

**Response to Applicant – Full Disclosure  
Form 4A**

January 3, 2025

Matt Barter



Dear Applicant:

**Re:** Your request for access to information under Part II of the **Access to Information and Protection of Privacy Act, 2015** [File #: TCAR/86/2024]

On December 3, 2024, the Department of Tourism, Culture, Arts and Recreation (TCAR) received your request for access to the following records/information:

**“All briefing materials prepared for the Minister and Deputy Minister for the month of November 2024.”**

I am pleased to inform you that a decision has been made by the Deputy Minister for Tourism, Culture, Arts and Recreation to provide access to the requested information. In accordance with your request for a copy of the records, the appropriate copies have been enclosed.

Please be advised that you may ask the Information and Privacy Commissioner to review the processing of your access request, as set out in section 42 of the **Access to Information and Protection of Privacy Act, 2015** (“the **Act**”). A request to the Commissioner must be made in writing within 15 business days of the date of this letter or within a longer period that may be allowed by the Commissioner.

The address and contact information of the Information and Privacy Commissioner is as follows:

Office of the Information and Privacy Commissioner  
2 Canada Drive  
P. O. Box 13004, Stn. A  
St. John’s, NL A1B 3V8

Telephone: (709) 729-6309  
Toll-Free: 1-877-729-6309  
Email: [commissioner@oipc.nl.ca](mailto:commissioner@oipc.nl.ca)

You may also appeal directly to the Supreme Court Trial Division within 15 business days after you receive the decision of the public body, pursuant to section 52 of the **Act**.

Please be advised that this request may be published on the [Completed Access to Information Requests](#) website. Requests will be posted when possible, but no sooner than three business days after a response is sent electronically, or five business days where a response is sent by mail. Please note that requests for personal information will not be posted online. Additional details regarding the process for publishing requests online can be found [here](#).

If you have any further questions, please contact me by email at [TCAR-ATIPP@gov.nl.ca](mailto:TCAR-ATIPP@gov.nl.ca).

Sincerely,

A handwritten signature in blue ink that reads "Andrea Lawlor". The signature is written in a cursive style and is positioned above a horizontal line.

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**Andrea Lawlor, BA, BSW (Hons), CIAPP-C**  
ATIPP Coordinator

Enclosure

## Access to Information and Protection of Privacy Act, 2015

### Access or Correction Complaint

**42.** (1) A person who makes a request under this Act for access to a record or for correction of personal information may file a complaint with the commissioner respecting a decision, act or failure to act of the head of the public body that relates to the request.

(2) A complaint under subsection (1) shall be filed in writing not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) A third party informed under section 19 of a decision of the head of a public body to grant access to a record or part of a record in response to a request may file a complaint with the commissioner respecting that decision.

(4) A complaint under subsection (3) shall be filed in writing not later than 15 business days after the third party is informed of the decision of the head of the public body.

(5) The commissioner may allow a longer time period for the filing of a complaint under this section.

(6) A person or third party who has appealed directly to the Trial Division under subsection 52 (1) or 53 (1) shall not file a complaint with the commissioner.

(7) The commissioner shall refuse to investigate a complaint where an appeal has been commenced in the Trial Division.

(8) A complaint shall not be filed under this section with respect to

(a) a request that is disregarded under section 21 ;

(b) a decision respecting an extension of time under section 23 ;

(c) a variation of a procedure under section 24 ; or

(d) an estimate of costs or a decision not to waive a cost under section 26 .

(9) The commissioner shall provide a copy of the complaint to the head of the public body concerned.

**Direct Appeal to Trial Division by an Applicant**

52. (1) Where an applicant has made a request to a public body for access to a record or correction of personal information and has not filed a complaint with the commissioner under section 42, the applicant may appeal the decision, act or failure to act of the head of the public body that relates to the request directly to the Trial Division.

(2) An appeal shall be commenced under subsection (1) not later than 15 business days

(a) after the applicant is notified of the decision of the head of the public body, or the date of the act or failure to act; or

(b) after the date the head of the public body is considered to have refused the request under subsection 16 (2).

