



HOCKEY
WALES

2017

ANNUAL REPORT

DELIVERING WORLD CLASS HOCKEY EXPERIENCES IN WALES

CEO Welcome

We hope you enjoy reading this report that provides a snapshot of some of the progress made as we aim to deliver world class hockey experiences across Wales. The report hopefully brings to life and highlights some of the considerable progress made over the last twelve months.

These achievements would not be possible without the contribution from all the hockey family in Wales. I would like to thank my dedicated and loyal team of staff, our committed Board of Directors and the support from all our valued partners and key stakeholders. We're also very grateful to our superb band of passionate volunteers, coaches, umpires and officials who give their time freely, with the commitment to improve the standards and principles that we uphold throughout hockey in Wales. Our senior squad players and staff have made incredible improvements and are true ambassadors and role models for our sport.

I would like to offer a huge thank you to all our clubs who have made some excellent progress in so many ways but particularly in attracting new players into our amazing sport. We have put clubs at the heart of what we do and promise to ensure that there continues to be improved engagement and support to meet the needs of all. I am very proud of the progress and achievements to date but recognise that continual improvement is required if we are to achieve the ambitious goals and standards we set ourselves. The passion and energy of everybody involved in hockey in Wales is overwhelming and we should all be proud of the years achievements and all look forward to playing our role in the exciting times ahead.

David Phenis
Hockey Wales CEO





HOCKEY WALES IN NUMBERS

Our paying members:		a growth of 7.9%
Women World Ranking:		climbing 6 places
Men World Ranking:		No.32 climbing 2 places
Men's Masters:		8 squads
Women's Masters:		5 squads
NAG squads:		4 teams (U18's girls & boys and U16's girls & boys)

PITCHING OUT ACROSS WALES

We work with 64 hockey clubs across the country.



Meet our Club Development Officers



Tom Little
North Wales
[@TomLittle18](#)



Adam Howard
Mid-North Wales
[@AdamHow11](#)



Amanda Roberts
South West Wales
[@AmandaRobertsHW](#)



Hannah Bevan
South Wales
[@HannahBevan23](#)

Hockey Wales CDO's are working towards developing stronger club presence across communities; helping grow membership but most importantly... **GROW THE GAME!**

POD CENTRES

Partnership of our Development

An initiative designed to help build the bridge between regions across Wales; whilst encouraging focus around development; the POD centres have proved beneficial for all involved.



SOME DELIGHTFUL STORIES FROM THE YEAR



UMPIRING ACROSS EUROPE

Countries umpires working with Hockey Wales have travelled to



Puconci (SLO)
Budapest (HUN)
Wettingen (SUI)
Siauliai (LTU)
Lipovci (SLO)
Vienna (AUT)
Vinnitsa (UKR)
Walcz (POL)
Wattignies (FRA)
Hradec Kralove (CZE)

Cascais (POR)
Nottingham (ENG)
Sveti Ivan Zelina (CRO)
Glasgow (SCO)
Belfast (IRE)
Valencia (ESP)
Vantaa (FIN)
Cambrai (FRA)
Kamohia-Varna (BUL)

Prague (CZE)
Gibraltar (GIB)
Vilnius (LTU)
Pavlovskii Posad (RUS)
Bratislava (SVK)
Predanovci (SLO)
Minsk (BLR)
Dundee (SCO)

OUR MASTERS

Some great highlights from the Masters over the year

The Women

April 2016 saw three Women's Masters squads travel to Canberra, Australia for the World Cup. Two squads finished fourth and one finished fifth. Two squads finished fourth and one finished fifth.

Home Nations in Edinburgh - June 2016 - four squads participate; providing a solid platform for the 2017 European Masters in the Netherlands and 2018 Masters World Cup in Spain.



The Men

The Over65's achieved the first ever international tournament victory by a Wales Masters age group, emphatically winning the Celtic Cup with clean sheet victories over France, Scotland and Ireland.

COACHING

'Shaping the future'

With the aim of learning more about the new direction for coaching in Wales's the new Coach Development Programme was successfully launched in January 2016; driving a new culture and questioning approach to coaching. Designed around the 'Golden Thread' model; the programme creates a more game like practise through fun and engaging sessions.

Programme numbers



clubs applied



coaches being worked with



players being supported through the programme Q&A with Coach Developer, Lee Ible



Remains a popular course with nearly 200 people trained; over 16 courses.



Trained to Level 2 Coaching

PERFORMANCE

THREE SENIOR ATHLETES ON GREAT BRITAIN PROGRAMME



Sarah Jones



Rose Thomas



Dan Kyriakides



HIGHLIGHTS TO FOCUS ON FOR WOMEN, MEN AND GB



Senior Women

Wales climbed a staggering 6 places to number 26 in the world on the back of a fine showing in the 2016 FIH World League competition.

