



# **MHL Survey**

# **Summary & FAQ**

**2013/14 Season**

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**Thank you to everyone who participated in the survey.**

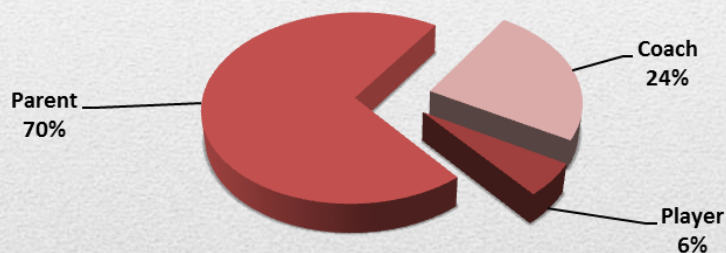
***Your feedback is important to us to initiate changes towards providing a better experience to all participants!***





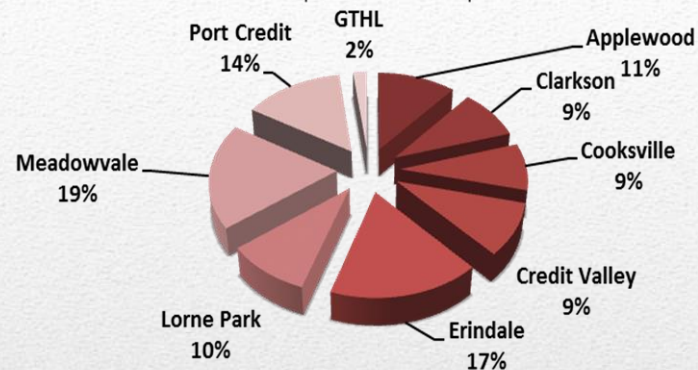
**Q1: Which best describes you from the following list.**

Answered: 956 Responses: 1075 Multiple (Coach/Parent): 119



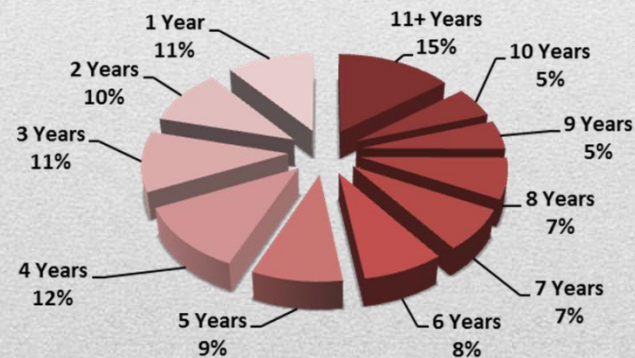
**Q2: What hockey association(s) are you directly involved with?**

Answered: 956 Responses: 1058 Multiple: 102



**Q3: How long have you been involved with the MHL**

Answered: 956



# Who Answered and who are you?

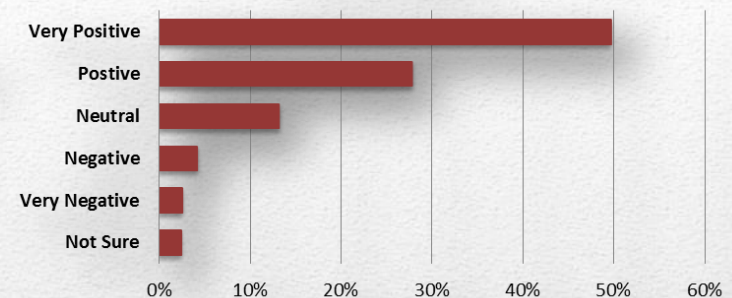
**Q4: The 2013/14 season is the first year the MHL removed the gate fees and included the cost with registration. What is your opinion of this change?**

Answered: 937 Skipped: 19



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Answered: 937 Skipped: 19



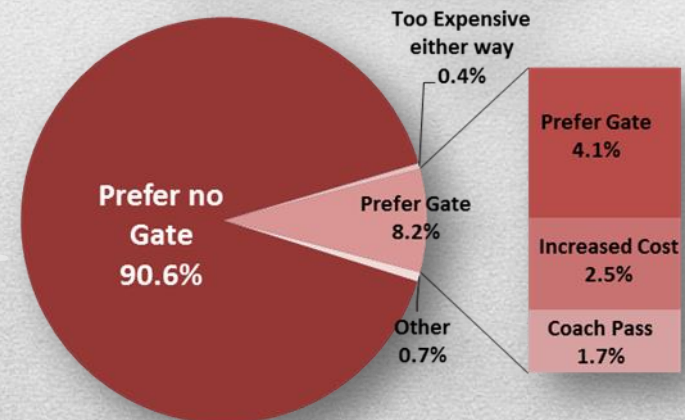
*As you can see based on our survey,*

- *over 90% were OK with the change, “neutral” to “very pleased”.*
- *50% were “very pleased/positive” with the change,*
- *7% were not happy/negative with the change.*

*Of the 937 answers, 179 provided additional comments and that breakdown is shown to the right.*

### Q4: Analysis of Written Comments

Comments: 179 (19.1%) of 937 Answers



# The Gate



The comments that came with the gate fee replacement covered a broad spectrum of topics.

*For those individuals requesting reductions or incentives for themselves please understand that these personal savings comes at the expense of the other players.*

*The costs do not go away; they are just spread out differently!*

*What is the biggest change?*

- When we had the gate fee we relied on the “extra” spectators subsidizing player costs ... and covered the reduced revenue from volunteer passes.

*Now the cost is really a **fair** user cost, as each player pays his/her fair share.*

- The bonus now is, especially during playoffs, the whole family and friends can come to cheer for the player and enhance the fun of hockey for everyone!

