

THE HOCKEY REVOLUTION



A GLOBAL GAME INSPIRING THE NEXT GENERATION

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PARTNERSHIP, SPONSORSHIP & ADVERTISING OPPORTUNITIES

To discuss new opportunities contact:

David Thompson – Hockey NSW
David.t@hockeynsw.com.au
0409 126 556

CONTACT DETAILS

Sydney Office
Level 3, Sydney Olympic Park Hockey Centre
Shirley Strickland Avenue
Sydney Olympic Park, NSW, 2127
Telephone (02) 9764 1911
Email hockey@hockeynsw.com.au
Website www.hockeynsw.com.au

For more information on NSW Pride memberships and team enquiries contact:

NSW Pride
nswpride@hockeynsw.com.au
(02) 9764 1911

All photos courtesy of AAP Photography & Click InFocus



Our Men's State Team competing in the Under 18 Australian Hockey Championships at Launceston, Tasmania.

THE GLOBAL HOCKEY REVOLUTION

GLOBAL

 **3RD**
MOST POPULAR
TEAM SPORT IN THE WORLD

Football (Soccer)	4 Billion
Cricket	2.5 Billion
Hockey	2.3 Billion
Basketball	1 Billion

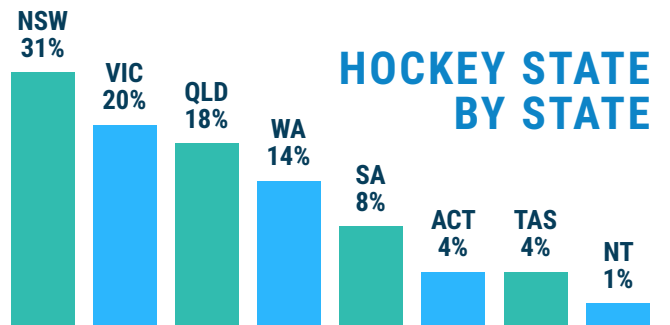
30 MILLION
PLAYERS
ACROSS THE GLOBE



PLAYED
IN OVER 100
DIFFERENT COUNTRIES

NATIONAL

 
**HIGHLY REVERED
OLYMPIC TEAMS**
HISTORY OF GOLD MEDAL
INTERNATIONAL WINS



NSW HAS THE MOST HOCKEY PLAYERS IN AUSTRALIA

ESTIMATED NATIONAL FAN BASE OVER MORE THAN

5.5 MILLION



RENOWNED FOR SOCIAL
INCLUSIVENESS, GENDER
EQUALITY AND ALL AGES
PLAYERS



214,000
PLAYERS IN
AUSTRALIA

PLACING MEMBER DATA AT THE HEART OF STRATEGIC DIRECTION

Hockey NSW in partnership with the SPRINTER research group from Sydney University and RevolutioniseSport, has been able to harness the power of data to improve the organisation's strategies and key projects and is recognised as a leader within the sports industry.



Evidence-based data over speculation



Real-time insights. Better responsiveness.



Localised insights and analytics



Cloud-based interaction and engagement

SPRINTER

SPRINTER are a collaborative Sport and Physical Activity Research Group led by Dr Lindsey Reece within the Charles Perkins Centre, Prevention Research Collaboration at the University of Sydney.

SPRINTER's analysis of Hockey NSW member data and feedback provided a deeper understanding of member motivations which were used to shape recent projects.

Projects shaped by SPRINTER data:



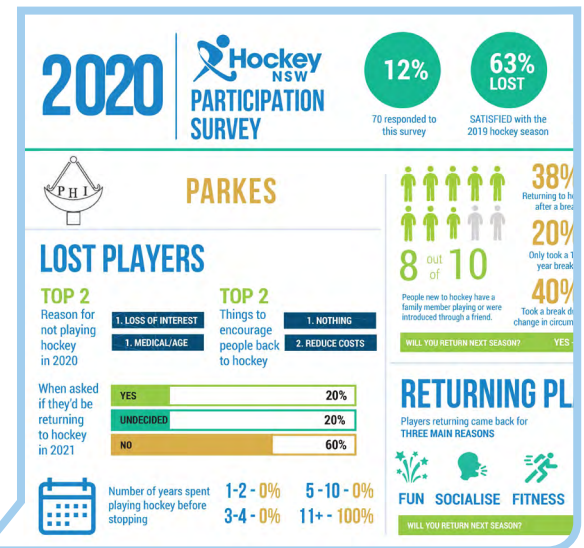
'Retake The Field' Media Campaign



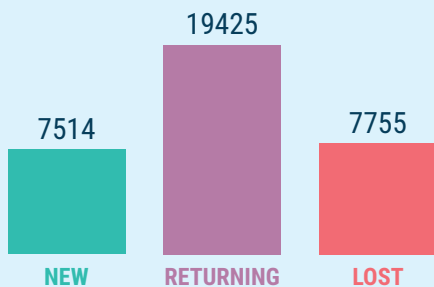
COVID-19 Safety Response & Plans



Increased Diversity & Inclusion Programs



Membership Snapshot



Churn **29%**

RevolutioniseSport

RevolutioniseSport is an online management tool for Hockey Clubs and Associations across NSW, in addition to being a data management asset for Hockey NSW. RevolutioniseSport provides unparalleled information on member history, engagement, contact and frequency of play.

Unlike other sports, Hockey NSW is able to define its lost, returned and new players by distinct parameters and clearly see any divergence in consistent data.

STAKEHOLDER PHILOSOPHY

- Volunteers
- Partners
- Media
- Participants
- Government
- Affiliated Members (Clubs & Assoc.)



