



Avoca Hockey Club Strategic Roadmap

2020 – 2025



Avoca Hockey Club

The genesis of this new revised plan was twofold – the expiration of the pre-existing strategic statements and a mixture of desires and ambitions from different parts of the club to move forward – but where should we move forward to?

Hockey is experiencing a significant growth wave, primarily with female participants (for now), and this is not just baselining off the success of the Irish Women’s Hockey team, but general social trends towards health, fitness, wellbeing and an increasing recognition of the benefits of participating in team sports.

This increased demand profile creates a real opportunity for Avoca Hockey Club to both leverage off what we already are and re-define ourselves to meet the demands of the full spectrum of sporting and social needs. A primary ongoing debate has been: are we a club with a community or a competitive focus and do we want to be a senior or junior club? (a concept that seems outdated and simplistic in it’s outlook). The reality is that due to our size and our geographic and demographic footprints, we have the opportunity to meet all demand , to remodel ourselves in each area and to be **Ireland’s Premier ‘Hockey for All’ Club**. Many of the building blocks are already in place.

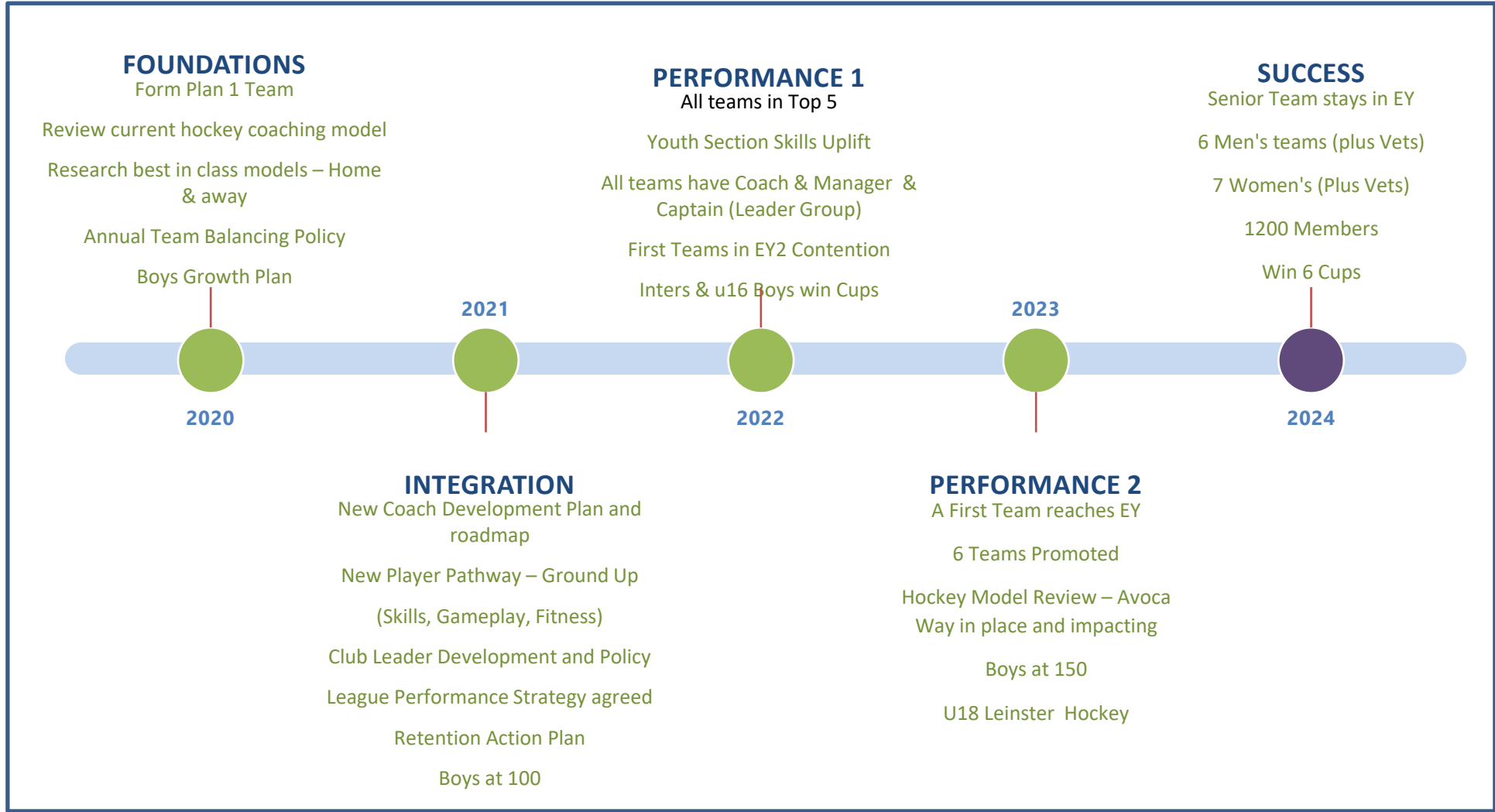
The key themes that have emerged from the process for focus:

- ✓ **Coaching, Skills, Team Performance – our members want to compete and succeed: Real Ambition**
- ✓ **Club Development and Facilities Development – our members wants to feel part of something and want to develop our home: Strong Community**



HOCKEY PERFORMANCE PLAN 'The Avoca Way' Plan 1

By 2025 we will have...



Best in Class Youth Hockey
Skills development
Pathway and Programmes

Annual Team Balancing
Policy and league
performance uplift

~1200 Members
~150 – 200 Boys

13 Senior Teams plus Vets

EYHL Status

International
Representation at all levels

U18 Retention solved



CLUB DEVELOPMENT PLAN
'We Are Avoca HC'
Plan 2

By 2025 we will have...



Had the 125 Anniversary

Have raised funds to cover pitch and clubhouse developments

Developed an operating surplus

Have stable enduring sponsorship in place

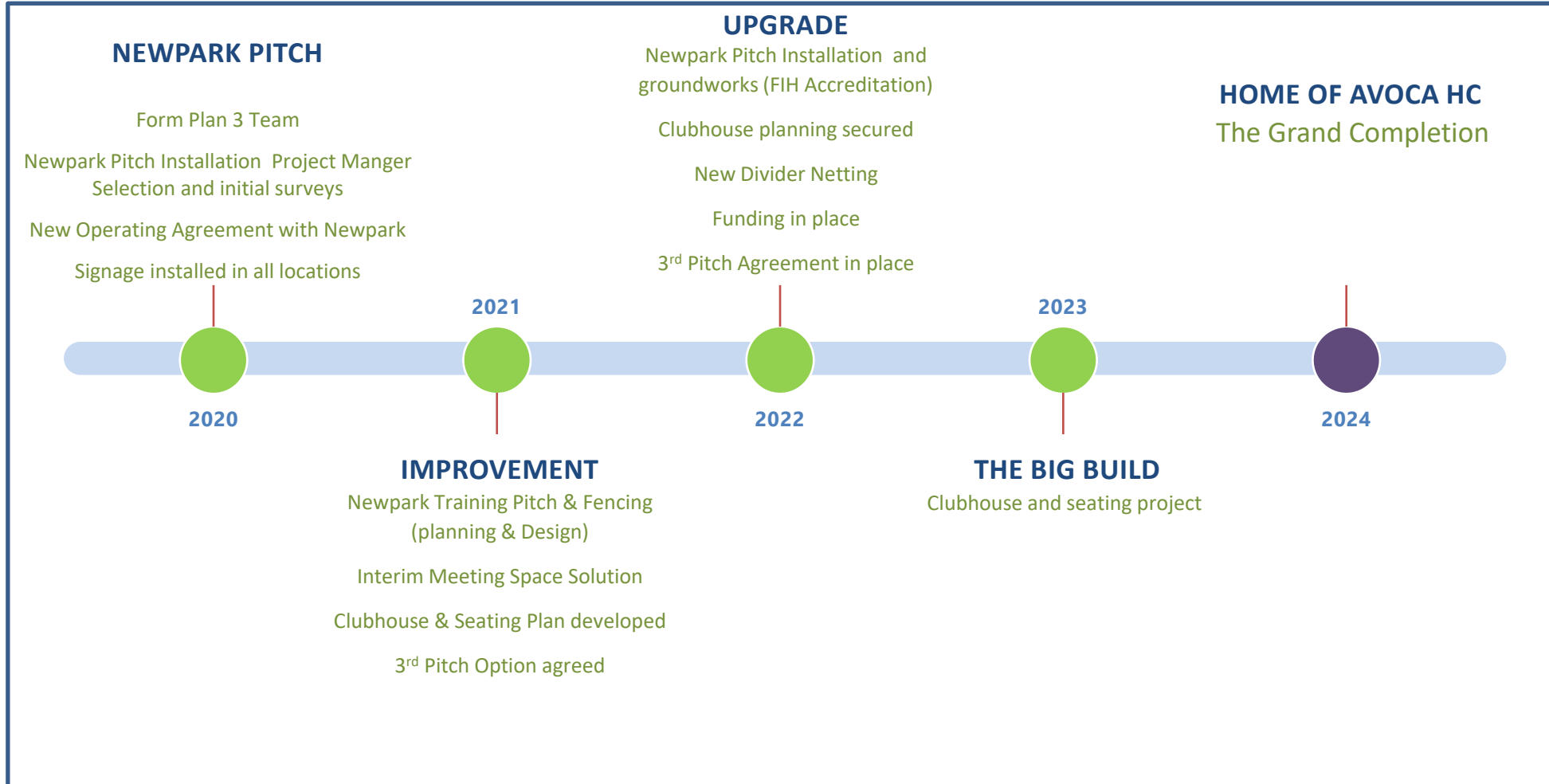
Have significantly contributed to community wellbeing

