

CONNECTING QUEENSLAND TO HOCKEY

2024 STRATEGY

Growth •

Heroes •

• *Digital*

• *Sustainability*

OUR VISION
EVERY PERSON IN
QUEENSLAND IS
CONNECTED TO
HOCKEY.

OUR AMBITION
TO INCREASE THE OPPORTUNITIES
FOR EVERYONE IN AUSTRALIA
TO ENJOY THE GAME OF HOCKEY
ANYWHERE, ANYTIME.



Growth >>

GOAL: Create more opportunities
to engage with hockey year-round.

KPI: 5% Increase in Membership.

HQ OBJECTIVE	HQ ACTION	SUCCESS MEASURE
A. Enhance existing and invest in growing formats of the game to support changing participation trends.	1. Develop a 4 year strategy for Hockey5s (H5s) including a state-wide implementation and support program for Associations.	Strategy developed and endorsed by the Board.
	2. Provide support to Associations and Clubs to introduce Hockey5s.	30% of Associations run a Hockey5s trial or program.
	3. Continue to deliver a H5's competition at the SHC to test competition and delivery models.	50% increase on 2023 participant numbers.
	4. Develop a 4 year school strategy, which includes Hookin2Hockey (Hin2H), Hockey5s and other.	Strategy developed and endorsed by the Board.
	5. Establish a link with the School Sporting Systems across Qld.	Establish a connection with a minimum of 3 school sporting entities.
	6. Integrate Hookin2Hockey into the school experience.	30% of Associations taking up the program.
	7. Integrate Hookin2Hockey into the school experience.	30% of school programs include Hookin2Hockey.
	8. Develop a Pre and Post Paris 2024 participation program to engage new participants and raise the profile of our Queenslanders in Paris.	Schools across Qld engage in the program.
	9. Support Associations to grow the Hookin2Hockey program.	5% increase in Hin2H.
B. Map our current national facility footprint to better define Queensland Hockey's 'playing field'.	1. Complete the Queensland Facility Audit.	Full report provided to Associations.
	2. Continue to drive the Queensland Facility Strategy.	2 new facilities committed to.
	3. Secure a facility legacy for hockey from the 2032 Brisbane Olympic Games.	Legacy Secured.
C. Create welcoming and inclusive environments for both new and current participants.	1. Continue to implement the Hockey Qld Inclusion and Diversity Strategy.	KPI's in Strategy Reached.
	2. Develop a plan to promote and ensure sustained gender equity in participation.	Gender Balance achieved in participation numbers.



Digital » **GOAL:** Use digital technology to drive efficiency and quality of user experience through increased engagement on our digital platforms.

KPI: 10% increase of engagement collectively across platforms.

HQ OBJECTIVE	HQ ACTION	SUCCESS MEASURE
A. Commit to building a digital future for Australian Hockey including enhancing Hockey Queensland's digital profile.	1. Identify new digital platforms to leverage efficacies and engagement and develop a plan to increase engagement.	10% increase in engagement.
B. Develop internal capability to support an enhanced digital delivery.	1. Increase the Hockey Queensland (HQ) digital literacy capability through professional development for staff and volunteers.	100% of Staff and 80% of Committee Members complete training.
C. Use digital technology to improve the customer experience and drive growth and retention.	1. Fully implement Tidy Connect.	100% engagement and use by Associations.
	2. Prepare an engagement and content plan for key programs such as Hockey5s, Hookin2Hockey and School Hockey.	5% increase in participation.
	3. Explore innovative ways to engage with fans to support players and teams.	Implement and trial new fan engagement experiences.

Sustainability » **GOAL:** Continue to find efficiencies and generate a greater return on the investment of our human, financial and environmental resources.

KPI: Reduce churn rate to 28

HQ OBJECTIVE	HQ ACTION	SUCCESS MEASURE
A. Continue to develop business practices to find efficiencies and generate a greater return on our human and financial investment.	1. Establish opportunities to share services with other sports or HA to improve integrity.	Explore opportunities to engage.
	2. Review opportunities for the State Hockey Centre to increase revenue and make improvements.	Base Data set for Satisfaction of the SHC. 10% increase in revenue.
	3. Develop a Volunteer Recognition Program.	Minimum of 15 Volunteers engaged in the program.
B. Ensure the sustainability of Hockey Queensland through financial and business operations.	1. Support current commercial partnerships and create new ones.	15% increase in Sponsorship revenue.
	2. Enhance the sponsor support program.	15% increase in Sponsorship revenue.
C. Support Associations to continue to deliver an environmentally conscious and engaging hockey product and service to their community.	1. Develop regional plans for Associations.	80% of Associations have a plan.
	2. Provide ongoing education to develop community and pathway coaches.	3 workshops launched in the LMS.
	3. Provide ongoing education to develop community and pathway officials.	3 workshops launched in the LMS.



Heroes » **GOAL:** Celebrate our heroes and inspire through their stories.

KPI: Increase in Queensland's National Representation across all areas of the game.

HQ OBJECTIVE	HQ ACTION	SUCCESS MEASURE
A. Deliver a Queensland High Performance (HP) and Pathways program that is and continues to be, the benchmark nationally and internationally.	1. Continue to implement the High Performance Review Recommendations.	All recommendations implemented.
	2. Work with the QAS to provide ongoing support for newly identified National Players to support their transition into the national teams in Perth.	Increase in satisfaction on QAS surveys.
	3. Work with the QAS to develop a support program for Qld players exiting the National program.	Increase in satisfaction on QAS surveys.
	4. Provide pre-season opportunities for the Blaze Squads.	Regional or interstate tour conducted.
	5. Develop a program to connect players past, present, and emerging.	Host 2 opportunities for all Qld players to come together.
	6. Execute year two of the Pathways Plan.	Host 2 in person opportunities for Academy Squads to come together and at least 5 online engagements.
B. Work with our key stakeholders to shine a light on the heroes in our hockey community.	1. Expand a national 'community heroes' program in partnership with Associations that rewards and recognises the grassroots of the sport, which in turn becomes a new asset to commercialise.	25% of Associations are contributing within the the first year.
	2. Promote our Coaches and Officials through all levels of the sport.	5% increase in Community Coach and official accreditations.
	3. Grow engagement with Hockey Queensland Community Awards and secure Award Night sponsors.	25% increase in Community Award nominations.
	4. Create a marketing and profile campaign around the Pre and Post Paris participation in schools program.	Schools across Qld engage in the program.
C. Develop a clear storytelling strategy and narrative from elite through to grassroots.	1. Invest in building the brand of the Brisbane Blaze through a higher media presence to continue to grow their status within the Queensland sporting landscape.	20% increase in ticket sales for Hockey One Home Games.
	2. Connect our Brisbane Blaze and HP players to grassroots operations through the Junior Blaze program.	25% increase in Junior Blaze membership.