



Greater Toronto Hockey League 2024 Annual Report

June 2024



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Greater Toronto Hockey League

2023-24 Annual Report

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Land Acknowledgment

The Greater Toronto Hockey League acknowledges the land we work and play on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit, and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

We acknowledge this land and people because the first step to reconciliation is recognizing the existence of Indigenous people. A shared understanding of how our collective past brought us to where we are today will help us walk together into a better future.

Year In Review Highlights

The puck dropped on the 2023-2024 season on October 2, 2023, with the campaign featuring 220 exhibition games, 7848 regular season games, and 1492 playoff games at the competitive ('A,' 'AA,' and 'AAA') levels. All GTHL championships were awarded by April 20, 2024. The League's house leagues collectively had approximately 35,000 games played.

Seeing a second consecutive year of growth, player registration increased by 1.97 per cent from 2022-2023 as the GTHL welcomed 29,349 total participants this past season. The 2023-2024 campaign's growth is the League's highest percentage increase since the 2018-2019 season (3.48 per cent). Growth was also seen in the GTHL's officiating department as the League's staff increased to 290, an addition of 60 officials from 2022-2023. Moreover, the GTHL introduced the Green Arm Band initiative for first year on-ice officials participating in recreational hockey programming to provide additional support for officials within the League and its Members.

Highlights of the GTHL's event calendar saw the return of Puck Drop Weekend for the first time since 2015, as well as the introduction of the inaugural Movember Moustache Cup 'A' tournament for 32 non-bodychecking 'A' teams across Under-14, U15, U16, and U18 divisions. The tournament raised over \$45,000 for the Movember foundation. The GTHL's Top Prospect Game fuelled by Gatorade also made its return to Herbert H. Carnegie Centennial Centre, featuring a sellout contest.

Off the ice, the 2023-2024 season included continued progress for the GTHL in its work to lead in not only growing the game, but also to make the game safer and more inclusive for all. The League's Try Hockey program included 15 events in 14 different schools this past season, introducing the game of hockey to just under 2000 students. Additionally, the GTHL continued to build and develop community partnerships with organizations such as Canadian Women & Sport, Canadian Blind Hockey, Hockey Equality, You Can Play, and many others.



Community Partnerships & Culture Change

CONSULTATIONS

The GTHL invited all clubs to participate in individual meetings to share their insights on what works well, the obstacles they face, and the types of support they require. This feedback is crucial for developing the League's upcoming Diversity, Equity, and Inclusion (DEI) strategy and priorities. The GTHL has extended invitations to a range of stakeholders, including community partners, board members, and advocates to continue to develop a more inclusive culture.

EDUCATIONAL INITIATIVES

As the GTHL continues to offer educational sessions with League partners' support, the importance of internal growth is recognized too. This past season, the GTHL Board of Directors and staff participated in sessions focusing on Islamophobia, presented by The National Council of Canadian Muslims; on 2SLGBTQAI+ issues, led by Brock McGillis; on Antisemitism, conducted by The Centre for Israel and Jewish Affairs; and on developing women in executive, coaching, and officiating roles, presented by Canadian Women & Sport.

To better support players, families, and officials, the GTHL continues to build a community resource repository in partnership with experts covering topics such as Gender Equity, Homophobia, Racism, and Discrimination in all its forms. By expanding the League's educational resources, the GTHL strives to address the needs of its community more effectively and in a timely manner. This approach not only helps hold individuals accountable, but also serves in being proactive and preventative in relation to future incidents.

STRENGTHENING COLLABORATIONS AND PARTNERSHIPS

The GTHL continues to build and strengthen collaborations with both existing and new partners who share its commitment to supporting players, families, officials, clubs, and other stakeholders. The League recognizes that achieving greater inclusivity and equity requires consistent effort. The GTHL is committed to providing meaningful support to all participants and stakeholders, while also measuring the impact of collective efforts. Current community collaborations and partnerships include: 3Nolans, Canadian Blind Hockey, Canadian Women and Sport, The Carnegie Initiative, Hockey Canada Diversity, Equity, and Inclusion Team, Hockey Equality, MLSE LaunchPad, NHL Diversity, Equity, and Inclusion Team, Toronto Maple Leafs Diversity, Equity, and Inclusion Team.

The GTHL also collaborated with and sponsored Brock McGillis' Culture Shift Tour. Brock spoke with 10 GTHL teams between February 3 to 10.

COMMUNITY CONTRIBUTIONS

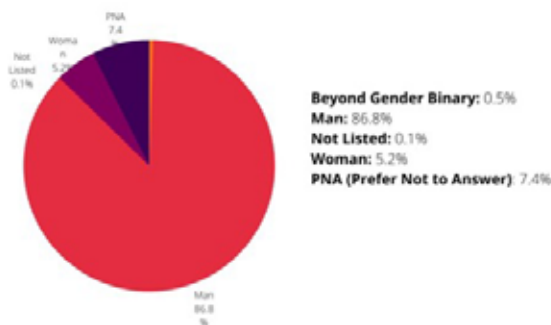
Over the 2023-2024 season, the GTHL is proud to have helped contribute over \$213,000.00 to its local community. From Hockey Equality's 2023 Black Hockey Summit, the GTHL Legacy Classic tournament in support of the Legacy Fund, the Legacy Fund Community Development Grant, and beyond, various fundraising efforts over the last season supported local community organizations, aided families and associations in need of financial support, helped Diversity, Equity, and Inclusion programs such as You Can Play to provide education, and more.

GTHL 2023-24 Demographic Survey

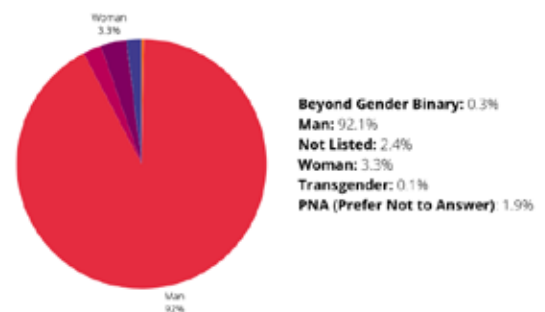
As part of the GTHL's commitment to serve the Greater Toronto Area and its community, it is important for the League to annually evaluate the community's demographics to better understand its needs. Dating back to the 2021-22 season's registration, the GTHL started collecting demographic information on a voluntary basis for participants in competitive ('AAA,' 'AA,' 'A') level hockey. In 2022-23, the GTHL began collecting data from all participants allowing a comparison from season-to-season.

2022-2023 VS. 2023-2024

Gender (Total Count)

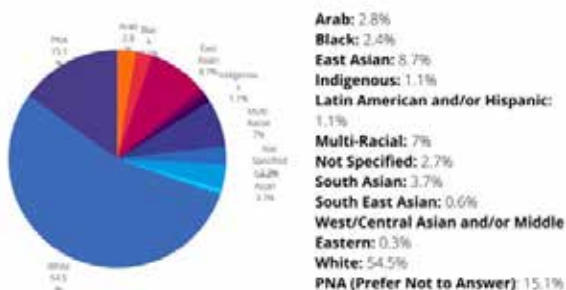


Gender (Total Count)

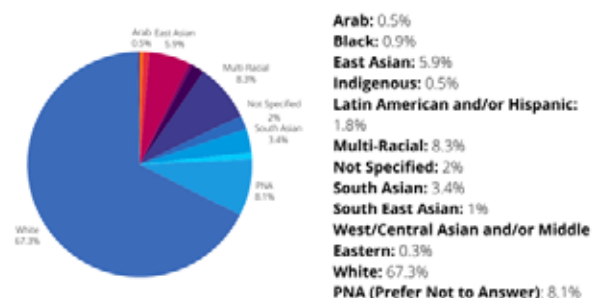


2022-2023 VS. 2023-2024

Race (Total Count)



Race (Total Count)

