



Greater Toronto Hockey League

2025

Annual Report



June 2025



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Greater Toronto Hockey League
Annual Report to the Ontario Hockey Federation
June 2025



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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 2024-25 season on October 1, with a full calendar of competition and programming that reflected another year of growth, development, and community connection across the GTHL. The League's competitive program featured 266 exhibition games, 7,912 regular season games, and 1,549 playoff games — an increase of 167 total games compared to the 2023-24 season. GTHL house leagues — spanning 29 associations — played approximately 15,000 games.

Player registration continued its upward trajectory for a third consecutive year, rising by 2.95 per cent from 2023-24 — the League's highest percentage increase since the 2018-19 season. This steady growth (0.17 per cent in 2022-23, 1.28 per cent in 2023-24, and 2.95 per cent in 2024-25) reflects the GTHL's commitment to fostering an accessible and inclusive environment for all participants.

The 2024-25 season saw the return of the King Clancy Cup tournament for the first time since 2018-19. Featuring 74 teams across 13 divisions and a total of 294 games, the tournament's successful reintroduction included participation from both GTHL and OMHA teams, laying the foundation for future expansion. The GTHL aims to grow the tournament to include 100 teams in upcoming seasons.

The League's event calendar continued to evolve, highlighted by the Esso GTHL Puck Drop Weekend in October, welcoming 140 teams to Canlan York in celebration of community, competition, and hockey culture. November was busy with back-to-back tournaments, featuring the successful Platinum Cup powered by the GTHL and the Toronto Maple Leafs and the 'A' Challenge Cup. In January, the 15th annual GTHL Top Prospects Game fuelled by Gatorade featured a sell-out crowd while the I Play in the G Festival welcomed varying forms of hockey and was enhanced by activations from Gatorade, Esso, the Hockey Hall of Fame, among others.

In schools, the GTHL expanded its Try Hockey program, hosting 34 events in 32 schools and introducing nearly 5,000 students to hockey through floorball. The NHL/NHLPA First Shift program was also a success, with 17 associations serving as program hosts.

Off the ice, the League made significant progress in community partnerships and culture change. The 2024 GTHL Breakout Summit, held in November at Scotia Plaza, brought together over 200 participants for two days of dialogue focused on inclusion, equity, and leadership. Speakers from a wide range of communities — including Indigenous, 2SLGBTQIA+, racialized, and religious groups — shared perspectives that sparked critical conversations and set a course for continued meaningful change.

Financial accessibility and support were bolstered by the continued development of the Legacy Fund, which awarded \$65,000 in community grant funding to support new programming, and the launch of a new grant matching partnership with KidSport, distributing \$20,000 in its first season.

In officiating, the GTHL certified 1,083 officials. Coaching development also remained a priority, with thousands of coaches and trainers completing certifications, including targeted DEI initiatives such as Women-Only and Little NHL coaching clinics.

With more games played, more players registered, and more programs delivered than in previous years, the 2024-25 season demonstrated the GTHL's ongoing commitment to growing the game and ensuring that hockey is a place where all participants can thrive.



2024-2025: In Memoriam

We honour and remember the members of our GTHL community who passed away this season. Their contributions to the game and impact on those around them will never be forgotten.

- **Brian Coles** (MTHL/GTHL Referee-In-Chief)
- **Sean Coles** (GTHL Referee)
- **Eric Anweiler** (Long-time North Toronto Arena Manager)
- **George Pappas** (Former Treasurer of Humber Valley Hockey Association and member of GTHL Finance Committee)
- **Doug West** (Former President of Faustina Hockey Club)
- **John Debling** (Former Vice President of Mississauga Terriers)
- **Lynn Assadourian** (Wife of Toros Assadourian – President of Vaughan Panthers)
- **Brook Ash** (Son of Brian Ash – President of the Reps Hockey Club)
- **Michael J. Penman** (Past Secretary and GTHL Life Member; OHF Life Member)
- **Greg Hopper** (Former President of Victoria Village)
- **Massimo De Montis** (Father of Canadian Blind Hockey Founders)
- **Anthony Thomas** (GTHL Referee)
- **Neil Ligsay** (GTHL Rink Attendant)

Community Partnerships & Culture Change

EDUCATIONAL INITIATIVES

To foster a more inclusive and respectful hockey environment, the GTHL is actively developing a growing library of community resources in collaboration with leading experts. These materials explore key areas such as sportsmanship, gender inclusion, anti-homophobia, anti-racism, and broader issues of discrimination. By enhancing access to meaningful education, the League is better positioned to respond to the evolving needs of its members with care and intention.

At the heart of this initiative is a focus on learning and support. The approach is not punitive, but to encourage understanding, build empathy, and equip individuals with the knowledge to contribute to a positive and welcoming community for all. Among our partners, we work with The Accountability Project by Hockey Equality, The Carnegie Family, You Can Play, Brock McGillis, Bazzocchi Consulting, and Friends of Simon Wiesenthal Centre for Holocaust Studies.

2024 GTHL BREAKOUT SUMMIT

On November 2–3, the 2024 GTHL Breakout Summit was held at Scotia Plaza, bringing together leaders from Clubs, House Leagues, and across the wider community. This two-day event created space to recognize changemakers in hockey and youth sports, celebrate leadership, and shape a more inclusive future for the game.

With over 200 guests over the weekend, the key focus of the Summit was amplifying diverse perspectives. Speakers from Indigenous communities, the 2SLGBTQIA+ community, people with disabilities, women in sport, and members of South Asian, East Asian, Black, Muslim, Jewish, and other communities shared their experiences and insights. Their voices helped spark important conversations around equity, access, and belonging — laying the groundwork for lasting change across the game.

The recap of the event can be watched by [clicking here](#).

STRENGTHENING COLLABORATIONS AND PARTNERSHIPS

The GTHL is actively strengthening its partnerships — both longstanding and new — with organizations and individuals who share our dedication to supporting players, families, officials, clubs, and the wider hockey community. The League recognizes that creating a more inclusive and equitable environment is not a one-time initiative, but an ongoing journey that requires sustained commitment and collaboration.

Throughout the year, the League remained focused on engaging with its community, providing meaningful support, and working together to drive positive change. The GTHL is also committed to tracking progress and learning from the impact of these shared efforts to ensure they make a lasting difference.



Below are some meaningful initiatives that the League engaged with and supported:

- Para Ice hockey Tournament by Shine Foundation
- Black Hockey Summit by Hockey Equality
- Pride Parade with You Can Play
- Indigenous Hockey Equipment Drive by Graham McWaters and Their Opportunity
- The Culture Shift Tour by Brock McGillis

INITIATIVES

While the GTHL recognizes there is still significant work ahead to make hockey safer and more inclusive, it's equally important to acknowledge the meaningful progress already underway. Across the community, dedicated individuals and organizations are leading impactful initiatives that often go unnoticed in our continued focus on improvement. Celebrating these efforts reminds us that positive change is happening — and that collective commitment is moving the game forward.

To help shine a light on this important work, the GTHL has launched two initiatives specifically designed to recognize and celebrate leaders who are making a lasting difference for our players, families, and the broader hockey community.

- **Herbert H. Carnegie Award**

In November 2024, the GTHL, in collaboration with the Carnegie family, proudly announced the Herbert H. Carnegie Award. The award will recognize a forward-thinking GTHL organization that has demonstrated leadership in creating and promoting diversity, equity, and inclusion, in addition to commitment to community development and outreach.

- **The Community Builder Accreditation Program**

The GTHL has launched the GTHL COMMUNITY BUILDER Accreditation Program. The program is an annual recognition initiative that celebrates minor hockey organizations leading the way in community development, inclusion, and positive sport culture.

The Accreditation honours organizations that go above and beyond to support a welcoming, respectful, and engaged hockey environment. Accredited Organizations are recognized as Community Champions — organizations using the power of sport to positively impact youth and connect communities.

GTHL Legacy Fund

LEGACY FUND

As the branch of the organization dedicated solely to supporting access to and growth within the game, the GTHL is committed to ensuring the Legacy Fund is being utilized in the most beneficial ways possible. The 2024-25 season was a strong year of progress, building necessary momentum to shine a brighter light on the Fund's impact.