Hockey NSW has a simple stakeholder philosophy



Educate

Create learning opportunities for all stakeholders



Appreciate

Treat all stakeholders with respect



Motivate

Make it fun and rewarding



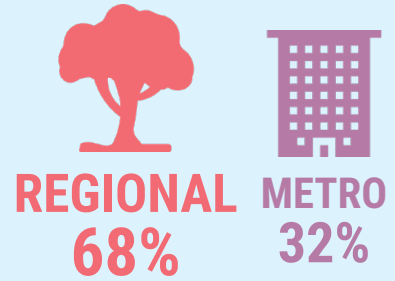
Advocate

All stakeholders are advocates for the sport and organisation

NSW PARTICIPATION SNAPSHOT

TOTAL PARTICIPATION

94,917



Club Participation



Indoor Hockey



State Championships



Multicultural



All Abilities



Indigenous



State Teams



Schools



Camps/Clinics



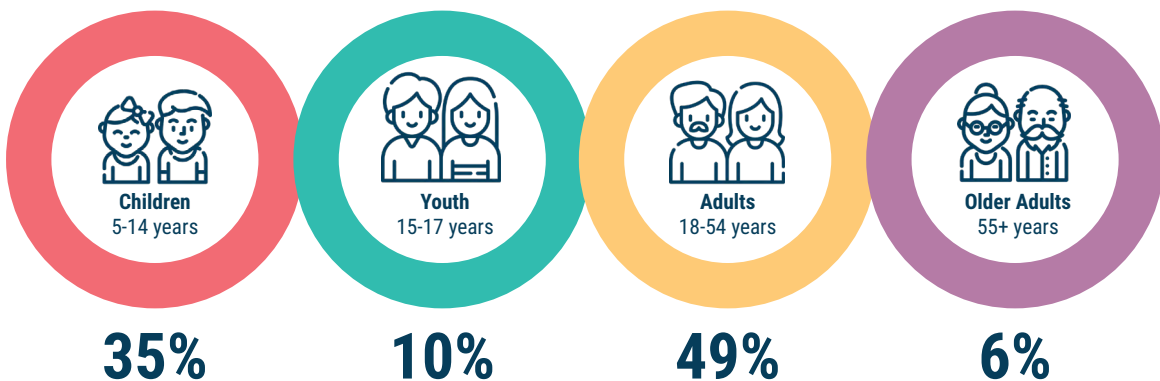
Social Hockey



Volunteers



AGE SPREAD



WHAT MAKES HOCKEY DIFFERENT TO OTHER SPORTS?



60% Female Participation

Hockey is the most gender balanced team sport in Australia.



70% Regional Participation

Hockey is an important part of the fabric of our communities. Strengthens social networks and builds a sense of belonging.



A Game For Life

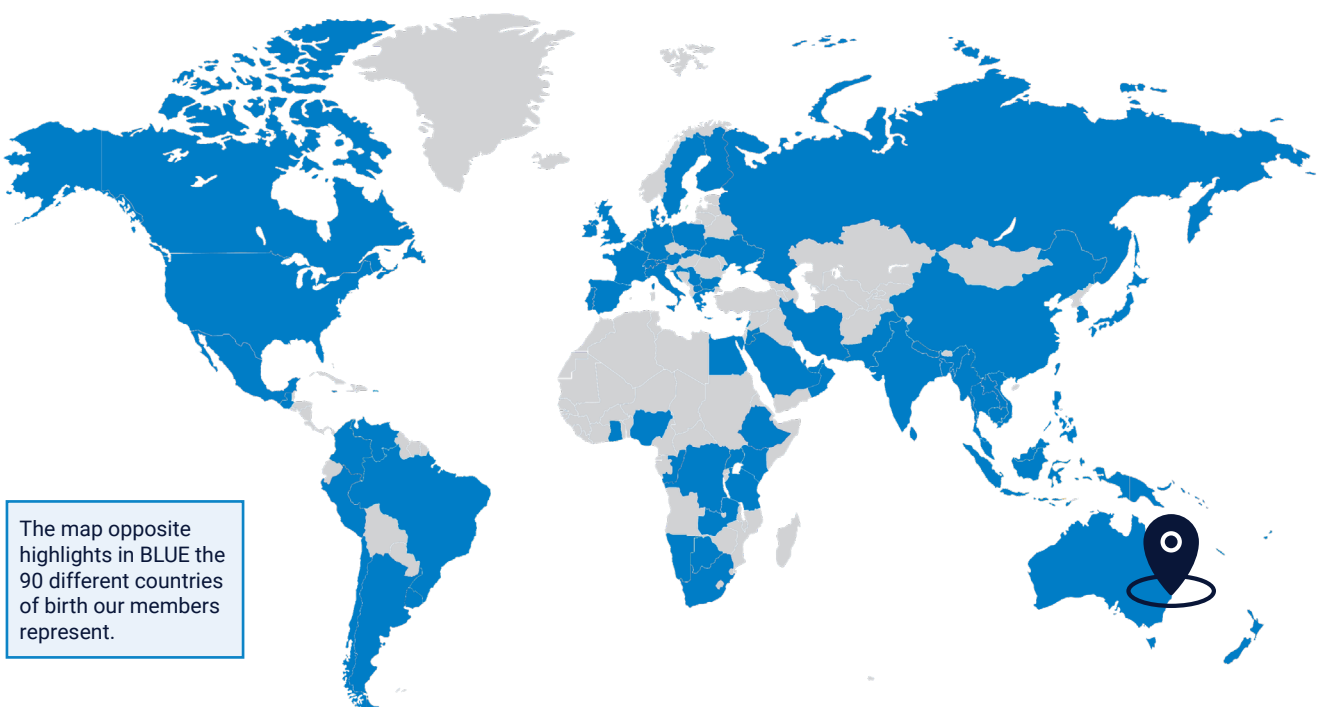
Truly a family sport with a player age spread from 4 years to 83 years.



1,978
players were born overseas



4,841
One or both parents born overseas



The map opposite highlights in BLUE the 90 different countries of birth our members represent.

HOW WE ARE GROWING THE VISIBILITY OF HOCKEY

SPORTS ENTERTAINMENT NETWORK.

