

**community.**

make a difference for all Albertans.

**collaboration.**

work together, win together.

**innovation.**

be curious, courageous, creative.



# HOCKEY ALBERTA SUMMIT

COMMUNITY · COLLABORATION · INNOVATION



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# Hockey Alberta Updates





# VISION

**HOCKEY FOR LIFE.**

# MISSION

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



Stantec SPRING ARENAS CANA



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# 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.

# Provincials & Spring Showcase

- December 29, 2021 – Remainder of World Juniors in Edmonton & Red Deer are cancelled.
- Thirty-two champions were crowned over the 29 provincial tournaments and three league playoff series.
- 2022 Spring Showcase
  - Alberta Cup
  - Alberta Challenge
  - Alberta Prospects





# Minor Leagues Updates

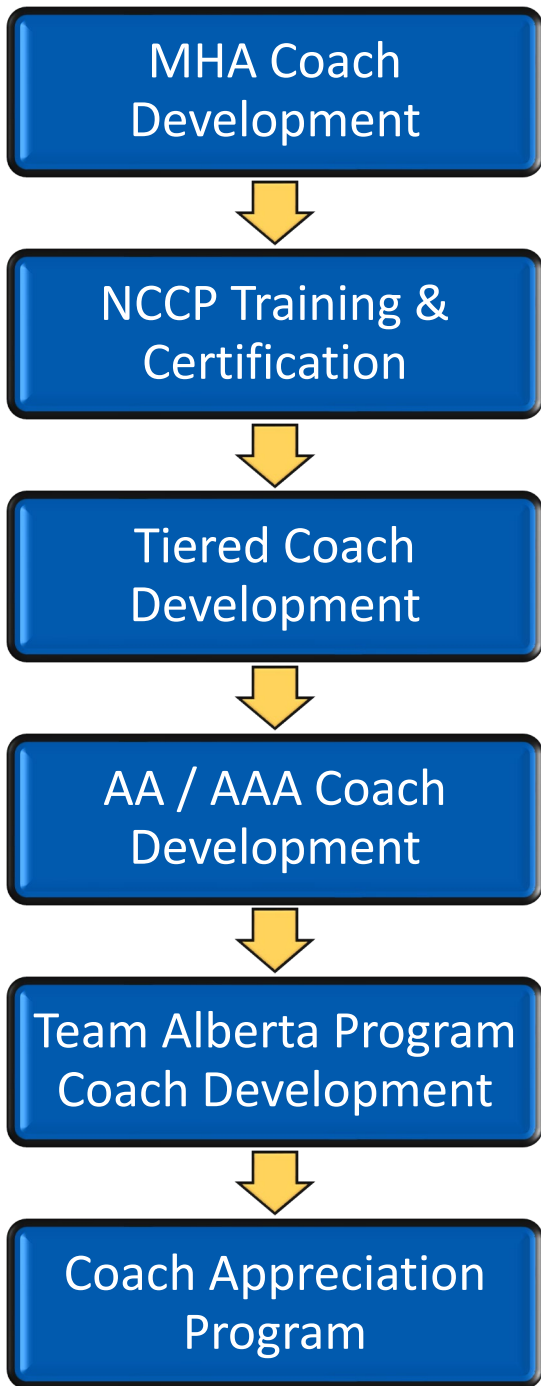
- U11 Hockey Alberta Development Pilot 2022-2023
  - Expanding the U11 8 team pilot from NAI League
  - Relaxed player movement to allow players to access appropriate level of hockey
  - Flexibility for MHA on team numbers based on specific situations
- Alberta One Leagues Initiative
- U18 Non-Body Checking at Tiers 4-6
  - Aligned with decision made prior to 20-21 season at U15





# Coach and Player Development

- **OBJECTIVE:** Enhanced Coach Development Pathway providing education, training, and certification for all coaches.
- Restructure of staffing resources to provide specific support to the level and age of the player being coached.



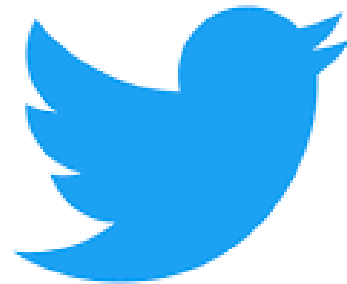
# STAFFING RESTRUCTURE

- Regional Strategy transition from Regional Model to Hybrid Model
- 3 staff supporting Tiered Development (North / Central / South)
- 3 staff supporting Elite Development (North / Central / South)
- 1 Male Mentor supporting Tiered and Elite Coach Development
- 1 Female Mentor supporting Tiered and Elite Coach Development
- Intro to Hockey Provincial Lead
- Goaltending Provincial Lead
- 4 staff leading NCCP Clinic Delivery



# Marketing & Communication

- Direct Communication through [albertaonhockey.ca](http://albertaonhockey.ca)
  - Partnership with RAMP Interactive
- Social Media
  - Promotion
  - Story telling
  - Education
  - Grants & Programs

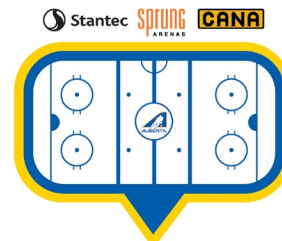


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# Partners



PLAYERS BENCH  
TEAM APPAREL  
[playersbench.ca](http://playersbench.ca)



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