



Doncaster Hockey Club Plan

2020 – 2024

TAKING DONNY TO 50

Doncaster Hockey Club is welcoming and inclusive, delivering opportunity for both participation and excellence for our diverse community.



The Spirit of Doncaster

An inclusive hockey club that celebrates contribution and success and promotes a culture of excellence, participation, respect and community.

HOW ARE WE RESPONDING

- ▶ Wide diversity of hockey, leadership and personal growth programs
- ▶ Regular social activities
- ▶ Range of volunteer roles and appropriate recognition
- ▶ Range of media and communication avenues pursued
- ▶ Reinforcement of Club values
- ▶ Improved Club branding and merchandise

KEY ADDITIONAL ACTIONS FOR FOCUS

- ▶ **Key new appointments:**
 - Events Co-ordinator
 - Volunteer Manager
 - Media, Marketing and Comms Manager
 - Ground Manager
 - Inclusion officer
- ▶ Further enhancement of volunteer recruitment, training and recognition
- ▶ Enhancement of respect for officials
 - ▶ Deliver strategic ground/facilities plan
 - ▶ Review and reinvigorate social program and attract supporters to esp. home games and integration of club across teams
 - ▶ Extend inclusion programs
 - ▶ Develop Alumni opportunities
 - ▶ Use 50 year celebration to enhance spirit

MEASURES

- ▶ Number of Members (new and renewing)
- ▶ Retention rate
- ▶ Profile of Membership
- ▶ Number of Volunteers
- ▶ Satisfaction of Volunteers
- ▶ Number and attendance at leadership and social events
- ▶ Effectiveness of Communications
- ▶ People through gates at PL games



Excellence

A culture of success that encourages and assists individuals and teams to reach their full hockey potential.

HOW ARE WE RESPONDING

- ▶ Quality coaching, including Director of Coaching position and PD for coaches
- ▶ High performance player plans for juniors
- ▶ Umpire coordinator and development policy

KEY ADDITIONAL ACTIONS FOR FOCUS

- ▶ **Clarity for each team on purpose/ expectations/approach**
- ▶ Assistant Coach for Men's PL and Specialist coaches for Women's PL
- ▶ High performance player plan for seniors and transitioning players
- ▶ **Transition Academy**
- ▶ Overseas player opportunities
- ▶ Investigate expansion of Dir. Of Coaching position
- ▶ **Coaching and development/mentoring of coaches**
- ▶ Celebrate and promote our Hockey Hero's

MEASURES

- ▶ KPIs set by each team
- ▶ Premierships
- ▶ Premier League results
- ▶ Maintaining Grade levels in Premier League, Pennant, and Shield junior
- ▶ Numbers in State Teams, JSC and Academy
- ▶ # high performance player plans in place

▶ YEAR 1 AND YEAR 2 PRIORITY



Growth and Development

A quality program that promotes hockey as the sport of choice and provides opportunities for sporting development and personal growth.

HOW ARE WE RESPONDING

- ▶ JDO and Participation officer
- ▶ Deliver introductory junior programs
- ▶ Offer social programs eg: Masters, Midweek. Hockey sixers
- ▶ Leadership and wellbeing initiatives, including respect program
- ▶ Expanding reach via schools programs
- ▶ Social activities
- ▶ Junior indoor and summer programs
- ▶ Connections with local community organisations
- ▶ Reward and recognition program

KEY ADDITIONAL ACTIONS FOR FOCUS

- ▶ Improved playing pathways, esp. juniors to seniors and seniors to masters
- ▶ Proactive new member and women and men's retention plan
- ▶ Establishment of Club Chaplin
- ▶ Review Schools Program for impact and further opportunities
- ▶ Explore further junior leadership programs and junior involvement
- ▶ Implement Officials development policy
- ▶ **Rolling recognition of range of players and "Mini of the Day"**
- ▶ Leverage of Olympics/Hockey One for recruitment
- ▶ **Engagement of PL players for specialist coaching, mentoring and inspiration for junior teams**

MEASURES

- ▶ Meet League Entry Participation and Officials criteria
- ▶ Programs run and # of participants
- ▶ Officials and Coaches accredited
- ▶ Recruits from Schools programs to Club
- ▶ Juniors who have played Seniors
- ▶ Juniors retained into Seniors and Seniors into Masters
- ▶ Tribunals and Red/Yellow/Green cards

▶ YEAR 1 AND YEAR 2 PRIORITY



Premier Facilities

Doncaster Hockey Club is the club of choice with welcoming and premier facilities.