METRO AND REGIONAL AIRWAVE COVERAGE

400,000 WEEKLY LISTENERS

DEDICATED HOCKEY ONE PROGRAMMING



The Daily Telegraph

LIVESTREAMING NATIONAL CHAMPIONSHIPS LIKE NEVER BEFORE **IN NSW**



SOCIAL MEDIA
INFORMING, PROMOTING AND CONNECTING NSW'S HOCKEY CLUBS



5 YEAR BROADCAST
DEAL WITH KAYO AND FOXSPORTS



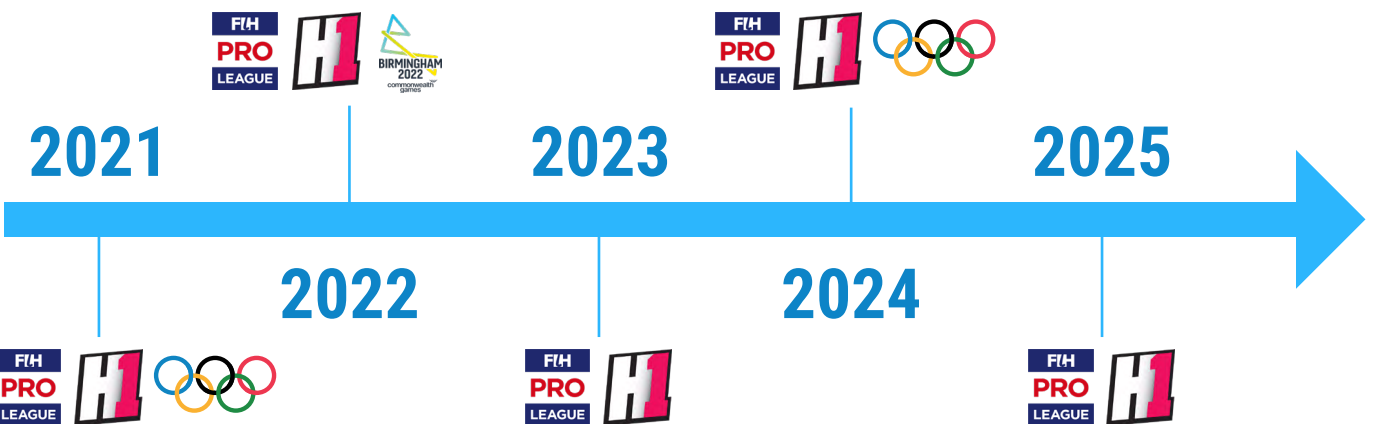
MULTIPLE GAMES
PLAYED ACROSS NSW + AUSTRALIA



FEMALE + MALE
TEAMS UNDER THE SAME BANNER



1000 ATTENDEES
FOR AN AVERAGE HOME CROWD



REAL HOCKEY. REIMAGINED.



NSW Pride is the elite Women's and Men's hockey team in the Sultana Bran Hockey One league.



Members

Upcoming seasons will build upon a record-breaking 500 foundation members joining our Pride - the most of any team in Hockey One.



Fans + Tickets

'The Lion's Den', our home stadium at Sydney Olympic Park, hosts over 3500 fans for numerous season games and Hockey One final matches.



Media Coverage

We receive national and state-wide radio, newspaper and television coverage including on the Sports Entertainment Network with dedicated weekly programming.



Sponsors

NSW Pride has a number of sponsors to support the teams. Kennards Self Storage became a major partner in 2020, with Rydges and Snap Printing partnering in 2021.



Mascot

Roary became an instant sensation with Pride fans in the first season of Hockey One, he can't wait to make more friends at the games ahead.



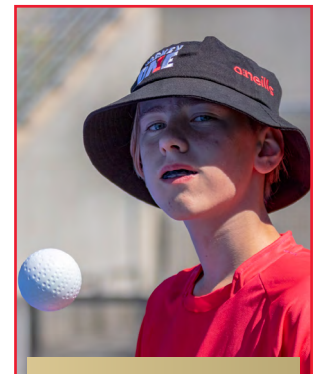
Female + Male Teams

Our female and male athletes play under the same banner - a historic first for NSW's national hockey team.



Event Day

Our home matches provide a multitude of entertainment beyond the game, incl. inflatables, giveaways and merchandise.



Volunteers

Dozens of volunteers assist throughout Hockey One, including ball kids, media interns and match day assistants.

HOW HOCKEY CONTINUES TO GROW ITS SOCIAL MEDIA FOOTPRINT

Social Media Audience



13,000+



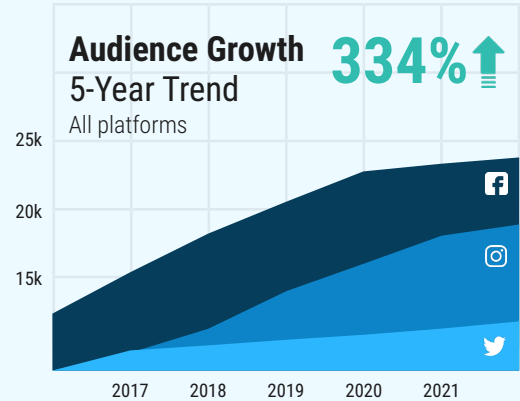
8,000+



2,000+

Combined Audience

23,000+



Digital Engagement



Total likes & comments



TOP 5

of NSW State Sporting Organisations (SSO)



TOP 10

of NSW State Sporting Organisations (SSO)

Hockey NSW's Instagram engagement has undergone **spectacular growth** in the last 5-years with a **3,300% improvement** in performance.

- SHUNT Applied Creative

Hockey NSW's clubs are a **grassroots powerhouse** having improved their social media engagement (Facebook) by **184%** in the last 5-years.

