



## Communication Strategy

### ***Position Statement***

As the peak state body for hockey, Hockey Queensland takes carriage of the welfare, growth and sustainability of the game. Hockey Queensland recognizes the valuable and essential role each Association, Club, Player and Volunteer plays in the creating the environment for our sport to advance. Clear, consistent and targeted communication from Hockey Queensland to all involved in the sport of hockey is an important activity that will enable Hockey Queensland to undertake its role in growing the game and enhancing the experience of the game for its players, volunteers and administrators.

This communication strategy aims to identify our key partners, the role they play in shaping our game and the ways in which Hockey Queensland will endeavour to ensure the issues that matter are being communicated effectively and transparently.

The following table outlines the key partners Hockey Queensland will communicate to, examples of what will be communicated and the method of the communication.

Member Associations	Communication
Strategic Direction Operational Changes Hockey Australia updates Calendar of Events Changes in Rules Promotion of events/activities Game Development opportunities	Members Forums Member Teleconferences CEO Updates Direct email communication Discussion Papers Annual Report Website
Clubs	Communication
Registration Processes Hockey Queensland – funded activities that support club Quality Club initiatives Hockey Australia updates	Direct email Promotional Resources Website
Players	Communication
Registration Processes Promotion of events/activities	Direct email e-dribble newsletter
Officials	Communication
Strategic Direction Changes in Rules Hockey Queensland Operational Manual	Direct email Website Committee Meetings
Stakeholders	Communication
Strategic Direction Promotion of events/activities Success stories Funding Submissions	Strategic Plan Annual Plan Promotional Material Reports