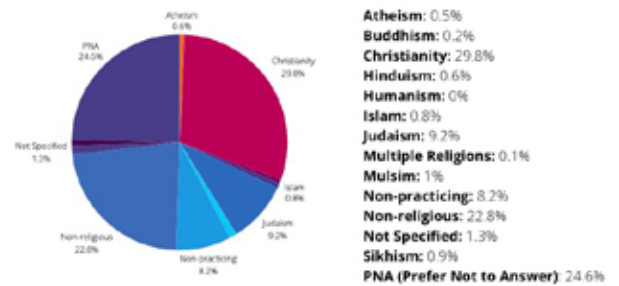


2022-2023 VS. 2023-2024

Religion (Total Count)

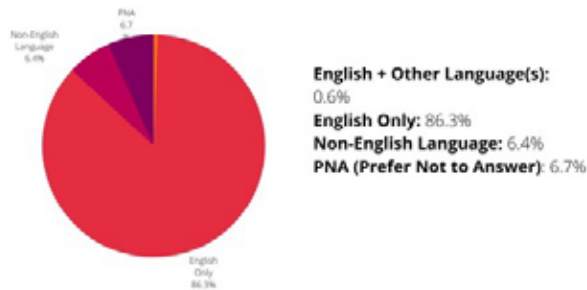


Religion (Total Count)

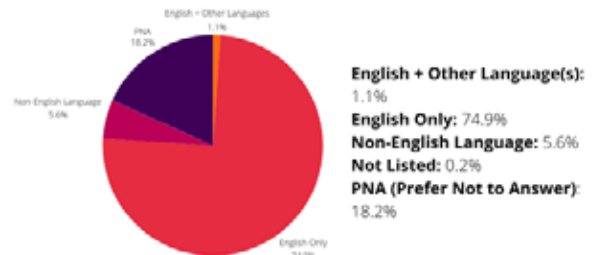


2022-2023 VS. 2023-2024

Language (High Level)

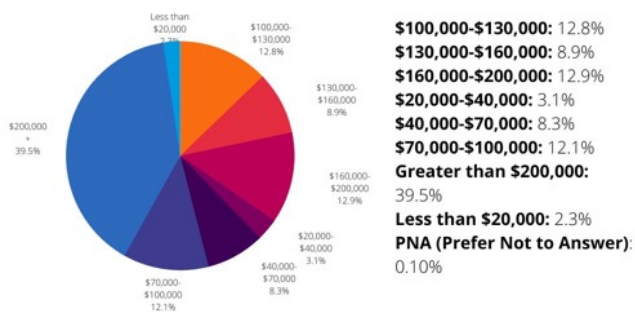


Language (High Level)

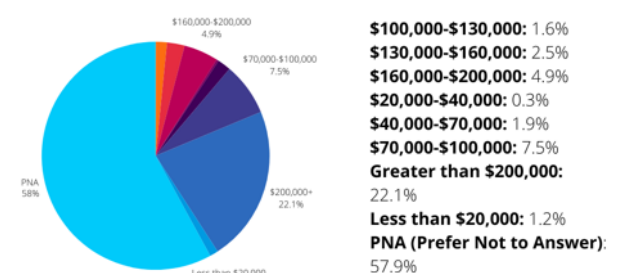


2022-2023 VS. 2023-2024

Income (Total Count)



Income (Total Count)



Events

GTHL Annual General Meeting – July 2023

On Tuesday, July 11, the GTHL hosted its Annual General Meeting (AGM) at The Venetian in Vaughan. Over 100 members from clubs and associations were in attendance, along with representatives from Gatorade, Coast2Coast First Aid & Aquatics, and Nothers The Award store.

GTHL Legacy Classic – July 2023

The GTHL returned to the Richmond Hill Golf Club for the 12th annual Legacy Classic on July 25, 2023. The event welcomed 148 golfers and raised \$37,484.32 in support of the GTHL Legacy Fund.

Puck Drop Weekend – October 2023

The GTHL's Puck Drop Weekend returned to Canlan York for the first time since 2015. This two-day event took place from October 21-22, welcoming numerous partners and vendors and over 140 teams from various ages, levels, and local associations to compete in regular season play in one location. The winner of the My Hockey Hero Essay Contest presented by NewAge Products was also revealed this weekend.

Movember Moustache Cup – November 2023

The inaugural Movember Moustache Cup 'A' tournament took place November 17-19, 2023 at Scotiabank Pond. Building off of the Under-16 'AAA' Moustache Cup game in November 2022, the Moustache Cup evolved into a 32-team non-bodychecking 'A' tournament with divisions at U14, U15, U16, and U18. Teams participating in this tournament had the opportunity to raise funds in support of Movember and mental health. The U14 Lorne Park Clarkson Wild led the way in 2023, raising \$14,984.92. All 32 teams combined raised a grand total of \$45,280.

Platinum Cup powered by the Toronto Maple Leafs and the GTHL – November 2023

The Platinum Cup took place November 24-26. This year's edition of the tournament featured an immensely successful Toronto Maple Leafs Alumni Game vs. local First Responders from across the Greater Toronto Area. With the support of the Toronto Maple Leafs, the tournament was an overall success yet again, welcoming a sell-out of 24 teams (eight teams each at the 'AAA,' 'AA,' and 'A' levels).



14th annual GTHL Top Prospects Game fuelled by Gatorade – January 2024

The 14th annual GTHL Top Prospects Game made its return to Herbert H. Carnegie Centennial Centre on January 17, 2024. Gatorade was the title sponsor of this event for the second consecutive year, with Gitch Sportswear (GSW) adding their support as the event's apparel sponsor. The top 40 Under-16 'AAA' players took to the ice in front of a sell-out crowd, with Team Blue coming out on top, defeating Team Red by a final score of 4-3.

The Gatorade Player of the Game for Team Blue was Cole Zurawski.

The Gatorade Player of the Game for Team Red was Brady Smith.

The League extends a gracious thank-you to Nik Antropov, Rane Carnegie, Ted Nolan, Angela James, Tomas Kaberle, and Anthony Stewart for standing in as celebrity coaches for the GTHL's Top Prospects.

Under-18 All-Star Festival fuelled by Gatorade – January 2024

The U18 All-Star Games took place on Saturday, January 27 at Scotiabank Pond. With the support of Gatorade, the U18 All-Star Games featured over 120 players from across the League.

Final Scores:

- **U18 'A':** Team Blue 8 vs. Team Red 0
- **U18 'AA':** Team Blue 1 vs. Team Red 8
- **U18 'AAA':** Team Blue 3 vs. Team Red 4

I Play in the G Festival fuelled by Gatorade – January 2024

In conjunction with the U18 All-Star Games, the GTHL hosted its I Play in the G Festival on January 27-28 at Scotiabank Pond. The U18 All Star Festival took place on Rink 1 and GTHL regular season games took place in the facility's remaining three pads. As the presenting partner, Gatorade was present for the event, bringing back the anticipated hardest shot activation. Gitch Sportswear – the event's official apparel sponsor – had an active presence throughout the weekend, along with the Hockey Hall of Fame, Pro Hockey Life, and Pizzaville, among others. The event also welcomed the Indigenous Hockey Equipment Drive, who accepted donations all weekend, resulting in truckloads of used equipment leaving Scotiabank Pond. The GTHL Staff also had their own activation for GTHL players, families, and friends, giving participants a chance to win a pair of Hockey Hall of Fame tickets and Hockey Canada practice jerseys, amongst other prizes.

Pro Hockey Life Cup – March 2024

The GTHL celebrated the 2023-24 regular season champions on March 2, 2024 at Scotiabank Pond. Pizzaville provided each team with a \$50 gift card, while the Hockey Hall of Fame provided admission vouchers for each team.

OHL Cup presented by FPS Payment – March 2024

The OHL Cup was held from March 25-28 at Scotiabank Pond, with the finals hosted at the Mattamy Athletic Centre in Toronto on March 30. The tournament featured the top 19 teams from across the province and one from the United States. Wild Card Play-In games took place at the same time as Round Robin games on Monday, March 25. Along with Gatorade's return to having a strong presence throughout, this year's event saw increased sponsorship support, including, but not limited to, welcoming a new presenting partner in FPS Payment and apparel partner in Gitch Sportswear.

