



Avoca Hockey Club 5 Year Plan Workshop

21st March 2015

Presentation
& Feedback



Workshop



Attendance: Alan, MccAuley (parent), Declan Ryan (Parent & Coach), Jonathan Cole (Director of Hockey), Jen Moore (Old Alex), Elisa Cullen (Ladies Player), Mark Cullen (Parent & Coach), Peter Agnew (Parent, Men's Player), Aifric O'Malley (Ladies Player), Ronan Hickey (Coach), Andrea McAuley (Parent), Silvia Cleary (Parent), Patricia Martin (Parent), Caroline Daly (Ladies Player) and facilitator Dennis O'Connor (Parent, Coach, Men's Player).



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Workshop Agenda



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- Introduction and welcome
- Where are now
- Our 5 Year Plan 2012-2016 & Progress report
- Workshop Exercise (s)
- Next Steps

Where we are

- **2015**
- **Teams & Players**
 - 3 Men's Teams with 46 players.
 - 5 Women's Teams with 105 players
 - 11 Girls Teams (Junior, Minor, 1st Year) with 333 players
 - 3 Boys Team (Junior, Minor, 1st Year) with 41 players
 - 2 Vets Teams with 13 (Registered) Players
 - 538 registered
- **2015**
- **Performance**
 - Men's Teams in Div 1(2), 4 & 7.
 - Women's Teams in Div 1 (2),5,7,10 & 11.
 - Girls Teams in all A leagues
 - Boys Teams in all A Leagues
 - In 2014/15 Four Women's teams promoted



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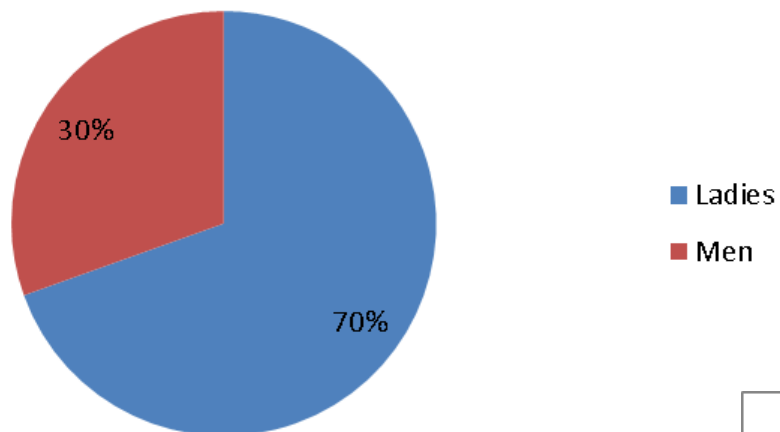
Where we are: Players



