

# Athlone Hockey Club

Strategic Plan 2018–2020

# Athlone Hockey Vision

Hockey is recognised as a  
Modern, skillful and dynamic sport  
that inspires participation and  
lifelong opportunities to grow and  
develop

# AHC Mission

AHC works in partnership with its Members and Stakeholders to promote and grow hockey in Athlone and environs.

AHC provides a positive hockey experience that fosters an environment where participants at all age and ability levels can learn, develop and enjoy hockey through a lifetime of sport and friendship.

# AHC Values

- ▶ **Respect**

- Appreciation, Civility, Consideration

- ▶ **Professional Approach**

- In everything we do

## **Integrity**

Honesty, Transparency, Sporting

- ▶ **Inclusive**

- Welcoming, No Barriers, All Ability Levels

## AHC strategy Development plan

a) AHC meets the needs of our members and stakeholders through

- Communication
- Education
- Competition Structures

b) AHC provides a framework to help our members and stakeholders in the recruitment, development and retention of players, coaches, umpires and volunteers

c) AHC partners with Local Sports Partnerships and Schools to support the delivery of our framework

d) AHC in conjunction with the CHA and Hockey Ireland promotes the development and standards of hockey at every level

# AHC Strategy Provision of Good Governance & Best practice

- AHC acts in the best interests of members and stakeholders
- AHC endeavors to conduct its business in accordance with best practice
- AHC leads the promotion of Child Protection Policies

# AHC meets the needs of our members and stakeholders through communication # 1

Sub- goal	Overall Vision	2018	2019	2020
#1 Committee & Stakeholder Engagement	Effective two way interaction between the AHC committee and its Stakeholders	<p>Begin to address key areas including:</p> <ul style="list-style-type: none"> <li>a) Website*</li> <li>b) Club Interaction</li> <li>c) Branding</li> <li>d) Development</li> </ul> <p>Continue to engage stakeholders to refine plans.</p>	<p>Feedback facility for Stakeholders</p> <p>Information meetings – Forums, Registration, General etc.</p>	<p>Ensure greater visibility of AHC e.g. actively engaged in club visits .</p>
Website Facebook	AHC's uses modern tools to effectively communicate with its stakeholders	<p>Develop AHC website and social media apps.</p> <p>Introduce online registration</p>	<p>Senior &amp; Junior sections are using the text service for results</p> <p>Expand text result service to Schools</p>	<p>Review of web and other communication tools to identify gaps which need to be addressed.</p>

# AHC meets the needs of our members and stakeholders through communication # 2

Sub- goal	Overall Vision	2018	2019	2020
#2 Connacht Hockey /Irish Hockey Association	Complementary strategy for hockey	Regular meeting with provincial association		
#3 Hockey Umpires Association	AHC involved and supported through ongoing and effective two-way communication.	Continue to develop the relationship between HUA and AHC Meet and agree goals and objectives	Work with HUA in education & recruitment efforts.	Support the launch of a database of umpires for clubs.
#4 Sponsorship/ Funding	Hockey is attractive to potential sponsors & funding	Formulate a policy to secure sponsorship & funding	Implement funding/sponsorship policy	Secure main brand sponsor.



# AHC meets the needs of our members and stakeholders through competition structures

Sub- goal	Overall Vision	2018	2019	2020
#1 Rules & Regulations	Standard Rules & Regulations apply to all AHC competitions.		Review AHC Competition Structures & Interprovincial.	
#2 Youths & Underage	Increased school Participation.  Clubs junior section include boys and girls.	Promote hockey at schools.	Increase the number of boys playing hockey	Increased retention of players
#3 Social	Social hockey supports on going involvement and participation.	Supportive environment for social hockey (youth to vets) Develop existing programs	Examine the potential for Summer leagues.	

# AHC meets the needs of our members , stakeholders through education

Sub- goal	Overall Vision	2018	2019	2020
#1 Stakeholders	Setting and promoting high standards.	Increase awareness of roles	Roll-out club development template .	
#2 Coaches	Database of all coaches in the region details their qualifications and development needs.	Develop database of all coaches.	Liaise with IHA to ensure continued development of AHC coaches.  Identify coaches for further development.	Recognised career path for AHC coaches.
#3 Umpires	Umpiring is promoted.	Work with HUA to improve umpiring standards within the club	Work with HUA to develop electronic links	Work with HUA to ensure there are greater numbers of umpires at all levels.

## **AHC provides a framework to help our members and stakeholders in the recruitment development and retention of players, coaches, umpires, and volunteers**

<b>Sub- goal</b>	<b>Overall Vision</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Recruitment</b>	<b>Visible and attractive sport to all sections.</b>	<p>Decide where the best potential is to increase numbers in hockey.</p> <p>Develop standard tools to support club recruitment programs</p>	<b>Implementation</b>	<p>Carry out a review of methodologies being employed to recruit new hockey players, coaches, umpires &amp; volunteers</p>
<b>Retention</b>	<b>All participants are encouraged to continue involvement.</b>	<p>Use information gathered by the IHA regarding the drop off of players transferring to adult hockey.</p>	<p>Review programs in place to encourage everyone to continue their involvement in the sport.</p>	<p>Quantify if there has been a decrease in the drop off rate.</p>

# AHC promotes the development and standards of hockey at every level

Sub- goal	Overall Vision	2018	2019	2020
#1 Youth <18	Increase the opportunities for all, in particular boys, to keep playing hockey.	Increase the profile of the U16 league/cup and investigate other age groups.	Formulate proposals to support youth development.	Implement changes as approved.
#2 Adult/Club >18	The standard of hockey will be improved at all levels.	Identify and develop templates on Best Practice.	Review Progress with Clubs.	Consolidate Best Practice.
#3 Top Levels	Balance the impact of Elite hockey on all levels	Examine the impact of top/elite initiatives	Work with the various stakeholders to implement changes as approved.	Continue to Monitor.

## AHC acts in the best interests of members and stakeholders

Sub- goal	Overall Vision	2018	2019	2020
Facilities	Improve Astro turf playing field surface at Athlone regional sports center	Support ARSC in grant application to replace pitch surface	Replace pitch surface in Off season	

The AHC Strategic Plan will be reviewed and assessed on an annual basis. The Board of the AHC and its sub-committees will be responsible for the implementation of the plan.