Over 1,500 people attended the OHL Cup final, which featured the GTHL's Vaughan Kings against the OMHA's Oakville Rangers. The Oakville Rangers came out victorious, with a 1-0 win over the Vaughan Kings.

2024 GTHL Awards Gala presented by Nothers The Award Store – June 2024

The 2024 GTHL Awards Gala took place on Thursday, June 6 at the Hockey Hall of Fame in Toronto. The following awards and scholarships were presented:

- **Len Barrett U18 House League Scholarship Award:** Ethan Kozak
- **Cooper Humanitarian Award:** Mark Filippone
- **John R. Gardner Special Recognition Award:** Pavlos Sialtsis
- **Rob Silc Memorial Community Coaching Award:** Marc Levesque
- **George F. Dufton U18 AAA Scholarship Award:** Ryder Graves
- **Herb Ebisuzaki Coaching Award:** Steve MacNeil
- **Gord Hughes U16 AAA Scholarship Award:** Maxime Bonin
- **Roy Pejcinovski Memorial Goaltending Character Award:** Neil Katyal
- **J. Norman Sharp U18 AA Scholarship Award:** Sydney Pyburn
- **Frank D. Smith U18 A Scholarship Award:** Evan Nijmeh
- **Gus Gordon Memorial Officials Award:** Mike Gordon
- **George Chamandy Memorial Trophy:** To be announced at the GTHL's Annual General Meeting in July

UPCOMING EVENTS

GTHL Annual General Meeting – Monday, July 8
at the Richmond Hill Country Club

13th Annual GTHL Legacy Classic – Tuesday, July 9
at the Richmond Hill Golf Club

Outreach

Start Hockey Campaign – 2023-2024 Season

The GTHL continued the Start Hockey campaign throughout the 2023-2024 season. The Start Hockey campaign strives to provide players and families who may be considering hockey with the opportunity to connect with their local minor hockey association. Families can fill out the form on GTHLCanada.com and in response, the League's Outreach team connects the family with the closest hockey association for more information on getting started in the game. Over the 2023-2024 season, 122 new families were connected with a local association.

NHL/NHLPA First Shift – 2023-2024 Season

Between the GTHL and the MHL, 17 minor hockey associations hosted an NHL/NHLPA First Shift this past season. The associations include:

- Applewood Hockey Association
- Duffield Sports Club
- Erindale Hockey Association
- Etobicoke Hockey League
- George Bell Hockey Association
- GTHL/MHL
- GTHL/MHL
- GTHL/MHL
- Heartland Dragons Hockey Association
- Leaside Hockey Association
- Lorne Park Clarkson Hockey Association
- Meadowvale Minor Hockey Association
- North York Knights
- Parkwoods Hockey League
- Port Credit Hockey Association
- Scarborough Ice Raiders
- Streetsville Hockey League
- Victoria Village Hockey League
- West Mall Lightning Minor Hockey

GTHL/Whitefish River First Nation Exchange – October 2023 & February 2024

For the second year in a row, the League hosted an exchange program between a team in the GTHL and youth from the Whitefish River First Nation community. The exchange program strived to provide opportunities for GTHL and First Nations players, parents, and other participants to develop relationships, fellowship, and a cultural understanding through a shared passion for the game of hockey. For younger recreational-level players and players who had not previously played organized hockey, the exchange aimed to provide introductory skill development opportunities (both on and off the ice) to encourage further participation in the game of hockey, while fostering new learning experiences and relationships.

On February 9-11, the George Bell Hockey Association (GBHA) Under-13 'A' Team visited Whitefish River First Nation for the second leg of the Greater Toronto Hockey League and Whitefish River First Nation home-and-home exchange. The visit came following the first leg in October 2023 which featured youth from Whitefish River First Nation coming to Toronto.

50th Annual Little NHL Tournament – March 2024

The Little Native Hockey League tournament returned for its 50th event March 9-14 in Markham. The tournament featured divisions from Under-7 through to U18 for both boys and girls. The GTHL supported the tournament by providing Coach Education with 49 coaches participating in a Coach Level 2 clinic.

2024 Canadian National Blind Hockey Tournament – March 2024

The 2024 Canadian National Blind Hockey Tournament welcomed over 200 players and coaches from 11 participating Canadian provinces and hosted international players. The tournament, which took place from March 22 to 24 at Mattamy Athletic Centre, featured six different divisions: children, youth, low vision and development, open, women's and was used to select players to represent Team Canada at an International event in St. Louis, MO. The GTHL supported the event through providing 10 League officials (volunteers) and marketing the tournament to membership.

Safehaven Skates Day – February 2024

On February 25, an Under-11 City of Vaughan Hockey Association (CVHA) house league team, led by coach Paolo Di Zazzo, hosted a Safehaven Skates Day at the Sports Village in Vaughan. The event provided individuals diagnosed with cerebral palsy, down syndrome, muscular dystrophy, genetic disorders, and other complex care needs the opportunity to feel the joy of being on the ice. The GTHL provided in-kind donations for all participants.

2nd annual North American VOLT Hockey Tournament – May 2024

The GTHL provided support to Variety Ontario as they hosted the second annual North American VOLT hockey tournament presented by the Maple Leafs Alumni Association on May 25-26. The tournament welcomed teams from Alberta, London, Manitoba, Ontario, and Boston. The goal of the tournament was to have fun while providing kids an opportunity to play VOLT competitively ahead of the VOLT World Cup in Sweden.

VOLT hockey is an accessible form of hockey that is played in a specifically designed hockey sport chair by people with a variety of disabilities, particularly those with limited upper mobility. For many of these children, it is their first opportunity to play on a team and learn valuable life skills such as team building, competition, and social inclusion.

The GTHL provided 10 officials for the tournament.

Try Hockey – January-May 2024

The Try Hockey program introduces students to the game of hockey through floorball where they learn the skills of passing, shooting, and stick handling, in a friendly and fun environment.

A program previously run by the Ontario Hockey Federation (OHF) and Hockey Canada, the GTHL took on a leadership role within the Try Hockey program in the 2019-2020 year in partnership with the Toronto District School Board (TDSB) and has brought the program back for the 2023-2024 season. The Try Hockey program offered a unique chance to lead gym classes for the day in various schools.

The GTHL operated 15 Try Hockey events in 14 different schools across the city this season, introducing the game of hockey to just under 2000 students through floorball.

Participating schools included: John D Parker P.S., Walter Perry P.S., Sloane P.S., Anson Park P.S., Dorset P.S., Malvern Jr. P.S., Flemington P.S., Thorncliffe Park P.S. (two days), Ranchdale P.S., Grey Owl Jr. P.S., Heather Heights Jr. P.S., Downsview P.S., Cliffwood P.S., Seneca Hill P.S.

Reporting					
Boys	Girls	Total	Play Ice Hockey	Play Ball Hockey	Watch
1025	938	1963	248	834	1101
52%	48%		13%	42%	56%

“On behalf of the staff and students at Ranchdale P.S., I wanted to thank you for selecting our school for the Try Hockey program. The students had a wonderful day and enjoyed learning/developing their hockey skills, while reinforcing the character development benefits of engaging in organized sports (friendship, teamwork, leadership, work ethic, and acceptance). The benefits of this learning go far beyond the gym activities and will certainly contribute to their future success in the classroom and life. We look forward to hosting the program in the future.” – George Bartzis, Principal, Ranchdale P.S.

Development

OFFICIATING DEVELOPMENT:

Hockey Canada Officiating Program

The GTHL certified a total of 1095 officials this past season. In 2023-24, the Officiating Level 3-6 were brought into the classroom for an in-person session which included the League's Officiating Standards course.

- **Level One (Brand New Officials):** 337
- **Level One Re-certification:** 59
- **Level Two Re-certification:** 126
- **Level Three Re-certification:** 115
- **Level Four Re-certification:** 48
- **Level Five Re-certification:** 4
- **Level 3 Upgrade –** 29
- **High Performance (Level 4) Upgrade -** 14

The GTHL mandated that every official attending a recertification clinic had to participate in one of the League's Officiating Standards courses. The GTHL hosts standard courses every year to touch on areas of concern that were previously identified by the Hockey Operations Department with the use of video footage from games.

