

**community.**

make a difference for all Albertans.

**collaboration.**

work together, win together.

**innovation.**

be curious, courageous, creative.



# HOCKEY ALBERTA SUMMIT

COMMUNITY · COLLABORATION · INNOVATION

# What the Customers Are Telling Us

- Who are the customers?
- Reflecting back to 2019
  - In 2001 Hockey Canada Determined that:
    - Until the age of 12 the parent was the Customer
    - After 12, The player was the customer
  - Does that sound about right?
- The Customers Chair - Amazon
- The Process – Express, Expect, Excite



# The Process

- Express
  - What are the customers complaining about
- Expect
  - What are the customers telling us they want
- Excite
  - How customers problems can be solved

# Participant Satisfaction Survey

## Purpose

- In 2021, Hockey Alberta finalized a plan which features measurable Objectives and Key Results to chart our path to 2025.
- As part of this process, Hockey Alberta has committed to measure the player experience and adjust as necessary to continually improve.
  - What are the customers complaining about and what are they telling us they want.
  - Engaging our members to solve these problems

# Participant Satisfaction Survey

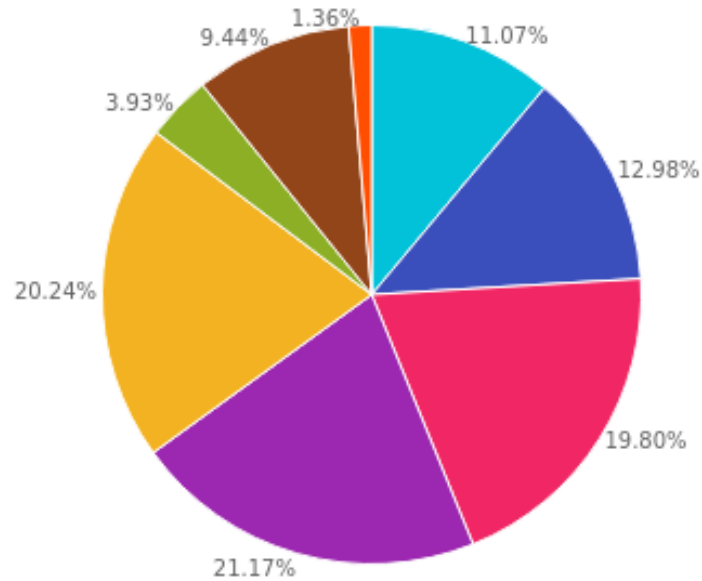
## Distribution

- 3 Separate Surveys
  - Minor Hockey
  - Pond/Recreation
  - Accredited Schools
- 2243 total respondents
- Respondents from 155 different associations

# Participant Satisfaction Survey

Please indicate the age division in which your child participated this season.

Answered: 1833 Skipped: 340



U7

U13

U18

U9

U15

Other (Please specify)

U11

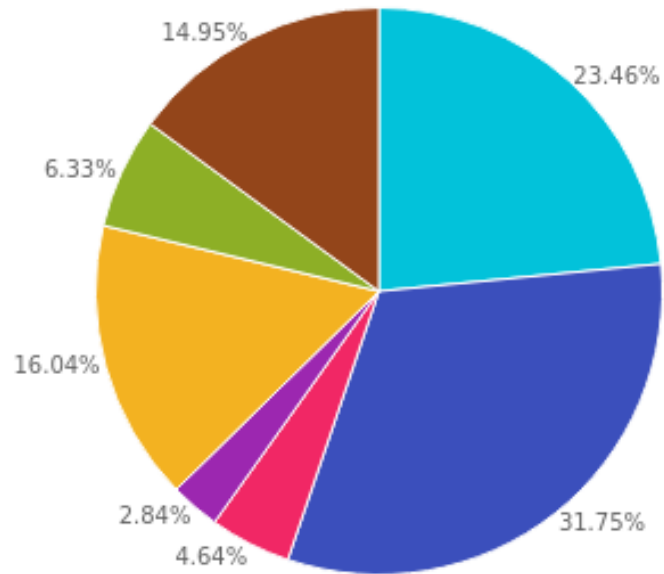
U16



# Participant Satisfaction Survey

Please indicate the competition level in which your child participated this year.

