

# Reds Hockey - Strategic Plan 2019 - 2025

## Club Foundations (Values)

Culture	Conduct	Communication	Expectations
Inclusive	Supportive	Open	Club first
Collaborative	Friendly	Honest	Team before self
Inspiring	Sharing	Respectful	Personal growth

## Mission

To be a club for like minded hockey players, families and friends who want to play or support hockey while growing themselves and those around them based on a culture of inclusion, fairness, friendship and fun that sustains them and the club through their life.

## Strategic Plan

Participation	Organisation	Management	Funding/Facilities
Create a selection and development pathway that is transparent and linked to the Club values	Articulate and reinforce that the club is predominately a volunteer organisation	Align the annual management plans with the Strategic Plan.	Ensure club members are aware of sponsors, their product orientation and their obligation to support them
Adhere to a key set of agreed behaviours and obligations both on and off the field.	Strengthen and grow our relationship with the College and community so that there is consistency in values and engagement.	Establish annually a set of key measurable actions and goals that builds on the previous year	Establish a schedule to enhance and grow the Club facilities in alignment with the Colleges requirements.
Deliver training sessions that promote engagement and celebrate our successes using media, actions and common communication theme's.	Develop mechanisms for the Club's committee to effectively manage the strategic direction of the day from year to year.	Establish a communication framework that links all stakeholders at the appropriate level.	Ensure the club is financially sustainable.
Ensure Kitchen and Bar facilities create opportunity for social interaction within and between teams when playing.		Reflect and document lessons learned at the end of each year to inform and improve the following year.	Develop a funding base that is resilient and allows the Club to forward plan and deal with facility upgrades and enhancements on a three to five year basis.

## Projects

Participation	Organisation	Management	Funding/Facilities
Profile players in the Mag and WEB site (all grades)	Document and issue the obligations on all members when part of the REDS family.	Create a mentoring process that brings new people into the management of the Club.	Grow the sponsorship base via targeted and well structured communication that grows the awareness of those who support us.
Provide opportunities for female and male teams to train together pre-season (Juniors and seniors).	Establish a communications manager and strategy that leverages the alternative communications platforms and grows the awareness of the Club inside and out.	Provide formal structures/events for Club teams to meet and understand each others worlds e.g. Juniors and Elite, Seniors and VETS, Women's and Men's.	Bring sponsors into selected training and social nights to have their 10 minutes of fame.
Establish and issue a code of conduct for all members.	Create a structure that reflects the time and effort for each role compared to available resources.	Establish a communications plan that articulates the values of the Club and starts to build greater awareness of what the Club stands for both within and outside the Aquinas/REDS community.	Create a program for each year that profiles the sponsors and links them to high profile events.
Ensure Kitchen and Bar opening hours maximize the opportunity for social interaction within and between teams when playing.	Create a document that defines the committees roles and reference group for use by incoming committee's to bring efficiency and continuity.	Develop a 1,3 and 5 year plan for execution of the Strategic plan and track progress using sub-tasks.	Develop a 5 year financial plan and update annually to reflect all costs for running and maintaining the Club.
Establish a mentoring process that Juniors, seniors and elite players sign up for as means of providing a linkage into the wider Club and personal growth opportunities.	Establish a reference group drawn from across the Club to provide succession planning and enable new committee's to effectively and consistently manage the Club's direction.	Undertake a member survey every two years to gather data on all aspects of the player and supporter experience.	Re-enforce with our members and sponsors what the Club is about and promote their joint engagement on growing young people into good adults via their continued support.