



Member Recruitment & Retention

Presentation

Hockey Alberta AGM

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Member Recruitment

- Purpose: Awareness/Innovation
- Rob Litwinski: Opening Remarks
- Statistics
- Workshop
- Best Practices
- Wrap up



Member Recruitment Opening Remarks



The Stats

- Kids in the game:
- 9.5% of kids in Alberta play hockey
- Hockey Canada Focus
 - Priority on Minor Hockey
 - Adult Recreational



The Stats: Continued

- Registration Statistics Package
 - 5 year comparison
 - MHA / Division
- Trends
 - Total numbers show a “plateau”
 - Increase at Initiation & Novice



Workshop INNOVATION

Why aren't we getting the kids who don't choose hockey?



Workshop INNOVATION

For arguments sake, for the most part there are only two choices of hockey. League and Provincial/Tournament play.

How can, the game be played differently? & Should it?



Best Practices /What's Happening

- Pond Hockey
- Every Kid Every Community
- World Junior Schools Program
- Notable Programs





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COMMENTS/QUESTIONS?