

STRATEGIC PLAN

Burnside Hockey Club 2024 - 2030

April 2024



Burnside Hockey Club – Strategic Plan 2024 - 2030

The Burnside Hockey Club was established in 1949 when the Kenwood and Knightsbridge clubs merged. Our club remains strong and competitive and in 2023 fielded 10 senior and 11 junior teams.

This strategic plan will be our roadmap for achieving our club's goals and objectives. It will help inform decision-making and resource allocation and make sure we stay focused on what is important to us.

This strategic plan was developed by the 2024 Burnside Hockey Club Committee.

The Bulldog Vision

Burnside Hockey Club is strong, passionate, inclusive and competitive, providing opportunities for all members to enjoy hockey and succeed in a safe, friendly and supportive environment.

Burnside Hockey Club – for hockey, for life

Our objectives

- We are a successful club in Premier League men's and women's competitions
- We provide opportunities for players at all levels of senior and junior competition
- We develop players' individual and team skills so they can achieve their personal goals
- We support our coaches, managers, umpires and other officials to benefit our players and our sport
- We have a strong club culture on and off the field that is positive, fair, supportive, inclusive and family focused
- We are well managed and financially sustainable
- We secure a home pitch and clubrooms

We are a successful club in Premier League men's and women's competitions

Measures of success	Teams in finals – 2 out of 4 PL/M1 teams make finals by 2028 Premierships – 1 PLM and 1 PLW by 2030 Increase in competition for places in Premier League teams
Continuing actions	Develop junior players through the Bulldog Junior Academy Support team culture sessions Establish a High Performance Sub-Committee to drive action
Opportunities	Develop a player mentor program Define a clear pathway for junior players Work with Hockey SA to ensure alignment in skills and development Increase recruitment Enhance individual and team development through high level coaching and skill development

We provide opportunities for all players to find success at all levels of senior and junior competition

Measures of success	All players are accommodated in appropriate teams Club membership is maintained or increased Teams are entered in all junior and senior grades and filled each week by enthusiastic players
Continuing actions	Provide opportunities for juniors to play regularly or fill in in senior teams Build connections between juniors and seniors through the Burnside Junior Academy Quick response to online enquiries Establish a Match Day Sub-Committee to support team selection
Opportunities	Promote BHC to the wider community through a variety of approaches Increase club events to build connections across teams and ages Actively plan for and support player retention across all levels

We develop players' individual and team skills so they can achieve their personal goals

Measures of success	<p>Number of state team representatives</p> <p>Number of premierships</p> <p>Increased player satisfaction and enjoyment</p>
Continuing actions	<p>Develop junior players through the Bulldog Junior Academy</p> <p>Establish a High Performance Sub-Committee to drive action</p>
Opportunities	<p>Provide more skills training for all grades</p> <p>Provide off-season / pre-season skills development</p> <p>Establish a coaching director to lead</p> <p>Establish a buddy/mentor program for juniors/seniors</p> <p>Align with Hockey SA development programs</p> <p>Establish a buddy/mentor program for juniors/seniors</p>

We support our coaches, managers, umpires and other officials to benefit our players and our sport

Measures of success	<p>Coaches, managers, umpires and other officials selected for representative level opportunities</p> <p>Sufficient umpires within club to meet requirements</p> <p>Coach retention is increased and applications to be involved in coaching, managing and officiating increase</p>
Continuing actions	<p>Support juniors to develop while umpiring junior matches</p> <p>Continue to update managers' handbook</p> <p>Provide financial incentives for coaches</p> <p>Establish a Match Day Sub-Committee to support team selection</p>
Opportunities	<p>Collate development guides/materials for coaches using Hockey SA and Hockey Australia resources where appropriate</p> <p>Engage with Hockey SA to share challenges and opportunities</p> <p>Work with Hockey SA and other clubs to support umpire training for juniors and seniors</p> <p>Run coach/manager human resource management sessions – "coach the coach/manager"</p> <p>Invest in developing long-term junior coaches</p>

We have a strong club culture on and off the field that is positive, fair, supportive, inclusive and family focused

Measures of success	<p>PL/M1 teams score highest possible scores in fair play points</p> <p>Increase in enquiries and new members</p> <p>Increase satisfaction of junior families with junior program</p> <p>Increase attendance at club events</p> <p>Increase spectators at PL matches</p>
Continuing actions	<p>Established the club team of the year (Fabric of Burnside) to recognise club members that have gone above and beyond</p> <p>Support Hockey SA in their commitment to developing strong culture in the hockey community</p> <p>Team culture sessions for PL/M1 teams</p> <p>Regular newsletter / blog / social media posts including match photos</p> <p>Regular club functions including pre-season lightning carnival</p> <p>Provide social membership benefits</p> <p>Establish a Match Day Sub-Committee to support team selection</p> <p>Establish Social/Events Sub-Committee to plan and arrange events</p>
Opportunities	<p>Celebrate more achievements and milestones during the year</p> <p>Support coaches to share club values with all teams,</p> <p>Extend 'Fabric of Burnside' to include juniors</p> <p>Develop communication plan to provide vibrant and consistent promotion of club values</p> <p>Increase number of "club days" when multiple teams play at same venue with associated social activities</p> <p>Provide more opportunities for junior-senior interaction at some club events</p> <p>Provide a greater diversity and frequency of club events</p> <p>Increase promotion of social membership</p>

We are well managed and financially sustainable

Measures of success	<p>Financially sustainable – club revenue covers all expenses and delivers profit to reinvest in the club</p> <p>Increase in revenue from sponsorship and grants</p> <p>Club policies are regularly reviewed and accessible on website</p> <p>Increase in number of people involved in club committee and sub-committees to ensure management continuity and consistency</p> <p>Increase in confidence from the BHC community in the direction of the club</p>
Continuing actions	<p>Planned review of policies and website</p> <p>Regular management committee and sub-committee meetings</p> <p>Regular financial reporting to committee</p>
Opportunities	<p>Communicate committee actions to the BHC community</p> <p>Develop action plans for each sub-committee to progress our objectives (annual or longer term)</p> <p>Increase frequency of website updates</p> <p>Further develop sponsorship “offering” and seek long term partnerships</p> <p>Seek committee/sub-committee members with expertise in this area</p>

We secure a home pitch and clubrooms

Measures of success	<p>A location secured to develop a pitch and/or clubrooms</p> <p>A pitch and clubrooms to call home</p>
Continuing actions	<p>Establish a Pitch Sub-Committee to direct and drive planning</p> <p>Continue to meet people with influence in local, state and federal government</p>
Opportunities	<p>Keep the BHC community updated on progress</p> <p>Develop a funding plan for a new pitch and clubrooms</p> <p>Seek potential partners to share or co-locate facilities</p> <p>Investigate if external advice or campaigning would benefit the club</p>