

During the 2023-2024 season, the GGHA board of directors collaborated with the International Institute for Sport Business and Leadership (IISBL) at the University of Guelph to help develop a strategic plan for our members. The data collection was done through individual surveys, a general member survey as well as individual athlete surveys for those on U15+ teams.

21 Individual Interviews

126 Athlete Surveys

154 Member Surveys

GGHA Satisfaction:
82% - Athletes
69% - Broader Members

The analysis revealed that to accomplish its goal of establishing a culture of excellence at all levels of hockey, the GGHA must direct improvement efforts towards **player development, coaching development, organizational administration practices, and value alignment.**

2024 – 2025 Season Focus:

Development

Organizational Practices

1. Establishing Clarity & Direction in Player Development
2. Aligning Current Player Development Model
3. Younger Age Group Development
4. Furthering Support of Coaches

5. Codifying Essential Administrative Documents & Duties
6. Clarifying Communication Processes & Capturing Feedback
7. Acquiring & Retaining Volunteers
8. Enhancing Community Visibility

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