(3) Where an applicant has filed a complaint with the commissioner under section 42 and the commissioner has refused to investigate the complaint, the applicant may commence an appeal in the Trial Division of the decision, act or failure to act of the head of the public body that relates to the request for access to a record or for correction of personal information.

(4) An appeal shall be commenced under subsection (3) not later than 15 business days after the applicant is notified of the commissioner's refusal under subsection 45 (2).

**Information Note**  
**Department of Tourism, Culture, Arts and Recreation**

**Title:** 2024-25 Active NL Fund October Batch 1 Recommendations

**Issue:** Active NL Fund applications are evaluated and it is requested funding recommendations for October 2024 be reviewed and approved by the Minister.

**Background and Current Status:**

- The Active NL Fund is a program designed to support active, healthy living. Funding is available for initiatives, infrastructure, and equipment that increases participation in physical activity, sport, active recreation, and supports healthy eating for individuals of all ages.
- Not-for-profit organizations or community groups; Municipalities; Local Service Districts; Indigenous Governments; and Schools (Infrastructure and equipment only) are eligible to apply.
- Funding up to \$10,000 is available to develop, deliver, purchase or upgrade active, healthy living infrastructure, equipment, and initiatives targeted at increasing physical activity, sport, active recreation, and healthy eating for individuals of all ages.
- Funding requests in excess of \$10,000 may be considered if the request:
  - Available to a large number of individuals, across all ages, abilities and regions;
  - Funding sources beyond the requested amount and/or leveraged funding have been confirmed; and
  - Offers economic and community benefits.
- A total of \$2.59 million in funding is available in 2024-25; the application deadline was October 30, 2024, with funding recommendations forwarded for review and signature.

**Analysis:**

- Active NL Fund recommendations for October 2024 Batch 1 are included in Annex A, with fifty projects totaling \$346,368 recommended. The total approved to date, including both recommended and approval amounts, is \$907,608.

**Action Being Taken:**

- Minister Crocker review and approve recommendations provided in Annex A. Draft funding letters are enclosed for review and signature.

**Prepared/Approved by:** L. Roberts/A. Button/A. Wright/B. Gardner/J. O'Dea  
**Ministerial Approval:** Received from Hon. Steve Crocker

November 5, 2024

**Annex A: 2024-25  
October 2024 Batch 1 Recommendations**

Draft funding letters for the following grants are enclosed for Minister's review and signature:

Applicant Name	Community	Project Description	Amount
Alexander Bay 50+ Association Inc.	Glovertown	Bowling Mat	\$3,311
Anglican Homes Incorporated	St. John's	Introduction to Pickleball	\$860
Avalon Activity Centre Inc.	St. John's	Physical Activity Equipment	\$1,040
Avalon Minor Football Inc.	Conception Bay South	Training Football Equipment	\$8,087
Avalon Minor Football Inc.	Conception Bay South	Field Equipment	\$5,632
Baie Verte Peninsula Family Resource Program Inc.	Baie Verte	Skating Sessions	\$400
Brian Peckford Primary	Triton	Brian Peckford Primary	\$4,794
Catalina Elementary School	Catalina	Playground Upgrades	\$10,000
Channel Port aux Basques Minor Hockey Association	Channel-Port aux Basques	Hockey Equipment	\$4,661
Clareville and Area Community Youth Centre Inc.	Clareville	Sport Equipment	\$905
Community Association of Virginia Park	St. John's	Ride to Adventure Program	\$2,500
Community Association of Virginia Park	St. John's	Youth Sports Fundamentals Program	\$4,697
Crescent Collegiate	South Dildo	Outdoor Classroom	\$15,000
Curtis Hudson Memorial Fund Inc.	Goulds	Playground Development	\$23,000
Ecole St. Matthews School	St. John's	Playground Upgrades	\$6,806
Environmental Education Commission/Echo Pond Environmental Education Centre	St. John's	Recreation Equipment	\$10,000
Flatrock Fifty Plus Fun Club	Flatrock	Bowling Program	\$1,687
Girl Guides of Canada - 49th St. John's Ember Unit	St. John's	Ongoing Recreation	\$1,450
Glovertown Academy	Glovertown	Table Tennis Equipment	\$5,489
Grandy's River Collegiate	Burnt Islands	Sport Equipment	\$8,557