# FAQ

## Gate vs One time fee



*How is our money spent within the league? Does the MHL make a profit?*

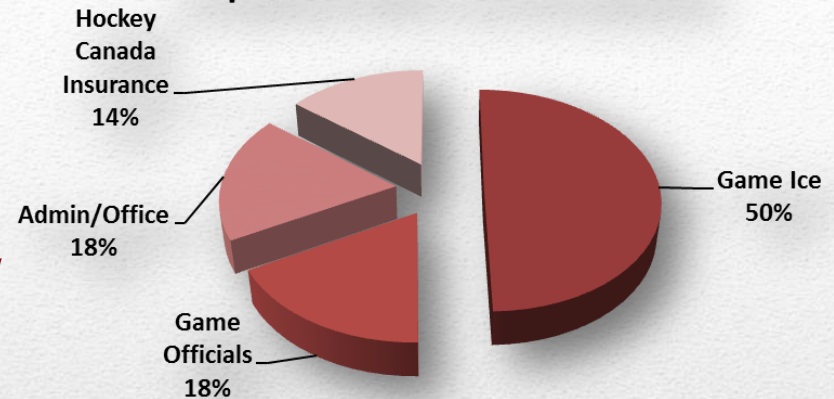
***NO, the MHL does not make a profit!***

- We are NON- profit - The MHL and its Associations (Applewood, Clarkson, Cooksville, Credit Valley, Erindale, Lorne Park, Meadowvale and Port Credit) are ***all non-profit organizations!*** All money collected is reinvested into hockey.
- We are primarily run by Volunteers – ***The MHL and its Associations are run by non-salaried volunteers.*** (The only salaried staff are the 4 MHL office staff.)

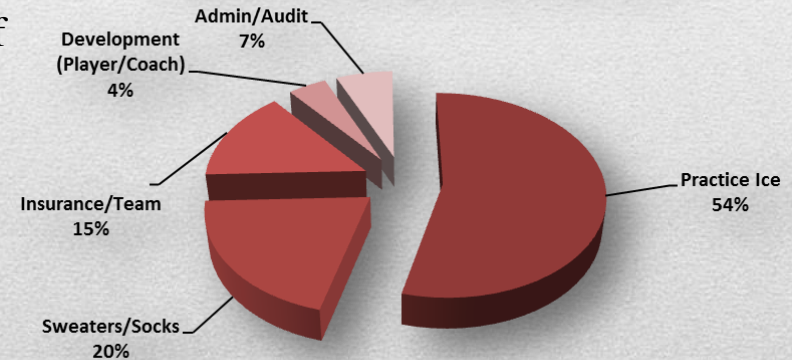
***The league is run on as low a cost base as we can, with all money going back into hockey play!***

**FAQ** ***The biggest single cost is ice!***  
***Over 50%***  
***Purchased from the City of Mississauga***  
**Gate vs One time fee** Continued

**Simplified MHL Cost Breakdown**



**Typical Association Cost Structure**





*Are there discounts for families with multiple players?*

*Yes, most Associations offer a discount for multiple players.*

As the Associations now collect all the money the discount only applies if all the players are in the same Association.

*Does the number of games affect the cost?*

With the removal of the gate fee, the league has worked very hard to target a *minimum number of games* (27 for House League and 42 for A – includes convening, regular season and first round of playoffs). *The MHL is unique in that teams progressing past the first round of playoffs get the extra (quarter /semi and final) games (above the minimum) at no extra cost.*

The single biggest cost is game ice and the second is practice ice; all purchased from the City of Mississauga. Finally, the other variable cost is the officials used to run the game; on ice officials (referees and linesmen) and timekeepers.

Between the two, game ice and officials, this accounts for 70% of MHL costs.

# FAQ

*The number of games and practices has the biggest impact on the costs passed on to the player.*

## Gate vs One time fee

Continued





## *Can we lower the cost?*

### *The single biggest cost is ice time.*

Over the years the MHL and the Associations have worked to make the most effective use of the ice we have.

The survey indicated that 95% were happy with the amount of hockey or wanted more. Based on that result (*see Length of Season*) shortening the season is not what the majority of you want.

### *Alternatives*

- *At this point 15% of our costs are subsidized by corporate sponsors.* In the last few years the MHL has strived to increase sponsorship at the league level to counteract the growing costs. We will continue to work to increase this sponsorship to help reduce costs.
- *If we increase the number of players* our fixed costs (administration) can be spread over a larger base to help reduce player costs. The MHL has developed a number of programs to increase awareness and attract more players. However, we can all help by making our neighbours and friends aware of the fun of playing hockey in the MHL.

## **FAQ**

***MHL Incentive Program:*** The MHL offers an incentive of a \$50 registration reduction for families that bring a new player to the MHL.

