



## **UPDATE FROM HILARY POOLE - CHIEF EXECUTIVE**

**Friday 5th March 2010**

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Dear Associations, Regions and Councils – Chairs, Board Members and Executive Officers

The year has started with a hiss and a roar, and we are over 2 months in.

Summer Hockey is drawing to a close, and many of you will be working hard in preparation for your Winter Hockey programmes.

This update from me is released in behind Hockey New Zealand's February E Newsletter, to avoid duplication of Hockey related content. You can access the most recent newsletter through this link <http://www.p6.co.nz/nzhockey/Feb10/gmail2.html>

### **BUILD THE HOCKEY COMMUNITY**

#### **Hockey Leaders Conference (10<sup>th</sup> and 11<sup>th</sup> March)**

I am thrilled with the high attendance for the upcoming Hockey Leaders Conference – a record 29 participants have registered this year.

I have repositioned what was previously known as the Administration Conference (for the executive who lead their hockey organizations throughout the country) as the Hockey Leaders Conference. The rationale for this is that we are all dealing with a lot more than administration...the development of the sport, organising and hosting competitions and events, marketing, sponsorship and fund-raising, and high performance..., providing the **leadership** to advance Hockey, in each of our respective roles.

#### **Hockey Strategy and AGM (20<sup>th</sup> March)**

This year, the AGM will be followed by a facilitated session to review the draft Hockey Strategy. We have invited a range of members of the Hockey Community to attend the working session to review the Hockey Strategy. The Hockey Strategy will form the basis for a "Whole of Sport" Plan – a three year business plan for the development of Hockey throughout New Zealand. Hockey New Zealand has been advised by SPARC that we are one of four sports who will be in the first wave of sports to receive longer term investment, particularly for sport development initiatives. Its important that we have this plan in place to show how hockey as a sport will work together and move forward with this investment.

## **Small Sticks - National Participation Programme**

There is a pressing need for Hockey to agree our national participation programmes which are our core hockey products.

When these have support from the Associations, we can then move to secure sponsorship, invest in branding, then market and communicate these programmes nationally and locally.

This year we aim to work with Associations to develop and confirm Small Sticks - a national Participation Programme that we would like delivered with consistency throughout the country.

The Small Sticks Programme includes a range of game formats, and a coaching framework for players under the age of 13. Within the Small Sticks Programme, there are several modules for players at different ages and stages. The Development Team – Brad Jensen and Gemma Flynn - has been working hard to develop each of the components, including a modified goal constructed by Gemma's father, that we will test as the prototype for the Small Sticks goal.

We will work with several Associations during the winter to pilot Small Sticks, and develop the delivery guidelines, confirm the prototypes for supporting equipment (goal, cones and balls) and the marketing material. When we have this developed, we will then have something to present to a sponsor.

## **Coaching and Development**

Over the past two months Hockey New Zealand has provided support with the appointment of Development Managers for Hockey Manawatu (Greg Clark) and Counties Manukau (Maurice Payne).

The Regional Development Managers have been working on their individual extension modules. These are being collated by Hockey New Zealand and will be in circulation for the upcoming season.

## **SPECTACULAR EVENTS AND COMPETITIONS**

### **2010 Domestic Tournaments**

Host Agreements have now been received from all Associations hosting a 2010 domestic tournaments.

An interesting statistic - an incredible 8,736 athletes played in the 36 National Tournaments held in 2009.

### **NHL 2010**

We have had support overall from all Regions on a proposal to increase the number of venues for the first double header weekend. This means that seven out of eight regions would host in 2010, which was part of the purpose of the NHL that was set out in our November meeting to take this tournament regionally.

The NHL tournament week hosts, Wellington Hockey, have planning well underway for this event, and Hockey New Zealand is looking forward to supporting the event with an increased communications package this year.

## **Masters Competition Programme**

As I write, Nelson is hosting a very successful 2010 Masters Tournament, attended by 56 teams and over 1000 players, coaches and managers. Thank you very much to Nelson Hockey Association – Diane Proudfoot and Cherie Stringer, and Graham Jackson our Masters Administrator, for all your hard work to ensure the success of this tournament.

