



2025 - 2028

STRATEGIC PLAN



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MESSAGE FROM THE PRESIDENT

This is an exciting time for minor hockey in the province and our more than 100,000 participants involved in Ontario minor hockey. We have never been more focused and driven towards our common goals of getting more kids into the game, helping them have a great experience that keeps them coming back year after year and supporting our volunteers to help create that experience. As both the world around us and the game of hockey continue to evolve, the Ontario Minor Hockey Association also needs to look in the mirror and reflect on what's most important to ensure our goals become our reality.

Gone are the days when we could simply expect people to sign up for hockey as one of Canada's national sports. Now parents and children have many options, and we are competing with other sports and activities. Over the past two years, we have embarked on a thorough process to best evaluate what has changed in the hockey landscape and what we need to prioritize to continue to grow our great game. We have heard feedback from all stakeholders including our volunteer Association partners, our parents, players, coaches and other volunteers.

I'm proud to share with the entire minor hockey community at large the result of that effort, with the publishing of our 2025 - 2028 strategic plan which includes four new pillars as our key priorities. Thank you to all our stakeholders for your continued support and let's always remember the reason we all work to bring our great game to kids across the province, because... hockey is fun.



Peter Harmsen
PETER HARMSEN
President



METHODOLOGY

The Ontario Minor Hockey Association (OMHA) strategic planning process began in September 2021, as our previous business plan came up for renewal. Many issues, views, opinions and priorities had shifted in the years leading up to the beginning of the process and the Board of Directors, and all OMHA stakeholders recognized the need to revisit many conventions in the name of growing minor hockey in the province. This new plan is the culmination of a thorough and robust strategic planning process that extended over 18 months. Our overall objective was to understand and assess the needs, perspectives and expectations of our member Associations, volunteers, and most importantly our players and their families. This has involved very thoughtful consideration of all sources of input from conducting research through parent / player surveys, and consultations that engaged stakeholders from around the Ontario minor hockey community at large.



THE PLAN



A lot has changed since the OMHA last updated its strategic plan.

This new plan is meant to convey a comprehensive framework that both reflects our renewed vision, mission and values, while laying out the actionable work that we do every day to address our challenges and seize future opportunities.



OUR VISION

TO BE THE SPORT OF CHOICE FOR ALL ONTARIO FAMILIES

Our vision takes a view over the long term horizon of the sport and defines who we strive to become. Its foundational belief lies in being player-focused, inclusive and having hockey serve as the connective tissue of communities throughout Ontario.



OUR MISSION

**LEAD OUR COMMUNITIES
IN CREATING A FUN,
SAFE AND INCLUSIVE
HOCKEY EXPERIENCE.**

Every day we live in pursuit of our vision, and our mission is the driving principle to get there. It helps bring us closer to the realities of Ontario families and the type of sport or activity where they want to see their children grow as people and have the best possible experience.



OMHATM

Hockey is fun.

VALUES

These are our fundamental beliefs, with a shared focus on what should be most important in anyone's hockey experience. Most importantly we should treat others the same way we want to be treated.



PLAYER FOCUSED

Everything we do is focused on creating the best hockey experience for Ontario's youth.

FUN

What will stay with us for a lifetime are the memories from our playing hockey and the friends we make along the way.

PASSIONATE

What we do every day is born from a love for the game of hockey.

SAFETY

We strive to create a safe environment for everyone involved in hockey both on and off the ice.

ACCOUNTABLE

We take responsibility for our actions and decisions.

RESPECT

For our teammates, opponents, coaches, referees and volunteers.

COMMUNITY

Hockey is woven into the fabric of all communities across Ontario, big and small.

INCLUSIVE

We embrace the things that make us unique, from our differences in culture, identity, ability, skills and perspectives.

STRATEGIC PRIORITIES

Our Strategic Priorities are how we will achieve our vision. They are the actions behind our words.



FINANCIAL HEALTH

ORGANIZATIONAL HEALTH



STRATEGIC PRIORITY #1

DELIVER THE GAME TO ALL

The OMHA believes that hockey is a sport that brings people and communities together, without bias or prejudice. To that end, we have several initiatives to ensure our member Associations are bringing the best version of hockey to all that we can.