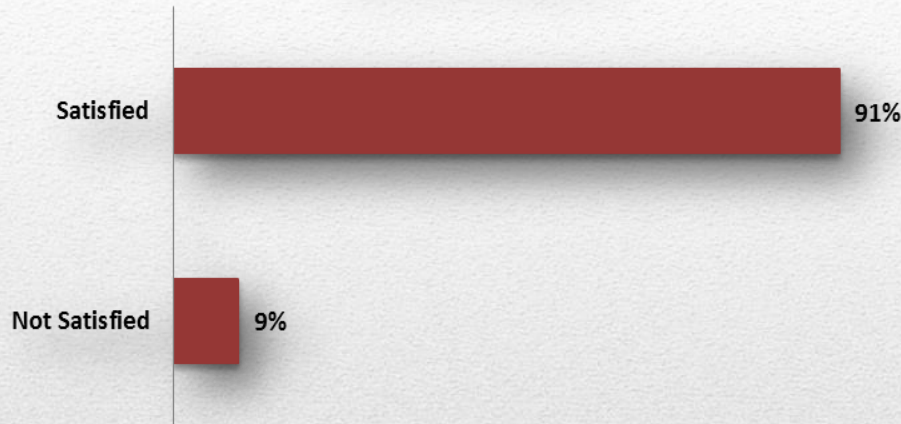
## **Gate vs One time fee** Continued





**Q6: How would you rate the overall experience of your involvement with the MHL?**

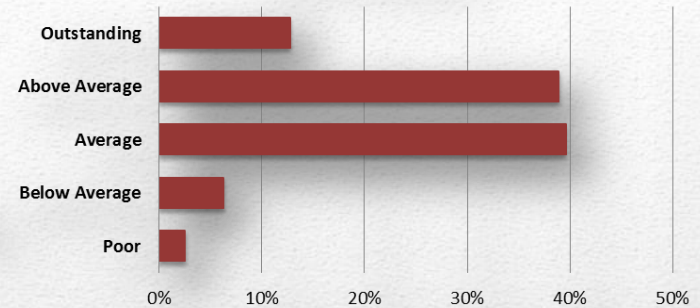
Answered: 912 Skipped: 44



*Of the 912 answers 94 provided additional comments and that breakdown is shown to the right*

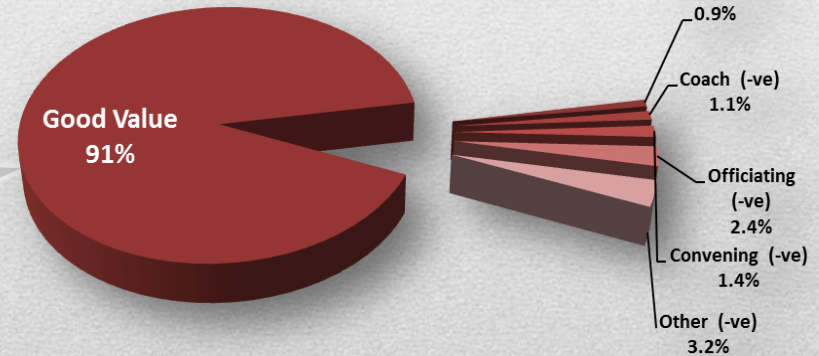
**Q6: How would you rate the overall experience of your involvement with the MHL?**

Answered: 912 Skipped: 44



**Q6: Value (Overall) -ve Comments**

Responses: 94 (10.3%) Comments: 94 Comments on Chart 5



# Value Provided

(Overall Perception)

The MHL provides good value for the cost; compared to other hockey programs.

Cost Structure 2013/2014 Season				
House league				
	MHL	Streetsville	Brampton	Oakville
Registration	\$580	\$570	\$445	\$595
No. of Games in Season	27	24	27	24
Average Cost/Game Played	\$21.48	\$23.75	\$16.48	\$24.79
* Varies by age group and league				
+ Round robin/Convening included in No. of Games.				
A AA Loops				
	MHL	GTHL	Brampton	Oakville
Registration/ Surcharge/Assoc.	\$1,024	\$1,300	\$1,118	\$1,653
No. of Games in Season	42	36	28	28
Gate Fee*	NO	\$6.00	NO	NO
Where	Mississauga	Toronto/ Mississauga	Orangeville/St.Catharines/ Ancaster/Brampton	
Average Cost/Game Played	\$24.38	\$48.11	\$39.93	\$59.04
* Gate fee put in cost per game by spectator + player				
* GTHL increasing gate fee to \$7.00 for 2014/15 season				

- All leagues structure their costs differently. As well, some municipalities charge for ice differently. **For example Mississauga prime ice costs are 20% higher than in Brampton.** Registration fees only cover some of the costs and the number of games will drive overall costs.
- The figures shown are averaged/approximate basic fees and do not address the extra costs of tournaments coaches costs, development costs that players may later be charged for in optional team fees.
- But do include team surcharges for sweaters and regular practice ice.
- A/AA team loops outside the MHL require large travel distances for games and the MHL fair play rule (equal ice) does not apply in most.

## FAQ

## Value Provided vs Registration Costs





# MHL

## CLOSE TO HOME

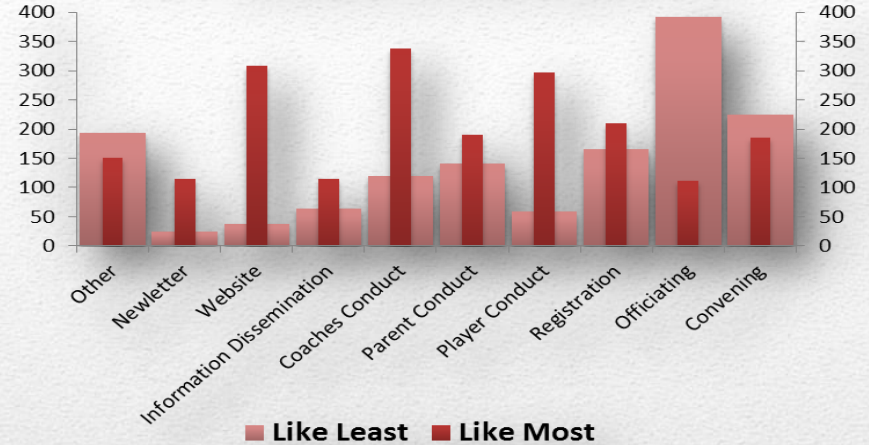
We all seem to like the small driving requirements to an arena provided by the MHL, even in A. Clearly a big advantage over other A/AA loops.