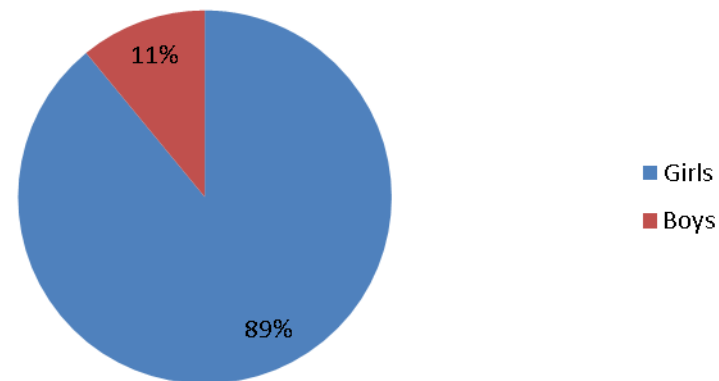
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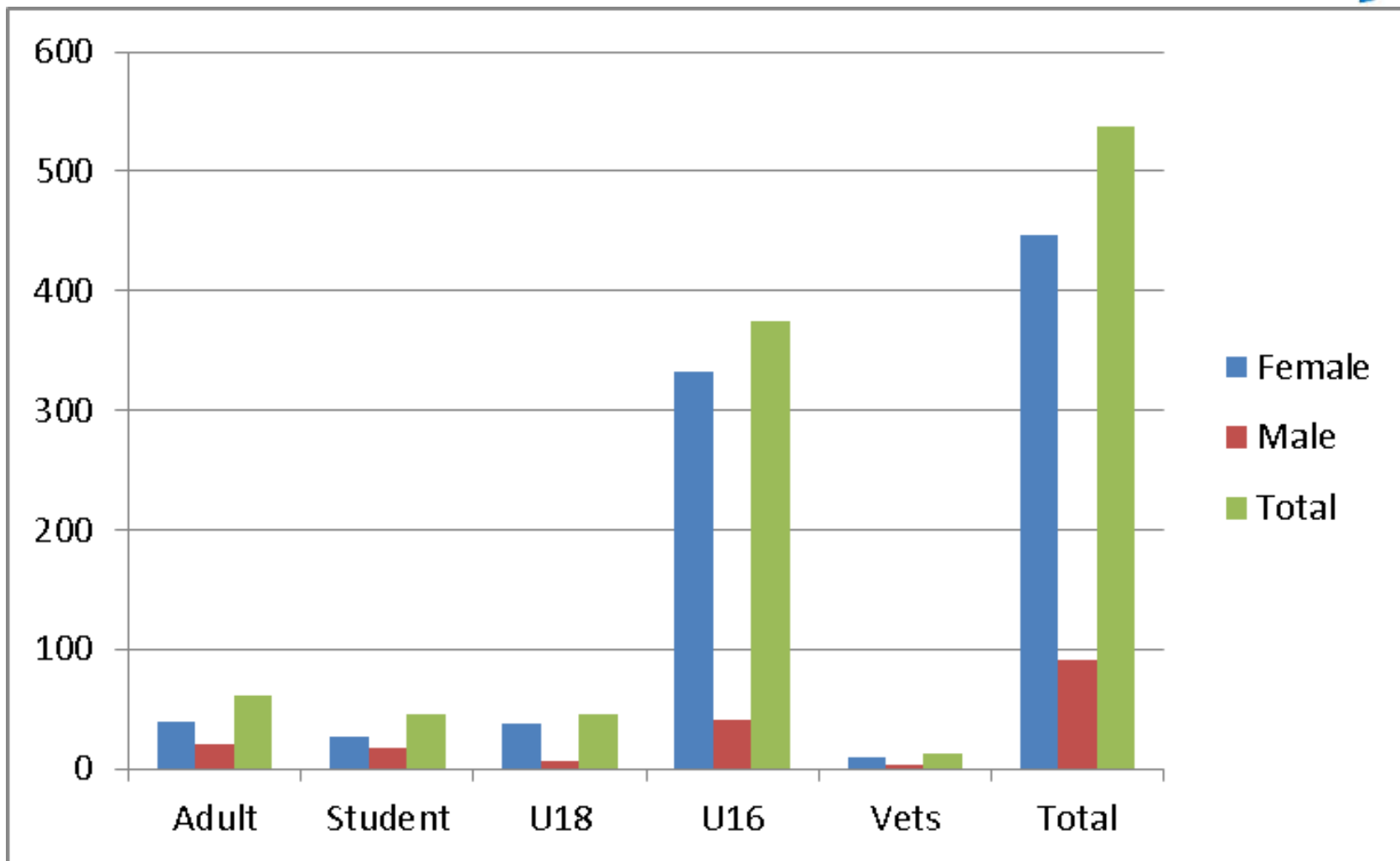
Senior: 164



