



STRATEGY 2014

A NEW STRATEGIC DIRECTION FOR HOCKEY SA



our vision

Hockey - the game for everyone!

our mission

- For the benefit of our members
- To grow the sport of Hockey through excellence on and off the field
- Work pro-actively with all involved in the game including Hockey Australia/Clubs/Members and Associates

our values

1. Good sportsmanship - fair, honest and ethical
2. Leadership - delivering the vision and demonstrating the Hockey SA values
3. Excellence and innovation - challenging what we have always done historically to develop our game
4. Inclusivity - involving family and community throughout metropolitan clubs and regional areas
5. Financial responsibility - ensuring sustainability
6. Integrity - open, honest, ethical and transparent
7. Contributors - valuing contributions from our grassroots members, supporters and volunteers

Our Strategic Goals



Key Result Area	Objective	Key Strategies
Game Development	Increase participation in hockey in SA and encourage and inspire future Olympians	<ol style="list-style-type: none"> 1. Conduct a junior development audit in each member club and association. 2. Increase grass root development opportunities through a renewed schools program linking member clubs and associations. 3. Introduce mass player recruitment opportunities in clubs and regional associations. 4. Conduct player development clinics for all junior aged players during school holidays. 5. Develop a pilot program to link members clubs and associations with Active After School Communities. 6. Review the structure of the metropolitan competition, in particular the Premier League. 7. Review and implement programs aimed at increasing the standard and participation of umpires and technical officials. 8. Plan and deliver a calendar of coach development activities. 9. Review, develop and implement a high performance pathway program for athletes, coaches, umpires and technical officials that encompasses talent identification, development and high performance competition opportunities. 10. Review policies regarding the selection of athletes in representative teams and pathway development squads. 11. Provide enhanced AHL/State team resource and support requirements.

Our Strategic Goals



Key Result Area	Objective	Key Strategies
Governance	Best practice operational standards	<ol style="list-style-type: none"> 1. Ensure ongoing compatibility with ASC Governance guidelines. 2. Introduce a Board evaluation program engaging members and stakeholders. 3. Ensure compliance with outcomes from the ORS 360 Review program. 4. Audit Member Club and Association participation in the ORS Star Club. 5. Introduce and promote the benefits of the ORS V-STAR volunteer management web tool. 6. Develop and implement a risk management policy and procedure.
Finance	Increase and diversify revenue streams and manage costs to improve financial sustainability	<ol style="list-style-type: none"> 1. Minimise increases in the cost of participation for members by developing, maintaining and publishing a comprehensive costing model for the metropolitan competition and programs funded from membership fees. 2. Increase revenue through venue utilisation. 3. Increase revenue through sponsorship. 4. Implement longer term financial forecasting methods.

Our Strategic Goals



Key Result Area	Objective	Key Strategies
Marketing & Communications	Raise awareness and improve engagement within the current hockey community and the public at large	<ol style="list-style-type: none"> 1. Develop a communications plan aimed at increasing the profile of Hockey in SA. 2. Introduce regular and effective communication between Hockey SA Board and Members. 3. Implement education/development resources and communication pieces for hockey coaches and officials. 4. Develop and implement a hockey specific news program to be broadcast on a Hockey SA YouTube channel. 5. Negotiate live streaming of matches for 2014 Men's AHL competition.
Infrastructure	Provide and facilitate high quality facilities	<ol style="list-style-type: none"> 1. Support member clubs and associations to develop and maintain facilities. 2. Review the State Hockey Centre management deed, leading to a new agreement for 2015 and beyond. 3. Develop a comprehensive facility maintenance and enhancement schedule for the State Hockey Centre.