- Less transit time and
- lower commuting costs.

*Of the 849 answers to each of questions 8 & 9 additional comments were made and only the breakdown of the comments is shown to the right.*

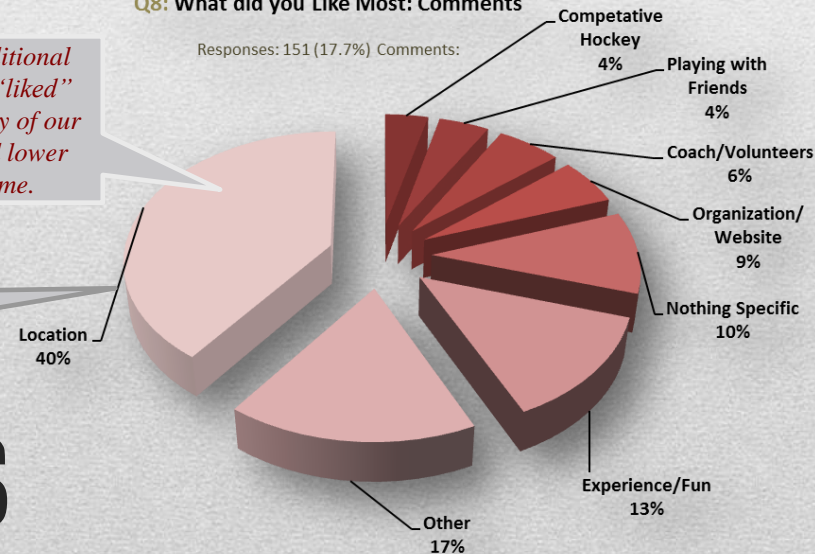
*40% of additional comments "liked" the proximity of our arenas and lower travel time.*

Q 8/9: What do you like most/least about the MHL?  
Answered: 849 Responses: 2019 Skipped: 107



Q8: What did you Like Most: Comments

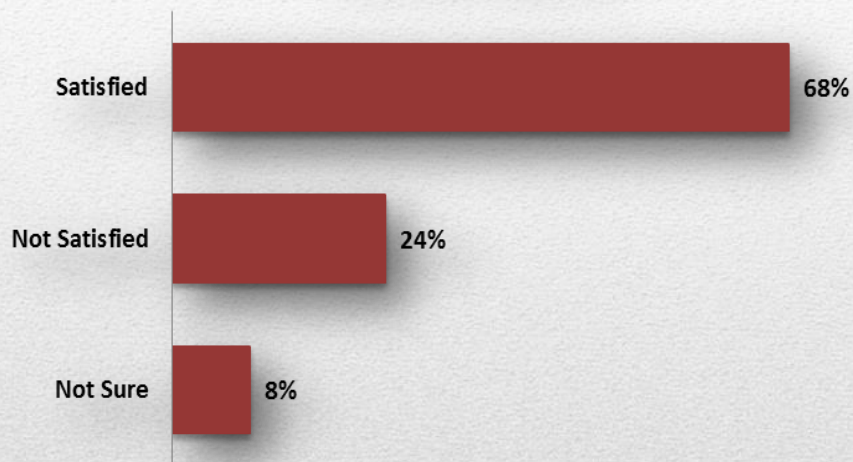
Responses: 151 (17.7%) Comments:



## Likes & Dislikes

#### Q14: What is your opinion of the convening process?

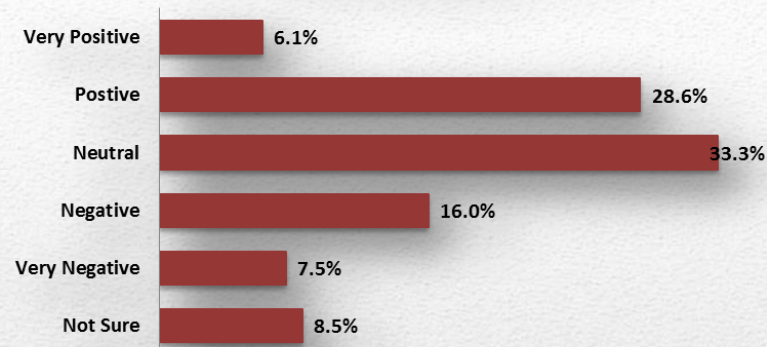
Answered: 838 Skipped: 118



*Of the 838 answers 197 provided additional comments and that breakdown is shown to the right*

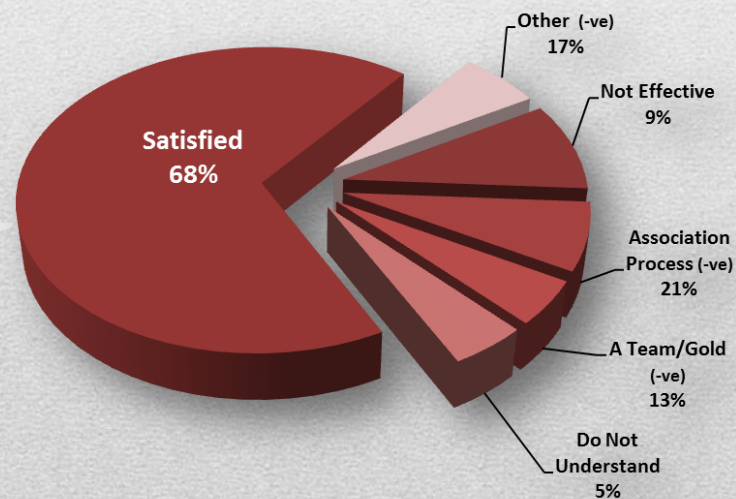
#### Q14: What is your opinion of the convening process?

