



FIELD HOCKEY CANADA



GROWTH AND PARTICIPATION STRATEGY

2026 - 2030

>>>>> EXECUTIVE SUMMARY

Field Hockey Canada is transforming and expanding access to field hockey across Canada. This strategy builds on the success of the Stick Together and She Can initiatives, to accelerate growth of the game and access to participants. It introduces new, flexible game formats to reduce traditional barriers such as facility dependence, cost, geography, and exclusivity.

This strategy proposes a bold growth plan for 2026–2030 that leverages alternate game formats (Indoor Hockey, Hockey 5's, Beach Hockey, Walking Hockey, Masters, Hockey ID), grassroots community engagement, strong inclusion and equity programming, and robust club & community support.

The objective is to expand participation in the sport. It is achieved through building and bridging sustainable community-based hockey ecosystems, and create multiple pathways, programs and events which are accessible for first-time players through to competitive club, masters and even performance development athletes. Through this, FHC seeks not only to grow the number of players and clubs, but to make field hockey more representative, more accessible, and more resilient — better reflecting Canada's diversity and geography.



>>>>> **VISION**

A Canada where anyone, anywhere, can access and enjoy field hockey — for recreation, competition, community, and lifelong health.

>>>>> **MISSION**

To build bridges across existing community networks and into new community networks toward the creation of an inclusive, accessible, and sustainable field hockey ecosystem.

Field Hockey Canada will break down barriers, offering flexible game formats, supporting community-led programming, and embedding equity, diversity, and inclusion (EDI) at the core of all initiatives.



>>>>> VALUES

1

Inclusivity & Equity

Prioritizing underserved, underrepresented populations (Indigenous, newcomers, racialized communities, persons with disabilities, low-income, seniors, 2SLGBTQIA+, etc.) through targeted programs.

2

Accessibility & Flexibility

Reducing dependence on specialized turf fields; enabling play in gyms, community halls, beach areas, outdoor rinks or open spaces.

3

Lifelong Engagement

Providing pathways for all ages and life stages — youth, adult, masters, adaptive, social recreation.

4

Community-led & Local Ownership

Empowering clubs, schools, community groups and volunteers to deliver programming, supported by FHC training, and resources.

5

Transparency, Inclusion & Safe Sport

Upholding EDI, governance, and safe-sport standards across all levels.

>>>>> STRATEGIC PILLARS & PROGRAM STREAMS

PILLAR	KEY PROGRAM STREAMS
GRASSROOTS & INCLUSIVE ENTRY	• Stick Together – community-led clubs, school partnerships, outreach targeting underserved communities. • School-based clinics & sessions using minimal equipment. • Free / low-cost introductory sessions, borrow equipment model, accessible registration
ALTERNATIVE GAME FORMATS (FLEXIBLE HOCKEY)	• Indoor Hockey – gym / hall based; year-round, weather-independent. • Hockey 5's – small-sided outdoor rink/field format; suitable for small communities and seasonal play. • Beach Hockey / 3v3 formats – using beaches or volleyball courts – leveraging Canada's coastlines & summer season. • Walking Hockey – low-impact version for seniors and those seeking recreational activity. • Masters Hockey – organized age-group play and “veteran” competition / recreation. • Adaptive / Inclusive Hockey (Hockey ID) – for persons with intellectual or physical disabilities, aligned with inclusive sport frameworks.
CLUB & COMMUNITY CAPACITY BUILDING	• Funding and support for clubs to run flexible formats & inclusive programs (e.g. Stick Together grants). • Coach and volunteer training & education – to build local coaching/leadership capacity. • Club-support toolkit / “Flexible Hockey Club Guide” – best practice for inclusion, safe sport, EDI, flexible-format delivery.

PILLAR

KEY PROGRAM STREAMS

PATHWAY INTEGRATION & TALENT DEVELOPMENT

Clear pathways from grassroots → club → regional competition → national teams (including adapted and alternative formats). Multiple entry, exit and re-entry points.

- Transparent, merit-based selection and leadership pipelines (moving away from informal gatekeeping).
- Talent identification across formats (traditional, beach, indoor, adaptive) to broaden national talent pool.

INCLUSION, DIVERSITY & EQUITY OUTREACH

- Continued focus on underserved communities via Stick Together and targeted funding.
- Program outreach to newcomers, Indigenous, racialized, low-income, persons with disabilities, seniors.
- Promotion of gender inclusion, women's leadership, female participation via She Can stories and campaigns.

LIFELONG & RECREATIONAL ENGAGEMENT

- Social / recreational leagues (Masters, Walking, Beach, Indoor recreational)
- Family / multi-generational hockey opportunities
- Volunteer and community-based engagement (coaches, officials, club management)



>>>>> **STRATEGIC GOALS & TARGETS**

2026 - 2030

1



INCREASE PARTICIPATION NATIONWIDE

- Grow youth (ages 7–16) participation in clubs or community-based hockey by 25% by 2030.
- Achieve registration growth especially in underserved and underrepresented groups (target equity-deserving populations).

2



WIDEN GEOGRAPHIC & DEMOGRAPHIC REACH

- Establish active hockey programs (clubs, community projects, flexible formats) in all provinces and territories.
- Through work with provincial members, support existing and new clubs or community organizations to adopt “Flexible Hockey Formats” by 2029.

3



EXPAND ADULT, MASTERS, & RECREATIONAL ENGAGEMENT

- Grow adult, masters, and walking-hockey participation by 25 % across Canada by 2028.
- Develop a national masters & recreational league / festival structure.

