

**BE.017.07.14 – CEO Half Year Report**

<b>To:</b>	All Members
<b>CC:</b>	Club Secretaries
<b>From:</b>	Andrew Skillern, Chief Executive Officer
<b>Date:</b>	Thursday 10 July 2014
<b>Key Contact:</b>	Andrew Skillern, Chief Executive Officer Email <a href="mailto:askillern@hockeyvictoria.org.au">askillern@hockeyvictoria.org.au</a> or phone (03) 8379 4288
<b>Description:</b>	CEO Half Year Report
<b>Attachment/s:</b>	NA
<b>Action:</b>	NA
<b>Public:</b>	Yes

Dear Members,

Firstly, I would like to thank the Affiliates for their patience over the past two months as we have worked through the employment of a number of key staff and made some structural changes to ensure we deliver on our strategic objectives of **'Growing Our Game'** into the short and medium term future.

David Bourke – HV's new Game Development & Participation Manager will continue to work with HV Development Officers to ensure we are seeing a continued increase in the number of primary aged participants experiencing the game in Victoria. David's fresh outlook in the early stages of the recruitment program we have rolled out in 2013 and early 2014 will be a real advantage in refining the focus for the future as we continue to build a strong foundation for the sport into the future.

Over the next two months we will make our final staffing appointment a **General Manager – Hockey Operations** who will work directly with the Competitions & Events, Game Development and High Performance Departments on the day-to-day operations of these areas of our business. With significant change to our organisation over the past number of years, I believe it is critical we focus our attention on these core functions where the majority of our current membership is experiencing the game. The **General Manager – Hockey Operations** will also play a significant role in developing **Hockey 5's** a modified version of the game used to improve our retention of the current membership across the state as well as encouraging new members of the community to enjoy the game of hockey. The 'Hockey 5's' initiative will be strongly backed by Hockey Australia and will be the impetus to significant participation and club membership growth into the future.

After testing the market and reviewing options for the most appropriate resourcing of the High Performance & Athlete Development Department, in line with our organisations strategic objectives I am pleased to announce that Rochelle Simmonds has been appointed as our High Performance & Athlete Development Manager and Jesse Workman (previously HV Development Officer) will take up a

new position as Athlete Development Coordinator. The Athlete Development Coordinator role will deliver the underpinning High Performance programming including the introduction of a HV Junior Hockey Academy for talented players under the VIS. Rochelle, as Manager, will continue to refine our processes and procedures for athlete identification, team selection and preparation.

Since the start of 2014, HV has worked through some significant challenges. These have included a number of staffing changes (including Ben Hartung CEO) moving onto other opportunities within the sporting industry. Turnover of staff can result in a loss of momentum in some areas of the business however I am confident we have managed to work through a difficult period and are now looking forward to the second half of 2014.

At Hockey Victoria we have continued to deliver some key outcomes under our Strategic Plan in the first 6 months of 2014. These include:

- Our state wide recruitment campaign has continued to yield strong results with visitations to over 32,000 Primary School aged students across the state. Resulting in just under 2,000 participants so far being recruited to one of Victoria's 76 Hookin2Hockey centres.
- Furthermore, we have continued to work with a number of new initiatives focussed at growing the game in growth areas of Melbourne. These projects include: Greensborough's Under 8 and 10 Competition (Northern District Hockey League), a Hockey 5's competition in Pakenham and Craigieburn as well as the continued emergence of the Bellarine Peninsula on the other side of Geelong.
- The G.J. Gardner Homes Junior State Championships (JSC) has again been a huge success with over 900 players experiencing the benefits of participating in representative hockey. The event, like in previous years has also provided an environment in which HV had worked on the development of a squad of over 25 umpires. 8 of the 10 Zones made the finals of the event including the South West Eagles winning their first ever State Championships in the Under 17 Boys.
- The State-wide Strategic Facilities MasterPlan which I am delighted to announce has had over 70 clubs actively involved in providing feedback via the Affiliate Survey and are cooperating as we work through an audit of over 100 facilities across Victoria. We are looking forward to the recommendations to come out of the project.
- Increased consultation with the clubs in relation to some of the impact the new competition structure has placed on clubs, coaches and players.

During the remainder of 2014, HV will work on a number of key initiatives to improve the experience of the current Victorian hockey membership and work towards further engagement of the wider community in our game. These initiatives will include:

- Full re; write of the HV Rules & Regulations.
- Roll out of HV's Junior Hockey Academy (Under 18 Participants)

- The release of 10 X Zone Development Plans (for each of the Zones of Victoria)
- Development of an organisational Diversity Plan
- The finalisation of HV's Communications Plan and commencement of a more robust digital strategy around the engagement of our current and new communities.
- Development of an Umpire Development Plan
- The piloting of 'Hockey 5's' over the summer months – a product to retain current participants and more importantly offer the game to the wider community who do not play.
- Finalising the logistics behind live streaming Premier League match of the round for the wider community to watch live and on replay during the week – commencing in 2015.

In November 2014, HV will be conducting our first ever **Regional Presidents Forum** over a full weekend (November 29 & 30) where we will work with Vicsport and other agencies on a number of the challenges facing the ongoing delivery of organised sport in Regional Victoria.

The Zone Challenge will again feature in late 2014. This time the event will be played over two weekends. Regional Round on 15 & 16 November 2014 followed by Metro Round on 22 & 23 November 2014.

The HV Junior Hockey Academy will be launched in late August. The new look player development program will be more regionalised and training will be conducted weekly in 8 week blocks. The outcome of the program will be a program focussed on skill development and acquisition.

Finally our commitment as an organisation to be the safe, welcoming & inclusive sport for all Victorian's will continue as our programs for newly arrived communities through the outer suburban areas continue to gain momentum. The development of a Diversity plan for the organisation will also assist us in refining some of the HV operations to ensure we maximise the potential for participation in the sport over the coming years. Some of these changes will result in programs being designed for people in the community with a disability and educating our Affiliates further on how to cater for members of the community with a disability.

Hockey Victoria has taken some significant steps forward under the leadership of Ben Hartung in recent years. On a personal note I would like to thank Ben for all of his hard work throughout his six years of service and I look forward to the challenge of refining some of the positive changes the organisation has made under Ben's leadership and further imbed policies, procedures and programs in the best interest of the sport into the future.

My commitment as CEO is to see all members and clubs reach their potential through the introduction of policies and procedures which enhance participation and delivery of all of our organisations values.

I encourage all Affiliates to continue to take advantage of the forums, Zone meetings and education opportunities over the next 6 months as we work towards further educating the Victorian hockey community on why we are **'Growing our Game'**.

# MEMORANDUM



As an individual member I also encourage you to stay linked with Hockey Victoria via our social media platforms, website and Hock-e-Comms and make your contribution to the success of your club and the future of hockey in the state.

Kind Regards,

A handwritten signature in black ink that reads "Andrew Skillern".

**Andrew Skillern**  
Chief Executive Officer