- SHUNT Applied Creative

Hockey NSW's Clubs and Associations (Facebook)

Combined Audience

42,845

Productivity 5-Year Trend

45% ↑

OUR FOCUS AREAS



Media Partnerships

More hockey on the airwaves than ever before thanks to Sports Entertainment Network (SEN) deal. With regular weekly segments, hockey will reach thousands of listeners throughout the State, including in many regional areas. Our State Championships are also reaching a wider audience with previews and livestreams on the Daily Telegraph website.



Diversity and Inclusion

Our goal is to provide every person, at all stages of their life regardless of gender, ability or ethnicity, and no matter where they live, with the chance to participate in hockey. To do this, we celebrate diversity, promote inclusion, and most importantly, make people feel like they belong with a number of programs specifically designed to reduce the barriers to participation.



Keeping Kids Safe

Hockey NSW with Hockey Australia is launching Safe Hockey, a national framework with a suite of user-friendly policies, procedures & guidelines. Hockey NSW has also commenced proceedings to join the National Redress Scheme, ensuring survivors of institutional child sexual abuse under our jurisdiction are acknowledged, recognised and supported.



Retake The Field

Creating a data-driven campaign aimed at re-engaging thousands of identified previous hockey participants using industry-leading analysis from the University of Sydney's SPRINTER research group.



Female Leadership Program

Attracting, developing, and retaining more female coaches, officials, and leaders in hockey with the ambitious goal to lift the female off-field participation to 60% so that it mirrors our female on-field participation.



Virtual Education

A norm shifting concept designed to deliver easily accessible virtual education year round aimed at upskilling our grassroots hockey community through dozens of online learning sessions on various topics.

SUPPORTING A DIVERSE HOCKEY COMMUNITY

Vision

Hockey NSW will pilot a number of engagement activities designed to encourage participation from outside traditional hockey populations as part of our strategic commitment to increase diversity and inclusion activities.

Multicultural

The global footprint of Hockey provides a unique opportunity to use sport as a vehicle to drive social cohesion as well as celebrate and embrace our state's vibrant cultural diversity. In 2020 Hockey launched a pilot multicultural engagement program in partnership with the Australian International Sports Organisation to encourage participation from culturally and linguistically diverse (CALD) communities through a range of initiatives including;

- Community Ambassador Program
- Community Come & Try Events
- League Of Nations Cup
- Multicultural Awareness Workshops



Aboriginal, Torres Strait Islander & Inclusion Programs

The Aboriginal and Torres Strait Islander Engagement program - which will be youth led - will aim to create lifelong well-being values, positive relationships with community members, and expand the knowledge and skills of young players. It is also hoped that the program will assist with a sense of belonging in the community by creating engagement opportunities at a local level.

Youth Advisory Panel

A Youth Advisory Panel - composed of one young Aboriginal and Torres Strait Islander member from each of our 11 regions - will allow opportunities for them to provide input into the way the program will be implemented across NSW.

SUPPORTING A DIVERSE HOCKEY COMMUNITY

All Abilities Program

Hockey NSW is committed to making our sport accessible for all players, regardless of ability. This includes partnering with government bodies to provide Inclusion Sport Days, as well as producing a Club and Association Diversity and Inclusion Checklist to assist NSW's Hockey Associations adapt to best practice.

Inclusive Coaching Program

Hockey NSW has produced an inclusive hockey coaching program to assist coaches in adapting their delivery methods to best support participants of all abilities. Inclusive coaching should not be considered a separate coaching skill but a reflection of best practice.



pridein
sport

MEMBER
2021

Inclusion Of People With Diverse Sexualities And Genders

Hockey has partnered with the Bentstix Hockey Club in a ground-breaking collaboration to promote greater inclusion of people with diverse sexualities and genders within hockey. Bentstix Hockey Club is Sydney's only LGBTQIA+ hockey club.

It was established during the 1996 Sydney Mardi Gras Festival as a social network, the club has grown to become one of the world's largest and most successful LGBTQIA+ hockey clubs.

Hockey NSW have also signed up to the Pride in Sport Index, making a public commitment to the inclusion of people with diverse sexualities and genders in hockey including employees, players, volunteers and spectators.



TOWARDS 60 PROJECT

HOW HOCKEY INTENDS TO GROW THE NUMBER OF FEMALE LEADERS IN OUR SPORT

The "TOWARDS 60" project is a long-term strategic approach to attracting, developing, and retaining more female coaches, officials, and leaders in hockey with the ambitious goal to lift the female off-field participation to 60% so that it mirrors our female on-field participation.

HOW HOCKEY WILL HELP OUR FEMALE LEADERS



Opportunity to observe other coaches in their sport



Funding to attend courses



Peer learning (networks, communities of practice)



