



EuroHockey

Strategic Plan 2022-2028

*'Growing Hockey in Europe with an
open mind to the world around us'*

#EveryMatchMatters
#EveryMemberMatters



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Introduction

This document sets out the EuroHockey strategic vision for the next 6 years

- our mission as an organisation
- the values that underpin our thinking
- the legacy we want to achieve

The plan details our goals which are pivotal to achieve a sustainable platform for the development of the game.

These goals tie in directly with our annual operations plan.



EuroHockey Vision

'Inspiring and governing hockey in Europe, where **every** member national association and **every** club can **reach their full potential**.





EuroHockey Mission

“To **encourage**, promote and develop hockey in Europe; maximising **participation, enjoyment and community involvement**.

The work of EuroHockey shall be based on the highest **governance** standards embedding **democracy, loyalty** and **equality**.

We recognise the importance of our member **national associations, clubs, athletes, coaches, volunteers, officials** and **wider workforce**. To maintain hockey as part of the Summer Olympic Programme.”

EuroHockey Values

Values reflect our culture and the way we do things.



Inclusive:

Embracing all humanity's diversity, hockey creates and fosters lifelong friendships, teamwork and loyalty.



Positive:

Optimistic and encouraging of communication and sharing knowledge with and between our member national associations.



Accountable:

Collectively acting responsibly, through honesty and good governance for and on behalf of our member National Associations and their clubs.



Dynamic:

Proactive, innovative and influential in our decision-making, ensuring hockey takes responsibility for helping achieve sustainable development goals.



Fair:

Respect for all (teammates, opponents, officials, coaches, volunteers) involved in the sport from clubs to international level on and off the field of play.

EuroHockey Strategic Goals

GOOD GOVERNANCE ROLE MODEL	COMMUNICATIONS	COMPETITIONS	PARTNERSHIP ASSETS
<p>Underpinning the organisation with robust governance, financial processes and relationship management, and being a role model in cooperating with other institutions and/or other sports.</p> <ul style="list-style-type: none"> • Success starts with an engaged board, committees and a committed staff. • Maintain and review robust governance and financial practices. • Provide for a gender balance on our executive board and committees that reflects our sport's balance on the field. • Succession plan to be put in place. • Engage and work with our athletes committee. • Review our new Sustainability Strategy and how to deliver it, focussing on 'People-Plant-Prosperity'. • Maximise the value of our human capital - volunteers and staff. • Be attentive and make our members aware of external relationships to support our goals. • Share with our members best practices that we do or learn from others. • Promote hockey as a healthy life long sport. • Showcase the policies we are most proud of FIH, IOC, EU and other sporting federations and commercial partners. 	<p>Expanding the network and distribution of content to our fan base.</p> <ul style="list-style-type: none"> • Continue to own, control and grow our content e.g., streaming, social media. • Seek the best broadcast mix between reach and revenue across linear and digital channels – keep aware of this fast-evolving space. • Grow our fanbase across all channels. • Seek to understand our fans through relevant data capture so we can improve engagement. • Promote Olympic Solidarity. 	<p>Growing innovative and inclusive EuroHockey events for athletes and fans.</p> <ul style="list-style-type: none"> • Deliver a clear and 'open to all' pathway to the Olympics and World Cups. • Deliver a world-class, well-planned competition structure in conjunction with member National Associations and, where applicable, the FIH. • Include all formats – Outdoor, Indoor, Hockey5s, Hockey ID – for clubs and nations, men and women. • Maximise fan engagement through attendance and expanding our digital reach. • Ensure all events have appropriate level of officials. 	<p>Increasing the commercial/non-commercial value of our game.</p> <ul style="list-style-type: none"> • Build a well-structured partnership portfolio. • Partnership proposals detailing our assets that can be tailored accordingly. • Promote our partners through our events and channels. • Service partners as per agreements. • Maximise opportunities for relevant European Union funding and other external grants. • Extension of networking events for partner activation.
DEVELOPMENT, EDUCATION AND INFRASTRUCTURE			
<p>Supporting our member National Associations strategically through investment in development, education, and infrastructure initiatives. Continuously improving the competences of our staff, workforce and volunteers.</p> <ul style="list-style-type: none"> • Supporting National Growth by sharing knowledge between EuroHockey member National Associations. <ul style="list-style-type: none"> i Athletes (Welfare, dual career and education) ii Coaching (Grassroots and elite) iii Officiating (Umpires and technical) iv Governance (Executive to youth) v Workforce (Professionals and volunteers succession planning) vi Innovation (Academic, digital, business) vii Solidarity Grants (Strategic National Plans + facility infrastructure and equipment) • Monitor the State Of The Game to target support to maximise strategic development whilst recognising and celebrating member national associations and Clubs. • Development is the umbrella for all learning, education, programmes, infrastructure, and grants, publicly to be known as the EuroHockey Institute with encompass the following seven(7) pillars. 			