Junior (U16): 374

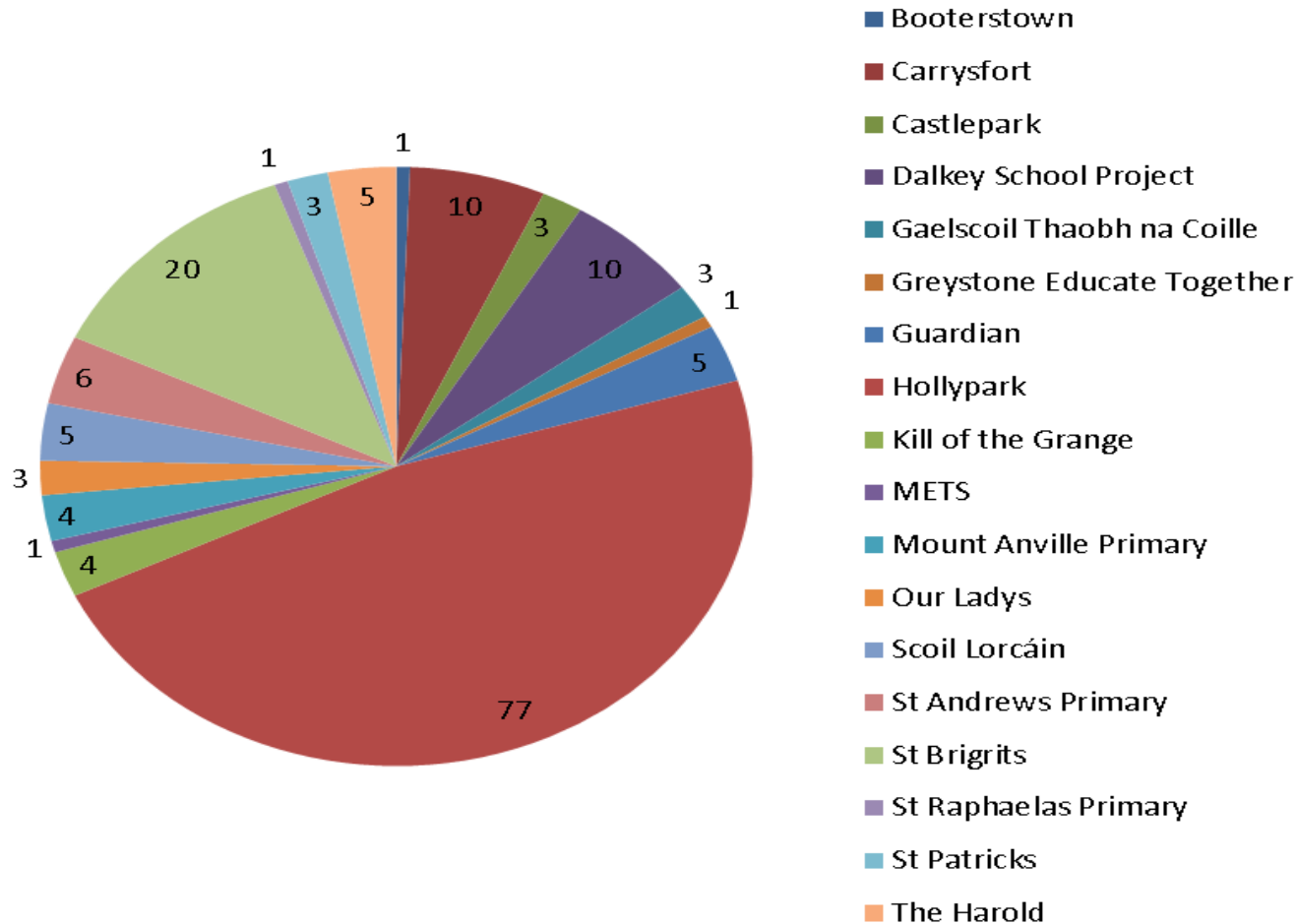


Where we are: Players by Age and Sex





Where we are: Girls Primary Feeder Schools





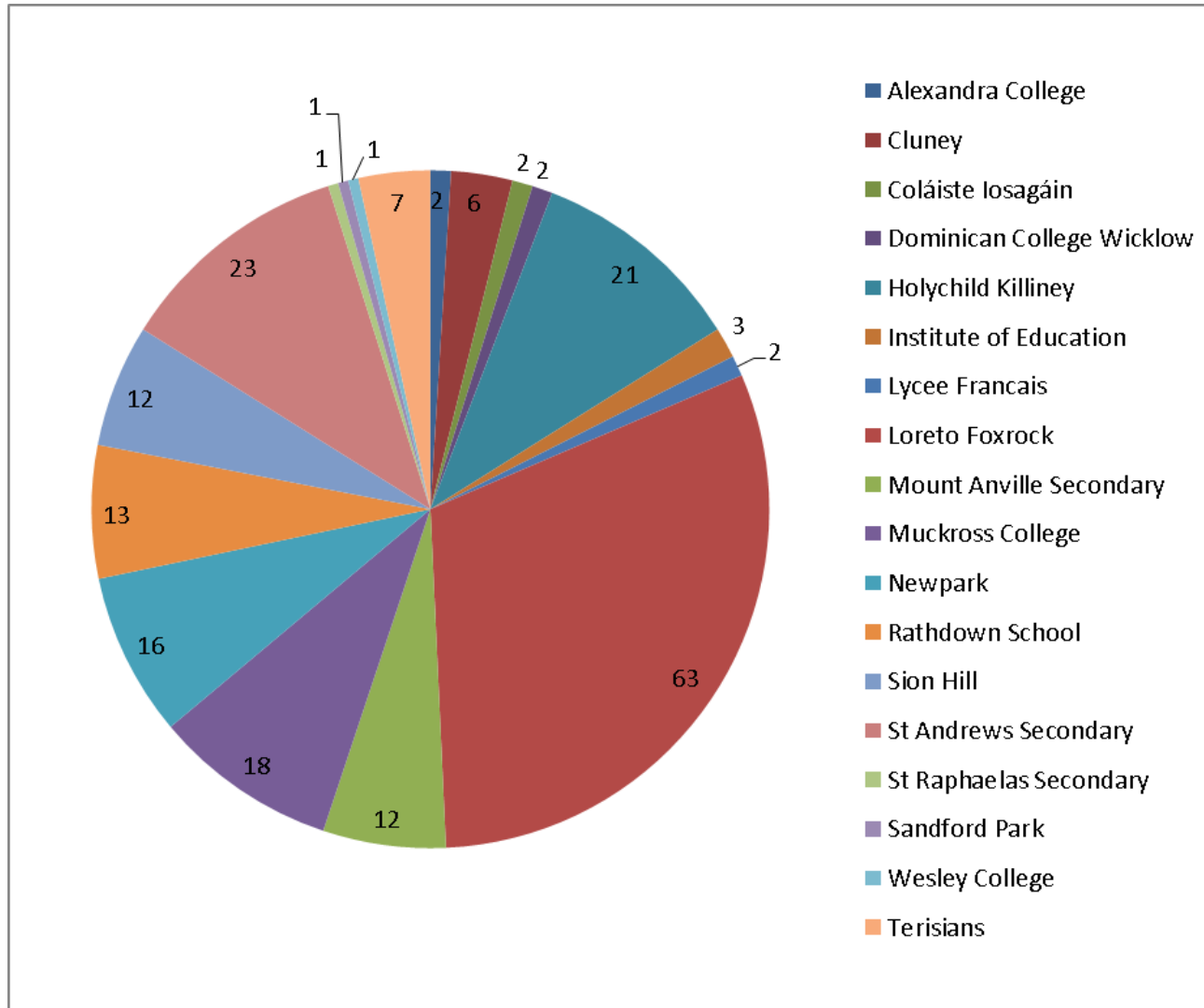
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Where we are:



