



Proposal

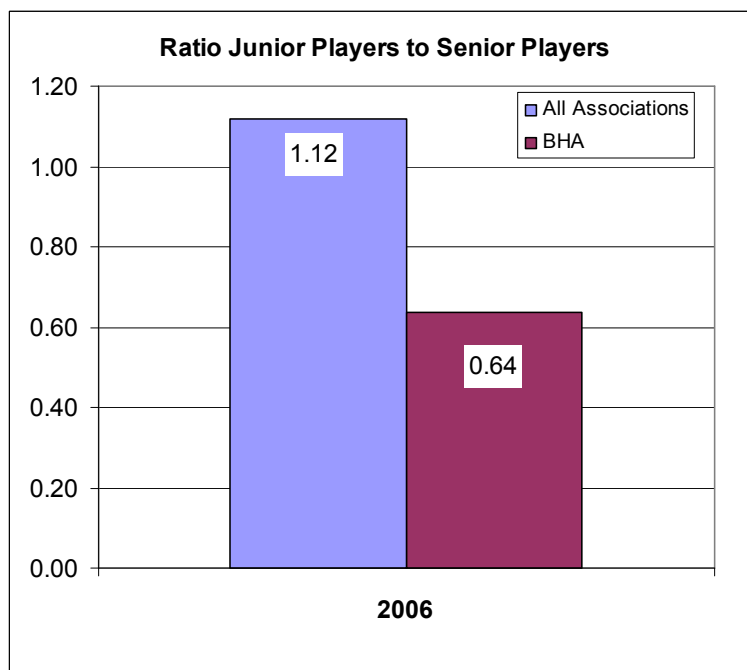
Brisbane Hockey Association Grant Scheme for 2007

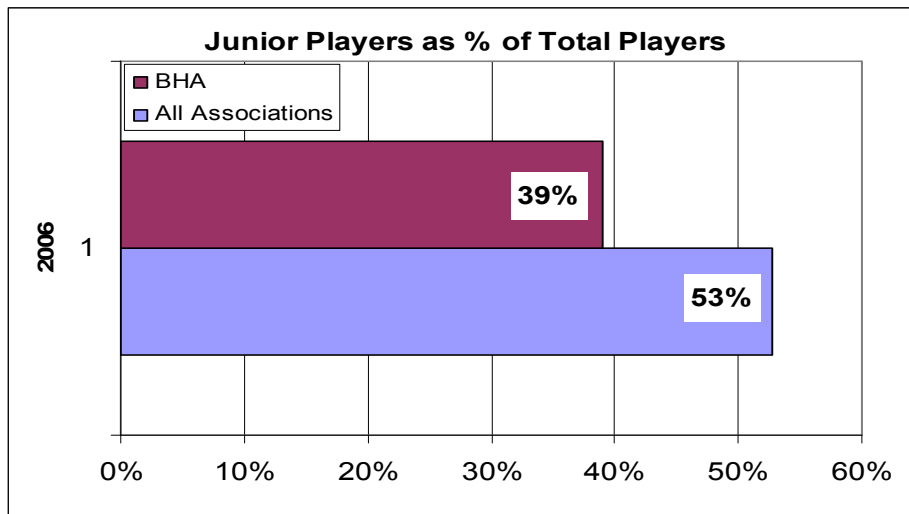
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1. Rationale

It is generally accepted by members of the Association that there is a serious imbalance in the distribution of players between Juniors and Seniors. This imbalance is demonstrated in the graphs below.





These graphs show the BHA position as compared with the average position of all other member associations of Queensland Hockey in 2006. What is clear is that, if the ratio of junior players to senior players continues to deteriorate, then the long term outlook for the Association is bleak. This will be because fewer and fewer players will be entering the senior ranks over time which will drive up fees, which in turn, will reduce the pool of senior players still further. This cycle needs to be broken.

The Association, in the strategic planning process undertaken in 2006, approved the *Business Plan 2012*. This plan places a very heavy emphasis on growing junior player numbers. As part of this initiative a Grant Scheme was proposed to help to encourage and compensate clubs for the effort required in growing junior player numbers.

It is important to understand from the outset that the purpose of the Grant Scheme is to influence major strategic initiatives of the Association. It is not philanthropic and it does not influence all clubs equally. The purpose is to achieve a long term increase in player numbers which in due course will benefit all clubs through increased player numbers, better facilities and reduced fees in real terms. There can be no instant gratification for all parties in this and by definition, there will be some clubs, mainly full service clubs, that will benefit most in the initial period.

This proposal is for the 2007 season only. Each year the Grant will be reviewed in light of the needs of the business plan, new developments and changes in policy.

