



Canterbury Hockey – Our 2017 to 2020 Strategic Plan

At our 2016 Annual General Meeting held on Tuesday 28th February 2017 we presented our updated Strategic Plan and Operational Plan.

Our Strategic Plan follows the Hockey NZ formatting as we like the diagrammatic way it sets out what we are doing. The main things we would like to highlight are:

- Our Vision “For Hockey to be Canterbury’s Preferred Sport” is new. Yes, we may always struggle to knock Rugby & Cricket from their perches but the whole point is we need something aspirational to aim for. It has a local focus and with the International, National & Local growth in our game plus our new turfs coming on stream we need to move up the sporting ladder.
- Our Purpose “To Deliver Quality Hockey Experiences” is unchanged
- Our Outcomes are clearly shown to be inter-dependant which is how the Team works. For example, we can only “Win on the National Stage” if we have players experiencing “Meaningful Competitions” while “Holding Quality Events” will help in attracting sponsors which will “Strengthen our Business”.

Our Operational Plan has been summarised into the Outcomes sections under the heading “What does this Mean?”. The main things we would like to highlight are:

- The Team have developed the Tasks and allocated responsibilities following a debrief session at the end of last year and two sessions at the beginning of this year.
- In the way we deliver the Tasks, the Team have some “themes”, namely:
 - We are all responsible
 - We need to tell everyone what is going on
 - Where possible, deal to the small stuff quickly
- We also have some Overriding Challenges, namely:
 - Our operational and financial model is changing with our new turf locations (soon to be three – Southern (Nga Puna Wai), Central (Nunweek) and Northern (Marist & Waimakariri))
 - Financial Sustainability is crucial for delivering our Strategy
 - We need be aligned with the national strategies of Hockey NZ
 - We need to better use technology

2017 CANTERBURY HOCKEY STRATEGY

OUR VISION

“For Hockey to be
Canterbury’s Preferred
Sport”

OUR PURPOSE

“To Deliver
Quality Hockey
Experiences”



Canterbury Hockey Association's Strategic Plan 2017-2020

THE FIVE KEY PRIORITIES OF THE STRATEGIC PLAN ARE:

GROW	PLAY	ENJOY	WIN	STRENGTHEN
Grow the Hockey Community 	Offer Meaningful Competitions 	Hold Quality Events 	Win on the National Stage 	Strengthen the Business 

WHAT DOES THIS MEAN?

<ul style="list-style-type: none"> • Deliver Clubmark reviews • Work on Hockey Growth Project • Implement Junior Hockey Strategy • Deliver HNZ outcomes • Support Umpire Committee • Deliver Small Sticks Programme • Deliver new forms of hockey (Renegade) • Deliver Athlete Development Programmes • Deliver Coach Development Programmes • Deliver Umpire Development Programmes • Communication – Circles, Forums, social media, newsletters 	<ul style="list-style-type: none"> • Prepare Competition Draws • Prepare Umpire Allocation • Annual update of Competitions Rules and Regulations • Manage dispensation process • Manage Code of Conduct process • Present Finals Day • Promote Club Days • Manage Venue Supervision • Assess & Implement Technology • Communication – Circles, Forums, social media, newsletters 	<ul style="list-style-type: none"> • Plan Annual Fundraising Event • Deliver South Island Super Six • Deliver NHL Games / Test Matches • Deliver Legends Night • Deliver Competition Finals • Deliver Annual Awards Dinner • Deliver Volunteers Function • Deliver Junior Prize giving 	<ul style="list-style-type: none"> • Win the NHL, Senior & U21 Tournaments • Plan and Manage Representative Coach, Player, & Umpire Programmes • Annual update of the Representative Policy • Deliver HNZ outcomes via Black Sticks Academy • Deliver representative community events - presentations/forums • Manage representative travel, accommodation & tournament needs • Administer representative team feedback • Hockey NZ tournament liaison – entry forms, communication • Manage Uniforms 	<ul style="list-style-type: none"> • Sponsorship Project - Implementation of the sponsorship/partnership strategy • Manage ongoing sponsorship/partnership relationships • Update & manage ongoing application of the brand • Manage the communication channels – Website, Facebook, newsletters, CHA app • Grants – Applications and Acquittals • Prepare Monthly Accounts • Prepare Annual Accounts • Manage Debtors and Creditors • Manage Payroll • Deposit Management • Coordinate IT Management • Maintain Database & Honours Board • Maintain facilities
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