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Girls Secondary Feeder Schools



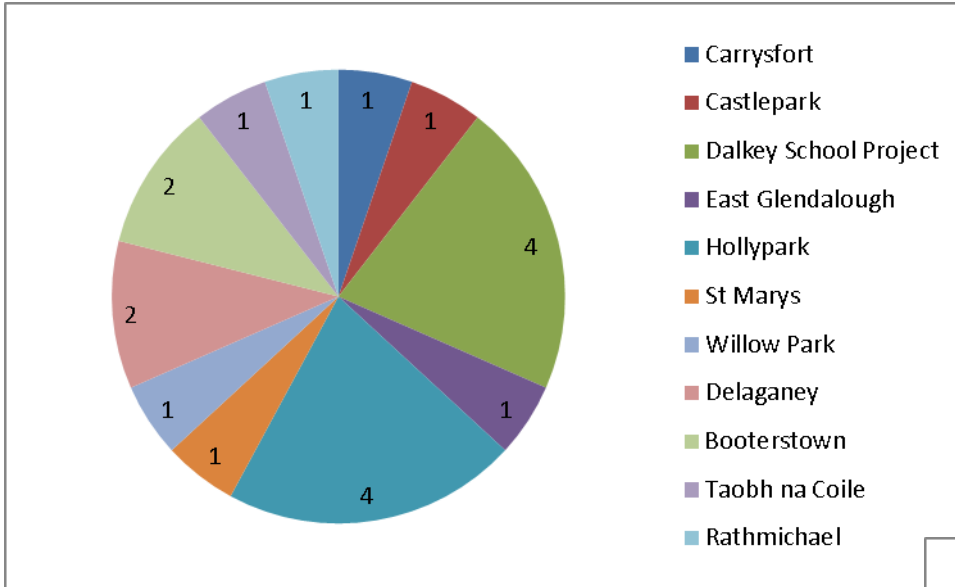


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Where we are: Boys Feeder Schools