In September 2016 Wales women finished round one in 2nd place in Douai, France. Securing their qualification to Round 2.

In Kuala Lumpur, Malaysia (Jan 2017) Wales put in some strong performances in round 2, defying the rankings to finish in 4th place. They made the semi-finals where they lost out to eventual winners Ireland.



Senior Men

Wales men climbed 2 spots in the World rankings after performing well in the FIH World League. In September last year Wales men put in a solid performance at Glasgow to win the round beating hosts Scotland in the last game to qualify for round 2

In perhaps the toughest pool of round 2, Wales travelled to Belfast (March 2017) where they finished 4th losing out to Ireland in the semi finals





Great Britain

An unprecedented year for Welsh athletes following the success in Rio 2016. 3 athletes were selected to the senior programme as part time players following a selection process. Dan Kyriakides for the men and Rose Thomas and Sarah Jones for the women. <http://www.bbc.co.uk/sport/wales/38602841>

Dan followed this up becoming the first male player in a generation to win a Great Britain cap in the Azlan Shah cup in Malaysia playing his part in a GB win. <http://www.greatbritainhockey.co.uk/news.asp?itemid=40953&itemTitle=Great+Britain+win+the+Azlan+Shah+Cup&ion=1044>



2016/17 - A YEAR OF FIRSTS FOR OUR NATIONAL AGE GROUPS...

U16 boys and girls compete in the first ever EuroHockey 5's tournament to provide a competitive outlet for the younger age group.

In the Summer, we participated in the first ever Great Britain wide Futures Cup competition. Competing at U15 and U17 saw some strong performances within a valuable learning environment.

The year saw many players progressing from the national age group programme through to either the development programmes or senior programmes within Wales. This was the first year in a while where a junior international had progressed straight from the age group programme straight into the seniors with both boys and girls picking up senior international honours in summer 2016



EQUALITY & INCLUSION

As an organisation, we pride ourselves on our continued and committed work with our 'equality and inclusion' partners. From BME to Disability; we hold strongly the view to remain aware within all events and campaigns we host and encourage

Two examples of the work we're doing with our partners...



LGBT Cymru

September 2016 saw members of our hockey family feature in the LGBT Awareness in Sport film (link to film). A creative and informative piece that continues to evoke change and tackle barriers across clubs, communities, workplaces and schools. The film featuring Rhondda Ladies and Cardiff & Met won 3rd place in the Iris Prize Film Festival.

Areas of Deprivation

We've been working closely with Street Games to understand the barriers that children face in terms of accessing hockey and putting together a research project that will help us design a hockey toolkit for children from deprived backgrounds. We are still working on this project so is hard to give results just yet in terms of an annual report.



COMMERCIAL & BUSINESS

As an organisation, we remain extensively proactive and positive in our approach to becoming more commercially aware; continuing to work under our Commercial Strategy; raising the profile of hockey as a sport and the individuals who play.

Income secured so far...

£4,600 in player sponsorship has been obtained

£2,000 per annum contract with Formerly Bars

£1,000 banner advertisements

Work continues to secure sponsorship across an array of areas; with primary focus zoned in on shirt sponsorship for the EuroHockey Championships II this coming August.

Three Feathers Dinner

November saw the launch of an inaugural 3 feathers dinner, the brainchild of one of our players; aimed at raising much needed funds for our senior players. The evening also celebrated the launch of the 100 cap club where caps were presented to those players achieving this terrific milestone. The event was a resounding success with all proceeds going to support the squads and it is hoped that this will become a regular feature on the calendar and will include both men's and women's squads.



COMMUNICATIONS

Throughout the last 12 months, communicating with our audience has continued to be an important objective for our team. We hope this report serves as a snapshot of the year and you feel you've been kept up-to-date so far.

Unfortunately, due to a lengthy spell of absence within the communications space, Hockey Wales and our members have taken a small hit.

Apologies and we WILL make amends going forward..

We're Changing - We're Developing - We're Growing

Our current social media presence



Our Twitter following: **7,770**

15,800 average page visits PM (Apr 16 - Mar 17)



Facebook followers: **2,616**



Instagram followers: **1,799**

We're growing our following; with an average of 4 new fans joining us every day Our Facebook posts are reaching more and more people every day

Social Media platforms We're putting more energy into...



WATCH THIS SPACE

- Launch an engaging & interactive new website; designed with our members in mind.
- Bring to life an informative newsletter; helping connect our members across Wales.
- Appreciate the power of our brand; using it to influence positive steps for change.
- Strengthen our link with the press and continue to work with a view to becoming a more widely watched and appreciated sport.



FINANCIAL

Hockey Wales audit results in clean bill of health, with no issues raised.

Numbers to share:

Total Income: £1,1721,732

Total expenditure: £1,144,005

Surplus: £37,274

Reserves: £122,582



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