

Strategic Plan 2016-20

Adelaide Hills Hockey Club

Est 1980



Our vision, to provide the Adelaide Hills community with a family friendly environment that welcomes players of all ages and level of skill to play hockey in our local area.

Foreword

The Adelaide Hills Hockey Club (AHC) aims to provide a family friendly environment for players of all ages and skill levels and promotes our sport in the Adelaide Hills region. We are members of the Good Sports and Star Club movements fostering sound governance and management and a safe environment for all players and others involved in our sport. We wish to provide the Adelaide Hills community with a modern hockey facility that attracts and retains players, and builds hockey as a sport of choice for all South Australians.

Adelaide Hills Hockey Club Inc Committee 2016

Craig Sinclair – President

Claire Stephenson – Vice president

Sally Fisher – Secretary

Helen Case – Treasurer

Catherine Christian

Sean Sparrow

John Ziesing

Gaynor Riddell

Justin DePrinse

Kiri Chinnock

Mel Inglis



An AHC tradition: “Kids vs Parents match” at Anembo Park on the hockey pitch

Our history

The Adelaide Hills Hockey Club (AHHC) was established in 1980 and was the first sporting club to settle at Anembo Park, Littlehampton. Our first members and volunteers built the granitic sand hockey pitch and original clubroom. Some years later when the Hills Softball Association moved into the park both organisations extended the clubroom to its present form.

The granitic sand pitch was installed 30 years ago as it was the newest concept in hockey pitches; to provide a flatter surface than grass and better drainage during winter. Our granitic sand pitch is the only one of its kind in South Australia and is no longer considered appropriate to use for hockey.

Originally competing in the South Coast Hockey Association, in the late 1980s the club took the decision to move to what is now the Hockey Metro Competition and re-branded as Adelaide Hills in the late 1990s. From a low point of 4 teams and approximately 50 players at the turn of the century, the club grew to approximately 150 members in 2010 fielding 9 teams.

Development works at Anembo Park began in 2011 when the electricity for the old lights was disconnected, the hockey pitch reoriented to North-South, in line with Hockey SA guidelines, tennis courts extended and lighting for tennis, softball and soccer pitches was upgraded. Due to the timing of the total project the hockey pitch was not ready for lighting to be installed.

Consequently AHHC has been without a hockey training facility for the last five years and the decline in membership is a direct result – some players moved to other clubs that can provide training facilities and home games, other hockey players have simply stopped playing due to inadequate local facilities and each year a large proportion of new inquiries to our club decide not to play due to the constant travel and lack of a local facility.

Preseason working bee at the granitic sand pitch after installing the concrete curbing Anembo Park 2014. AHHC working bees are always well attended by members.



The Club today

AHHC teams currently span the age range from U9 mixed to Men's Veterans with approximately 80 members. Presently our highest ranked team is in Metro 4, and whilst competitive, further progress is undoubtedly handicapped by the sub-standard facilities at Anembo Park.

Whilst the under 9 and under 11 teams are able to have home games at Anembo Park all other teams have home games based at either Seacliff or West Beach at synthetic turf hockey pitches owned by other clubs.

Currently, the under 9s and 11s train at Anembo Park but the under 14s and under 18s boys and girls and senior men and women travel to Adelaide CBD or Gepps Cross for training. Extensive travel to both train and play games at the junior level is a major disincentive for participation once our juniors progress to Under 14.

AHHC has worked with Forestville Hockey Club over the last few years to develop a working relationship combining our junior players to enter girls and boys teams rather than a mixed team in the boys competition. This has also provided opportunities for Hills players to have skills training with Forestville's Premier League players and for our older juniors to play in higher senior grades (such as Metro 1 and Premier League) than our club is able to offer.

Our competition at u14 and above is now only played on synthetic turf; generally a water based pitch or hybrid sand pitch with synthetic grass. The recent installation of concrete curbing and future installation of lighting on our granitic sand pitch will provide a useable local training facility.

A synthetic multi-purpose turf at Anembo Park will give AHHC a visible presence in the Adelaide Hills by providing a local home base, opportunities for hosting home games and creating equity for the Hills Community in access to a current standard in pitch facility. In turn this will facilitate the promotion of hockey in the regional area and aid recruitment and retention of local players.