2024-25 SUMMARY

Additional focus being given to the Legacy Fund in 2024-25 led to more structured financial support for Clubs, a new grant matching partnership, and a refinement of fundraising efforts. Along with a re-strategized approach for the Legacy Fund Management Committee, the Committee also focused on stronger and more established standards to adhere to.

KIDSPORT

Late into the off-season, heading into 2024-25, the GTHL finalized a partnership with KidSport centred around a grant matching program for eligible participants across the League. Both the GTHL and KidSport contributed \$300 per participant for a total individual grant of \$600. This program distributed approximately \$20,000 in its first season, with optimism that far more will be granted with additional runway to advertise this opportunity. KidSport was invited to attend various League activities and events, to further the messaging and alignment.

LEGACY FUND COMMUNITY GRANT

Having delivered the inaugural offering of the Legacy Fund Community Grant in 2023-24, lessons were learned that helped establish more efficient processes and guidelines. The main concept focused on additional programming – beyond a Club's standard hockey operation – with grant funding provided to seven of the eight organizations that applied in 2024-25. Mostly supporting learn to play-type programs, a total of \$65,000 was awarded.

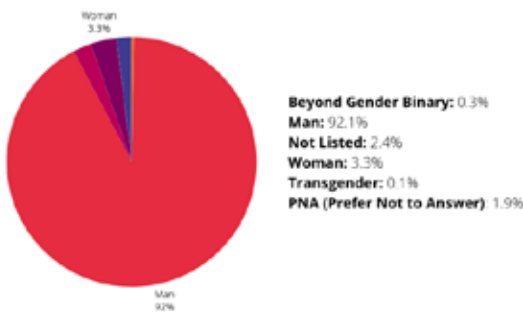


GTHL 2024-25 Demographic Survey

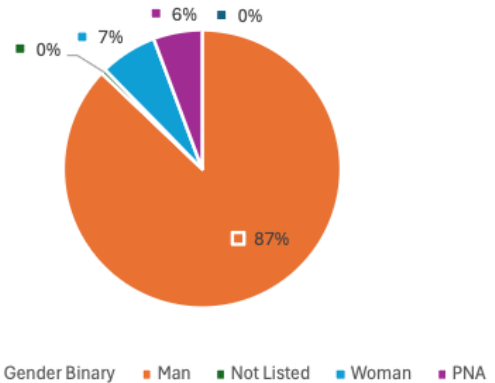
As part of the GTHL’s commitment to serve the Greater Toronto Area and its community, it is important for the League to annually evaluate the community’s demographics to better understand its needs. Dating back to the 2021-22 season’s registration, the GTHL started collecting demographic information 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. Below is a comparison of the 2023-24 season versus this past campaign (2024-25).

2023-2024 VS. 2024-2025

Gender (Total Count)

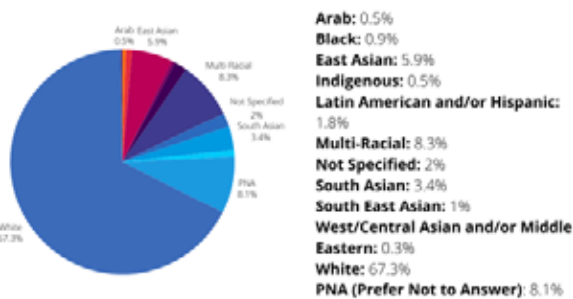


Gender (Total Count)

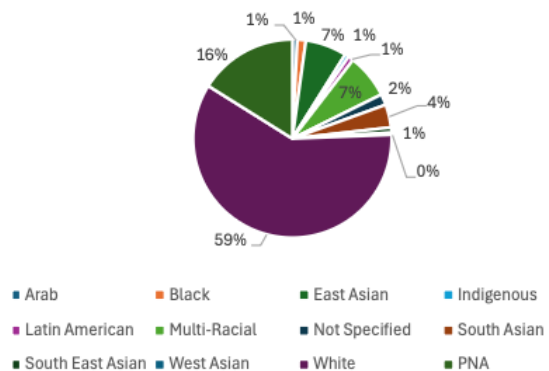


2023-2024 VS. 2024-2025

Race (Total Count)

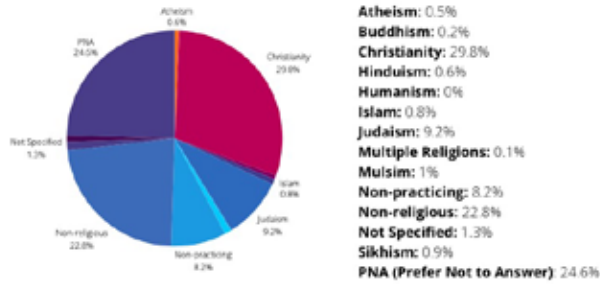


Race (Total Count)

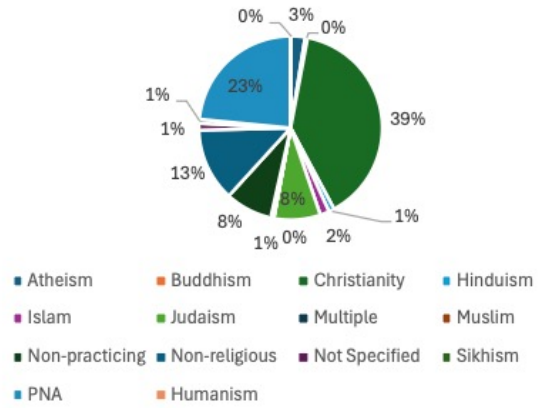


2023-2024 VS. 2024-2025

Religion (Total Count)

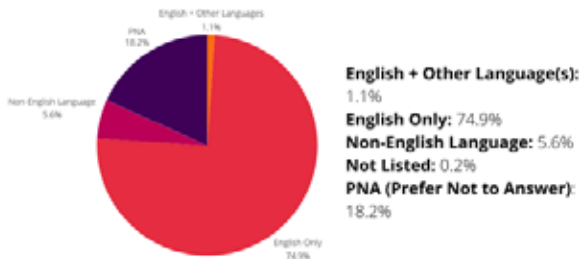


Religion (Total Count)

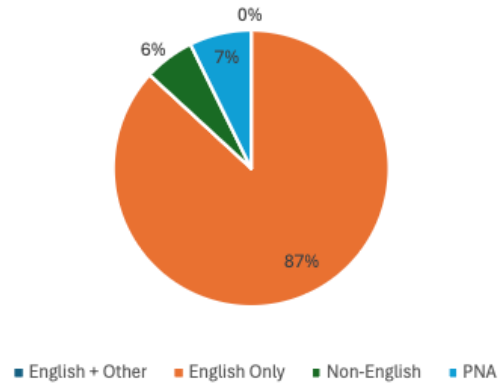


2023-2024 VS. 2024-2025

Language (High Level)



Language (Total Count)



2023-2024 VS. 2024-2025

Income (Total Count)



Income (Total Count)



Events

GTHL Annual General Meeting – July 2024

On Monday, July 8, the GTHL hosted its Annual Meeting of Members (AMM) at Richmond Hill Country Club. Over 100 members from clubs and associations were in attendance, along with representatives from KidSport, Gitch Sportswear (GSW), and Nothers The Award store.

GTHL Legacy Classic – July 2024

The GTHL returned to the Richmond Hill Golf Club for the 13th annual Legacy Classic on July 9, 2024. The event welcomed 148 golfers and raised over \$34,400 in support of the GTHL Legacy Fund. Seven sponsors joined the event with an on-course presence. Special thanks to Gitch Sportswear (GSW), Pizzaville, Charity Golf, Breakthru Beverage Group, Nothers The Award Store, Gatorade, and KidSport for their partnership and support to enhance the event for golfers.

Esso Puck Drop Weekend – October 2024

Esso GTHL Puck Drop Weekend returned to Canlan York on October 26-27. This two-day event, that kickstarted a new partnership with Esso (Imperial Oil), welcomed 140 teams from various ages, levels, and local associations to compete in regular season play in one location. In collaboration with Esso, participants and spectators enjoyed a weekend filled with on-ice and off-ice activities with former NHL players such as Mark Fraser, Anthony Stewart, Carlo Colaiacovo, Wendel Clark, and Darcy Tucker. The weekend also had further partner presence with Esso’s support that included the NHL, Toronto Maple Leafs, and the Hockey Hall of Fame.



