

Whole of Hockey Plan

Hockey Leaders Conference Presentation

November 2010

Agenda Today

Welcome and Introductions

Opening Presentations

- Paul Heron - SPARC
- John Williamson – Chair of Hockey New Zealand
- Hilary Poole – Summary of Whole of Hockey Plan

Workshop and Your Contribution

Hockey Strategy

**Hockey for All
Hooked for Life**

GROW

1. Build the Hockey Community

WIN

2. World Class High Performance Programme

EXPERIENCE

3. Present Spectacular Events and Competitions

CREATE VALUE

4. Commercialise Hockey

STRENGTHEN

5. Strong Leadership and Organisation

Hockey Strategy Initiatives

GROW

1. Build the Hockey Community

- Nationally branded participation Programme – Small Sticks
- Develop coaches umpires and technical officials
- Strengthen regional development network

WIN

2. World Class High Performance Programme

- National High Performance Programme
- Junior High Performance Programme
- Regional Talent Programme
- Attract, support, retain players

EXPERIENCE

3. Present Spectacular Events and Competitions

- National Hockey League
- 36 national domestic tournaments
- Home tests
- Major international event
- World class facilities

CREATE VALUE

4. Commercialise Hockey

- Build profile and brands – Black Sticks, Small Sticks, Hockey – communications and media
- Develop commercial properties and propositions - secure commercial partners
- Build relationships with major funding partners
- Launch and grow the Hockey Foundation
- Licensing and merchandising

STRENGTHEN

5. Strong Leadership and Organisation

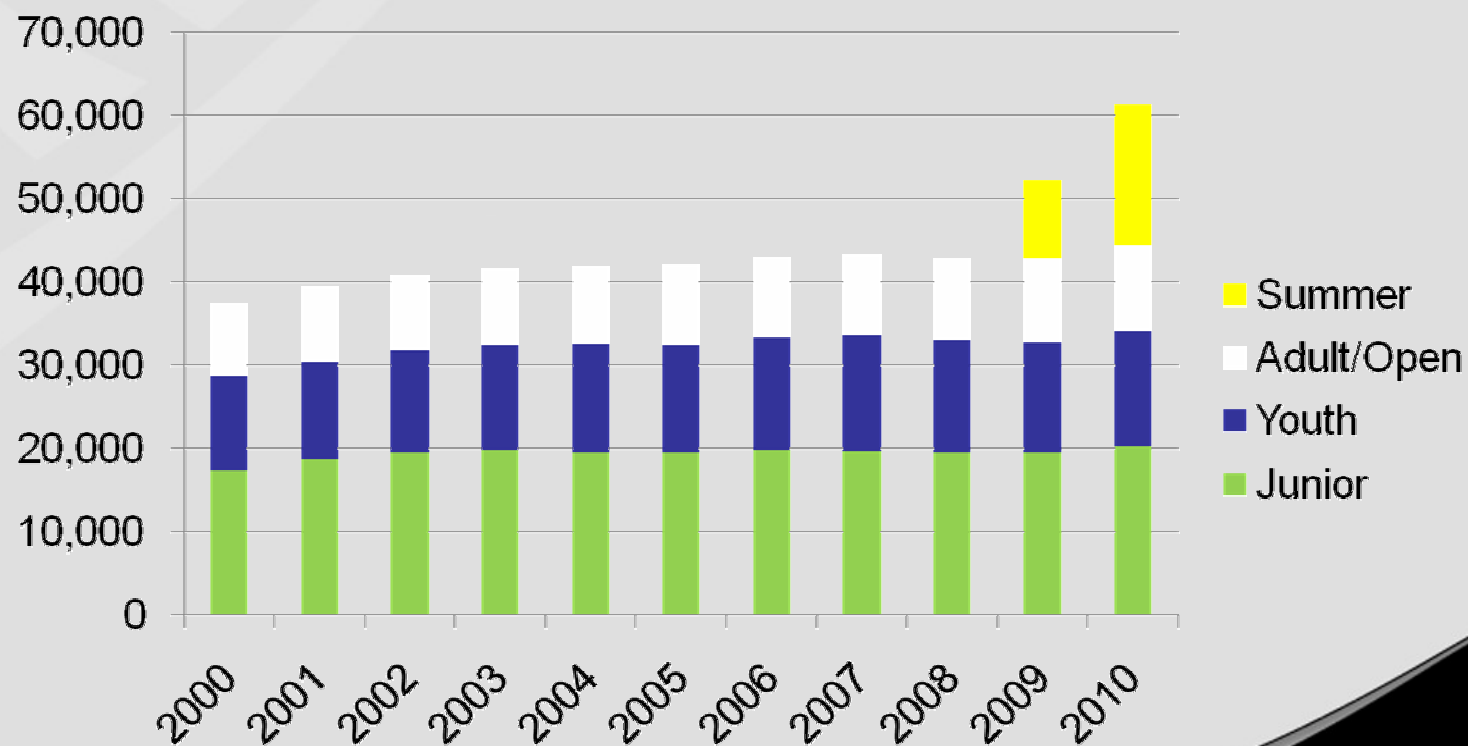
- Build regional capability
- Online hockey community
- HNZ organisational efficiency, organisation identity, values