Have engaged and educated volunteers – make more Hockey people.



**CLUB FACILITIES PLAN
'Home of Avoca HC'
Plan 3**

By 2025 we will have...



A fully modern top grade hockey performance facility in Newpark

A home.. Top class clubhouse solution

A third competitive pitch in full use

A very big party when it's all over!



Avoca Hockey Club: Ireland's Premier 'Hockey for All' Club

**Reminder:
5 Year Strategic
Plan Outcomes**

**By 2025
we will
have...**



**Strong
Community
Real
Ambition**

HOCKEY PERFORMANCE PLAN 'The Avoca Way' Plan 1

- ✓ Best in Class Youth Hockey Skills development Pathway and Programme
- ✓ Best in Class Coaching development Pathway and Programme
- ✓ Annual Team Balancing Policy and league performance uplift
- ✓ ~1200 Members
- ✓ ~150 – 200 Boys
- ✓ 13 Senior Teams plus Vets
- ✓ EYHL Status
- ✓ International Representation at all levels
- ✓ U18 Retention solved

CLUB DEVELOPMENT PLAN 'We Are Avoca HC' Plan 2

- ✓ Had the 125 Anniversary
- ✓ Have raised funds to cover pitch and clubhouse developments
- ✓ Developed an operating surplus
- ✓ Have stable enduring sponsorship in place
- ✓ Have significantly contributed to community wellbeing
- ✓ Have engaged and educated volunteers – make more Hockey people.

CLUB FACILITIES PLAN 'Home of Avoca HC' Plan 3

- ✓ A fully modern top grade hockey performance facility
- ✓ A home.. Top class clubhouse solution
- ✓ A third competitive pitch in full use
- ✓ A very big party when it's all over!

SOCIAL INCLUSION CULTURE

- ✓ Vets/Masters Hockey Festival
- ✓ Mothers & Others/ Lads & Dads
- ✓ Inclusion: Special & Walking Hockey
- ✓ Full Club e2e Celebrations
- ✓ Parents trained as players & coaches