



WARRNAMBOOL DISTRICT HOCKEY ASSOCIATION

2022 – 2024 STRATEGIC PLAN – DRAFT 3

OUR PURPOSE

To Deliver a Game For All, For Life.

OUR VISION

We will create an environment that delivers quality lifelong hockey experiences, social connections, and opportunities for all members of the South-West community.

We will ensure that everybody, regardless of gender identity, sexual orientation, ability, location, or cultural background is provided with equal and equitable opportunities to participate in and enjoy hockey.

Utilizing the resources available to us, and finding them when needed, we will develop the WDHA site as a regional hockey centre of excellence, growing on our foundation of national and state representatives.

HOW WE WILL GROW

Players	<ul style="list-style-type: none"> Hook in2 Hockey growth via school roadshows Introduction to Deakin Uni Secondary school roadshows Social game options (i.e., Sixers) during the week Introduction of masters midweek Greater community engagement
Coaches	<ul style="list-style-type: none"> JCC & JSC development opportunities Zone Coach Developer sessions at start & midway through the year Appoint WDHA head coach & opportunity to get qualified
Umpires	<ul style="list-style-type: none"> Develop incentives to start Zone Developer sessions at start & midway through the year Qualification process for all members
Volunteers	<ul style="list-style-type: none"> Work with WCC volunteer group Incentive plan for membership to help out Creation of Project Committees Engagement with 'past players' who might be able to help Development of succession planning
Administration	<ul style="list-style-type: none"> Work with WCC to develop a facilities master plan Utilise HV policy and services RevSport development Training for new committee and executive members who need/want it Southwest Sport assist to develop planning WDHA and Club Executive structures Introduce Junior Advisory Committee Marketing and social media awareness
Financial Stability	<ul style="list-style-type: none"> Budget costing for development plans Replacement fund options for current pitch Sponsor and membership development Grant application role & training (outsource?)
Links to Hockey Victoria	<ul style="list-style-type: none"> Participation in special events Regular networking and contact with development teams

OUR FUTURE PROJECTS AND PRECIENT DEVELOPMENT

<p>WHAT: Pitch Replacement</p> <p>WHEN: Commence Oct-24 complete Mar-24</p>	<ul style="list-style-type: none"> - Development of a pitch that provides promotional advantage and attracts high level competition <ul style="list-style-type: none"> o Replace the current turf with a suitable FIH recognised standard to enable premier league games and national level competition. Water surface is the goal, Hybrid is the minimum. o Player warm up area located on far side of pitch away from spectators o New player and bunkers on the opposite side of the ground to spectators o Provision of a specific Officials bunker o LED Scoreboard installed with the ability to sell advertising as additional revenue o Lighting upgraded to LED with variable LUX capacity o Smaller field (warm-up area) that can be used for social and smaller games
<p>WHAT: Spectator Comfort</p> <p>WHEN: Commence Mar-24</p>	<ul style="list-style-type: none"> - Development of an area that is comfortable and encourages people to stay and support the club <ul style="list-style-type: none"> o Under cover seating and shelter from sun and rain o BBQ area with seating o Concrete tiered seating at school end of ground o Lighting for night games and training
<p>WHAT: Facility Development</p> <p>WHEN: Commence Oct-25</p>	<ul style="list-style-type: none"> - Development of a facility that can be used by the whole community <ul style="list-style-type: none"> o Disabled toilets updated to provide All-Abilities access o Clubroom upgrade in kitchen & toilets o Heating and cooling modernised o Vehicle access via new gate in fence o Signage at Cramer Street entrance o Carpark paved with adequate security lighting at night
<p>WHAT: 2nd Pitch & Pavilion</p> <p>WHEN: Commence Oct-30</p>	<ul style="list-style-type: none"> - Install of 2nd pitch where the old'3rd ground is located Pavilion <ul style="list-style-type: none"> o option 1 o Construct 2nd story as function area o Ground floor as changerooms, storage, & toilets - Option 2 <ul style="list-style-type: none"> o New build on grassed area between the current and new pitch

Measure of Success				
Criteria	Objective	2022	2023	2024
Hook in2 Hockey	1. Through school roadshows, increase uptake	70	77	88
	2. Conversion to u12	40	50	60
Participation	1. Player retention on previous year	80%	85%	87%
	2. Increase in new members	+15	+25	+30
	3. Hockey Victoria events and promotions	100%	100%	100%
Coaches & Umpires	1. Coach & Umpire clinics delivered by Zone Developers Coaches	2	3	5
	2. Level 1 & 2 Coaches	5 – 1	8 – 2	10 – 4
	3. Level 1 Umpires	4	6	8
Financial	1. Budget prepared for life of plan			
	2. Surplus achieved for each year			
	3. Pitch Replacement			
Sponsorship	1. Uptake of sponsor packages			
	2. Major Sponsor signed			