Whole of Hockey Plan

- 1. Develop national participation programmes**
- 2. Strengthen the delivery of hockey throughout New Zealand**
- 3. Develop the player talent pathway from grass roots to elite**
- 4. Strengthen regional capability**
- 5. Grow hockey's value and generate sustainable revenue**
- 6. Develop world class events and facilities**

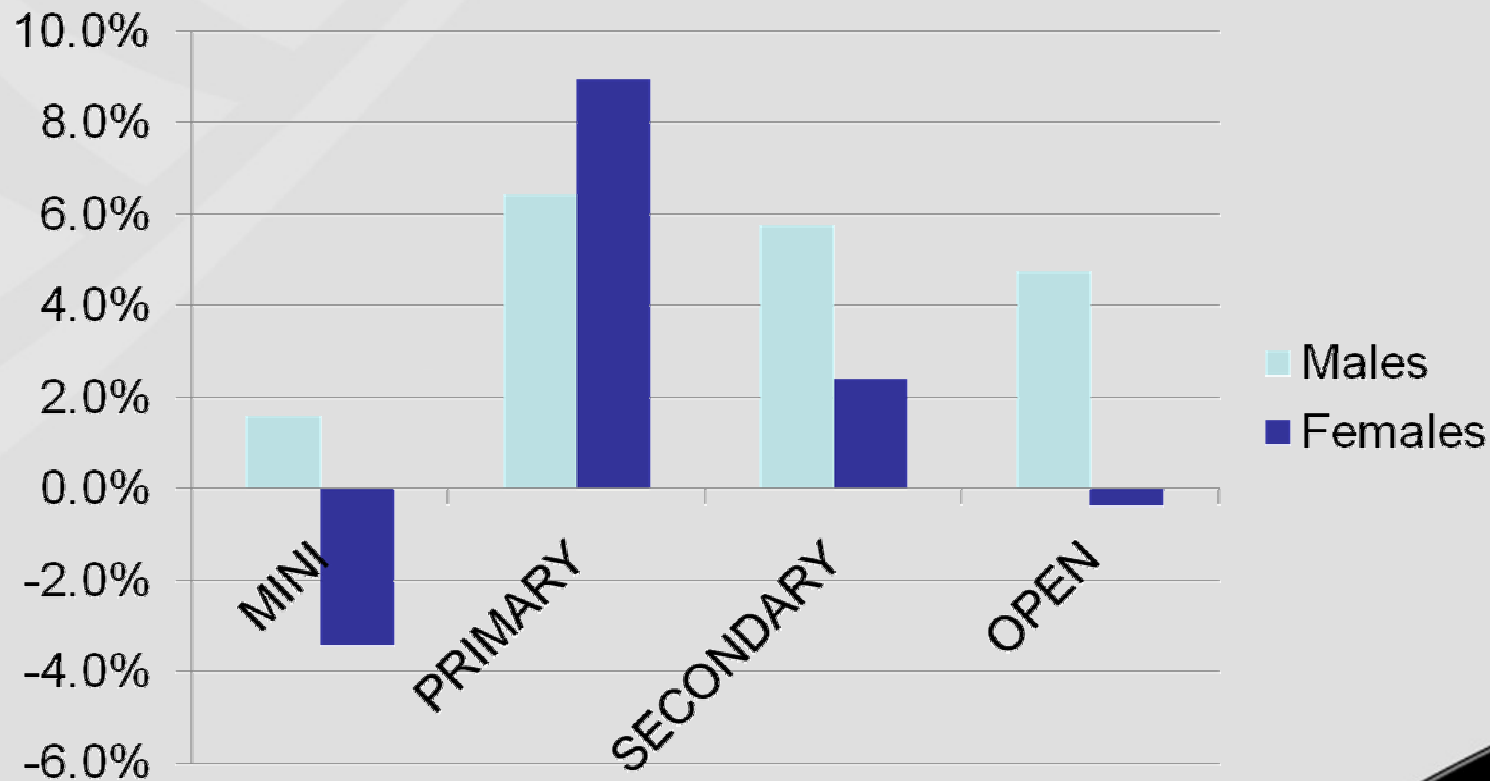
PARTICIPATION GROWTH

- 3.5% national growth in winter affiliation last 12 months
- 16,888 summer players