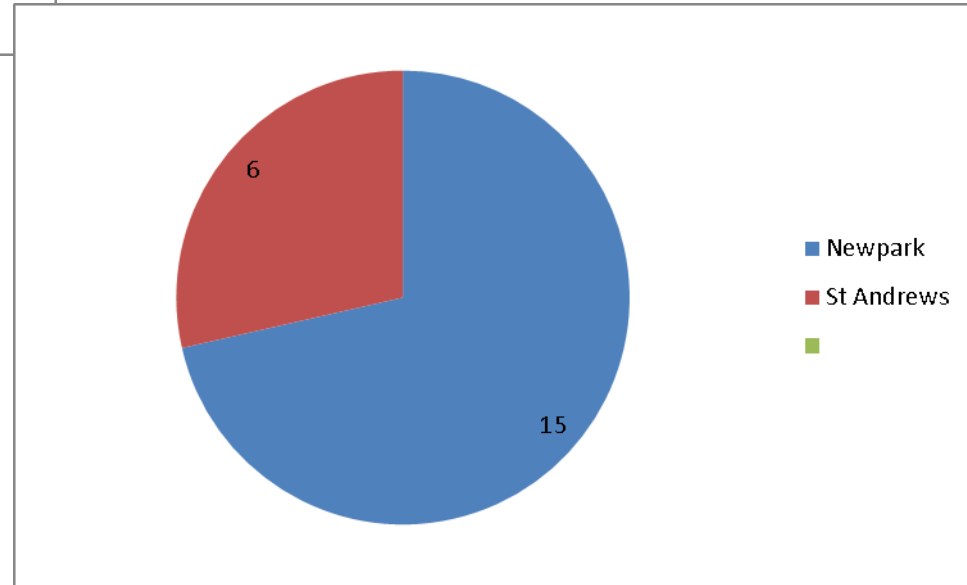


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Primary

Secondary



Where we are

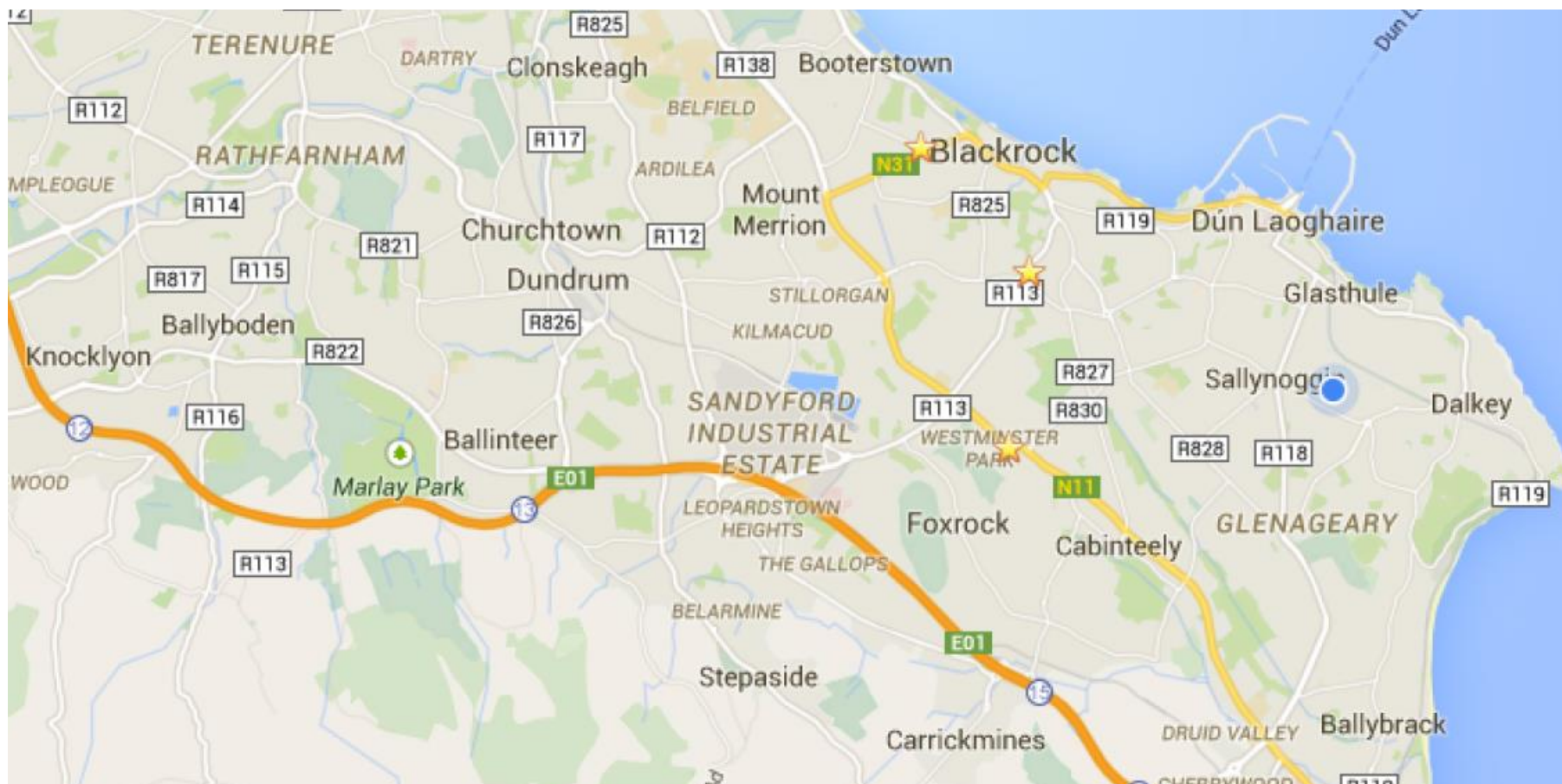
Blackrock	154	43%
Foxrock	42	12%
Cabinteely	20	6%
Dun Laoghaire	19	5%
Stillorgan	15	4%
Killiney	15	4%
Monkstown	13	4%
Wicklow	13	4%
Glenageary	12	3%
Bray	12	3%
Leopardstown	11	3%
Dalkey	9	3%
Shankill	8	2%
Sandyford	7	2%
Boosterstown	7	2%

Kiltiernan	6	2%
Greystones	5	1%
Deansgrange	5	1%
Sandycove	5	1%
Carrickmines	4	1%
Sandymount	4	1%
Ranelagh	3	1%
Glenageary	3	1%
Ballsbridge	3	1%
Rathmichael	3	1%
Loughlinstown	2	1%
Stepaside	2	1%
Dundrum	2	1%
Ballybrack	2	1%

Ashtown	1	0%
Goatstown	1	0%
Glasthule	1	0%
Donnybrook	1	0%
Clondalkin	1	0%
Terenure	1	0%
Lambs Cross	1	0%
Rathfarnham	1	0%
Goatstown	1	0%
Naas	1	0%
Churchtown	1	0%
Limerick	1	0%



Where we are



Where we are

- **2015**
 - **Coaches & Managers**
 - 2 Men's Coaches
 - 1 Men's Managers
 - 6 Women's Coaches
 - 0 Women's Managers
 - 12 Girls Coaches
 - 31 Girls Managers/Assistant
 - 6 Boys Coaches
 - 5 Boys Managers
 - **Coach Education**
 - **Level 3 : 1**
 - **Level 2 : 3**
 - **Level 1: 9**
- **2015**
 - **Members, Administration, Social**
 - Company Ltd by Guarantee
 - Board
 - Executive Committee
 - Officers & Sub committees
 - 538 playing members
 - 2 non playing members

