

FOOTSCRAY HOCKEY CLUB

“CRITICAL SUCCESS FACTORS”

2018-2022



5 year planning period 2018 – 2022

Note: At the FHC’s November 2016 Strategic Planning Workshop, the Workshop Facilitator advised that it would come down to FHC’s ability to produce more inspiring leaders/leadership than clubs around us in the Premier League which would hold the key to our Club becoming “elite” at this level.

FOOTSCRAY HOCKEY CLUB

2018 ACTION PLAN

1. INTRODUCTION

In November 2016 a Strategic Planning Workshop was conducted in order to identify the key themes and goals for the Footscray Hockey Club as it looked forward to the 2017 year specifically (hence, this is our 2018 Action Plan) and the five year planning period 2018-2022 (our 2018-2022 Strategic Plan).

For all of the 'key goals' identified for 2018, specific action steps have been identified and allocated to the relevant Board Director. The subsequent ten specific 2018 Action Plans now follow.

MISSION STATEMENT:

'to provide and promote facilities and activities for Men's, Women's and junior hockey for all age groups with Footscray and local districts'

VISION:

What we want to become in the future

A leading PL club

United

Financially secure

A constant, continual recruiter / developer of juniors

Admired, envied. A quality reputation

A 'centre of excellence'

CORE VALUES

Welcoming, friendly & caring

Inclusive

Respectful

Ethical, high integrity, good sportsmanship

Club first (not teams or individuals)

OTHER DESIRED CHARACTERISTICS

Community 'responsive, good citizens'

Loyalty

Powerful

Progressive

Vibrant

2. SPECIFIC ACTION PLANS

2.1 Women's Section Administrator

Nicole Virtuoso

2.2 Men's Section Administrator

Darryl Jahnke

2.3 Junior Section Administrator

David Braiden

2.4 Planning & Performance

Brendan Sheehan

2.5 General Secretary

John Mason

2.6 Commercial Operations

Karen Johnstone

2.7 Finance

Cindy Poole

2.8 Sponsorship & Fundraising

Rodney Johnstone

2.9 Masters Section Administration

Damien Toussaint

2.10 Grounds & Pavilion

Colin Braithwaite

2.1 Women's Section Administrator

Nicole Virtuoso

	TASK	TIMELINE
1	Update the FHC Website to reflect 2018	Mid Season
2	Expand our social media platform, increase informative posts and celebrations	Early Season
3	Review the means in which we record and maintain our club's millstones and honour boards	Mid Season
4	Develop a recruitment campaign to inject more women's members	Early Season
5	Strengthen the junior/senior interface	Early Season

2.2 Men's Section Administrator

Barry Allan

	TASK	TIMELINE
1	Establish a Men's Section sub committee (min 5 coordinators)	Early Season
2	Recruit an elite player/mentor to help our 2018 Men's PL squad	Pre-Season
3	Strengthen the junior/senior interface	Early Season
4	Remove the vulnerable status from our men's program	Mid Season

2.3 Junior Section Administrator

Caroline Mansfield

	TASK	TIMELINE
1	Establish a junior section sub committee (min 15 contributors)	Early Season
2	Identify and create leadership opportunities for junior players	Mid Season
3	Produce a Junior Section Strategic Plan	Mid Season
4	Report to Board on the performance to date of the Junior Section Coaching Coordinators	Mid Season
5	Involve parents more (volunteering, playing, etc)	Mid Season
6	Find more 'shield' standard coaches	Early Season
7	Report to the Board on our recruiting outcomes	Early Season
8	Develop a stronger GK development program	Early Season

2.4 Planning & Performance

Brendan Sheehan

	TASK	TIMELINE
1	Explore opportunities through liaison with the Western Sports Triangle (VUT, Western Bulldogs, Maribyrnong Secondary College)	Mid Season
2	Prepare info/tactics that will assist us in our renegotiations with Council re: Lease	End of Season
3	Document the thoughts expressed at the November 2016 Strategic Planning Workshop	Mid Season
4	Produce a draft 2018-2022 Strategic Plan	Mid Season
5	Complete the pavilion re-design and funding package	End of Season

2.5 General Secretary

John Mason

	TASK	TIMELINE
1	Review the ways in which information is spread around the Club	End of Season
2	Use 'survey monkey' or similar annually for 'all club' feedback to the Board	End of Season
3	Analyse the members skills / occupation data available to identify people with skills that would be useful to FHC to utilise	End of Season
4	Improve communication with Life Members, Social Members and Ex-players	End of Season
5	Devise FHC's Working with Children's Policy and appoint a coordinator	Mid Season
6	Attain Good Sports accreditation, Level 3	Mid Season
7	Ensure FHC has a sound process for saving key documents	End of Season

2.6 Commercial Operations

Karen Johnstone

	TASK	TIMELINE
1	Secure a canteen manager & cleaning contract for season 2018	Pre-Season
2	Look at new off field and merchandise options for members	Mid Season
3	Utilise Volunteer Spot to its maximum to roster and manage volunteers	Early Season
4	Deliver the JSC tournament volunteers	Mid Season
5	Source volunteers to run Hockey HQ	Early Season

2.7 Finance

Cindy Poole

	TASK	TIMELINE
1	Use the online registration form Wufoo to collect membership data	Mid Season
2	Use the program Stripe (linked with Wufoo) to collect the majority of the membership fees	Mid Season
3	Manage payment plan applications via jotform and communicate a registration code to eligible families	Early Season
4	Manage the payment plans via invoicing 2nd and 3rd instalments	End of Season
5	Maintain monthly financial reports to the Board	End of Season

2.8 Sponsorship & Fundraising

Rodney Johnstone

	TASK	TIMELINE
1	Secure a majority of the 2017 major sponsors for 2018	Mid Season
2	Recruit new major sponsorship	End of Season
3	Implement the new Premier League Squad Sponsorship Program which insists everyone is accountable to seek a sponsor	Early Season
4	Deliver a successful VIP & Sponsor's Day	Mid Season
5	Ensure the new FHC website displays our sponsors as per FHC commitment	Mid Season

2.9 Masters Section Administration

Damien Toussaint

	TASK	TIMELINE
1	Ensure all Masters teams have enough players, a goal keeper and a team manager/ player coach	Early Season
2	Recruit players to fill Women's Masters A and Men's 50's	Early Season
3	Ensure all players and registered and financial	Mid Season
4	Monitor the performance of the teams to assess what grades to enter in 2019	End of Season
5	Recruit for 2019, in particular to get a Men's 35's side up and running	End of Season

2.10 Grounds & Pavilion

Neil Coster

	TASK	TIMELINE
1	Manage the FHC ground bookings and invoicing	End of Season
2	Deliver the JSC weekend facility requirements	Mid Season
3	Manage the rubbish removal for 2018	End of Season
4	Investigate a better booking system for 2019	End of Season
5	Establish a ground / pavilion sub-committee (min 10 contributors)	Start of Season
6	In consultation with Council, complete the F2 repair	End of Season