Canadian School of Hockey Officiating

The Canadian School of Hockey Officiating: Referee Summer Camp ("Ref School") returned for the 22nd year. The Referee Summer Camp was held August 21 to 24, and for a second year in a row was hosted at Scotiabank Pond and Centennial College for classroom space. The camp saw 116 referees across various levels earn their certification throughout the week.

Winter Development Series

Back for the third year in a row, during the 2023-2024 season, the GTHL facilitated a Winter Development Series where 40 officials took part in one of the three Power Skating sessions or one of the two Virtual Fitness sessions.

Green Armband Initiative

The GTHL introduced the Green Armband Policy to provide additional support for on-ice officials within the League and Members. The policy, approved by the GTHL Board of Directors in November 2023, applies to all first year on-ice officials participating in recreational hockey programming.

The GTHL recognizes the importance of on-ice officials being afforded a safe and respectful environment to officiate in. As a result, the Green Armband Policy has been adopted to further encourage participants and spectators to be in control of their emotions and not impose any additional pressure, negative behaviour, intimidation, or other acts of maltreatment towards on-ice officials, specifically first-year officials.

The policy encourages all first year on-ice officials to wear one green armband on their left arm, between their elbow and shoulder, when officiating any sanctioned exhibition, tournament, regular season, or playoff game.

The initiative is designed to identify first-year officials, most of whom are under 18 years of age, to ensure players, Team Officials, and spectators are aware that these individuals are in the initial stages of their officiating journey. The Green Armband Policy leads with the expectation that decreased maltreatment towards first-year officials will be extended to all officials.

The GTHL purchased 200 Green Arm Bands to provide to any House League that chose to take part in the program. A total of 12 House Leagues have been provided with Green Arm Bands.



Timekeeper Training

- **Junior Timekeeper** - Participants: 21
- **Intermediate Timekeeper** - Participants: 65

COACHING DEVELOPMENT:

DEI Coach Initiatives

- **Women Only Coach Level 1 – March 3, 2024**
12 Participants
- **Women Only Coach Level 2 – March 3, 2024:**
8 Participants
- **Little Native Hockey League (LNHL) Coach Level 2 – March 9, 2024**
43 Participants
- **MLSE Coach Education Program – September 2023 / December 2023 / May 2024**
Participants: 17 (September) / 30 (December) / 29 (May)

To change the face of hockey, the MLSE Foundation, Scotiabank, and the GTHL are committed to providing opportunities for underrepresented youth to be involved in the game at the coaching level. The aim is to improve representation in leadership positions to inspire a diverse generation of youth to engage in hockey. The program also provides pathways and connections for youth coaches to increase employment opportunities and facilitate community involvement through sport. The GTHL continues to work with the MLSE Foundation in connecting youth coaches to further education opportunities.

RIS — Activity Leader	Participants: 1478
RIS — Parent Program	Participants: 2822
HTO Trainer Level 1	Participants: 551
HTO Trainer Level 1 Refresher	Participants: 25
Hockey University Online Coach 1 / Coach 2	Participants: 533
Coach Level 1	Participants: 178
Coach Level 2	Participants: 209
Development 1	Participants: 332
Coaches Evaluated and Certified	Participants: 79
Hockey University Online Body Checking	Participants: 420
Instructional Stream	Participants: 49

Concussion Education and Hockey Canada's Maltreatment Playing Rule

The GTHL moved the Concussion Education and Maltreatment training to an on-demand setting specific to the League's Return to Play Protocol, Concussion Education, and Hockey Canada's Maltreatment Policy and Protocols.

The goal of the training is to ensure participants are exposed to the safest possible environment. Staff from Holland Bloorview Children's Rehab Hospital present the Concussion Education while GTHL Senior Officiating Instructors introduce the new Playing Rule on Maltreatment.

In total, there were 790 Participants that attended the training.

PLAYER DEVELOPMENT:

Winter Development Series

Pathway Development Skill Sessions – April 2024

- In April 2024, the GTHL provided player pathway skates for the upcoming 2024-25 season. These skates were open to players at the U10-U15 age groups of all levels in the League's membership over a four-week period. The GTHL also provided body checking sessions for the U14-U15 age group. In addition, the GTHL provided goaltender specific sessions to these age groups with a dedicated goaltending instructor. The skates proved yet again to be a great development opportunity and a relatively low cost to players across the city with 2,018 participants over 85 sessions.

Development Days – October 2023 & February 2024

- The GTHL executed two separate Development Days on school board P.A. days in the 2023-2024 season. The GTHL Player Development Skill Days are designed to provide an extra training opportunity for GTHL players, bringing players of all levels out to partake in on and off ice activities to develop their skills. The days were open to players from U9 to U13. Each day saw 75 players participate.



Player Registration

With two full, uninterrupted GTHL hockey seasons since the COVID-19 pandemic, the League is experiencing a gradual increase in total player participation. The 2023-24 campaign features its highest percentage increase (1.97 per cent) since the 2018-19 season.

	A, AA, & AAA	MHL	HOUSE LEAGUE	TOTAL PLAYERS	TOTAL PARTICIPANTS	PERCENTAGE CHANGE PLAYERS FROM PRIOR YEAR
2023-2024	8,135	3,356	12,908	24,399	29,349	1.97%
2022-2023	8,281	3,252	12,395	23,928	28,570	0.17%
2021-2022*	8,570	3,176	12,141	23,887	28,088	-24.66%
2020-2021	0	0	0	0	0	-100.00%
2019-2020	8,861	4,509	18,335	31,705		-2.97%
2018-2019	8,890	4,530	19,254	32,674		3.48%
2017-2018	8,720	4,659	18,197	31,576		-2.63%
2016-2017	8,684	4,892	18,854	32,430		-2.92%
2015-2016	8,694	5,415	19,296	33,405		-1.05%
2014-2015	8,774	5,705	19,279	33,758		0.46%
2013-2014	9,373	5,939	18,290	33,602		-2.72%
2012-2013	9,526	6,380	18,635	34,541		2.33%
2011-2012	9,144	6,548	18,061	33,753		1.43%
2010-2011	8,957	6,468	17,852	33,277		

*As of November 8, 2021



Hockey Operations

For the first time in a few years, the 2023-24 season offered a great amount of time to prepare clubs and teams with the season structure. The clubs and the League's arena partners have been able to take the 'new' Ontario Hockey Federation (OHF) season structure and build their programming with more lead time.

In comparison to the last two seasons, the 2023-24 campaign should be celebrated for what was accomplished with a shorter timeframe in place coming out of the pandemic. The GTHL has altered the OHF season structure slightly by adding a third pre-season week to accommodate the overwhelming interest the League had from tournament hosts and GTHL teams to participate in a pre-season event.

The U10 to U12 groups have benefitted from the philosophy that every team makes the post-season, as the addition of the preliminary round is an extension of playoffs. The U13 level followed the same pattern, however, were limited to traditional playoff qualifications based on the requirement that 'A,' 'AA,' and 'AAA' champions had to be declared for OHF and Hockey Canada championships. The U14 to U18 levels remain in a traditional playoff series format.

In total, the GTHL's competitive program played 220 exhibition games, 7848 regular season games, and 1492 playoff games.

ARENA STAFF – RINK ATTENDANTS AND TIMEKEEPERS

The GTHL used 39 Rink Attendants this season, which included eight new hires to manage League arenas for competitive ('A,' 'AA,' and 'AAA') games. The League had 101 timekeepers, with 17 new hires. The GTHL hosted three junior timekeeper sessions, training 55 participants. The League also held four intermediate timekeeper courses, training 63 participants.

The League also saw a diverse number of both men and women applying for the position of Rink Attendant, with varying representation holding the position. More women are applying for the timekeeping position as well, with almost half now working the role.

OFFICIATING

1. League Staff: 290 (an increase of 60 officials from 2022-2023)
2. Tournament Staff: 126

Throughout the 2023-24 season, the GTHL experienced a significant increase in the number of officials on staff. There are various reasons as to why the League's numbers went up this season, with the most notable being the GTHL's Fast Track Program. Over 87 per cent of GTHL regular season games were able to include a three-official system as a result, with 99 per cent of League playoff games featuring either a three-official or four-official system where applicable.