Demographic Data

AHHC's catchment area includes both the District Councils of Mt Barker and Adelaide Hills with a combined population of 71,823 in 2014 (Estimate of Residential Population, Australian Bureau of Statistics Regional Growth Australia (3218.0). State Government plans for the expansion of the Mt Barker district lead to forecasting of significant population growth:

2016 33,006

2020 36,473

2030 46,190

Indications are that the population most likely to be playing hockey will be increasing in the local area: *“Between 2016 and 2020, the age structure forecasts for the District Council of Mount Barker indicate a 12.4% increase in population under working ageand a 8.3% increase in population of working age.”*

(Estimate of Residential Population, Australian Bureau of Statistics Regional Growth Australia (3218.0))

Affiliations

AHHC is a member of the state body, Hockey SA and therefore affiliated with the National peak body of Hockey Australia. Competing in the Hockey Metro Competition all matches are played on synthetic turf.

AHHC plays a large role in the management of Anembo Park through APSRA, the Anembo Park Sports & Recreation Association which manages the park facility on behalf of the District Council of Mt Barker. This is a regional sporting facility. Each of the user groups in the park provides representatives for this management committee and currently AHHC members hold the chairperson and treasurer positions demonstrating the strong commitment of the club to its home base. The other member groups in our regional hub include Hills Softball Association, Mt Barker United Soccer Club, Littlehampton Tennis Club, Summit Trax 4x4 Club and the Radio Cars Club of SA.

AHHC is fully supported by the other APSRA member groups in its bid for funding to install lights and ultimately a multi-purpose synthetic turf at Anembo Park. This will transform the underutilised hockey pitch into a facility that will not only give hockey a visible home in the Hills, and grow the sport of hockey but also create a much needed additional sporting facility accessible for soccer, football, ultimate frisbee and other sports which are currently struggling in this district with a lack of pitch space for their current training needs.

AHHC has two representatives on the Anembo Park Working Group which consists of Council staff, the Mayor, Councillors and representatives of the APSRA Committee. Its aim is to provide direct communication between the user groups of the park and Council and the opportunity to efficiently achieve both APSRA and Council's development goals in order to maximise the community use of the park.

AHHC committee members have been actively involved with the Mt Barker Arts Recreation and Sport Committee (MARSC) which has met to share knowledge,

experiences and resources in a bid to improve the facilities available to all the community in the Mount Barker district and was supported by staff from the Mount Barker District Council.

AHHC is a Star Club and a Good Sports Club, and working towards fostering sound governance and a safe environment for our community.

Support in planning documents

Over the past 30 years, the AHHC has had a long association with development plans for sport and recreation in the Mount Barker district, having actively contributed to plans such as the Anembo Park Master Plan 2005 and other Mount Barker District Council plans and most recently the vision for the Bald Hills Rd site for Mount Barker District Council.

Development of lights and a multi-purpose synthetic turf pitch at Anembo Park to provide a hockey pitch to a modern standard is supported by the following organisations and development plans:

Hockey SA

Statewide Facilities Strategy 2012

Hockey SA supports this development as our district has no current hockey facility and the population is expanding rapidly.

Anembo Park Sport & Recreation Association

APSRA Business Plan – updated 2016

All the member groups support this development as the last of the park's plans for sporting pitches to be developed.

Mount Barker District Council

Mount Barker, Littlehampton & Nairne Strategic Infrastructure Plan 2014

Anembo Park Master Plan 2005

The Mount Barker District Council's Strategic Report March 2013 identifies the need to “enhance Anembo Park in Littlehampton to provide regional softball, hockey and tennis facilities” page 33, link below:

<http://www.dcmtbarker.sa.gov.au/webdata/resources/files/Attachment%201%20to%20Item%2011.3%20Draft%20Open%20Space%20Recreationand%20Public%20Realm%20Strategy%20Council%20Meeting%2017%20March%202014-1.pdf>

The following clubs have expressed a strong interest in becoming involved in the development of a multi-purpose synthetic turf facility at Anembo Park as they have a current need of such a facility:

Mount Barker United Soccer Club	197 members
Mount Barker Football Club	500 members
Southern Hills Ultimate Frisbee	24 members

AHHC is continuing discussions with these and other sporting clubs/associations in the local area. A multi-purpose synthetic turf could be used for a range of sports including lacrosse, netball, and tennis for example.



