



SUHC – A vision of the future.

Mission:

- SUHC will provide all of its members with the best possible opportunity to play and enjoy hockey at all levels, both on and off the field, and by virtue of this become the hockey club of first choice in the south eastern and bayside suburbs of Melbourne.

Vision:

- SUHC intends to be one of the premier SL1 hockey clubs in Hockey Victoria and successfully field and sustain teams in the top grades of the HV competition in which it participates.
- Over the next seven years SUHC aims to progressively win promotion and premierships in all competitions in which it is entered, and is expected to field at least 43 teams in the following grades by 2015 (based on current HV competition structures) culminating in MSL1 and WSL1 premierships by 2017.

Objectives:

By 2015

- MSL1, MPA, MPB, MPC, MPE, MM1, MM2, MM3
- WSL1, WPA, WPB, WPC, WM1, WM2, WM3

By 2011

- U17A U17PA U17PS
- U17GA U17PA
- U15A U15PA U15PS
- U15GA U15S
- U13A U13PA U13PS
- U13GA U13GS
- U11A U11PA U11PS U11S
- U9 x 6

By 2009

- VA, VB, VC

Critical Success Factors:

While SUHC's performance will be measured in promotional and premiership success, this will be underpinned by sound management processes both on and off the field that promote and encourage sportsmanlike behavior and active involvement and participation in the club's activities by the club's members, their families and supporters, and other stakeholders.

On field:

In order to achieve SUHC's ambitious vision of on field success, the entire club at all levels must improve substantially and continuously in the following areas.

- Skills - Fundamental technical hockey skills and knowledge.



On field: *continued*

SUHC's ambitions will be achieved by improving the standard of play across all sections and age groups of the club. Continuous development and improvement of individual player skills is essential for the club's future success.

Coaching emphasis will focus on the teaching of the fundamental technical hockey skills and the development of hockey "know how" so that all players have the opportunity to develop the requisite skill set and knowledge to play and enjoy the sport to the best of their ability and at the highest level. This process must start with our youngest members so that their skill set and understanding of the game is introduced early in their playing careers and continues to be improved and developed as they mature into senior players.

- **Strength - Physical athleticism; fitness, strength and speed.**
To compete successfully at the levels we aspire to, our players need to prepare themselves physically as athletes with emphasis on fitness, strength and speed. Physical fitness and condition will by necessity be critical selection criteria and while SUHC's coaching and training programs will address physical conditioning, the ultimate responsibility for physical fitness and wellbeing rests firmly with the individual.
- **Resilience.**
SUHC's stated ambitions are challenging and are expected to unfold over many years, so the ability to steer and stay the course; to cope with and recover from setbacks and adversity is absolutely paramount to the realization of our vision of sustained success. The resilience or perhaps the mental and physical toughness required for the club to achieve its goals must be the manifestation of the mutual support and determination of each member of the club to succeed, both individually and collectively.

Off field:

In addition to building a reputation for superior on field performance SUHC needs continues to enhance its reputation of being a welcoming and friendly club that offers all of its members a satisfying and rewarding hockey experience. This notion of a "good club", i.e. uncompromisingly competitive and driven on the field, and friendly and relaxed off the field, is how we wish to be perceived by our members, supporters and stakeholders, HV and other competitor clubs.

As an amateur sporting organization, effective and efficient administration of the club by its members is pivotal to SUHC's future success.

- SUHC will continue to rely on unpaid volunteers to manage it's on and off field activities and affairs.
- SUHC's future growth plans will be facilitated by the continued adoption of a professional business approach to the the club's administration which will in turn require able and responsible management by the elected executive management team that is supported by the active and willing participation of all SUHC's members and stakeholders.

Sustainable financial viability is key to SUHC's future on and off field vision of success.

- SUHC must plan for and achieve operating surpluses, year on year.
- SUHC's fees must be transparent and competitive, and structured so that the costs of all hockey operations activities including, *inter alia*, team entry, ground hire, coaching, ground management and pitch replacement are covered by the members' playing fees.
- SUHC needs to supplement its income from player's fees through a wide variety of means including the pursuit of financial support from,

Southern United Hockey Club Inc

MEN, WOMEN, VETERANS & JUNIORS



Off field: *continued*

- Sponsorships, advertising and coterie supporter groups.
- Fund raising activities within the club, eg. Social events, raffles, big match day functions
- SUHC branded merchandising
- Canteen activities
- Government grants and private beneficial trusts.

Planning for the future.

- SUHC recognizes the need to continue to develop and implement comprehensive and focused action plans that address these critical success factors in order to fulfill the vision and achieve the stated objectives within the stated time frame.
- These strategic action plans whilst driven directionally by the SUHC executive will require active involvement, commitment and participation from the membership during their development, implementation and review phases.

David Finlayson
President - SUHC