



VISION

HOCKEY FOR LIFE.

MISSION

TO CREATE POSITIVE OPPORTUNITIES AND EXPERIENCES FOR ALL PLAYERS THROUGH INNOVATIVE LEADERSHIP AND EXCEPTIONAL SERVICE.

OBJECTIVES & KEY RESULTS

IN 2023-24, HOCKEY ALBERTA WILL:

INCREASE PROFIT GENERATION.

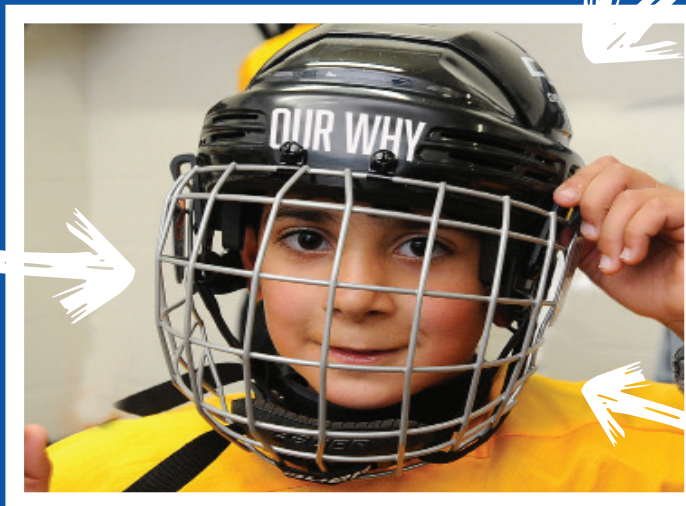
To help keep fees to participants as low as possible and to re-invest in the game, we will seek additional “net” revenue through existing and new partnerships, establish standard profit margins for specific streams of revenue, and identify diverse opportunities to create new revenue sources:

- Sponsorship
- 50/50 raffles
- Events and Programs
- Grants

NURTURE A POSITIVE HOCKEY CULTURE.

Hockey Alberta sanctioned activities will be accessible, inclusive and safe for participants of all abilities, backgrounds and interests, and we will work to eliminate maltreatment, bullying and harassment from the game.

- Reduce on-ice incidents of discrimination by 20 per cent.
- Increase awareness and education for Hockey Alberta’s leaders, Members and participants on equity, diversity and inclusion



INCREASE OVERALL PLAYER SATISFACTION.

We will positively impact the year-over-year retention rate of players by enhancing the experience provided by our members and leagues by increasing the player satisfaction rate with:

- Coaching
- MHA experience
- Officiating
- League experience

INCREASE THE NUMBER OF PLAYERS.

We will create a welcoming environment to introduce and attract more youth (under 18 years) players to the game, engaging them in flexible/ alternative hockey options and sharing the benefits of membership. We will use partnerships and programs/ initiatives to focus on a diverse customer base.

- Introduce hockey to 2,500 non-registered youth (U18).
- Deliver, support and/ or partner to offer 40 grow the game programs and initiatives.
- Register 2,000 more players with Hockey Alberta sanctioned programs for the 2024-25 season.

VALUES

INTEGRITY

Do the right thing for the right reasons.

COMMUNITY

Make a difference for all Albertans.

COLLABORATION

Work together, win together.

INNOVATION

Be curious, courageous, creative.

PASSION

Fuels our why, drives our what.