Answered: 1833 Skipped: 340



● Tier 4, 5 or 6 (or lower)

● Tier 1, 2, or 3

● A

● B

● AA

● AAA

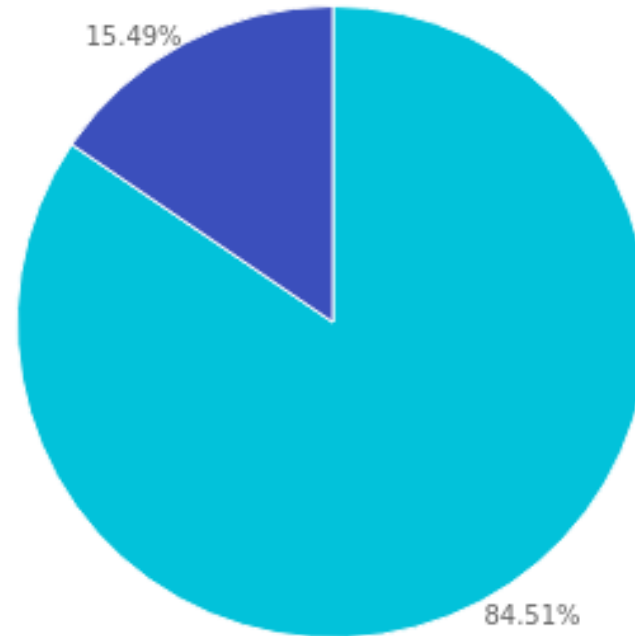
● Other (Please specify)



# Participant Satisfaction Survey

Please indicate if your child is a:

Answered: 1833   Skipped: 340



● Male Hockey Player

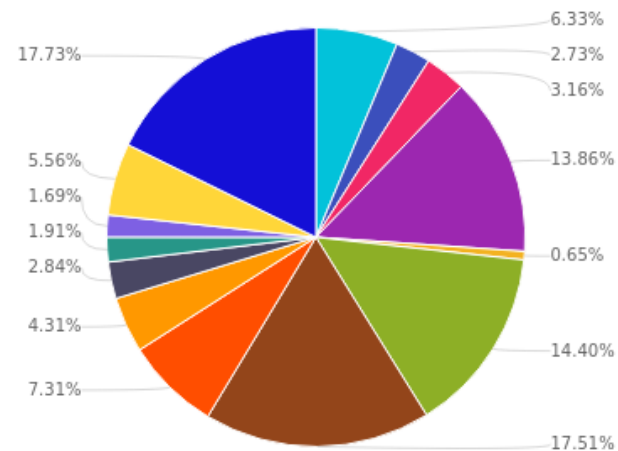
● Female Hockey Player



# Participant Satisfaction Survey

Please indicate the league in which your child played this year.

Answered: 1833 Skipped: 340



- Alberta Elite Hockey League (AEHL)
- Alberta Female Hockey League (AFHL)
- All Peace Hockey League (APHL)
- Central Alberta Hockey League (CAHL)
- East Central Alberta Female Hockey League (ECAFHL)
- Edmonton Federation Hockey League (EFHL)
- Hockey Calgary (HC)
- Northern Alberta Hockey League (NAHL)
- Northern Alberta Interlock League (NAI)
- North East Alberta Hockey League (NEAHL)
- Rocky Mountain Female Hockey League (RMHFL)
- Rural and Edmonton Minor Hockey League (REMHL)
- South Central Alberta Hockey League (SCAHL)
- Other (Please specify)