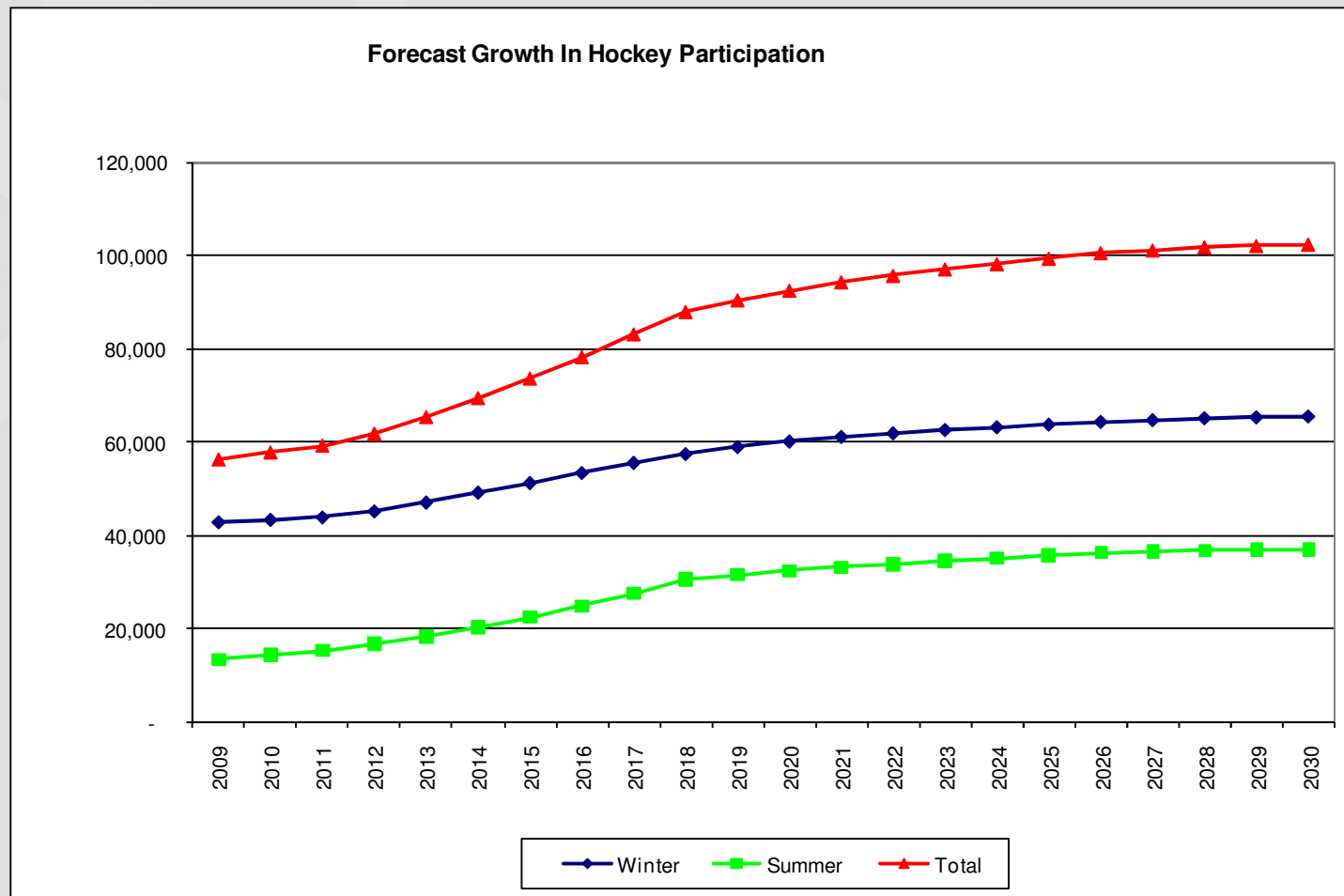
PARTICIPATION GROWTH

- 5% growth in males
- 2% growth in females



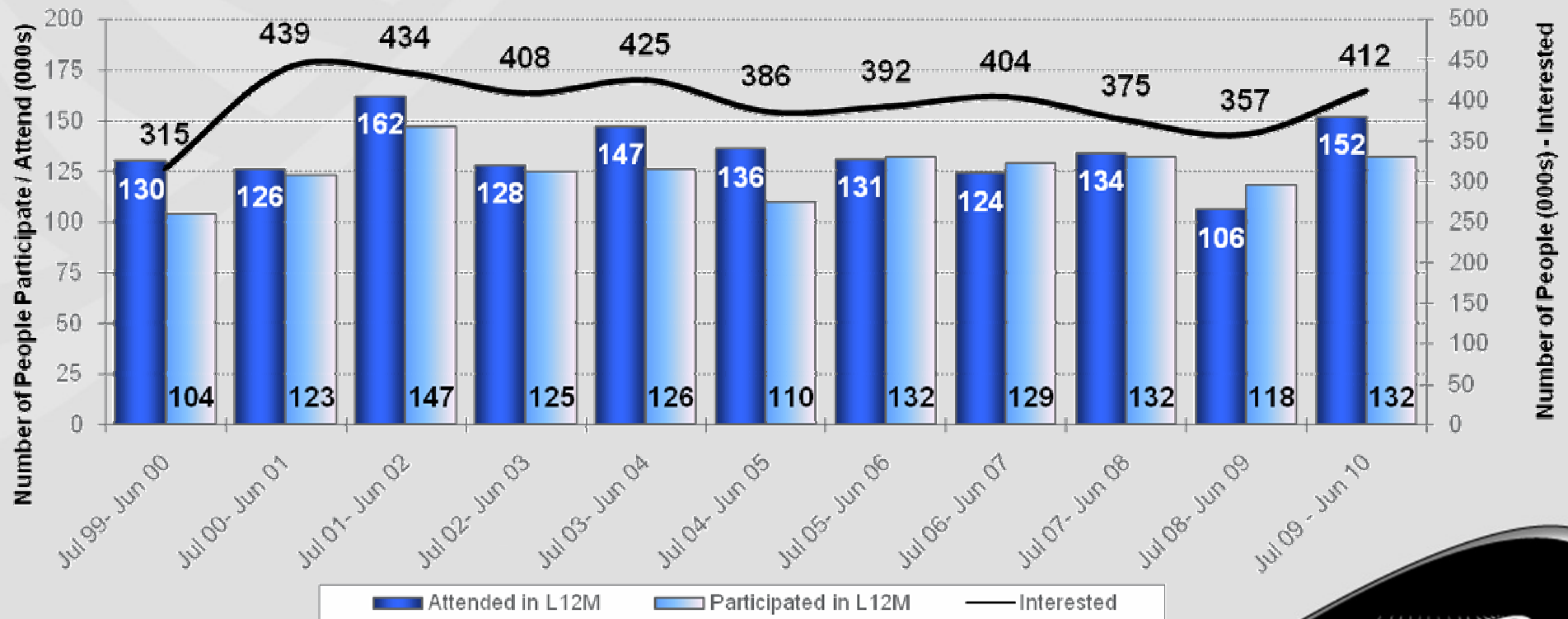
Grow Participation

- 13% increase in player growth over next 5 years



Grow Interest in Hockey

- Increase in interest, attendance and those who have played in last 12 months



GROW COACHES AND UMPIRES

