

My name is Melissa Coish, and I am thrilled to have been nominated for the position of Director with the Newfoundland and Labrador Soccer Association (NLSA). As a member of the Board since November 2024, I am seeking election for a full-term with the goal of applying my skills and experience to ensure we achieve the goals set out in our Strategic Plan. I am passionate about growing and developing soccer for all players with a focus on ensuring we provide equitable access. Specifically, equitable access for woman and girls as well as enhanced rural and remote programming.

My most important job is as a wife and mom to our 8-year-old and 12-year-old daughters. Both are multi-sport athletes and play soccer year-round with the St. John's Soccer Club. We have had the privilege of experiencing firsthand, the power of sport. Soccer has given our kids their best friends, taught them the importance of hard work and discipline, the joy of winning, the lessons from losing and has given us a sense belonging in the soccer community. As a mom and a leader, I want to ensure that soccer is accessible to all and that all players can reach their potential.

Professionally, I have been a member of senior leadership teams at the Provincial and Federal level in the healthcare system for the last two decades, am a Certified Health Executive and have expertise in strategic planning and governance. I currently sit on the Board of Directors for the YMCA of NL, am Chairperson of the Provincial Mental Health and Addictions Advisory Council and have been involved in sport as an athlete, volunteer and now as a parent. Finally, as a woman who grew up in Labrador and who now resides in the metro region, I feel confident that I would be an asset to the NLSA Board.

Throughout my career, I have held progressive leadership roles in the Provincial Health system, most recently, as the Senior Director responsible for Primary Health Care and Community Services in the Eastern Urban zone of Newfoundland and Labrador Health Services. Currently, I am the Director of Measurement and Evaluation with Healthcare Excellence Canada. I provide strategic leadership and vision to develop and deliver measurement, evaluation, and insights to support Healthcare Excellence Canada to assess and learn from its performance and demonstrate impact. I work closely with staff, external partners, and subject matter experts to drive the implementation, adoption and evaluation of proven innovations and effective healthcare quality and safety interventions. I am excited about the opportunity to bring my experience in performance measurement to the NLSA.

I am humbled to share that I was recognized for my leadership abilities as the recipient of the Eastern Health CEO Award of Excellence in Leadership in 2018 and 2022. In 2022, I received a Chapter Award for Distinguished service from the Canadian College of Health Leaders. I have a Bachelor of Science (Physiotherapy) from Dalhousie University as well as a Masters in Health Studies from Athabasca University and I am in the process of completing a Masters in Business Administration in Executive Management from Royal Roads University. I was born and raised in Labrador City, NL and now call St. John's, NL, home with my soccer coach husband and two strong willed and confident daughters. I respectfully and humbly ask for your support and welcome any questions leading up to the AMM.