>>>>> **STRATEGIC GOALS & TARGETS**

2026 - 2030

4



IMPLEMENT INCLUSIVE/ADAPTIVE HOCKEY PROGRAMS

- Launch national-level Hockey ID (adaptive) programming, with at programs in every member province by 2028.
- Provide access and participation for persons with disabilities, seniors, and other underrepresented groups.

5



BUILD CLUB & COMMUNITY CAPACITY

- Deliver a “Flexible Hockey Club Guide & Toolkit” by September 2026.
- Provide coaching and volunteer training every year (minimum 100 coaches/volunteers trained/year across country).
- Support facility development for all game formats in every member province

6



PATHWAY DEVELOPMENT & LONG-TERM SUSTAINABILITY

- Integrate alternative formats into talent pathways, ensuring clear routes from grassroots to club to national-level competition.
- Increase retention rates (youth→adult; junior→senior) through flexible formats and community engagement.

>>>>> IMPLEMENTATION PLAN & TIMELINE

PHASE	KEY ACTIONS
2025 – PLANNING & PILOT LAUNCH	• Form a “National Participation & Access Task Force” including Board, staff, athlete reps, community stakeholders. • Finalize and approve Participation Strategy at Board level as part of new Strategic Plan. • Develop and publish the “Flexible Hockey Club Guide & Toolkit.” • Launch projects in selected provinces for Beach and Hockey 5's.
2026 – PROGRAM ROLLOUT & CAPACITY BUILDING	• Expand pilot projects, recruit clubs, community orgs, schools. • Provide coach / volunteer training and support. • Begin national “Flexible Hockey” marketing campaign (social media, community outreach). • Launch adaptive and inclusive “Hockey ID” pilot.
2027 - GROWTH & MONITORING	• Evaluate pilot projects; collect data on participation, retention, demographic reach; refine programs accordingly. • Expand grassroots outreach and school-based “Try Hockey” clinics. • Expand adult / masters / recreational leagues. • Continue coach training and club support.

PHASE

KEY ACTIONS

2028 – EXPANSION & CONSOLIDATION

- Scale successful pilot formats across more regions and clubs.
- Host national “Flexible Hockey Festival” (Beach, Beach-Hockey, Hockey 5’s, Indoor).
- Evaluate and expand adaptive program coverage.
- Review and refine club accreditation and governance practices.

2029 – PATHWAY INTEGRATION & LONG-TERM SUSTAINABILITY

- Embed alternate formats into official club and provincial league structures.
- Develop talent-identification across formats; integrate with national pathways.
- Strengthen volunteer, official, and coach pipelines nationwide.
- Ensure sustainable funding, partnerships, sponsorship models, and community support.

2030 – REVIEW & STRATEGIC RENEWAL

- Conduct full review of Participation Strategy outcomes vs targets.
- Publish report to membership, stakeholders, and community.
- Update next five-year strategy based on learnings.



>>>>> KEY PERFORMANCE INDICATORS (KPIs) & METRICS

KPI	Measurement / Target
Number of registered youth players (7–16)	25% increase from 2025 baseline by 2030
Number of clubs / community orgs offering flexible formats	≥ clubs using flexible formats by 2029
Geographic reach (provinces / territories with active programs)	Hockey programs active in all provinces + ≥ 3 territories by 2028
Adult / Masters / Recreational participation numbers	25% growth in adult/masters participation by 2028
Number of adaptive / inclusive (Hockey ID) programs	≥ 10 pilot/adaptive programs by 2028
Coach / volunteer training participations per year	≥ 100 trained per year starting 2026
Retention rate (youth → teen/adult; junior → senior)	Annual retention ≥ 70%
Diversity of membership (by demographic categories)	Year-on-year increase; aim for membership reflecting national demographics by 2030
Club accreditation & governance compliance	100% of participating clubs adopt Flexible Hockey Club Guide by 2029
Public awareness & engagement (social media, website visits)	Yearly growth in engagement metrics by 10%

>>>>> **RISK ASSESSMENT & MITIGATION**

>>>>> **RISKS**

- Resistance from traditional, 11 a-side advocates or existing larger clubs to embrace new formats.
- Insufficient funding or sponsorship to sustain outreach and community grants.
- Volunteer and coach shortages or burnout.
- Difficulty engaging remote or underserved communities due to logistics or infrastructure.
- Low retention if initial participation does not convert into sustained club involvement.

>>>>> **MITIGATION STRATEGIES**

- Offer incentives and support to traditional clubs (training, resources) to adopt flexible formats.
- Secure multi-year funding commitments via government grants, partnerships, sponsorships, and fundraising.
- Build a robust volunteer base by promoting inclusivity and community ownership; provide training and recognition.
- Work with local community organizations, Indigenous leadership, newcomer services to design culturally appropriate, accessible programs.
- Use data-driven evaluation and continuous improvement; provide follow-up, engagement, and see-through transition from introductory to club play.

>>>>> CONCLUSION

Field Hockey Canada stands at a pivotal moment: with modernized governance, commitment to inclusion, and strong national vision, there is an unprecedented opportunity to transform field hockey into a truly accessible, Canadian-wide sport.

By implementing this Participation Strategy 2026–2030, FHC can significantly grow the sport, broaden its reach, and build a sustainable, community-rooted foundation for the future — ensuring that field hockey thrives not only at the elite level, but as a sport for everyone.

We invite the Board, our clubs, community partners, provincial associations, sponsors, and all stakeholders to join in this vision. Together — we Stick Together and Grow

