



**FUTURE**

# Woodville Hockey Club

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Strategic Plan 2022 and beyond

# Overview

In 2022 the Woodville Hockey Club will celebrate its 70th anniversary. This is a proud achievement and recognition of the spirit and strength of the club and our community. As we look to the next 70 years, we are developing a strategic plan to help guide our continued success and ensure that we keep growing as a strong, sustainable and resilient club into the future.

We invite your thoughts and input, and that of other stakeholders and community members, to help us create this plan.

What is a successful club?

Sports Community defines a successful club as: a club who achieves their goals over a sustained period while maximising their value to the community.

# Strategic planning timeline



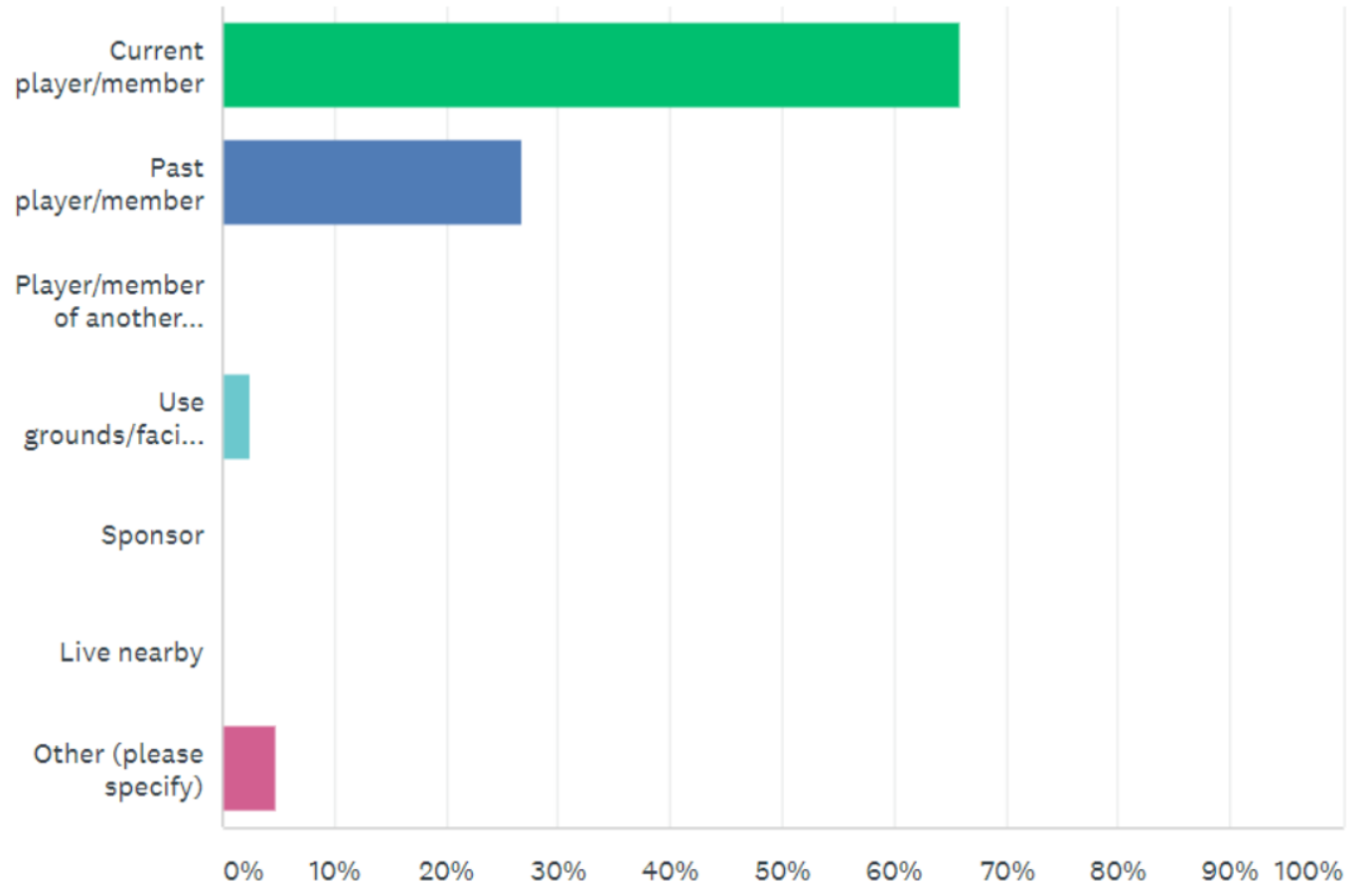
# Aspirational Survey

Questions and feedback