Answered: 838 Skipped: 118



#### Q14: Convening Comments

Responses: 197 (24%) Comments



# Convening



***I do not understand the process.***

- The Associations/coaches are the ones that pick the teams and slot them into their respective levels.
- Each level (eg: Minor Atom, Atom, Minor Peewee etc.) have a nine (9) person convening committee made up of an MHL Director and one representative from each Association. They all get an equal vote with the tie breaker being the MHL representative (if necessary).
- In theory they all attend as many games as they can looking for team issues and individuals that may skew the loop. Then teams/players are moved around to try and make it as fair and consistent as possible. The 5 - 6 weeks for convening are necessary just to see most teams play.

Please note A/Gold teams are not convened. They are selected, and it is up to the Association to ensure they are competitive.

***Associations are always trying to stack teams or hide good players.***

- That happens sometimes more often driven by the coach who is trying to get an edge. Most Associations provide experienced convenors and they work diligently to try and balance the teams/loops as best as possible.
- In some cases the team comes together under a good coach and takes off after convening, compared to other teams.

***Unfortunately, convening is not perfect but we are looking into it to make it better!***

# FAQ

## Convening





***With the reduced number of players the MHL should amalgamate some divisions.***

- This is a valid concern regarding the decreasing number of players and number of teams at certain levels in some associations. It leads to teams with mixed levels of players that are extremely difficult to convene.
- At this point there is no mechanism to accomplish amalgamation of teams, however the MHL and its Associations are looking into alternatives to address this concern.

***The coaches always pick the same players and do not see the potential in my son?***

Many factors can influence a coach in selecting a player. Remember in many cases players have been in the league for a number of years and the coach/Association knows the player.

- How well he knows the player. *If they know the player, player skill, how well they feel the player will develop (will they listen and learn), player attitude (how well they fit into the team, do they listen, etc.), player size (mostly with checking in A but also for non checking in House league size can have an impact) .*
- How a player shows at tryouts for A or evaluations for House League.
- How the parents act.
- Does the player jump around between Associations or is he/she willing to play and develop with the team
- Is the parent part of the coaching staff for this team.

***Unfortunately this is also driven by the coach (who is a volunteer), his/her philosophy, their skill level, and their talent.***

