



CAMBERWELL HOCKEY CLUB STRATEGIC PLAN

2023 ▶ 2030

VISION: A Community Club for all ages, genders and abilities

VALUES: Supportive, Selfless, Respectful, Inclusive, Relentless

▶ STRATEGIC PILLARS

**PLAYER
ENGAGEMENT**

**HOCKEY
EDUCATION**

**COMMUNITY & HOCKEY
ENGAGEMENT**

**CLUB CULTURE & MEMBER
PARTICIPATION**

**FACILITIES &
INFRASTRUCTURE**

**FINANCIAL MANAGEMENT
& GOVERNANCE**

▶ OUR GOALS

*Enhance Player Retention,
Recruitment & Re-engagement*

*Develop Hockey Players
& Officials at all levels*

*Maintain Strong Relationship
with the Community,
Council & Hockey Victoria*

*Enhance Club Culture and
Member Participation*

*Provide the best possible
Training, Playing and Social
Facilities*

*Continued Financial
Strength, Good Governance
and Sustainability*

▶ DESIRED OUTCOMES

- Increase player participation across all levels at a sustainable rate
- Increase player retention, recruitment and re-engagement
- Reduce barriers to playing hockey
- Increase participation and capability of coaches, umpires and officials
- Provide development opportunities for players of all abilities
- Provide elite player development pathways
- Lead, promote and grow hockey in Victoria.
- Continue to meet LEC requirements
- Maintain strong relationship with Council and community
- Increase Club diversity
- Strengthen whole of Club culture
- Increase Club social opportunities
- Increase Club volunteer engagement
- Provide inclusive environment for all
- Continue to provide first class facilities at Matlock
- Improve 2nd home ground and facilities
- Maximise use of facilities
- Provide equal access to facilities
- Maintain safe facilities
- Maintain financial strength
- Uphold good governance
- Manage efficient Club operations
- Build Club resilience, succession planning and sustainability

▶ FOCUS AREAS

- Review retention initiatives to minimise player turn over
- Undertake program to re-engage past players
- Consider recruitment programs to increase participation
- Expand summer, indoor and midweek hockey programs
- Review barriers to playing hockey and enable flexibility
- Create and grow Club coach, umpire and officials development programs
- Expand school roadshow programs
- Provide hockey basics programs for all ages
- Provide elite player development pathways
- Promote hockey excellence
- Support Hockey Victoria on-field and off-field initiatives
- Review LEC requirements and implement action plan
- Review diversity of the Club and community, and create action plan to increase diverse engagement
- Enhance Council and neighbourhood engagement
- Create more whole of Club social opportunities
- Create volunteer role descriptions and plan to increase Club volunteers
- Promote inclusion initiatives
- Promote wellbeing initiatives
- Complete Gender Equity Audit and Action Plan
- Review 2nd ground and facilities options
- Implement infrastructure and capital works program
- Promote community & social use of facilities
- Review game fixture usage
- Review equal access and best use of facilities
- Consider technology developments to improve player and member experience
- Increase sponsorship
- Maximise grant opportunities
- Review volunteer versus paid roles and succession planning for key roles
- Streamline club operations where possible
- Increase use of technology to improve Club administration
- Implement National Integrity and Safe Hockey Frameworks