

**Hockey Manitoba
Annual General Meeting
Future Vision of Hockey in Manitoba Workshop
Prepared by Spark Solutions
May 2025**

Overview

Attendees of Hockey Manitoba's Annual General Meeting participated in a workshop on the future vision of hockey in Manitoba. Facilitated by Lara Schroeder, Principal Consultant of Spark Solutions, the group envisioned its hockey culture, how Hockey Manitoba would need to operate to deliver that culture, and the core values that Hockey Manitoba would need to operate with and avoid to deliver this hockey culture.

Responses are presented as written and themed with headings that describe the theme.

What Does Hockey Culture Look Like?

Lara asked the group to imagine it's 2035 and Hockey Manitoba is celebrated nationally for its hockey culture and the positive impact it has on its participants and communities. What would that hockey culture look like?

Inclusive for All

- #1 - Hockey for everyone
- Focus on 98%
- Equal opportunities - all skill level/age/location
- Equitable for all
- Welcome & embrace new people
- Accessible for all/Affordable

Safe, Positive & Respectful Environment

- Respect for and between all participants - players, coaches, refs, parents, admins, volunteers etc
- Positive & safe environment
- Respectful Culture
- Balanced approach to fun & respectful environment alongside competitive play

Transparent Governance

- Inclusive & representational of stakeholders
- Streamlined structure - governance
- Voice - membership
- Structure - model for others to follow

Inclusion of Newcomers

- New Canadians (& anyone else) are welcomed
- Inclusion, newcomers

Working Together

- Working together for best outcome
- Partnership, unity
- Cooperation/Collaboration between regions
- Corporate Engagement
- Citizenship/Community Cornerstone

Range of Program Options, with a No Prioritization

- Embracing same focus on grassroots hockey as AAA
- Embracing multi-sport athletes
- Celebrate all kids playing hockey, not just focussing on AAA
- Attraction based programs
- Hockey for life mentality
- Ability based programming
- Opportunity
- Options for athletes
- Academic Integrity/Pathways
- Grassroots focus

Recruitment & Retention

- Contacted by local hockey association
- Recruitment programs in schools
- Retaining numbers

Consistent in Delivery

- Consistency - across the province
- Consistency in enforcement
- Accountability

How Would Hockey Manitoba Need to Operate to Deliver This Hockey Culture?

Next, the group discussed how Hockey Manitoba would need to operate (governance, operations, systems, partnerships, funding) to deliver this hockey culture?

Strong & Clear Organizational Structure

- Clear roles & responsibilities
- Clarity with:
 - Operations
 - Rules & Regulations
 - Governance
- Hockey MB board removed from operations
- Rules and responsibilities clearly defined
- Organizational structure with a solid foundation

Enhanced Leadership

- Versatility
 - Ability to adapt/change
- Board focus on long term strategy
- Professional skill sets
 - Legal/Finance/Etc
- Hockey MB executive (help them work together)
 - Processes with education & contacts
 - Teamlinkt for all directors
 - Help work together & domeone to reach out to
- Succession planning & training

Open Communication

- Communication for all members (email, social media)
- Transparency through all groups & departments
- Communication between MHAs and Directors
- Emphasis on focus groups that provide an outlet and/or opportunity for all to share and ask for opinions/feedback
- Transparency to create trust

Focus on Participants & Their Development

- Diversify to offer multiple levels of development
- Foster development/growth at grassroots level
- Accountability
 - Boards
 - Coaches
- Coaching education - all season long
- Kid first focus
- Get rid of “ownership” mentality of players
- Rebranding to include everyone

Partnership & Presence in Regions

- Regional Offices
 - HMB support (Join regional meetings)
- Partnership - Regions, programs
 - System that fosters unity
 - 1 branch - winnipeg & hockey manitoba
 - Sport Manitoba, Safe Sport, Hockey Canada
- Development staff dispersed throughout the province

Minimizing Financial Barriers

- Reducing costs
- All inclusive, helping to reduce costs through assisting with corporate sponsors & funding
- Local sponsorship for programs at all levels
- Partnerships
 - Boys/Girls Clubs/School Divisions
 - Funding
- Community/Corporate Partnerships
- Affordable

The group was asked to use a Mentimeter to contribute core values that Hockey Manitoba would need to operate with and avoid to deliver this hockey culture.

What core values would Hockey Manitoba need to operate with to deliver this hockey culture?



The included values are themed here:

Ethical Foundation

- Consistency - 4
- Accountability - 3
- Integrity
- Honesty
- High moral standard

Welcoming & Accepting Environment

- Inclusive - 10
- Safe - 4
- Welcoming
- Diverse
- Tolerance
- Open mindedness - 2
- Not just for elite

Collaborative Approach

- Partnership - 2
- Community
- Support

Transparency

- Transparency - 8
- Trust

Concern

- Attitude
- Authenticity
- Caring
- Patience
- Respect

- Lack of support
- Maltreatment
- Competition mentality
- Winning first

Poor Leadership & Governance

- Failure to communicate - 2
- Authorative
- Top down
- Self serving
- Selfishness
- Lack of transparency
- Leniency

General Negative Concepts

- Past experience
- Specialization
- Openness

- Reactiveness

Resistance to Change & Stagnation

- Tradition - 2
- Status quo
- Not wanting to change
- Resist change
- The way we always do it
- Sitting idol
- No turn over in board
- Complacency

Negative & Closed-Minded Attitudes

- Closed minded - 3
- Narrow mindedness
- Stubbornness
- Judgment
- Mistrust

Hockey Manitoba's Belief Statements

The group was asked to weigh in on Hockey Manitoba's current belief statements and what still resonated with them and what needs attention and should be reworked or dropped.

| BELIEF STATEMENT | RESONATES | NEEDS ATTENTION |
|---|-----------|-----------------|
| A positive hockey experience for all participants, in a safe, sportsmanlike environment. | 10 | 4 |
| The development of life skills which will benefit participants throughout their lives. | 12 | 1 |
| The values of fair play and sportsmanship, including the development of respect for all people by all participants. | 9 | 4 |
| Hockey opportunities for all people regardless of age, gender, color, race, ethnic origin, region or socio-economic status. | 14 | 0 |
| The importance for participants to develop dignity and self-esteem. | 12 | 3 |
| Instill the values of honesty and integrity in participants at all times. | 12 | 3 |
| The promotion of teamwork, and the belief that what groups and society can achieve as a whole is greater than that which can be | 9 | 5 |

achieved by individuals.

| | | |
|---|----|---|
| The Province of Manitoba, its tradition in the game of hockey, and the proud and successful representation of this tradition around Canada. | 3 | 9 |
| The value of hard work, determination, the pursuit of excellence and success in all activities. | 10 | 4 |
| The benefits of personal and physical well-being. | 6 | 8 |