

PUCK *MOVEMENT*



STRATEGIC PLAN
2026 - 2029

LAND ACKNOWLEDGEMENT

We acknowledge that we are privileged to play our sport on the traditional, ancestral, and unceded territories of the Indigenous peoples of British Columbia and Yukon. We honor the diverse First Nations, Métis, and Inuit communities who have stewarded these territories for generations. We are grateful for the opportunity to live, work, and play on these lands.



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MESSAGE FROM THE BOARD OF DIRECTORS

BC Hockey has been responsible for the stewardship of hockey in BC and Yukon for more than a century. We are a proud member of Hockey Canada, with a mission to Lead, Develop and Promote Positive Lifelong Hockey Experiences, providing oversight and direction for our game from local grassroots play to high performance competition.

Our commitment is to our mission, our values, and common-sense governance. This Strategic Plan is meant to provide guidance for all of us as we act on this commitment.

As our game evolves, BC Hockey also evolves to serve our members, participant families, and communities. We do this with a diverse and committed Board of Directors, dedicated staff leadership, and thousands of exceptional volunteers working together to deliver hockey at its best.

INTRODUCTION

Delivering the game of hockey to tens of thousands of families in BC and Yukon can be both exciting and challenging. The Covid-19 pandemic, for example, presented a serious challenge for all of us in the delivery of our game, but it also provided BC Hockey with an opportunity. The Board of Directors used that time to increase engagement with membership, evaluate ways that BC Hockey could improve, pledge action, and chart a new path forward.

Our 2022 strategic plan was one step along that path, a road map for moving ahead. The central themes (that hockey is a GAME that we PLAY, that we prioritize SERVICE to our Members, and that FUN is our first value) have been foundational in driving our successes over the past four years. By the end of the 2025-26 hockey season, our numbers (of players, coaches, and officials) had not only rebounded to pre-2020 levels, but exceeded them in every category, reaching all-time highs.

Such a surge in participation provides wonderful dividends, but it can also create new challenges. So, we continue to look to our values (and to this refreshed strategic plan) for direction as we commit again to moving our game forward.

We believe that participation in well organized, safe, and fun hockey adds value to the lives of every participant, and helps to make all of us, and our communities, healthier.





WHO IS BC HOCKEY?

Founded in 1919 (as the British Columbia Amateur Hockey Association), BC Hockey is a not-for-profit organization and member of Hockey Canada. Hockey Canada is the recognized governing body for our game, and a member of the International Ice Hockey Federation (IIHF).

We all work together as membership organizations, serving the hockey communities in BC and Yukon. BC Hockey provides oversight, guidance, programs, training and resources for players, coaches, officials and volunteers.

**Today
we are:**



190+
member
organizations



58,000+
players



16,000+
coaches &
instructors



6,000+
referees &
officials

BC Hockey's strength is its members and volunteers. Our Board of Directors is composed entirely of volunteers, elected by our members.

MISSION & VALUES

BC Hockey is guided by our
MISSION and our **VALUES**.

Our **MISSION** sets our direction:

**LEAD, DEVELOP AND
PROMOTE POSITIVE
LIFELONG HOCKEY
EXPERIENCES.**



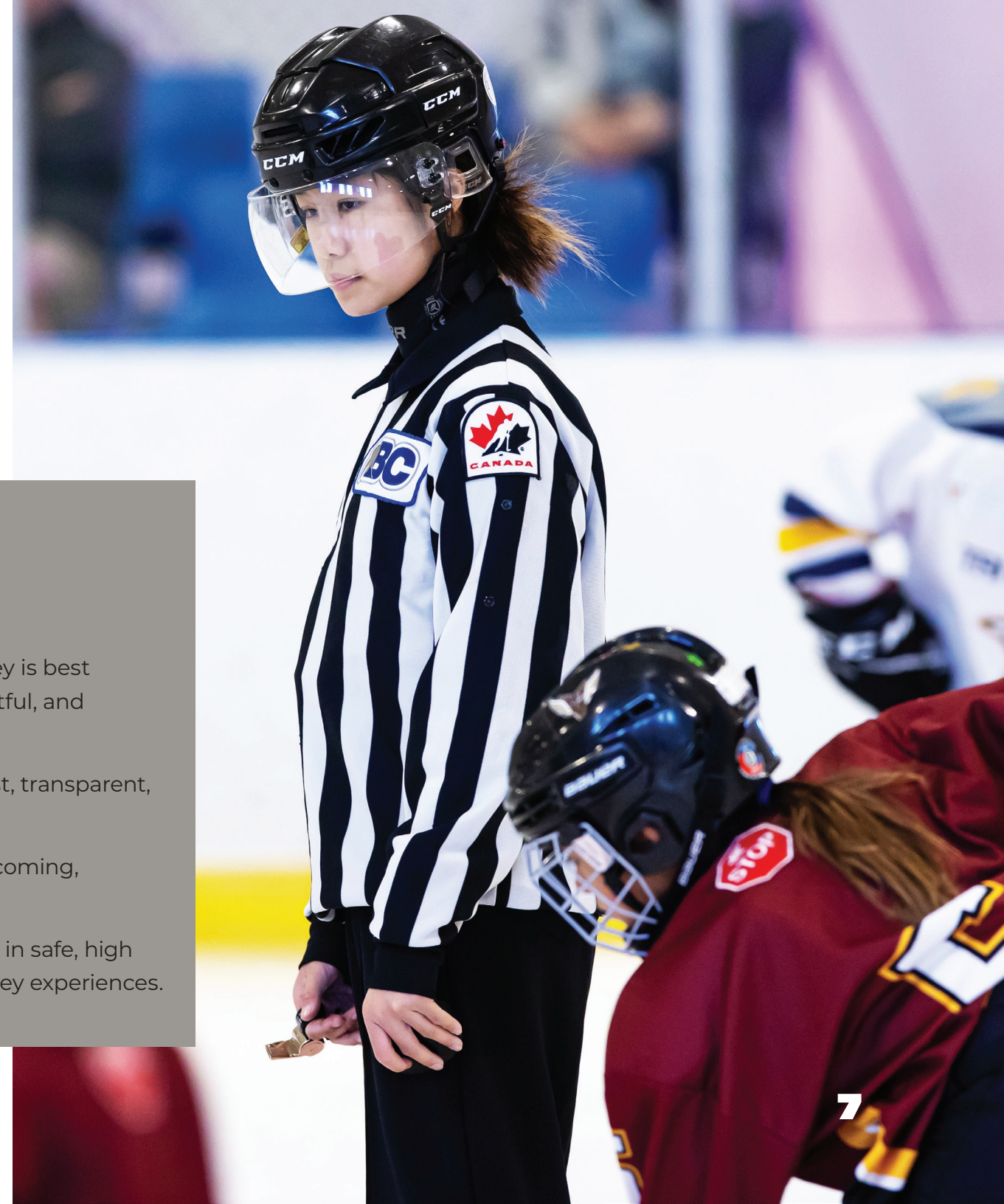
Our **VALUES** guide us:

FUN → We know that hockey is best when it is enjoyable, respectful, and sportsmanlike.

INTEGRITY → We are honest, transparent, and accountable.

TEAMWORK → We are welcoming, collaborative, and inclusive.

EXCELLENCE → We believe in safe, high quality, and innovative hockey experiences.





THE GAME PLAN

*Strategic Commitments
Strategic Goals and
Performance Areas*

OUR STRATEGIC COMMITMENTS

ENGAGE

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

***BUILDING A TEAM
AND BUILDING TRUST***

ENRICH

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

DELIVERING VALUE

ENVISION

ENVISION: A bright future for our membership and for our game.

***PROVIDING VISION
AND LEADERSHIP***

STRATEGIC GOALS AND PERFORMANCE AREAS

Grow and strengthen the game of hockey.

- 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

Foster communication, collaboration and teamwork.

- 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 game.
- Secure relationships and partnerships that add value for our members.
- Partner with local leaders on best practises, on and off the ice.

Excellence in program quality and delivery.

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

Advocacy for the future of our game.

- 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.

THANK YOU

The BCH Board and staff wish to thank all Presidents, Board Members, and staff of our Member Districts, Minor Hockey Associations, Leagues, Accredited Schools and Clubs participating in the formation of these strategies. A debt of gratitude is also owed to all the coaches, officials, athletes and countless volunteers who have inspired the direction of this document.