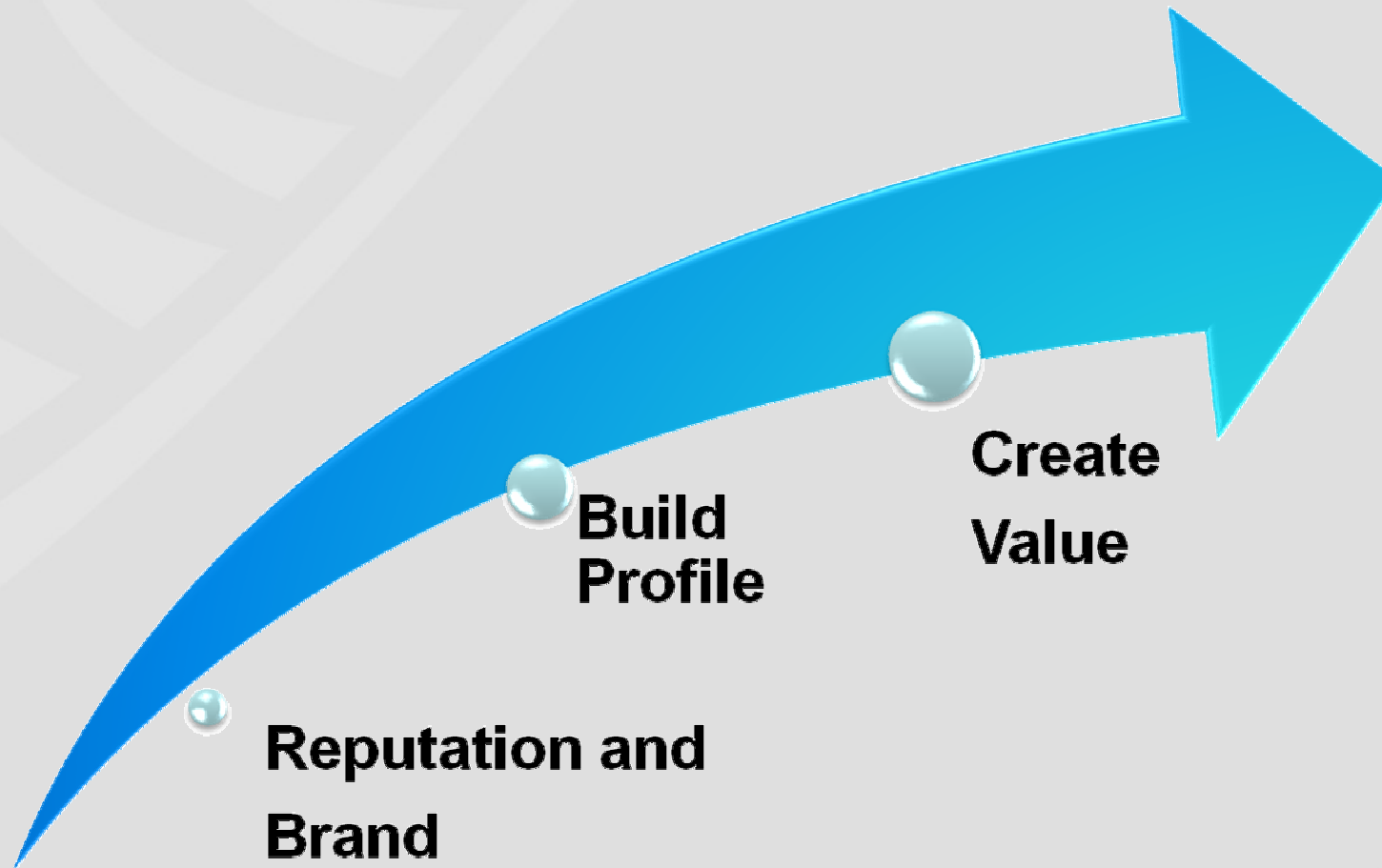
- Strongly supported by active coaches and umpires



Retention of Players and Depth of Talent

- Retention of youth, growth in adult participation
- Broadening of the talent base
- Depth of talent for regional competition
- Increase international competitiveness with national programme

Grow Hockey's Value



1. National Participation Programmes



Time to relax: Nick Wilson with his Commonwealth Games medal and one of his fans. Steven Pretious. 7.

Photo: MURRAY WILSON

HOCKEY
NEW ZEALAND

1. National Participation Programmes



Small Sticks

- Consistent Junior Programme throughout NZ
- Commercial support
- National brand and marketing
- Local delivery

