



# NEWS RELEASE



FOR IMMEDIATE RELEASE

DECEMBER 9, 2021

## NHL EXTENDS COMMITMENTS TO INCLUSION, DIVERSITY, SAFETY AND RESPECT THROUGH CONTINUED WORKFORCE LEARNING EXPERIENCES AND NEW PARTNERSHIPS

**NEW YORK/TORONTO (Dec. 9, 2021)** – The National Hockey League’s Board of Governors was updated today on the League’s continuing efforts to ensure that our game is safe, inclusive and respectful, both on and off the ice, and that the NHL and its Clubs provide welcoming workplaces for all.

The report: “Respect Hockey – Committing Ourselves to the Game’s Greatest Values,” focused on four pillars – Prevention, Reporting, Counseling and Accountability -- was made by **Kim Davis**, NHL Senior Executive Vice President of Social Impact, Growth Initiatives and Legislative Affairs. Davis provided an update on the progress that has been made to positively shift hockey culture, especially over the past two years, including the framework that was developed to learn from and advise stakeholders at every level of the hockey ecosystem – from youth to pros and from NHL Clubs to community partners.

“From amateurs to professionals, we are attempting to set expectations that hockey environments everywhere will be safe and inclusive and — regardless of position or power — each person will treat one another with respect,” Davis said. “In the spirit of the Declaration of Principles that we, the NHL Players’ Association and 15 other hockey organizations joined together on four years ago, we must continue to collectively advance positive changes in the sport.”

### PREVENTION

As part of the League’s ongoing efforts, the Board today fully supported an initiative to strengthen existing programs and/or establish new resources for all individuals associated with the NHL that may be dealing with a range of personal life challenges and issues in the areas of physical, mental and emotional health and well-being. The League will organize existing private resources (e.g., Employee Assistance Programs, SABH, etc.) available to particular stakeholder groups and assess and fill gaps in services.

As well, the League intends to partner with Respect Group, an anti-harassment organization co-founded by former NHL Player Sheldon Kennedy. Founded in 2004 by Kennedy and Wayne McNeil, Respect Group has provided programming and training to sports organizations, schools, and workplaces in an effort to eliminate and prevent bullying, abuse, harassment and discrimination (BAHD) with a goal to inspire a global culture of respect. The NHL’s ongoing journey to support safe, inclusive and respectful workplaces has included learning experiences and trainings over the years. This partnership with Respect Group is an extension of those efforts and will endeavor to establish a consistent, uniform baseline of goal training that will be mandatory for all NHL personnel, including ownership, towards positive behaviors and shifting hockey culture at all levels of the game.

“The partnership with Respect Group is an extension of the League’s strategy to lift hockey culture by investing in learning, prevention, reporting and workforce development, placing a greater emphasis on accountability for organizations and leaders of this game,” Davis said.

“We at Respect Group have full confidence in Kim Davis and her team and in the leadership and support Commissioner Bettman is providing,” Kennedy said. “I believe the League has a very comprehensive strategy to continue to address all forms of maltreatment and we are grateful to be a part of the culture change as it continues to unfold.”

In the past year, despite the difficulties in operating during a pandemic, all League staff and on-ice Officials have undergone focused Diversity & Inclusion training sessions led by White Men as Full

## NHL COMMUNICATIONS

1 MANHATTAN WEST, 395 NINTH AVE., NEW YORK, NY 10001 T: 212-789-2000  
50 BAY ST., TORONTO, ON M5J 2X8 T: 416-359-7900  
MEDIA.NHL.COM • RECORDS.NHL.COM • @PR\_NHL

Diversity Partners (WMFDP). NHL Staff participated in 10 hours of immersive training, and at their 2021 training camp, NHL Officials participated in training sessions which also included leadership from four former NHL Players – **Anson Carter**, **Mark Fraser**, **Georges Laraque** and **Al Montoya** – and current PWHPA player **Brigitte Lacquette**. The NHL Officials training session served as a pilot program and is currently being refined with subject matter experts. It is the League's intention to make this training available to all NHL Players beginning next season.

## REPORTING

In addition to its NHL-level reporting service, which is administered by Deloitte and already has proven to be effective and successful, the NHL also announced that it will financially support the establishment of an independent "hotline" to enable stakeholders throughout the broader hockey ecosystem to report misconduct and abuse to an independent third party.

## COUNSELING

A commitment was made to support hockey outside of the NHL, including governing bodies at all levels of the game in North America, by collating and disseminating information on credible support services, including the independent hotline.

## ACCOUNTABILITY

The League also intends to organize a "Respect Hockey Summit" in the coming year to bring together leaders of organizations throughout the hockey ecosystem to discuss workplace culture challenges and best practices. The following organizations have committed to participate: NHLPA, AHL, CHL, ECHL, Greater Toronto Hockey League, Hockey Canada, PWHPA, PHF, USA Hockey, USHL, and U.S. College Hockey.

As well, the League will provide a support mechanism for leaders from hockey organizations across North America in need of counsel and advice when dealing with reports of abuse or misconduct.

## DIVERSITY RECRUITING IN THE WORKPLACE

The League also announced a partnership with Jopwell, the industry leader in connecting with and recruiting talent from diverse communities. This new partnership will enhance the League's ongoing efforts to diversify its staff and make the NHL a more welcoming and inclusive place to work. Jopwell will help the NHL recruit Black, Latinx and Indigenous professionals, and analyze how the League can otherwise attract, retain, and develop more diverse job candidates.

"I am beyond thrilled about the recent partnership between Jopwell and the NHL," said **Porter Braswell**, CEO and Co-founder of Jopwell. "The League's initiative to diversify the industry is critical, and we're looking forward to making strides in increasing representation in the NHL and across the sports industry."

## CONCLUSION

The action steps announced by the League today will help to ensure the NHL is a safe, welcoming and inclusive workplace that will improve future decision-making and generate innovation at all levels of the game.

### (12/9/21)