



2022-23 ANNUAL REPORT



ALTONA
HOCKEY CLUB



PRESIDENT'S YEAR IN REVIEW

2023 is our 91st anniversary as a club, and last year I wrote of an historic year with our 90th anniversary and return to the pitch post-Covid. I didn't expect 2023 to be quite so significant but reflecting on the year there have been a number of historic achievements;

- We have introduced a new uniform for the first time in 12 years. It looks great - and apart from a new look, it also really walks the walk with our inclusivity goals, meaning the whole club will be wearing a uniform that looks the same for the first time, and allowing players the freedom to choose which items they want to wear. This was led by Kerrie Myrskylainen and Andrew Scanlon
- We have been included in the Hobsons Bay Council Budget for the redevelopment of our facility, which will be the most major works to the pavilion since the extension was added in 1977, 46 years ago. This project is being led by Andrew Meiers and David Burns.
- We celebrated our Inaugural Indigenous Round, and I'm positive work that every member who attended one of the events or interacted with the educational messages, will have learnt something and be richer for the experience. This was led by Bronte Kerley, Naish McDonald and the social & inclusion committee.
- After a long and great partnership with Burbank of 12 years, we welcomed Werribee Steel as our Premier Partner, our first major sponsor change since 2011, and it's great to have Werribee Steel's support.
- The amount of Australian representation we have had this year is unprecedented, from the Mens & Womens Development Squad, to the U21 Burras, Indoor, Masters & Hockey 5's, it is a fantastic achievement for both the individuals and the club.
- On the pitch, the Premier League competition went through an unprecedented relegation of four teams. Which resulted in heightened stakes and tension in many areas of hockey this year, both on and off the pitch. Including the re-introduction of the League Entry Criteria, which we successfully met this year.
- We returned to having a boys and girls team in every junior age group from Under 10's to Under 16's with the addition of the U14 Girls team this year.

So while it was maybe not quite as historic as our 90th year, the pace of change continued and we were able to achieve some great things as a club this year.

That is all in addition to the on-field exploits, which included our junior section continuing to grow and a nail biting Grand Final for the U16 Girls, two Senior Premierships - the Monday Night Open team led for many years by Justin Burgess, and the Women's Pennant D team take out a thriller of a Grand Final and secure promotion - and many other memorable moments across the age groups and grades.

As a Board this year, we were entering the third year of our Strategic Plan, we had a focus this year on increasing our volunteer base and the sustainability of running our club, in addition to delivering key projects - many listed above in the achievements. It was certainly not without challenges, and both Kieran Symons (I would like to thank Kieran for his efforts as Treasurer and also Josh Coote, a huge effort in stepping in as interim Treasurer for the end of financial year) and Pete Wroblewski stepped down during the year - and each year the demands on community sporting clubs is growing, with key volunteers shouldering large burdens. This is a critical area that we will need to continue to address as we move forward and grow as club.

Personally, I am stepping down as the President after four years in the role, two as Vice-President and 10 years on the Board. On reflection it has been very rewarding and I am happy to leave the club in a strong place, and proud of what we have been able to achieve. Leading through a rather tumultuous period of Covid was challenging, as have the past two seasons post-Covid been equally as challenging. I encourage all club members, particularly leaders, to consider how you can help the AHC - as they say, many hands make light work - but it is all roles that need leadership to really continue to take our club to the heights that it can reach.

Thank you to everyone who has volunteered their time to help during my tenure - there are many tireless hours spent by many volunteers at the club, from the Board, through to all levels - and the club would not function without this commitment from many people, which often goes unrecognised. I can't wait to see what the future holds for the A's.

ALEX TYRRELL

SPONSORS

PREMIER PARTNER

Werribee Steel came on board as the Premier Partner of the Altona Hockey Club in 2023. Including ground signage, Premier League playing uniform branding on the back, and Live Stream branding. A local family business established in 1967, Werribee Steel has established itself as Werribee's leading steel fabricator and supplier, offering a range of residential and commercial steel fabrication.



WERRIBEE STEEL
COMMUNITY SUPPORT SINCE 1967

We are extremely grateful to all corporate sponsors this year.
The following local businesses partnered with Altona HC over the last twelve months.

PLATINUM PARTNER



Altona Sports Club was a Platinum Partner in 2023, and again hosted the our Senior Presentation Night in October.

GOLD SPONSOR



Burlin Electrical and Mechanical is run by club player Ben Burris and continues to be a corporate partner over numerous years.

GOLD SPONSOR



Eyecare Plus in Altona provides professional eye tests and prescriptive eyewear. Specialist eye health advice is provided through their Vision Therapy service for children and adults.

GOLD SPONSOR



Barlow McEwan Tribe

Barlow McEwan Tribe remains one of the clubs longest continuous sponsors and itself is Altona's oldest estate agency for all of your local Real Estate needs.

SILVER SPONSOR



Mail Plus Altona is headed by David Burns, life member of the Altona Hockey Club, and services businesses of all sizes for Mail Pick-up & Delivery.

INDIVIDUAL PLAYER SPONSORS



**HOLLY & SOPHIE
KELLOCK-BURNS**



WERRIBEE STEEL
COMMUNITY SUPPORT SINCE 1967

**AUNTIE
LISA**

THE ALTONA HOCKEY CLUB BOARD

The Altona Hockey Club Board of Management is elected in accordance with the Constitution to control and manage the club in the best interests of our members.

In 2023 the board consisted of 9 representatives for the year, with Kieran Symons stepping down and Peter Wroblewski taking a leave of absence during the season.



ALEX TYRRELL
PRESIDENT



TAYLAH BRENNAN
VICE- PRESIDENT



PETER DOLENC
SECRETARY



KIERAN SYMONS
TREASURER



ANDREW MEIERS
FACILITY MANAGER



TIFF BARTLETT
JUNIOR DIRECTOR



JO WHITFORD
SPONSORSHIP



BRONTE KERLEY
SOCIAL & INCLUSION



PETER WROBLEWSKI
LEC & MEMBER PATHWAYS

SECRETARIAT REPORT

PETER DOLENC

As a club we have had a successful year on many fronts. Administratively it's been equally challenging and rewarding. As a board we are seeking ways to develop pathways for members who may want to learn more about and get involved with the day to day running of the club. Whilst many may not have a desire or capacity to join as a board member, we are expanding our sub-committee roles to tap into some of the talent that exists within our membership. There are opportunities for members at all levels to assist with the numerous activities that ensure we maintain our standing as a vibrant, viable community club. As you read through this report, I urge you think about where you may be able to contribute time, skill or abilities towards the club's success.

As a Board we met 11 times over the past year- 1 planning meeting and 10 regular board meetings, 3 of which were conducted in person, 7 held virtually.

Board member attendance over the year was: A. Tyrrell (10), A. Meiers (10), J Whitford (9), B Kerley (9), T Bartlett (8), P Dolenc (8), T Brennan (7), K Symons (5), P Wroblewski (4).

Both Kieran Symons and Peter Wroblewski stood down as active board members during the course of the year.