The 'A' Challenge Cup – November 2024

The 'A' Challenge Cup took place November 29 to December 1 at Scotiabank Pond as a 32-team non-bodychecking 'A' tournament with divisions at Under-14, U15, U16, and U18. The tournament also included partner support with participant gifting and enhancement from Gatorade, the Hockey Hall of Fame, Livebarn, and the Ontario Hockey League (OHL). The 2024 'A' Challenge Cup also welcomed the newly formed partnership between the GTHL and Spordle, with Spordle on-site to support usage of their tournament platform throughout. The League is excited to add a U17 'A' division to the tournament for the 2025-26 season.



Platinum Cup powered by the Toronto Maple Leafs and the GTHL – November 2024

The Platinum Cup powered by the Toronto Maple Leafs and GTHL took place November 22-24. The tournament featured an immensely successful Toronto Maple Leafs Alumni versus local First Responders Game. With the support of the Toronto Maple Leafs, the tournament was a great success yet again, welcoming a sell-out of 24 teams (eight teams each at the 'AAA,' 'AA,' and 'A' levels).



15th annual GTHL Top Prospects Game fuelled by Gatorade – January 2025

The 15th annual GTHL Top Prospects Game fuelled by Gatorade made its return to Scotiabank Pond on January 29. Gatorade was the title sponsor of this event for the third 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 Red coming out on top, defeating Team Blue by a final score of 7-3.

The Gatorade Player of the Game for Team Blue was Sam Roberts.
 The Gatorade Player of the Game for Team Red was Lyndon Cabral.

The League extends a gracious thank-you to Nik Antropov, Rane Carnegie, Cody Hodgson, and Anthony Stewart for standing in as celebrity coaches for the GTHL’s Top Prospects.



Under-18 All-Star Festival fuelled by Gatorade – January 2025

The 23rd U18 All-Star Festival fuelled by Gatorade took place on Saturday, January 25 at Scotiabank Pond. The event welcomed collaboration once again with Gatorade as the presenting sponsor, and Gitch Sportswear (GSW) as the apparel sponsor. The U18 All-Star Festival featured over 120 players from across the League.

- Final Scores:
 - U18 ‘A’: Team Blue 10 vs. Team Red 7
 - U18 ‘AA’: Team Blue 7 vs. Team Red 2
 - U18 ‘AAA’: Team Blue 3 vs. Team Red 2



I Play in the G Festival fuelled by Gatorade – January 2025

In conjunction with the U18 All-Star Games, the GTHL hosted the I Play in the G Festival on January 25-26 at Scotiabank Pond. The U18 All Star Festival took place on Rink 1 while GTHL regular season games took place on the facility's remaining three pads. 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 Imperial Oil (Esso), Livebarn, the Canadian Cancer Society, Northern Raised, Their Opportunity, Variety Village, We Got Game!, and Yorkshire Valley Farms.

The event welcomed the Indigenous Hockey Equipment Drive, who accepted donations all weekend, resulting in truckloads of used equipment leaving Scotiabank Pond. The GTHL also had their own activation for 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 2025

The GTHL celebrated the 2024-25 regular season champions on March 1, with their Pro Hockey Life Cup celebration, at Scotiabank Pond. The winning teams also received additional gifting from the Hockey Hall of Fame, Pizzaville, and Gatorade.



GTHL Semi-Annual Meeting of the Members – March 2025

On March 8, the GTHL hosted its Semi-Annual Meeting of the Members at the Toronto Airport Marriott Hotel. Approximately 80 people attended in person, with about 10-14 additional attendees online.

OHL Cup – March 2025

The OHL Cup, hosted by the GTHL, was held from March 24-28 at Scotiabank Pond, with the Final taking place at Mattamy Athletic Centre in Toronto on March 28. The tournament featured the top 18 teams from across the province and two from the United States. Wild Card Play-In games kicked off the tournament as the first three games on Monday, March 24 before the Round Robin stage officially began. As a collaborative effort, the OHL and GTHL bring forth their collective partnership power for the OHL Cup. Gatorade returned to hydrate throughout, Gitch Sportswear and Entripy remained as apparel providers, and Zephyr provided player prizing. Additionally, Imperial Oil, Travelodge, Graduur, and Ascend Fundraising Solutions joined in to provide sponsorship support.

A total of 1,455 people attended the OHL Cup Final on Friday, March 28, which featured an all-GTHL match-up between the Don Mills Flyers and Toronto Jr. Canadiens. The Toronto Jr. Canadiens came out victorious, with a 3-2 win.

King Clancy Cup Tournament – March to April 2025

The King Clancy Cup tournament made its return for the first time since the 2018-19 season. The tournament was open to non-playoff 'A' teams in both the GTHL and the MHL, as well as non-playoff 'A' and 'AA' teams from the GTHL. The tournament was also open to any Hockey Canada sanctioned, OHF, or teams from the United States that met the eligibility criteria. In its return, the tournament welcomed 74 teams across 13 divisions, featuring a total of 294 games played. Running from March 8 through April 19, teams from both the GTHL and the Ontario Minor Hockey Association (OMHA) competed.

2025 GTHL Awards Gala presented by Nothers The Award Store – June 2025

The 2025 GTHL Awards Gala presented by Nothers The Award Store took place on Thursday, June 12 at the Hockey Hall of Fame in Toronto. Imperial Oil (Esso) provided enhanced gifting for this year's winners. The following awards and scholarships were presented:

- Len Barrett U18 House League Scholarship Award: Michael Ashbourne (Erindale Hockey Association)
- Cooper Humanitarian Award: Patti Marshall (City of Vaughan Hockey Association)
- John R. Gardner Special Recognition Award: Judah Bornstein (Forest Hill Hockey Association)
- Rob Silc Memorial Community Coaching Award: Rob Morrell (Erindale Hockey Association)
- George F. Dufton U18 'AAA' Scholarship Award: Kayo Lake (Thunder Bay Kings)
- Herb Ebisuzaki Coaching Award: Tanya Witty (Toronto East Enders Ticats)
- Gord Hughes U16 'AAA' Scholarship Award: Matteo Porto (Mississauga Rebels)
- Roy Pejcinovski Memorial Goaltending Character Award: Ben Rigas (Mississauga North Stars)
- J. Norman Sharp U18 'AA' Scholarship Award: Colin Brazel (Toronto Eagles)
- Frank D. Smith U18 'A' Scholarship Award: Jacob Jansen (North Toronto)



- Gus Gordon Memorial Officials Award: Anthony Munro
 - George Chamandy Memorial Trophy*: TBD
 - Herbert H. Carnegie Award*: TBD
- *To be awarded at the GTHL's annual Meeting of Members in July

UPCOMING EVENTS

GTHL Annual Meeting of Members – Monday, July 14 at the Richmond Hill Country Club

The George Chamandy Memorial Trophy and the Herbert H. Carnegie Award will be presented at the 2025 Annual Meeting of Members.

14th Annual GTHL Legacy Classic presented by Spordle – Tuesday, July 22 at the Richmond Hill Golf Club



Outreach

Start Hockey Campaign – 2024-2025 Season

The GTHL continued its Start Hockey campaign throughout the 2024-2025 season. This initiative aims to provide players and families who are considering hockey with the opportunity to connect with their local minor hockey association. Families can fill out a form on GTHLCanada.com, and the League’s Outreach team will then connect them with the nearest hockey association for more information on getting started in the game. Over the 2024-2025 season, 139 new families were successfully connected with a local association.

NHL/NHLPA First Shift – 2024-2025 Season

A total of 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
- Mississauga Senators/Mississauga Rebels
- 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
- Seaside Hockey Association
- Victoria Village Hockey League

51st Annual Little NHL Tournament – March 2025

The Little Native Hockey League tournament returned for its 51st event from March 10-14 in Markham. The tournament featured divisions ranging from Under-7 to U18 for both boys and girls. The GTHL supported the event by providing Coach Education, with 33 coaches participating in a Coach Level 2 clinic.

2025 Canadian National Blind Hockey Tournament – March 2025

The Canadian National Blind Hockey Tournament welcomed 190 players from across the globe and featured seven divisions: masters, children, youth, low vision and development, open, girls and women. The GTHL supported the event through providing 10 League officials (volunteers) and marketing the tournament to membership.



Safehaven Skates Day – March 2025

On March 9, a City of Vaughan Hockey Association (CVHA) house league and Select coach, Paolo Di Zazzo, once again hosted a Safehaven Skates Day 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.