Mentoring



Being able to watch workshops in your own time

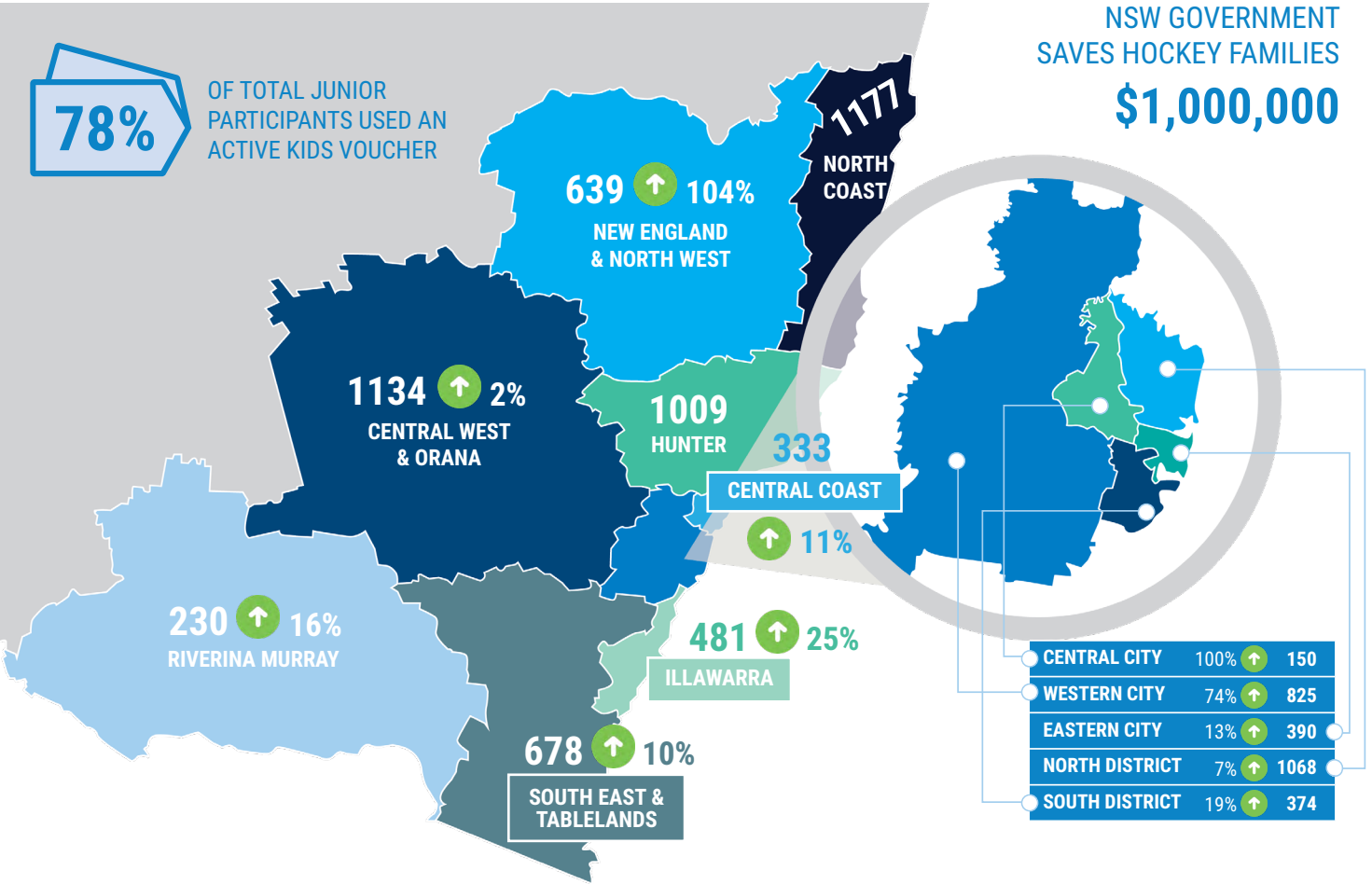


USING ACTIVE KIDS TO GET KIDS PLAYING SPORT MORE OFTEN

78%

OF TOTAL JUNIOR PARTICIPANTS USED AN ACTIVE KIDS VOUCHER

NSW GOVERNMENT SAVES HOCKEY FAMILIES **\$1,000,000**



978.16K **31%**
REDEEMED AMOUNT

10,005 **28%**
ACTIVE KIDS & NEVER PLAYED HOCKEY BEFORE

LOCATIONS **310** **29%**

1755 **30%**
ACTIVE KIDS & 1 OR BOTH PARENTS BORN OVERSEAS

147 **2%**
ACTIVE KIDS & IDENTIFIED DISABILITY

295 **45%**
APPROVED PROVIDERS

4821 **4%**
ACTIVE KIDS & FEMALE

535 **22%**
ACTIVE KIDS AND IDENTIFIED INDIGENOUS

410 **25%**
ACTIVE KIDS AND BORN OVERSEAS

STATE CHAMPIONSHIPS

HOW HOCKEY IS DRIVING THE NSW VISITOR ECONOMY

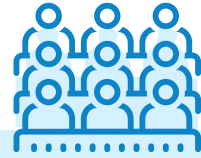
Major Hockey events contribute to regional and local economies and drive the NSW Visitor Economy.



19
EVENTS

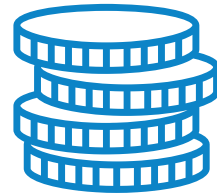


742
TEAMS



28,000
ATTENDEES

\$20,749,716
TOTAL ECONOMIC VALUE ANNUALLY



Event	Fields	Teams	Attendees	Economic Value
Field				
Regional Challenge	3 Synthetic Turfs + Grass	100	4200	\$2,948,400
U13 Girls State Championship	2 Synthetic Turfs + Grass	40	1920	\$1,347,840
U15 Girls State Championship	2 Synthetic Turfs + Grass	40	1632	\$1,213,056
Women's Masters Half-State North	3 Synthetic Turfs + 3 Grass	60	1680	\$1,179,360
Women's Masters Half-State South	3 Synthetic Turfs + Grass	60	1680	\$1,179,360
U15 Boys State Championship	2 Synthetic Turfs + Grass	34	1728	\$1,145,664
U13 Boys State Championship	2 Synthetic Turfs + Grass	36	1728	\$1,123,056
U18 Girls State Championship	3 Synthetic Turfs	30	1440	\$1,010,880
U18 Boys State Championship	3 Synthetic Turfs	29	1392	\$977,184
Open Men's State Championship	3 Synthetic Turfs	27	1080	\$758,160
Open Women's State Championship	3 Synthetic Turfs	26	1040	\$730,080
Indoor				
U15 Boys & Girls		60	2520	\$1,769,040
U13 Boys & Girls		60	2520	\$1,769,040
Women's Masters		40	1120	\$786,240
U18 Girls		25	875	\$614,250
U18 Boys		25	875	\$614,250
U21/Open Women		24	840	\$589,680
U21/Open Men		24	840	\$589,680
Men's Masters		16	448	\$314,496

