



WANGARATTA HOCKEY CLUB STRATEGIC PLAN 2019 – 2022

The Wangaratta Hockey Club has existed since around the time of the First World War. Over time, the size of the club has diminished. In part, this has been due to the lack of proper training and playing facilities offered by the club.

In not having facilities comparable to other clubs in the Hockey Albury Wodonga (HAW) League, the club has lost numerous players to other clubs over the years which not only has diminished the size of the club, but has also diminished the club's ability to obtain the facilities needed to attract these players back and to keep the club functioning.

The current committee recognise that the club's ongoing viability is threatened by this inability to attract and retain members and, as such, have developed this strategic plan. The aim of the plan is to help the club to refocus on what it needs to do to get the club in a position whereby it can compete with the attractiveness of other larger clubs who play in the Hockey Albury Wodonga League and ensure the continuance of the club into the future.

Our Vision

To grow the Wangaratta Hockey Club into a strong and sustainable club.

Our Mission

To increase participation at all levels within the Wangaratta Hockey Club and to be the safe, welcoming and inclusive community sport of choice for the people of Wangaratta.

Our Priorities

The key priorities of the Wangaratta Hockey Club are:

1. Membership growth
2. Training Environment
3. Coaches and Umpires
4. Facilities
5. Administration and meeting legal obligations
6. Financial and Legal Management
7. Communication and Promotion

Each of these priorities does not stand alone. The achievement of goals within a single priority impacts on the ability of the club to achieve goals in other priorities and as such, all seven priorities are equally important.

PRIORITIES	STRATEGY DESCRIPTION	PERFORMANCE INDICATOR	TIME FRAME	ROLE PERSON(S) RESPONSIBLE
LEGAL REQUIREMENTS				
Establish a Child Safe environment which is reflected in all policies and actions within the club community	Review and maintain Child Safe Policy and records. Make all community members aware of Child safe and inclusion requirements explained to all community members at the start of each season Ensure all committee and coaching members have current WWC on record.	Established Child Safe Policies and procedures Community members actions reflect child safe behaviours both on the ground and at all club associated activities		
MEMBERSHIP GROWTH				
An Interclub Competition with enough children to run a proper intraclub format team competition Foster and retain new members from Under 10 to Masters	Continue to participate in the HAW school program run in association with Hockey Victoria in Term 4 and 1 each year. Readvertise in Primary and Senior School newsletters before the second term of the Interclub Competition starts to encourage children who didn't participate in the first season to join for the second season Establish Under 10 and parent Wangaratta Club Twilight sessions Majority of players are retained from year to year.		2021	
Junior teams offered in Under 10s, Under 12's, Under 14's and Under 16's	Advertise the club 6 weeks before the season starts each year in school newsletters in every primary and secondary school in the local area including outer lying towns. Also local paper, on the radio (free on	Under 16, 14 and 12 teams Girls Team	2020 2020	

	<p>Star FM), pamphlets in shops, pamphlets at workplaces, facebook etc.</p> <p>Run hockey programs in secondary schools</p> <p>Encourage older junior players to help out with the Intraclub Competition to ensure more opportunities for one-on-one help for the children.</p> <p>Try and promote girls in sport by developing girls teams and running specific female sessions</p>	<p>Work with Hockey Victoria to find out grant and programs to foster skill and player development programs</p> <p>Work with Work Arnold to explore promoting girls in sport opportunities</p>		
<p>Maintain at least one team in the women's, men's and master women's competitions each season.</p>	<p>Hold two come and try nights at the ground at the start of each year</p> <p>Try to re-engage with former senior members to encourage them to come back to the club</p> <p>Encourage women over 35 years old, or close to, to play in the masters women's team to ensure its continuance</p>			
COACHING, UMPIRING AND TRAINING				
<p>Establish a team of club members trained and qualified to coach and umpire providing training sessions which allow skills acquisition and strong team spirit.</p>	<p>One coach for each team and a club coach to help monitor skill development across the club</p> <p>Encourage older juniors to take on coaching positions for younger junior teams</p> <p>Encourage members to become umpires and coaches by paying for training.</p> <p>Make students and parents aware of the positions and rules before the season begins</p> <p>Run preseason training</p> <p>Develop team of umpires through a sequenced and coordinated skill development program.</p>			

FACILITIES				
Collaborate with HAW and local clubs and schools to use synthetic pitch or alternative high quality training and match provision				
ADMINISTRATION				
Develop clear procedures for the administration and the running of the club. These procedures are assessible and documented to be passed on from year to year.	<p>Formally define structure, roles and responsibilities of the committee members</p> <p>Annually review structure, roles and responsibilities of committee members and adjust as the needs of the club change</p> <p>Develop minimum and transparent reporting requirements for each role</p> <p>Explore technology to reduce workload and/or increase effectiveness of roles e.g. better utilising OneSport for membership information collection</p> <p>Formulate a handover procedure for when a new person takes over a committee position</p> <p>Establish Team Manager procedures for sharing and maintaining team information</p> <p>Review this strategic plan every 6 months to ensure the club is working towards its goals.</p> <p>Expand committee to ensure each team has one voice at each meeting.</p>			
FINANCIAL MANAGEMENT				
Establish efficient financial management systems, which are user friendly.	<p>Ensure hockey remains affordable to retain and attract new players</p> <p>Develop a sponsorship and fundraising committee position, which has a family focus</p>			

<p>Explore methods to keep budget and expenses to a minimum for members of hockey community.</p>	<p>Develop sponsorship packages and documentation that clearly sets out what sponsors will get for the money they contribute Prepare accounting systems that support team managers in collecting money Develop a yearly budget and compare to actual results at year end Prepare a long-term financial plan for the acquisition of the facilities goals.</p>	<p>Aim of reducing costs to players by ?%</p>		
<p>COMMUNICATION AND PROMOTION</p>				
<p>To improve knowledge of the club in the local community To communicate more effectively within the club. Foster a positive sporting and community focused club culture</p>	<p>Send a weekly club newsletter via email to members and display on our website to encourage better communication by the club of what is going on in the club and to promote interaction between the different teams within the club Investigate methods of promoting sponsors and incorporate into sponsor deal information Update and refresh club website regularly Continue to use Facebook to promote the club Regular family and team activities to help members and families gain sense of belonging Pre season team events Survey members each year to provide input to the strategic plan. Include 'Do you feel you get regular information?'</p>	<p>Target results 50% say yes.</p>		