3rd annual North American VOLT Hockey Tournament – January and May 2025

The GTHL provided officiating support to Variety Ontario as they held their annual North American VOLT hockey tournament in January, with the main competition in May 24-25. This year, the tournament welcomed teams from Alberta, London, Manitoba, Ontario, USA, and 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.

Try Hockey – November 2024 – May 2025

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 with the Try Hockey program in the 2019-2020 year, in partnership with the Toronto District School Board (TDSB). Following a hiatus due to the COVID-19 pandemic, the program was then brought back for the 2024-2025 season. Try Hockey offers a unique chance to lead gym classes for the day in various schools.

Throughout the 2024-25 season, the GTHL operated 34 Try Hockey events in 32 different schools across the city, introducing the game of hockey to just under 5000 students through floorball.

Participating schools included: Heather Heights P.S., Dixon Grove J.P.S., Marvin Heights P.S., McBride P.S., Ridgewood P.S., Chalkfarm P.S., Cashmere Avenue P.S., Alexander Stirling, Briarwood P.S., Corvett J.P.S. (Day 1), Portage Trail C.S., Calico P.S., Grey Owl P.S., Silver Creek, Joyce P.S., Corvett J.P.S. (Day 2), Flemington P.S., Forest Glen P.S., Charles H. Best J.M.S., Heritage Park P.S., Seneca Hill P.S., John McCrae, Cornell J.P.S. (Day 1), Cornell J.P.S. (Day 2), Thornlodge P.S., Highfield J.S., Malvern J.P.S., Walter Perry J.P.S., Garthwood Park P.S., North Bendale J.P.S., Melody Village, Dorset Park P.S., Pineway P.S., Lancaster P.S.

Reporting					
Boys	Girls	Total	Play Ice Hockey	Play Ball Hockey	Watch
2438	2287	4725	720	2096	2499
52%	48%		15%	44%	53%

“Our school, Garthwood Park P.S., had a great time with the GTHL. Though we have only a small group of students in our school involved in extra-curricular hockey and started off a bit hesitant at first, the coaches took the time to learn students’ names and provided personalized coaching and encouragement. Throughout all my sessions, I noticed that students of all skill levels were having fun and felt increasingly comfortable



with the sport and the guest coaches. This was in part due to the focus on drills that have different points of entry, focused on safety and/or are focused on game-based skill development. My classes had a blast playing against the coaches – who were modeling joy for the game and building positive relationships with the kids. We wish there were more programs that offer positive role models and connection through sport. Many students left the gym saying they wanted to play hockey and some even surprised the coaches with hugs on their way back to class.”

Development

OFFICIATING DEVELOPMENT:

Hockey Canada Officiating Program

The GTHL certified a total of 1,083 officials this past season. In 2024-25, officials at Officiating Levels 3-6 attended in-person classroom sessions, which included the League's Officiating Standards course.

- **Level One (Brand New Officials):** 334
- **Level One Re-certification:** 68
- **Level Two Re-certification:** 205
- **Level Three Re-certification:** 138
- **Level Four Re-certification:** 69
- **Level Five Re-certification:** 0
- **Level 3 Upgrade:** 31
- **High Performance (Level 4) Upgrade:** 5

The GTHL mandated that every official attending a recertification clinic must participate in one of the League's Officiating Standards courses. These courses are hosted annually by the GTHL to address areas of concern identified by the Hockey Operations Department, using video footage from games.

Canadian School of Hockey Officiating

The Canadian School of Hockey Officiating: Referee Summer Camp returned for its 23rd year. The camp was held from August 19 to 22, and for the third consecutive year, it was hosted at Scotiabank Pond and Centennial College for classroom sessions. Throughout the week, 111 referees across various levels earned their certification.

Winter Development Series

The GTHL facilitated its fourth annual Winter Development Series where 76 officials took part in one of the four Virtual Development sessions.

Timekeeper Training

- Junior Timekeeper – Participants: 61
- Intermediate Timekeeper – Participants: 50

COACHING DEVELOPMENT:

- **Respect in Sport – Activity Leader Participants: 1391**
- **Respect in Sport – Parent Program Participants: 2258**
- **Hockey Trainers Ontario Trainer Level 1 Participants: 525**
- **Hockey Trainers Ontario Trainer Level 1 Refresher Participants: 67**
- **Hockey University Online Coach 1 / Coach 2 Participants: 88**
- **Coach Level 1 Participants: 216**
- **Coach Level 2 Participants: 208**
- **Development 1 Participants: 323**
- **Coaches Evaluated and Certified Participants: 83**
- **Hockey University Online Body Checking Participants: 271**
- **Instructional Stream Participants: 72**
- **Concussion Education and Hockey Canada’s Maltreatment Playing Rule: 845**

DEI Coach Initiatives

- **Women Only Coach Skills 1 – March 8, 2025: 25 Participants**
- **Women Only Coach Skating 1 – March 8, 2025: 25 Participants**
- **Little Native Hockey League (LNHL) Coach Level 2 – March 8, 2025: 33 Participants**
- **MLSE Coach Education Program – May 2024 / November 2024 / March 2025**
- **Participants: 32 (May) / 56 (November) / 33 (March)**

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.



PLAYER DEVELOPMENT:

Development Days – October 2024 & February 2025

- The GTHL executed two separate Development Days on school board P.A. days during the 2024-25 season. The Player Development Skill Days were designed to provide extra training opportunities for GTHL players, offering on-ice and off-ice activities to develop their skills. These days are open to players from U9 to U13, with 75 and 67 players participating respectively on each day.

Pathway Development Skill Sessions – April 2025

- In April 2025, the GTHL offered player pathway skates for the upcoming 2025-26 season. These sessions were open to players in the U10-U15 age groups across all levels in the League’s membership over a three-week period. The GTHL also provided body checking sessions for the U14-U15 age group and goaltender-specific sessions with a dedicated instructor. These skates proved to be a great development opportunity at a relatively low cost, with 1,104 participants across 47 sessions.





Player Registration

Player registration in the GTHL has seen steady, incremental growth over the past three seasons, signaling a continued rebound and strengthening interest in the game. Following a 0.17 per cent increase in 2022-23, registration rose by 1.28 per cent in 2023-24, and by 2.95 per cent in 2024-25 — the highest year-over-year growth in recent seasons. This upward trend reflects the League’s ongoing efforts to create an accessible, welcoming, and engaging hockey experience for all participants.

	A, AA, & AAA	MHL	HOUSE LEAGUE	TOTAL PLAYERS	TOTAL PARTICIPANTS	PERCENTAGE CHANGE PLAYERS FROM PRIOR YEAR
2024-2025	7,727	3,327	13,893	24,947	29,845	2.95%
2023-2024	7,716	3,356	13,161	24,233	29,137	1.28%
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

The 2024-25 season saw the re-introduction of the King Clancy Cup tournament for the first time since 2018-19. With the adoption of the new 2022-23 Ontario Hockey Federation (OHF) Season Structure, it has taken time to learn if the tournament could be added and if teams had interest in participating. With the tournament's return, 74 teams participated, including teams from the OMHA. The GTHL hopes to grow this event to the goal of 100 teams. With the 2024-25 tournament in the books, the League's ice providers and participants now understand the timeline, allowing for the opportunity to schedule more participating teams.

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.

The Under-10 to U12 groups benefitted from the philosophy that every team makes the post-season, as the addition of the preliminary round is an extension of the GTHL 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. The GTHL schedule is still accommodating U17 and U18 'A' and 'AA' with an exam break and spring break.

The GTHL 'A' champions played the Under-13 'A' Mississauga Hockey League (MHL) champions in the GTHL 'A' Championships for a trip to the OHFs in a best of three-game series. The U14 to U18 'A' Championships were decided in a one-game playoff at the conclusion of the season. The U10 to U12 MHL teams play in the West Division of the GTHL Competitive program, and therefore games are not hosted in the GTHL 'A' Championships.

In total, the GTHL's competitive program played 266 exhibition games, 7912 regular season games, and 1549 playoff games. Compared to the season prior (2023-24), the 2024-25 campaign offered participants 167 more games collectively across exhibition, regular season, and GTHL Playoffs.

