



2020 – 2023 STRATEGIC PLAN

ICE HOCKEY AUSTRALIA

Forward

The 2020-2023 Ice Hockey Australia (IHA) Strategic Plan (Plan) will play an integral role in guiding the organisation to achieve its goals over the next three years and continue to develop as a progressive and successful winter sport in Australia.

This Plan is a road map, setting the direction for IHA, articulating goals and objectives and identifying a range of strategies in pursuit of those goals. It is the platform from which IHA will develop its annual operational plans, budgets and allocate precious resources.

Today, IHA is a passionate organisation with a proud history in the sport. It provides a healthy and vibrant environment for its members in an exciting, fast paced sport. IHA is an aspirational organisation, with the goal to have representatives at the 2030 Olympic Winter Games. It is against a backdrop of an ever changing sporting and social environment that this Plan has been shaped. IHA mission, vision and values and behaviours reflect the organisation's history and aspirational future. This Plan also reflects an observation of the Olympic Charter and alignment with the objects of the Australian Olympic Committee (AOC).

Four strategic priorities have been identified and will form the focus for the next three years, steering and preparing the organisation for sustained success.

This Plan is dedicated to supporting IHA in its purpose to lead, develop and promote the sport of Ice Hockey in Australia in cooperation with its network of State member organisations, and assist and enable Australian athletes to develop and achieve sustained competitive success on the world stage, ever consistent with the highest standards of sportsmanship and fair play.



Vision & Mission Statements



Vision

To become a fully national sport, with ice hockey leagues in all Australian States and Territories who participate in IHA national leagues and championships. For Australian teams to regularly medal at IIHF world championships, and an Australian team to compete at the 2030 Winter Olympics.

Mission

Our mission is to promote and grow the sport of ice hockey at all levels throughout Australia, providing our social, junior, senior and elite level members an opportunity to maximise their potential.

Values & Guiding Principles



- Promote physical and mental HEALTH AND WELLBEING through ice hockey.
- Hard work, determination, teamwork and the pursuit of EXCELLENCE on & off the ice.
- Provide a positive ice hockey experience in a SAFE, sportsmanlike environment.
- The importance of acting with honesty and INTEGRITY at all times.
- INCLUSIVE Ice Hockey opportunities.

Strategic Priorities 2020 – 2023

1. Grow Participation	2. High Performance Culture	3. Good Governance	4. The Business of Ice Hockey
1.1 Work with the State delegates to expand the range of entry points into ice hockey. Commit to a welcoming, friendly & inclusive environment for everyone. Collectively grow membership by 10% annually.	2.1 Form a High Performance (HP) Sub-Committee reporting to the Board.	3.1 Develop the Board and set the structure for the future.	4.1 Develop a sustainable & financially profitable business model for IHA including a national facilities strategy.
1.2 Work with the State delegates to address the lack of junior members (currently only 20%); develop junior programs & implement retention & growth strategies.	2.2 Foster player performance pathways through the delivery of high performance camps & other initiatives.	3.2 Maintain requirements of Company Limited by Guarantee. Continue to develop, review, refine & promote governance essentials.	4.2 Provide & professionally administer the annual National Championships and National Leagues.
1.3 Support development initiatives to build the bridge between junior participation & high performance.	2.3 Prepare & submit annual funding applications.	3.3 Maintain & communicate IHA policies & procedures through IHA website & other agreed communication platforms.	4.3 Develop & implement a Marketing, Communications & Relationships Strategy.
1.4 Develop non-player (coach, referee, administrator) participation initiatives.	2.4 Develop non-player (coach, referees, administrator) performance pathways and arrange training.	3.4 Seek Sport Australia National organisation (NF) recognition, & fulfil all ongoing requirements.	4.4 Develop & implement a Grants & Sponsorship Strategy.

* Blue text are recommended Year 1 strategic priorities

Our Enablers supporting the achievement of this plan