I am pleased to confirm that the 2011 Masters Tournament will be hosted by North Harbour.

## **NEW ZEALAND JUNIOR HIGH PERFORMANCE PROGRAMME**

### **National Junior Academy**

The first of three camps planned this year for the national Junior Squads of 18 men and women was held at North Harbour on the 29 and 30 January. There was strongly positive feedback from athletes and coaches. Planning is underway for the next camp.

### **Goal Keeping and Drag Flicking Coaching Resource**

Leveraging the National Squad Goalkeeping/Drag flicking clinic held in the third week of January by the High Performance team, footage has been captured for use as a coaching resource. The footage will help with technical areas of athlete development and will be targeted at representative level coaches in the first instance.

### **Regional Coaching Upskilling**

U21 coach up-skilling in 2010 will be similar to 2009. We will attempt to have every regional coach in contact with coaches from our high performance group during the U21 Tournament and where possible contact pre tournament will be initiated.

### **Regional Development Clinics**

Planning for the Regional Development Clinics is well underway, and Regions have identified their athletes to send to the clinics and coaches to work under the head coaches.

The Clinic Head Coaches are confirmed – Greg Nicol for the Girls and Darren Smith for the Boys.

## **HIGH PERFORMANCE**

### **Junior Black Sticks Programme**

We have called for nominations for Coach and Manager for the Junior Black Sticks through to the Junior World Cup in 2013. These positions, which are voluntary, will be announced shortly.

## **Black Sticks Men**

The Black Sticks Men's schedule for 2010 began with training camps from the 6<sup>th</sup> January. Following the announcement of the World Cup Squad, the team had their Cup build up in Perth, playing the Kookaburras and an Australian Development Team.

As I am sure you are aware, the critical issue has been security, with the threats that have hung over the FIH 2010 Hero Honda World Cup. Hockey New Zealand invested a huge amount of time assessing the security arrangements, receiving advice from both the NZ Government and an independent security advisor, to gain confidence with regard to whether the security plans could be effectively delivered.

The Hockey New Zealand Board made the decision to send the team, but it was essential that players could make their own decisions, with full information, on whether they would travel.

Since arriving on Tuesday 23<sup>rd</sup> February the team has felt increasingly secure and they are now primarily focused on their World Cup Campaign.

## **Black Sticks Women**

The women's schedule for 2010 has also been updated and is now confirmed, accepting a late invitation for the Black Sticks Women to play in a 4 Nations Tournament in the Netherlands as part of the build up for the Champions Trophy. This extends the trip by four days, but the host will pay accommodation and travel arrangements.

The Black Sticks Women had an induction camp on 5<sup>th</sup> and 6<sup>th</sup> February, and travelled to Perth for competition against the Hockeyroos.

## **Malaysian Series**

At short notice Malaysia are sending a Women's development squad to New Zealand during the second week of March. The following matches will be played against a varied level of New Zealand Women's teams:

DATE	MATCH	VENUE	TIME
7 MAR 10	Invitational Team v MALAYSIA	Auckland Grammar School	7.00pm
8 MAR 10	BLACK STICKS v MALAYSIA	Crown Re-locations Stadium, Nth Harbour	6.30pm
10 MAR 10	BLACK STICKS v MALAYSIA	Crown Re-locations Stadium, Nth Harbour	6.30pm
11 MAR 10	Development Team v MALAYSIA	Auckland Grammar School	6.00pm
12 MAR 10	Development Team v MALAYSIA	Auckland Grammar School	3.00pm
14 MAR 10	BLACK STICKS v MALAYSIA	Auckland Grammar School	12.30pm
15 MAR 10	BLACK STICKS v MALAYSIA	Crown Re-locations Stadium, Nth Harbour	6.30pm

## **Argentina Test Series**

The Argentine Women's Team (ranked number 2 in the world) are returning this year for a home test series against the Black Sticks Women. We are delighted that the Waikato and Tauranga Hockey

