



## President's Report 2024 - Christie Cameron

Reflecting on the past year, it's evident that the 2023-2024 season has been remarkably rewarding. Our teams have showcased exceptional talent and dedication, and the unwavering support from our parents has been nothing short of extraordinary. Our pride in our collective accomplishments is immense, as athletes, parents, coaches, volunteers and board members. Despite the challenges we've faced, the season has concluded in undeniable success.

Throughout my time with the AMHA, both as a parent and a board member, I've witnessed and been part of numerous transformative Initiatives. These include alterations in our operational structure, staffing adjustments, league modifications, and shifts within our provincial and national sport organization. My experiences have solidified my belief that for change to be beneficial and forward-moving, it must be approached with intentionality and thoughtfulness. We have created and are executing our long term strategic plan to support our mission *"..to provide fair opportunity for positive experiences through a safe and fun environment, with strong, progressive and quality programs for all members of the hockey community."*

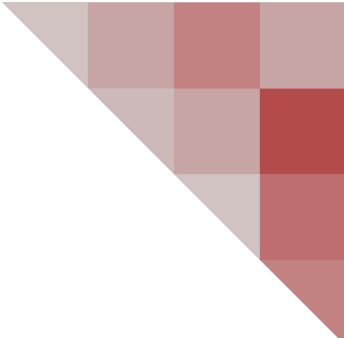
To strengthen our programs, we enhanced our goalie support. By establishing a dedicated committee and introducing professional development and evaluations, we've catered to a growing interest in this pivotal role, leading to an increase in both participation and development. And we are committed to continue to support this unique and critical position.

Financially, we shifted from outsourcing to managing our finances in-house, resulting in significant savings for our members and more transparent fiscal oversight. We have streamlined our accounts receivable and payables. We were able to understand and control our expenses.

Our female hockey program has seen remarkable growth, with a 59% increase in female athletes over the last three years. This expansion not only underscores the rising interest and engagement in female hockey but also aligns with our commitment to providing inclusive and progressive opportunities for all players.

We have made significant strides to strengthen our programs by creating alignment. We are fortunate to be able to offer quite diverse programs, and value each one greatly. We have done our best to add balance between our diverse streams. Alignment, from our look to our coaching vernacular, will only add to the quality of our programs.

To aid in creating fair opportunity, we made strides by documenting and making accessible all 64 of our policies and procedures online. This effort was recognized and applauded by external parties, demonstrating our dedication to creating a safe, respectful, and inclusive environment across the association. These policies govern the boards' actions, removing the 'personal', and holding everyone accountable.



As we navigated through the season, applying our policies across our 1,605 registrants demanded courage and led to some tough, yet necessary decisions by the executive committee. The policies are simple in principle - register on time, pay your fees, and be respectful. Enforcing these principles protected your child from being displaced or pushed to a waitlist when you did everything right. It protected your fees from increasing, to cover for those who didn't pay. And we are holding each other accountable for our actions, as we are seeing an increase in reporting and dealing of incidents.

Despite the challenges, our focus on these strategic areas of improvement paid off on the ice, with our teams achieving outstanding successes, including winning 13 banners, record numbers in playoffs, success at tournaments and league play - all a testament to the hard work and talent of our players and coaches.

In summary, the 2023-2024 season was both challenging and extraordinarily fulfilling. Our concerted efforts across various fronts have not only enhanced our operations and programming but, most importantly, have positively impacted the lives of 1,435 young rostered athletes across 82 teams. This achievement speaks volumes about our association's commitment to fostering a supportive, dynamic, and inclusive hockey community for Airdrie's youth.