SECRETARIAT REPORT (CONTINUED)

In February we came together for our annual planning session, at which we established goals and priorities for each of our portfolio areas. For the Secretariat portfolio the priority was to ensure the AHC's alignment with the evolving HA and HV compliance requirements under the National Integrity Framework, to which we are bound as an affiliate member organisation.

As a result, several significant changes and updates were made to AHC policies throughout the year. In each case, the board elected to adopt the HA policies within the AHC governance framework to ensure that we were aligned with the expectations of our State and National bodies. All members are encouraged to familiarise themselves with the latest policy positions on our website.

A summary of the significant changes are:

Code of Conduct:

AHC is committed to promoting and strengthening the positive image of Hockey and its members by ensuring that everyone involved with hockey through their association with AHC is treated with respect and dignity. As a club with a large number of families and juniors, it is important that every AHC member strives to represent the club in a positive and appropriate manner in all aspects of their membership.

We had previously modelled our code of Conduct policy on the HA version. In this version, responses to breaches, tribunal meetings, and disciplinary measures are moved to the Complaints, Disputes and Discipline policy to maintain consistency.

Safe Hockey Policy:

This supersedes all previous versions of AHC's child protection policies. This National Framework is a comprehensive suite of policies, resources and educational materials to safeguard young athletes. It seeks to minimise the likelihood of them being harmed and outlines processes to respond promptly and appropriately when it happens. This policy meets the requirements of the Victorian Child Safe Standards (2022). The club also appointed a Safe Hockey Officer (myself) to be the primary point of contact for members who may wish to report a concern or discuss matters that relate to child safety and well-being within the club. (safehockey@altonahc.org.au)

Member Protection Policy:

This policy sets out expectations and behaviours to ensure everyone involved with hockey is treated with respect and dignity. In addition, the policy defines prohibited conduct and includes examples. Our previous MPP included child safety provisions and specific Inclusive practices - which were subsequently split out in the Safe Hockey Policy and the Diversity, Equity and Inclusion Policy.

Complaints, Disputes and Discipline Policy

This policy sets out the processes for resolving complaints and disputes and imposing disciplinary action arising from an individual or organisation engaging in prohibited conduct under the framework and associated integrity policies. We had a small number of complaints which were dealt with within this framework over the 2023 season. Our previous discipline policy was included under our Member Protection Policy and Code of Conduct.

Diversity, Equity and Inclusion Policy:

AHC is committed to creating a safe place for our community to come and always be welcome. We serve our present and past members, guests, the sport of hockey and the Hobson's Bay community. One of our core values is that of inclusion - we aspire to be a family-friendly, community based sporting club, welcoming people of all ages, backgrounds, and abilities.

With this in mind we revisited our existing commitments to inclusion and determined that they were incomplete. As a result, we adopted the HA Diversity, Equity and Inclusion policy in its entirety. In addition, the AHC also incorporated and adopted the HA Trans and Gender Diverse Guidelines within our policy.

These guidelines seek to ensure that we provide safe, fun and inclusive environments for all people involved in hockey, including those of diverse sexualities and genders.

Another policy update that was undertaken during the year include minor amendments to the Financial Management Policy.

MEMBERSHIP SUMMARY

The Membership Summary for 2023 shows overall growth in the membership compared to both 2022 and 2021, and returning to numbers comparable to 2019.

The growth came from the brand new Walking Hockey program, and higher numbers across the board from U10-U18 juniors and senior men and women. Hookin2Hockey was overall lower, this was partly due to more players converted to under 10's, partly due to the timing of the programs, and then also lower participation.

Member Type	2022			2023		
	Male	Female	Total	Male	Female	Total
Junior - Hin2H	37	22	59	22	14	36
Junior - Under 8/Intra-club	5	2	9	2	1	3
Junior - Under 10	7	11	24	14	12	26
Junior - Under 12	15	10	26	13	18	31
Junior - Under 14	14	13	18	16	18	34
Junior - Under 16	7	8	30	14	12	26
Junior - Under 18	13	4	21	11	18	29
Subtotal	102	82	187	92	93	185
Senior	76	60	140	82	66	148
Mid-Week / Walking Hockey	8		5	7	13	20
Subtotal	84	60	145	90	80	168
Social Members	3	3	6	1	1	2
Coterie Members	12	8	20	10	4	14
Life Members	12	6	18	12	6	18
Subtotal	27	17	44	23	11	34
TOTAL	208	160	368	203	183	387

Note: Members are counted only once, ie:

- Intraclub/Hin2H participants are counted as Hin2H only
- Junior/Senior players are counted as juniors only
- Masters/Seniors players are counted as seniors only
- Social & Coterie members do not include playing members or life members
- Playing Life Members are included in Life Member count

JUNIORS

TIFF BARTLETT



This year our junior sub-committee consisted of Ben Guy, Tiff Bartlett, Thomas Myrskylainen, as well as new members : Camilla Briggs, Ryan McGraw, Nicola Erasito and Piera Zeinou.

Thank you to our out-going members : Naish McDonald , Kristen Orange, Andrew Meiers, Leanne Meiers

Nick Myrskylainen took over our Hin2H team this year. They ran a week of roadshows involving over 500 kids from local schools . We had a fantastic turn out at our 'come & try' sessions, and from that, we had approx 40 kids register for H2H. While numbers were down on 2022, I think we can put it down to 2022 being the first full season post covid with everyone just wanting to get out of the house.

From these Hin2H sessions we had a good number of players progress into our U10/U12/ & even our U14 teams. We also had 12 continue into our stick 2 hockey program which we ran over term 2.

With bad weather and a poor turn out for term 3 last year, we decided to try term 4 instead this year. Along with S2H kids from term 2, we invited any new beginners to come along as well and have had over 30 kids register which has been a big improvement on term 3 2022.

A big thank you to Nicko for all his hard work in running the roadshows, H2H & S2H sessions again this year, as well as, all the other coaches who volunteered their time.

We continued Monday night skills sessions for the U12/U14/U16 age groups.

A huge thanks again to Naish McDonald for all his time and hard work putting these sessions together, as well as Heath McDonald, Steve McDonald and Riely Kenny for coaching each week.

While the effects of covid still linger, we did manage to enter 1 extra team this year.

A big thank you to all the parents and team managers who did an amazing job of recruiting players. While we had to double up players across a few teams, mostly U14 & U16's, our numbers were up on last year.

Our U12 Girls & boys both made it to the finals but lost close games in the semi final, the boys unfortunately going down an epic shoot out.

Our U16 girls played an amazing grand final but went down 1-0 to the undefeated Craigieburn.

We continued to have a strong number of state and JSC representatives, across players, coaches, team managers and umpires.

JUNIORS

TIFF BARTLETT

Social events started to make a return this year. A big thanks to Piera for organising the Pride Cup Colour Run and the Spotify Shuffle Disco. Both events proved to be a fun time for all involved.

We finished the winter season with presentation night at the club. It was a great turn out and a great atmosphere. Well done to all the trophy winners listed below.

