

# Canterbury Hockey Association

Strategic Plan  
2024 - 2029

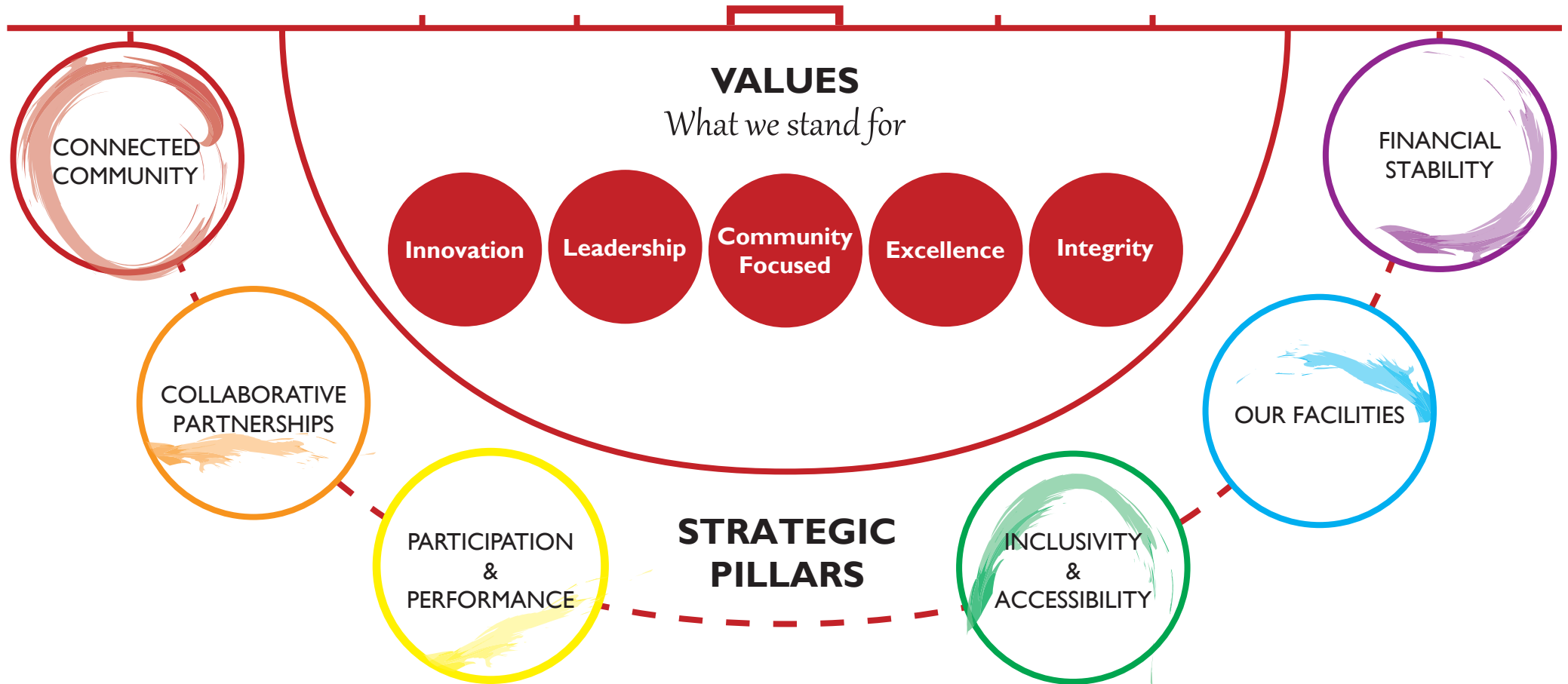


Vision | Why we do it

**To serve our community  
to become a world class  
hockey association**

Purpose | What we aim to do

**Lead an inclusive community  
and deliver a quality hockey  
product for everyone**



## CONNECTED COMMUNITY

***Adopt a clear mindset 'the community are our customers'***

- Focus on developing strong relationships with our clubs, schools, officials, community volunteers, supporters and CHA Staff to ensure they all feel genuinely supported and valued
- Provide expertise for our clubs and schools to create a sustainable connection with their own communities
- Assist with the health and needs of our clubs through guidance of good governance and management practice
- Unlock the power of digital platforms to showcase our game to engage, entertain and create genuine fandom for our sport

