



UWAHC Strategy 2024+

**OUR OBJECTIVES**

- Add value to members
- Establish lifelong friendships
- Embrace new members
- Provide high quality facilities and infrastructure
- Enjoy and celebrate success, both on and off the field

**OUR VISION**

A hockey club acknowledged for its outstanding sporting successes and broader social and community achievements

Focus areas for our strategy

Players and Coaches	Facilities and Environment	Financial Viability and Sustainability	Membership Support	Governance, Administration and Management	External Relationships
Structured pathways for players (senior and junior), structured coaching programs (senior and junior) and coaching development	Infrastructure maintenance, upgrades and expansion, environmental management and sustainable practice	Competitive membership fees, corporate sponsorship program and alignment with UWA development programs	Programs that enhance Club culture, acknowledge support, celebrate performance and success and include a strong social aspect to Club activities	Including Club structure and protocols, staff and volunteers, marketing and promotions	Including University of WA, Hockey WA, other clubs and relevant community groups

Board priorities for 2024 – beyond “business as usual”

<ul style="list-style-type: none"><li>• Skills academy</li><li>• Coach development</li><li>• Sustainable growth</li></ul>	<ul style="list-style-type: none"><li>• Changerooms upgrade</li><li>• Turf replacement</li><li>• Bar front upgrade</li></ul>	<ul style="list-style-type: none"><li>• Communicate financial position &amp; priorities</li><li>• One Hundred Club Future Fund</li></ul>	<ul style="list-style-type: none"><li>• 100<sup>th</sup> anniversary celebrations</li></ul>	<ul style="list-style-type: none"><li>• Brand and sponsorship strategy</li></ul>	<ul style="list-style-type: none"><li>• Expand working relationships with UWA through UWA Sport</li></ul>
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