With the winter season done and dusted, we turn to indoor hockey. Thanks to the hard work from Ben Guy and Carol Doloughan, we have been able to enter 7 teams into the term 4 indoor season.

A big thank you to all the coaches and team managers for all the work they put in this year, as well as all the parents who volunteered for canteen and bbq.

It was great to see an increasing number of junior umpires and ball kids. We really appreciate your contributions and hope you all continue in the coming years.



Pictured: Some of our Junior players before the Pride Cup Colour Run



Pictured: A full house at junior presentation night

U18 Mixed NW	Best & Fairest	Best & Fairest	Coaches Award	
	Riely Kenny	Tristen Lee	Declan Whitford	
U16 Boys Pennant	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Cale Samuels	Charlie Francis	Michael Carlesso	William Prismal
U16 Girls Pennant	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Kiani Howell	Bianca Anderson	Sarah Fulton	Naomi Schaap
U14 Boys Pennant	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Aidan Whiteoak-Doloughan	William Bainger	Eoin Cronin	Toby Thomson
U14 Girls Shield B	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Tahlia Xinomilakis	Safiyah Zeinou	Lulu McArdle	Susannah Engler
U12 Boys Pennant NW	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Rhys McGraw	Lee Paterson	Thomas Galea	Oliver Watt
U12 Girls Pennant	Best & Fairest	Runner Up	Coaches Award	Steph Gracie Award
	Ayah Zeinou	Annie Buckland	Isabel Egan	Eloise Marshall

WESTERN WILDCATS REPRESENTATIVES

U12 Boys
Thomas Yacono

U12 Girls
Ayah Zeinou
Chloe Agius

U14 Boys
Aidan Whiteoak-Doloughan
James Newby
Lachlan Marshall
William Bainger

U14 Girls
Safiyah Zeinou
Tahlia Xinomilakis
Charlotte Baker
Isabella Bradbury



U16 Boys
Cale Samuels
Jackson Guy

U16 Girls
Isabel Baker

U18 Boys
Fletcher Guy
Hamilton Woodman
Jacob Yacono
Lucas Meiers
Basil Jalil

U18 Girls
Albee Damnics
Bianca Anderson
Ella Brae
Naomi Schaap
Olivia Anderson
Rachael Kenny
Tristen Lee

UMPIRING

We are proud to have a history of umpires at all levels, and then continued this year with some fantastic achievements.

Annabella Orange won Mike Taylor Medal for the Most Improved Junior Umpire in 2023

Tim Sheahan was recognised as the David Saleeba Male Umpire of the Year, and as one of the two umpires selected in the MPL All-Star team. It caps off a huge year for Tim as he has been upgraded to the FIH International Panel and will soon be umpiring Hockey One.

Thank you to the work of Kristen Orange (Junior Umpire Coordinator), Nye Roberts (Senior Umpire Coordinator) and Steve McDonald (Club Umpire Developer) for all of the tireless work this year in ensuring we have highly capable umpires for all of our games.



SENIOR AWARDS



Pictured: 2023 Senior Presentation Night at the Altona Sports Club

Teams	Best & Fairest	Runner Up
Women's Premier League	Bronte Kerley	Carly James
Women's Premier League Reserves	Taylah Brennan	Kayla Williams
WPL Squad Most Improved	Claudia Beamish	
Men's Premier League	Cooper Burns	Ben Hooppell
Men's Premier League Reserves	Jacob Vagg	Jacob MacVean, Jarryd Otterbach & Joshua Pace
MPL Squad Most Improved	Jacob Yacono	
Women's Pennant D	Grace Baker	Chloe Thom
Men's Pennant B	Brock Draper	Matt McCann
Women's Pennant E	Maddie Young	Sam Parker
Men's Pennant D	Pablo Bianchi	Gus Orange
Women's Metro	Tahlia Xinomilakis	Rochelle Manu
Men's Metro	Jack Thomas	Andrew Meiers
Tommy Thompson Award	Nicholas Myyrylainen	
Cyril Turner Award	Bronte Kerley	

WOMEN'S PREMIER LEAGUE



DANIELLE SCHUBACH

Pictured: The Women's Premier League team at Indigenous Round

Season 2023 was one where the playing group welcomed change on and off the pitch. On the pitch the team was facing one of the biggest competition changes of the last 10 years with the competition being cut from 16 to 12 teams at the conclusion of the season.

Off the pitch the group welcomed some changes to the coaching staff. It was my first season as WPL Coach and with Steph Young supporting me in that role returning as assistant coach. Merryn Brennan and Mitch Burns continued with WPLR and we welcomed Nye Roberts into the coaching group. I would like to thank all the coaches for their time, commitment and ongoing support throughout the year. I would also like to thank Marco De Muri for taking on the team manager role for both teams as well as everything he does for the squads on training nights and game days. Thanks to Kevin Brennan and Morris Burgess for the player admin work that you do behind the scenes.

We welcomed some new and familiar faces into the playing group in 2023 and this helped us increase the depth and experience across the squad. Training was well attended throughout the year and we saw a number of players take big steps forward in their individual development.

WPL finished the season in 9th position, narrowly missing the finals. This result hopefully will be a platform to build on for season 2024. The team showed at times that they are more than capable of mixing it with the top teams in the competition. WPLR finished the season in 16th. While the results did not show up in wins the development in the team and individuals was evident throughout the year.

The group is focused on building on the improvements made in 2023 and attacking season 2024 with great gusto.

Once again thank you to the off field team.

I would like to thank the board for its continual and ongoing support, providing us with all that we need to succeed and develop as a squad.

Thank you to all of the players for your time and commitment to each other, the team and the Altona Hockey Club.

WOMEN'S PENNANT & METRO



LEANNE IVORY

Pictured: The Premiership winning Women's Pennant D team

Pre-season 2023 for the Women's Pennant and Metro began earlier than usual this year, starting in February. This year Toby Langdon again took the majority of the training sessions with Merryn Brennan and Tracey Blake stepping in to help out when needed. Numbers at training sessions remained consistently high through the season with many juniors joining in and playing their first season of seniors which was great to see.

We were lucky enough to have increased numbers this year due to new players to the club, returning players who hadn't played recently and also a number of juniors playing their first season in seniors. Due to these extra players we were able to enter a 5th women's team so we had Pennant D, Pennant E (new competition) and a Metro side.

The Women's Metro team had a difficult start to the season but after Renea Cooke put her hand up to be game day coach the team started to see some great improvement in individuals and as a team. Despite finishing 8th on the ladder they had a very respectable 2 wins and 6 draws at the end of the season. With many junior players having joined the team during the season this team should see even more improvement in 2024.

The Women's Pennant E team had a great season in this new competition. Coached by Graham Norman they ended the home and away season with 10 wins, 2 draws and only 3 losses. The team finished second on the ladder and played Hume in first round of finals. After leading for the majority of the game, it was 1 all at full time and unfortunately Altona lost in penalty shoot outs. The preliminary final saw Altona play Brunswick in front of a large crowd at Essendon. The team played well but with scores level at full time they went to another penalty shoot out and unfortunately lost. After a fantastic season the players are looking forward to next year.