HOW ARE WE RESPONDING

- ▶ Quality clubroom, canteen and proshop
- ▶ Quality pitch, mini pitch, lights, clubrooms
- ▶ Integrated payment facilities

KEY ADDITIONAL ACTIONS FOR FOCUS

- ▶ **Deliver scoreboard, dugout and tech bench, female change facilities and kitchen**
- ▶ Medium term facilities plan, incl Council/Bowls club
- ▶ Assess pitch rental for HV comps and other possible training locations
- ▶ Expanded recycling facilities
- ▶ Carpark lighting/signage
- ▶ WiFi in clubrooms and other welcoming features
- ▶ Update BBQ
- ▶ Assess fitness facilities viability

MEASURES

- ▶ Projects completed on time and on budget
- ▶ Delivery of additional actions
- ▶ Player and club member satisfaction with facilities and other services
- ▶ Meet League Entry Facility Criteria

▶ YEAR 1 AND YEAR 2 PRIORITY



Sustainability – Administration and Finances

A financially self-supporting club
that has the resources to develop
best practice programs.

HOW ARE WE RESPONDING

- ▶ Enhanced visibility and transparency of Executive
- ▶ Demonstrate gender equality
- ▶ Enhanced relationships with Sponsors and external Stakeholders
- ▶ Focus on revenue generation via proshop, canteen and sponsorship
- ▶ Faces of Doncaster posters
- ▶ Dedicated membership officer
- ▶ IT Hub for Club info
- ▶ Actively maintain club policies

KEY ADDITIONAL ACTIONS FOR FOCUS

- ▶ Further transparency of Admin, Governance and finances
- ▶ **Detailed Budget and Fundraising plan (short and medium term) developed and delivered**
- ▶ Appoint Grant Application Manager
- ▶ **Appoint Sponsorship manager incl. enhanced Sponsor promotion**
- ▶ Active succession plan implemented
- ▶ Admin support for lower grades
- ▶ **Succession for Operations Manager**
- ▶ Second-hand shop
- ▶ Investigate further environmental sustainability options incl. funding
- ▶ Investigate financial hardship sponsorship

MEASURES

- ▶ Meet League Entry Governance criteria
- ▶ Meet budget for income, expenses and savings
- ▶ Filling position on Org chart
- ▶ Sales at Proshop and Bar
- ▶ Sponsorship income and satisfaction
- ▶ Timely filling of volunteer positions

▶ YEAR 1 AND YEAR 2 PRIORITY



Summary of Year 1 and Year 2 Additional Priorities

THE SPIRIT OF DONCASTER

- ▶ Key new appointments:
 - Events Co-ordinator
 - Volunteer Manager
 - Media, Marketing and Comms Manager
 - Ground Manager
 - Inclusion officer
- ▶ Further enhancement of volunteer recruitment, training and recognition
- ▶ Enhancement of respect for officials

EXCELLENCE

- ▶ Clarity for each team on purpose/ expectations/approach
- ▶ Transition Academy
- ▶ Coaching and development/mentoring of coaches

GROWTH AND DEVELOPMENT

- ▶ Rolling recognition of range of players and "Mini of the Day"
- ▶ Engagement of PL players for specialist coaching, mentoring and inspiration for junior teams

PREMIER FACILITIES

- ▶ Deliver scoreboard, dugout and tech bench, female change facilities and kitchen

SUSTAINABILITY - ADMINISTRATION AND FINANCES

- ▶ Detailed Budget and Fundraising plan (short and medium term) developed and delivered
- ▶ Appoint Sponsorship manager incl. enhanced Sponsor promotion
- ▶ Succession for Operations Manager