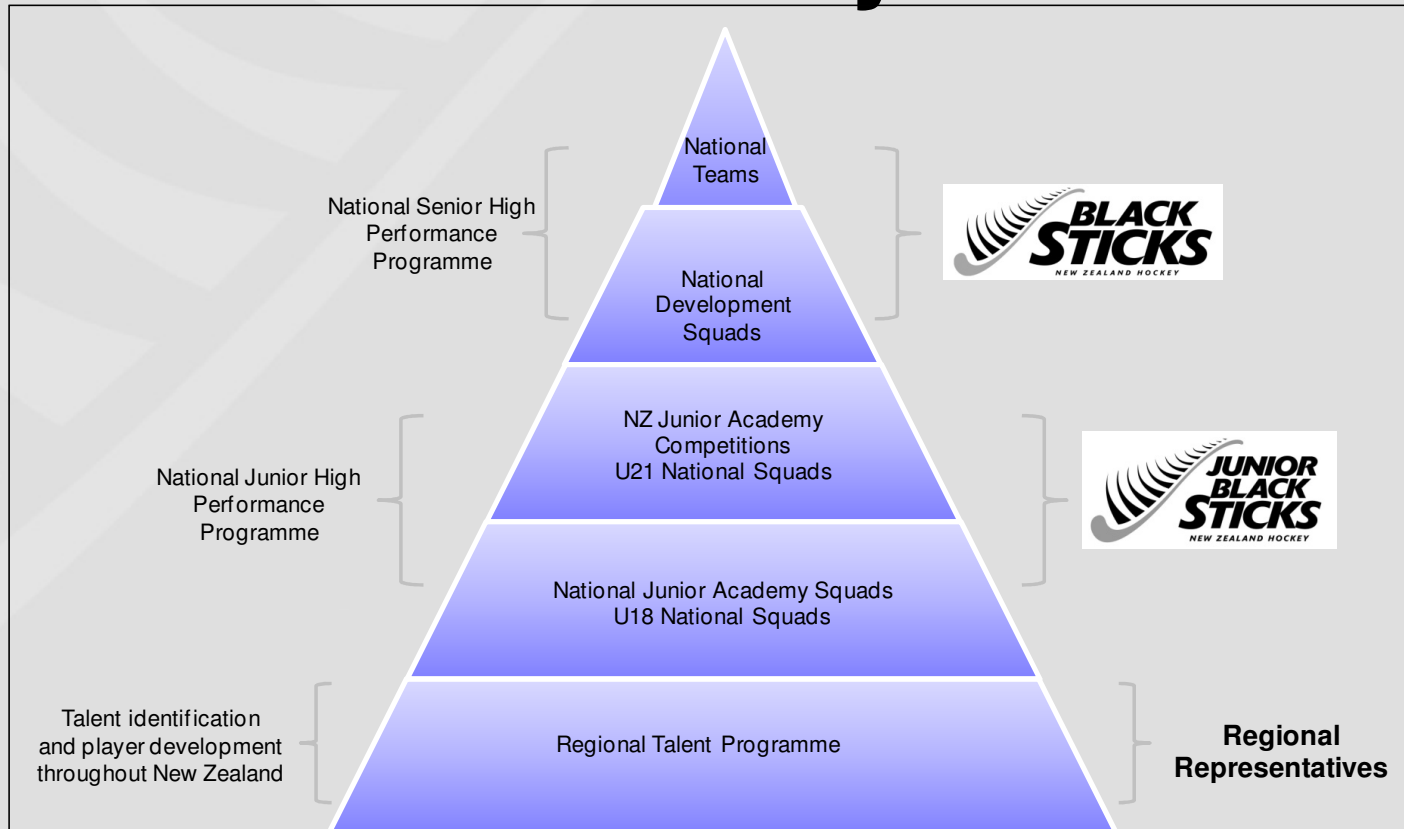
What Next

- Summer brand
- Youth programme

2. Strengthen the Delivery of Hockey

- Hockey “partnerships” with Regional Sports Trusts
- Expand and strengthen the Regional Development Network
- Coaching, umpire training and development
- Increase in the number of schools that offer hockey
- 3-4 new turfs developed per annum – 600-850 players per turf

3. Develop the Player Talent Pathway



Build the base

3. Develop the Player Talent Pathway

Regional Talent Programme - 8 NHL Regions

Who

- Direction and strong link with national programme
- Regional representatives, athletes on national programme

What

- Coaching
- Player management
- Representative team preparation
- Video and data analysis
- Support services – fitness and conditioning, nutrition

