

HOCKEY DEVELOPMENT CENTRE ONTARIO



HOCKEY DEVELOPMENT CENTRE FOR ONTARIO

STRATEGIC PLAN

2016 - 2020

Summary

The Hockey Development Centre Ontario (HDCO) Planning Group was created to ensure a framework for the 2016 – 2020 Strategic Plan. The Planning Group was composed of HDCO Directors, Committee Members, Member Partners, athletes, coaches, and officials.

The proposed changes to the Strategic Plan were not designed to radically alter the current direction of the HDCO, but rather clarify and refine various objectives and program initiatives as well as identify any larger strategic issues or challenges that require greater focus.

The Strategic Plan has been developed by HDCO and has been validated in the HDCO's consultations with its Members who provide the strategic framework for shared goals for the sport of Hockey in Ontario. Every member of the HDCO has a role to play in achieving the Strategic Plan.

Vision Statement

Our purpose is to provide our members with the opportunity of achieving their fullest potential

Mission

- Assist In the long-term planning for amateur sport in Ontario
- Act as a representative of amateur hockey to government,
- Act as a coordinating voice for its members in Ontario to government.
- Act as an advocate for its members in Ontario to government
- To assist in the development, implementation and management of programs designed to increase sport safety

By assuming this coordinating role it would be anticipated that the sport's profile, the public's perception of hockey and therefore its long-term viability province-wide will be enhanced.

2016 - 2020

Strategic Goals

HDCO has the following main goals leading up to 2020:

1. Advocacy / Communications / Marketing
2. Programs and Services
3. Financial Support and Business Development
4. Strategic Partners

Strategic Plan Summary Report

Strategic Goal (1)

Advocacy / Communications / Marketing

Action Plan:

1) Advocacy:

- a. Develop an advocacy plan to ensure the HDCO is representing the interests of the Members
- b. Develop a communications strategy to represent the sport of amateur hockey in the province of Ontario to the provincial government.

2) Communications:

- a. Ensure open communications with all Members to represent the game of amateur hockey as one voice with the Ontario Provincial Government.
- b. Develop a communications plan to:
 - i. Refer inquiries related to competition and jurisdiction to the appropriate Member
 - ii. Ensure the promotion and distribution of services and programs offered by the HDCO
- c. Ensure the continued publication of "ICE Times".

3) Marketing:

- a. Create a promotional plan to increase the HDCO's advertising budget to improve the exposure of the HDCO its services and the sport in conjunction with its members.
- b. Continue investigating new advertising opportunities to increase advertising revenues
- c. Maintain and improve corporate relationships with current sponsors as well as recruiting new ones

Strategic Plan Summary Report

Strategic Goal (2)

Programs and Services

Action Plan:

1) Programs and Services

- a. Assist Members with the promotion, development, implementation and management of programs and service available through the HDCO and Members
- b. Financially support the ongoing implementation of the Long Term Athlete Development plan for hockey in the province of Ontario
- c. Financially support regional high performance identification camps and programs at the identified age classifications throughout Ontario
- d. Financially support a male under 16 high performance camp that aligns with the LTAD Train to Compete category. (Current Gold Cup – Not Aligned)
- e. Financially support the delivery of coaching, trainers and officials clinics provided through the National Coaching Certification Program, Hockey Trainers Certification Program and Hockey Canada's Officiating Program
- f. Update course materials for the online e-learning tutorials for the Hockey Trainers Certification Program.
- g. Financially support the pursuit of Members in other events and services from time to time that would be beneficial to participation and the game.
- h. Support Members in accessing funding/grants.

Strategic Plan Summary Report

Strategic Goal (3)

Financial Support and Business Development

Action Plan:

1) Financial Support

- a. Hold regular Finance Committee meetings and distribute timely financial reports
- b. Seek to establish consistent revenue streams
- c. Establish and maintain sound financial controls
- d. Develop an investment policy

2) Business Development

- a. Ensure financial support and other resource to assist the programs and services offered by the HDCO
- b. Continue to develop and maintain service deliverables, such as the HTCP and financial support, to member organizations.
- c. Support Member Partners in accessing Grants/funding.

Strategic Plan Summary Report

Strategic Goal (4)

Strategic Partners

Action Plan:

1) Strategic Partners

- a. Continue to work with member organizations to expand mutual project interests
 - i. Hockey Trainers Certification Program
 - ii. High Performance Programs
 - iii. Penalty Free Sweepstakes
 - iv. Goodsport initiative
- b. Establish a communications plan for continued information sharing among the members, government and corporate sponsors