

OPEN ICE

PROJECT:

UNLOCKING CANADA'S ICE POTENTIAL



THE PROBLEM

Access to ice time is a significant barrier to the growth of ice sports in Canada.

Every day, thousands of Canadians flow in and out of the ~2,900 indoor rinks across the country.

Canadians report problems such as lack of available ice times, unaffordable ice times, ice times that require extensive travel, inefficiencies with scheduling, bias or favouritism around the best ice times, and not enough rinks.

Any noteworthy participation growth in hockey, para ice hockey, speed skating, figure skating and ringette cannot occur until these issues are solved.

WHY OPEN ICE?

The mission of the Open Ice project is to increase participation in ice sports by addressing the issue of access to ice time.

The Open Ice project is led by the Future of Hockey Lab, a social innovation lab established in 2021 to solve complex problems in hockey.

HOW?

Open Ice is taking a two-phase approach to solving this issue.

1

Gather the data

Phase I is to close a foundational gap in Canada's rink infrastructure: the absence of a comprehensive and transparent understanding of ice utilization.

Timeline: Spring of 2024 for Nova Scotia

2

Apply the data

Phase II is to leverage the consolidated data (as opposed to assumptions) to enable better decisions and create efficiencies around scheduling, infrastructure, usage, funding, etc.

Timeline: Fall of 2024 for Nova Scotia

The Open Ice approach is not about taking ice away from one group and giving it to another. It's about coupling concrete data with transparency to unlock solutions and design a future of growth.

Open Ice is currently being tested in Nova Scotia before scaling across Canada for a nation-wide impact.

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