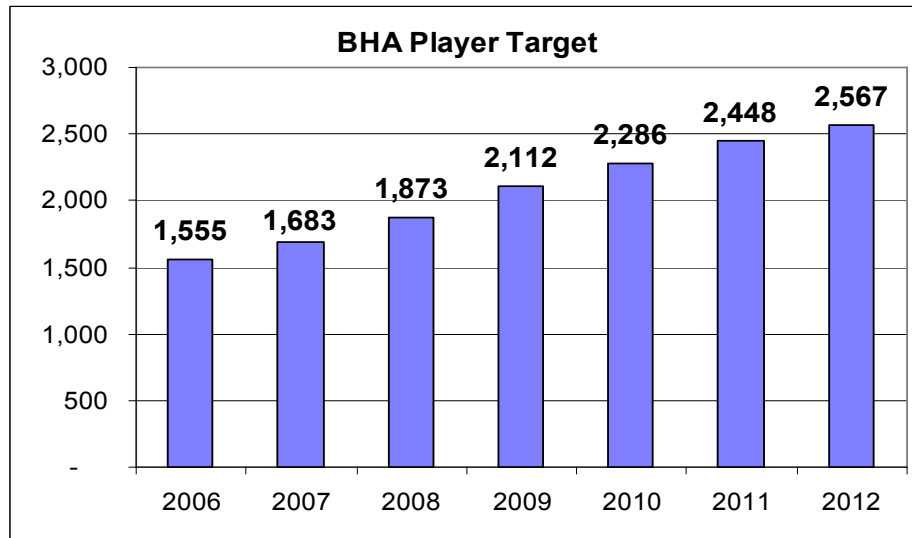
2 The Grant for 2007

The grant approved by the BHA Board for 2007 is an amount of \$20,000. This amount is to cover advertising and promotional expenses as well as direct payments to clubs for increasing junior player numbers in the target group. The Grant System, once approved will be managed as part of the new **Hockey Clubs** portfolio on the BHA Board. Approval for this proposal will be sought from the Delegates at the meeting on 26 February 2007.

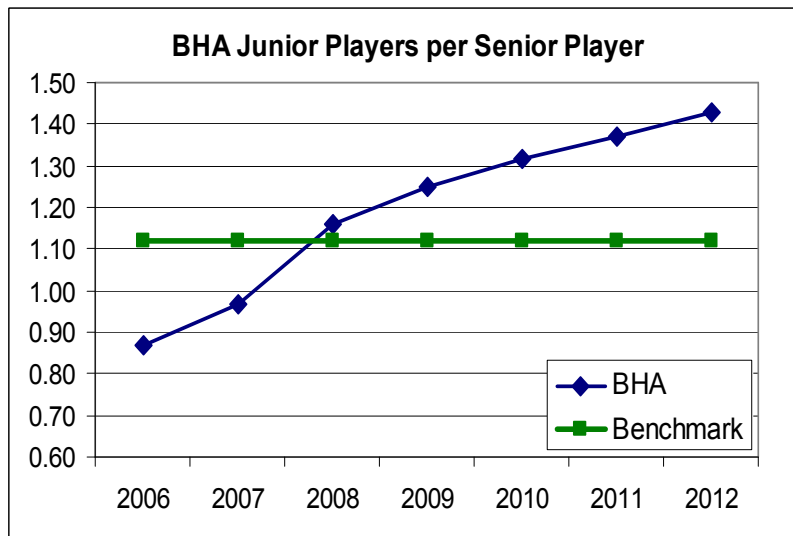
3 Target Group for 2007

This proposal is to motivate for the target group for 2007 to be male U7 and U9 players. The reasons put forward for this target group are:

- a) The Business Plan 2012 requires an increase in total player numbers from +1,555 to +2,567. The graph below shows the projection.



In order to achieve the number of 2,567 in 2012 a great emphasis is required on juniors in particular U7 and U9 **now** as these players will enter the senior ranks from 2013 onwards. Clearly to achieve our goals players at **all** age levels in the junior ranks need to be boosted but it is not possible, in a single year, to provide a focussed and deliverable program across all age groups. The graph below shows that the ratio of juniors to seniors of 1:1 is projected for 2008/2009.



Summary	2006	2007	2008	2009	2010	2011	2012
Seniors	832	856	868	939	986	1,034	1,058
Juniors	723	828	1,006	1,174	1,299	1,415	1,509
Club/Team Entries	1,555	1,683	1,873	2,112	2,286	2,448	2,567

- b) The limited resources available means the target program needs to be focussed to be effective.
- c) The Grant System will not be effective if it applies to a broad range of issues and targets all at once. This will create confusion and a misallocation of resources.
- d) As the clubs perfect their recruitment techniques over time the focus of the Grant Scheme will move to older children and retention, particularly in the J-Group.
- e) It is believed that the ability of clubs to recruit in these target age groups is, to some degree, easier as issues surrounding experience and skill levels don't come into it.
- f) The table below shows the projections for the U7 and U9 group is to grow from +-283 players (girls and boys) to 713 players in 2012. This is a 250% increase and will require specialised skills and programs to be achieved.