Gulch Beach Improvement Committee	St. Mary's	Gulch Beach Trail Upgrades	\$2,292
Holy Trinity Elementary	Torbay	Playground Upgrades	\$10,000
Hopedale Inuit Community Government	Hopedale	Active Recreation Equipment	\$3,080
Kilbride 50 Plus Card Club	Mount Pearl	Ongoing Recreation	\$1,000
Labrador Hunting and Fishing Association Inc.	Happy Valley-Goose Bay	Boardwalk Upgrades - Lighting	\$7,909
Labrador Hunting and Fishing Association Inc.	Happy Valley-Goose Bay	Safety Equipment	\$7,907
Macdonald Drive Junior High School	St. John's	Community Garden	\$28,069
Masonic Park	Mount Pearl	Physical Activity Equipment	\$10,000
Mount Pearl Seniors Independence Group	Mount Pearl	Active Recreation Equipment	\$3,000
Newfoundland and Labrador Artistic Swimming	Mount Pearl	Artistic Swimming Equipment	\$9,637
Newfoundland and Labrador Down Syndrome Society Inc.	St. John's	Camp Starrigan 2025	\$5,449
Paradise Minor Hockey Association	Paradise	Hockey Equipment	\$6,992
Paradise Minor Hockey Association	Paradise	Soccer Equipment	\$9,419
Rock Island Dragons	Mount Pearl	Physical Activity Program	\$1,000
Scouts Canada Properties Inc.	St. John's	Equipment Storage	\$10,000
Society of Saint Vincent de Paul, St. Patrick's Conference	Carbonear	Life in Motion Initiative	\$6,510
Special Olympics Mount Pearl	Mount Pearl	Floorball Equipment	\$1,503
St. James Regional High	Channel-Port aux Basques	Softball Equipment	\$1,979
St. James Regional High	Channel-Port aux Basques	Varsity Softball Equipment	\$5,392
St. Mary's Elementary	St. John's	Basketball Equipment	\$8,878
St. Paul's Junior High	St. John's	Volleyball Equipment	\$2,030
Summit Artistic Swimming	Mount Pearl	Artistic Swimming Equipment	\$1,000
The St. John's (Newfoundland) Curling Associated Ltd.	St. John's	Facility Upgrades	\$57,392
Torbay 50 Plus Active Group	Torbay	Ongoing Recreation	\$2,000
Town of Branch	Branch	Ongoing Recreation	\$2,500

Town of Heart's Desire	Heart's Desire	Trail Upgrades	\$7,550
Town of South Brook	South Brook	Multi-Purpose Court Upgrades	\$3,252
Town of South Brook	South Brook	Outdoor Recreation Space Upgrades	\$755
Town of Torbay	Torbay	Outdoor Recreation Equipment	\$10,000
Trappers' Running Club	Happy Valley-Goose Bay	2024 Trapline Marathon	\$997

**Total October Batch 1 Recommendations: \$346,368**

Date: Nov. 8, 2024

Minister's Signature:  \_\_\_\_\_

**Information Note**  
**Department of Tourism, Culture, Arts and Recreation**

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- Funding requests in excess of \$10,000 may be considered if the request:
  - Available to a large number of individuals, across all ages, abilities and regions;
  - Funding sources beyond the requested amount and/or leveraged funding have been confirmed; and
  - Offers economic and community benefits.
- A total of \$2.59 million in funding is available in 2024-25; the application deadline was September 30, 2024, with funding recommendations forwarded for review and signature.

**Analysis:**

- Active NL Fund recommendations for November 2024 Batch 1 are included in Annex A, with thirty-three projects totaling \$177,412 recommended. The total approved to date, including both recommended and approval amounts, is \$1,085,020.

**Action Being Taken:**

- Minister Crocker review and approve recommendations provided in Annex A. Draft funding letters are enclosed for review and signature.