EuroHockey Strategic Wheel

Coverage

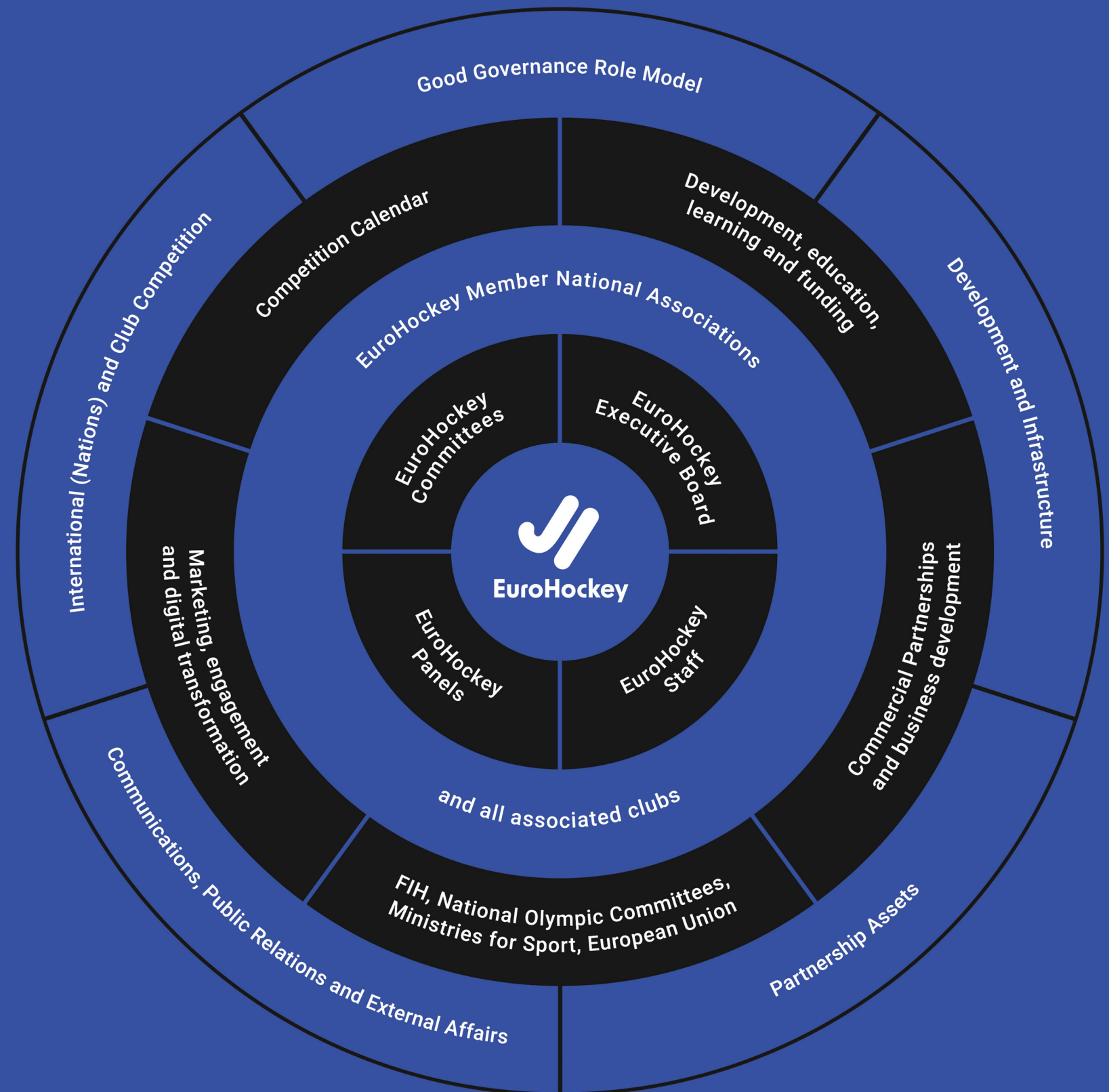
The EuroHockey Strategic Wheel shows the structures and process we use as an organisation with our member national associations, bringing people and nations together to share knowledge and support.

Adaptability

The organisational wheel is adaptable and can be turned to meet the needs of member National Associations, stakeholders and the internal workforce of EuroHockey. To allow all to work as efficiently as possible to cover the goals and objectives of the hockey family.

Consideration

This visualisation is common to the way EuroHockey deals with business and partner needs. Addressing the goals of the organisation on the outer wheel that strategically support the stakeholders, groups, committees and members in the inner circles.



EuroHockey Legacy

‘To inspire a timeless
passion for hockey’





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