



HOCKEY ALBERTA

SEASON REVIEW

2024/2025



64,160
YOUTH
PLAYERS

10,618
ADULT
PLAYERS



108,969
PARTICIPANTS

COACHES **20,459**

6,117

OFFICIALS REGISTERED
THIS SEASON, WITH AN
INCREASE IN FEMALE
REGISTRATION WITH **580**
FEMALE OFFICIALS IN
THE SYSTEM

1500 NEW OFFICIALS REGISTERED
THIS SEASON WITH **60%** UNDER
THE AGE OF 18

- Ranked **2nd** nationally with **10,331 female** athletes U18 and below. Making up **19%** of Hockey Players in Alberta
- A **17%** increase in Rec players registered this season
- Over **2000** players participated in **Hockey Alberta** Hosted Events (Spring Showcase, Camps, etc.)

47

AEHL PLAYERS SELECTED IN THE 2025
WHL PROSPECTS DRAFT



Edmonton Jr. Oilers White's win first **Eso Cup Championship**
and **Alberta's 4th** since the **AFHL** was established in **2016**



SUCCESSFULLY LAUNCHED THE **U13 AAA PILOT** WITH **11** TEAMS

Unified **180 AA teams** under the **AEHL** banner,
creating a clear pathway from **U13** to **U18**
in elite hockey

41 AFHL athletes committed to
post-secondary for the **2025-26** season

Announced expansion to **32** teams for **2025-26**, opening up **640** new **AAA** opportunities

WE HAVE SEEN A GROWTH OF **32%** IN **WOMEN/GIRLS COACHES** SINCE 2019, WITH CURRENTLY
1,226 FEMALE COACHES IN THE SYSTEM, WHICH PUTS US **2ND NATIONAL** MAKING UP **19.5%**
OF COACHES IN CANADA



Instagram saw growth in followers with a **29.2%** grown rate this year.
Over **10 Million** views on Hockey Alberta Social Platforms



Over **20 Million** page views were accessed by over **2 Million** users across
Hockey Alberta web platforms



Introduction of **Online Player Program** to almost **100 teams U15** and **U18** teams



SUCCESSFUL U11 AA **INAUGURAL SEASON**

37 U11 AA TEAMS

Hosted the **1st** U11 AA showcase that hosted **48 teams** and included all **37**



439

GOALIES ATTENDED HOCKEY ALBERTA
SPRING GOALIE PROGRAMS

Hockey Alberta mentored **182** coaches on **goalie specific training**

WESTERN CANADIAN DEVELOPMENT MODEL



Successful phase 1 of the **Western Canadian Development Model** that saw **6** Western Canadian junior hockey leagues and their respective Provincial governing bodies unite, focusing on strengthening the delivery of sanctioned junior hockey across Western Canada.



\$419,000+

Disbursed in 2024 -25 impacting
1000's of kids, **100** communities, **20+** Future Leaders.
Providing **programs, equipment, coaching** and **community support** for kids to enjoy the game of hockey



**U16 Male
Team Alberta**
won **gold** at the
2024 WHL Cup



**Alberta Indigenous Male
Team** won **silver** at the
**2025 National Aboriginal
Championships**



NAHC tournament leaders for both **male** and **female**
tournaments were **Alberta Indigenous athletes**
[Male, Aidan Sexsmith & Female, Tayla Lamabe]