**Prepared/Approved by:** L. Roberts/A. Button /A. Wright/B. Gardner/J. O'Dea  
**Ministerial Approval:** Received from Hon. Steve Crocker

November 22, 2024

**Annex A: 2024-25  
November 2024 Batch 1 Recommendations**

Draft funding letters for the following grants are enclosed for Minister's review and signature:

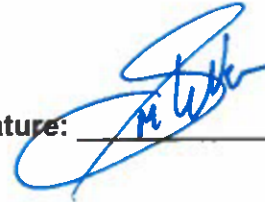
Applicant Name	Community	Project Description	Amount
Ascension Collegiate - Duke of Edinburgh	Bay Roberts	Camping Equipment	\$4,500
Association Communautaire Francophone de Saint-Jean	St. John's	Walking Club	\$2,000
Bay St. George Special Olympics	Kippens	Sport Equipment	\$1,000
Carbonear Volunteer Fire Department	Carbonear	Facility Upgrades	\$8,970
Chance Cove Recreation Committee	Chance Cove	Chance Cove Hiking Trail Upgrades	\$1,630
Chapel Arm Sports and Recreation Committee	Chapel Arm	Basketball Program	\$4,065
Coomb's Cove Harbour Improvement	Coomb's Cove	Facility Upgrades	\$10,000
Glovertown Academy	Glovertown	Fitness Equipment	\$10,000
Goulds Recreation Association Committee	Goulds	Keenagers Healthy Together Program	\$1,500
Happy Valley-Goose Bay Special Olympics	Happy Valley-Goose Bay	Swimming Program	\$920
Harbour Breton Lions Club	Harbour Breton	Playground Development	\$10,000
Hermitage Lions Club Inc.	Hermitage	Fitness Equipment	\$4,404
Humber Arm South 50+ Club Incorporation	Benoit's Cove	Physical Activity Program	\$4,100
Kilbride to Ferryland Family Resource Coalition Inc.	Goulds	Active Play Program	\$3,407
Lake Melville Racquet and Sports Club	Happy Valley-Goose Bay	Badminton Equipment	\$1,000
Little Bay Heritage Centre	Little Bay	Ongoing Recreation	\$3,414
Logy Bay Development Association	Logy Bay	Playground Upgrades	\$9,583
Odds and Ends LGBT Curling	St. John's	2SLGBTQ+ Curling Program	\$7,400
Phoenix Academy	Carmanville	Basketball Systems	\$5,002
Port de Grave Pentecostal Tabernacle	Port de Grave	Score Board	\$1,000
Prince of Wales Collegiate	St. John's	Healthy Eating Equipment	\$7,289

Prince of Wales Collegiate	St. John's	Archery Equipment	\$6,520
St. Alban's Recreation Committee	St. Alban's	Bay d'Espoir Rec Plex Upgrades	\$20,000
St. Jacques Coomb's Cove Recreation Committee	English Harbour West	Fall Recreation Program	\$7,154
St. John's Rowing Association	St. John's	Rowing Equipment	\$9,341
St. Shotts Recreation Committee Inc.	St. Shotts	Ongoing Recreation	\$2,800
Town of Harbour Breton	Harbour Breton	Between the Hills Trail Upgrades	\$10,000
Town of Harbour Grace	Harbour Grace	Basketball Equipment	\$4,902
Town of Harbour Grace	Harbour Grace	Active Play Games	\$473
Town of Rencontre East	Rencontre East	Facility Upgrades	\$2,300
Town of York Harbour	York Harbour	Multi-Purpose Court Expansion	\$10,000
Twilight 50+ Seniors Club	Port au Port	Seniors Curling Program	\$2,000
United Church Bay Roberts	Bay Robert's	Active Play Equipment	\$738

**Total November Batch 1 Recommendations: \$177,412**

Date: Dec 9, 2024

Minister's Signature: \_\_\_\_\_



**Meeting Note**  
**Department of Tourism, Culture, Arts and Recreation**  
**Trans Canada Trail**  
**8:30 a.m., November 19, 2024, TCAR Executive Boardroom**

**Attendees:** Minister Steve Crocker, TCAR  
Jamie O'Dea, Deputy Minister, TCAR  
Mathieu Roy, Chief Executive Officer, Trans Canada Trail  
Stacey Dakin, Chief Program Officer, Trans Canada Trail

**Purpose of Meeting:**

- To connect with and discuss synergies with the Trans Canada Trail on their visit to the province.

