

## 2016-09-21 LEC#3

### Situating Leisure (sport) in Society

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#### What is leisure?

- Quality of life
- Individual/collective wellbeing
- Community livability (quality of life indicators and collective wellbeing of communities)
- Commodification of leisure/sport (how leisure has become commodified.... buying leisure through service)
- Cultural norms/values (Hockey being the identity of Canada)  
*\*Identity*

Suggested by Jean-Marie Brohm (1978):

- sport is a dominant institution in every society
- habits vary by nation
- sport has a significant impact on cultural identity

#### Evolution of Women's Hockey

- Frozen prairie tundra to Title IX
- First Women's World Championship (1987)
- 1998 Olympic Winter Games, women's hockey debut
- International Ice Hockey numbers are increasing

Current realities:

- Socioeconomic and cultural concerns
- Canadian women's hockey players continue to chose NCAA over CIS

Benefits of focusing on improving CIS athlete retention:

1. Alumni donations (nostalgia)
2. Nationalism (Hockey is Canada!) and overall Canadian hockey enhancement
3. Role models
4. Bond with community
5. Money (not in hockey profit, but in city/town food, hotel, bar etc.)

NCAA Women's Hockey	CIS
89 schools	29
15 national championships	15
4 major conferences	4

## **NCAA/CIS by the Numbers**

Quinnipiac University:

- Roster featured 14 Canadians, 6 americans, and 2 of 3 coaches are Canadian

Clarkson University:

- 19 Canadians, 1 american, 2 of 3 coaches are Canadian

Team Canada's hockey 2016 World Championship (playing NCAA):

- Forwards: 12 of 13
- Defence: 7 of 7
- Goalies: 2 of 3

## **Canadian Women's Hockey Concerns**

- CIS brass
- Cost considerations
- Soccer mania
- Role models

Challenges:

- Marketability and expansion potential (Megan Agosta, Tessa Bonhomme, and Marie-Phillip Poulin)
- NCAA athletic budgets
- Team Canada evaluation platform

Conclusions:

### **CIS Advantages**

- Cultural mosaic
- Canadian government subsidized
- SAT's
- Five years of eligibility
- Social networks and connections

### **CIS Suggestions**

- Nationalism
- Marketing
- Adapting non-profit organization strategies

## **Forecasting Future Trends in Canadian Women's Hockey**

- Continued exodus of elite Canadian women's hockey players
- Surging soccer participation
- Shrinking global competitive gap
- Changing Canadian sporting and national identity