Women's Pennant D had a very successful season and finished top of the ladder (which will see them promoted to Pennant C in 2024) and with the Premiership win. The team was coached by Greg Drake who did an amazing job helping individual players with their games as well as giving the team simple and practical tactics to use in all situations. The first week of finals was always going to be a big game and Altona came out on top with a 5-3 win against Craigieburn. The Grand Final was the 5th game played against the Craigieburn team for the season and was in front of a huge, mostly Altona crowd. Altona was 1-0 down, then equalised, then was 2-1 down then again equalised. Thinking that the game would go to penalties, a corner called just before the final whistle ended with a goal and a Premiership to Altona!

A big thank you to everyone who helped out during the season, on and off the field. Fielding three lower grades women's teams was a big job this year and couldn't have happened without the support of the board and individuals who went above and beyond to ensure the players could concentrate on their games.

To all the players well done on an enjoyable season and hope to see you all back in 2023 for what we hope will be another successful year.

MEN'S PREMIER LEAGUE

ANDREW SCANLON

Pictured: Cooper Burns & Corey O'Neil celebrate a goal during the Semi-Final.

I think a great summary of season 2023 is a step forward. As a group, we were challenged to improve on the previous year and I believe we achieved that goal.

For the first time in 20+ years, we had both our Mens Ones and Twos in finals which highlights the hard work being put in by all our squad members. Although both getting knocked out in the semi finals, I know the group is keen to regroup and push onto grand final appearances in 2024 and beyond.

We also had numerous players in representative sides ranging from U18s State through to Nye Roberts and Cooper Burns in the Burras and Connor Otterbach in the Australian Development Squad.

On top of players being selected in these representative teams, we had a number of players receive individual accolades. Cooper Burns winning the Colin Batch Medal for Premier League leading goal scorer for the second year in a row as well as being selected in the MPL All Star Team. As well as the above, Cooper and Connor Otterbach both finished in the top 5 for the Fin McNab Trophy, an incredible feat for two young players from the same club.

Closer to home and again to showcase the depth of the squad, we had 6 debutants in the Premier League side throughout the year. The squad also had players reach significant milestones with Kieran Symons reaching 150 games, Harry Dolenc reaching 200 games and Cooper Burns passing the 100 goal milestone, being only the seventh person in our history to do so.

On behalf of the squad, I want to thank all the support we received this year both on and off the field. A special mention to Kellie for putting up with us all again, and thank you to Zac Hawes for all of the work leading the group over the past four years, and Ben Guy, Steve McDonald and Pete Wroblewski for the work coaching the Reserves this year.

I, for one, am excited by what 2024 will bring.

MEN'S METRO & PENNANT

STEPHEN RITCHIE

Much hype and anticipation ahead of season 2023 led to an early start to pre-season, with strong attendance and confidence flying ahead of round 1.



Pictured: Mens Pennant D Runner's Up for 2023.

Pennant B entered the year with a degree of cockiness following the narrow GF loss in 2022 but soon had the wind knocked out of their sails as the reality of a somewhat stronger and all round more competitive PB competition took hold. Team play and cohesion continued to feature heavily among the AHC boys on pitch, however as the season progressed the number of 'near miss' games caught up and finals slowly but surely slipped out of reach. The Brock Draper midfield experiment paid off in spades, with the young gun walking away with a well-deserved B&F and Matt McCann runner-up. In the end the 6th place finish was a deflating result for the PB lads who have made some great progress in recent years both on and off field. That said, the boys have quickly regrouped with a view to the future and are looking forward to a big year in 2024.

Pennant D were the shining light emanating from the Wednesday night training squad. Under the watchful eye of Brendan Slaven with sideline support from Rich Samuels, the team sat comfortably in the top 4 all year. With a finely balanced team of youth and experience, the PD guys made light work of much of the bottom half of the draw, only recording 2 losses to teams outside the 4 all year. Argentinian import-turned-local-hero Pablo Bianci was a stalwart in the midfield, claiming the B&F after a year of dazzling performances, and claiming our hearts after delaying his overseas family holiday in order to play the grand final. Gus Orange came along in leaps and bounds this year and cemented his spot in the PD line-up through consistency and commitment which his team mates recognised in the form of a runners-up trophy. Special mention also goes to Greg Jones for stepping into the side late in the season and Riely Kenny who walked away with equal leading goal scorer for the league from only 12 appearances. The year culminated with an exhilarating finals campaign in front of raging AHC crowds. An epic qualifying final shootout vs Brunswick sent the crowd into hysterics and booked the boys a date in the big dance. The grand final effort was valiant and some early chances showed promise but ultimately Melbourne Uni were too strong and topped off their undefeated season with a 2-0 win. Season 2024 looks bright for the AHC boys and with any luck they can take it all the way.

Metro B had a much more turbulent season in 2023, with a few familiar faces not returning to the group and absences week to week not really helping to settle a regular line up. This did provide an opportunity for several of the AHC juniors throughout the year and it was great to see a number of younger guys at training and out on the park, big thanks to Jo Whitford for coordinating and well done to the boys that made their senior debut this year. The very welcome return of Steve Brennan as a regular feature in the 5's from about mid-way through the year boosted hopes as he commenced an unstoppable goal scoring rampage to finish the year as equal highest goal scorer for the league from only 10 games. Jack Thomas claimed the B&F, maintaining his status as 'too good for metro' with Harry Meiers polling well to finish runner up. Well done to the guys and thanks to all for the support this year.

Across the grades, we owe a huge thanks (again) to Tim Symons for keeping things running and getting teams on the park. A big thanks for those that assisted with coaching and team managing throughout the year and of course the board and club at large for allowing us to get out there each week.

FACILITY OPERATIONS & DEVELOPMENT

ANDREW MEIERS



Pictured: Andrew Meiers, Taylah Brennan and Alex Tyrrell, courtesy of the Star Weekly.

The season began for the kitchen with an inspection from HBCC health department which was subsequently approved with some minor checks and maintenance.

The kitchen operations went well throughout the season with dedication and commitment from Tess Nalder across both juniors and seniors. Thanks Tess for all the work you put into the kitchen to make it a success (did anyone mention pulled pork!). The kitchen team rosters on home days also seemed to work well, thanks to everyone that contributed with a shift or two, the income generated from the kitchen and bar is important to the club and it really helps. Juha Myrskylainen and Bob Guest again ran the BBQ on all Premier League home days, with Tiff Bartlett, Tess Calder and Caelan Jansen also running the BBQ at various other times through the year.

Thank you to Merryn and Kevin Brennan for bar management and the ongoing logistics involved with restocking bar supplies. In relation to a responsibility of our liquor licence we recently had 9 new graduates complete the Responsible Service of Alcohol certificate held at the hockey club.

Kerrie Myrskylainen once again managed the uniform shop this season which included a new playing uniform, pride and indigenous round playing tops. Thank you Kerrie for all the work associated with the uniform shop as well as cleaning the clubrooms. Thank you to Simone Otterbach for managing the club facility bookings for the year.