**Background:**

- The Trans Canada Trail (TCT) is the longest-multiuse trail system in the world, extending over 29,000 kilometres. The TCT reaches every province and territory and all three coastlines of Canada.
- The official starting point of the TCT is located at the Cape Spear National Historic Site.
- The TCT advocates for, stewards, and champions the national trail system by providing leadership, guiding, funding, resources, outreach, and engagement to local trail organizations.
- A recent report by the TCT, "The Economic, Environmental and Public Health Benefits of the Trans Canada Trail," released in January 2024 estimated the value of healthcare savings from active users of the TCT in Newfoundland and Labrador at over \$14.8M.
- The TCT prioritizes connecting communities across Canada, developing a lasting trail for future generations, fostering a thriving trail sector, and facilitating a great outdoors experience.
- The TCT recently hosted the bi-annual World Trails Conference in Ottawa, On from September 30 to October 3, 2024. This conference was attended by over four-hundred delegates from more than thirty countries.
- Newfoundland and Labrador had a strong presence at the conference, including representation from the Department of Tourism, Culture, Arts and Recreation. The T'Railway Provincial Park was featured by the keynote speaker and there were many stories shared of caribou encounters on the Northern Peninsula. There were two presentations discussing the East Coast Trail.

**Agenda item #1 Review existing collaborations and future collaborations with TCT in Newfoundland and Labrador**

- The TCT representatives will provide an overview of their presence in the province and priorities.

**Analysis:**

- Currently, there are three trails in Newfoundland and Labrador included in the Trans Canada Trail, which are: the East Coast Trail, the Newfoundland T'Railway Provincial Park, and the Labrador Pioneer Footpath.

- Several other trail organizations in the province are keen to become a part of the TCT network, including the Great Northern Trail Association and the Great Coastal Trail.
- As members of the TCT, each of these organizations is eligible for and has received project-based financial support from the TCT in various capacities. This support includes, but is not limited to signage, volunteer initiatives, the hiring of students, and vegetation control.
- Research consistently identifies hiking as one of the top motivations for travel to Newfoundland and Labrador and is the top outdoor activity that non-resident visitors participate in on their vacations.
- Access to hiking and walking trails in the province allows for increased opportunities for physical activity and contributes to the health and well-being of users.
- GNL has committed to the development of the Great Coastal Trail, a new 883 kilometre trail on the Northern Peninsula.

#### Potential Speaking Points

- GNL is keenly aware of the importance of destination trails in the province and has been proactively investing and promoting these trails as a key motivator for travel.
- GNL thanks the Trans Canada Trail for their outstanding work in advancing trail development and partnerships in the province.

#### Proposed Actions

- GNL will continue to build on the relationship that has been established to further advance the opportunities for better trail protections in the province.

**Prepared/Approved by:** J. Penney/J. Angelopoulos/C. Gilliard/J.O'Dea  
**Ministerial Approval:** Hon. Steve Crocker

November 14, 2024

**Meeting Note**  
**Department of Tourism, Culture, Arts and Recreation**  
**Intervistas**  
**12:30 p.m., November 19, 2024, TCAR Executive Boardroom/Virtual**

**Attendees:** Minister Steve Crocker, TCAR  
Jamie O'Dea, Deputy Minister, TCAR  
Carol-Ann Gilliard, ADM, TCAR  
Marcus Lam, Senior Vice-President, Intervistas (Biography in Annex A)

**Purpose of Meeting:**

- To discuss the current state of intraprovincial air connectivity in Newfoundland and Labrador and opportunities for improving affordable travel options.

**Background:**

- Intervistas was created as a subsidiary of the Vancouver Airport Authority to provide consulting services. Since then, InterVISTAS has grown and developed into an international consulting firm with more than 2,000 projects completed in over 75 countries.
- Intervistas is a strategic partner of RoyalHaskoningDHV, an independent and international engineering and project management consultancy.
- The company focuses on providing insights, strategies, and tools and pioneering industry best practices for strategic mobility consulting.

**Agenda item #1 Intraprovincial Air Access**

- Discussion will be focused on the challenges with existing intraprovincial air service and opportunities for improve affordable travel options.