The GTHL Fast Track program recruited 26 new officials into the competitive program. These officials worked regular season games, tournaments, and playoffs with a high degree of success. In its second season, the Fast Track program continued to build on success experienced in its initial campaign, with the League's supervisory team focusing on new officials at the start of 2023-24.

In 2023-24, through 35 tournaments hosted by GTHL clubs, the League assigned 2,887 games. Over the regular season, tournaments, playoffs, and exhibition season, the GTHL assigned 12,295 games.



LEAGUE COVERAGE

The Series Chair program where representatives are assigned to age groups and Convenors are assigned to arenas, was once again an important tool for the GTHL to garner feedback from operations. These representatives were also asked to monitor games with heated and potential emotional rivalries.

REPORT ON DISCRIMINATION PENALTIES

As of June 18, 2024	Competitive Games Total: 9,560 (including exhibition, regular season, playoffs) House League/Select Games Total (Approx.): 35,000
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Abuse of Power	2
Bullying and Harassment	44
Discrimination	81
Physical Abuse	7
Neglect	5
Social Media Harassment	1
<i>Incidents with Multiple Branches</i>	
Abuse of Power & Bullying and Harassment	3
Abuse of Power, Bullying and Harassment, and Hazing	1
Physical Abuse and Bullying and Harassment	2
Discrimination and Bullying and Harassment	1
Discrimination and Physical Abuse	1
Discrimination and Social Media Harassment	2
TOTAL:	150

Provincial Champions

Four Greater Toronto Hockey League teams captured Ontario Regional Championships in April:

- **Under-13 'AA' OHF Championship:** Vaughan Rangers
- **Under-13 All-Ontario 'AAA' Championship:** Vaughan Kings
- **Under-15 'AA' OHF Championship:** Vaughan Panthers
- **Under-15 AAA All-Ontario Championship:** Don Mills Flyers

Corporate Partnerships And Marketing

Entering the 2023-24 season, progress was well underway to address various needs of the League and sponsorship gaps, with much to celebrate throughout and by season's end in that respect.

FINANCIAL SUMMARY

The league achieved 71 per cent year-over-year growth in volume of annual partnerships, accounting for over \$54,000 in sponsorship-related revenue. An additional \$100,000 was also secured via the LiveBarn partnership, with nearly \$15,000 brought in thanks to a collaborative-sponsorship with the Ontario Minor Hockey Association (OMHA), while over \$30,000 was generated via event-specific and advertising-related sales. Additionally, nearly \$32,000 was raised in support of the GTHL Legacy Fund at the 2023 GTHL Legacy Classic, via sponsorship presence alone.

What's more, added expenses that would otherwise equate to around \$100,000 per season are now accounted for via value in-kind strategically allocated within respective partnership agreements.

CANADIAN TIRE

Following an impactful run as the jersey sponsor for upwards of 140 eligible U13 House League teams per season, which ran from 2020-21 through to the conclusion of 2023-24, Canadian Tire decided to opt out of renewing their support of this program. It was noted they would be taking future sponsorships in a different direction, opening this opportunity for a new partner to take on in 2024-25.

GATORADE

Maintaining their designation as the Official Sports Drink of the GTHL, Gatorade elevated their presence at and support of the various areas their partnership is connected to. Gatorade's team took an active approach in 2023-24, ensuring amazing experiences for the GTHL community at the 2024 Top Prospects Game, 2024 U18 All-Star Festival, and 2024 I Play in the G Festival. The Gatorade Team of the Month campaign across our digital properties maintained its success, while both parties benefited from collaborative branding across the GTHL's monthly Power Rankings. With their current term expiring at the end of 2024, conversations have already begun to renew this impactful partnership.



GITCH SPORTSWEAR (GSW)

Following an important connection made with Gitch Sportswear (GSW), the void of not having an apparel partner to support areas of the League was filled. Formalizing the partnership in December 2023, GSW has taken on crucial roles and presenting status across GTHL Development Days, the Top Prospects Game, U18 All-Star Festival, I Play in the G Festival, OHL Cup, and GTHL Playoffs. Gitch Sportswear is now the Official Apparel Partner of the GTHL, through to 2027-28.

HOCKEY HALL OF FAME (HHOF)

The ongoing relationship between the HHOF and GTHL is built around value exchange that works to the benefit of both sides, without cash sponsorship coming into play. The League gets to host its annual Awards Gala at the Hall at no cost, a savings of over \$6,000 per year, along with an allotment of admission passes to visit the HHOF to share across the community. The HHOF continues to benefit from unique access to the League's membership via onsite activation presence and digital advertising opportunities.

LIVEBARN

Acquiring GameOnStream (GOS), LiveBarn became the natural fit to take over the partnership that initially existed between GOS and the GTHL, established to deliver flexible access for members to stream league-related action online. With an opportunity to re-shape how this collaboration would be most mutually beneficial, a new structure was set that would enable increased access for LiveBarn to reach GTHL membership while offering the GTHL enhanced support (and expense savings) when delivering on special events such as the Top Prospects Game and OHL Cup.

MAPLE LEAF SPORTS & ENTERTAINMENT (MLSE)

The Toronto Maple Leafs and the GTHL proudly collaborated on yet another successful Platinum Cup. The co-hosted annual tournament is open to Under-11 'A,' 'AA,' and 'AAA' teams from across Ontario and Quebec. All the while, MLSE proves to be open to assisting the GTHL in ways beyond this isolated purpose, supporting events such as the GTHL Legacy Classic and others.

MOVEMBER

Through a pre-existing relationship between Movember and the GTHL, the charitable organization expressed interest in increasing their presence among our membership. Specifically, as it relates to offering the annual event, now known as the Movember Moustache Cup. What was once a single-game fundraiser the year prior turned into a 32-team tournament at the 'A' level, for U14, U15, U16, and U18 participants, thanks to Movember's commitment to enhancing the opportunity. The GTHL remains equally committed to generating awareness and fundraising in support of Movember.

NEWAGE PRODUCTS

With a goal of increasing the awareness and reach of their brand across the GTHL community, NewAge Products was open to exploring creative ways to collaborate. As presenting sponsor of an early-season essay contest, NewAge Products played an active role exhibiting at Puck Drop Weekend. Their one-year partnership also included presence at the I Play in the G Festival and the Legacy Classic, as well as various advertising entitlements across the GTHL's digital properties.



NOTHERS THE AWARD STORE

As a long-time awards supplier for the GTHL, Nothers The Award Store emerged as a natural fit to take on presenting status of the League's annual Awards Gala – an event that hadn't historically received this type of sponsorship support. Partnering in this manner helps both parties expand on ways to collaborate. Also new for the 2023-24 season, Nothers The Award Store added the Nothers House League Team of the Month, recognizing a deserving house league team with a Nothers The Award Store prize pack. Nothers The Award Store plays a vital role for the GTHL as the League's Official Awards Partner, while they continue to show up in ways that stretch far beyond that which they've committed to in an agreement.

ONTARIO HOCKEY LEAGUE (OHL)

Having officially renewed their partnership through to 2026-27, the OHL and GTHL successfully delivered the 2024 OHL Cup. Received as one of the most successful to date by all parties involved, the ability of both sets of staff to effectively collaborate was an indication of the strength of this partnership and the importance of refreshing the agreement details.

ONTARIO MINOR HOCKEY ASSOCIATION (OMHA)

Returning for the 2023-24 season, the OMHA again sought the GTHL's permission to access its clubs for the purpose of delivering on their jersey sponsorship program with Desjardins Insurance. Nearly 60 teams participated from the GTHL this past season, illustrating that these competing organizations prioritize access to and playing this sport above all else.



PIZZAVILLE

Although an annual partnership has yet to be established between Pizzaville and the GTHL, that hasn't stopped the Canadian food chain from supporting various GTHL events and offerings. Such as with their presence at Puck Drop Weekend and I Play in the G Festival, along with once again offering every regular season championship team a \$50 gift card to celebrate their success.

