



## An update from the Board on the Club's strategic priorities

The UWA Hockey Club Board met in May to review the Club's strategic plan and discuss and agree on key priorities over the next 12 months.

Our strategic plan provides guardrails for the Board to ensure we remain focused on activities that align to our vision, values and purpose.

We are grateful to club member David Edmonds and junior parent Oliver Kerr for taking time out of their Sunday to facilitate a wide-ranging and constructive discussion that helped clarify our focus over the next 12 months.

The Club's strategic pillars remain unchanged, and are as follows:

- **Governance, administration and management** – including Club structure and protocols, staff and volunteers, marketing and promotions
- **External relationships** – including University of WA, Hockey WA, other clubs and relevant community groups
- **Membership support** – programs that enhance Club culture, acknowledge support, celebrate performance and success and include a strong social aspect to Club activities
- **Players and coaches** – structured pathways for players (senior and junior), structured coaching programs (senior and junior) and coaching development
- **Financial viability and sustainability** – competitive membership fees, corporate sponsorship program and alignment with UWA development programs
- **Facilities and environment** – infrastructure maintenance, upgrades and expansion, environmental management and sustainable practice

In line with these pillars, the Board identified six areas for particular focus through 2023.

These include:

- Facilities upgrades – including Turf 1 replacement and changerooms refurbishment
- Improving communication across the Club
- Club administration and management, including succession planning
- Developing a brand and sponsorship strategy
- 100th Anniversary celebrations planning
- Elite player attraction and retention

In the coming weeks we will be distributing a member survey intended to gauge your feedback on these priority areas. The survey will also provide an opportunity for the Board to measure member satisfaction and identify areas for improvement.

We look forward to hearing from as many of you as possible to help shape the future of our Club and ensure we are spending time on the things that matter most to our members.

David Miller – on behalf of the Board

