

Geraldton Hockey Association Inc.

Strategy on a Page (2020-2022)

Vision

GHA - A Leader in Regional Hockey in WA.

Mission

To manage the growth, development and promotion of hockey in the Mid-West Region, promote inclusive participation and provide a sustainable top-class facility.

Competitive Advantage

1. A 125 Year History of Resilience and Hockey in the Midwest Region (1906-2022)
2. A Top-Class Facility; Two Turfs and a fully serviced Pavilion (Potentially World Class).
3. A Proven Track Record – On and Off the Field. #1 ranking in WA regionals.
4. A Competitive and Sustainable Financial Structure – four streams of income; Fees & Turf Levy, Sponsors, Bar & Kitchen, Grants.
5. An Ideal Climatic Region and Geographic Location – moderate winter ideal for playing hockey all year round.

Key Success Factors (Pillars)

- Finance
- Facilities
- Participation
- Marketing & Media
- Governance (Overarching Principles)

Finance

1. Engage financial planner / CPA; manage funds to budget.
2. Develop Business Plan - 3 year
3. Develop 10 Year Long Term Financial Plan (LTFP)
4. Develop Financial Models in QBi. (Budget vs. Actual).
5. Attain Funding for Two Turfs;
6. CoGG self-funded loan (\$500K)
7. CSRFF 50/50 grant (\$250K)
8. Covid-19 funding initiative (\$20K)
9. Covid-19 – claim JobKeeper and other initiatives. \$1,500/fn.
10. Achieve Cash Profit of \$100K pa p.a.

Facilities

1. Playing Turfs (two) – provide safe player conditions.
2. Multi User Facility – attain EOI's from Football, Touch Football, Personal Trainer, Yoga / Pilates.
3. Install outdoor gym set on Hill.
4. Maintenance (Asset Mgmt) Plan
5. Asset Inspection Report (annual)
6. Manage Bar, Kitchen & Amenities and Housekeeping.
7. Manage Grounds, Lighting, Water, Power, Fencing, etc.
8. Provide Drinking Water for Players.

Participation

1. Appoint Development Officer.
2. Grow Junior m/ship by 5% p.a.
3. Grow senior m/ship by 3% p.a.
4. Maintain Membership records of past and present players.
5. Initiate participation competitions – Summer, Indoor, Walking, Beach, Mixed, 6-a-side, 1-on-1 shootouts, etc.
6. Growth in Indigenous players – sponsorship or cadets (no fees).
7. Coaching Accreditation
8. Umpiring Accreditation
9. Host major event within 3 years.
10. 115 Years Celebrations in 2022.

Marketing & Media

1. Sponsorship Plan, Consolidate Sponsors – Tiers 1, 2 and 3. Target \$30K p.a. Contract Tier 1.
2. Stakeholder Management Plan – implement.
3. Media Promotions - radio, paper, e-social media, streaming games, game day promotions
4. Recognition Awards
5. Newsletter / Facebook.
6. Community Goodwill – donate equipment to schools.
7. Hosting major events etc.
8. 115 Year Celebrations in 2022.

Governance

1. Compliance Reporting
2. Constitutional Compliance
3. Legislative Compliance
4. Bylaws Compliance
5. Strategic Plan
6. Business Plan
7. Risk Management Plan
8. Financial Management Plan
9. Stakeholder Management Plan
10. Covid-19 Emergency Response Plan

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