

sportlomo

Customer Spotlight

Wellington Hockey

Hockey, New Zealand



Wellington Hockey Association

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Making great hockey happen

Making great hockey happen

Spotlight



Hockey New Zealand has 32 regional hockey associations throughout New Zealand. Wellington Hockey Association has a long and prestigious history and has been in existence for over 100 years. The men's and women's associations are combined. Many of the association's players have represented their country in Olympic Games, World Championships and International Fixtures.

Wellington Hockey hosted the 2017 National Hockey League and Senior Nationals Tournament.

Wellington runs a very busy schedule of matches, tournaments and events from Open Grade, Secondary School, Small Sticks, Hockey 9's, Masters, Summer and Indoor hockey.

To support all this activity Wellington use SportLomo's Competition Management, Game Management, Electronic Team Rosters (teamsheets) and Umpire Assigning.

The Wellington Hockey new mobile responsive website was developed by Sportlomo and receives results, game schedules, standings and news in realtime from the Sportlomo platform.

Hockey New Zealand, is the governing body overseeing, promoting and managing the sport of field hockey in New Zealand. It is a full member of the International Hockey Federation (FIH) and the Oceania Hockey Federation (OHF). The federation comprises of 32 provincial hockey associations, organised into 8 regions.

The Wellington Hockey Association has a long and prestigious history and has been in existence for over 100 years.

NEW ZEALAND HOCKEY NUMBERS 2018

59,558 WINTER PLAYERS

25,776 SUMMER PLAYERS

2,890 INDIVIDUALS ATTENDED COACHING DEVELOPMENT COURSES

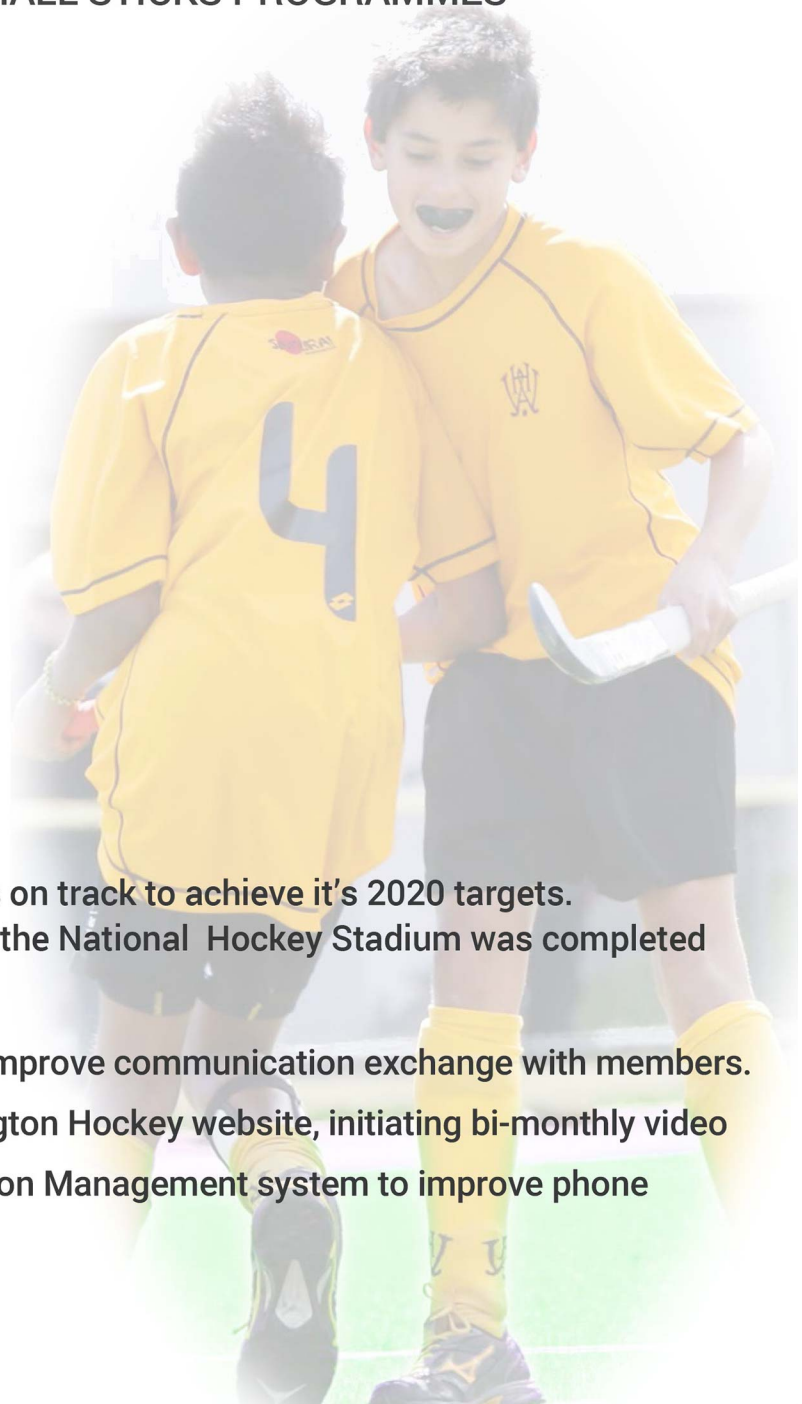
67,088 SCHOOL CHILDREN ON SMALL STICKS PROGRAMMES

Wellington Hockey Annual Report

Highlights

Wellington Hockey and the association is on track to achieve it's 2020 targets. The third world-class water-based turf at the National Hockey Stadium was completed and officially opened.

A key focus for the 2017 season was to improve communication exchange with members. Priorities included - refreshing the Wellington Hockey website, initiating bi-monthly video updates and introducing a new Competition Management system to improve phone app and website functionality.