Our Plan

To provide the Adelaide Hills community with a modern synthetic turf hockey facility that attracts and retains players, and builds hockey as a sport of choice for all South Australians.

Facility Upgrade

Stage 1: Part A install power upgrade for future lights to the hockey pitch 2016

- AHHC has obtained Stronger Communities Program Grant and Council committed funds and AHHC funds to install meter box and upgraded power supply for future 500 lux lighting at the hockey pitch
- Contractor to be secured and stage 1 completed

Stage 1: Part B Install lighting at hockey pitch 2016/17

- AHHC apply for Mount Barker District Council funds and ORS grant for Stage 1 Part B of lighting project to install 6 poles and lights to provide training levels

of 350 lux and the infrastructure for 500 lux (as required by Hockey SA standards for high level hockey matches)

- When ORS funding is granted, AHHC will work with Mount Barker District Council to begin the installation of the infrastructure for 500 lux and active training level of 350 lux
- Complete project Stage 1B: the installation of 6 poles and lights for training levels of 350 lux and infrastructure for 500 lux in time for the 2017 season
- Commence AHHC trainings at Anembo Park

**Stage 2: Part A Begin planning the installation of the multi-purpose synthetic turf
2016/17**

- Continue to consult and consolidate partnerships with other sporting clubs and associations in the region to develop a strong commitment to use the multi-purpose synthetic turf pitch for sports in addition to hockey.
- Continue to work with the Mount Barker District Council in planning to achieve the final major component of the Anembo Park Sporting facility, the multi-purpose synthetic turf pitch
- Develop a financial model for sustaining/ maintaining the multi-purpose synthetic turf
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• Stage 2: Part B Apply for funding to install multi-purpose synthetic turf pitch

• 2017/18

- liaise with local Members of Parliament, state and federal and lobby the minister for Sport and Recreation for support of the project
- Together with the Mount Barker District Council and all other sporting partners present our model and apply for grants to install the multi-purpose synthetic turf pitch at Anembo Park

**Stage 2: Part C Install the multi-purpose synthetic turf at Anembo Park
2018/19**

- Assist the District Council of Mount Barker to manage the project

AHHC will undertake the following tasks to increase membership and achieve our goals in the areas of:

1. Governance

- Complete the Starclub process to ensure excellence in governance and management
- Support the principles of the Good Sports movement

- Support the committee members to undertake any training required to fulfill their roles on the committee

2. Financial sustainability

- To diversify revenue streams and build capital required to invest in our sport and development of our facility
- Identify and recruit three local businesses for sponsorship each year
- Identify and apply for grants from local, state and federal governments and other sources
- Continue annual club fund raising events

3. Foster an inclusive approach to welcome and retain members

- Encourage social connection through organising team social events and club events such as meal nights at the clubroom and fund raising events with a social element
- Promote the Safe Environment Policy and Good Sports principles

4. Player, coach and umpire development

- Encouraging players, coaches and umpires to attend Hockey SA development programs
- Providing mentors for new coaches and umpires
- Where required, financially support the development of coaches and umpires through accredited Hockey Australia training programs

5. Junior development and recruiting young and new players to our club

- Holding regular “come n try days”
- Run the National Hook into Hockey program
- Offer in school coaching through our members joining the Sporting Schools Program
- Participate in the national “Destination Hockey” program 2016
- Actively recruit via print and social media and advertise through local schools
- Support SAPSASA Hockey at our facility
- Continue to foster the relationship with Forestville Hockey Club to share the use of facilities and provide opportunities for skill development of our young players and provide pathways to maximise their development as players

6. Public relations

- Use social media, local papers and schools to advertise our existence
- Install signs at Anembo Park advertising our hockey club
- Ensure our match reports feature regularly in the Courier newspaper

7. To achieve the 2 Stage plan of facility development

- Maintain a strong presence in the management of Anembo Park
- Develop partnerships with local sporting clubs interested in using the multi-purpose synthetic turf
- lead a core group of sport clubs/associations to develop a financial and management model for the multi-purpose synthetic turf facility
- maintain close liaison with Mount Barker District Council staff and Councillors keeping them up to date with our needs and progress
- liaise with the Office of Recreation and Sport regarding this development

Resources:

http://www.dcmtbarker.sa.gov.au/webdata/resources/files/Strategic_Plan_2009-2019.pdf

APPENDIX 1

Stakeholder table

Our stakeholder list is divided into primary, secondary and key stakeholders.

