



Waverley Hockey Club

Strategic Plan

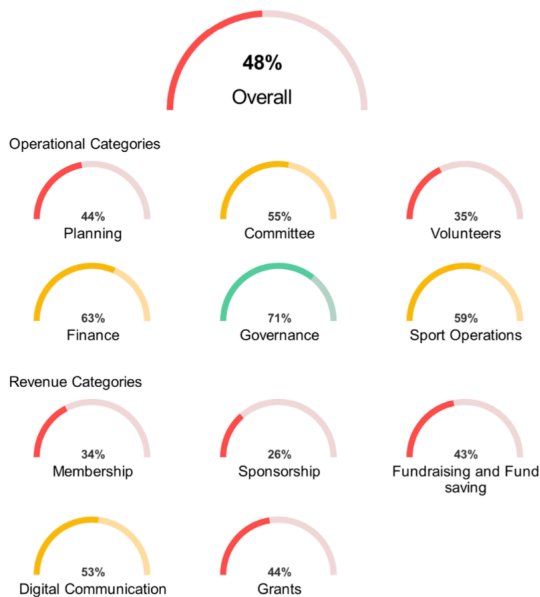
2022-2027

ABN 44 023 477 348

In late 2021 the Executive Committee undertook a strategic review of the Club with a company called ClubMap which started with a “health check assessment”.

The summary results from the health check assessment can be seen below. Whilst many factors may appear low in assessment score ClubMap assured us this is quite normal for Community sporting clubs and we have some good foundations off which to grow.

HEALTH CHECK ASSESSMENT



Following the Health Check a strategic planning workshop was held to which 34 members, representing all areas from across the Club were invited to participate. A full report was developed post this workshop with key focus areas outlined below.

Club Mission, Vision and Values were discussed and a draft revised position on each of these was developed for further discussion with any interested members.

CLUB MISSION, VISION & VALUES (DRAFT)

VALUES | What's important to us? What behaviours do we expect?

RESPECTFUL | To respect every person and organisation that we interact with and in turn, to earn the respect of others for all that we do as individuals and as a club.

INCLUSIVE | To be welcoming & understanding to participants, volunteers & stakeholders from diverse backgrounds. We collaborate throughout our club.

PROUD | To recognise and celebrate our history and to behave in a manner that reflects pride in our club and ourselves.

PROFESSIONAL | To be a professional organisation adhering to high standards reflected by our appearance, actions and attitude. We constantly strive for improvement and aspire to be innovative and successful while always working within the rules.

ENJOYMENT | To enjoy our time together, be positive in what we do and provide a family friendly environment in which to celebrate our success with all stakeholders.

MISSION | Why we exist? What's our purpose?

The Waverley Hockey Club seeks continual improvement - striving for best future facilities, closer links to community, great value for sponsor partnerships, and to provide a supportive, tolerant and inclusive environment for our participants, members, guests, administrators and volunteers to achieve their full potential, both in house & the local community.

VISION | What do we want to be?

To continue to grow into a destination club in the area due to our unrivalled local reputation. This reputation is based on quality programs and development, efficient management, a strong family based culture and our club's long standing commitment and contribution to the local community.

Three detailed plans were also developed and are summarised in the image below:

- Strategic Plan – with a 5-year focus these are the big topics that will ensure we are a strong Club well into the future
- Operational Plan - outlining key priority areas for the coming twelve months
- Revenue Plan – a key feature of the workshop we learnt about many alternative options to traditional revenue activities, as well as having ongoing access to Clubmap's resources to help us build our revenue to secure our Clubs' future

