



2024 MEDIA RELEASE #1

WELCOME TO THE AIHL IN 2024

On behalf of my fellow Board of Directors and Team Governors, I am pleased to announce the 2024 Australian Ice Hockey League Season, which is set to commence in April and will be the most exciting and impactful yet.

As we enter our 24th season, the key objective of the AIHL Board is to increase the Domestic and Global 'reach and audience', especially in the Asia Pacific region, where the AIHL is proudly now the largest League by teams, players, audience and revenues.

Season Summary

2024 will be the most extensive and comprehensive year since the inception of the AIHL in 2000. Key statistics include:

- 150 regular season games [Each team plays 15 home and 15 away games].
- Up to 200 featured Australian Players, the highest ever.
- Over 50 Imports from Canada, the USA, Europe and Asia-Pacific.
- All games live streamed to AIHL.TV
- Over 150 Volunteers and Team Staff in 8 stadiums in 6 states and territories.

* Australian citizens or permanent resident

AIHL Officials

Over the past 2 years, the AIHL has been working with the IHA to build our national pool of game officials. The League remains committed to the 4 person official system for all AIHL games, and the League now have over 60 certified officials nationwide.

AIHL Merchandise

The AIHL will launch a range of AIHL Merchandise to compliment the teams and AIHL.TV. The shop will be online during the start of the season.

Players Association

In late 2022, we officially launched the AIHLPA [Players Association] under the stewardship and guidance of Robert [Bert] Molloy. Representatives from each team support Bert, and will be announced in a separate release in the next few weeks. In 2024, we will continue to work with Bert to integrate the AIHLPA into all forums and meetings with governors and the AIHL's workings.

AIHL Futures

We are also committed to the grassroots development of the sport [closely aligned to Ice Hockey Australia]. This year, we intend to enhance the AIHL Futures program to leverage new and potential hockey players who attend our games, and we can effectively refer them to clubs and academies around the country.

AIHL Finals

The O'Brien Icehouse in Melbourne will again host the AIHL Finals Series over a three-day festival (August 23-25, 2024). The finals will include the top six teams from across the two conferences.

Series Tickets will go on sale from May 1, including bundled accommodation packages.



Imports

The AIHL Teams can contract to their roster:

- Up to 6 players from North America and Europe
- Up to 2 players from the Asia-Pacific

And fans can expect to see;

- Up to 4 players from North America and Europe and 1 from Asia-Pacific are on the ice for each team at every game.

After being approached by the IIHF and with the support of Ice Hockey Australia, the AIHL has agreed for each team to sign a single Ukrainian player, who will be treated as a local player. This initiative is only for players who are in the Ukraine and have played in the Ukrainian league.

This is a progressive move by the AIHL, and it puts us in elite company as a participating league and offers the players respite from the ongoing conflict.

AIHL.TV

In 2024, AIHL.TV will be back stronger than ever;

- 10 teams playing across two conferences.
- Access to all 130 pre-recorded 2023 games.
- Live streaming of all 150 games.
- Inclusion of all the AIHL Final Series games.
- Annual, Monthly and Games packages are available.
- A new IOS app for AIHL.TV to make games even more accessible.

Subscriptions will be open on March 1. A separate announcement will be made detailing the AIHL.TV offer, closer to that time.

Season Launch

Profiling the importance of the 2024 season, the AIHL will officially launch the AIHL Season at Bondi Icebergs in Sydney on Wednesday, March 20. Media, government officials, sponsors, corporations, and our teams will be in attendance. Most excitingly, 8 lucky fans will also be invited to enjoy the event.

Just subscribe to AIHL.TV by March 10, and we will draw the 4 double tickets to come and join us.

Conclusion

As you can tell, we are very proud of the AIHL and its accomplishments over the past few years. Still, we have many challenges ahead as we actively compete for talent and eyeballs against many other winter sports here in Australia. We look forward to breaking more records in 2024 and beyond.

Any feedback or questions can be sent to contact@theaihl.com at any time.

Peter Jon Hartshorne
AIHL Chairman

On behalf of the Board of Directors and Team
Governors.