4. Strengthen Regional Capability

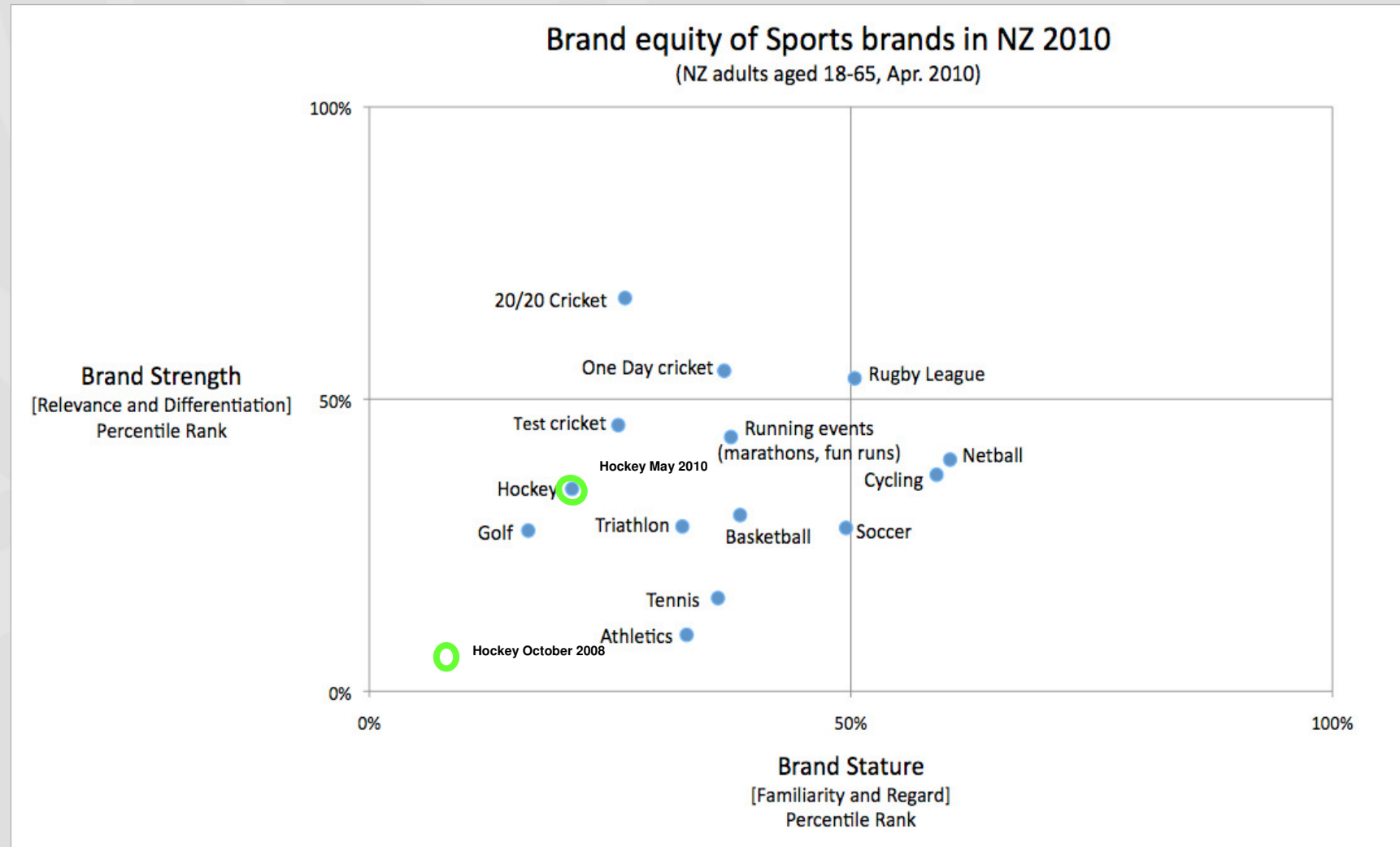
| Regions Based on NHL Franchises | Associations | Regional Sports Trusts |
|---------------------------------|---|--|
| Northland | Northland | Northland |
| North Harbour | North Harbour | North Harbour |
| Auckland | Auckland | Auckland Waitakere |
| Midlands | Bay of Plenty Counties Tauranga Thames Valley Waikato | Counties Manukau Waikato Bay of Plenty |
| Central | Central Hawkes Bay Hawkes Bay Horowhenua Manawatu Poverty Bay | Rangitikei Ruahine-Dannevirke Taranaki Wanganui |
| Capital | Marlborough Nelson Wairarapa Wellington Buller Nelson | Gisborne Hawkes Bay Taranaki Wanganui Manawatu |
| Canterbury | Ashburton Canterbury South Canterbury Malvern West Coast | Wellington Tasman |
| Southern | Central Otago Eastern Invercargill North Otago Otago | Canterbury |
| | | Otago Southland |

Strengthen Regional Capability

Regional Plan for Hockey...objectives and initiatives

- Regional Sport Development
- Regional Talent Development
- Regional Competitions
- Regional Facilities and Infrastructure
- Regional Marketing, Sponsorship and Funding
- Regional Representative Teams

