



VISION: HOCKEY FOR LIFE

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



Objective | Nurture 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.

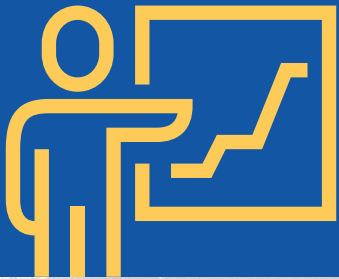
Key Results { Focus on Reduction of On Ice Incidents of Discrimination by 20%
Educate 50,000 parents on being positive hockey parent.



Objective | Increase Player Satisfaction

We will positively impact the year over year retention rate of players by 2% by enhancing the experience provided by our Members and Leagues.

Key Results { Increase the customer (player/parent) satisfaction rate with their experience in Competition by 2%.
Increase the customer (player/parent) satisfaction rate with their MHA by 2%.



Objective | Increase Number of Players

We will create a welcoming environment to introduce and attract more youth 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.

Key Results { Introduce hockey to 10,000 non-registered youth (U18)
Register 2,000 more players with Hockey Alberta programming



Objective | Increase Profit Generation

To help keep fees to participants as low as possible and to re-invest into 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.

Key Results { Generate \$250,000 in sponsorship and advertising
Generate \$125,000 profit in raffles