

Matt Fox
U8 Assistant Coach

I am Matt Fox, a project manager by profession, father of four, and owner and president of the Amherstburg Admirals Jr. C hockey team. I transitioned into coaching to contribute to the sport after concluding my playing career. My family and a steadfast work ethic drive my motivation both personally and professionally.

I played minor hockey with AMHA and Sun County, won an OFSAA championship with General Amherst High School, and competed in Jr. C with the Belle River Canadians for one season, followed by two seasons with Port Colborne Jr. B.

My qualifications are as follows:

D1 Coach certification

Former Amherstburg Admirals Jr. C Assistant Coach

Former Port Colborne Jr. B Assistant Coach

Former Jr. B Scout

Director of The Extra Mile Hockey Academy (TEMHA)

Coaching achievements:

Head Coach, Midget Major A: OMHA and OHF Championship, Silver Stick Championship

Assistant Coach, Jr. B

I specialize in skill development, tactical offense, power play execution, and faceoff strategies.

My diverse playing experience—from Novice Selects to Jr. B, spanning top-line to fourth-line roles—equipped me with a comprehensive understanding of game situations. Transitioning directly into coaching enhanced my ability to relate to and guide players effectively. My commitment to player success is evidenced by my tenure coaching AMHA Midget Majors, where approximately 40% of the team—around seven players per season—advanced to Jr. B and Jr. C from 'A' level hockey over a 3 season period. I am an offensive-minded coach who emphasizes passion, positivity, and a fast-paced, structured game. I encourage creativity, playmaking, and skill expansion to maximize player potential.

As a dedicated and thorough coach, I prioritize player development, enjoyable gameplay, and competitive success. My investment in both team objectives and individual aspirations sets me apart. My approach balances development, enjoyment, and achievement, fostering a fun, engaging environment that drives personal and team success through proper skill progression. I promote an open, interactive atmosphere where players are encouraged to ask questions, stay engaged, and enjoy the process.

Integrity, hard work, dedication, resilience, and honesty form the foundation of my coaching philosophy.