VISION

HOCKEY FOR LIFE.

MISSION

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

OBJECTIVES & KEY RESULTS

BY 2025,
HOCKEY ALBERTA WILL:

CREATE ADDITIONAL DELIVERY OPTIONS THAT ACTIVATE BOTH MHAS & NON-MHA ORGANIZATIONS TO INCREASE YOUTH PARTICIPATION IN THE GAME.

- A NEW RETENTION PLAN FOR 13-17 YEAR OLD PLAYERS
- ADDED TRY HOCKEY OPPORTUNITIES
- ADDED STAKEHOLDERS TO REACH UNDER-REPRESENTED PARTICIPANTS
- AN EXPANDED EVERY KID EVERY COMMUNITY PLATFORM

CREATE AN ENHANCED COACH DEVELOPMENT PATHWAY PROVIDING EDUCATION, TRAINING, CERTIFICATION FOR ALL COACHES.

- MORE COACHES ENGAGED WITH HOCKEY ALBERTA COACH DEVELOPMENT INCLUDING AAA/AA, TIERED & RECREATIONAL LEVELS

INCREASE REVENUE THROUGH PROGRAMS, EVENTS & PARTNERSHIPS.

- HOST OR PARTNER ON A PROVINCIAL CHAMPIONSHIPS 50/50
- HOST OR PARTNER TO OPERATE NEW PROGRAMS AND EVENTS THAT GENERATE PROFIT

PROVIDE CHOICE & FLEXIBILITY FOR CUSTOMERS WITHIN AN ALIGNED MINOR HOCKEY COMPETITION MODEL.

- NEW U11 & U13 MODELS
- ADJUST THE CURRENT MHA BOUNDARY STRUCTURE
- CONSISTENT LEAGUE STANDARDS ACROSS THE PROVINCE
- ANNUAL MEASURED SATISFACTION RATE OF PARTICIPANTS

CREATE A NEW MHA STANDARDS & DEVELOPMENT PROGRAM THAT PROVIDES PARTICIPANTS WITH CONSISTENCY IN SERVICES & SUPPORT FROM MHAS.

- ENHANCED RESOURCES TO SUPPORT MHA OPERATIONS & GOVERNANCE
- NEW MHA ASSESSMENT PLAN FOR ALL MEMBERS

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.