

**“Many Cultures –
One Direction”**

HOCKEY QUEENSLAND
Remote & Indigenous
Hockey Development Program

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Hockey Queensland

*Remote and Indigenous/Islander
Communities Hockey*

Development Program

**2010-2013
Strategic Plan**



Hockey
offers a great
range of
competitions,
games and
modified formats
to cater
for any number
or ability of
participants'.

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ABOUT THIS DOCUMENT

This document was adopted in October 2009 as the Strategic Plan for the Hockey Queensland Remote and Indigenous Hockey Program.

It has been prepared by Julie McNeil – Program Manager as part of the overall development policy of Hockey Queensland Inc. It sets out the strategic directions for the hockey in Queensland's Remote and Indigenous and Island communities from 2010 to 2013.

Strategic directions identified in this plan have been established to help lay the foundation for the future growth and development of hockey in Remote and Indigenous/Islander communities and to provide ongoing support for the game at all levels.

ACKNOWLEDGMENTS

Julie McNeil wishes to acknowledge the support and assistance provided by the Board, Coaching and Development Committee of Hockey Queensland.

Julie McNeil also thanks the administrators and program representatives who contributed their time and experience and all those who participated in interviews and consultations.

VISION

Hockey -

*“Taking the lead in
sports development
across Queensland’s
Remote
and
Indigenous/Islander
Communities.”*

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INTRODUCTION

Hockey began its sports development in the Queensland’s Remote and Indigenous/Islander communities in 2002 .

Budget was minimal, area was substantial and opportunity was abundant

The Program identified early the paramount importance of planning and development strategies to ensure value for commitment.

Core Values include:

- Earning Respect*
- Understanding Cultures*
- Effective Communication*
- Modifying Programs to suit Community needs*

The aim of this plan is to provide organizational direction to capitalize on the growth and development of the game, and to ultimately encourage more people to play hockey.



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MISSION

To provide excellent and accessible sporting and social experiences for all.

To achieve our mission we will:

- (a) be **flexible and responsive to the changing** needs of communities, organizations and participants;
- (b) demonstrate **leadership and innovation in** the ongoing development and administration of hockey in the remote and indigenous/islander communities;
- (c) develop and maintain **open communication** with all programs and hockey industry stakeholders;
- (d) **promote the sport, its benefits and appeal** throughout the Queensland Remote and Indigenous/Islander community, and
- (e) **provide pathways for all participants from** social participation through to elite level performance.



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THE STRATEGIC FRAMEWORK

The following six key focus areas have been identified as the major program priorities for the next four years. With appropriate strategies to reach program goals prepared, their implementation will assist the sport to reach its full potential throughout Queensland communities.

The Focus Areas include:-

- < *Financial Security*
- < *Active Participation*
- < *Coaching and Officiating*
- < *Facilities and Equipment*
- < *Promotion and Communication*
- < *Community Engagement and Hockey Art*

Strategic and Action Plans will be reviewed annually, and priorities revised to meet the changing needs of the sport, the community and the organizations involved .

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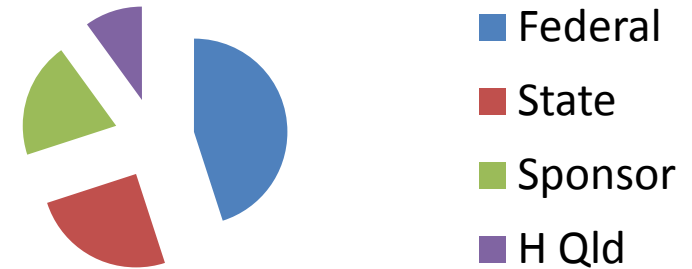
Target 2013

To increase 2009 revenue by 20%

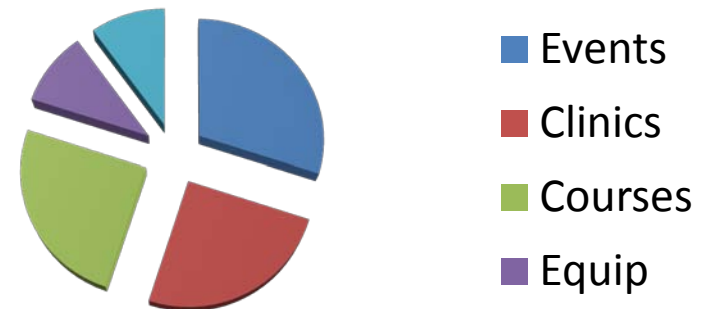
Creating Financial Sustainability

- ✓ *Continue to manage revenue and expenditure responsibly*
- ✓ *Identify new sponsorship opportunities for the Program*
- ✓ *Establish the Remote Hockey Foundation to facilitate charitable contributions*
- ✓ *Retain existing and attract additional Federal, State and local government financial support for the Program*