PRO HOCKEY LIFE

Pro Hockey Life holds an important role with the GTHL as the title sponsor of the regular season championship, the Pro Hockey Life Cup. Along with applicable naming and branding across all related hardware, Pro Hockey Life also gets to see their creative displayed across various League assets that furthers the alignment among these organizations. Additional benefits for the GTHL via Pro Hockey Life include product allowance that supports areas not otherwise sponsored, such as with resources for officials participating in the League's Fast Track Program.

DIGITAL ASSETS & ADVERTISING SALES

Generally, annual partnerships include a suitable mix of digital marketing assets that further alignment between both sides while enhancing advertising efforts for League partners. From website ad space campaigns to inclusion in monthly eblasts to social media collaboration, this is an area the GTHL looks to leverage in the most mutually beneficial manners possible.

Additional focus was given to explore this throughout 2023-24, resulting in sponsorship sales specific to the GTHL's digital assets, including advertising packages built for U SPORTS, Canadian Hockey Enterprises, PrepSkills, and the OHL.

EVENT-SPECIFIC SPONSORSHIPS

Identifying event-specific sponsorship opportunities and assets in ways that hadn't been acted upon in years prior, the League was able to open the door to additional partner presence. Whether at Puck Drop Weekend, I Play in the G Festival, OHL Cup Legacy Classic, or otherwise, there were numerous sponsors and vendors that joined the League to enhance its events and engage membership throughout 2023-24.

NEW SPONSORS/SPONSORSHIPS

With a plethora of new relationships to celebrate throughout 2023-24, the work doesn't stop in ensuring the League has the support necessary to deliver enhanced experiences in every way feasible. Exemplifying strategic partnership presence are groups like Nothers The Award Store and Gitch Sportswear. Each embedding themselves into aspects of the League that hadn't received that level of attention, until they came on board willing to provide it. Meanwhile, the GTHL's Development department continues to be explored in ways it hadn't in this respect.

50/50 FUNDRAISING

Working closely with Ascend Fundraising Solutions, 50/50 raffle fundraising efforts progressed through 2023-24, with funds raised at the 2023 GTHL Legacy Classic reaching new heights. Momentum carried forward throughout the season, as that mark was then bettered at the 2024 OHL Cup. Cumulative ticket sales of \$2,680 resulted in the GTHL's highest raffle-related prize to date — \$1,340.

Communications

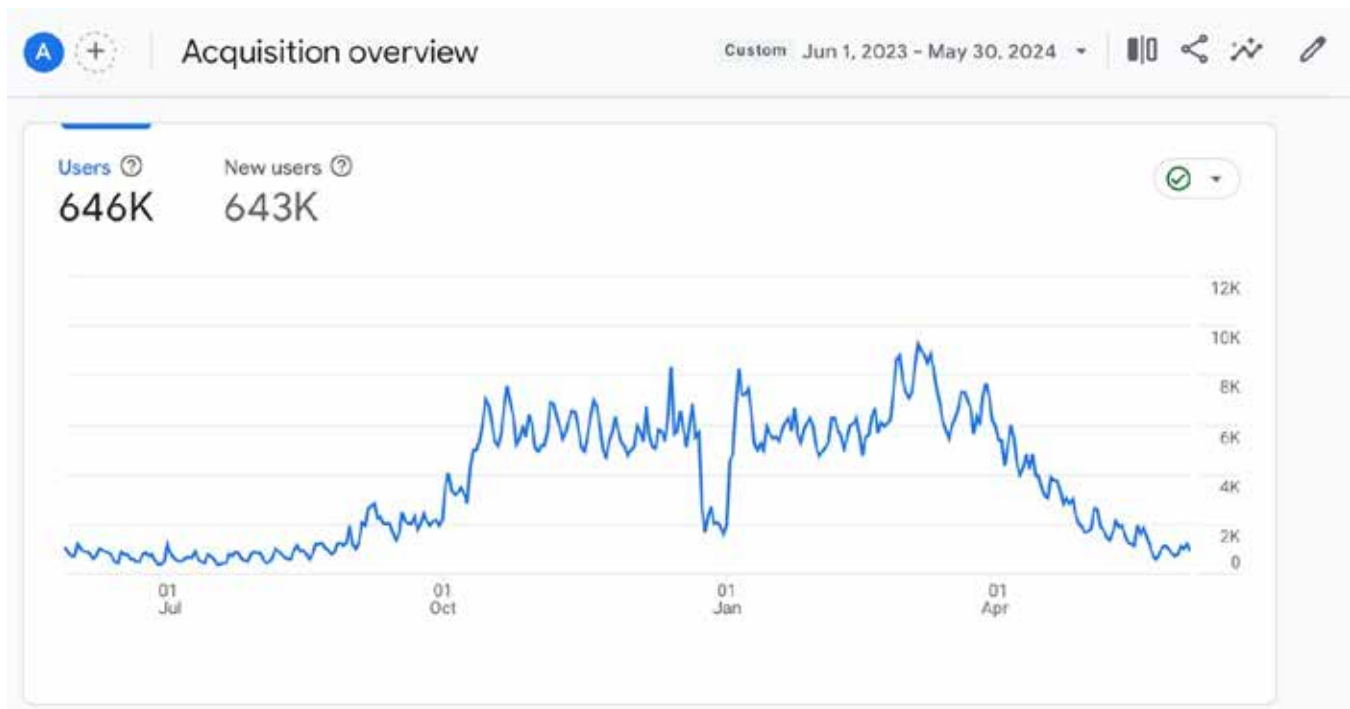
The GTHL continued to develop and expand on its communication initiatives throughout the 2023-24 season, continuing to grow and develop across all platforms. The season once again included the Start Hockey campaign with new and engaging additions, a second GTHL Media Day, the introduction of the GTHL Power Rankings, as well as an added focus and emphasis on the officiating umbrella with the added Officiating Newsletter and the Journey to Officiating series serving as a strong highlight.

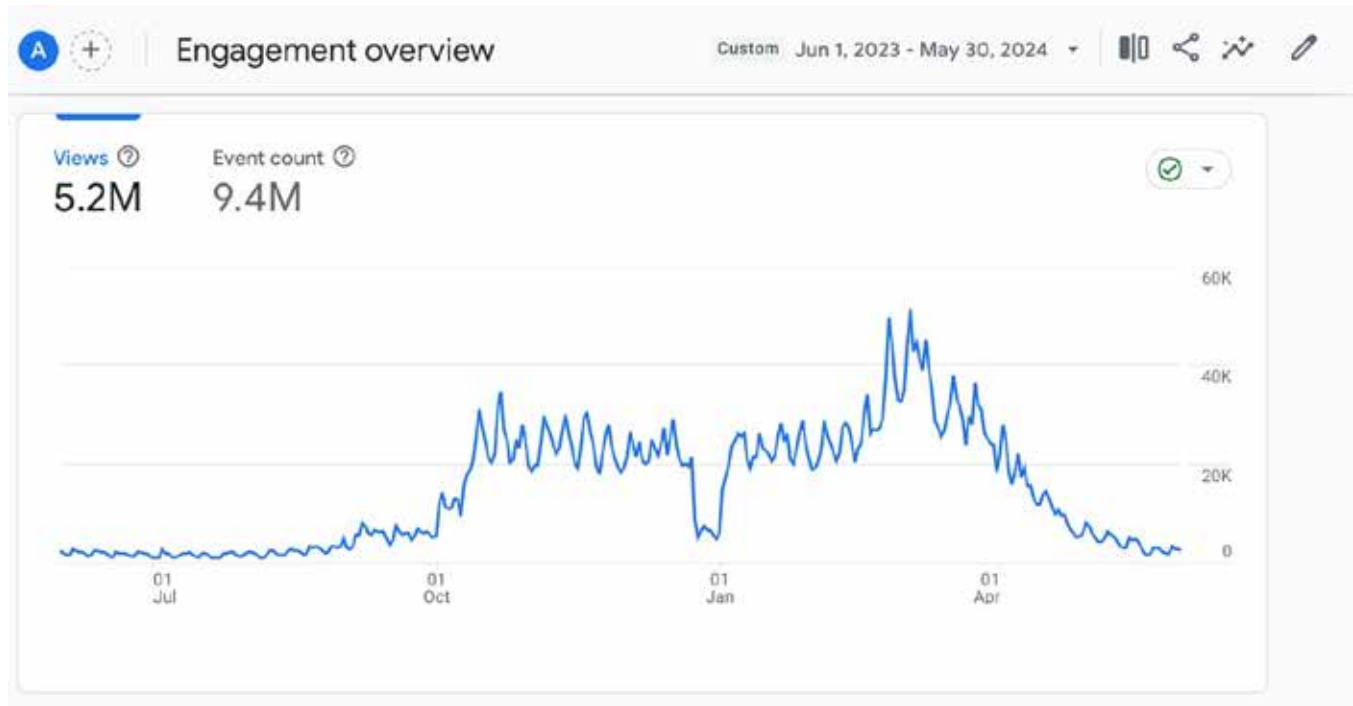
Moreover, the GTHL is especially proud of its ability to continue to improve upon and expand the engagement opportunities for its membership, participants, alumni, and the larger audience of the League. The League also continued its focus around a communications plan that strived to highlight diversity and inclusion efforts, ensuring platforms highlighted several holidays, recognition months, alumni engagement initiatives, and more.