Where we are

- **2015**
- **Facilities**
 - 10 years left on lease interest in water based Astro at Newpark
 - 15 year licence on sand dressed Astro at Sion Hill
 - Renting sand dressed Astro at Foxrock Sunday mornings
 - Temporary Clubhouse at Newpark
- **2015**
- **Finance**
 - Club income of €130,000
 - Club costs of €112,000
 - Surplus €18,000
 - Term loan (10 yrs) of €150k
 - Negative reserves of €10,00



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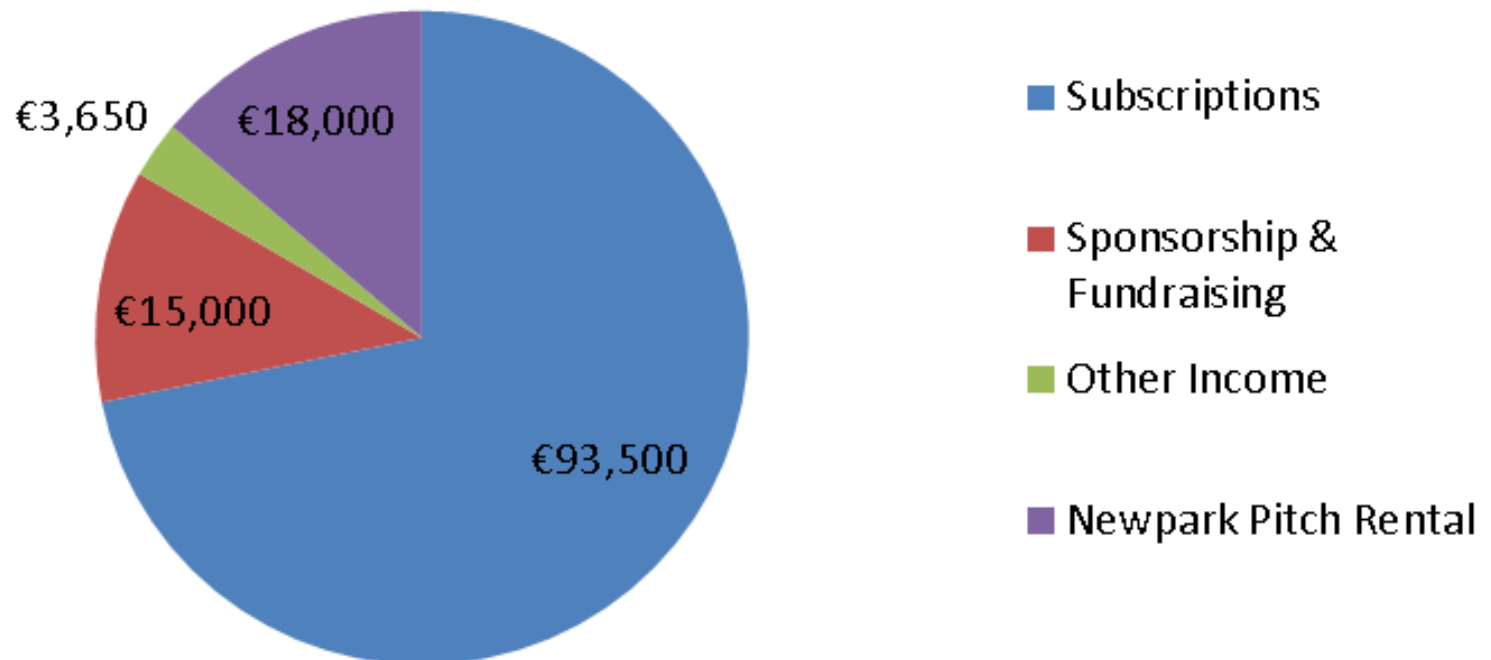
Where we are



