

Vision

"To develop a pro-active organisation that builds the sport of hockey to a prominent level in the region".

1999 Strategic plan



P.O. Box 327, SHEPPARTON, 3632.
ACN 00 249 81G — ABN 29 835 447 510

Introduction

"The strategic direction of the GV hockey Association has not had a major directional shift since the development of a document in 1999. This document provided strong direction but as with all strategic plans, needed constant referral and evaluation. As a result of the lack of referral to the document, the knowledge of its content and follow through of its strategies was left to individuals."

Strategic Plan Nov 2004

This Action Plan is a preliminary document built from the Strategic Plan created by Valley Sports. It is designed to further enhance the planning process and identify the requirements of the GVHA to move into the future.

The Action plan is a preliminary draft, to be ratified by all clubs after an extensive consultation process in 2005.

This is an extensive plan. We will not be able to implement all aspects of it this year, rather we should identify what is achievable for this year. 2006 must see full implementation all recommendations.

It is important executive members are not the sole implementers of the plan. Members from all clubs must take a role, no matter how small

Jeff Starkey

Areas Addressed in Action Plan

1. Financial management
2. Facilities
3. Player, coaching and umpire development
4. Programs
5. Branding
6. image.
- 7 Promotion.

Timeline for Consultation

Date	Activity
Dec 14	Executive input Timeline for consultation established
March 21	Materials distributed to clubs.
April 18	Ratification

1 Financial Strategy

GVHA will ensure that funds are in place to meet operating expenses and facility development expenses over the long-term.

Rationale

The committee is determined to a long-term future for GVHA and has been successful in developing income to cover operating costs and provide funds for future development. This strategy will enable the organisation to meet its core operating expenses, including introduction of staff, occupancy and communication costs, over the longer-term.

Key Strategy Area	Action	Who	When	Success Indicators

2. Facilities

Provide all games to be played on optimal facilities.

Rationale

With the development of the synthetic, the playing of all Shepparton games to be played on one pitch. The timing of games has become an issue detrimental to the development of hockey.

Key Strategy Area	Action	Who	When	Success Indicators
<p>2.1 Playing Surfaces All playing surfaces used by the GVHA to be at their optimal standard.</p>	<p>2.1.1 Benalla GVHA should support the upgrade and maintenance of the Benalla pitch to support the 'region'.</p> <p>2.1.2. The GVHA investigate providing a loan to Benalla for the development of their pitch</p> <p>2.1.3. The GVHA assist in the lobbying of the Benalla Rural City for financial support.</p> <p>2.1.4 Introduce a fee structure to be paid to Benalla for use of pitch to support maintenance.</p> <p>2.1.5 Introduction of documented repayment schedule by Benalla.</p> <p>2.2.1 Echuca. Support Echuca HC and Echuca schools and in the purchase of a multi use facility.</p> <p>2.2.3 The GVHA to hold a delegates meeting early 2005 in Echuca to evaluate status of the facility.</p> <p>2.3.1 Euroa Support Euroa in their efforts to have improved practice facilities.</p> <p>2.1.2. The GVHA investigate providing a loan to Euroa for the development of their practice facility.</p>	<p>Executive</p> <p>Executive</p>	<p>Commenced</p> <p>Commenced</p>	

Key Strategy Area	Action	Who	When	Success Indicators
	<p>2.1.3. The GVHA assist in the lobbying of the Euroa Council for financial support.</p> <p>2.1.4. Introduction of documented repayment schedule by Euroa.</p>			
<p>2.2 Social facilities. Investigate the options for the development of the current changing rooms.</p>	<p>2.2.1 Identification of the Association's needs and priorities through the surveying of GVHA affiliates.</p> <p>2.2.2. Preliminary costing to be undertaken</p> <p>2.2.3 The City of Shepparton to be approached re the viability of the project, financial assistance etc.</p>			
<p>2.3 A second pitch Investigate a second 'multipurpose' pitch at the sports precinct</p>	<p>2.3.1 Investigation into whether there is a need for a second pitch.</p> <p>2.3.2 Identification of exact cost and timeframe of relaying synthetic pitch to ensure it can be covered financially.</p> <p>2.3.2 Identification of the impact of second pitch on financial viability.</p>	Executive	Commenced	

3. Players, Coaches and Umpires.

All Association players, Coaches and Umpires are supported in their participation.

Rationale

The players are the life blood of the association, but without umpires and coaches, there would not be any games, therefore all levels of the association need to be supported in their development.