Key stakeholders are those who can significantly influence a project or are critical to the success of a project.

Primary stakeholders are people or groups who are ultimately impacted either positively (beneficiaries) or negatively (have something to lose).

Secondary stakeholders those who have a role in the decision making process however are not affected by the outcome.

STAKEHOLDER	KEY	PRIMARY – direct interest	SECONDARY – indirect interest
Adelaide Hills Hockey Club committee members			
Adelaide Hills Hockey club players			
Adelaide Hills Hockey Club player supporters (family members)			
District Council Mt Barker			
Adelaide Hills Council			
Hockey SA			
Anembo Park Sports and Recreation Association (APSRA)			
Cornerstone College – Mt Barker			
Member for Kavel Mark Goldsworthy			
Member for Mayo Jamie Briggs			
Member for Heysen Isobel Redmond			
Other sporting organisations			
Mt Barker United Soccer Club			
Mt Barker Football Club			
Southern Hills Ultimate Frisbee			
Forestville Hockey Club			
South Coast Hockey Association Victor Harbor Hockey Club			

APPENDIX 2

SWOT analysis for multi-purpose synthetic turf pitch at Anembo Park

Strengths	Weaknesses
<ul style="list-style-type: none"> • Land already available in a regional sports hub • Established clubroom already on site • District in high growth area that would benefit from multi-purpose synthetic turf facility • We are located in a region which has the highest participation rates for 16-24 year olds in sport and 2nd highest for adults, indicating building quality facility here will be used by higher % people than elsewhere in state. • Multi-purpose synthetic turf facility would complete Anembo Park project • This is the only full sized hockey pitch in the Adelaide Hills region • Club junior program ensures strong future • Adelaide Hills is an established hockey Club committed to its home at Anembo Park • Strong club culture at AHHC supporting the development of hockey facilities • Multi-purpose synthetic turf at Anembo Park would make hockey visible as a sport in the Hills region • Project has support of District Council of Mount Barker / Hockey SA/APSRA/Mt Barker Football Club/Mt Barker Soccer Club 	<ul style="list-style-type: none"> • Dependent on partnerships with other sporting clubs and various levels of government • No interest from local schools due to cost and geographical location

<ul style="list-style-type: none"> • Already established sporting clubs that would use the multi-purpose synthetic turf including hockey, football and soccer. 	
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> • Increase hockey club membership in long term • Synthetic turf would provide an appropriate hockey training facility • Synthetic turf would enable hockey home games to be scheduled at Anembo Park • Multi-purpose surface will provide opportunities for new sports in the Hills such as futsal, grid iron and lacrosse • Provide training facility for Mt Barker for multiple sports • Regional facility will grow base for hockey in periurban Adelaide • Partnerships with country clubs/associations potential to assist growth of regional players eg Upper SE 	<ul style="list-style-type: none"> • Competition for finite ORS funds Competing local sports facility development demands

APPENDIX 3

Financial Expenditure by AHHC on pitch works in last four years:

Year	Project	Cost	Paid by
2013	Reorienting the hockey pitch: earth works and laying new kerb	\$46,200.00	\$44000.00 DCMB \$2200.00 AHHC
	Purchase and delivery of new granitic sand	\$6000.00	\$3000.00 AHHC \$2000.00 DCMB \$1000.00 Councillor donation
	AHHC Committee volunteer time 30 hours co-ordination and organisation @ \$20 per hour	\$600 in kind	AHHC
2014	Spreading and levelling of granitic sand 200 hours labour @ \$20.00 per hour	\$4000.00 in kind	AHHC
2015	Top up and levelling of granitic sand	\$6,000.00	\$4000.00 AHHC \$2000.00 APSRAs Turf Maintenance fund (DCMB)
	AHHC committee volunteer time in organising and directing on site 10 hours @ \$20 per hour	\$200.00	AHHC
2016	Stage 1/Part A power upgrade for lights	\$30,000.00	\$10,000.00 Stronger Communities Program Grant \$15,000.00 DCMB \$5,000.00 AHHC

Total spent on pitch works by AHHC from 2013 – 2016 is

\$14,200.00 plus \$4,800.00 in kind