This season the club also bought two new hockey goals which were delivered in kit form, thanks to Juha Myrskylainen and Kevin Brennan for your work in putting them together and having them ready for use.

Finally, we have sought funding for a new digital scoreboard. Hopefully this will be approved and we'll keep members informed of any progress on this in the new season.

BUILDING DEVELOPMENT

Significant progress has been made this year from initial meetings and discussions relating to our considered requirements and then documenting preliminary concepts to suit. Council contracted architects to do initial design drawings based upon the brief. Whilst the actual proposed design is still a work in progress, the active engagement and communication from HBCC is all positive. The latest information from HBCC is as follows;

- Council is committed to the project and the (increasing) building costs associated;
- Council is now in the process of appointing an architect to undertake the next stage of further detailed design throughout the remainder of 2023/24 FY;
- Club to be advised (expected prior to the end of this year) once Council appoints their nominated architect for initial meeting and throughout the detailed design process;
- Council plan is to have planning permit and design documentation approval with an estimated commencement at the conclusion of 2024 winter season;
- The estimated construction time is 12 months so there will be limited temporary facilities for the 2025 winter season (the club has provided Council with our temporary facility requirements). Note that the new building position is still to be confirmed; it's possible the existing building could still be used whilst a new building is constructed;
- The training pitch is currently in draft 2025/26 budget; design of these works will therefore take place in 2024/25. Council aim to apply for further funding to cover an expected shortfall on this project;
- Logically these time frames are to be confirmed once a builder is appointed.

Progress is being made, it's encouraging and the redevelopment is now beginning to take shape.

INDOOR HOCKEY

KERRIE MYYRYLAINEN

Altona continues to be one of the strongest indoor Hockey clubs in Victoria, with a total of 12 teams entering the 2022 Term 4 indoor competition.



Pictured: The Women's A Grade Indoor team

The Club also had strong representation at the Indoor Club Championships and Junior Indoor Championships, held at Parkville and Monash in February and March, 2023.

In addition, we have had many players and officials make both State and National Level representation.

I will be stepping down from the indoor Co-ordinator Role from 2023. I want to thank those who have helped to organise and support the Indoor program during my time as Co-ordinator. It has been a pleasure to see our club participation in Indoor Hockey grow over the years and am very proud to have been a part of it.

COMMUNICATIONS

ALEX TYRRELL

This year has been an extremely strong year for the AHC in online channels and through local media, with a large presence in the local community to celebrate our members. The addition of Camilla Briggs into a junior comms role greatly helped with sourcing stories from the junior side of the club, and building on the high quality photo content, we have introduced more video content which was highly successful in 2023.

Our main platforms and engagement by the numbers:

- Website - 10,566 visits for the year.
- Newsletter - 853 subscribers, 44 individual email campaigns sent with unique opens of over 10,000.
- Facebook - 1,700 followers, a reach of 37,565 unique accounts for the year, including a paid ad reach of 25,198.
- Instagram - 2,150 followers and organic reach of 14,359 unique accounts for the year.
- X (Twitter) - 936 followers
- Hobsons Bay Star Weekly - 6 feature articles on topics: Facility, PL Results, Indigenous Round Coaching Announcements, Australia selection.

Highlights

- Junior match reports, team photos and stories every week in the AHC Newsletter.
- Our most engaged with organic post was a reel of Women's Premier League goals with 205 likes on Instagram and a reach of over 4,300 people.
- Our second most engaged with organic post was also a reel, including drone footage of a goal in the MPL Semi-Final win at home, with 186 likes and a reach of over 3,300 people.
- To Promote Come & Try days for 5 - 12 year olds we used paid posts to reach over 25,000 local people on FB through two different paid social media campaigns, in addition to hundreds of high quality postcards, and using Hobsons Bay designated Promotional Signage space to advertise via a Real Estate signboard.

AHC HISTORY PROJECT

IAN BARTLETT

In the past year, I have undertaken research and documentation of some of the history of the Altona Hockey Club. The starting point was to record the premiership pennants, perpetual trophies and honour boards within the clubrooms. Most of the research has been gathered from newspaper articles. These have been sourced from online websites and visits to the State Library of Victoria and The Mail newspaper. I have also met with Jim Studley and Frank and Leah Ranger who started their involvement with the club in the late 1940's.

From the research so far, I have created summaries of the following categories:

- Newspaper articles
- Winter Premiership Pennants
- Honour Board
 - Office Bearers
 - Awards
 - Life Members
 - Legends
 - Australian Reps
 - Victorian Reps
- Men's top-grade games
- Women's top-grade games
- Gradings by season
 - Finals played
- Trophy winners



There is still a lot of information to be gathered from newspapers, Hockey Victoria and members of the Club. All of the information will be available the Club's website.



INCLUSION & SOCIAL

BRONTE KERLEY

2023 was another big year for celebrating inclusion at the AHC!

Early in the year we once again submitted a team in HV's Stand Out Cup event, creating a safe space for LGBTIQ+ youth in hockey. Thank you to Scott Prentice for heading up this year's team.

Also during the off season, we worked with Scope, Footscray Hockey Club and Hockey Victoria to develop a hockey format for persons with multiple and complex disabilities. The pilot program was a great success, and there are now plans in the works to upscale the program to allow more people to participate.

For women's round our WPL/R players ran a training session with some of the junior girls teams. Afterwards they all helped to plant flowers in the Steph Gracie memorial garden beds. It was lovely to see our women and girls connect on and off the pitch.

Our Pride Cup this year was our biggest yet - we had every team play in rainbow socks (the sock supplier couldn't believe the size of our order!) and was the first year we ran the event over multiple days. It was fantastic to have the local Mayor Tony Briffa and Kara from Pride Cup join us on the day at our Volunteer Luncheon and talk about the importance of LGBTIQ+ inclusion in sport. A big thank you to the Climb West crew for also joining us on the day, serving up delicious coffee and bagels. Our junior committee organised the kids colour run, which was a hit with the kids, and to cap off the Saturday we rolled into a sold out Trivia Night. A big thank you to Bella Sotelo, Tim Symons, Kayla Williams and Shannon Borg for organising trivia, and many thanks to all who helped out on the day or behind the scenes.

2023 saw AHC celebrate our first Indigenous round during NAIDOC week, with help of a Make it Happen Grant from Hobsons Bay City Council, taking some of our first steps in the club's reconciliation journey. Our premier league squads wore the new AHC indigenous jersey with artwork designed by Wadawurrung artist BJ O'Toole. Thank you to Naish McDonald for organising the tops and to the generous donations who supported their production. A yarning circle was held with both PL squads where members with indigenous heritage, Shaz and Barry Briggs and Naish, were joined by Aunty Maggie and Manny from the local Balit Gulyana group. Game day was opened with Mark Brown from Bunurong Land Council conducting a Welcome to Country and smoking ceremony and we had Aunty Maggie join the teams out on the pitch with moving Acknowledgements of Country. Thank you to everyone who helped to organise and facilitate the day. We look forward to growing next year and continuing to celebrate and recognise the culture of our First Nations' peoples.