Summary	2006	2007	2008	2009	2010	2011	2012
Minkey	157	262	356	419	451	461	482
Under 9	126	126	199	220	220	231	231
Total	283	388	555	639	671	692	713

These skills and programs must be developed **now** to be able to deliver this sort of growth.

- g) These age groups at present consist of males and females, but as the BHA we need a higher % of males in order to achieve our goals. This means recruitment needs to be more focussed and effective now as +-50% of this group are female and will be lost to us.

4 Current Status

According to the records of the BJHA the following was the spread of Juniors players U7 and U9 in 2006. These numbers differ slightly from the numbers in the graphs above as the projections were completed before the registrations were finalised. This table is the official BJHA record including both males and females. Records are not available for the split between male and female players.

Club Name	Under 7	Under 9
Bulimba	21	17
Commercial	8	10
Easts	21	11
Kedron Wavell	31	24
Logan		2
Norths	14	14

Club Name	Under 7	Under 9
Pine Hills	10	11
Redcliffe		12
PR St.Andrews	9	14
Sth Bris Eagles		
SW United	14	15
Valley	15	16
Total	143	146

5 How does the Grant Work?

Our proposal for how the Grant will work in 2007 is as follows:

- Clubs will be called upon to register for the grant upfront and agree their player numbers from 2006. Clubs will be required to submit an estimate of the split between male and female players in this group for the 2006 season. They will need to show registration documentation or team sheets to support the split they claim.
- The growth in the target age group for 2007 is from 289 to 388 players which is +/- 100 players.
- The table below shows the increase in player numbers and growth if each club grew player numbers in the same proportion. The overall growth target is 34% across the board.

Club Name	Under 7	Under 9	Total	2007	% increase	Increase
Bulimba	21	17	38	51	34%	13
Commercial	8	10	18	24	34%	6
Easts	21	11	32	43	34%	11
Kedron Wavell	31	24	55	74	34%	19
Logan		2	2	3	34%	1
Norths	14	14	28	38	34%	10
Pine Hills	10	11	21	28	34%	7
Redcliffe		12	12	16	34%	4
PR St.Andrews	9	14	23	31	34%	8
SW United	14	15	29	39	34%	10
Valley	15	16	31	42	34%	11
	143	146	289	388		99

- We are assuming the advertising and promotion will cost +-\$5,000 leaving \$15,000 for the grant. If the Grant was distributed evenly for achieving the growth in male players U7 and U9 then the Grant would be as follows:

Club Name	Total 2006	2007	% increase	Increase	Grant
Bulimba	38	51	34%	13	1,972
Commercial	18	24	34%	6	934
Easts	32	43	34%	11	1,661
Kedron Wavell	55	74	34%	19	2,855

Club Name	Total 2006	2007	% increase	Increase	Grant
Logan	2	3	34%	1	104
Norths	28	38	34%	10	1,453
Pine Hills	21	28	34%	7	1,090
Redcliffe	12	16	34%	4	623
PR St.Andrews	23	31	34%	8	1,194
SW United	29	39	34%	10	1,505
Valley	31	42	34%	11	1,609
	289	388		99	15,000

- e) In reality some clubs will be more successful than others and therefore the actual distribution of the Grant will be different.
- f) We propose the following formula: for every male player signed up by a Club, over and above the number they registered in 2006, an amount of **\$150** will be paid by way of the Grant.
- g) The full \$15,000 will be distributed but if the Clubs succeed in growing their number above the 100 male player target they will nevertheless receive the \$150 for each additional player. This means that theoretically a greater amount than \$15,000 can be paid out.
- h) Those clubs that were successful will be able to use these funds for driving player numbers for the 2008 season when a further 167 players are needed in these age groups.
- i) The growth numbers will need to have been signed up by the Clubs by the cut-off date **21 April 2007**.
- j) The grant will be invigilated and paid to the clubs once the numbers have been audited after the 21 April 2007 deadline.

6 Promotion

The expenditure for the promotion and advertising is proposed as follows:

- An advert in regional newspapers within the club catchments targeted at U7 and U9 players (no distinction will be drawn between male and female).
- The advert will encourage attendance at “come and try” days at the SHC, Shaw Park and Logan.
- The Clubs will attend these days with their recruitment teams and sign up players that live within their jurisdiction.
- Clubs will need to negotiate their suburb (school) catchments before the day so as to avoid any dispute.
- This will all happen on or before 24th March 2007.

Let's get out and make this happen!