Moreover, the GTHL once again went into the 2022-23 season with an extensive communications plan that focused on a wide range of diversity and inclusion efforts, ensuring platforms highlighted several holidays, recognition months, alumni engagement initiatives, and more.

Website (June 1, 2023 – May 31, 2024)

- 5,240,518+ page views
- 646K+ users
 - 99.5% (642,884) of users were new users in 2023-24
- Sunday, March 3, 2024 had the season's highest number of users (9,234) and views (51,319).





- The GTHL Standings page garnered the most views (5,240,518) and users (646,111), with the Schedules / Scores page right behind with 1,805,069 views and 167,759 users.

Pages and screens: Page title and screen class Custom Jun 1, 2023 - May 30, 2024

Page title and screen class	Views	Users	Views per user	Average engagement time	Ever All ev
	5,240,518 100% of total	646,111 100% of total	8.11 Avg 0%	10s Avg 0%	11
1 Standings – GTHL	1,805,069	287,782	6.27	0s	
2 Schedules / Scores – GTHL	1,232,116	167,759	7.34	0s	
3 GTHL – Official Site of the GTHL	622,556	155,630	4.00	1s	
4 U10-U18 Playoff Brackets – GTHL	363,888	59,916	6.07	0s	
5 Games Centre – GTHL	125,573	41,721	3.01	5s	
6 U10-U13 First Round Robin Playoffs – GTHL	110,893	17,124	6.48	0s	
7 GTHL Tryouts – GTHL	96,849	28,445	3.40	0s	
8 U10-U13 Second Round Robin Playoffs – GTHL	47,232	10,998	4.29	0s	
9 Round Robin Playoffs – GTHL	45,757	14,257	3.21	0s	
10 Players Wanted – GTHL	42,905	17,957	2.39	2s	

A

+

User acquisition cohorts: First user primary channel group (Default Channel Group)

Q

Search...

Rows per page: 10 1-7 of 7

First user prim...Channel Group) +	↓ New users	Total revenue	Transactions	LTV
	642,884 100% of total	\$0.00	0	\$0.00
1 Organic Search	391,168	\$0.00	0	\$0.00
2 Direct	191,644	\$0.00	0	\$0.00
3 Organic Social	50,925	\$0.00	0	\$0.00
4 Referral	9,070	\$0.00	0	\$0.00
5 Unassigned	71	\$0.00	0	\$0.00
6 Paid Search	4	\$0.00	0	\$0.00
7 Organic Video	2	\$0.00	0	\$0.00

- 60.8% (391,168) of users were acquired through organic search, with 7.9% (50,925) of users coming organically from the League's social platforms.

Breakout Magazine

- 2 issues (June 2023 and February 2024)
- June 2023: Summer Edition
- February 2024: "Next Gen" edition
- Delivered to an audience of over 20,000 directly

Development Newsletter

- 12 issues (June 2023 – May 2024)
- Delivered to over 2,000 subscribers per issue
- Average open rate of 58%
- Seven issues had 60% or higher open rate (an increase from five issues in 2022-23)

Officiating Newsletter

- Launched in June 2023 to streamline communication, and to develop connection and further engage with GTHL officials
- 12 issues (June 2023 – May 2024)
- Delivered to over 1,200 subscribers per issue
- Average open rate of 74% (the highest open rate of all GTHL communications), with 11 issues having an open rate of over 65% and three with 70% or higher
- Average click rate of 10% (the highest of all GTHL communications), with six issues having a click rate of 10% or higher

GTHL Social Media

- **‘X’ (formerly Twitter):** 12,357 followers
 - With the changing landscape of ‘X’ formerly known as Twitter, the GTHL launched a Threads account. On Threads, the GTHL has garnered 3,217 followers.
- **Facebook:** 3,584 likes (an increase of 132 from 2022-23) and 4,555 followers (an increase of 405 from 2022-23)
- **Instagram:** 25.5K+ followers (an increase of over 3,400 followers from 2022-23)
- **TikTok:** 17K followers (an increase of over 1K followers from 2022-23) and 308.8K likes (an increase of over 6.4K likes from 2022-23)
 - This included three videos with over 20K views.
- The GTHL continues to grow its presence on **LinkedIn**, seeing an organic increase of 731 followers since May 2024, showing consistent growth to that of the previous season. The GTHL saw 219,924 organic impressions over the 2023-24 season, including 3,783 reactions to posts.
 - Total followers: 3,142 (an increase of 639 followers from 2021-22)



SOCIAL CAMPAIGNS & NOTABLES

Start Hockey Campaign - (May – September 2023)

- The GTHL continued its Start Hockey campaign, with a more dedicated approach, beginning in May through to September. New this season, the GTHL also provided all house leagues with the digital assets and a communication package to help them join in the campaign. The purpose of the Start Hockey campaign is to provide players and families who may be considering hockey with the opportunity to connect with their local minor hockey association. Families can fill out the form on GTHLCanada.com and the League's Outreach team connects them with the closest hockey association for more information on getting started in the game.
- The GTHL incorporated videos to the Start Hockey campaign this year, including a "how-to" equipment guide. The guide proved to be immensely successful with over 8,200 views on YouTube and over 6,800 views on Instagram.

Drill of the Month - (August 2023 – March 2024)

New this season, the GTHL worked with Hockey Canada to use clips from the Hockey Canada Network App to produce a monthly drill. The communication piece consisted of a video demonstration, a web story detailing the drill and more information on the Hockey Canada Network App, as well as follow-up social media posts on all platforms. Developed to further engage coaches and promote more engagement with the Hockey Canada Network App, the GTHL's Drill of the Month was a success, shown specifically in the YouTube viewership of a minimum of 100 views on each video (with the highest view count being 207 in December).

GTHL Media Day - September 10, 2023

- The GTHL held its second annual Media Day prior to the 2023-24 season, inviting players spanning all age groups and skill levels (house league to 'AAA'). The day included three hours of photos and videos to gather various elements of content for the upcoming season and beyond. GTHL officials and coaches were also invited.
- One of the main highlights produced from Media Day was the GTHL Challenge: How many teams can you name in 30 seconds? The concept garnered over 900 views on YouTube, over 2.7K impressions between two posts on 'X', and over 15.1K views on Instagram.
- A second highlight from the day was the 2023-24 NHL season video, asking GTHL players to share who they were most excited to watch. The concept saw almost 1,000 impressions on 'X' and 23.6K views on Instagram.



The Pros – Video Series - September 2023

- The GTHL collaborated with several graduates who are now in the professional ranks such as Max Domi, Malcolm Subban, and Givani Smith to put together a light-hearted series of videos. Topics included favourite healthy meals, favourite GTHL rinks, among others. The pros also shared their favourite minor hockey coach for the National Coaches Week edition.
- The series performed best on the GTHL's Instagram, with each video garnering over a minimum of 10K views.