Arena Staff – Rink Attendants and Timekeepers

The GTHL utilized 40 Rink Attendants for the 2024-25 season, including two new hires, to manage League arenas for competitive ('A', 'AA', and 'AAA') games. Additionally, the League had 97 Timekeepers for all GTHL games, with six new hires joining the roster.

Over the course of the season, the League conducted eight Timekeeper clinics – covering both Junior and Intermediate levels – certifying a total of 120 Timekeepers.

Officiating

1. League Staff: 364 (an increase of 76 officials from 2023-2024)
2. Tournament Staff: 196 (an increase of 70 officials from 2023-24)

Throughout the 2024-25 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 97 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 48 new officials into the competitive program. These officials worked regular season games, tournaments, and playoffs with a high degree of success. In its fourth season, the Fast Track program continued to build on success experienced in its first two years, with the League's supervisory team focusing on new officials at the start of 2024-25.

In 2024-25, through 35 tournaments hosted by GTHL clubs, the League assigned 3,178 games – an increase of 291 from the 2023-24 season. Over the regular season, tournaments, playoffs, and exhibition season, the GTHL assigned 12,205 games.

League Coverage

The Series Chairs program – where representatives are assigned to age groups and/or regions – was once again an important tool for the GTHL to gather feedback from operations. These League representatives have been asked to monitor games with heated and potential emotional rivalries, with the request for coverage increasing from season to season. The GTHL's team of 12 representatives has been a great resource first at the start of the season in helping with safety, cleanliness, and scheduling issues, followed by serving as an unbiased set of eyes for heated games as the season picks up. The goal for the Series Chair program in 2025-26 is to increase coverage in the west end of the GTHL. The Series Chairs are also selected to represent the GTHL at OHF Championships.

Risk Management

GTHL Complaint Intake and Redirected Independent Third Party (ITP) Matters

A total of 181 matters were reviewed and addressed in accordance with the Hockey Canada Maltreatment Complaint Policy and the GTHL Complaint Management Policy. These matters included in-game, non-penalized incidents where allegations were directed to the Official and, in turn, submitted to the League. This also includes complaints redirected from the Independent Third Party (ITP), and those filed directly with the League.

When a matter is referred to the ITP, the approach taken depends on the specific circumstances. The ITP may refer to Hockey Canada’s policies and procedures or draw on the support of affiliated organizations to address concerns involving players, families, or coaches. In cases where players have experienced abuse, harassment, misconduct, bullying, or discrimination, the GTHL applies its Complaint Management Policy to ensure such concerns are addressed appropriately. Each complaint undergoes a thorough and impartial review process, with the objective of promoting a safe, inclusive, and equitable environment for all participants.

Risk Management: GTHL Complaint Intake and Redirected Independent Third Party (ITP) Matters	
Abuse of Power	2
Bullying/ Harassment	41
Discrimination	89
Field of Play	6
Neglect	3
Physical Abuse	3
Abuse of Power and Bullying / Harassment	3
Abuse of Power, Bullying / Harassment and Physical Abuse	2
Abuse of Power and Field of Play	2
Bullying/ Harassment and Sexual Maltreatment	1
Bullying/ Harassment, Sexual Maltreatment and Social Media	1
Bullying/ Harassment and Physical Abuse	1
Discrimination and Bullying / Harassment	17
Discrimination, Bullying / Harassment and Physical Abuse	3
Discrimination with Sexual Maltreatment	1
Other	6
TOTAL:	181

Provincial Champions

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

- **Under-15 AAA All-Ontario Championship: Toronto Jr. Canadiens**
- **Under-18 'AA' OHF Championship: Mississauga North Stars**

Corporate Partnerships And Marketing

Building off the momentum gained from the 2023-24 campaign, off-season planning coupled with ongoing in-season strategizing led to tremendous partnership-related results in 2024-25.

FINANCIAL SUMMARY

A combination of sponsorship entitlements such as presenting status, on-site opportunities, event presence, and digital assets, resulted in related revenue of over \$450,000 through 2024-25.

Similar to last year's report, the League once again saved over \$100,000 in respective expenses due to in-kind value gained through corporate collaborations, including: branded apparel, event materials, recognition items, and planned gifting.

Furthermore, strategic resource trading, including usage of partner spaces and leveraging marketing properties, enhanced outreach and experiences without additional costs to consider.

ESSO (IMPERIAL OIL)

Imperial Oil was quick to prove their passion for the game last off-season, as they became the Official Fuel of the GTHL in time to take on presenting status of 2024-25's Esso GTHL Puck Drop Weekend while becoming the League's jersey patch sponsor across all competitive ('A', 'AA', and 'AAA') divisions. This relationship continues to blossom, with Esso's willingness to provide resources and extend their presence, furthering their commitment to supporting the GTHL Community. The 2024-25 season was the first of the initial three-year term.

GATORADE (PEPSICO)

Progressing the successful collaboration established between Gatorade and the GTHL in recent seasons, both parties were excited to renew this important partnership mid-way through 2024-25. Gatorade maintains the role of presenting sponsor for the GTHL Top Prospects Game and U18 All-Star Festival, while co-branding the GTHL Power Rankings and Competitive Team of the Month digital campaigns. Gatorade's designation as Official Sports Drink of the GTHL extends through to December 31, 2027.



GITCH SPORTSWEAR

The 2024-25 season offered the first full season of strategic planning with Gitch Sportswear (GSW) as the League's Official Apparel Partner. Holding their pivotal status as presenting partner of GTHL Development Days and GTHL Playoffs, GSW's presence at the Top Prospects Game, U18 All-Star Festival, and I Play in the G Festival has been equally impactful. The League, with GSW's support, also re-strategized the approach to offering an online GTHL Store. Open and ongoing communication among both sides continues to result in exploration of additional opportunities.

HOCKEY HALL OF FAME

An important relationship, structured solely around value exchange, the Hockey Hall of Fame (HHOF) continues to be the location of choice for the annual GTHL Awards Gala. Providing opportunity for engagement with and reach among the GTHL Membership, the League also benefits from an annual allotment of tickets and generous resources to utilize strategically throughout the season.

LIVEBARN

As the Official Streaming Partner of the GTHL, LiveBarn's ability to provide timely support coupled with their openness to ideating assisted in helping this partnership thrive through 2024-25. The success of the partnership can be illustrated by a dramatic increase in year-over-year streaming subscriptions for the OHL Cup and on-site presence to enhance the I Play in the G Festival experience. Direct access to their service and team has proven invaluable to GTHL Staff as well.

MAPLE LEAF SPORTS & ENTERTAINMENT (MLSE)

The 2024-25 season saw another successful Platinum Cup event, thanks largely to the collaboration and passion shared among the Toronto Maple Leafs and GTHL. This 24-team tournament saw rosters across Under-11 'A', U11 'AA', and U11 'AAA' compete in quality hockey on-ice while enjoying an experience unlike any other off of it. MLSE and the GTHL continue to work toward finding ways to stay connected and collaborate in meaningful ways.

NOTHERS THE AWARD STORE

Through 2024-25, partnership between Nothers The Award Store and the League remained strong, with Nothers maintaining their presenting status of the House League Team of the Month campaign and year-end GTHL Awards Gala. Nothers also holds a vital role in providing resources for the GTHL Legacy Classic. Relied upon to deliver in various regards throughout the year, beyond what their sponsorship support dictates, Nothers continues to prove how invaluable they are as the Official Awards Partner of the GTHL.

ONTARIO HOCKEY LEAGUE (OHL)

Mid-way through this renewal term of the partnership in 2024-25, the OHL and GTHL continue to prove how impactful and powerful this collaboration can be. The 2025 OHL Cup proved to be a showcase, celebration, and spectacle like no other — thanks to this partnership. Continuing to work closely together, efforts to make related planning and processes more efficient continue to benefit all involved in delivering a world-class experience for each Under-16 'AAA' team that participates.

ONTARIO MINOR HOCKEY ASSOCIATION (OMHA)

Heading into 2024-25, the OMHA once again sought and received the GTHL's support in executing their jersey sponsorship program with DeJardins Insurance. This revenue share relationship benefits both parties, permitting extended access to an OMHA partner resulting in sponsorship gain for the League. A total of 58 GTHL teams participated this past season.

PARAGENIX SYSTEMS

Formalizing what was an informal collaboration between Paragenix Systems and the GTHL heading into 2024-25 was a mutually beneficial step toward shaping this relationship into more than it ever was. In exchange for rental space of the GTHL's leased dressing room in Scotiabank Pond, the League is able to utilize Paragenix System's facility and staff to further enhance Development programming.

