

# Setting up a new hockey club

**HC Den Bosch / Sophie & Eline**

From the series :  
Best Practice Sharing of  
Innovative and Disruptive  
Field Hockey Skills Erasmus+  
Program 2019 - 2020



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POLSKI ZWIĄZEK  
HOKEJA NA TRAWIE

HOCKEYCLUB  
'S-HERTOGENBOSCH



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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.



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# 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

Questions:

- + 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

Questions: + 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 involvement
- Hockey skills and techniques

Questions:

- + 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

Questions:

- + 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

Questions:

- + 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

Questions:

- + 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!

Questions: + 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

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2. Everything is possible - but not without planning
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# 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!



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# 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

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# Thank you

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