OUR PATHWAY TO SUCCESS



Centre of Development +
Regional Challenge

21

Hours Of Coaching



Largest Event On
Hockey NSW Calendar

1000 Junior Participants
From Across NSW

100 Teams **180** Officials **2500** Spectators

\$3,000,000 Economic Value Annually



NSW State Teams

13

Calendar Events

57 NSW Representative Teams

872 Representative Players

114 State Team Volunteers



Multiple

NSW State Team
Gold Medal Victories



Athlete Acceleration
Program (AAP)

16-18

Athlete Age Range

17 Locations Across The State

80 Hockey Training Sessions

140 Talented Junior Athletes



304
Training Hours



4
Two Day
Camps



State Championships

19

Championship Events

28,000
Attendees

742
State Teams



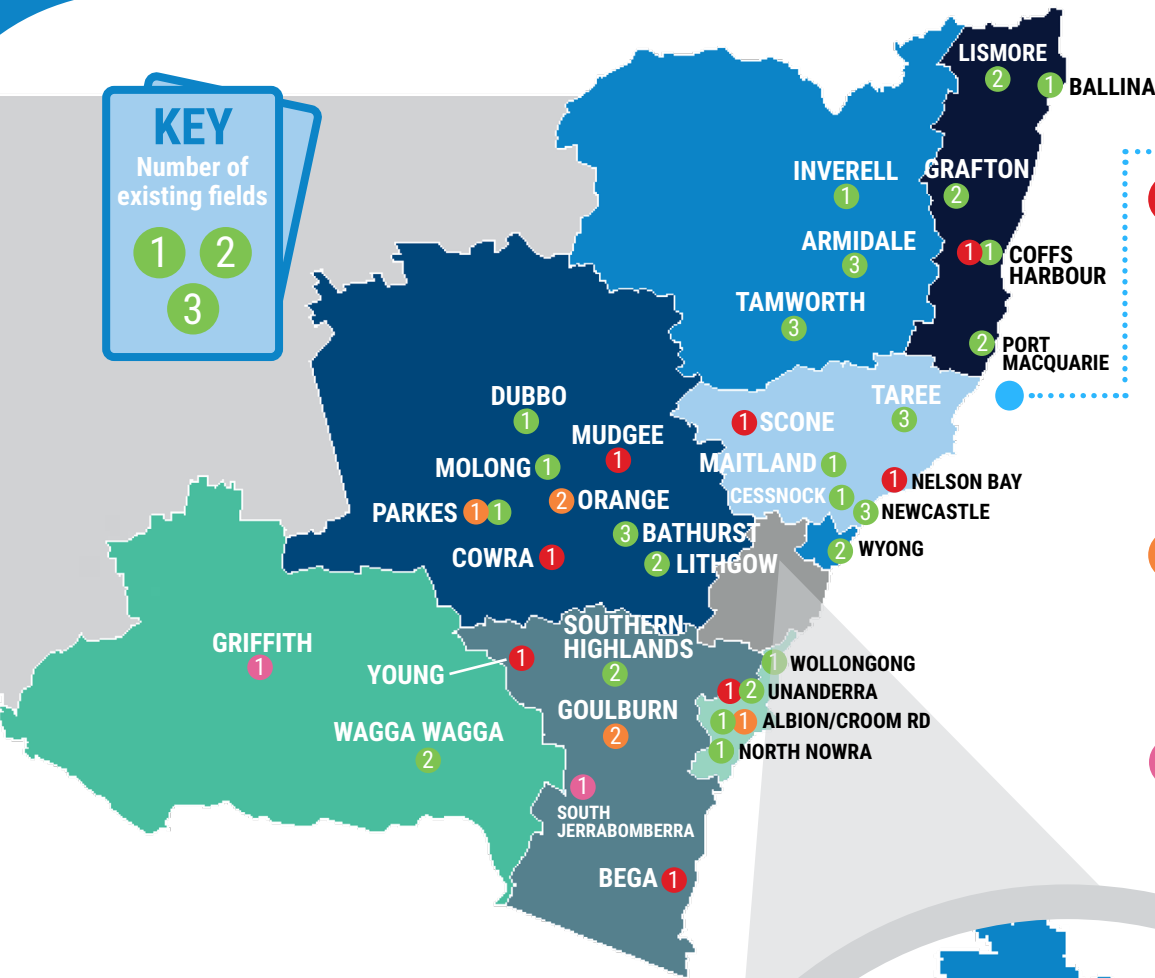
17 Locations Across The State

\$20,019,636 Economic Value Annually

FACILITIES - OUR FOOTPRINT

KEY
Number of existing fields

1 2 3



REGIONAL

Facility Required	Count
Scone	1
Nelson Bay	1
Mudgee	1
Cowra	1
Unanderra	1
Bega	1
Young	1
Coffs Harbour	1

Existing Facility Requiring Upgrade	Count
Goulburn (Confirmed)	2
Orange	2
Albion/Croom Rd	1
Parkes	1

