



Strategic Plan 2009 - 2013

“Towards developing a hockey turf for Ballina”

BHC STRATEGIC GOALS – 2009-2013

1. Secure a turf for Ballina
2. Increase player numbers
3. Develop a junior coaching program
4. Improve infrastructure
5. Build strategic alliances
6. Maintain sound financial outcomes

OUR VISION

This Strategic Plan has been developed to ensure the long term success of Ballina Hockey Club; to assist with the procuring of an artificial hockey surface at Ballina; and to be a professional, top level hockey club that provides positive experiences for all our players, officials and their families.

OUR MISSION

Encourage, promote, develop and administer the growth and enjoyment of the sport of hockey for players, officials and the community.

OBJECTIVES AND STRATEGIES TO MEET BHC GOALS

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
1. Secure a synthetic hockey surface for Ballina						
	Continue to lobby federal, state & local government, as well as Members of Parliament to support turf	Contact MPs, and govt agencies to raise profile of turf and to gain their support to lobby on BHC's behalf.	Turf committee	2009	Time	Nil
	Seek alliances from local community	Seek alliances and sponsors from local community to support the turf (local businesses, banks, credit unions, trades, sporting bodies etc).	Turf committee	2009 Ongoing		Nil
	Raise profile of turf in local media	Advertise in local press. Contact local media to assist raise profile.	Turf committee	2009	Media Officer	Nil
	Undertake fundraising	Raise \$500,000 towards the turf through fund raising activities.	Turf committee	2009		tbd
	Encourage prospective partners to assist with turf plan	<ul style="list-style-type: none"> • Canvass prospective businesses partners and opportunities • Create information package 	Turf committee	2009		
	Contact Club benefactor to re-affirm pledge	Contact & meet when available, confirm access to funds.	Turf committee	2009	Time	Nil
	Develop a business plan for the turf	Develop a business plan to ensure a turf for Ballina will be viable and profitable.	Turf committee	Early 2009	Private consultant	\$2000
	Commence construction requirements	<ul style="list-style-type: none"> • Organise construction certificate • update proposed turf costs • investigate alternative surface options 	Turf committee	Early 2009	Private consultant	\$1000
	Establish a home base at Kingsford Smith Park	Fence an area (on proposed turf site), erect signage	Turf Committee	2011	Building contractor	As required

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
					Council approval	
	Continue dialogue with Ballina Shire Council	Establish regular contact with Council to advise on club developments with the turf and also to keep informed of Kingsford Smith Park and Ballina Shire sporting developments.	Turf Committee	Early 2009 ongoing		Nil.
2. Increase player numbers						
	2.1 Seniors					
	Improve recruiting strategies for seniors, juniors & twilight	<ul style="list-style-type: none"> ● Promote BHC as ‘family’ club. Welcome new players/people to Ballina and surrounding areas. ● Improve sign on publicity, e.g. <ul style="list-style-type: none"> ○ roadside signage in Shire ○ Hold information and sign on stands at community events and local shopping centres, Southern Cross University & web site. ○ Hold preseason gala day 	BHC Executive Media officer Web Master	Early 2009	Old real estate signs Media coverage	As required
	Enhance current player activities	<ul style="list-style-type: none"> ● Investigate a BHC men and women’s mid week fitness training sessions ● Encourage existing players to introduce friends and family to hockey ● Hold more social functions 	A grade coaches All players Social coordinator	Prior to 2009 winter comp Ongoing 2009	Fitness trainer publicity, fields Develop a starter pack for new players.	Nil Nil As required

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
	2.2 Twilight	(see also objective 2.1)				
	Improve Twilight experience	<ul style="list-style-type: none"> Encourage existing players to play as well as introduce friends & family to hockey. Promote twilight hockey as 'come and try' for new junior & senior players Introduce an adults only comp. Make twilight more structured, organise proper goals 	Twilight Coordinator	Early 2009	Publicity Fields Sticks, balls, hats Goals posts	Nil
	2.3 Juniors	(see also objective 2.1)				
	Continue to nurture current juniors	Continue to hold fun days, BBQs etc. Encourage and have "bring a mate" trainings. Hold special turf and umpire trainings throughout the season. Follow up juniors from previous years. Co-opt and train quality, trained coaches, encourage parent involvement.	Junior coordinator - G Anderson & Coaches	2009 ongoing	Time	As required: Eg: fun day expenses special turf training fees
	Develop junior hockey program	Investigate options and implement a junior hockey program, e.g. <ul style="list-style-type: none"> Investigate Hook in2 Hockey program. Register BHC Develop a schools based competition. Contact local schools (9 primary schools in our local area). Contact and follow up with local schools. Follow up with FNCH junior development officers to see what they can provide. Promote BHC as a 	Junior coordinator - G Anderson J Cronin	Early 2009 Annually prior to winter competition First term of each year	Contact Sandra Wardrop FNCHA	As required