Pictured: The Smoking Ceremony with Mark Brown from the Bunurong Land Council

STATE & NATIONAL REPRESENTATION

We are proud of all of our representative players, from Regional with the Western Wildcats through to HC Melbourne, State and National Representation across playing, coaching and officiating.

Each year we are fortunate to have these high calibre players, coaches and officials working with us, and we are proud of our record in developing individuals who go on to represent our club at higher levels. Below are our State & National representatives in 2023.



Pictured: Connor Otterbach represented HC Melbourne this year

Connor Otterbach	Australian Development Squad, HC Melbourne
Carly James	Australian Development Squad, HC Melbourne
Cooper Burns	Australian U21 Burras, HC Melbourne, Victorian U21, Victorian Open Indoor Premier League All-Star team, Colin Batch Award for leading goalscorer, and Runner-Up in the Fin McNab Award
Nye Roberts	Australian U21 Burras, HC Melbourne
Heath McDonald	Australian Open Indoor including World Cup & Victorian Open Indoor
Zoe Parliamentas	Australian & Victorian Open Indoor
Kieran Symons	Australian Indoor, Australia Hockey 5's & Victorian Open Indoor
Naish McDonald	Australia Hockey 5's & Victorian Open Indoor
Harry Bradbury	Australia U21 Indoor, U18 Victoria Outdoor & Indoor
Corey O'Neil	Australia U21, Victorian U21 Outdoor & Indoor
Lauren Winship	Australian A Over 35's, Victoria over 35s
Molly Klix	Australian U21 Country & Victorian Open Country
Tim Sheahan	FIH International Umpire Panel, Hockey One, All-Star Team and Umpire of the Year
Peter Byrne	Over 65 Victoria
Jacob Yacono	U18 Victoria
Fletcher Guy	U18 Victoria
Ben Guy	Head Coach Coach U18 Victoria
Ben Newell	Assistant Coach Coach U18 Victoria
Claudia Beamish	Victorian Open Indoor
Josie Erbsland	Victorian Open Indoor
Jess Brennan	Victorian Open Indoor
Matt Barnett	Canadian National Team
Thomson Harris	Canadian National Team
Cameron Cooke	NT Stingers Open & U21

SPONSORSHIP

JO WHITFORD

Throughout this season, Altona HC has enjoyed strong partnerships and engagement with a range of local businesses, many who have returned year after year. We extend a big thank you to our sponsors for their contributions in 2023 and recognise all sponsorship from our partners as an invaluable financial investment into our club's operations.

At the beginning of the season we had the great fortune to secure Werribee Steel as the new Premier Partner, 2023 and 2024. Werribee Steel was our named sponsor at three event's: Pride Cup, Vote Count & Senior Presentation Night. As the club's Premier Partner their logo is featured on the new playing apparel for senior playing members, and during the two live streamed Premier games, they were featured at every goal, including a 14-0 victory. Go A's!



WERRIBEE STEEL
COMMUNITY SUPPORT SINCE 1967

A warm welcome to Eyecare Plus who became a new gold sponsor this year. Locally based in Altona, Eyecare Plus offers expertise and guidance for all eye health including tests, eyewear and treatments for reducing myopia.

The Community Directory featured two local businesses this year. Zoo Studio, pet photography and Seddon Digital, website designers. We encourage all our members who run local businesses to join the AHC Community Directory and use local when looking for businesses and services.

This year Individual player sponsors included sponsorship for 14 players, both in senior and junior teams, from family members and local businesses. This offers a fee discount to playing individuals and provides financial assistance towards the clubs operations.

The sale of second-hand hockey sticks to junior and senior members was steady through the year and raised approximately \$400. A big thank you to players who donated sticks and bags from their collections. More donations before the next season will be gratefully received and cleaned up ready for re-sale in early 2024.

Thank you to all our sponsors this year:

- **Altona Podiatry Centre** - committed to providing your feet with the best possible care with a range of services including Orthotics and Biomechanics
- **Altona RSL** — for drinks, dining and entertainment, a local and central establishment for the whole family to enjoy
- **Altona Sports Club** - took up gold sponsorship this year and again hosted the clubs' 2022 Senior Presentation Night in October
- **Lisa Smith** — individual player sponsor
- **Bark Bakery**, event sponsor for Doggo Day. Homemade dog treats made with 100% human-grade ingredients
- **Barlow McEwan Tribe** - remains one of the clubs longest continuous sponsors and itself is Altona's oldest estate agency
- **Burlin Electrical** - run by club player Ben Burriss and continues to be a corporate partner over numerous years
- **Eyecare Plus** - new in 2023 and offering eye tests, prescription glasses, contact lenses & more.
- **Holly Kellock-Burns** — individual player sponsor
- **Mailplus Altona** - returned as a sponsor this year and is headed by David Burns, life member of the Altona Hockey Club.
- **Seddon Digital** —helps you grow your business by building websites using the most upto date and effective SEO marketing techniques
- **Sophie Kellock-Burns** — individual player sponsor
- **Victorian Prop Logistics** - for your tilt up and precast panel needs, all the sollutions under one roof
- **Werribee Steel** — A leading family supplier specialising in residential and commercial structural fabrications
- **Zoo Studio** —pet photography specialising in capturing their personality and bringing your pet portraits to life

We are always keen to engage with perspective or returning sponsors and offer various options to promote your local business to our members and guests at the club.

For more information please contact Jo Whitford: sponsorship@altonahc.org.au

COREY O'NEIL



VPL Victorian Prop Logistics

PERFECT HARMONY COTERIE

Perfect Harmony was formed in 2014 as the pre-eminent supporter group of the Altona Hockey Club to help with our ambitious facility development plans. Since the start of 2020, the focus of the Coterie Group to assist with coaching.

We recognise coaching an area of critical importance in competing in Premier League, as well as continuing to develop juniors and helping us to thrive as a club.

We would like to take this opportunity to thank the following Coterie Club members who supported us in 2023:

Peter Byrne	Linda Samson	Morris Burgess
Judy Patterson	Lauren Winship	Paul Kruger
Phillip Patterson	Ross Schubach	Merryn Brennan
Brian Fanning	Peter Symons	Kevin Brennan
David Burns	Sharon Faulkner	Bronwyn Kelly
Kristen Orange	Sandy Guest	Peter Dolenc
Russell Dmytrenko	Tracey Drake	Alex Tyrrell
Rod Johnson	Greg Drake	Danielle Schubach
Leanne Meiers	Tim Symons	Rob Burns
Tyson Priddle	Paul Burns	Lisa Smith