WELLINGTON STRATEGIC PLAN 2015-2020



Wellington Hockey Association's **Strategic Plan** 2015-2020

Our Vision: Hockey is the sport of choice for Wellingtonians
Our Mission: Making great hockey happen

OUTCOMES BY 2020

More and better people supporting hockey

- 80% retention of Wellington Hockey coaches and umpires, at all levels
- 80% of stakeholders rate Wellington Hockey's performance as excellent or very good

More people playing hockey, more often

- More than 15,000 participants involved in Wellington Hockey programmes
- 5,250 registered members

Wellington teams winning, more often

- Wellington teams consistently winning at all levels
- 20% of Blacksticks players are from the Wellington region

Effective partnerships that benefit the hockey community

- 200,000 cash reserves position
- 25% more turf space is available to support the growth of hockey across the Wellington region

THE FOUR KEY PRIORITIES OF THE STRATEGIC PLAN ARE:



WELLINGTON HOCKEY 2017 OUTCOMES



2017 OUTCOMES

PEOPLE



424 **336** 2016
Coaches and umpires attended **development workshops** facilitated by the Association

38 **29** 2016
Capital players delivered **coaching sessions** to support our community hockey programmes

34 **22** 2016
Wellington based **umpires and coaches** were appointed to international or national tournaments

DEMOGRAPHICS

36%

increase in our Winter membership over the past 7 years (6,863 members in the 2017 season)



PARTICIPATION

13,136 **10,090** 2016

people involved in Wellington Hockey participation programmes



963 **848** 2016

youth participated in Wellington development programmes

Over

400 **370** 2016

players (26 teams) attended national tournaments

57%

of Capital players originated from the Wellington region in the 2017 season (68% in the 2016 season)



PERFORMANCE

47% **44%** 2016

of Wellington teams achieved a top 4 placing at national tournaments



8

Capital Players were chosen to represent the **NZ U18 squad**



65 **70** 2016

players from the Capital region were selected into **New Zealand representative squads**



18,500

people watched the Wellington Hockey Short Corner video series

39,288 **33,000** 2016

visits to the Wellington Hockey website every month

2507 **2176** 2016

Wellington Hockey Facebook followers

PARTNERSHIPS

\$3.4m **\$2.73m** 2016

leveraged to support NHS 3 and turf replacement projects

50% **32%** 2016

increase in funding and sponsorship income

\$335,640 **\$250,640** 2016

invested into new assets and the Stadium Trusts Capital fund



VOLUNTEERS

494 **470** 2016

volunteer coaches and umpires were involved in our competitions and programmes

Wellington Hockey Website Statistics

15th May 2018 to 15th May 2019

Mobile responsive website designed and developed by Sportlomo.

The website displays scores, fixtures, updates, schedule, standings/tables and news in realtime. All competition and game data is managed on the Sportlomo platform and fed automatically to the Wellington website (all automated).

Scores are accurate and up-to-the minute as results are returned by text and SMS by approved scorekeepers/game officials. Results are typically returned within minutes after the final whistle.

Google Stats (1 year) 15th May 2018 - 15th May 2019

318,905 sessions

87,504 users

1,156,873 page views

3.63 pages opened per session

2.20 session duration

28% new visitor

Devices used to access website

63.52% mobile

28.84% desktop

7.64% tablet

COMPETITION STATISTICS

2018 Season

Wellington Hockey manages its competitions, games and umpire / match officials assignments on the Sportlomo platform.

Sportlomo have a comprehensive Umpire/Referee and Match Official module. Games are allocated to umpires and officials (the system displays their availability/grades and flags any conflicts). Officials are assigned their games and then notified of these by email and text. Umpires and Officials accept their assignments online.

Scores (results) are returned directly to the system using SMS text message (typically minutes after the final whistle). Scores are only accepted from approved scorekeepers thus all scores are accurate and up-to-the-minute. Standings are updated immediately as results are returned (automated).

To support all the games activity, Wellington also use SportLomo's Electronic Team Rosters (teamsheets). This will give WH a detailed playing history of all players over time. This allows WH to view and manage key participation demographic information.

In February 2018 Wellington will begin using the New Venue Management Module.

Competitions 2018 Season

Hutt Kiwi Sticks	Open Grade
Hutt Mini Sticks	Hockey 9s
Kiwi Sticks	Hockey 11s
Mini Sticks	Masters
Small Sticks	Social Hockey
Secondary	Summer Hockey
	Winter Hockey

Total number of Competitions 92

Total number of Games 3,464

Hockey New Zealand

2018 OUTCOMES

WIN ON THE WORLD STAGE

Vantage Black Sticks Men
at **Gold Coast**
Commonwealth Games



Vantage Black Sticks Women

WON
GOLD COAST
COMMONWEALTH
GAMES

DELIVER WORLD CLASS EVENTS

16,886
SPECTATORS

attended international test matches



GROW THE HOCKEY COMMUNITY



59,558

Winter Players >> 2.7% growth

25,776

Summer
Players
>> 3.4% growth



67,088

522 teams competed at 34 domestic tournaments

2,890 people attended coach development courses



School children received delivery of Small Sticks programme

57 Umpires & Technical Officials at FIH international events

DIGITAL ENGAGEMENT

WEBSITE VIEWS **1,174,897**
>> 11.5% growth in one year

“**4,900** media
mentions for Hockey NZ &
BLACK STICKS”

316,000

Facebook fan
base combined



Average viewers of
live streamed matches

>> 56% growth

\$1,200,000

Received from our funding partners

458k

live video views

>> 174,000 more
than in 2017

MORE HOCKEY ORGANISATIONS USING SPORTLOMO



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