

**WEST
HOCKEY**

**Strategic Plan
2024 - 2029**

Motivate - Build - Sustain

Executive Summary

The West Hockey Strategy has been developed through involvement of the Area leadership group and Committee volunteers. In developing the plan we have used feedback from our local forums and the available information from recent National surveys with Clubs and Umpires.

This 5 year plan presents a future direction for West Hockey which puts Clubs, people, partners & communities at the centre of everything we will do.

Achieving our Plans

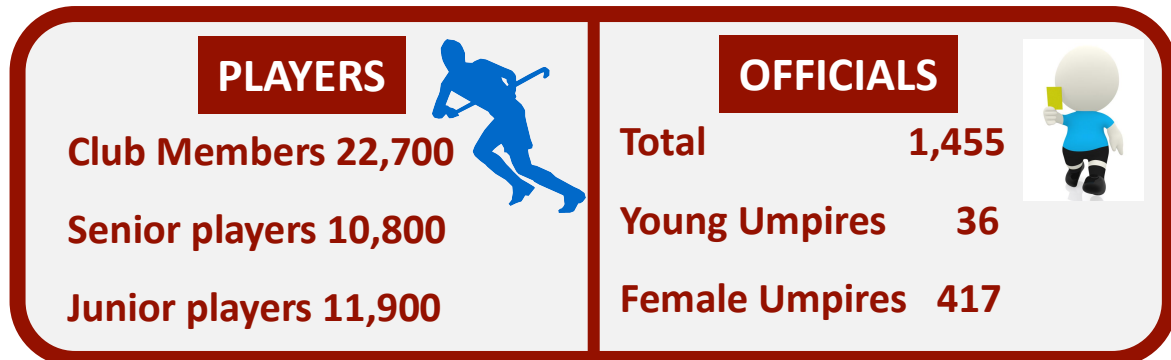
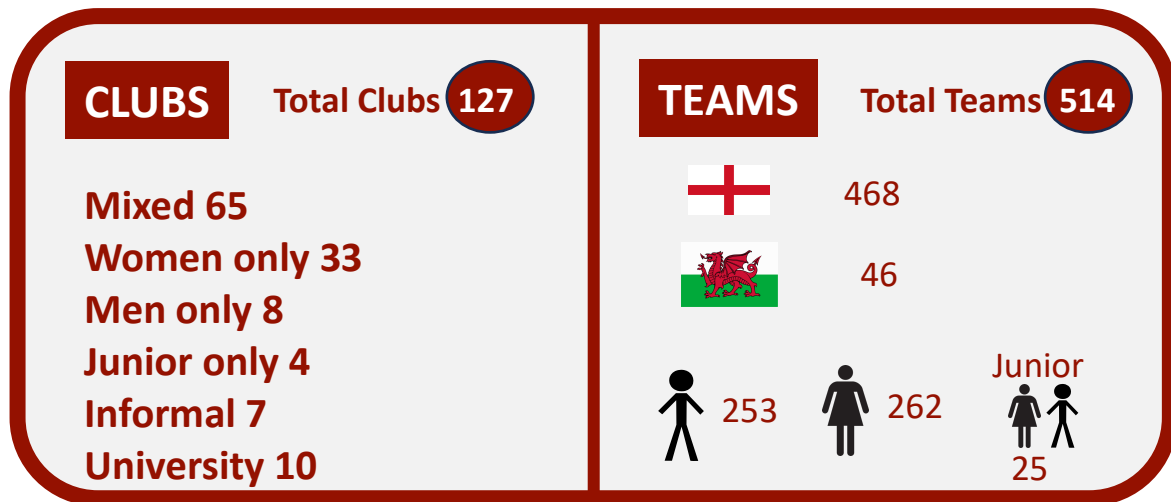
Hockey in the West is operated through a network of volunteers within Clubs, Counties and Committees.

We want this document to help enable co-ordinating effort across similar activities and sharing what is being done in different places. This will in turn support our Clubs, Counties and hockey community to deliver against their own objectives.

Co-ordinating these activities will also allow better management of investment to support Clubs and individuals in developing hockey in the West.

The Strategy sets out our objectives that will be met through action plans being delivered with our Clubs, Counties and broader hockey community. A set of action plans for each of the key Areas will help us manage delivery against these objectives eg. Junior, Officiating

WHERE ARE WE NOW



Our Objectives

We have four key objectives, that are outlined in the following tables

- Lead Positive Change
- Drive Visible Impact
- Responsible Leadership
- Meaningful Growth

Lead Positive Change		
We Will:	Resulting in:	Measured by:
<ul style="list-style-type: none"> • Champion positive change to <ul style="list-style-type: none"> ○ broaden engagement ○ encourage diversity • Expand access & opportunities to play hockey in communities & State schools • Support Clubs in providing developmental and nurturing environment for players, officials & volunteers to grow 	<ul style="list-style-type: none"> • Increased recruitment & retention of players, officials & volunteers in Clubs • More diverse hockey community • Growth in hockey in State schools • An increase in the ways that people participate in hockey 	<ul style="list-style-type: none"> • Increased diversity of Club membership • Increased participation • Increase in State school competitions • Talent pathways successful with representation at all ages

Drive Visible Impact		
We Will:	Resulting in:	Measured by:
<ul style="list-style-type: none"> • Develop and promote the brand of West Hockey • Provide high quality & engaging content that shares our love of the game, builds connections and speaks to both existing and new participants • Create and develop opportunities for commercial relationships that will benefit our communities and partners 	<ul style="list-style-type: none"> • West Hockey is regarded as a developmental brand Commercial arrangements that will help investment in our Clubs and communities • Strong identity of hockey in the West contributing to the development and retention of players, officials & volunteers of all ages and abilities 	<ul style="list-style-type: none"> • Increased following on social media and web • Positive engagement and feedback from West stakeholders • Strong commercial relationships • Increased numbers of officials • Retention with long service

Responsible Leadership		
We Will:	Resulting in:	Measured by:
<ul style="list-style-type: none"> To provide forward thinking, compassionate & inclusive leadership which enables trust and creation of a safe & sustainable environment Ensure players, officials, volunteers and our communities are at the heart of decision making 	<ul style="list-style-type: none"> Effective governance, the right behaviours and exemplary discipline A strong and financially independent organisation 	<ul style="list-style-type: none"> Robust West Hockey organisation with good and sustainable financial performance, transparent and consistent processes Good discipline record

Meaningful Growth		
We Will:	Resulting in:	Measured by:
<ul style="list-style-type: none"> Support growth and development within a more diverse group of players, officials, coaches & volunteers that reflects our communities Support our Clubs & representative sides in providing safe, accessible and sustainable experiences that both attracts and retains members and enhances their experience of the sport 	<ul style="list-style-type: none"> Thriving Clubs with diverse membership Safe and sustainable environment for people in the West to enjoy hockey An increase in the ways that people participate in hockey 	<ul style="list-style-type: none"> Growth in Club membership across players, officials and volunteers More Clubs are active in their local communities to provide hockey experiences to a diverse range of people