PRIMETIME SPORTS & ENTERTAINMENT

Similar to the approach with Paragenix Systems, the GTHL opted to strengthen the informal relationship between the League and PrimeTime Sports and Entertainment by crafting a strategic partnership that works for both sides. Centred around an exchange of marketing assets and advertising space, each party benefits from leveraging the alignment and reach of the other.

PRO HOCKEY LIFE

Returning as presenting sponsor of the 2024-25 GTHL Regular Season, aptly named the Pro Hockey Life Cup, this partnership is pivotal in supporting and showcasing one of the most coveted team awards offered by the GTHL. An annual product allowance with the hockey retailer enables the League to enhance offerings however most suitable, with a dedicated focus on influencing the Officiating department. The current term of this partnership expires in August 2025, with renewal discussions ongoing at the time of this report.

SPORDLE

Already an important collaborator of the League, as well as Hockey Canada, Spordle and the GTHL expanded into a corporate partnership early into 2024-25. Beyond becoming the first presenting sponsor of the annual Legacy Classic fundraiser, the GTHL also benefits from access to Spordle's additional products and services. This includes use of Spordle Play, during the 'A' Challenge Cup. Exploration remains open and ongoing to discover additional ways to engage, where mutually beneficial.

DIGITAL ASSETS & ADVERTISING SALES

The variety of digital assets and properties published by the League provides valuable real estate to offer partners, in complementing the deliverables they receive. Typically, a mix of presence across the League's website, newsletters, and social media profiles are packaged into any such collaboration.

Focused effort was put toward offering isolated opportunities in this space, selling advertising and marketing assets beyond those included within an annual partnership. Groups that benefited from this approach in 2024-25 include Purdys Chocolatier, Weekend Hockey Tournaments, and Canadian Hockey Enterprises.



EVENT-SPECIFIC SPONSORSHIPS

Beyond the partnership presence that is embedded within the fabric of any League event, helping to make it sustainable while enhancing the offering, the League has carved out additional ways to attract and include sponsors where fitting. Such as through activating on-site or providing event gifting.

Among the events that received additional support in this manner through 2024-25 was the 'A' Challenge Cup, I Play in the G Festival, Pro Hockey Life Cup, OHL Cup, and Legacy Classic. This resulted in meaningful exposure and engagement for the respective sponsors, while benefiting the League with additional financial and/or resource gain.

NEW SPONSORS/SPONSORSHIPS

Effort is ongoing to not only fill necessary sponsorship gaps but create new opportunities for the right partners to consider. There are a variety of GTHL properties that require sponsorship revenue to be offered as intended, while others create an avenue to generate in an additional manner all for the sake of enhancing the experience.

Conversations are ongoing with several potential new partners, heading into 2025-26.



Communications

The GTHL continued to strengthen and evolve its communications strategy throughout the 2024-25 season, expanding digital reach, enhancing storytelling, and building deeper engagement with members, participants, alumni, and the broader hockey community.

A refreshed Start Hockey campaign featured updated creative, targeted messaging, and community-centered storytelling to encourage grassroots participation. The third annual GTHL Media Day offered players a professional content experience, helping build a season-long archive of high-quality images and video. The GTHL Power Rankings returned with greater interaction, while there was a stronger focus and effort on using communications to highlight the work already being done across the League.

The League’s website saw sustained and significant growth with an increase of more than 460,000 from 2023-24, while presence across all major social platforms was also maintained and expanded upon. All of the GTHL’s social platforms, except for ‘X’ in its ever-changing landscape, featured significant increases in both engagement and following.

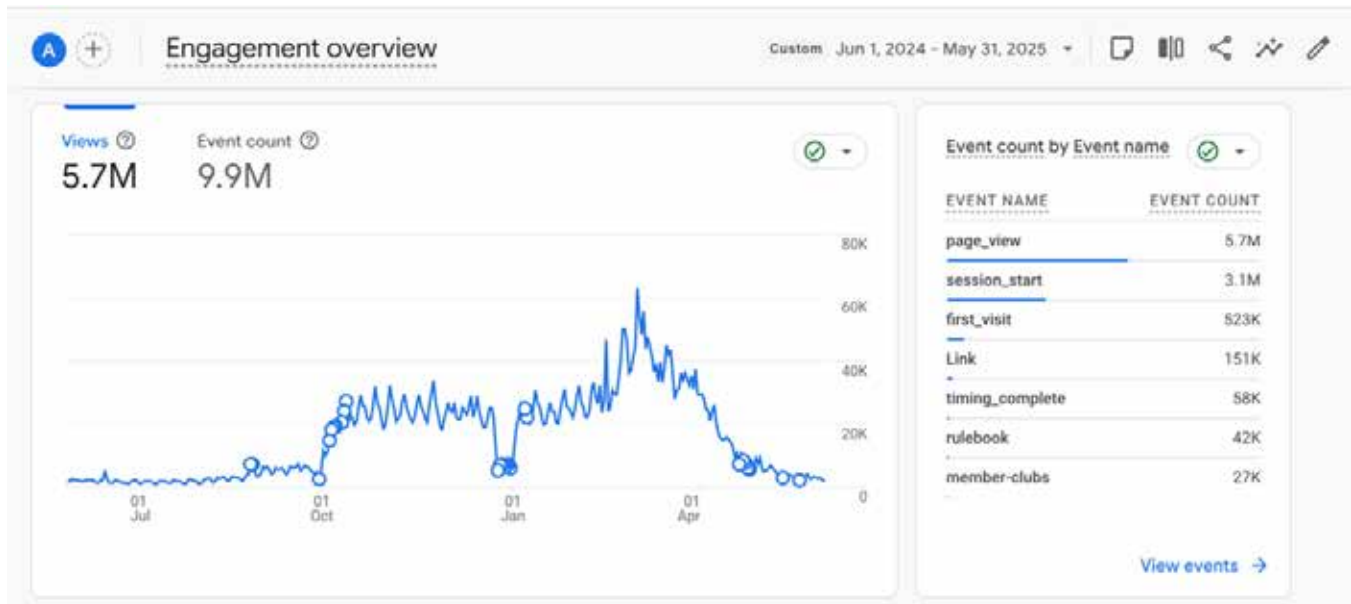
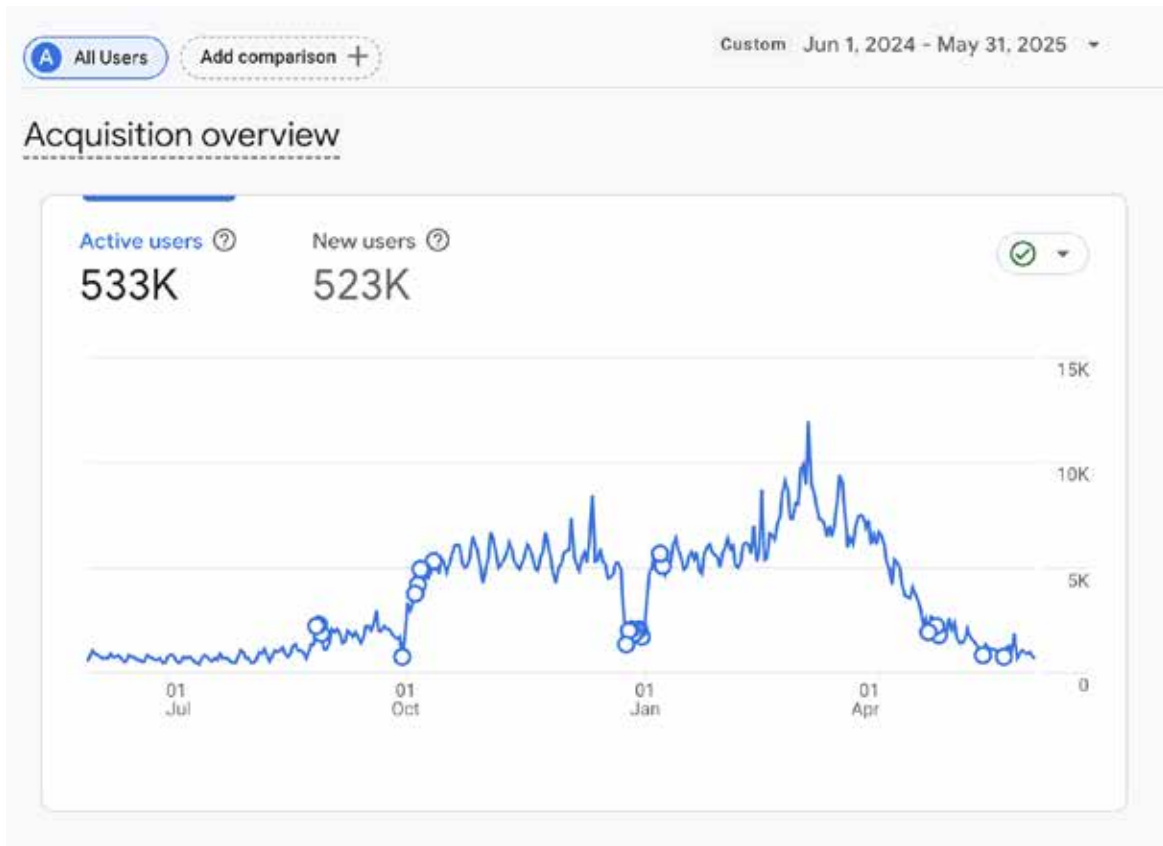
The 2024-25 season also marked a more focused and structured approach to both internal and external communications. A new bulletin system was implemented to streamline and standardize messaging, ensuring timely and consistent information delivery to Clubs, House Leagues, and other stakeholders. This shift allowed for improved clarity, reduced redundancies, and greater alignment across departments and audiences.