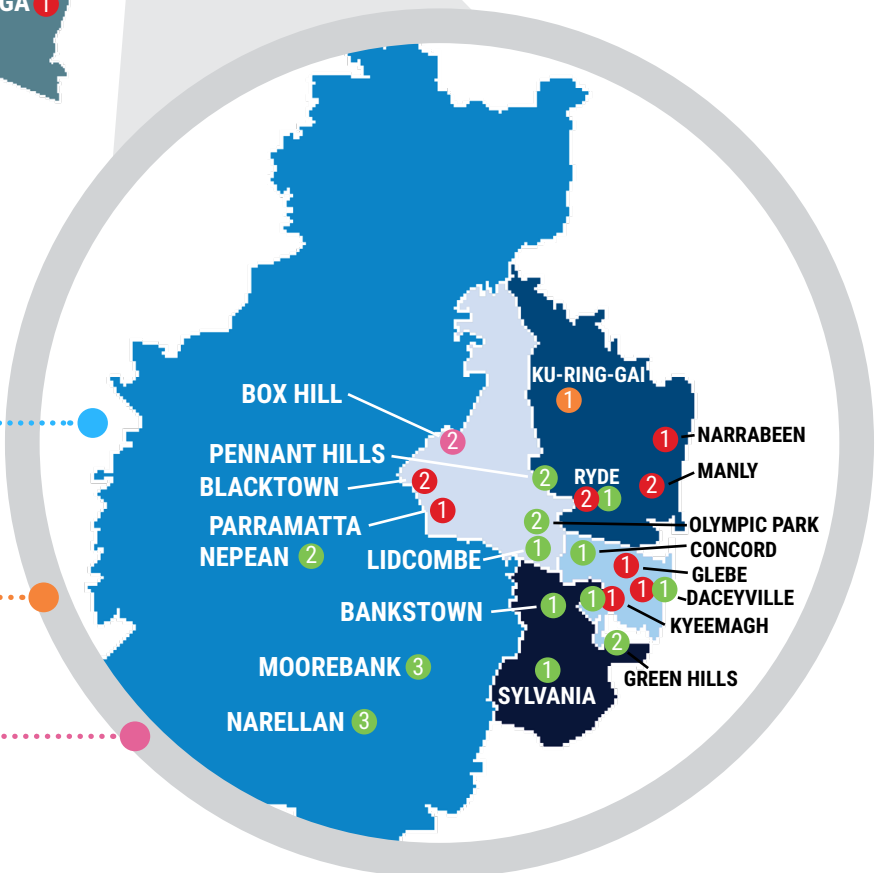
New Facility Confirmed	Count
Griffith	1
South Jerrabomberra	1

METRO

Facility Required	Count
Narrabeen	1
Manly	2
Ryde	2
Parramatta	1
Glebe	1
Daceyville	1
Blacktown	2
Kyeemagh	1

Existing Facility Requiring Upgrade	Count
Ku-ring-gai	1

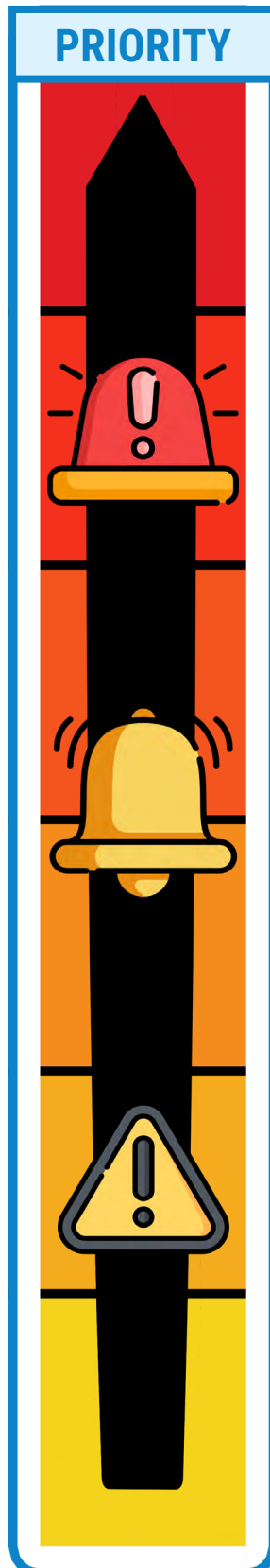
New Facility Confirmed	Count
Box Hill	2



FACILITIES - OUR FUTURE NEEDS

METRO

- 1 **Manly**
New Fields
- 2 **Glebe**
New Field
- 3 **Blacktown**
New Fields
- 4 **Parramatta**
New Field
- 5 **Ryde Hockey Fields**
New Field
- 6 **Narrabeen**
New Field
- 7 **Kyeemagh**
New Field
- 8 **Ku-ring-gai**
Upgrade of Facility
- 9 **Daceyville**
New Facility



REGIONAL

- **Albion/ Croom Road** 1
Upgrade of Field
- **Unanderra Hockey Stadium** 2
Develop Third Synthetic Hockey Field
- **Mudgee** 3
New Field
- **Scone** 4
New Field
- **Parkes** 5
Upgrade Field
- **Cowra** 6
New Field
- **Bega Valley** 7
New Field
- **Coffs Harbour** 8
New Field

WHAT DO WE DO?



VISION

To be the sport of choice for families in NSW



MISSION

A sustainable, inclusive and an innovative organisation providing leadership in hockey through integrity, transparency and excellence

HOCKEY NSW OBJECTIVES



GOVERN

The game of Hockey in NSW

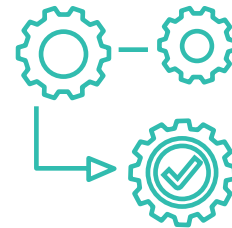
Maximise usage of Revolutionise to optimize the governance framework across Hockey NSW and its affiliates



GROW

Participation, partners & fans

Invest, market and build the profile of hockey in order to enhance the affordability and accessibility of the game



DEVELOP

Players, coaches & officials

Provide development opportunities for players, coaches, umpires and officials that enhance engagement, build competence levels and boost enjoyment

