



Avoca Hockey Club 2019/20 AGM Update

Paul Cronin: Development

25th May 2020

1) Newpark Pitch Replacement Project:

- a. Sports Capital Grand Funding of €138k secured (max you can be allocated is €150k).
- b. Project team formed - Avoca HC: Peter Agnew, Ben Geoghegan, and Nigel Kinston with advice and support from Ian Keogh. Eoin Norton (Newpark) and Nicola Ring (Newpark Sports Centre).
- c. RFP process conducted and SportsLab Consultants appointed as project managers.
- d. Site surveys conducted and outline project plans created. Next stage will be more detailed site assessments and creating tender materials.
- e. Project halted and deferred to complete in 2021 due to Covid-19.
- f. Engaged with Fundraising team on level of fundraising now required as a priority.

2) Avoca HC 5 Year Strategic Roadmap

- a. Comprehensive planning process conducted with ~25 members representing all dimensions of the Club: Players (Youth & Senior), Coaches, Parents, Volunteers, Club Officials, Managers.
- b. 5 Year Strategic Roadmap ratified by the Avoca HC Board on 20th April
- c. The strategy was launched 7th of May on Zoom with ~40 attendees. Positively received.
- d. Key Messages:
 - Ambition to be Irelands Premier 'Hockey for All' Club
 - Coaching, Skills, Team Performance – our members want to compete and succeed.
 - Club Development and Facilities Development – our members want to feel part of something and want a home.
 - Will be delivered through three focussed planning and delivery teams, the formation of which has started:
 - HOCKEY PERFORMANCE PLAN '**The Avoca Way**'
 - CLUB DEVELOPMENT PLAN '**We Are Avoca HC**'
 - CLUB FACILITIES PLAN '**Home of Avoca HC**'

3) Fundraising & Sponsorship

- a. Under the 5 Year Plan a new fundraising team is in the process of being built and are creating a comprehensive plan to align with our 125th Anniversary year and the funds required to develop the Newpark site. This is being led by Peter Agnew and Liam Dillon.
- b. The creation of the main promotional material has started and huge thanks to Paul Sutton and Markus Suttle for the creation and placing of the new sign at the entrance to the Newpark pitch. There is also a portable banner which can be brought to matches and events.
- c. General Communications

Overall Social media engagement is up by a factor of 4 over the last year.

 - Facebook: Up to 1275 followers – Top Post: The First Years Stay Safe Stay Home
 - Instagram: Up from 693 to 856 followers – Top Post: Arrival of Diego!
 - Twitter: 1739 followers – Top Post: Return of Anna Richardson

- 4) General: As part of this role, I have to reach out and talk to people and that often involves me asking for help in one way or another, whether it is to take on a role or help with a particular matter. Consistently throughout the season I have been struck by how generous and committed our members and parents are. We cannot do this without you. Thank you.

Paul Cronin