Key Strategy Area	Action	Who	When	Success Indicators
3.2 Junior development Improve the participation and retention of junior players.	<p>3.2.1 Investigation into changing the current age groupings to u12, u14, u16.</p> <p>3.2.2. Association based policy for evening of competition through placement of junior players in teams where no family or other 'strong' connection exists.</p> <p>3.2.3. Introduction of mentoring program for junior coaches in their initial year of coaching.</p> <p>3.2.4 The Association take an active role in the "Take It On Program" through out the GV.</p>	Clubs	Season 2005	
3.3 Girl participation. Increase the number of girls playing hockey.	<p>3.3.1 Collect data about the number, age of girls participating in current program</p> <p>4.3.2. Create programs where the social and competitive needs of girls are met</p> <p>4.3.3. Introduction of mentoring program for junior coaches in their initial year of coaching.</p>	Executive	Commenced	Distribution of Data to Junior committee
3.4 Senior • Provide local players the opportunity to improve their hockey.	<p>3.4.1. The GVHA begin planning for a State League team to participate in the 2006/7 competition</p> <p>3.4.2 The GVHA continue to support the involvement of senior players in country week.</p> <p>3.4.3 Evaluate tribunal for procedures from reporting to representation and delivery of penalties to ensure satisfactory for all.</p>			

Key Strategy Area	Action	Who	When	Success Indicators
<p>3.5 Umpire development and support.</p>	<p>3.5.1 The development of an Umpires committee to promote and support umpiring in the GVHA.</p>	<p>Executive</p>	<p>Commenced</p>	
	<p>3.5.2 The development of a Code of Conduct for all players and umpires.</p>	<p>Executive</p>		
	<p>3.5.3 The production of By Laws which meet current needs and are owned by players.</p>	<p>Bylaws subcommittee</p>	<p>Commenced completed 2005</p>	
	<p>3.5.3. A regular process of review be put in place of the By - Laws.</p>	<p>Bylaws subcommittee</p>		

4 Programs

GVHA will provide programs and services that meet community needs.

Rationale

GVHA's expertise is in the successful provision of hockey competition and training for the GV region. A greater awareness of specific community needs will provide new opportunities for additional development and recruitment of players, coaches and umpires.

Key Strategy Area	Action	Who	When	Success Indicators
4.1. School Development Develop a school based hockey development program.	4.1.1 The GVHA provide assistance to teachers for Hockey programs in schools. 4.1.2 The GVHA assists those schools entering teams in local, VSSSA or like competitions. 4.1.3. Identify successful regions based upon schools where players are recruited from. Develop programs for under targeted schools.			
4.2 Major Event	4.2.1 The GVHA investigates the providing a major sporting event each year.			

5. Branding Strategy

GVHA will develop a professional reputation and be well-known and respected in the community

GVHA is known as a minor or specialised sport throughout the community, there is an opportunity to develop the organisation as a 'brand' and apply strategies consistent with the effective promotion of a brand. This Strategy has four elements. These are now discussed.

Recognition

GVHA will be well-known within the community.

Rationale

The current lack of community recognition means that GVHA is missing opportunities to optimise its recruitment of new players.

Successful implementation of this strategy will create new opportunities for promotion of competition and facilities.

Key Strategy	Action	Who	When	Success Indicators
5.1 Enhancing the reputation of the GVHA	<p>5.1.1 Develop media strategy to identify promotional opportunities underutilised by the association.</p> <p>5.1.2. Instigate regular communication with members and non-members via newsletters.</p> <p>5.1.3 Seek opportunities to leverage exposure by working with other organizations and agencies</p> <p>5.1.4. Develop working linkages with the media and regularly feed interesting material. For example, ensure that all representative players, coaches or umpires are well-promoted</p> <p>5.1.5 Develop and implement a process to record community exposure</p>	Executive	Commenced	
5.2 Employment of an Administrator to help in the implementation of aspects of the Action Plan and other duties as determined by the Association.	5.2 1. The GVHA investigate the employment of a Part time Administrator.	Executive	Commenced	

6 Image

GVHA will be presented as a professional sporting organisation at all times.

Rationale

It has been identified that many teachers and parents do not like hockey through the perceived risk through swinging sticks. By presenting a professional image, these fears will be partially addressed and alleviated.

Key Strategy	Action	Who	When	Success Indicators
6.1 The GVHA continue to present itself as an efficient, organised association	6.1.1 All players and officials are in appropriate uniforms 6.1.2 The publication of key dates and events prior to the commencement of the season. 6.1.3 The GVHA establish a process of regular review of key processes, committees and outcomes. 6.1.4 The GVHA instigate feedback from players etc. using surveys, focus groups etc. 6.1.5. The GVHA will create a range of appropriate position descriptions for all committee members	Executive	Commenced	
6.2 The promotion of Hockey as a safe sport.	6.2.1 The Board will develop and monitor policies on each of the following: <ul style="list-style-type: none">• The speedy response to on field incidents.• Safety of all players, coaches, spectators and umpires.			

7 Promotion

GVHA will ensure the promotion of the game and association is unified and consistent.

Rationale

The public face of GVHA is represented through its players and officials. In addition, the organization's capacity to deliver positive outcomes from its strategic plan is determined by the enthusiasm and commitment of the executive. These latter attributes can be difficult to achieve within the system of volunteers, but it is well-managed by good organizations.

Key Strategy	Action	Who	When	Success Indicators
7.1 The GVHA will develop a promotion strategy.	7.1.1 There will be single point of contact for all media issues. 7.1.2 New players/ committee members should undergo an induction process 7.1.3 Non retiring players should be surveyed for reasons.	Executive	Commenced	