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		sport for schools. Provide information & equipment to schools as required.				
3. Develop a junior coaching program						
	Develop a coaching plan for juniors	Develop a coaching plan for junior players and coaches (from Minkey to U17) to ensure our juniors can maximise their potential as hockey players and successfully make the transition to our senior grades as competitive athletes	Junior coaching coordinator S Arundell.	2009 - March	Time Research	Nil
	Encourage national coaching accreditation	Encourage potential and current club players to undertake national coaching accreditation for juniors and seniors, with emphasis on establishing a base of quality junior coaches.	BHC executive	2009 Ongoing		Course fees be partially reimbursed
4. Improve infrastructure						
	4.1. Equipment					
	Update junior equipment	Ensure juniors teams have safe and adequate equipment, especially junior goal keepers.	Gear steward President	Early 2009	Source products	As required
	4.2. Grass fields					
	Maintain and improve grass fields at Kingsford Smith Park	<ul style="list-style-type: none"> Monitor KFS hockey fields Maintain relations with Ballina Shire Council 	President	Ongoing Review early 2009	Time	As required

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
5. Build Strategic Alliances						
	5.1. Community					
	Develop a public relations/ community awareness program	<ul style="list-style-type: none"> Continue to promote and advertise hockey in local media Form alliances with local media (Advocate/Northern Star etc) Post information flyers in community spaces Continue to enhance, review and update internal and external communications Continue to develop website 	Media officer Secretary BHC Executive Web master	2009 Ongoing Ongoing Ongoing	As required	As required
	5.2. Hockey Community					
	Lift relationships with Far North Coast Hockey Association	Encourage parents and members to fill positions on FNC Hockey Inc and FNC committees. Further enhance Club's relationship with FNC Hockey Inc	BHC Executive	2009 Ongoing	Travel, time	
	5.3. Parents	encourage parent involvement				
	Involve parents in club and junior activities	Encourage greater parent involvement. Information brochure on how parents can be involved to be distributed at beginning of season. Coaches to also follow up and encourage	Junior coordinator Coaches Secretary	Early 2009	Publicity	nil
	5.4. Sponsors					
	Develop sponsorship brochure/packages for potential sponsors	Develop brochure outlining opportunities, expectations and costs for potential sponsors. Consider various levels of involvement – Gold, Silver Bronze with various commitment levels	Secretary	2009	Media Officer design assistance	As required

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	Marketing/promotional collateral	Develop new members/media/info pack for the Club. To include sponsorship information, general club info, summary of strategic plan/goals, important contacts, web address, etc.	M Boots & Secretary	2009 ongoing	Media Officer, Designer/printing	\$300 printing costs?
	Enhance relations with Elders	Continue to provide feedback to the Club's major sponsor.	BHC Executive	Annually ongoing	Annual correspondence advising Club activities	
	Increase number of team sponsors	10 new team sponsorships required for 2009 season. Source out potential team sponsors, through face to face follow up, newsletters/web advertising, parent info brochure at beginning of season	BHC Office Bearers Coaches	2009 ongoing	publicity	As required
	5.5. Kingsford Smith Park Alliance					
	Build alliances with other sporting bodies using Kingsford Smith Park (BHC home grounds)	<ul style="list-style-type: none"> Maintain continued dialog with rugby league and cricket clubs. Make connections with Netball Association. Meet at least annually with KFS sporting bodies to foster positive relations, to exchange club development and to develop strategies to promote and strengthen KFS sporting clubs 	BHC Executive Turf committee	2009 ongoing		nil

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
6. Maintain sound financial outcomes						
	Maintain financial status (remain profitable)	Continue to manage BHC finances in a competent and accountable manner. Provide financial reports to BHC monthly meetings and at AGM	Treasurer	ongoing	time	nil
		Undertake a cost analysis of player fees. Compare income (annual player fees) against player expenses (uniforms, Association & turf fees, electricity, annual presentation etc)	Treasurer	2009	time	Nil <i>(completed Feb 09)</i>
		Continue to encourage and support fund raising activities for BHC. Ensure not all fund raising activities are directed towards the proposed turf to the detriment of BHC's profitability.	BHC Board of Management	ongoing	time	nil
	Develop system to better record and receive team turf payments.	Current system cumbersome, difficulty in determining team payments vs games until end of season and unable to recoup fees at that stage. Develop better system of recouping and recording fees	Treasurer	2010	time	Nil <i>(completed Feb 09)</i>
	Turf v BHC finances	As the turf project develops, ensure transparency between BHC and turf funds. Separate finances.	Treasurer	ongoing		nil

BHC Strategic Plan Coordinator: M Boots (Facilitator) & BHC Executive

BHC Strategic Plan Review Time Frames: Early 2009
Annually end of each season 2009 to 2013

BHC Strategic Plan 2009 – 2013 Dated: 2 February 2009

Goals	Objectives	Strategies	By whom	By when	Resources required	Budget
Wish list						
Ensure appropriate governance is in place	Review BHC constitution & policies	Information to be available to all members	BHC Executive	future		
Create a player skills register	Compile a trade directory of BHC players' skills	Compile a list of players and their skills which may be utilised for advancing the Club.	BHC Executive	future	Include 'occupation' on hockey registration form.	
Future planning and feedback	Develop a survey/feedback questionnaire to investigate hockey knowledge for future planning	Develop questionnaire	A Lake	Prior to 2009 season	Develop survey	Nil. (Completed Feb 09)