



Prepared by Life Sport Journey

SOUTHERN UNITED HOCKEY CLUB | 2024-2028 STRATEGIC PLAN

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PROJECT SPOTLIGHT

Southern United Hockey Club Strategic Plan

Project background

In 2023, the Southern United Hockey Club (SUHC) Committee of Management agreed to undertake a comprehensive review of its programs and services to ensure it continues to deliver the best possible hockey experience for members. This included undertaking strategic planning to grow and develop hockey across the south-east area of Melbourne.

SUHC operates with limited resources. SUHC's dedicated volunteers are stretched. As part of the project scope, it was identified that a detailed evaluation of SUHC's priorities and aspirational goals would be critical in guiding committee decision-making and ensure SUHC's resources are targeted to best support its community into the future.

Project objectives

The key objectives of this project were to:

- Gain a deeper understanding of member needs.
- Develop a clear and agreed vision for SUHC.
- Articulate strategic priorities for the club.
- Develop a strategic plan, guiding strategic, operational and hockey development activities over the next five years.

Project methodology

The following process was undertaken in developing the strategic plan for SUHC. Project milestones included:

- Literature review – desktop research of relevant websites, social media, documents and data.
- SUHC Member Insights Survey (100+ responses).
- Stakeholder consultation with **Andrew Skillern**, CEO Hockey Victoria and **James Prideaux**, Team Leader Sport & Recreation, City of Kingston
- Strategic Planning Workshop with the SUHC Committee of Management and key stakeholders.
- Meetings with **Caitlin Campbell**, President SUHC.
- Draft Strategic Plan circulated to the Committee.
- Final Strategic Plan.

Southern United Hockey Club Strategic Plan

“We are a great club and our family loves being part of Southern” (SUHC member).

Through the strategic planning process, SUHC brought to life its purpose, vision and values in the following statements, encapsulating its central reason for being and its unique club culture:

Purpose

Southern United is a community Hockey Club fostering opportunities to play hockey in a safe, inclusive and encouraging environment for all. We are dedicated to developing our members to reach their full potential, a united team on and off the field.

Vision

UNITING the community through hockey.

Values

- A CONNECTED and SUPPORTIVE community.
- TRUSTED, FAIR and RESPECTED.
- Plenty of FUN, FRIENDSHIP and FITNESS.
- We give our BEST EFFORT.
- We are BETTER TOGETHER.
- SUCCESS and PERSONAL GROWTH on and off the field.

Strategic Plan development

The SUHC Strategic Plan focuses on four key pillars. These are:

- Growing Participation.
- Developing players for the future.
- Good governance, integrity & advocacy.
- Sustainable & collaborative club.

A detailed strategic plan was provided to SUHC expanding on the key pillars with a set of strategic, providing the road-map for the work to be undertaken by the club over the next five years.

Acknowledgement

Life Sport Journey thanks SUHC and the hockey community for their time and valuable insights informing this review and strategy. We also extend appreciation to **Andrew Skillern**, CEO Hockey Victoria and **James Prideaux**, Team Leader Sport & Recreation, City of Kingston for their involvement and contribution to this project.

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