FINANCIAL REPORT 2023

For the Year Ended 30 September 2023

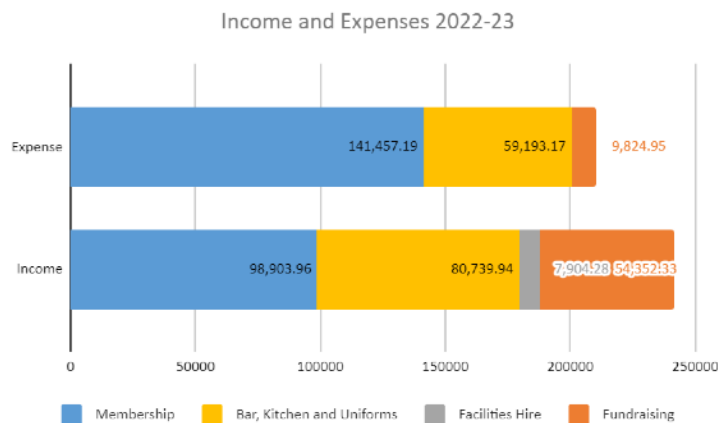
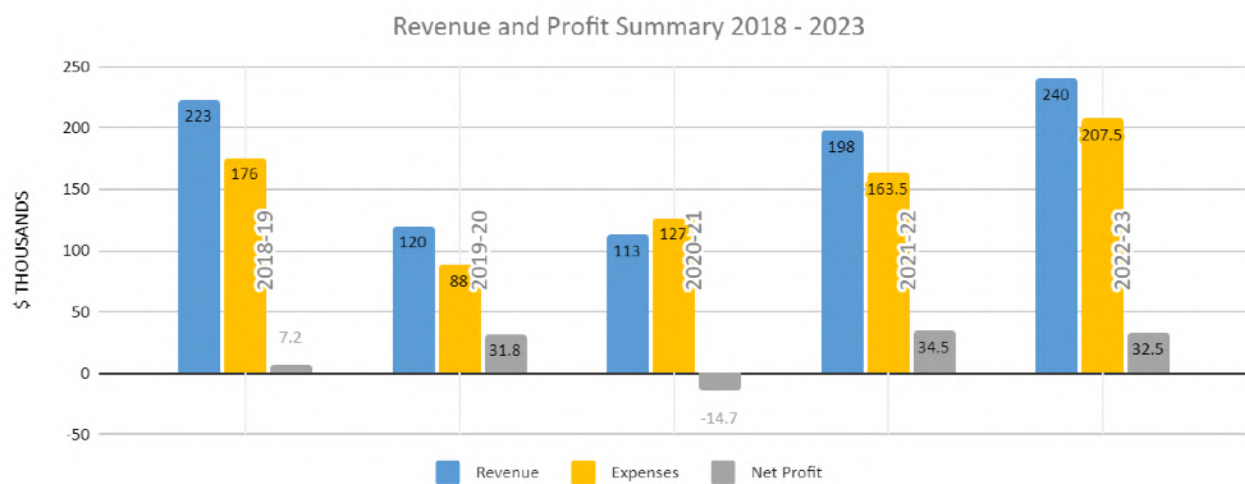
Overview

I would like to start by thanking Kieran Symons for his efforts in the Treasurer role over the last couple of years.

The financial year 2022-23 saw a steady performance in line with the previous financial year. Significant efforts continued in the fundraising and sponsor relations space supporting the club to return a profit.

The club recorded a profit of \$32,508.85 after accounting for depreciation. The account used to support the sinking fund has been closed by BankWest so accordingly a new account will need to be identified and a contribution will be made once opened. Increasing costs continue to put pressure on the budget and set a reliance on fundraising and sponsorship to cover the shortfalls left from membership fees.

Below is an indication of our basic income, expenses, and profit compared to previous years (Chart: Revenue and Profit Summary 2018-2023) and a breakdown of our basic income and expense streams (Chart: Income and Expense 2022-23).



Financial Position (Balance Sheet)

Cash Balance at the end of the financial year was \$264,031.41, however several invoices were outstanding and paid in October. This being said the club continues to be in a strong position to make a contribution to our reserves fund for Pitch Replacement, Coaching and leaving a reasonable amount of expenses covered.

With a healthy balance at the end of year, no funds were withdrawn from the coaching fund for the year 2022-23. Noting that funds were withdrawn in October to cover the final coaching payments for this season. In addition \$10K was withdrawn to pay for new goals.

The table below indicates the change in the reserve funds over the financial year.

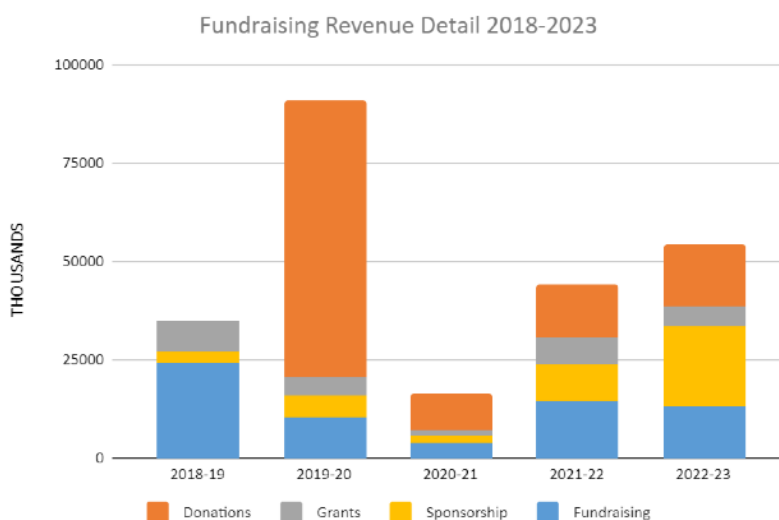
Reserves - Ground Replacement		Reserved - Coaching Fund	
Starting Balance	\$152,679.60	Starting Balance: First Oct 2022	\$23,485.87
New Deposits	\$0.00	ASF Project Deposits	\$13,788.56
Funds used	\$10,000.00	Funds used	\$0.00
Interest Paid	\$0.00	Interest paid	\$0.00
Ending Balance : 30 Sep 2023	\$142,679.60	Ending Balance : 30 Sep 2023	\$37,274.43

Income Summary (Profit and Loss)

The result for 2021-22 was a profit of \$32,508.85 after asset depreciation of \$16,169.54. This can be attributed to the success of sponsorship acquisition, excellent fundraising returns and recovery of owed debts. It will be important to continue to focus on collecting membership fees on time and collecting outstanding fees from 2022 and 2023. It is important to note that due to the delayed Treasurer handover the EOFY closed with several payments and invoices outstanding meaning the profit number is not completely true reflection of the clubs closing position and will need to be considered alongside next financial years figures to paint a full picture.

Fundraising Summary

The results of fundraising in 2022-23 are shown below. The large donation in 2019-20 was the lump sum from the Australian Sports Foundation resulting from a change in their process. These donations are now transferred monthly to the club. Due to the fantastic efforts of some key individuals we have increased our revenue in this space compared against last financial year.



Fundraising Summary (cont'd)

Further detail on this years fundraising activities are provided below.