### MEASURABLES

***Increase our communities satisfaction score each season via the Annual Community Survey***

- CHA representative (Board or Staff) to attend a committee meeting for all of our Clubs, at least once every two years.
- Assist at least one third of our Clubs to complete their Club Development Programme by the end of 2025, with the remaining clubs by the end of 2027

## COLLABORATIVE PARTNERSHIPS

***Foster collaborative relationships with our members and key stakeholders***

- Formulate long term mutually beneficial partnerships with our sponsors and funders
- Maintain strong relationships with key external partnerships - Hockey New Zealand, Regional Councils, Sport Canterbury, Sport NZ, and local cross-code organisations
- Lead a connected network relationship with our neighbouring South Island Associations
- Create a clear and consistent Canterbury Hockey brand the community and stakeholders can all believe in and be proud of

### MEASURABLES

***Improve the quality of our partnerships that support our community***

- Re-sign all existing partnership agreements prior to their expiry and secure at least two new potential sponsors every year
- Partner with the Christchurch City Council to deliver the redevelopment of the Nunweek car park and construction of our next community turf

## PARTICIPATION & PERFORMANCE

***Improve the participant experience and provide opportunities to achieve their aspirations***

- Develop and deliver innovative and structured pathways to support the growth and development of all our players, coaches and officials
- Offer and deliver world class Development and Representative programmes
- Proudly lead the implementation of the Balance is Better philosophy
- Embrace game development and alternate versions of the game to grow enjoyment and engagement for both players and spectators

### MEASURABLES

***Increase our overall participation numbers and produce competitive National Tournament results***

- Grow player, coaches and officials participation numbers by 10% over the next five years
- Design and implement a quality Academy Programme by 2025, to deliver a greater representation of Canterbury athletes in the Black Sticks programme

## INCLUSIVITY & ACCESSIBILITY

*Create an inclusive culture and environment where all participants are welcomed and valued, regardless of their individual story*

- Lift the awareness and attractive nature of our sport and brand... 'See, Experience & Love Hockey'
- Remove perceived and real barriers to improve our sports accessibility to support every participant
- Actively seek and develop partnerships with organisations, groups and cultures who share CHA's goals and vision
- Consistently evaluate and assess progress towards achieving the CHA Values and culture to ensure long term and sustainable success

### MEASURABLES

*Increase the inclusivity of our hockey community*

- Create a Diversity, Equity, Inclusion and Belonging (DEIB) focus group by 2025
- Develop working partnerships with the governing bodies of Maori, Pasifika, and Indian Hockey to consistently deliver Canterbury based programmes for their communities by 2026

## OUR FACILITIES

*Deliver facilities to a high standard for our community that adds to the growth and enjoyment of our sport for both today and tomorrow*

- Ensure the facilities plan is future focused to deliver hockey now and for the next generation of hockey participants
- Prioritise sustainability and environmental considerations in all of our community facilities planning
- Ensure our network of facilities continue to make hockey an easily accessible sport
- Consistently present our facilities to a high standard of quality and pride

### MEASURABLES

*Finalise a five year Facilities Plan through to 2029*

- Construct an innovative all-purpose building at Nunweek Park to be managed by CHA serving the needs of our Clubs and wider community by 2029
- Facilitate the construction of an environmentally appropriate, full-size community turf on the east to southeast side of Christchurch by 2027

## FINANCIAL STABILITY

*Create and maintain a solid financial structure to ensure CHA continues to remain financially sound*

- A commitment to achieving affordability to enable continued growth and accessibility of our sport
- Maintain the existing financial stability through robust financial governance
- Prioritisation of sponsorship revenue and alternative funding opportunities to mitigate against the declining availability of Grant Funding
- Seek to unlock potential funding opportunities within the Canterbury Hockey community to grow and promote our sport

### MEASURABLES

*Grow sponsorship & funding revenue opportunities*

- Obtain a minimum of \$10,000 of new sponsorship revenue annually
- Maintain a minimum of \$300,000 of grant funding income annually