# Questions

- What is your connection to Woodville Hockey Club?
- Imagine it is 2031, what does a successful Woodville Hockey Club look like to you? Describe what is happening both on and off the pitch, including playing and training, as a place (clubrooms facilities) and as a community (members and WHC's role in the local community).
- Thinking about your description of a successful Woodville Hockey Club, tell us your one big idea that would help achieve this success.
- What is Woodville Hockey Club already doing that we should KEEP doing to achieve success?
- Is there anything that Woodville Hockey Club is doing that we should STOP doing to achieve success?

What is your connection to WHC?



Other: Included responses from junior parent and City of Charles Sturt

Imagine it is  
2031...

### On field competition

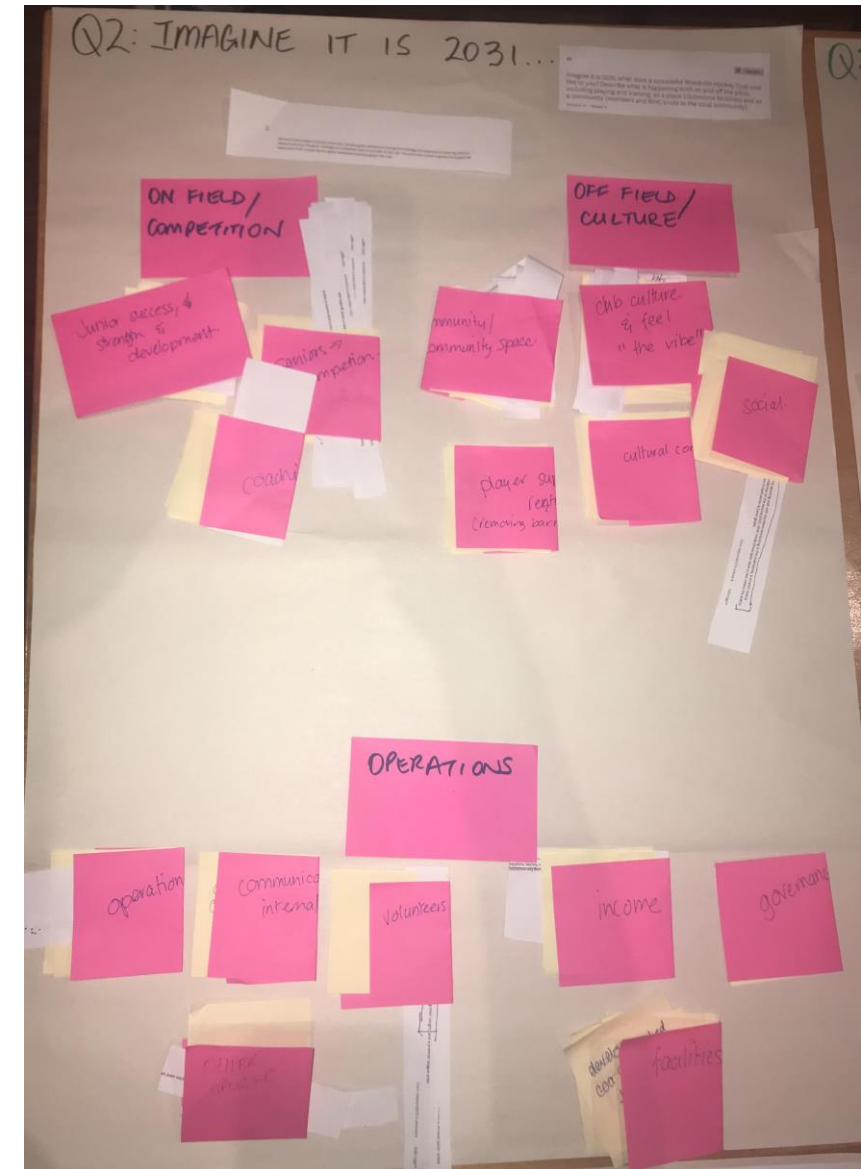
- Junior success, growth, strength, development
- Competitive senior grades
- Coaching consistency and development