**Analysis:**

- It is recognized that gaps in intraprovincial air connectivity and high travel costs pose a barrier for residents and visitors.
- There are many factors that impact the cost of air travel, including availability of equipment, labour and infrastructure, fuel prices, demand, and other operational expenses.
- Air services in the province continued to increase in 2024, with year-over-year increases for every month during the January to October period (9% - 33%). Current airline scheduling indicates monthly decreases for November (-3%) and December (-7%), still resulting in a significant capacity increase of 21% for 2024 compared to 2023.
- GNL has advocated to the Federal Government regarding the burden of federal fees, security charges, and other taxes that place a significant strain on air passengers, airlines and airports, driving up ticket prices and making air travel less accessible to many.
- Newfoundland and Labrador is part of a working group, which was initiated by the Council of Atlantic Premiers, that is tasked with improving intraregional connectivity among the four provinces. Work is ongoing.

**Potential Speaking Points**

- GNL is keenly aware of the importance of intraprovincial connectivity and would like to explore potential opportunities for expanding affordable air travel options.

**Proposed Actions**

- GNL is requesting a follow-up with regards the preparation of recommendations for addressing intraprovincial connectivity challenges.

**Prepared/Approved by:** C. Gilliard/J. O'Dea

**Ministerial Approval:**

**November 15, 2024**

### **Annex A – Marcus Lam Biography**



Marcus Lam brings over 15 years of aviation industry and professional experience. He works with aviation clients across the globe in strategic airport air service development, airline network and fleet planning, passenger choice market share forecasting and airline network hub design. Previously, Marcus was network planner and scheduler at Air Canada. Marcus has a Master of Business Administration and a Bachelor of Applied Science (Electrical Engineering) degrees from the University of Toronto.

**Meeting Note**  
**Department of Tourism, Culture, Arts and Recreation**  
**Meeting with Hockey Newfoundland and Labrador**  
**November 21, 2024 at 8:30am**  
**Virtual Meeting- ZOOM**

**Attendees:** Honourable Steve Crocker, Minister of Tourism, Culture, Arts and Recreation  
Jamie O'Dea, Deputy Minister  
Ben Gardner, Assistant Deputy Minister, Film, Television and Recreation  
Dr. Jared Butler, President, Hockey Newfoundland and Labrador (HNL)

**Purpose of Meeting:**

The purpose of the meeting is in response to a request from Dr. Butler, to discuss safe sport with Hockey NL.

**Background:**

- Dr. Jared Butler is President of Hockey NL. In October 2023, Dr. Butler met with Minister Crocker to provide information on developments of both Hockey Canada and Hockey NL in regards to safe sport and new measures being implemented by their organization.
- Hockey NL reached out for another meeting with Minister Crocker. Dr. Butler advised staff of the Recreation and Sport Division there was no set agenda for the meeting other than to discuss safe sport.
- Hockey Canada, and in turn Hockey NL, have made great strides in safe sport development in recent years. One of the latest pieces of work by Hockey NL is the Social Media and Behavior Work Group which conducted a study to gather information in our province.

**Item #1: Safe Sport Update**

- In their last meeting, Hockey NL provided an update on new safe sport inspired initiatives they were implementing for the 2023-24 season. These include:
  - All participants in Hockey Canada sanctioned programs are eligible to be affiliate players, compete in sanctioned hockey tournaments and against teams from other International Ice Hockey Federation member national associations;
  - Participants in Hockey Canada sanctioned programs can be selected for national and provincial/territorial high-performance teams, can compete in provincial and national championships and are entitled to full insurance coverage;
  - All coaches, bench staff, trainers and officials, undergo a mandatory criminal record and/or vulnerable sector check;
  - All coaches, trainers and officials to be trained and certified; and
  - Sanctioned games are officiated by trained and certified officials within the Hockey Canada Officiating Pathway using a standardized rule book.
- As another measure to improve safe sport in their organization, the board at Hockey NL formed a Social Media and Behavior work group to look at issues in their sport. In September 2024, the work group shared the results of their work with the HNL board. It is anticipated that HNL will highlight some findings from the report and inform the Minister on their plans to address/implement these findings. Annex A highlights some of the information in the report.

