















A cooperation between

Club support with focus on strategy and club policy

What questions should you ask yourself if you want to start a new hockey club? Sophie & Eline tell us about the big points in this context.

















CORE MESSAGES

- 1. The fire has to blaze then it can circle
- 2. Everything is possible but not without planning
- 3. Everyone can do something recognize and use strengths



Foto: HC Wien



































Who am I?

- 1. Ambassador of information for new hockey islands:
 Who in my environment could be interested in setting up a new club? People who moved to the countryside members who want something different student hockey players.
- 2. Member of a constantly developing hockey club: Let us see this presentation as a reminder of which points are essential for an association. What is going well in my hockey club? Where could we improve?





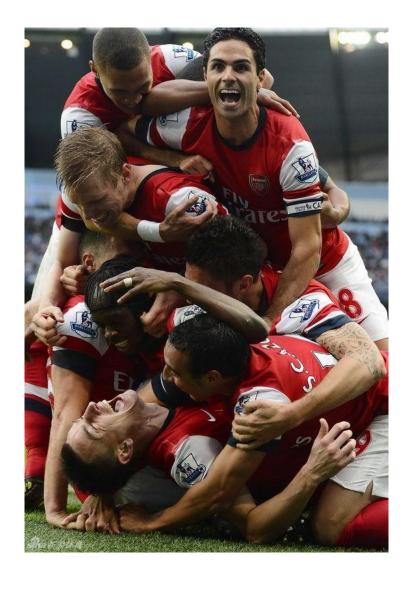












ROADMAP

- 1. Essentials
- 2. Potential
- 3. Accomodation
- 4. Local Support
- 5. Business Plan
- 6. PR & communication
- 7. Local activities
- 8. Sponsors
- 9. Volunteers

















1. ESSENTIALS

- A team of highly motivated initiators
- Hockey experience is not a requirement
- Recommendations:
 one member has financing knowledge
 one member has a experience in marketing and communication
- Time & effort

Questions: + Is the fire burning for a new club?

+ Who can cover which areas: finance, marketing, etc.?

+ How much time can my team invest?





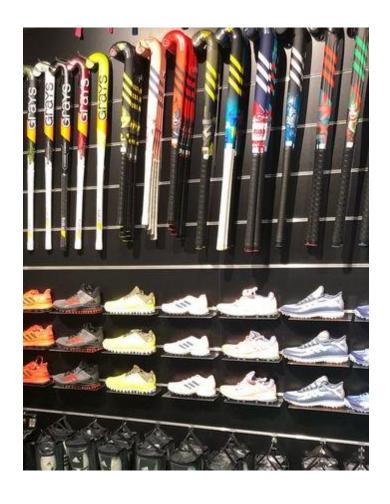












2. POTENTIAL

- Demographic statistics of the region
- Sports on offer in the region
- Start with clinics
- Local (sports) markets
- Pre-registration form

- + What sports are already available in the region?
- + How do I start my offer in the club?
- + Who should become an entrepreneur partner?
- + What does my registration form look like?





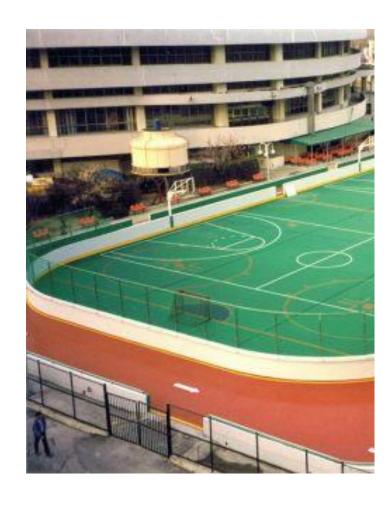












3. ACCOMODATION

- Local support
- Outdoor field
- Indoor field
- Gym
- School with hockey opportunities

- + Which sports venues do I need?
- + What schools are there in the area?
- + Which restaurants are nearby?
- + How can I give my club a home?

















4. LOCAL SUPPORT

- Involve the local government
- Find a "hockey ambassador" in the local government
- Have a business plan ready
- Show commitment

Questions: + What contacts do you have with the local community?

+ Who could become a hockey ambassador?

+ Do you have a business plan?

















5. BUSINESS PLAN

- A mission and a vision statement
- Goals
- Social envolvement
- Hockey skills and techniques

- + What vision and what mission should the association have?
- + What short-term and long-term goals are being pursued?
- + Who will do the training?

















6. PR & COMMUNICATION

- Website
- Facebook
- Twitter
- Instagram

- + How can I present my club?
- + Who do we want to reach?
- + Which medium is suitable for what?
- + Who can oversee these areas?

















7. LOCAL ACTIVITIES

- Create awareness and visibility
- Organize clinics and training sessions
- Focus on children and also their parents

- + Which training courses should I promote?
- + How many training sessions are useful at the beginning?
- + How do I involve the children's parents well?

















8. SPONSORING

- Find a qualified person for sponsorship management
- Create sponsoring folder
- Active attitude when looking for sponsors
- A suitable strategy for different sponsors

- + What do you do with sponsors' money?
- + What can I offer a sponsor?
- + Who is the perfect person for sponsor management?
- + Which companies do we have personal contact with?

















9. VOLUNTEERS

- Get people excited about volunteering through communication
- Clarity of what the club stands for and that everyone participates
- Setting an example is very important!
- Formulate sub-goals
- Clear tasks with time frame
- Get information about parents' work and talents
- One for all, all for one!

- + Who is responsible for communication with volunteers?
- + How can I request active help right from the start?
- + When and where do I urgently need volunteers?
- + What is our club slogan?















CORE MESSAGES

- 1. The fire has to blaze then it can circle
- 2. Everything is possible but not without planning
- 3. Everyone can do something recognize and use strengths



Foto: HC Wien















Think about - who am I?

1. Ambassador of information for new hockey islands:

- + People who moved to the countryside
- + Members who want something different
- + Student hockey players.

2. Member of a constantly developing hockey club:

- + What is going well in my hockey club?
- + How could we improve?

Our European hockey family should grow and be fruitful!















Links

INFORMATION TO SET UP A NEW CLUB:

- Bundesministerium Österreich: https://www.bmi.gv.at/609/start.aspx
- Sportunion: https://sportunion.at/stmk/service/vereinsgruendung/verein-gruenden/

ROOF ASSOCIATION FORM:

- Sportunion: https://sportunion.at/stmk/service/vereinsgruendung/beitritt-zur-sportunion/
- ASKÖ: https://www.askoe-steiermark.at/de/service/downloads#formulare
- ASVÖ: https://www.asvoe-steiermark.at/de/unsere-vereine/asvoe-beitritt















Thanks

This ready-to-share-presentation is a joint result of cooperation between 6 hockey coaches from Poland, Austria and Czech Republic, Hockey Club Den Bosch, the Dutch Hockey Federation and the EHF. This program is supported by the Erasmus+ program.

Big thank to:

- **Eline & Sophie** for their lecture on this topic.
- The 6 participants Alicja Koperska, Karolina Paterson, Sabine Blemenschütz, Łukasz Kosmaczewski, Vojta Kolář, Gerhard Kubassa who put their time, energy and passion into preparing materials and programs for sharing throughout the country
- Claudine Schiefer from HC Den Bosch for coordination and support
- Tom Pedersen from the EHF for teaming up and providing advice in this program
- Gino Schilders from the Czech Hockey Federation for leading the program
- Jana Janotová and Miguel Romero from Erasmus+ for their kind guidance and support















