



# NORTH WEST LIGHTNING HOCKEY CLUB STRATEGIC PLAN

# 2024 - 2028

Academy  
JSC  
HV teams

**VISION:** Creating pathways for aspiring players

**VALUES:** Inclusive, Respectful, Integrity, Passionate

Aspire to be a Premier League Club

## STRATEGIC PILLARS

CLUB  
CULTURE

PLAYER  
ENGAGEMENT

HOCKEY  
EDUCATION

VOLUNTEER  
ENGAGEMENT

CLUB  
SUSTAINABILITY

## OUR GOALS

Enhance club culture and member participation

Enhance player retention, recruitment & re-engagement

Develop hockey players, officials, and committee members at all levels

Foster partnerships with key stakeholders and enhance member participation

Continued financial strength, good governance, and sustainability

## DESIRED OUTCOMES

- Strengthen whole of club culture
- Increase social opportunities
- Provide an inclusive environment for all
- Increased involvement from Lightning linked associations

- Attract quality coaches
- Increase player participation across all sections of club
- Increase retention, recruitment and re-engagement
- Reduce barriers to playing hockey

- Increase participation and capability of coaches, umpires, officials & committee
- Provide development opportunities for players of all abilities
- Develop manuals for all aspects of the club.

- Increase club volunteer engagement
- Celebrate volunteers and build a culture where all members feel appreciated
- Introduce Social Memberships

- Maintain financial strength
- Uphold good governance
- Manage efficient club operations
- Build club resilience, succession planning and sustainability

## FOCUS AREAS

- Develop club communication
- Create more whole club social opportunities
- Facilitate and promote inclusion, well-being and club culture initiatives
- Foster partnerships with clubs and associations
- Respect the history of NWL

- Recruit and develop quality coaches
- Review retention initiatives to minimise player turn over
- Undertake program to re-engage past players
- Consider recruitment programs
- Expand club offerings such as indoor, summer

- Create and grow club coach, umpire, officials & committee development programs
- Assist with Roadshow and Hookin2Hockey
- Provide basic programs for all ages
- Provide elite player programs
- Create document processes and manuals for succession

- Create volunteer role descriptions and plan to increase club volunteers
- Provide appropriate induction and ongoing support of volunteers new to a role
- Thank volunteers appropriately

- Increase sponsorship
- Maximise grant opportunities
- Streamline club operations where possible
- Increase use of technology to improve club administration
- Implement HA, HV and club policies