

Antigonish Minor Hockey Association

Strategic Plan 2009 – 2012

MISSION:

Working collaboratively to enrich the recreational and competitive experience of members through good sportsmanship, fair play and expanded program development.

VISION:

A stable, sustainable association that provides quality services to its members.

VALUES:

- T** - Transparency / Accountability
- R** - Respect
- U** - Unbiased / Excellence
- S** - Sustainable
- T** - Team Orientated / Collaboration

STRATEGIC OBJECTIVES:

Program Development –

- Strategic partnership (St. F.X Athletics, Hockey Nova Scotia, NS Sport & Recreation, etc.)
- Development Weekend
- Sponsorships

Promotion –

- Fitness and Recreation goals
- The game and its social economic benefits
- Teams, Coaches, Recreational hockey
- Sportsmanship and fair play

Communication –

- Strategies to engage local media
- Website development
- Bulletins
- Member email listings

Education –

- New Bylaw development
- Policies and procedures
- Risk Management
- Board Development

Fund Raising –

- 50/50 Club Development
- Major prize
- Swap Shop
- Corporate Development

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