### Off field and club culture

- Good club 'vibe'
- Family friendly
- Social events/club dinners
- Community connection and use

### Sound operations

- Good communication
- Strong volunteer base
- Diverse income sources
- Sound governance
- Maintained facilities
- Multi-sport & recreation



# One big idea

## Attract and retain players through:

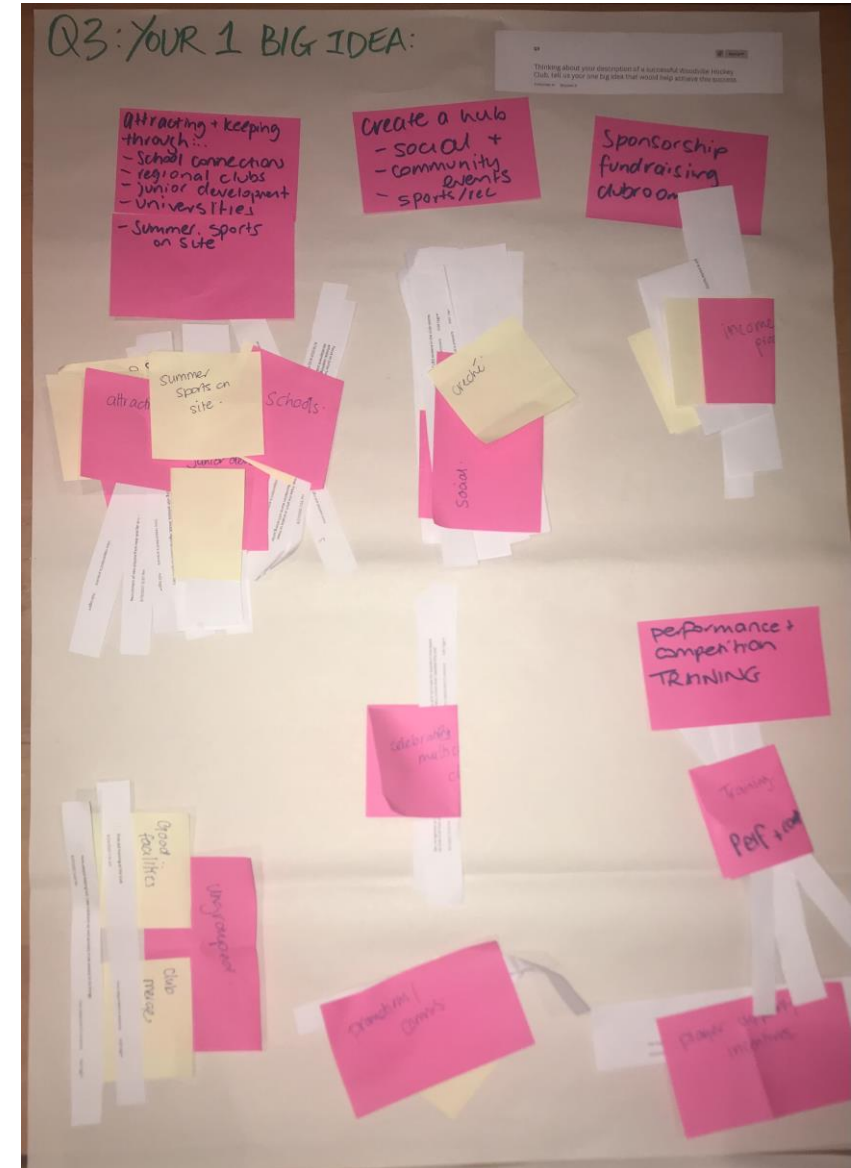
- School connections
- Regional clubs
- Junior development programs
- University connections
- Summer sports onsite

