
  - Focused on a competitive roster.
- Women Team
  - Selected 33 athlete training pool.
  - Intended to take 28 athlete roster to CUC from 33 while still allowing all to practice.
  - Focused on growing and developing the junior female competitive ultimate community.



\*Photo taken before COVID-19.

## 2020 Storm Season

- After March shutdown, Storm was able to implement a practice focused season in early July.
- Lots of Positives!!
  - One of the first junior provincial teams to return to the field (provincially and nationally).
  - Coaching staff was very adaptive to the regulations and provided creative practices while maintaining safety.
  - Crossover scrimmages between Storm team and various adult teams (Storm Alumni, MUN, Club Teams).



## Role of the Community Outreach Director

- Manage existing team of Ultimate NL volunteers at events
- Recruit and assign new volunteers to their area of interest
- Maintain an up-to-date volunteer database
- Work with volunteers looking to participate in specific projects
- Maintain records of volunteer hours
- Facilitate annual Ultimate NL Awards & Volunteer Appreciation Ceremony



## Volunteer Efforts 2019-2020

- Attract parent volunteers
  - Progress: 4 interested
  - Role: Help with youth tournaments and school teams
- Engage youth volunteers
  - Progress: 5 interested
  - Role: Help with appropriate youth tournaments and development leagues
- Embrace new means of recruiting volunteers, such as MUN SVB



## Volunteers at Youth Tournaments

- Require volunteer Score Keepers and Game Facilitators
- MPSH December Invitational
  - 10 volunteers
  - Max contribution of 7 hr
  - Min contribution of 2 hr
- 2020 SSNL Tournament (WVH)
  - 9 volunteers
  - Max contribution of 4 hr
  - Min contribution of 1 hr



## Highlights from Youth Tournaments

- 2 youth ultimate parents volunteered as Score Keepers
- All Game Facilitators completed the Ultimate Canada Game Facilitator program
- In total, 3 new volunteers

### Game Facilitator Program Launch



Mitch Kaufman

2019-11-08



Ultimate Canada is pleased to announce the launch of its new Game Facilitator program.

#### What is the Game Facilitator program?

The program came about due to a need for nationally supported, trained, and certified observer equivalents in Québec High School Ultimate. After consultation with Ultimate Canada and Ultimate Québec, it was determined that the role that was needed did not meet the traditional role of an observer within Ultimate Canada. Consultations with leagues and provinces from across the country showed that there was national interest in developing the new role.

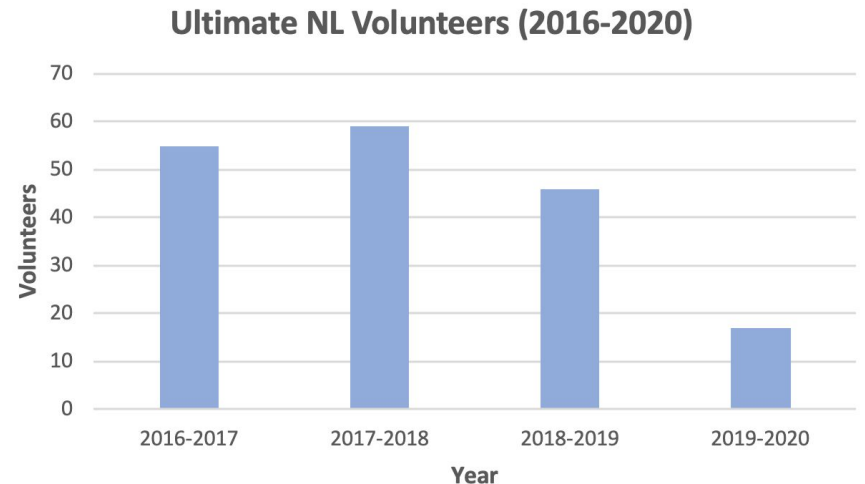
The Game Facilitator role is a hybrid role that is somewhere between the Instructional Observer role of USAU and the Game Advisor role of WFDF. It is seen as a stepping-stone for rules knowledge development and is an entry-level position with online training. The main role of the Game Facilitator is to ensure the game runs smoothly and the rules are respected - especially at the lower levels (High School and under). The powers of the Game Facilitator are limited, but they actively participate in the promotion of Spirit of the Game.