2009 Program Revenue



2009 Program Expenses



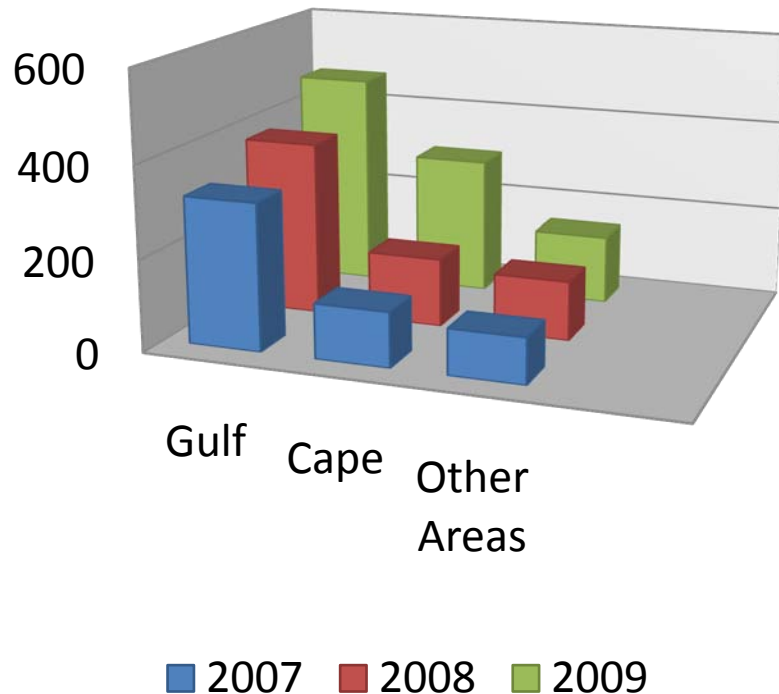
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Target 2013

To increase overall participation in the Program by 10%

Participating in clinics and competitions



Active Participation

- ✓ Increase the number of children who participate in the "Hook in 2 Hockey" program
- ✓ Significantly increase the amount of hockey played at school
- ✓ Increase the retention rate of players
- ✓ Increase the number of hockey volunteers connected to the Program
- ✓ Provide greater opportunity for girls to play hockey
- ✓ Hockey to be considered a "cool" sport for girls to play
- ✓ Substantially increase Indigenous hockey participation
- ✓ Change the culture of mainstream hockey to make it more attractive to Indigenous hockey players

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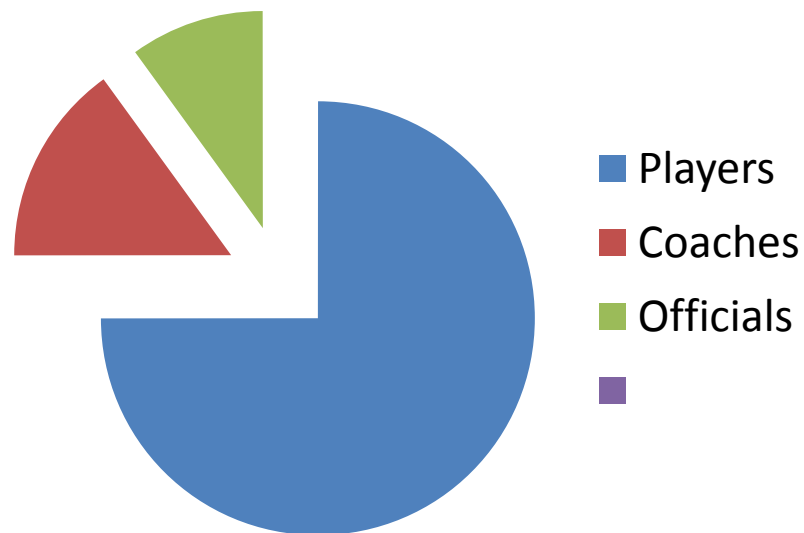
Target 2013

Increase the number of accredited coaches and officials by 20%

Coaching and Officiating

- ✓ Educate volunteers to a level where they feel more confident in coaching players and umpiring games.
- ✓ Further develop the coaching and officiating training available on the website
- ✓ Encourage coaches to complete as a minimum the Remote Program Introductory Coaching and Officiating accreditation
- ✓ Create development pathways for coaches and officials within the Program
- ✓ Consider the employment of development officers trained in coaching and officiating through-out the remote regions

Numbers of Coaches and Officials accredited within the Remote Program in 2009



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Target 2013
*Improved Hockey Facilities
Communities have ready access to
key equipment*