2022-23 Function / Fundraiser	Revenue	Outlays	Profit
\$2000 Draw - 2022 portion (ticket sales 2019)	\$3,600.00	\$2,800.00	\$800.00
90th Anniversary T-Shirt	\$95.46		\$95.46
BBQ	\$365.50		\$365.50
Bunnings Fundraiser	\$941.63		\$941.63
Chocolate Fundraiser	\$240.00		\$240.00
Other	\$4,316.00	\$74.45	\$4,241.55
Pride Cup	\$1,708.12	\$1,754.12	-\$46.00
Stick Fundrasier	\$354.55		\$354.55
Trivia Night	\$1,500.11		\$1,500.11
Vote Count Guessing Game	\$91.00		\$91.00
Total	\$13,212.37	\$4,628.57	\$8,583.80

Membership Fees

The Club collected \$87,156.93 in winter membership fees in 2022-23, with \$8,233.38 outstanding at the end of financial year, some of which has been recovered already in the start of 2023-24. There will be continued focus on identifying ways to reduce the fees owed as well as ensuring appropriate fee payment across other memberships such as Indoor & other Summer hockey.

Below is a summary of the 2023 Membership Fees.

2023 Membership Fees	
Winter membership fees collected in 2023	\$87,156.93
Overpayments (Credits to be Issue in 2024)	\$0.00
Outstanding at 30th Sep 2023	\$8,233.38
Estimated Recoverable in 2023	\$8,233.38
Total written off as bad debt in 2023	\$0.00

Financial statements

Based on a total revenue of \$240,066.86 in 2022-23, AHC is classified as a tier one incorporated association under the Associations Incorporation Reform Act 2012 (the Act). Tier one associations do not need to have their financial statements externally reviewed or audited.

In accordance with the Act, I hereby present to the membership the financial statements (at Appendix 2) which give a true and fair view of the financial performance and position of the Altona Hockey Club Incorporated for 2022-23.

JOSHUA COOTE
ACTING TREASURER
ALTONA HOCKEY CLUB

APPENDIX 1

2021 - 2024 STRATEGY

2021-2024 Strategy



The bigger picture

Our Purpose

Create a safe place for our community to come and always be welcome

Who we serve

Our present and past members, guests, the sport of hockey and the Hobson's Bay community

Our Vision

To lead Victorian hockey in sustainable competition and community engagement

Our Values

Inclusion
Excellence
Professionalism
Pride
Wellbeing
Spirit

Our Mission

Amplify our club's sustainable future success by:

- **Fostering** the growth and development of the sport of hockey
- **Investing** in the ongoing development of our members and our club
- **Inspiring** and creating positive community impact

Altona Hockey Club: 2021-2024 Strategy

2

Our Values:

Inclusion

We are a social, family friendly, community-based sporting club, welcoming people of all ages, backgrounds and abilities.

Excellence

We strive for continuous development and improvement in all areas of hockey and community contribution.

Professionalism

We are well organized and show leadership in all facets of our club

Pride

We celebrate our past and present achievements.
Our future is shaped by our long and proud history of success

Wellbeing

We promote good sportsmanship, friendly competition and a healthy and safe environment

Spirit

We respond to challenges with positive intent.
We work together to overcome adversity.

Altona Hockey Club: 2021-2024 Strategy

3

Our Strategic Priorities

Foster

Hockey Victoria and Hobsons Bay City Council Partnerships

- Maintain a strong relationship with HV through the promotion, support and deployment of their overall strategy within our zone.
- Leverage HV initiatives to create beneficial impact to AHC
- Actively strengthen our HBCC relationship to underpin our facility development

Increase community awareness and reach

- Raise public awareness of hockey and the AHC to the non-hockey community within our catchment zone.
- Build awareness and engagement through advertising and promotion of our club to attract new members/supporters.

Expand opportunities to participate

- Create more ways for all members of our community to participate at all levels and abilities

Fostering the growth and development of the sport of hockey

Altona Hockey Club: 2021-2024 Strategy

4

Our Strategic Priorities

Invest

Attracting

- Attraction of new players to our club to ensure a sustainable hockey competition
- Engage in community outreach to actively recruit new junior players
- Devote specific attention to increase female participation and retention at all ages.
- Leverage the strength of our club culture to encourage new playing members

Member Experience

- Build pride, connection and engagement across our membership base and alumni to improve retention.
- Includes onboarding of new members, ongoing engagement of existing and past members in all areas of club activities and opportunities to participate.

Pathways

- Actively enable members to realise their own hockey aspirations as players (at all levels, ages, abilities), coaches, umpires, officials, administrators, volunteers and supporters.

Facility Development

- Work with HBCC to ensure the successful funding and completion of our clubrooms upgrade.
- Maintain awareness and planning of requirements to ensure our playing facilities enable us to play and host elite level games.

Governance

- Increase our reputation with stakeholders, HV and HBCC through demonstration of strong governance and fiscal responsibility.

Investing in the ongoing development of our members and our club

Altana Hockey Club: 2021-2024 Strategy

5

Our Strategic Priorities

Inspire

Raising the bar

- Set and maintain high standards as a community club, by seeking out accreditations, certifications and partnerships that exceed what is expected of us, and demonstrates our commitment to positive community impact

Be a place that the community wants to use

- Increase the awareness of, and bring more people to our place
- Create a positive community place and expand the utilization of the current facility beyond hockey operations – increase non-operational revenue generation.

Inspiring and creating positive community impact

Altana Hockey Club: 2021-2024 Strategy

6

Critical success factors



In order to lead Victorian hockey in sustainable competition and community engagement, we need to show that we can:

- Maintain our Premier League status
- Demonstrate on-field success – regular finals appearances across all grades
- Complete our facility redevelopment
- Grow our playing membership base
- Grow female participation to sustain our women's/ girls' competitions across all levels
- Recruit, develop and retain volunteers with appropriate skills.
- Demonstrate strong working partnerships with HV, HBCC, other clubs from the Western suburbs and Regional Victoria.
- Develop strong working partnerships with schools and community groups within our catchment zone
- Develop our junior members into future leaders of the club, both in hockey-specific and administrative roles.
- Increase and maintain funding from alternative revenue sources
- Continue to demonstrate prudent financial management.

Altona Hockey Club: 2021-2024 Strategy

7

Required capabilities



To deliver on our strategic priorities, we need to be able to attract and retain people who have the skills and abilities to:

- Influence decision making with local government and Hockey Victoria
- Successfully partner with HBCC on all aspects of facility development
- Directly connect with non-hockey community groups
- Create and maintain diverse communication channels and community engagement.
- Support expanded participation and facility utilisation activities
- Define, develop and implement member attraction, experience, and pathway programs
- Maintain strong governance and financial discipline
- Identify appropriate certifications, accreditations and partnerships that the club should hold or acquire

Altona Hockey Club: 2021-2024 Strategy

8



ALTONA
HOCKEY CLUB

ALTONA HOCKEY CLUB, INC.
SUGARGUM DRIVE, ALTONA, 3018
WWW.ALTONAHC.ORG.AU

The Altona Hockey Club acknowledges the peoples of the Kulin nation as the Traditional Owners of the lands on which our club sits and pays respect to Elders past and present.

2022-23 AHC ANNUAL REPORT
COURTESY OF WESTSIDE DIGITAL.

