



FIELD HOCKEY
CANADA

OneTeam Strategy

2015-2020





Key messages

- Goals, Strategies & Outcomes of the plan are assigned to one of three Focus Areas
- No Focus Area is mutually exclusive of another
- Success of the plan will come as a result of focus, intent and tenacity
- We are charting the course for field hockey in Canada for the next five years



Success to build on

- Stable governance
- Management of core administrative functions
- Introduction to income diversity (events, sponsors, donations, merchandise)
- Vertical alignment within HP programs
- Partner engagement (members, governing agencies, funding partners)

A massive amount of work to be done...



What is our ambition?

- **VISION:** to inspire individuals to be involved with a world leading team sport organization

What is our purpose?

- **MISSION:** to enable and lead the development and growth of field hockey in Canada

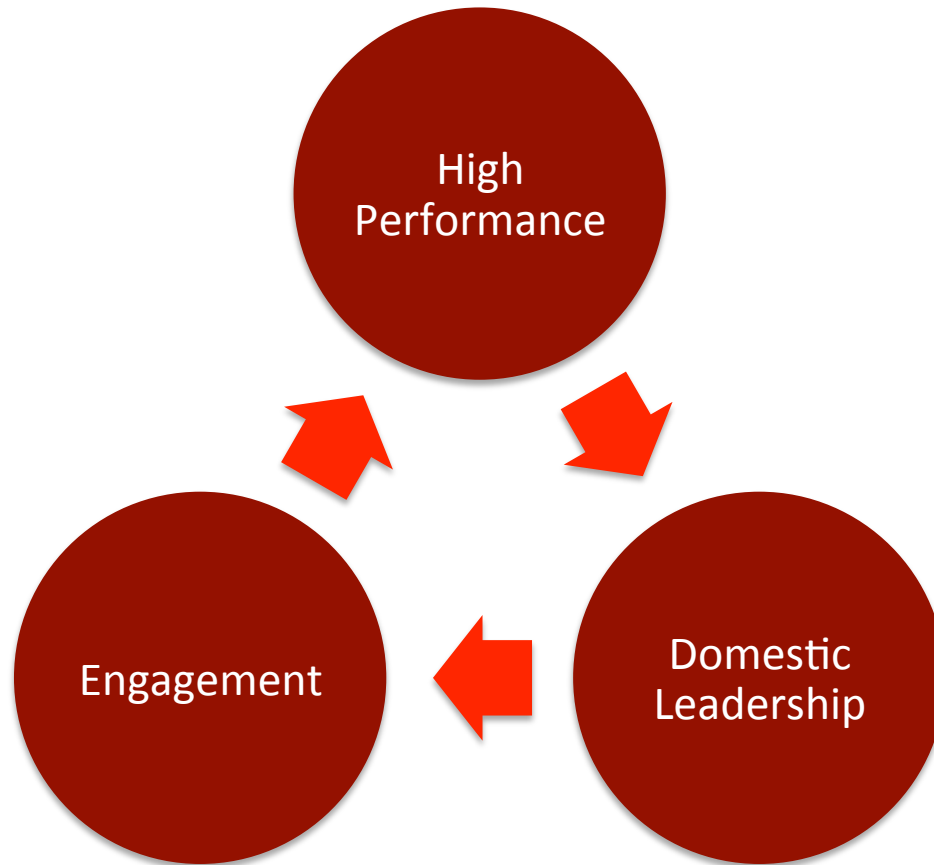


What are our values and characteristics?

- What do we **value** above all else?
 - Respect
 - Inclusivity
 - Empathy
- What **characteristics** explain our vibe?
 - Athlete centered
 - Diverse
 - Competitive
 - Optimistic
 - Ambitious
 - Celebratory



Focus Areas





High Performance

- **GOAL:** Compete successfully for Canada at the Olympic Games
- **STRATEGIES:**
 - Women's National Program (MNP) Strategy
 - Men's National Program (MNP) Strategy
- **OUTCOMES:**
 - Senior National Teams gap analysis metrics
 - Junior National Teams activity and success
 - Integration of all forms of hockey (11,5,indoor)



CANADA

ASPIRATION

INSPIRATION



“For some countries, athletes are symbols of National pride. For Canadians, our athletes are from down the street and around the corner. Our athletes are symbols of our communities.” Chris Overholt



Domestic Leadership

- **GOAL:** National alignment within domestic pathways
- **STRATEGIES:**
 - PSO-NSO Athlete Pathway Alignment
 - NCCP Coach Pathway
 - Technical Officials Stimulation Program
- **OUTCOMES:**
 - Year-over-year increase in registration
 - Delivery quality coach pathway with year-over-year increase in courses offered and coaches trained
 - Provide National identification opportunities allowing for competitive parity and greater PSO integration
 - Technical Officials Committee terms of reference
 - Communication of a domestic pathway for officials