**Potential Speaking Points**

- I am pleased to hear of the progress Hockey Canada has made in its recent safe sport efforts, it is great to see such initiative in this area.
- Providing safe and inclusive sport environments for all those involved, from grassroots to elite hockey levels, whether nationally or internationally is important and I am pleased to hear that Hockey NL has been a leader on this path.
- I announced on Saturday at the Sport NL AGM of the agreement the province as signed with ITP to provide our PSOs access to an independent third-party complaint mechanism. The work Hockey NL is doing aligns with the direction we want to go as a province.

**Proposed Actions**

- None required at this time.

**Prepared/Approved by:** B. Taggart/A. Wright/B. Gardner/J. O'Dea  
**Ministerial Approval:** Received from Hon. Steve Crocker

**November 19, 2024**

## **Annex A**

### **Hockey NL- Social Media and Behavior Work Group Findings**

#### **Mandate**

- The Social Media and Behaviour Work Group has been established to address and analyze the intersection of social media usage, behavioral issues, and cultural challenges within Hockey NL. This initiative aims to provide strategic guidance and implement best practices across the organization, its committees, and board members to support the overarching goals of Hockey NL.

#### **Data Collection Method (Survey)**

- The Social Media and Behaviour Work Group recognized the importance of engaging the Newfoundland and Labrador hockey community in this comprehensive review. To facilitate community involvement, Hockey NL played a crucial role in sharing our survey, ensuring that individuals across the province had the opportunity to participate and contribute their perspectives. Participants were encouraged to share their personal stories and provide insights into their experiences with social media, behavior, and cultural incidents during HNL events. This inclusive approach aimed to gather diverse viewpoints and ensure that the broader community's voices were heard and considered in shaping future strategies and policies.

#### **Recommendations**

- The recommendations presented to the board of Hockey NL were as follows:

##### **1. Professional Development for Associations/Leagues:**

Implement mandatory orientation programs or professional learning sessions for Association and League Presidents and Vice Presidents regarding HNL's Behavior, Social Media and Cultural policies and guidelines.

##### **2. Parent-Player Agreements:**

Make it mandatory for both parents to participate annually in a program that outlines expected conduct for players, coaches and parents.

##### **3. Media Campaign to Change 'Hockey Culture':**

Utilize media channels to educate the hockey community about the challenges faced by players, parents, coaches, associations and HNL. Consider a weekly video series highlighting different policies, shared on social media and archived on the website.

##### **4. Fact Sheets:**

Develop educational materials, such as common procedural/policy issues, into fact sheets for parents and coaches, outlining policies relevant to different divisions or programs. Associations can easily distribute these to parents in their education efforts.

##### **5. Discipline Guidelines:**

Explore the possibility of integrating discipline guidelines into all HNL policies, mirroring practices adopted by other hockey bodies across the country, to ensure consistency for associations and leagues. This would greatly help with any necessary discipline.

##### **6. Live Streaming of Games/Events:**

Evaluate the need for a specific policy addressing live streaming of games and events.

**7. Complaints Program/System:**

Consider establishing a formal program to assist players, parents, associations and leagues with handling complaints. Some respondents, including association executives, expressed a need for HNL support in this area. It may be beneficial to designate a paid contact person to guide complainants through the conflict resolution process. This position would strictly provide information to those making complaints. Investigations or discipline would continue to be handled by associations and Hockey NL.

**8. Communication System:**

Develop a standardized communication system template for players and parents to use when interacting with team staff and associations, promoting best practices. This could be a flow chart that directs communication channels.

**9. Education on On-Ice vs. Off-Ice Incidents:**

Launch an education program to clarify the roles and responsibilities of officials regarding on-ice incidents versus the responsibilities of associations and leagues in addressing off-ice incidents. Emphasize that associations have the authority to supplement discipline for on-ice decisions.

**10. Clear Direction for Officials:**

Provide clear directives for officials on how to respond when witnessing maltreatment on the ice, including during gameplay and concerning coach behavior on the bench.

These recommendations aim to bolster policy adherence, enhance educational opportunities and foster a respectful and supportive hockey environment within Hockey NL. Implementation of these measures could lead to positive cultural shifts and improved experiences for all participants in the sport.