# FAQ

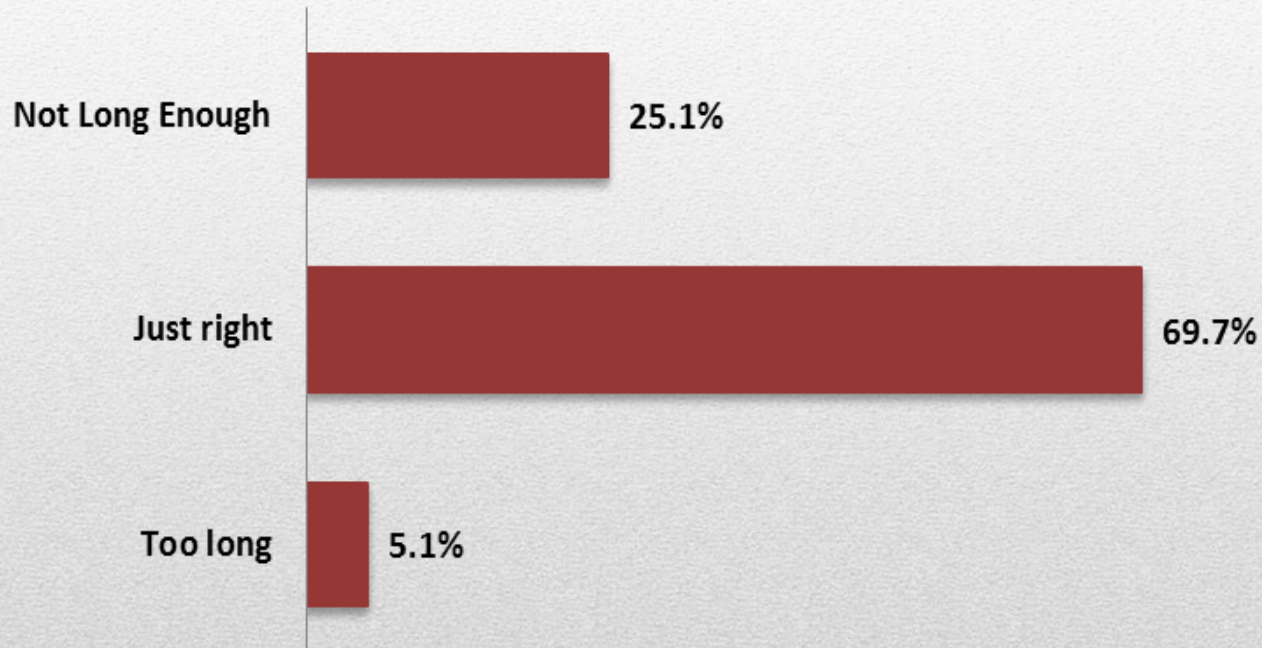
## Convening





**Q15: What is your opinion about the length of the hockey season?**

Answered: 835 Skipped: 121

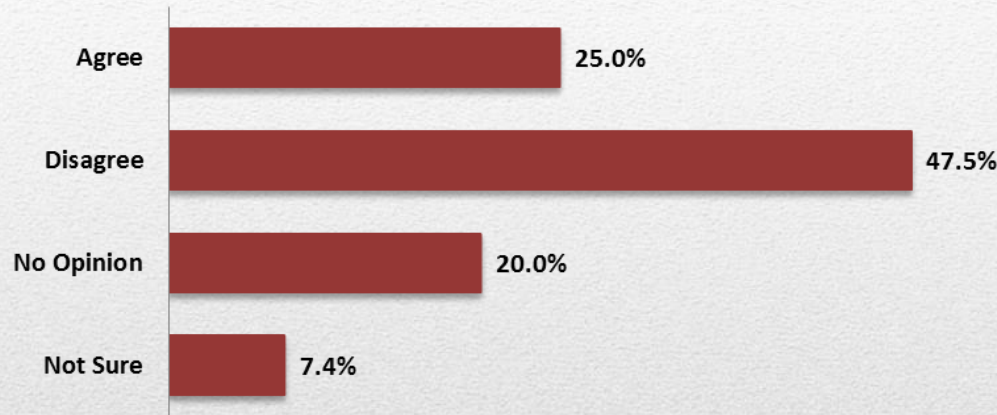


# Length of Season



**Q16: What is your opinion about starting the playoff schedule earlier in the year?**

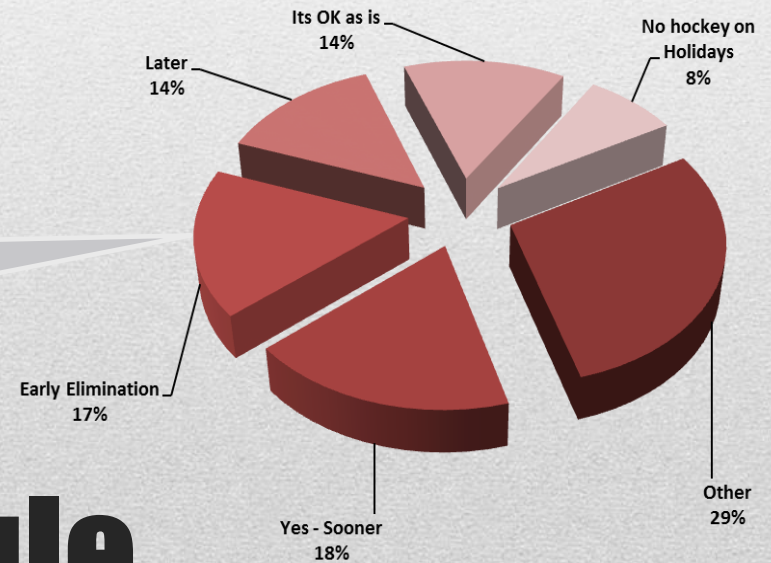
Answered: 835 Skipped: 121



*Of the 835 answers 92 provided additional comments. The breakdown of only these 92 comments is shown to the right.*

**Q16: Early Playoff Comments**

Responses: 92 (11%) Comments: 107

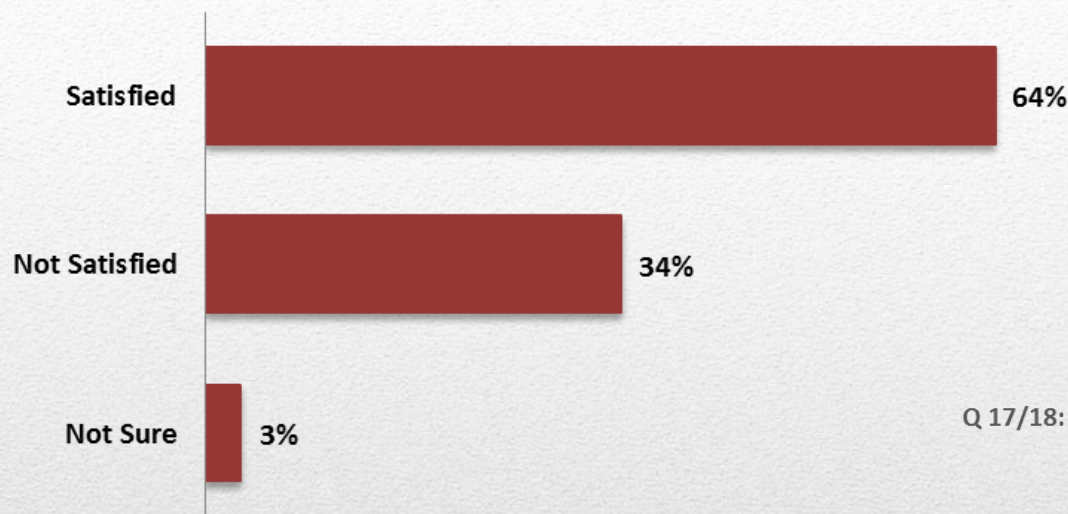


# Playoff Schedule



## Q 17/18: What is your opinion of MHL/Non-MHL Officials?

Answered: 829 Skipped: 127

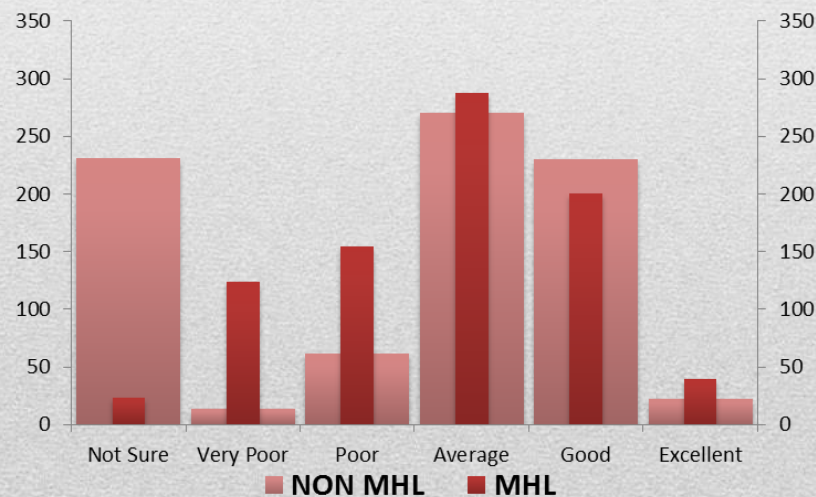


- The survey results show **64%** of respondents rated our referees *Excellent/Good/Average!*
- And 34% were not happy with them.