Associations will be hosting the series, and are putting in a huge amount of effort into creating a great event. The following matches are confirmed:

- Hamilton - Wednesday 31<sup>st</sup> March 7pm
- Mt Maunganui - Friday 2<sup>nd</sup> April 2pm
- Mt Maunganui - Saturday 3<sup>rd</sup> April 1pm

### **Technical Officials – Appointments**

Our top technical officials continue to be in strong demand internationally:

- Jason McCracken has been appointed as Tournament Director for the Men's Champions Trophy.
- FIH Umpire Manager's Seminar (Delhi, 7-9 March 2010) - Sarah Garnett and Craig Gribble will attend this seminar.
- Simon Taylor has been appointed as an Umpire to the World Cup in Delhi.
- Amber Church has been selected to umpire at the South American Championships. The tournament is to be held in Rio de Janeiro during April.

### **Goalkeeping and Drag Flicking Clinic**

This was held at North Harbour from 20-22 January 2010. Greg Nicol was the head coach at this clinic. The organisation of this clinic was successfully undertaken by Gemma Flynn. The feedback from both National Coaches, Mark Hager and Shane McLeod, was that this clinic was extremely valuable and that Greg Nicol did a very good job. He was ably assisted by Goalkeeper coaches, Helen Clarke and Paul Woolford, Hayden Shaw and Chris Leslie. We had one casualty, a young Goalkeeper from Canterbury, Amelia Gibson, who fractured a wrist. Other than that all the participants worked extremely hard and were tested throughout the 3 days.

### **Accolades**

The Black Sticks Men's and Women's teams were both nominated in the long list for the Halberg Awards – Team of the Year Category, but did not make it through to the shortlist. Gemma Flynn, Charlotte Harrison and Phil Burrows were involved in the production of DVD footage that was played at the Awards.

### **COMMERCIAL**

Progress is being made on several fronts.

With Val Hayes on board in her communications role we are working to increase all aspects of media coverage. Val did a great job assisting with the intense media interest in the Black Sticks Men's security issues around the World Cup.

We have been working with some of our very supportive existing sponsors to realign their properties, to enable us to work to secure a Principal Sponsor for Hockey, who we can work with in partnership throughout the country. Hockey needs the support of the equivalent of a National Bank for Cricket, or a Contact Energy for Triathlon – a longstanding and deep relationship that is mutually beneficial.

During March we are transitioning the sale and distribution of replica gear, umpires shirts and all merchandising to Just Hockey, who will sell Hockey New Zealand's products through their catalogue, online and in store.

Nick McDonald who is working with the Hockey New Zealand team on contract, is assisting with the set up of The New Zealand Hockey Foundation which we are working towards formally launching in June. The Foundation which is a charitable trust, has the purpose of raising funds – by way of donations, bequests and targeting fund raising initiatives – in support of high performance, from grass roots to elite. More information will come to you all as we get closer to the formal launch.

## HOCKEY NEW ZEALAND STAFF NEWS

We said good bye to Susan Leung after an incredible fourteen years service to Hockey New Zealand. We were delighted to welcome Tracy Bennell as our new Finance Manager. Tracey comes to us from Barry and Beale Optometrists where she held the position of Accounts Manager for six years. Tracey has twenty years experience in accounts and administration, and has a particular strength in IT. In her first month, Tracey has upgraded our accounting software to MYOB which has included loading a new chart of accounts. Her next challenge is to set up Hockey New Zealand on electronic banking.

As you will all know we are sad to be losing Tracy Willis after nine years of outstanding service, on Friday 19<sup>th</sup> March. Though she has been hard to replace I am delighted to announce the appointment of Jacqui Swan. Jacqui has extensive office management, human resources administration and event management experience, having previously worked for Superpoints and Energizer. Jacqui is currently transitioning with Tracy.

I hope to see many of you over the coming weeks at the Hockey Leaders Conference and AGM, then will resume Association visits in April.

Many thanks for all your hard work and support.

Kind regards and best wishes



**Chief Executive - Hockey New Zealand**

