

Sydney East Hockey Association Strategic Plan 2017 - 2020

Vision **SYDNEY EAST HOCKEY ASSOCIATION:** CHAMPION THE GROWTH OF HOCKEY.

Hockey NSW: Our vision is for Hockey NSW to be the leader on and off the field.

Hockey Australia: • Consistent Australian team performance and team success at 14 benchmark events • Stronger business model by sustained profits through diversified revenue • Increased participation across all levels of hockey • Highest standard of governance across whole of sport.

Purpose **SYDNEY EAST HOCKEY ASSOCIATION:** FOSTER A SAFE AND INCLUSIVE ENVIRONMENT THAT PROMOTES PARTICIPATION AND DEVELOPS HOCKEY WITHIN THE SYDNEY EAST COMMUNITY.

Hockey NSW: A sustainable and innovative organisation that provides an accessible sport of choice for everyone through a unified approach, leading the field with integrity, transparency and excellence.

Hockey Australia: • To achieve success with Australian teams • To grow the game of hockey in Australia • To govern the game of hockey in Australia

Strategic Pillar

1. PARTICIPATION

Objective Attract new, retain existing and re-engage past people in hockey

- Supporting Strategies**
1. Create links between local schools and clubs to provide a player pathway
 2. Identify opportunities to make it easier and more cost-effective for families to participate in hockey
 3. Provide development pathway for players, coaches, umpires and officials
 4. Explore new, modified and social formats to adapt to changing consumer preferences
 5. Reignite interest in hockey from past players
 6. Identify and remove participation barriers to attract new players of all ages, abilities and backgrounds
 7. Develop volunteer recruitment & recognition activities

2. RELATIONSHIPS

Highly productive internal and external partnerships, networks and alliances

1. Actively engage and collaborate with affiliated clubs to achieve mutually beneficial outcomes
2. Foster and preserve relationships and, work collaboratively with:
 - a. Hockey NSW
 - b. Local Government Associations
 - c. Local businesses
 - d. Local schools and educational institutions
 - e. Local community organisations
 - f. State and Federal government departments and agencies (e.g. NSW Office of Sport)
3. Association strategy aligns with Hockey Australia and Hockey NSW
4. Represent affiliated clubs in providing feedback to HNSW

3. OPERATIONS

Strong finances, robust governance and effective management

1. Create an effective association and board structure that supports strategy
2. Align association governance with relevant ASC Sport Governance Principles
3. Develop a culture of member protection that promotes a safe, fair and inclusive environment
4. Identify and fully utilise governance components of Revolutionise system
5. Identify opportunities to support club administration
6. Develop appropriate procedure manuals, guides, checklists and templates for key roles
7. Implementation of succession planning for all key roles including Board Directors.

4. PROMOTIONS & COMMUNICATIONS

Enhanced profile and increased engagement

1. Develop a communication matrix to identify key stakeholders, messaging content and communication medium
2. Identify members skilled in social media to develop social/digital strategy and drive member engagement
3. Communicate SEHA strategy on a page
4. Fully utilise all communication and engagement modules and elements of Revolutionise system
5. Identify opportunities to work collaboratively with clubs on promotions and communications
6. Identify technologies and opportunities to amplify engagement

5. FACILITIES

Safe, quality and accessible facilities that support participation growth

1. Identify and target relevant grant and funding opportunities
2. Work with clubs on developing a future facility improvements and maintenance plan
3. Identify innovative options to grow facility footprint e.g. multipurpose, half-field