

UCHC STRATEGIC PLAN 2019-2021



WHO ARE WE?

The University of Canberra Hockey Club (UCHC) was formed in 1971 and has approximately 200 active members. In 2018 the club had seven women's teams, five men's teams and one mixed team in the Hockey ACT winter competitions. The club also enters teams into Indoor and social competitions over the summer period. UCHC has won numerous premierships over the years including five consecutive 1st grade premierships.

We pride ourselves on hockey as well as Canberra's most social hockey club. We believe that members should be enjoying themselves both on and off the field. To achieve this we host a number of social functions throughout the year, encourage members to watch games other than their own and organise finals series merchandise every year.



WHY DO WE NEED A PLAN?

As we approach our 50th year we want to ensure the longevity of the club to infinity and beyond. This plan highlights what we want to focus on over the next three years and the measures we will use so we know we get there. This will help the UCHC Board to stay on track with the things that are most important to the prosperity of the club.

WE WANT

To be recognised as the best hockey club in Canberra and surrounding districts in terms of its playing strength and depth, the professionalism of the administration, coaches and umpires and the quality of its social community through social functions and culture of members.

OUR FOCUS

Performance
&
Participation

Stakeholder
Engagement

Culture

Finance

PERFORMANCE & PARTICIPATION

- Teams in finals and winning premierships
- Quality qualified coaches
- Transparent grading process to make sure teams are of the best quality
- Pre-season games and opportunities to play against other clubs both locally and interstate
- Ensure we have teams in a diverse range of grades to cater to all levels of ability.
- Enter teams into summer and indoor competitions
- Quality qualified umpires
- Increased professionalism and participation during training



STAKEHOLDER ENGAGEMENT



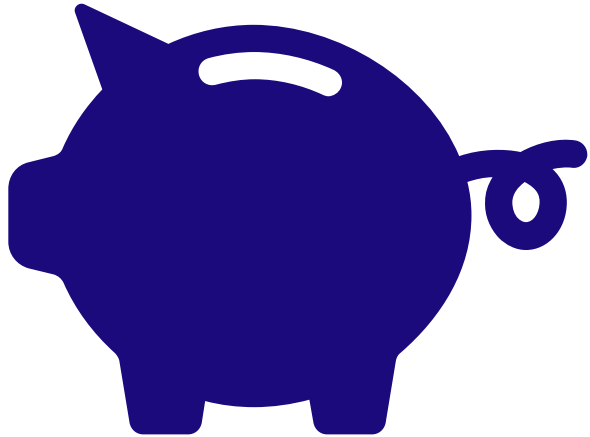
- Create pathways for Uni Juniors players to play senior hockey for UHC
- Provide coaches and umpires for Uni Juniors to promote links between our clubs for ongoing engagement
- Utilise our CL players to create pathways between junior and senior clubs
- Work with UC to create better linkages for students and alumni to participate in games and social functions
- Engage with Canberra community
- Expand sponsorship network and maintain current sponsors

CULTURE

- Offering diverse social functions that cater to majority of members
- Communicate through a range of different mediums - website, social media, in person
- Engagement in social media
- Encourage supporting other teams
- Engage in community partnerships - Chris Mackinnon Weekend, other causes that are close to our heart
- Improved publicity through our community partnerships
- Continuing to be supportive of causes



FINANCE



- Maintain and grow sponsorship network
- Maintain links with Sport @ UC
- Diversify revenue streams
- Investigate and develop grant opportunities
- Maintain competitive fees
- Ensure key payment dates are communicated and adhered to by all club members.
- Become an Incorporated Association and Not for Profit Status
- Best practice governance

WHAT DOES SUCCESS LOOK LIKE?

Performance & Participation

Growth in participation and on field success

Stakeholder Engagement

Attractive club for a diverse range of stakeholders, including juniors

Culture

Positively engaged club

Finance

Financial security