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Club Income 2015: €130,000





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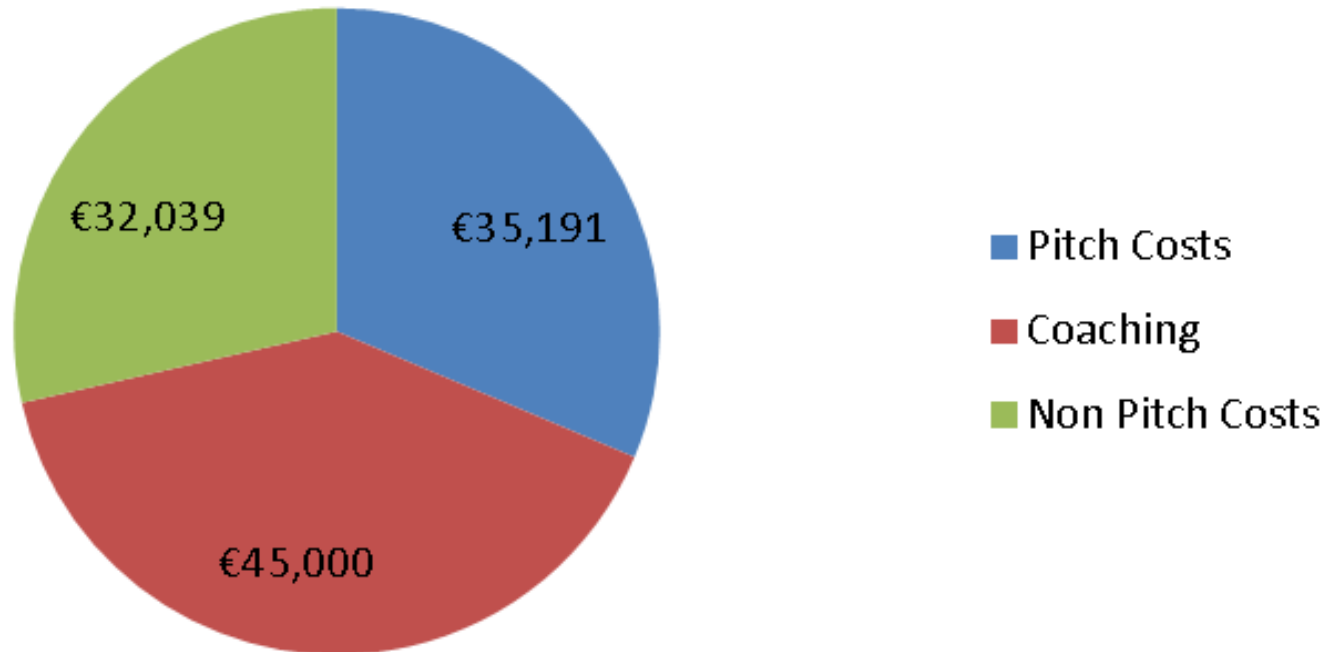
Where we are



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Club Costs 2015: €112,000



Coaching and Games Development

By 2016

- have Men's & Ladies 1st Teams the competing at highest levels in Leinster, Ireland and Europe
- Have 4 Men's and 6 Ladies teams competing in Leinster competitions
- Field at least 6 Girls teams at U14 & U16 levels in Leinster Competitions and have an U16 team competing at highest levels in Leinster and Ireland
- Field at least 4 Boys teams at U14 & U16 levels in Leinster Competitions and have an U16 team competing at highest level in Leinster and Ireland
- Maintain Girls Playing numbers and increase as facilities allow
- Double Boys Playing Numbers to 100



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2016 Plan



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Communication PR and Cultural

By 2016 be the Club that everyone wants to join and be a part of by having an active , loyal and committed membership base with all sections and their families fully integrated with each other



2016 Plan



Club Structures & Administration

By 2016 The Club will:

A committee structure & volunteer base appropriate to the efficient running of a large club with vibrant Men's Ladies, Boys and Girls sections supported by a professional administrator/secretary



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2016 Plan



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Finance & Fundraising

By 2016 The Club will:

- Clear debt on pitch
- Build reserves to replace carpet
- Put finance in place to support Facilities plan
- Have annual income to support coaching, games development and team operations for all those playing for the Club



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2016 Plan



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Facilities & Development

By 2016 The Club will:

- Have Club House facilities
- Have additional training facilities
- Have a plan for a 2nd Full sized pitch



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Areas for Discussion



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- Coaching and Games Development
- Club Structures and Administration
- Finance and Fundraising
- Facilities and Development
- Communication/ PR and Cultural



Ground Rules



- Everybody's opinion is valued equally
- Build on the past and focus on the future
- Ask questions and listen
- All information to be captured



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Workshops: Self - Management Roles:



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- A Discussion Leader
 - Ensures that each person gets an opportunity to speak
 - Keeps the group focused on the activity.
- Recorder/Reporter
 - Records the group's output on the A3 forms available
 - Reports back
- Timekeeper
 - Keeps the group aware of time



Committee View



Coaching and Games Development Men: Group 1

By 2020 have 3 Mens teams competing at highest level in Ireland and Leinster. Have 5 Mens teams overall.

- Men's 1st in IHL Div 1
- Men's 2nds in Leinster Div 2
- Men's 3rds in Leinster Div 3
- A Men's 4th Team
- A Vets Team
- 90 Playing members

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Coaching and Games Development Men's: Feedback

Objective confirmed.

- Boys development the key with focus on primary level
- Men's 1sts at crossroads, young team, low morale.
- Men's 1sts need 3 quality players, video analysis, fitness programme, access to gym
- Improve Newpark. Meet with PTA, help finance coaches, have a joint plan for Hockey at School..



