

Avoca HC Development & Fundraising Report 2014/2015 Season

The Development area for Avoca HC covers the 5 Year Plan (Facilitation & Monitoring), Facilities, Fundraising (inc Sponsorship), Social & Communications.

Fundraising & Sponsorship report

Sponsorship progressed further with retention of current sponsors and addition of Spin1038 as Men's 1sts Sponsors. Total sponsorship €12,000 for last season. There is a need to renew signs at Newpark to more durable form used by Frank Keane and Ed Sports. There is an opportunity to sell pitchside sponsorship at Sion Hill in partnership with the school. Thanks to Rob Pearson as Sponsorship Officer and Hillary Murray for assistance.

The Club has continued to raise funds for Laura Lynn throughout the year culminating in Avoca Mixed 7s run by Al Robinson with all proceeds to Laura Lynn.

The lotto was launched and raised 1706 during the season but whether it is an effective method for the Club is now under review.

Other fundraising for the Club raised €7,887 due to the hugely successful draw and fun day led by Hillary Murray and 1st Club film night run by Niamh Gaughan. Clearly these formats appeal to club members (and parents) and should be repeated next season.

During a year where sponsorship and fundraising €21,593 for the club it was decided that in future all fundraising would be for capital or special project purposes and not for the day to day running of the club. Day to day running is to be funded by subscriptions, sponsorship and pitch rental.

A dedicated fundraising officer is needed in addition to a Sponsorship officer to maximise the Clubs income from these sources. A special fundraising effort to support the clubs Mens and Ladies 1sts achieve IHL status by 2020 will be led by Dennis O'Connor next season.

Communications

Cathy Moore continued as Communications officer (co-ordinating strategy) supported by Ruth McDonagh, Sebastian Perciavalle and Andrea McCauley using website, occasional letters, Email, Facebook and Twitter to keep members and the wider Hockey community informed of club activity both on and off the field. At the same time the Men's Captain, Lady Captain, Boys Chair and occasionally Girls chair maintained parallel communication by email etc. A communications strategy was presented (again) to committee but not yet fully adopted or implemented. During the season the Mens & Ladies email was merged into a weekly newsletter to Mens and Ladies members including news about junior section. This was very well received and needs its distribution to be extended to all members.

At seasons end Sebastian (after a great years work) has stepped down and Cathy , while available to guide strategy is not in a position to full execute Communications Officer role. The Clubs website is need of refreshing and the draft communications strategy needs to be finalised and adopted. For next season Committee responsibility for Communications will be under direction of the Clubs Vice President and a Communications officer is needed.

Social

Niamh Gaughan has continued to drive club social activity with support from others (esp Hillary Murray). The season opened with a very successful open day in Foxrock with Junior Awards presented by Deputy Mary Mitchell O'Connor and continued with a range of adult and some Junior events during the season. Traditional adult events were less well attended but the 1st movie night and end of season quick hockey mixed gender and age tournament added new and clearly repeatable whole club events to complement the traditional dinner dance and men's dinner. For season ahead the focus on whole club events should be a priority for and expanded social committee. For next season committee responsibility for social activity will rest with the Vice President

Facilities

Sion Hill

The Club was successful, in partnership with Sion Hill in securing a €200,000 Sports Capital Grant due to the support of Deputy Mary Mitchell O'Connor and Deputy Eamon Gilmore. With support of a loan offer from the Leinster Hockey Association the Club committed €80,000 in a capital contribution to Sion Hill and signed a 15 year licence agreement which allowed the Sion construct a new flood lit sand dressed astro turf which opened in May and will be used by the Club from September 2015. A joint committee with 3 representatives from the Club will manage the new facility. The Clubs representatives are currently Aifric O'Malley, Caroline Daly and Dennis O'Connor

Newpark

The Club and the Schools joint committee have begun discussions on an updated operating arrangement and need to invest in Newpark in terms of carpet replacement and other matters. The objective for next season is to update the agreement and to get an extension of the lease from the Department of Education to allow both parties apply for the next round of Sports Capital Grants. The Clubs long term representatives on the joint committee Peter Agnew, Nigel Kingston and Mark Deegan handed over the reins to Tanya Chapple, Dennis O'Connor and Jonathan Spring

5 Year Plan

Following the successful completion of most of the objectives of the 2011-2016 plan a new plan is in preparation for 2015-2020 following a committee workshop and a 4th open meeting held in April 2015. Particular achievements under 2016 plan were the new legal structure, refinanced loan, new funding model, Mens and Ladies 1sts at Division 1 level in Leinster and growth in playing membership to 538. The committee will build on the outcome of the workshop and finalise the 2020 plan early next season and publish it. Notable objectives will include IHL status for Mens and Ladies teams, a full club house, a covered stand and a 3rd pitch for a playing membership of over 800.