# Officials

## Q 17/18: What is your opinion of MHL/Non-MHL Officials?

Answered: 829 Skipped: 127



## *How does the league manage the On Ice Officials (Referees and Linesmen)?*

### *To be an MHL official :*

- All Referees (whether acting as Referees or Linesmen) officiating games in the MHL are certified pursuant to the Hockey Canada Officiating Program (HCOP).
- All new Officials must attend an on-ice session to become certified.
- **Every Year** each on ice Official must re-certify.

### *Supervision:*

- During each season every on ice official is reviewed 2 to 3 times. This requires one of the Referee Supervisors watching a game and completing a written report critiquing positioning, rule knowledge and attitude. It is reviewed directly after the game and then sent to the Manager of Game officials for any follow up and record maintaining. *It is a program of constantly trying to coach and improve.*
- New officials or officials that need more improvement will receive more reviews; just like a normal business.
- The Supervisors meet every month and review the performance of the officials under them, recommending what assignments they feel the officials are capable of plus dealing with any issues that may have arisen in the prior month.

## **FAQ**

*Representatives from the MHL Board of Directors and the Associations' Executive sit on the Referee Liaison Committee. They will meet with the Manager, Game Officials and the Supervisors during the year to provide oversight and guidance.*

## **Officials** Continued





*One of the 457  
supervisions done  
last year.*

# FAQ

## Officials Continued

### Two Areas of Strength:

- 1) Communication- really liked how you tried to manage the coaching staffs as they were getting quite heated at each other
- 2) Attitude - On the Ice-Conduct and demeanour was exemplary at all times.

### Two Areas of Improvement:

- 1) Judgement-see point regarding game altering penalties
- 2) Penalty Calling Procedure (Referee only)-see point regarding the use of whistle hand...occurred too often for the Performance Standards

**S = Superior    A = Acceptable    N = Needs Improvement**

	S	A	N
1. Application of the Rules		x	
2. Attitude - Off the Ice		x	
3. Attitude - On the Ice	x		
4. Awareness		x	
5. Communication		x	
6. Duties and Procedures		x	
7. Face-Off Procedure	x		
8. Game Control		x	
9. Judgement			x

	S	A	N
10. Penalty Calling Procedure (Referee only)			x
11. Physical Appearance	x		
12. Physical Fitness	x		
13. Positioning		x	
14. Reaction to Pressure		x	
15. Safety and Risk Management		x	
16. Signals	x		
17. Skating Ability	x		
18. Teamwork		x	

### Comment:

--good pursuit of play on the big ice...you looked comfortable out there and maintained your pace throughout the game...REMINDER to keep moving into the end zone as deep as the attacking forward even if the team is on the PP and the attacking short handed player is in the zone...follow the play down and curl when play is coming back up ice. Try not to cheat to high

--good presence ATN during stoppages...let them know you are there...keep an eye on the benches in case they try and dump a line change...also maintain control of the situation...be in a good spot to keep eye on scrum and benches. If needed, go talk to the Coaches about dumping a line change while dealing with a scrum of players...this is effective communication

--Scrum in far corner...instead of bumping up too high on opposite side of net, so you are looking through the goalie and other players in and around the crease...maybe a better option would be to get lower in the end zone behind the goal line to see the play better and by using verbal communication the players will know you are watching and nearby. This might avoid calling a penalty which you had to do to #4 HOME for a CC...felt you had no presence in that situation and the players knew it....get lower for a better angle...no need to "camp" down there, just a better angle for you

--PCP...need to work on it...too many occasions you were using your whistle hand to gesture at players to go to PBOX...you know the procedure no need for me to write all the steps down here...we talked about it in the room, now keep that in mind for your upcoming assignments

--We talked about managing a hockey game at this level and trying to avoid substituting penalties which may bite you later on in the game. I felt in this game that you could have had 3 ejections. You had the one late on the BOARD to TRW late hit, but that perhaps could have been prevented if the BOARD on VISITORS #4 Captain late 2nd was a CFB and the CC on HOME #21 was called a Major as the player was injured and went hard into the boards. Decisions throughout the game must be consistent and to the rules set by Hockey Canada and enforced by the MHL.



