



BC HOCKEY - STRATEGIC PLAN - 2026 - 2029

OUR MISSION:

Lead, develop and promote positive lifelong hockey experiences.

OUR VALUES:

Fun Integrity Teamwork Excellence

STRATEGIC COMMITMENTS:

ENGAGE with each other, our members and stakeholders, and with the community.

ENRICH our membership, our hockey participants, and our communities.

ENVISION a bright future for our membership and for our game.

STRATEGIC GOALS

Grow and strengthen the game of hockey.

Foster communication, collaboration and teamwork.

Excellence in program quality and delivery.

Advocacy for the future of our game.

PERFORMANCE AREAS

- Increase support for grassroots success, on and off the ice.
- Deliver on the value proposition for BC Hockey and Hockey Canada membership.
- Accelerate support for the growth in Women and Girls' Hockey.
- Address barriers to access, including those related to inclusion and affordability.
- Increase the educational support initiatives for our membership.

- Increase support for and amplification of member achievements.
- High membership satisfaction through transparency and a "service first" approach.
- Leadership among Hockey Canada members in initiatives for our games.
- Secure relationships and partnerships that add value for our members.
- Partner with local leaders on best practises, on and off the ice

- Provide exceptional, stable high-performance pathways, programs and leagues.
- Deliver training and advancement opportunities for officials and coaches
- Increase direct membership initiatives to the benefit of grassroots participants
- Excellence in the collaborative delivery of SafeSport programs and processes.
- Maintain financial stability and robust reserves.

- Use evidence and data to drive positive change in, and better access to, our game.
- Increase involvement with members and stakeholders regarding facilities and infrastructure.
- Enhance collaboration with Hockey Canada on all national efforts to lower barriers for participants.
- Work with partners, stakeholders, and government in efforts to enhance SafeSport initiatives and processes.
- Increase engagement with partners (including Sport BC and viaSport) in efforts to further enrich amateur sport programming in our region.