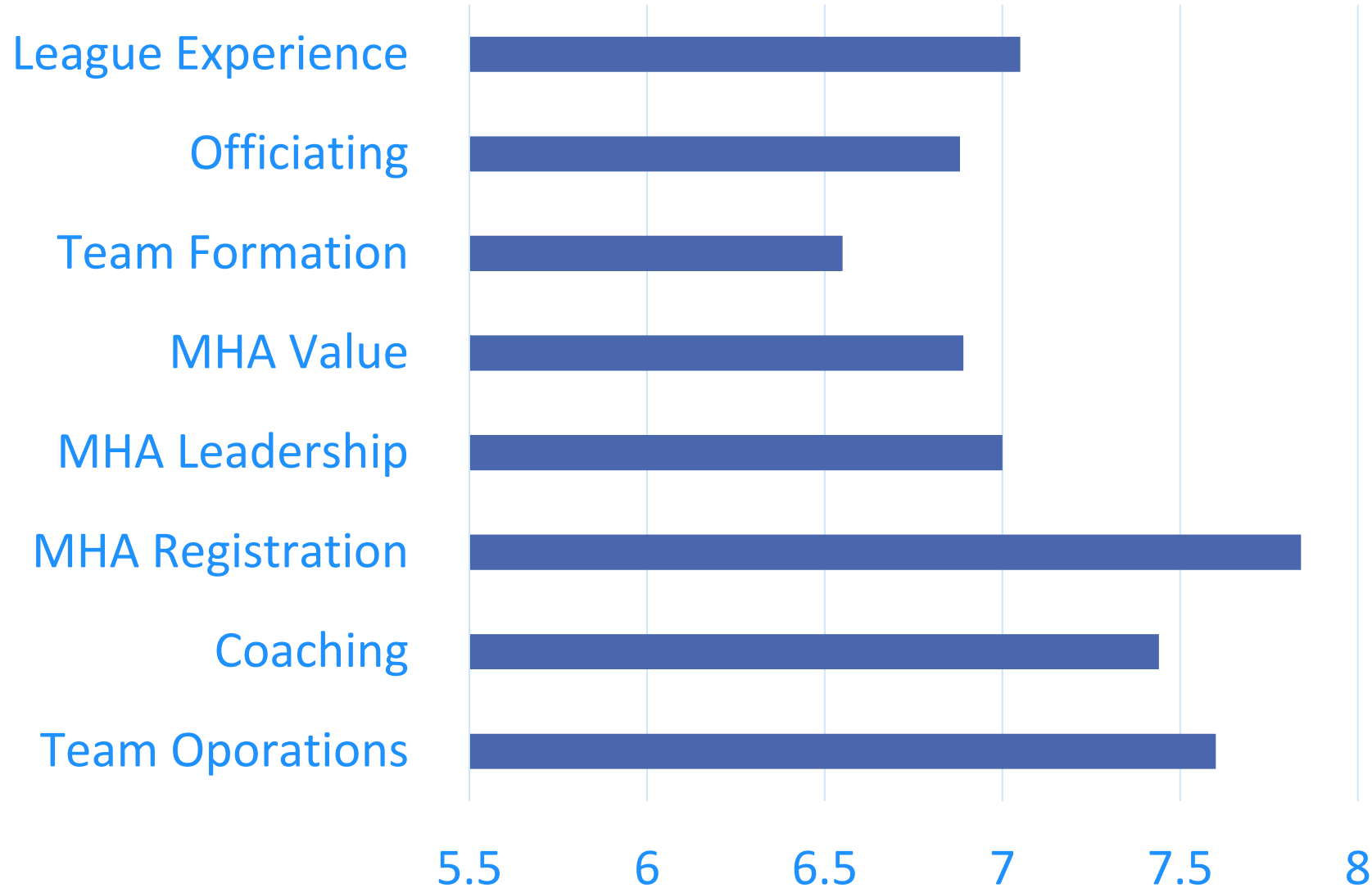


# Participant Satisfaction Survey

## Key Measurables

- Team Operations
- Coaching
  - Development - Practice & Games
- Minor Hockey Association
  - Registration – Value – Leadership & Communication
- Leagues & Competition
  - Travel/Schedule – Competitive Balance
- Officiating
- Player Retention

# Participant Satisfaction Survey



# Participant Satisfaction Survey – Themes

## League Satisfaction (7.05)

- Did a great job in navigating a difficult environment (covid) and kept player safety at the forefront.
- Competitive balance was generally good
- Travel in rural leagues is a concern
  - More weekend breaks & Tournament weekends
- Scheduling notice and changes
  - Some had very positive some very negative
- Clarity on league, MHA and Team decisions

# Participant Satisfaction Survey –Themes

## Officiating (6.88)

- Going through the motions at U9
- Young Officials do not get the support needed
- Lack of Consistency & Accountability
- Ability to keep up to and manage games
- Parents are understanding to the fact that many are young men and women also trying to learn the game.



# Participant Satisfaction Survey –Themes

## Coaching (7.44)

- To much focus on winning
- Did not help players develop
- Lack of experience and support
- Great role model and made sure kids felt important
- “Should never coach kids again”
- Great communication
- Poor communication

# Participant Satisfaction Survey –Expect

## MHA Service & Communication (7.00)

- Team selection and formation was not transparent
- Only communication was for tryouts and fundraising
- “Politics” – conflict of interest within executive
- No volunteer support or training
- Lack of clarity on what fees cover
- Assumptions that everyone knows process/expectations
- Program delivery issues
  - Half ice practices
  - Scheduling
  - Additional development opportunity



# Participant Satisfaction Survey –Expect

Stantec SPRING ARENAS CANA



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# Participant Satisfaction Survey – Excite

## How do we solve these problems?

- Create trust within MHA membership
  - Conflict of Interest
  - Transparency in process and decisions
  