Looking ahead, the GTHL will continue refining this strategy to ensure communications remain clear, accessible, and responsive to the needs of its diverse membership. Planned enhancements include updated resource hubs and tailored messaging for various audiences across the League.

Throughout the year, the GTHL’s communications team remained committed to inclusive storytelling and strategic outreach. From amplifying cultural holidays and awareness months to spotlighting community programs and alumni achievements, the League’s platforms reflected the depth, diversity, and unity of the hockey community it serves.

Website (June 1, 2024 – May 31, 2025)

- Over 5.7 million views (an increase of over 460,000 views from 2023-24)
- 533K+ users
 - 98.12% (523K) of users were new users in 2024-25
- Wednesday, March 5, 2025, had the season’s highest number of users (11,915). In comparison, the 2023-24 season, March 3, 2024, had the season’s highest number of users at 9,234.
- The GTHL Standings page garnered the most views (1,943,700), accounting for 34.3 per cent of the website’s total views throughout 2024-25. The page saw a total of 230,385 users, accounting for 43.19 per cent of the GTHL’s total users of 2024-25.



- 60.56 per cent (316,850) of users were acquired through organic search, with 5.37 per cent (28,092) of users coming organically from the League’s social platforms.



Pages and screens: Page path and screen class 🔄 + Custom Jun 1, 2024 - May 31, 2025 📄 📱

<input type="checkbox"/>	Page path and screen class +	Views	Active users	Views per active user	Average engagement time per active user	Event All ever
<input checked="" type="checkbox"/>	Total	5,673,364 100% of total	533,474 100% of total	10.63 Avg 0%	10s Avg 0%	9,100
<input type="checkbox"/>	1 /leaguestandings/	1,943,700 (34.26%)	230,385 (43.19%)	8.44	0s	3,246,603
<input type="checkbox"/>	2 /schedules-scores/	1,356,227 (23.91%)	140,500 (26.34%)	9.65	0s	2,216,195
<input type="checkbox"/>	3 /	657,756 (11.59%)	140,082 (26.26%)	4.70	1s	1,245,890
<input type="checkbox"/>	4 /elimination-game-playoffs/	368,426 (6.49%)	51,256 (9.61%)	7.19	0s	565,958
<input type="checkbox"/>	5 /gthl-round-robin-playoffs/	157,315 (2.77%)	18,907 (3.54%)	8.32	0s	210,144
<input type="checkbox"/>	6 /games-centre/	114,062 (2.01%)	34,457 (6.46%)	3.31	3s	148,121
<input type="checkbox"/>	7 /gthl-tryouts-2/	97,793 (1.72%)	26,027 (4.88%)	3.76	0s	160,166
<input type="checkbox"/>	8 /u10-u13-third-round-robin-playoffs/	54,866 (0.97%)	11,985 (2.25%)	4.58	0s	68,168
<input type="checkbox"/>	9 /king-clancy-cup-schedule/	46,337 (0.82%)	5,414 (1.01%)	8.56	0s	68,302
<input type="checkbox"/>	10 /2025-gthl-playoff-formats/	45,805 (0.81%)	22,777 (4.27%)	2.01	6s	82,302

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

Plot rows Rows per page: 10 1-9 of 9

<input type="checkbox"/>	First user prim...Channel Group) +	New users	Total revenue	Transactions	Average 120d value
<input checked="" type="checkbox"/>	Total	523,203 100% of total	\$0.00	0	\$0.00
<input type="checkbox"/>	1 Organic Search	316,850 (60.56%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	2 Direct	160,298 (30.64%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	3 Organic Social	28,092 (5.37%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	4 Referral	17,664 (3.38%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	5 Unassigned	276 (0.05%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	6 Organic Video	18 (<0.01%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	7 Organic Shopping	3 (<0.01%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	8 Email	1 (<0.01%)	\$0.00 (-)	0 (-)	\$0.00
<input type="checkbox"/>	9 Paid Search	1 (<0.01%)	\$0.00 (-)	0 (-)	\$0.00



Breakout Express Email Newsletter

- 8 issues (September 2024 – May 2025)
- Average open rate of 57.62% (an increase of 1 per cent from the 2023-24 season)
- Following September's edition (18,961 sends), delivered to over 25,000 subscribers per issue, with the October 2024 edition seeing a total delivery of 27,732 sends
- In total, the Breakout Express newsletter was opened 111,561 times over the course of the 2024-25 season

Development Newsletter

- 12 issues (June 2024 – May 2025)
- Delivered to over 2,300 subscribers per issue
- Average open rate of 57.75%
- Six consecutive issues had an open rate of 61% (December through to May)

Officiating Newsletter

- In its second season, the GTHL's Officiating Newsletter continues to successfully streamline communication and develop connection to further engage with GTHL officials.
- The Officiating Newsletter continues to be the GTHL's most engaged with newsletter to a specific participant group.
- 12 issues (June 2024 – May 2025)
- Delivered to over 1,200 subscribers per issue, with the sends growing to over 1,850 per issue beginning in August 2024
- Average open rate of 69.5% (the highest open rate of all GTHL communications), with seven issues having an open rate of 70% or higher
- Average click rate of 9% (the highest of all GTHL communications), with six issues having a click rate of 10% or higher

GTHL Social Media

- 'X' (formerly Twitter): 12,235 followers
 - With the changing landscape of 'X' formerly known as Twitter, the GTHL maintained its Threads account for a second straight season. On Threads, the GTHL has 4,335 followers – an increase of 1,118 from 2023-24.
- Facebook: 3,680 likes (an increase of 96 from 2023-24) and 4,732 followers (an increase of 177 from 2023-24)
- Instagram: 29,896 followers (an increase of over 4,396 followers from 2023-24)
- TikTok: 17.3K followers (an increase of over 3,000 followers from 2022-23) and 318K likes (an increase of over 10,000 likes from 2023-24)
- LinkedIn: 3,683 followers (an increase of 598 from 2023-24)
 - The GTHL continues to grow its presence on LinkedIn, seeing an organic increase of 598 followers since May 2024, showing consistent growth to that of the previous season. The GTHL saw 195,842 organic impressions over the 2024-25 season, including 2,745 reactions to posts.