OUR VALUES

RESPECT



INNOVATION



EXCELLENCE



INCLUSIVENESS



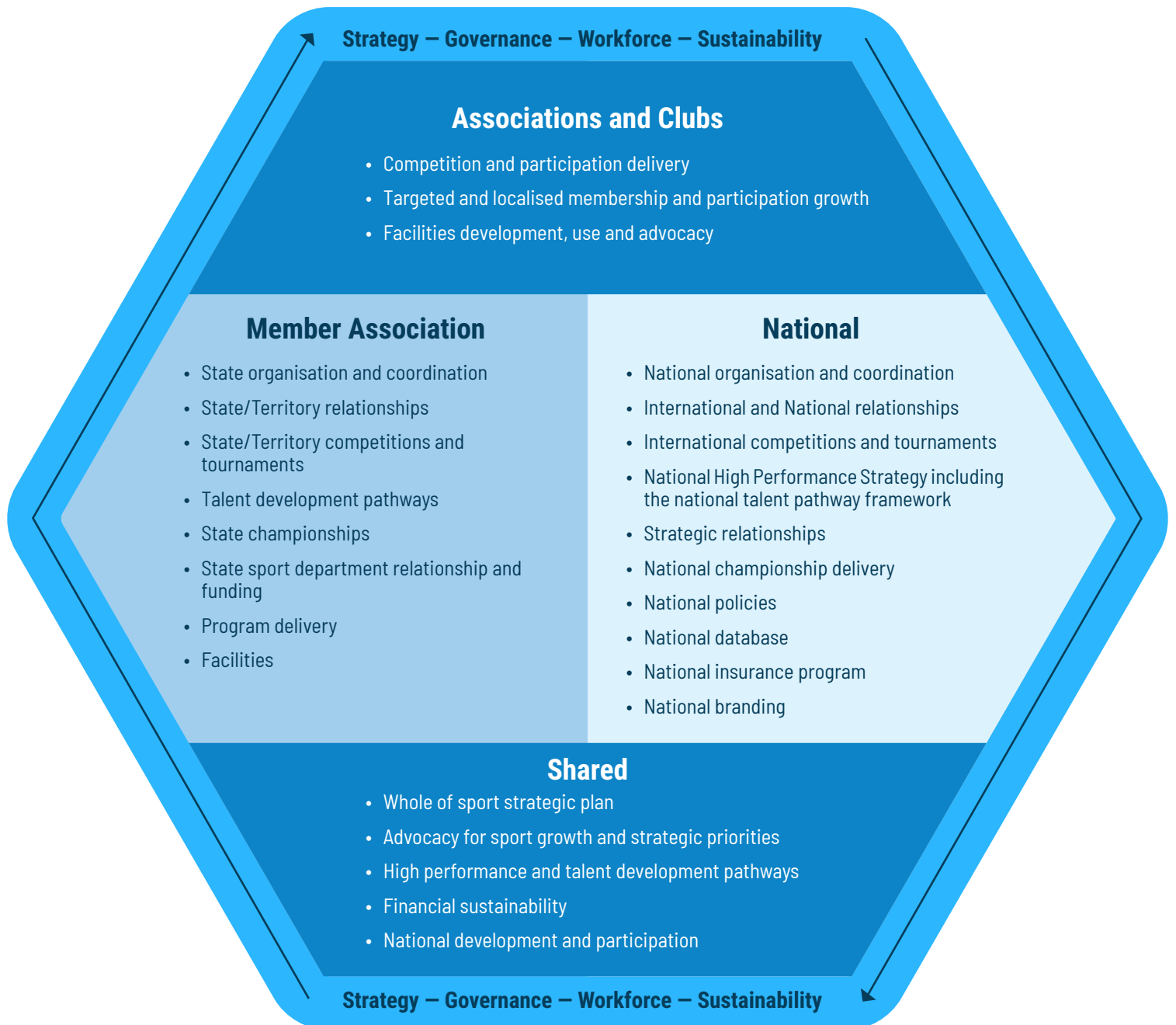
PROFESSIONALISM



ROLES AND RESPONSIBILITIES FOR HOCKEY IN AUSTRALIA






GUIDING PRINCIPLES

It is acknowledged that Australian hockey is governed and delivered through a connected ecosystem at club, association, state and territory and national levels filled with passionate people who fulfill critical roles.



OUR STRATEGY ON A PAGE







KEY ISSUES (NATIONAL)

 Address the inefficiencies in our sport	 Improve participant recruitment & retention	 Ensure sustained international success	 Increase the visibility & commercial viability of hockey	 Enhance the digital Experience	 Safeguard the integrity of our sport
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WHAT HOCKEY AUSTRALIA IS GOING TO DO

Build a seamless, whole of sport solution for the benefit of the hockey community.	Deliver practical, evidenced based & commercially viable opportunities to start, play & stay engaged with hockey.	The Kookaburras & Hockeyroos are internationally competitive & consistently rank top 3 at major benchmark events with future players delivered through world class player development model.	Position hockey to increase awareness & deliver commercial value that will help to grow the sport.	Provide contemporary, whole of sport digital platform that increases engagement, delivers commercial growth, improves retention & achieves business efficiencies.	Deliver a safe sport for all to enjoy.
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WHERE HOCKEY NSW WILL FOCUS

 Building an Efficient Delivery System	 Fostering an Engaged Hockey Family	 Upholding & Preserving our Strong Pathways	 Grow Compelling Brands & Diverse Revenue Streams	 Supporting our Hockey Family with an Innovative & Accessible Digital Experience	 Safeguarding the Integrity of Our Sport
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WHAT HOCKEY NSW IS GOING TO DO

An efficient structure, with quality affiliate relationships to genuinely benefit the hockey	Deliver family centric hockey experiences that are accessible to all.	To be the leading contributor of talent in Aust hockey & ensure consistently strong performance in all national competitions	Build our brands to increase visibility & grow commercial value, reducing the cost for our hockey family.	Use revSPORT to increase engagement, deliver commercial growth, improve retention & achieve business efficiencies in NSW	A robust system of governance for Hockey NSW & hockey in NSW that delivers a safe sport for all to enjoy
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HOW HOCKEY NSW IS GOING TO DO IT

4 OBJECTIVES	5 OBJECTIVES	3 OBJECTIVES	5 OBJECTIVES	3 OBJECTIVES	3 OBJECTIVES
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HOW HOCKEY NSW WILL MEASURE SUCCESS IN 2021

9 PROJECTS	5 PROJECTS	11 PROJECTS	7 PROJECTS	4 PROJECTS	5 PROJECTS
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