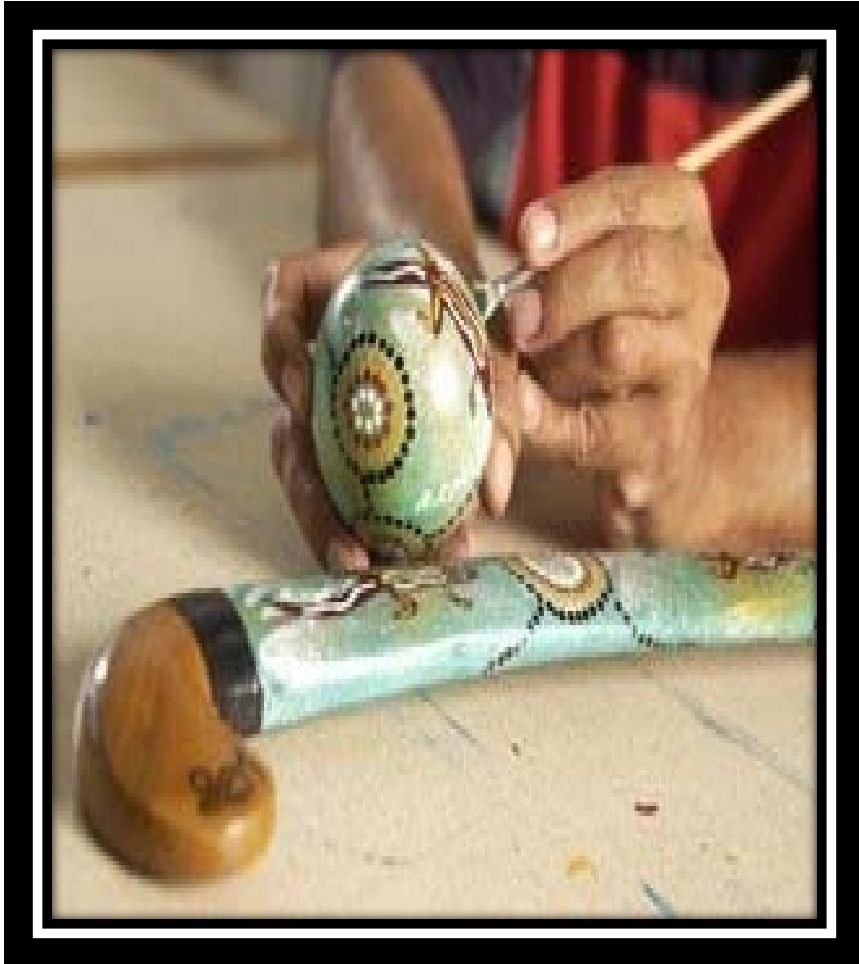


FACILITIES AND EQUIPMENT

- ✓ Ensure the quantity and quality of playing, training, and spectator facilities are adequate to meet both current needs and future growth.
- ✓ Facilitate the access to and the transport of all necessary hockey equipment to the Remote and Indigenous/Islander communities.
- ✓ Increase the availability of hockey grounds with lights
- ✓ Ensure this Program and its members are responsible corporate citizens in the management of facilities.

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Target 2013
Widespread community support and recognition of programs combining hockey and culture including - Hockey Art.



Community Engagement and Hockey Art

- ✓ Provide an Integrated Community Approach to promote hockey programs as a best practice program to deliver skills, assist in delivery relevant community messages and combining hockey and culture programs.
- ✓ Establish and develop partnerships with schools and tertiary institutions to deliver programs within the community.
- ✓ Engage community artists to assist in Hockey Art Workshops.
- ✓ Partner with Hockey Equipment Businesses, Government and Hockey Australia to market and promote Hockey Art

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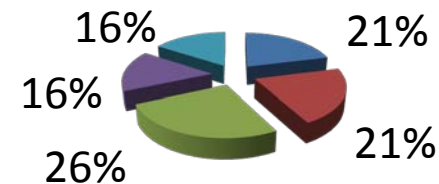
Target 2013
Promote successfully the National
Indigenous Hockey Game played annually in
Queensland

Promotion and Communication

- ✓ Work with Hockey Australia and the National Hockey Program to schedule and Promote an Annual Australian Indigenous Hockey Game to highlight the opportunities for indigenous people within the sport of hockey.
- ✓ Work with Hockey Australia and Hockey Queensland to include references to Islander and Indigenous culture in marketing and promotion strategies.
- ✓ Deliver best practice development planning programs and mentor communities in the benefits of creating a strong strategic direction.
- ✓ Identify, Develop and Communicate a clear pathway into elite development programs for participants connected to the Program .
- ✓ Use the remote hockey web site to ensure Program is as current with hockey practices, education and training opportunities and promotion of the Program.

Remote Hockey Web Site Content of information 2009

- Events
- Best Practice
- Education and Training
- Active Participation
- Hockey Art



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Hockey Queensland Remote and Indigenous Development Program wishes to acknowledge and thank all those people, organizations and departments that assisted in the preparation of the Strategy.

www.remotehockey.com

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