Around the G - (September 2023 – March 2024)

A monthly preview of tournaments, events, and any important information, 'Around the G' returned for its second season, helping to outline all that is ahead for the coming month for GTHL participants.

World Girls' Ice Hockey Weekend - (October 6-8, 2023)

For the 12th annual World Girls' Ice Hockey Weekend, the GTHL once again celebrated girls in the league. Two of the highlights of the weekend included:

- An all-girls GTHL interview spotlight, receiving 2,365 impressions on 'X', and over 8,000 views on Instagram
- A stick-taping race between three Markham Islanders, receiving 11,114 impressions on 'X', and over 18,100 views on Instagram



GTHL Power Rankings - (November 2023 – March 2024)

- The GTHL was proud to introduce the GTHL Power Rankings for the 2023-24 season. The Power Rankings were a fun opportunity to highlight and celebrate teams' accomplishments each month over the course of the season, featuring the top eight teams across all competitive levels ('A,' 'AA,' and 'AAA') from U10 to U18. The Power Rankings were based on month-to-month results of League Play only.
- Proven to be quite a successful concept, the GTHL Power Rankings saw the most engagement on Instagram with clubs, players, and other participants alike all getting in on the monthly fun, consistently sharing the rankings, commenting, and more.

Gatorade Team of the Month & Year - (October 2023 – May 2024)

- The GTHL was proud to partner with Gatorade once again for the Gatorade Team of the Month and Team of the Year program. Every week U14, U15, U16, U17m and U18 'A,' 'AA,' and 'AAA' teams had the opportunity to be nominated for the Gatorade Team of the Week. The Team of the Week was recognized on all social platforms, with the first week of every month selecting the Gatorade Team of the Month from the weekly nominations.
- The U15 'A' Avenue Road Ducks were crowned the Gatorade Team of the Year.



Nothers House League Team of the Month - (October 2023 – April 2024)

New this season, the GTHL in partnership with Nothers The Award Store, was proud to introduce the Nothers House League Team of the Month. The program strived to recognize and celebrate teams demonstrating strong teamwork, sportsmanship, and community engagement. House league teams of all ages throughout the GTHL had the opportunity to enter for a chance to win a monthly prize provided by Nothers The Award Store.

Moustache Cup - November 17-19, 2023

- The Moustache Cup adapted to the inaugural GTHL Moustache Cup 'A' tournament, including a social campaign around the fundraising competition, as well as several social components throughout the tournament weekend.
- A number of social posts surpassed 1,000 impressions on 'X,' with the highlights being the U14 'A' Lorne Park Clarkson pre-game video and championship post each surpassing 1.4K, the post announcing the fundraising total raised hitting 2.5K impressions, and the thank-you post of the Darcy Tucker autograph signing bringing in 4.9K impressions.
 - Additionally, the U14 'A' Lorne Park Clarkson pre-game video hit 22.2K views, reaching 10,780 accounts (18.8% non-followers) on Instagram, and had 26.7K views on TikTok.



Platinum Cup powered by the Toronto Maple Leafs & the GTHL - (November 24-26, 2023)

The Platinum Cup tournament was once again another success, with its social performance serving as another measure. The highlight from the tournament came during the Toronto Maple Leafs alumni versus Toronto First Responders game, with the intermission video featuring Wendel Clark and Frankie Corrado hitting 73.7K views and 49,359 accounts (83.9% non-followers) on Instagram.

2024 GTHL Top Prospects Selection Show fuelled by Gatorade - December 6, 2023

The GTHL announced its Top Prospects via live selection show, garnering 2,246 views on YouTube and 33.4K views and 14,939 accounts reached (34.1% non-followers) on Instagram. The show also had over 172 hours of watch-time on Instagram.



#MeetTheProspects fuelled by Gatorade - January 2024

- Ahead of the 2024 GTHL Top Prospects Game fuelled by Gatorade, the Meet the Prospects content returned, introducing and engaging the event's players. The average views on Instagram across all videos was 14,780, with the highest viewership coming in at 20,600.
- Videos of the players sharing what they would tell their 10-year-old selves were also released prior to the game, receiving over 1,200 and 1,700 respectively on 'X', over 34,300 each on Instagram, and one of the League's strongest points of engagement on LinkedIn.

2024 GTHL Top Prospects Game Pump-Up & Recap Videos - January 2024

- With the game returning to Herbert H. Carnegie Centennial Centre, the League released a "Return to the Herb" pump-up video, receiving a whopping 33.1K views and reaching 13,781 (58.3% non-followers) on Instagram, and over 8,270 impressions on 'X'.
- The game's recap video garnered over 40.7K views on Instagram and over 27.9K views on TikTok.

GTHL Under-18 All-Stars fuelled by Gatorade - January 27, 2024

Ahead of the League's U18 All-Star Festival, the GTHL once again highlighted all 'AAA,' 'AA,' and 'A' players in a graduate-style post complete with graphics. All material was shared on social media leading up to the games. The GTHL also provided live updates during the U18 games with pictures and video clips. Game recaps for each contest were also posted on the League's website.

#RespectRefs Campaign - (February – March 2024)

- As the regular season came to a close, the GTHL launched the #RespectRefs campaign at the start and throughout the playoffs to remind all participants of the humans behind the stripes. The campaign included six videos from different officials at different levels and with varying experience.
- All six videos either came close to 1,000 impressions or surpassed the mark on 'X', with the highest surpassing 7.2K on the platform. On Instagram, five of the six videos garnered over 7,000 views, with the highest at 14.7K.

Pro Hockey Life Cup Celebration - March 2, 2024

The GTHL celebrated its regular season champions, awarding individual trophies for team photos and position-specific photos. The celebration also included the selfie corner once again this season, making for great photos that performed well on all social platforms.



OHL Cup presented by FPS Payment - March 25-30, 2024

- The GTHL's social platforms were extremely active throughout the 2024 OHL Cup, beginning with a collaboration with the OHL on a live Selection Show for the Wild Card teams through to the Championship Final.
- The GTHL once again hosted a mini-Media Day session prior to the tournament, including players from all participating Members, to gather videos and photos for the week's use.
- With the support of the Ontario Hockey League, the GTHL pushed out game recaps, video highlights, Instagram reels, photos, and more. One of the most popular Instagram Reels was the a light-hearted pump-up video featuring three Vaughan Kings reenacting the 'selfie' celebration, hitting over 64.4K views.
- For the OHL Cup Final, the GTHL posted pregame interviews, photos, and provided live game updates. Previewing the final, the 'X' post setting up the championship match-up received over 6.3K impressions.

GTHL Competitive and House League Championships - (March – April 2024)

- The GTHL continued to provide wide coverage of its playoff and championships on its platforms, recognizing almost all championship series across all 'A,' 'AA,' and 'AAA' age groups with a photo gallery, with all receiving a championship post.
- One of the highlights from the 2024 GTHL Playoffs presented by GSW was an Instagram Reel capturing the U15 Don Mills Flyers winning the championship with an overtime marker. The reel garnered over 398K views and reached 136,694 accounts (89.9% non-followers).
- The GTHL also collaborated with House League members, recognizing house league champions on the League's social platforms.

Journey to Officiating Series - May 2024

- Prioritizing the need for officials while also striving to showcase the different paths to choose from, the GTHL produced the Journey to Officiating video series. The series, spanning five parts, highlighted four voices with different journeys:
 - **Journey to Officiating:** Meet the Officials
 - **Damian Figueira:** The Fast Track Program
 - **Cam Fynney:** The Development Path
 - **Troy Whetstone:** The Community Mentor
 - **Lacey Senuk:** The International Veteran
- Receiving an immense amount of engagement across all platforms, the most significant being the direct uptake in submissions on the GTHL's "Become A Referee" form when each part of the series was released.



GREATER TORONTO HOCKEY LEAGUE

57 Carl Hall Road, Toronto, ON M3K 2E2

Telephone: (416) 636 6845 • Facsimile: (416) 636 2035

www.GTHLCANADA.com