## Create a hub for:

- Sports and recreation
- Social events
- Community events

## Grow and diversify income sources:

- Sponsorship
- Fundraising
- Facility hire





Keep doing

Strong community and family friendly culture

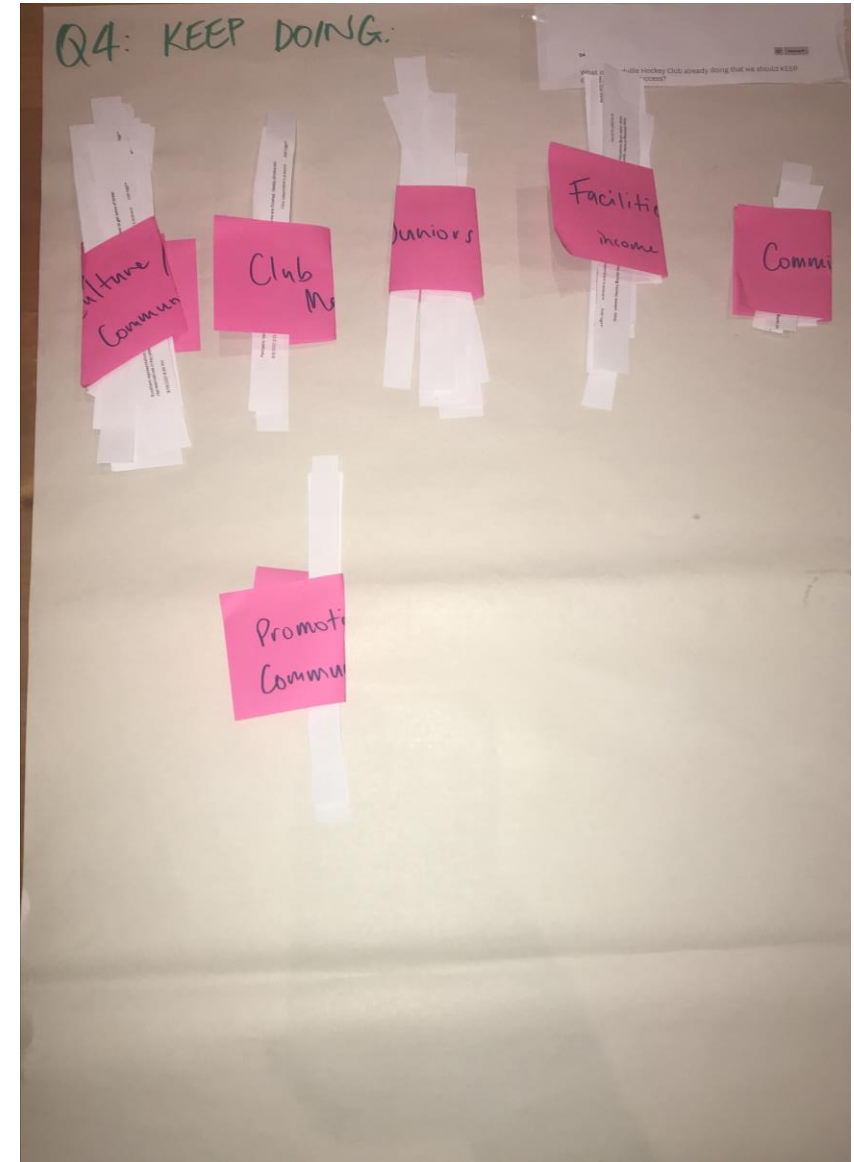
Club meals

Support and grow juniors

Expanding the use of improved facilities

Strong committee output

Promote the club externally



# Stop doing

## Competition and selection inconsistencies

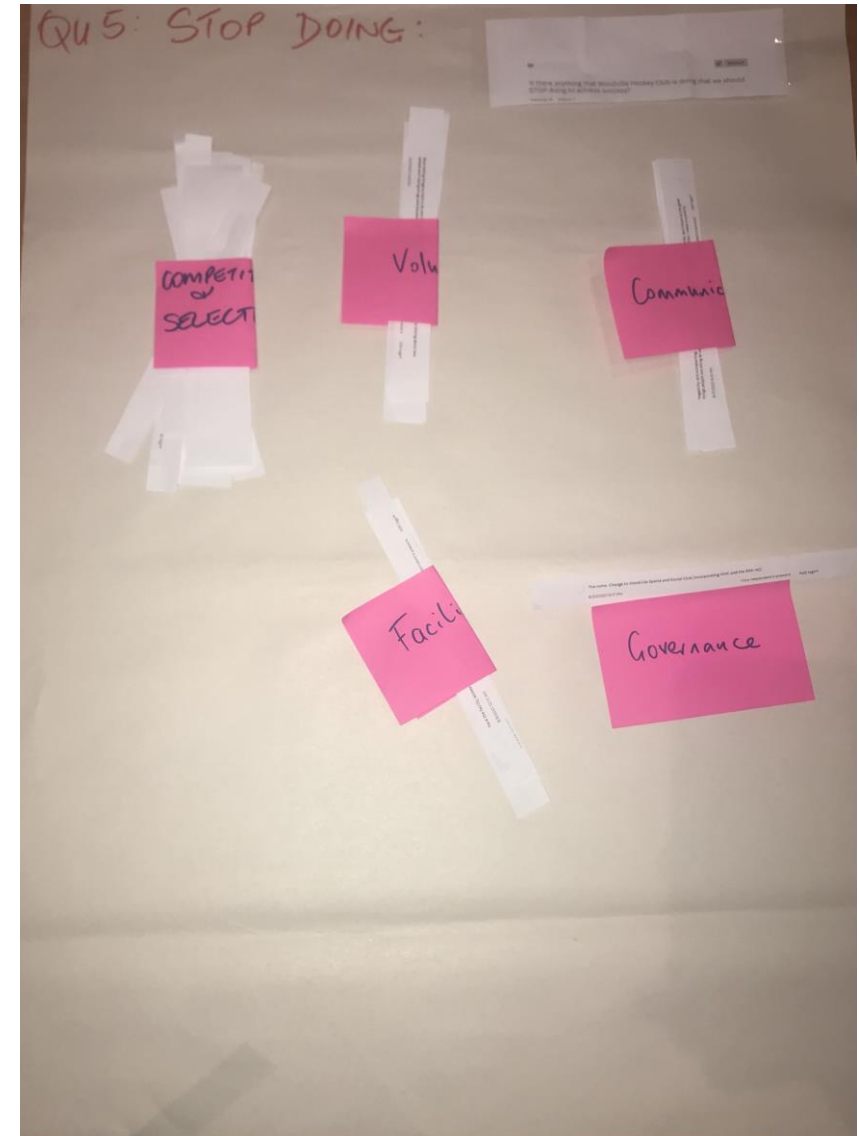
- across teams
- with training commitments
- expectations

## Volunteers

- lack of training
- no clarity on alternative ways to help
- complexity/commitment - make it easy

## Communication

- lack of transparency



# Strategic planning timeline



# Next steps...

We will continue to consult throughout October and November.

To share further feedback or to register your interest to participate in a focus group send your name and contact details to:

[secretary@woodvillehockeyclub.com.au](mailto:secretary@woodvillehockeyclub.com.au) by 29<sup>th</sup> October 2021.