Game Facilitators can be seen as game managers who are at the field to help resolve conflicts, support the development of rules knowledge, and to report back to their organization. Whether during league play, or other events, game facilitators can add legitimacy to events similar to officials, referees, or time keepers of other sports.

The role is not meant to take any responsibility away from the players to learn the game and its rules. Rather, it's seen as a way to get more youth involved, and hopefully, lead to more observers.

## Comparing to Previous Years

- Less events means less volunteers
- 2019-2020: 17 volunteers
- 2018-2019: 46 volunteers
- 2017-2018: 59 volunteers
- 2016-2017: 55 volunteers



## Awards and Volunteer Ceremony

- February 8<sup>th</sup> at Rocket Bakery
- 72 nominations submitted
- 30 people nominated
- 8 individuals awarded
- Increased attendance compared to previous years



## 2019 Winners



**Kyle Hedderson**  
Jr Male Athlete



**Luke Dyer**  
Male Athlete



**Laurel Penney**  
Justin Frampton SOTG



**Hilary Walsh**  
Coach of the Year



**Shae LeDevehat**  
Jr Female Athlete



**Erin Daly**  
Female Athlete



**Melissa Wheeler**  
Joe Coady



**Rachael Fitkowski**  
Kristine Cadigan

## Improvements to Awarding Process

- Develop individual nomination forms with specific questions
- Provide character limit on nomination questions
- More consultation with community throughout nominating period
- Implement weighted voting process

### 2019 Ultimate NL Award Nomination

All nominations are encouraged to add a video testimonial. You upload via Dropbox here:  
<https://www.dropbox.com/request/iAKHzs5V9NMjtOXQx6LS>

For more information regarding award descriptions and selection criteria, visit [www.ultimatenl.ca/awards](http://www.ultimatenl.ca/awards).

The deadline for nominations is Jan. 29th, 2020.

#### Award Category \*

- ☐ Lifetime Achievement Award
- ☐ Kristine Cadigan Award
- ☐ Joe Coady Award
- ☐ Justin Frampton Spirit of the Game Award
- ☐ Coach of the Year Award
- ☐ Junior Female Athlete of the Year
- ☐ Junior Male Athlete of the Year
- ☐ Female Athlete of the Year
- ☐ Male Athlete of the Year



## Volunteer Efforts 2020-2021

- Work with community members to take on unique projects of interest
- Help obtain resources necessary for such projects to be successful
- Ex: Women's Skill Development Series





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# Tournaments & Events

## 2019-20 Tournament and Events

- Huck Fest 2019 Holiday Tournament
  - 5 Teams, 54 participants
  - 2020 Huckfest - Monday December 28th
- Covid-19 Cancellations
  - Gale 4's
  - Eliminates
  - Toilet Bowl
- Moving Forward
  - Tournament feasibility assessed case by case
  - Events to follow all current Covid - 19 Guidelines



Holiday Spirit at the 2019 Huckfest

# 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:
  - 1,564 page views (13.75% increase over 2019)
  - Average session duration: 1 minute, 38 seconds
  - 54% bounce rate
- Top referral sites:
  - Mile Zero Ultimate
  - Baidu.com
  - Facebook
- Device breakdown:
  - Mobile: 59%
  - Desktop: 40%
  - Tablet: 1%

## Newsletter

- Monthly distribution + dedicated topic emails
  - 3 newsletters (February, July, September)
  - 2 emails to targeted audiences
- 1,171 current subscribers
  - 6.7% increase from 2018-2019
- Average open rate: 26.38% (↑ 12.45%)
- Average click-through rate: 1.72% (↑ 18.6%)

## Social Media

- Facebook:

- 1,131 followers

- 1-year increase: 4.7%

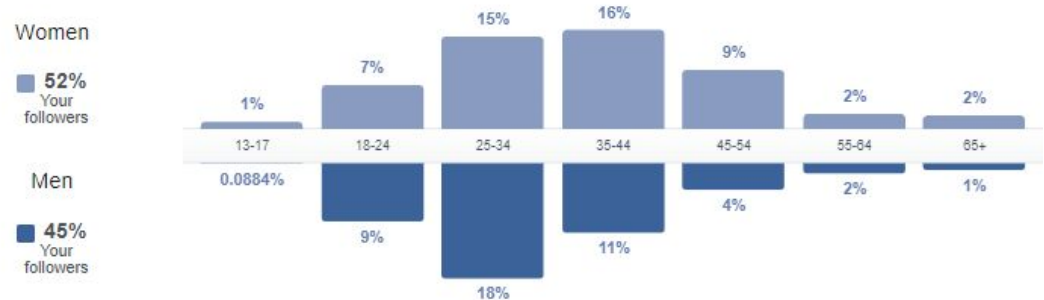
- 2-year increase: 42%

- 1,115 likes

- 1-year increase: 7.6%

- 2-year increase: 41.9%

The people who follow your Page. This number is an estimate.