Committee View



Coaching and Games Development Women: Group 2

By 2020 have 4 Ladies teams competing at highest level in Ireland and Leinster. Have 8 Ladies teams overall

- Ladies 1st in IHL Div 1
- Ladies 2nds in Leinster Div 2
- Ladies 3rds in Leinster Div 3
- Ladies 4ths in Leinster Div 4
- A 5th, 6th and 7th Ladies teams
- A Vets Team
- 144 Playing members

- Review objective including timeframe
- How do we get there
- Action needed next season

[Based on Girls numbers we may need 10 ladies teams by 2020]



Committee View



Coaching and Games Development Women's: Feedback

Objective confirmed. Aim High but ladies 4th's need more years

- 144 player target may be low
- Age profile means a gap in 20 to 25 group. Need to recruit players in this age group to achieve performance objectives
- Quality coaches for all squads
- Need to retain players , allow for college drop off
- Manage transition from Colts (Girls) to Seniors
- Specialist coaches
- Video analysis
- Establish 6th team
- Consistent style throughout club..ajax model



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Committee View



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Coaching and Games Development Boys: Group 3

By 2020 have 3 Boys teams (Junior, Minor and 1st Year) competing at highest level in Leinster. Have 100 Boys overall

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Coaching and Games Development Boys: Feedback

Objective confirmed.

- The active boys committee needs support with a recruitment officer with local school connection and volunteers.
- Target certain schools: Willow Park, Holly Park, Booterstown, Oatlands & Benildas. Support with gear, free coaching
- Ppitch hours during school time (Sion Hill/Newpark ?).
- Use Roger Percival Cup, Tricks & Sticks, Bring down Irish Internationals to show what game is about.



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Committee View



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Coaching and Games Development Girls: Not discussed

By 2020 have 3 Girls teams (Junior, Minor and 1st Year) competing at highest level in Leinster. Have 15 Girls teams (6 Junior, 4 Minor and 5 1st Year)

Have 470 Girls overall and meet the needs of hockey playing community in Blackrock, Foxrock area

110 Juniors: 60 Minors: 60 1st Years: 50 6th Class: 50 5th Class: 4th Class: 50 3rd Class: 40 2nd Class: 40 1st Class.

Feed 35 Girls per year into Senior Club

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Club Structures & Administration: Not discussed

By 2020 The Club will have a professional club manager/administrator to support the committee , officer & volunteer base appropriate to the efficient running of a large club with vibrant Men's Ladies, Boys and Girls sections.

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Finance & Fundraising: Group

By 2020 the Club will:

- Be financially stable with reserves of 6 months operating costs and serviceable debt
- Have full control of revenue and costs
- Use subs, sponsorship and newpark pitch income to run club
- Fundraise for capital projects

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Finance & Fundraising : Feedback

Objective confirmed.

- Sports capital for pitch relaying
- Allow a % of subs to go to reserves
- Pitch rental at Newpark off season
- Extra sessions for Girls/Boys
- Market club lotto..past members, link when doing sub
- Increase membership
- Parents social committee..create community atmosphere
- Ball for 125th anniversary in 2016 !



Committee View



Facilities & Development: Group

By 2020 the Club will:

- Have replaced carpet at Newpark
- Have full Club House facilities
- Have a covered stand at Main pitch
- Have a 3rd pitch for match days
- Have view and recording platform at Newpark
- Have appropriate technology supports for performance teams

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Facilities & Development : Feedback

Objective confirmed

- Prioritise carpet at Newpark
- Hickey dome !
- Do we need a 3rd pitch ?
- Finance is the key.. Set and meet fundraising targets. Easier if for capital
- Members not interested in fundraising..add option to sub/increase sub with % for development
- Engage people (Parents)
- Big event..125th anniversary
- Grants
- Parental involvement
- Better communications: sub committee



Committee View



Communication PR and Cultural: Group

By 2020 be the Club that everyone wants to join and be a part of by having an active, integrated and committed members and their families. Be a community club

- Review objective including timeframe
- How do we get there
- Action needed next season



Committee View



Communication, PR & Cultural: Feedback

Objective confirmed

- Revamp website. Newsletter good and facebook, twitter etc working
- Gap with parents.. Newsletter a start
- Make parents welcome..explain rules of Hockey
- Make parents members (as GAA does)
- Communications policy
- Branding club: Sports complex, bumper stickers
- The Avoca way, Code of conduct
- Tea & Coffee at matches
- Communications officer
- Juniors to seniors disconnect



Next Steps

Next steps in the Process –

- Notes of workshop circulated (Done)
- Sub-committees/working groups to be established to assist committee/officers. Group leaders
 - Coaching & Games Development: Director of Hockey
 - Facilities & Development: Development Chair
 - Finance & Fundraising: Treasurer & Development Chair
 - Communication, Pr & Cultural: Vice-President
 - Club Structures & Administration: Secretary
- Detailed plan for next season prepared for committee approval and publication (to be done)
- Club will need volunteers in all areas but especially to help with:
 - Boys Recruitment
 - Social Committee
 - Communications
 - Fundraising



Thank You