Grow Hockey's Value

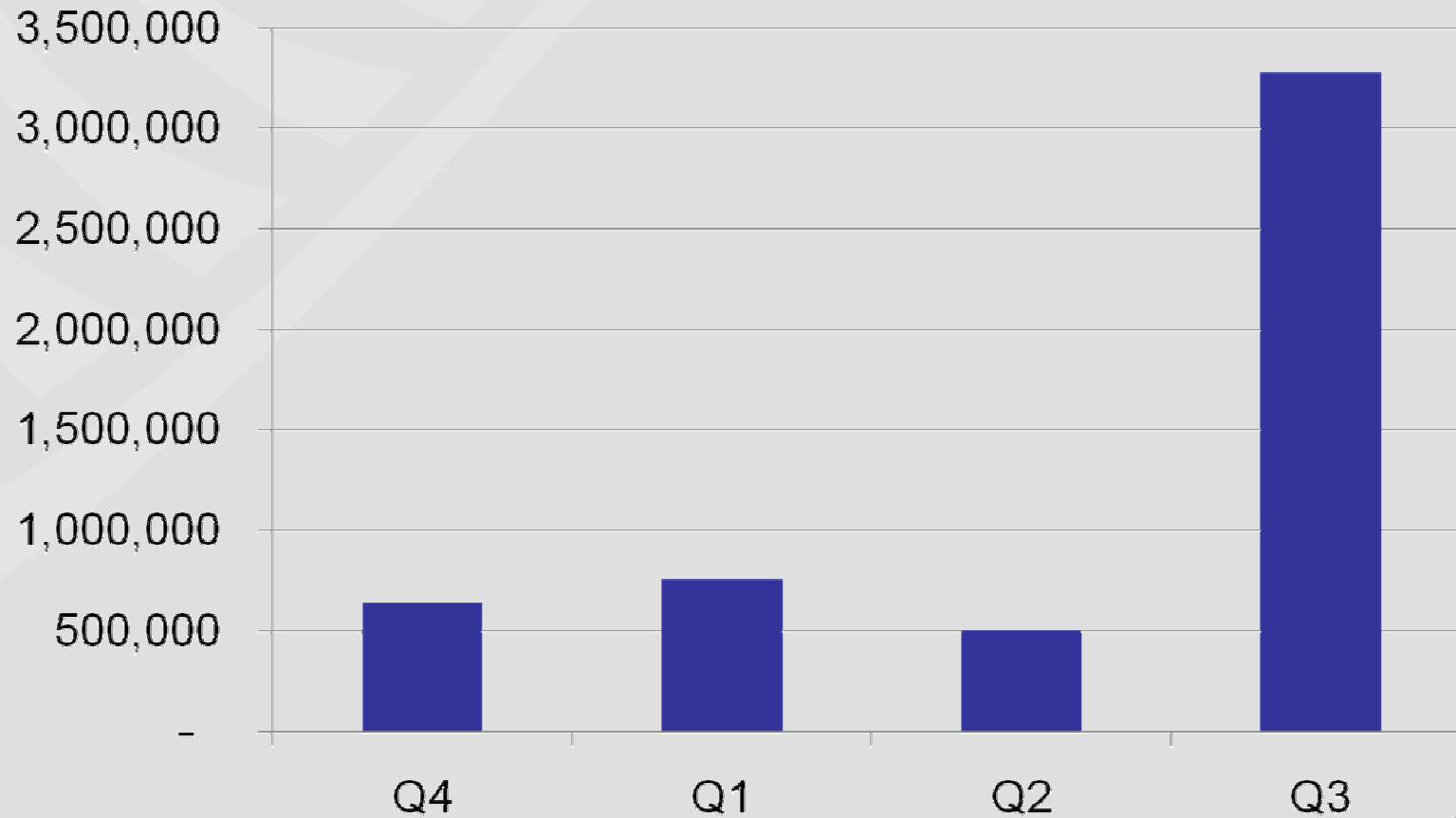


Grow Hockey's Value

- Build profile and strengthen the brands
- Attract and integrate commercial partners
- Donations and fundraising
- Online hockey community
- Merchandising and licensing

Strengthened Profile of Hockey

Total \$ Media Value



World Class Events and Facilities

- Review of National Domestic Tournament Programme
- National Hockey League
- One major international event we own
- One FIH tournament per annum
- World class hockey facilities

SUMMARY OF HOCKEY NEW ZEALAND PRIORITIES

NEXT 12-24 Months

Participation Programme

- Develop and roll out Small Sticks
- Member management system

Strengthen Delivery of Hockey

- Help with your RST partnerships and regional plans/templates/regional meetings
- Update/strengthen coaching and umpire development
- Review regional development programme/roles/Kiwisport

Regional Talent Programme

- Understand regional needs
- Develop concept into THE PROGRAMME

Strengthen Regional Capability

- Confirm regions/boundaries/organisations
- Assist regional plans/templates/rst relationships
- Invest where we can in your plans – sport development and talent development

Commercialise

- Build profile and brands
- National sponsorships, then national supply agreements
- Hockey Foundation
- Online hockey community

Events and Facilities

- Domestic Tournament Review
- NHL
- Council strategy

Development Of Your Regional Plans

- Objectives
- Priority Initiatives For Your Region
- Budget
- Organisation – membership, boundaries, regional structures

Plan is a Platform for Investment

- RST, local funders, commercial partners, HNZ

Support from Hockey New Zealand

- Facilitate meetings with RST's
- Template