



ENGLAND  
HOCKEY

# The Right Culture to Make Hockey Happen

## Culture is:

- The shared values, character, behaviours and personality of your hockey family.



## Create a positive Culture:

- Your desired culture needs to be clearly defined and embedded in everything you do (not left to develop by chance naturally)
- Establish clear core values and ethos for your hockey environment
- Strong leadership – lead from the front, demonstrating/setting a positive example
- Volunteers take ownership of their goals and actions and understand the impact achieving them
- Open and transparent two-way line of communication
- Encourage teamwork, with open and honest communication to create a positive atmosphere
- Volunteers are valued, supported and listened to in all aspects of their role
- Ensure that your volunteers are recognised for the work that they do within the hockey family
- Positive attitudes and clear actions make for a thriving culture within your hockey family

## Benefits of a positive Culture:

- Attracts talented volunteers – more umpires, more coaches, more people that make hockey happen
- Drives engagement and raises morale – more people want to be part of your Hockey Family
- A welcoming culture helps to develop more, better, happier volunteers
- Helps to develop volunteers to have shared values and passion for the sport
- Increases membership as people view a welcoming, positive and well organised sporting environment
- The right culture creates a positive impression to the local community which will help to increase both playing and social opportunities
- Helps your volunteers to be more effective and efficient in making your club or organisation great
- When people take pride in their role, they invest their future in the organisation and work hard to create opportunities that will benefit their Hockey Family