KEY INITIATIVES:

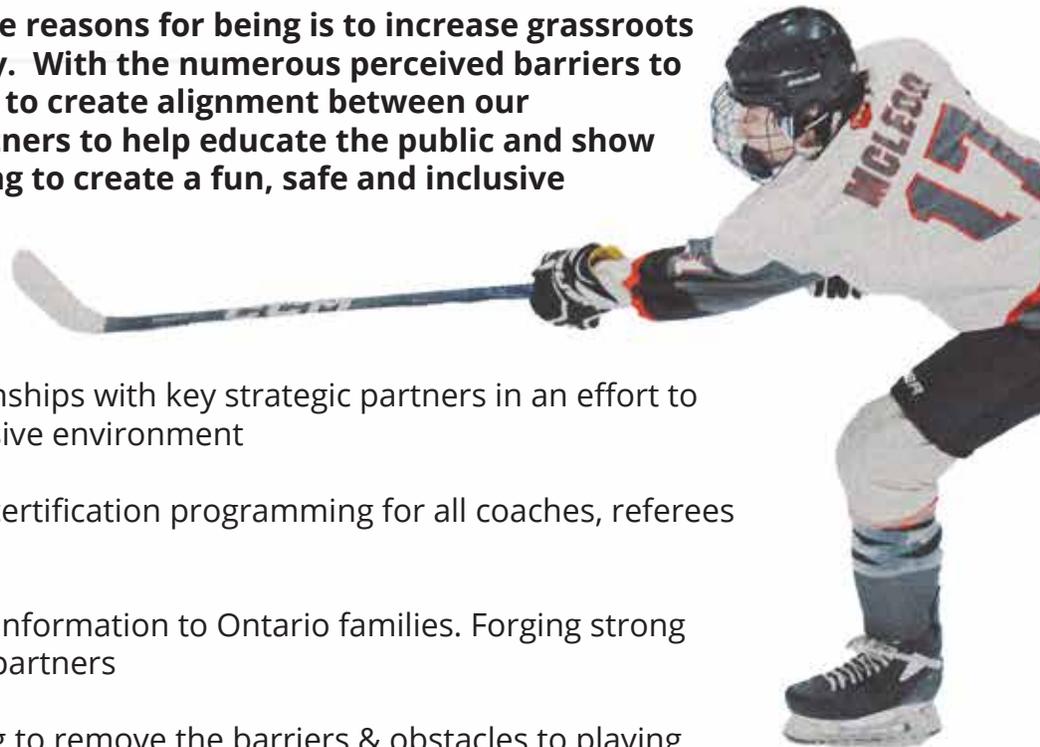
- Delivering the appropriate hockey experience based on age and skill level.
- New player and registration campaigns & FAQ materials.
- Implement seasonal structure and Hockey Canada player pathways
- Deliver sanctioned programming and infrastructure to over 200 Associations in urban and rural communities across the province



STRATEGIC PRIORITY #2

ESTABLISH TRUST & BELONGING WITH ONTARIO FAMILIES

One of the OMHA's core reasons for being is to increase grassroots participation in hockey. With the numerous perceived barriers to participation, we need to create alignment between our programming and partners to help educate the public and show what the OMHA is doing to create a fun, safe and inclusive hockey experience.



KEY INITIATIVES:

- Forging strong relationships with key strategic partners in an effort to create a fun and inclusive environment
- Training, education & certification programming for all coaches, referees & volunteers
- Providing and sharing information to Ontario families. Forging strong relationships with key partners
- Focus on programming to remove the barriers & obstacles to playing minor hockey for Ontario families

STRATEGIC PRIORITY #3

TELL OUR STORIES

As the OMHA continues to build the trust and confidence of Ontario families and more and more kids experience the game, we are committed to sharing the stories and experiences of our players, families and Association volunteers so others can see that hockey should be their first choice when looking for a sport to put their children into.

**KEY INITIATIVES:**

- Content programs showcasing the game and our players experiences
- Creating relevant content and sharing information across our various communication channels
- Celebrating our volunteers who spend their time creating the best hockey experience possible

STRATEGIC PRIORITY #4

CONNECT WITH COMMUNITIES

Our local member Associations are the lifeblood of minor hockey and are the ones who directly influence the experience that kids have playing hockey. We are passionate about supporting our member Association partners and helping them connect to families looking at hockey as their sport of choice.

KEY INITIATIVES:

- Investing in multi-lingual awareness and registration campaigns
- Provide consistent administrative tools and on-going support with player registration
- Webinars for Associations around key consumer initiatives and education
- Mutual sharing of social media content with Associations



STRATEGIC PRIORITY #5

FINANCIAL HEALTH

The OMHA is committed to being transparent in our financial dealings and working diligently to diversify revenue streams to support our strategic initiatives and key programming. We are committed to constantly exploring new sponsorship and partnership opportunities, working with local government to access grant opportunities and the overall financial health of the OMHA.

STRATEGIC PRIORITY #6

ORGANIZATIONAL HEALTH

The game of hockey is constantly evolving, in particular in our environment with multiple age groups, recreational and representative team structures, different geographies and evolving demographics. We are committed to not remaining static. We acknowledge the need to evolve and grow with the game, including that of our staff, administration and governance structure in the name of providing the best experience for players and families.



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