### *What Accountability Does an Official have?*

- Normal issues are handled by the Supervisors.
- However, if there is a complaint and depending on the concern, a Supervisor or Supervisor and MHL Executive will attend games and watch the Official in question unannounced. Action will be taken as deemed necessary.
- Every year Officials are disciplined. Some officials are not asked back. In extreme cases Officials have been terminated mid-year. For this season 2013/14
  - *9 officials & 5 timekeepers have received disciplinary action,*
  - *1 official was terminated and*
  - *5 officials were not asked back for a variety of reasons.*

The MHL does not publish detail information regarding these situations as it infringes on our employees' privacy and legal rights, as in any workplace.
- If you have a concern, the process for filing a complaint is on the MHL website.  
*(Game Officials/Rules and Regulations/Policies – Referee Grievance Policy)*

# FAQ

## Officials Continued





## ***I have heard from some people that there has been a large turnover of Officials and the Officiating is not as good this year?***

- Turnover for this season was no different from the last number of seasons. The MHL loses approximately 10% of our officials each year for a variety of reasons. This season was no different. *Basically, the same officials have been with us for a number of years.*
- Each year the MHL adds 8 to 10 new officials 14 to 18 years old. The majority are from players from the league.
- Most complaints we see are based on a missed call especially regarding player safety:
  - *On ice officials are human; they will make mistakes and miss things. It is the toughest job there is; as player safety is key when making a call while trying to maintain game flow.*
  - *We have heard as many compliments/complaints regarding Officiating this year as we have in the past. There has been no significant change.*
  - *An Official's attitude will vary game to game, day to day ... depending on what has happened during the day or shift.*
  - *Each individual has their own perception of the game situation. They will differ depending on your viewing position and where/who you are focused on ... and a referee's attitude can be affected by the lack of respect given by coaches, players and fans.*
  - *They are our employees... treat them with respect!*

# FAQ

## Officials Continued





*Even in the NHL where  
officiating is a full time career  
there are complaints.*

*As in every organized sport (eg. soccer, baseball, and  
football etc.) there are complaints about officiating  
... **it involves our children!***

*Our single biggest concern is for an official to  
maintain **player safety!** The MHL is very concerned  
in maintaining the highest quality officiating we can!*

*We are continually trying to improve!*

# FAQ

## Officials

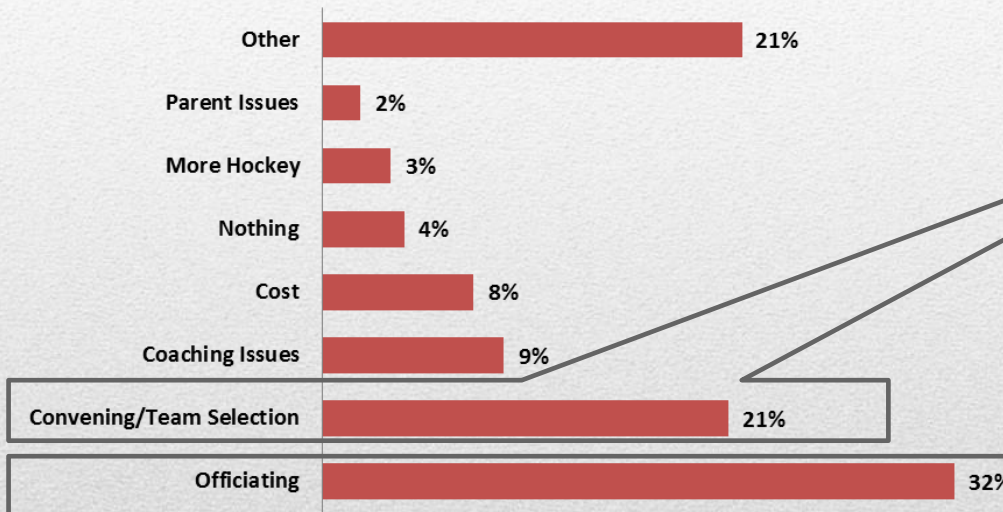
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## Q16: If there is one thing you could change about the MHL, what would it be?

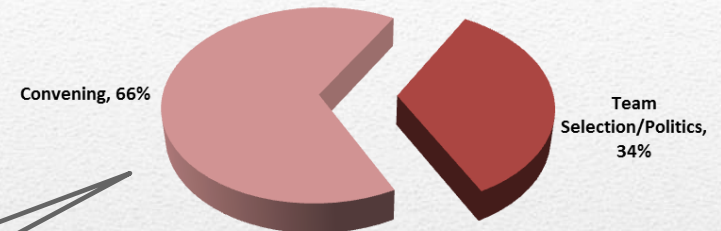
Responses: 431 (45%) Comments: 467



## Q16: If there is one thing you could change about the MHL, what would it be?

### Breakdown of Comments on Convening/Team Selection/Politics

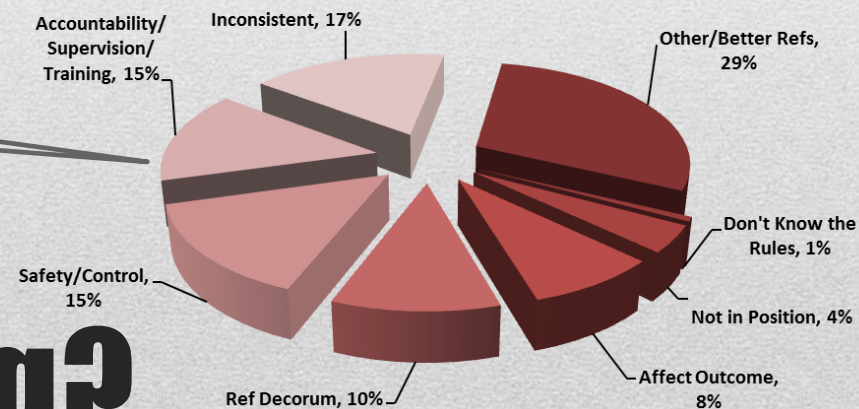
Responses: 94 (10%)



## Q16: If there is one thing you could change about the MHL, what would it be?

### Breakdown of Comments on Officiating

Responses: 133 (14%)



# What One Thing?

*Please feel free to contact us for more detailed information or to clarify anything you see in this report.*

Please contact

Lawry Simon

(Marketing Director MHL)

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