Social Campaigns & Notables:

- **Ask the Pros – Video Series (August 2024 – October 2024)**
 - The GTHL engaged with alumni training at Scotiabank Pond to create five different “Ask the Pros” videos that covered favourite minor hockey memories to best advice they’ve received to date. The videos saw view totals up to 13.5K. Alumni included Tom Wilson, Robby Fabbri, Cole Perfetti, Akil Thomas, among others.
- **Referee Summer Camp Recap (August 29, 2024)**
 - Entering the 2024-25 season, GTHL communications put a stronger focus on highlighting the work already being done by the League. This began with the intentional goal of producing a recap video of the 2024 GTHL Referee Summer Camp. Following the camp, the video has been posted several times on social media to engage new and current officiating membership, with the initial post seeing over 10K views on Instagram. On YouTube, the video has over 200 views.
- **GTHL Media Day (September 9, 2024)**
 - The GTHL held its third annual Media Day prior to the 2024-25 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.
 - Media Day produced content to be used all season, from the continued GTHL Challenge videos to Mother’s and Father’s Day videos.
 - GTHL Challenge concepts included a timed alumni listing competition (over 6,900 views on Instagram), as well as a puck stack competition (over 7,230 views on Instagram).
 - The Mother’s Day video surpassed 26.4K views on Instagram, while the Father’s Day video saw over 12.3K views.
 - A video asking GTHL Media Day participants what their hockey community meant to them was also produced, [published ahead of the 2024-25 season start](#). This concept performed well across all GTHL platforms, with over 400 views on YouTube.



- **National Coaches Week (September 16-22, 2024)**
 - The GTHL once again celebrated National Coaches Week, this year with varying concepts including a [Thank You, Coach](#) video, a video discussing the [importance of helmet safety](#), and [lessons current GTHL coaches have learned](#) along the way. All videos featured strong performance across all platforms, with the Thank You, Coach video standing atop with over 15.2K views on Instagram.
- **Around the G (September 2024 – March 2025)**
 - A monthly preview of tournaments, events, and any important information, ‘Around the G’ returned for its third season, helping to outline all that is ahead for the coming month for GTHL participants.
- **World Girls’ Ice Hockey Weekend (October 11-13, 2024)**
 - For the 13th annual World Girls’ Ice Hockey Weekend, the GTHL once again celebrated girls in the league. The highlight of the celebration asked girls in the GTHL [what their message would be](#) to other girls and women in hockey. The video had over 1.2K impressions on ‘X’, over 4,700 views on Instagram, and over 200 views on YouTube.



GTHL Hockey @GTHLHockey · Oct 11, 2024

"Just keep on skating!" 🌟

For the 13th annual **World Girls' Ice Hockey Weekend**, the **GTHL** asked a few **girls** around the league for their message to other **girls** in the game. What message are you sharing this **weekend**? 🗣️

[#WGIHW](#) | [#GTHLCommunity](#)



5

5

1.2K



- **Spectator Reminders – Officials (October – November 2024)**
 - The GTHL once again produced “spectator reminder” videos, with messages directly from League officials. The messages highlighted the human component of officiating, focusing on respect in arenas – on and off the ice. Each video saw at least 3,000 views on Instagram, with the highest featuring over 7,600 views.

- **GTHL Power Rankings (November 2024 – March 2025)**
 - The GTHL continued its Power Rankings for the second consecutive season. The Power Rankings were once again 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 2024 – May 2025)**
 - 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, U17, 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 'AA' Toronto East Enders Ticats were crowned the Gatorade Team of the Year.

- **Nothers House League Team of the Month (October 2024 – April 2025)**
 - The GTHL, in partnership with Nothers The Award Store, continued the Nothers House League Team of the Month program. 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.

- **Esso GTHL Puck Drop Weekend (October 26-27, 2024)**
 - Partnering with Imperial Oil (Esso), the GTHL celebrated the beginning of the 2024-25 season with Esso GTHL Puck Drop Weekend. The weekend included an abundance of social content – from photos to videos and reels, all showing strong performance across each respective GTHL platform.
 - During the weekend, the GTHL produced two reels of Pavel Barber, one of the special guests of the weekend, each seeing over 10.8K and 15.9K views respectively. One of the videos was posted on TikTok, reaching over 15.6K views.
 - In total, the collective impressions from Esso GTHL Puck Drop Weekend content reached over 263,000.
 - Post-Esso GTHL Puck Drop Weekend, Esso produced 15-second and 30-second recap videos that were published across platforms, including among varying partners, such as the Toronto Maple Leafs. The Esso GTHL Puck Drop Weekend video could also be seen at Esso gas stations while fuelling.



- **Platinum Cup powered by the Toronto Maple Leafs & the GTHL (November 22-24, 2024)**
 - 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 a highlight reel goal from Nik Antropov. The highlight reached over 86.2K views (83.3% non-followers) on Instagram and over 18.7K on TikTok.
 - Other video content, including an intermission interview with Mike Johnson (11.9K views on Instagram) and a post-tournament recap video (7,210 views on Instagram) were other strong social components of the tournament.
- **‘A’ Challenge Cup (November 29 – December 1, 2024)**
 - The GTHL launched its ‘A’ Challenge Cup, with social content enhancing the tournament’s public presence across all platforms. Among other items, the tournament featured reels and TikToks – one of which reached over 17.6K views.
- **2025 GTHL Top Prospects Selection Show fuelled by Gatorade (December 4, 2024)**
 - The GTHL announced its [Top Prospects via live selection show](#), garnering 2,682 (an increase of 436 viewers from the 2023-24 season) on YouTube and 21,602 views and 10,117 accounts reached (39.1% non-followers) on Instagram. The show also had over 135 hours of watch-time on Instagram.

- **I Play in the G Festival (January 25-26, 2025)**

- The GTHL once again celebrated the I Play in the G Festival, welcoming other forms of hockey to the weekend's festivities while also highlighting them on the League's social platforms. Additionally, the GTHL engaged with partner LiveBarn, to discuss more about the weekend – on Instagram, the video reached over 10.2K views.



- **GTHL Under-18 All-Stars fuelled by Gatorade (January 2025)**

- 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.
- The graduating class content, collectively, reached 188,859 total impressions on Instagram, with the highest performer being a total of 64,714.
- The GTHL also continued its partnership with Gatorade, highlighting each game's top performers. The posts collectively pulled 71,983 impressions.

- **#MeetTheProspects fuelled by Gatorade (January 2025)**

- Ahead of the 2025 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 10 posts was 25,279, with the highest impressions coming in at 29,930 – the last of the Meet the Prospects. In total, the impressions reached 252,793. On YouTube, the Meet the Prospects totaled 4,174 views.
- Videos of the players sharing what they would tell their 10-year-old selves were also released prior to the game, receiving over 1,100 on 'X', 20,743 views on Instagram, and over 500 views on YouTube.

- **2025 GTHL Top Prospects House League Jersey Walk-In and Recap Videos (January 2024)**

- New this year, the GTHL included its house leagues, having a group of Top Prospects enter the facility on game night, wearing the house league jersey they started in. On Instagram, the reel reached over 20.4K impressions and over 6,600 views on TikTok.
- The game's recap video garnered over 21.1K views on Instagram (70.1% non-followers) and over 10.5K views on TikTok.

- **Pro Hockey Life Cup Celebration (March 1 & 3, 2025)**

- 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.



- **International Women's Day – GTHL Coach Clinics (March 8, 2025)**

- On March 8 - International Women's Day - the GTHL worked with We Are Coaches to once again offer free women and girls coaching clinics for the fifth consecutive season. The clinics welcomed a record high 40 participants. To continue highlighting the work being done across the League, the GTHL [produced a recap video](#).

- **OHL Cup (March 24-28, 2025)**

- The GTHL's social platforms were extremely active throughout the 2025 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 a photo-frame reel of Lincoln Cumming scoring a shorthanded goal. The video featuring the Don Mills Flyer reached over 21.7K views on Instagram and over 8,400 views on TikTok.
- For the OHL Cup Final, the GTHL posted pregame interviews, photos, and provided live game updates. After the final, the 'X' post of photos of the Toronto Jr. Canadiens celebrating saw over 2.9K impressions.

- **GTHL Competitive and House League Championships (March – April 2025)**
 - 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 2025 GTHL Playoffs presented by GSW was an Instagram Reel compiling the sounds of “what it means to be a champion.” The reel garnered over 14.3K views and reached 8,642 accounts (41.6% non-followers).
 - The GTHL also collaborated with House League members, recognizing house league champions on the League’s social platforms.
- **National Volunteer Week (April 27 – May 3, 2025)**
 - The GTHL celebrated National Volunteer Week with a Volunteer Heroes theme, welcoming submissions to recognize volunteers league-wide. The GTHL was able to recognize five special volunteers throughout the week, posting photos and quotes across all platforms. The posts collectively reached 40,093 impressions on Instagram.



2025

Annual Report



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