

AMHA Summary: Review & Path Forward

Purpose

This review outlines a plan to help AMHA stay strong and sustainable in the future. It follows the key principles of Hockey Eastern Ontario, including financial stability, accessibility, player well-being, and strong leadership. The goal is long-term stability for community hockey.

Current Realities

- Low registration numbers make it difficult to form teams
 - A small group of volunteers is carrying most of the workload, increasing burnout risk
 - Teams with too few players cost more and are harder to manage
 - The emergency fund can help short-term, but is not a long-term solution
 - Player development and recruitment efforts are not consistent
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Key Risks

- Financial instability due to small team sizes
 - Disruptions from unexpected events (e.g., Covid, facility issues)
 - Volunteer burnout and gaps in leadership
 - Decrease in player satisfaction and retention
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Core Recommendations

1. Financial Sustainability

- Set minimum team sizes (10–12 players)
- Establish guidelines for individual team budgets (e.g. team fees)
- Book tournaments at the association level
- Maintain a minimum reserve fund

2. Governance & Volunteer Support

- Restructure the board with clear leadership roles
- Create committees to share responsibilities
- Clearly define all roles in writing
- Set term limits for executive positions
- Recognize and support volunteers

3. Program Structure

- Consider a two-year trial focused on house league
- Focus on increasing registration and retention, improving leadership, and creating a positive environment

4. Recruitment & Accessibility

- Recruit players year-round (schools, events, Try Hockey, open houses)
 - Focus on younger age groups (U7/U9)
 - Offer payment plans with clear deadlines
 - Increase sponsorship and create a family support fund
 - Offer incentives for early registration, families, and new players
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Regional Collaboration

- Discussions with nearby associations have taken place
 - No partnerships are planned at this time
 - AMHA will focus on being self-sustaining
 - Regional options will be reviewed each year
 - Encourage District 2 to continue reviewing regional boundaries and exploring additional strategies to maintain or increase optimal player numbers.
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Phased Sustainability Plan

Years 1–2:

- Stabilize operations
- Support volunteers
- Improve recruitment
- Enforce minimum team sizes

Year 3:

- Review progress and decide on a long-term structure
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Core Priorities

1. Recruitment and sponsorship
 2. Cost control
 3. Strong leadership structure
 4. Positive culture and communication
 5. Volunteer sustainability
 6. Maximize positive player experience
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Conclusion

The recommendations put forward for consideration prioritize intentional growth and sustainably for the AMHA, focused on a well-managed structure that supports the membership.