



ANNOUNCEMENT FROM HILARY POOLE - CHIEF EXECUTIVE

Wednesday 25th August 2010

COMMUNICATIONS MANAGER TO BE APPOINTED

Dear Hockey Stakeholders,

Our Hockey strategy and Whole of Hockey Plan includes a core strategy to commercialise hockey, with the targeted outcome of growing sustainable commercial revenues and increasing the “value” of hockey.

This will be achieved by:

- Significantly increasing the profile of hockey and strengthening our brands;
- Achieving much greater “connectivity” with the hockey community and hockey fans;
- Developing products or properties that have commercial appeal and value; and
- Building commercial relationships with partners who we work with together, to leverage these properties.

After a year as Chief Executive I now have a much greater understanding of the communications programme that we need to undertake that will significantly assist with the commercialisation of hockey. We need to:

- Generate a significantly increased and ongoing volume of stories around our teams, players and events through all media – press, TV, radio, online and interactive mediums;
- Enhance communications around our events and competitions;
- Work with our commercial partners to “leverage” their investment in hockey;
- Enhance communications around our national programmes;
- Manage our corporate communications; and last but not least
- Build the online hockey community.

For a long time Hockey New Zealand has had limited resources focused on communications.

With the Board’s support I have made the decision to make this a priority and this includes making a permanent appointment to the role of Communications Manager.

Val Hayes is currently doing a superb job in her part-time role as Acting Communications Manager, and will continue to work with us during this transition, while we make this appointment.

Recruitment Process

Recruitment for this position is now underway.

To apply, please visit www.momentum.co.nz and enter reference number 23352 on the home page. Alternatively, email your CV to aucklandjobs@momentum.co.nz quoting the reference number. For further information in strict confidence, please contact Michelle Boag on (09) 306 5500.

Refer to the following Hockey New Zealand Website link for full job descriptions:
<http://www.hockeynz.co.nz/news/situationsvacant/>
(press Ctrl key and left click your mouse to access link)

Many thanks for your support.

Kind regards



Hilary Poole
Chief Executive Hockey New Zealand

We are pleased to acknowledge the support of:



New Zealand Hockey Federation (Inc.)

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