

Avoca HC Development & Fundraising Report 2015/2016 Season

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

Fundraising & Sponsorship report

Sponsorship was impacted with difficulty in recruiting a Sponsorship officer and some sponsors not renewing support but not been replaced until late in season. Total sponsorship €9,900 for last season. There is still a need to renew signs at Newpark to more durable form used by Frank Keane and Ed Sports and continues to be an opportunity to sell pitchside sponsorship at Sion Hill in partnership with the school. Thanks to Mark Meir 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 and new 5k Fun Run. As a result the Club will contribute €2,500 to Laura Lynn this year.

The lotto was discontinued.

Other fundraising for the Club raised €5,480 due largely to the Fun Run and raffle ticket sales and was a successful team effort. Events that were successful in previous season, especially the Family Fun Hockey Tournament were not held for a variety of reasons leading to an overall reduction in fundraising from last season from Events.

Ambition to launch a special fundraising effort to support the clubs Men's and Ladies 1sts achieve IHL status by 2020 to be led by Dennis O'Connor was delayed by a number of factors: These have been addressed over the course of the season and this campaign will be launched in time for next season.

During a year where sponsorship and fundraising €15,380. This was a reduction of €6,213 on last season. Again the difficulty in securing a dedicated Fundraising officer has meant that committee members and other officers had to lead on Event fundraising.

The objective that all fundraising would be for capital or special project purposes and not for the day to day running of the club was not met but is the plan for next season.

Facilities

Sion Hill

The Club secured an interest free loan from Leinster Hockey Association to complete the funding for the new pitch and commenced using in in September. Having a home pitch has increased Mens Vets membership. Having a 2nd full pitch has allowed Junior Girls membership to grow significantly and increased Senior training and match options. A joint committee with 3 representatives from the Club is successfully managing the new facility. The Clubs representatives are currently Aifric O'Malley, Caroline Daly and Clíodhna Bourke.

Newpark

The Club and the Schools joint committee have continued discussions on an updated operating arrangement and need to invest in Newpark in terms of carpet replacement and other matters. A

formal request to the Department of Education to extend the lease has been made. Work needs to update operating agreement. A new lease and operating agreement needs to be in place by end of next season. The Clubs representatives on committee are currently Mark Meir and Dennis O'Connor with Tanya Chapple and Jonathan Spring stepping down during the year.

5 Year Plan

The 2020 plan, while agreed in terms of objectives, has not been finalised. This needs to be done prior to start of next season. The principal achievements during current season have been increase in Club membership from 538 to 670, retention of Div 1 Status for Men (Top 5) and Ladies with promotion of Mens 2nds, Ladies 2nds and Ladies 3rds.

General

While great progress has been made on facilities with the Sion Hill addition and continued progress is being made in standards of play and scale the Club is finding it challenging to source and retain the volunteers needed to operate what is now a small business with a growing client (membership) base. Addressing this challenge should be a Club priority for next season.