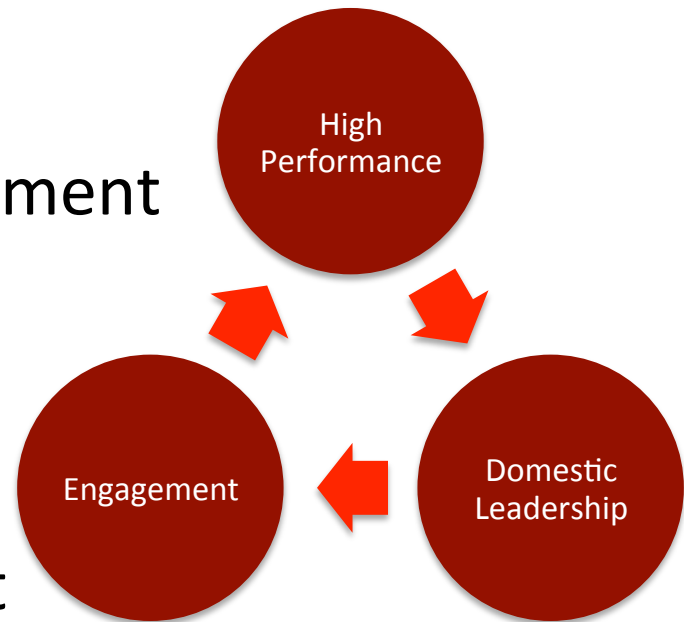
Engagement

- **GOAL:** Strong and robust Canadian hockey family
- **STRATEGIES:**
 - Alumni Engagement
 - Event Hosting
 - Member & Partner Engagement
 - Sponsor Activation & Retention
 - Digital Communications
- **OUTCOMES:**
 - Establish alumni database and communication plan
 - Activate Canadian Masters program
 - Annualized domestic on-field and off-field events calendar
 - International event hosting plan for 2019-2022
 - Annual increase of government related funding
 - 25 in 5 income diversification metrics



Strategies

- WNP Strategy
- MNP Strategy
- PSO-NSO Athlete Pathway Alignment
- Coach Pathway Strategy
- Alumni Engagement
- Event Hosting
- Member & Partner Engagement
- Sponsor Activation & Retention
- Digital Communications



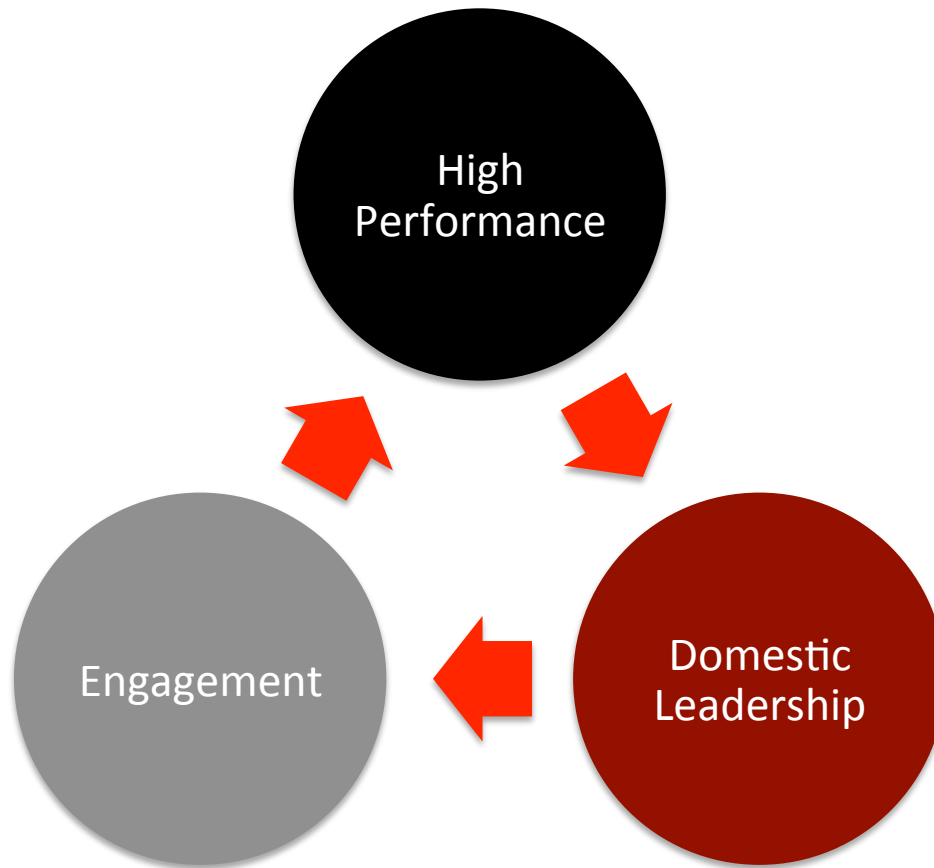


Are we asking the right questions and measuring the outcomes?

- Senior National Teams gap analysis metrics
- Junior National Teams activity and success
- Benchmark event results and international rankings
- Integration of all forms of hockey (11,5,indoor)
- Year-over-year increase in registration
- Delivery quality coach pathway with year-over-year increase in courses offered and coaches trained
- Provide National ID opportunities: parity and greater PSO integration
- Technical Officials Committee terms of reference
- Communication of a domestic pathway for officials
- Establish alumni database and communication plan
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Focus Areas





2015-16 Priorities

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NCCP COACH ACTIVATION

Activation of meaningful coach education program, customized to meet regional and provincial needs.



ROAD TO RIO - MNP

Activate robust program leading to the 2016 Olympic Games in Brazil next summer.



GOVERNANCE

Establish critical path for strong governance under new bylaws, including TOR for all committees.



TOKYO 2020 – WNP

Build on momentum and activation of Tokyo 2020 WNP plan, securing OTP funding.



DOMESTIC COMPETITION PLAN

Establish a multi-year domestic competition plan in collaboration with Member PSOs.



MASTERS PROGRAM

Activate Field Hockey Canada Masters program for both men and women, competing in major events.



DOMESTIC ATHLETE PATHWAY

Refine and enhance domestic pathway, including JDS activity and utilizing community role models.



COF TRANSITION

Transition endowed funds to the Canadian Olympic Foundation in collaboration with Trustees.



COMMUNICATIONS

Grow all communications platforms, including new website and related portals (ie shopfieldhockey.ca)



INCOME DIVERSIFICATION

Continued 25 in 5 effort to diversify income through sponsorship, events and donations.





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