- Support & Training to Volunteers
  - Recruitment & Selection
  - Training
  - Evaluation

# Participant Satisfaction Survey

## Table Questions

1. What is working?
2. What can be improved upon?
3. How can Hockey Alberta help?

15 Minutes on each topic

1 person per table is the recorder



# Participant Satisfaction Survey

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# The Player Experience

## Why Kids Quit

*What are they complaining about?*

## Changing the Game Project

- No Longer Fun
- They don't get playing time
- Afraid to make mistakes
- Feel disrespected
- They have lost ownership of the experience



John O'Sullivan

# The Player Experience

Stantec SPRING ARENAS CANA

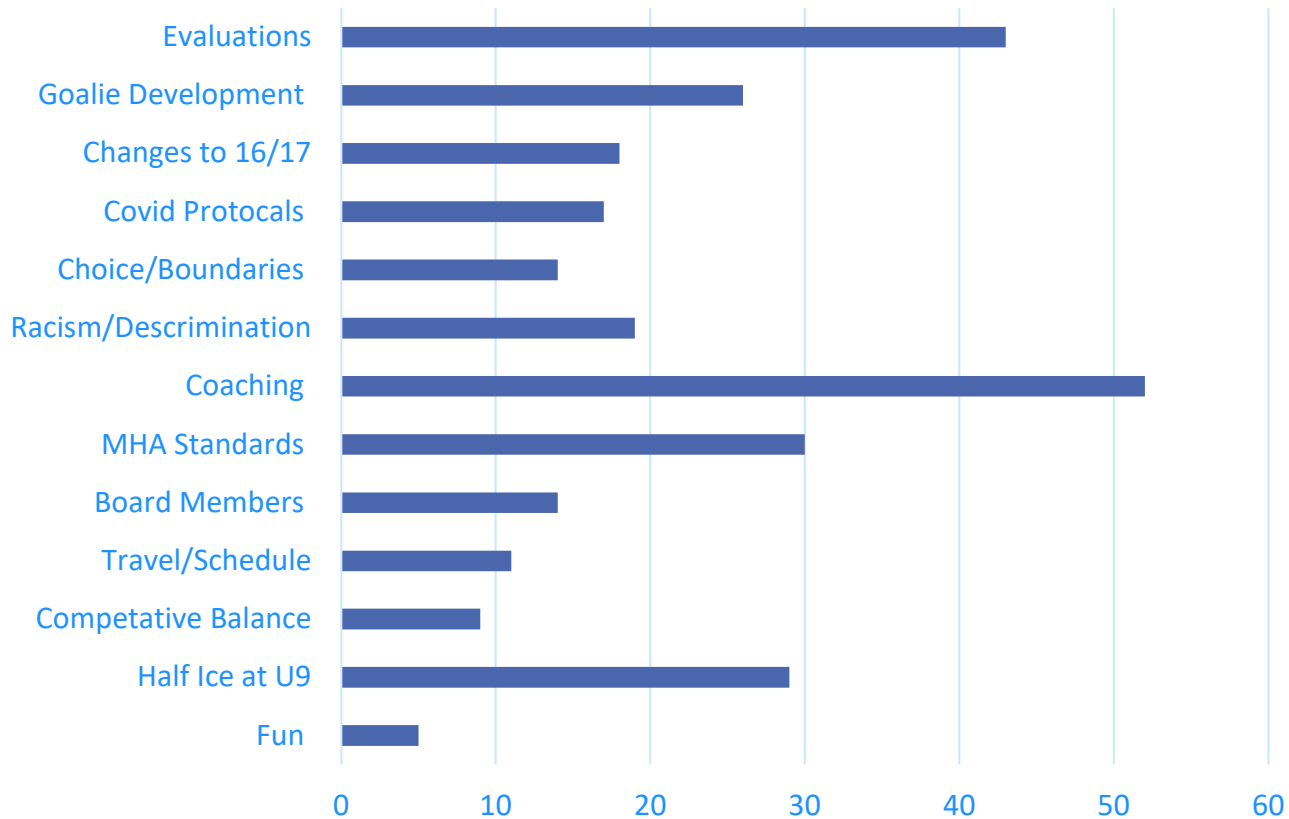


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# The Player Experience

Issue or Topic that will **INCREASE** your **CHILD'S** Satisfaction

Out of 771 responses:



# The Players Experience

How do we solve these problems?

Table Discussion

20 minutes

Put your parent's hat on  
Solutions and Responsibility