# AGM 2020


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**Ultimate Newfoundland and Labrador**  
Published by Susan White · 10 February · 4

Congratulations to the winners of the 2019 Ultimate NL Awards! We greatly appreciate your contributions to our community and helping to grow ultimate throughout the province.

The winners are:  
- Female Athlete of the Year Award: Erin Daly... See more



**Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

4,283 People reached 1,262 Engagements [Boost post](#)

4 Comments 12 shares

**Performance for your post**

4,283 People Reached

297 Reactions, comments & shares

183 Like	40 On post	143 On shares
44 Love	8 On post	36 On shares
2 Wow	0 On post	2 On shares
56 Comments	4 On Post	52 On Shares
12 Shares	12 On Post	0 On Shares

965 Post Clicks

252 Photo views	17 Link clicks	696 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post 1 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 · 21 February · 4

Tryouts for Regiment Ultimate are coming up!

Regiment is an adult open club competitive team that aims to travel to three tournaments this season: JazzFest in Montreal, No Borders in Ottawa (June 21-22) and the Canadian Ultimate Championships (CUCs) in Brampton.

Players can expect two practices per week throughout the spring and summer with additional conditioning sessions as needed... See more



**REGIMENT**

**Performance for your post**

2,379 People Reached

53 Reactions, comments & shares

33 Like	17 On post	16 On shares
1 Haha	0 On post	1 On shares
6 Comments	6 On Post	0 On Shares
13 Shares	13 On Post	0 On Shares

181 Post Clicks

11 Photo views	12 Link clicks	158 Other Clicks
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**NEGATIVE FEEDBACK**


0 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 · 10 March · 4

We're excited to announce that Veterinary Specialty Centre of Newfoundland & Labrador is returning as our corporate sponsor for 2020! VSC is once again sponsoring Storm throughout its competitive season as well as our youth provincial tournaments this spring. This year, they've also stepped up to support our Clinics for Schools program.

VSC is co-owned by Dr. Trina Bailey and John Mackenzie. With their support, we're expanding our programs across the province and having a great... See more



**Get more likes, comments and shares**  
When you boost this post, you'll show it to more people.

3,211 People reached 269 Engagements [Boost post](#)

3,211 People Reached

136 Reactions, comments & shares

106 Like	33 On post	73 On shares
20 Love	9 On post	11 On shares
2 Comments	0 On Post	2 On Shares
10 Shares	10 On Post	0 On Shares

133 Post Clicks

5 Photo views	5 Link clicks	123 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide post 0 Hide all posts  
0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts



## Social Media

### ● Twitter:

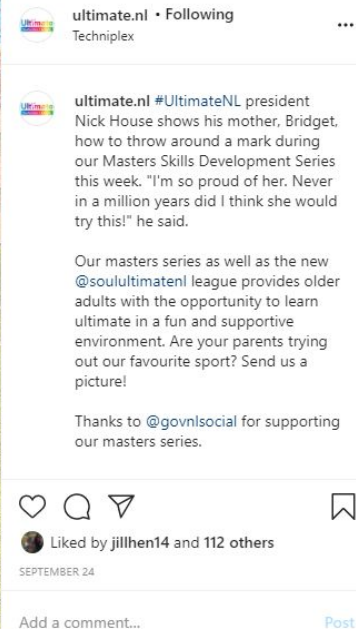
- 267 followers (↑ 15%)
- Sample insights over past 28 days:
  - 2 tweets
  - 1,556 impressions
  - 70 profile visits
- Top tweet (past 6 months) - April 24:
  - 2,904 impressions
  - 16 engagements



## Social Media

- Instagram:

- 562 followers (↑30%)
- Top post:
  - 113 likes
  - 542 accounts reached
  - 929 impressions
- Follower data:
  - 51% men, 46% women
  - Top age range: 25-34



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Share your social posts with us!

**#UltimateNL**

## 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!**