

**WELLINGTON
FLOORBALL
CLUB
STRATEGY
UPDATE -
OCTOBER
2023**

ABOUT:

At the 2022 AGM Storm adopted a new strategic plan which contained a high level objective and strategic goals, with principles and determined key focus areas underpinning them for the club to focus on in coming years.

OBJECTIVE

The objective of the club is to improve the standing of the Wellington Floorball Club as a leader in all areas of floorball in New Zealand. This leadership includes reputation, performance, development of floorball, number of active members, involvement in school and community floorball programmes and international relationships and representatives.

Club Principles

Wellington Floorball Club has developed seven principles to assist the club in implementing its strategy and achieving its objective. These principles have formed from the experiences of the club since its inception.

Storms principles developed as part of the Strategy to guide decisions and behaviours of the club in all that we say and do.

1. Create an inclusive and welcoming environment that promotes and develops Floorball for all ages and abilities and fosters a sense of belonging with Storm and other members.
2. The health and direction of the club is a priority.
 - a. Developing all aspects of the game within our club: refs, coaches, support roles.
 - b. Providing the tools and support to develop players capable of competing at a higher level.
 - c. Supporting the growth and development of floorball in general to assist the club achieve its objective.
3. Providing a league to foster development and competition.
 - a. An internal club league is a priority
 - b. Where possible collaboration with the community of clubs to support a wider league to increase development and competition opportunities.
4. Open and transparent behaviour to support engagement and connection with the community.
5. Being responsive and adaptable in pursuit of the overall intent of the objective.
6. Understanding that engagement with our members is not a one size fits all and all have different wants, needs and goals.
7. Strong financial management, guided by the cumulative intent of the principles, to support the club objective.

Focus Areas - 2023 Activities



TECHNOLOGY AND COMMUNICATION

Adoption Friendly Manager for Club and League administration



DEVELOPMENT OF SCHOOL AGE INVOLVEMENT

There was an increase in Junior attendance across the board.
The club supported schools when capacity allowed, both at schools or by running sessions at ĀTSC.
School Leagues continue to run in Term 1 and 4



COLLABORATION WITH DEVELOPING CLUBS

The focus here has been on inter club collaboration to provide opportunities for further development of players.
In summary training/game opportunities were arranged as follows

Junior boys - Upper Hutt (Misfits)
Junior Girls - Lower Hutt (Flyers)
Women's - Wellington Bays



DELIBERATE ENGAGEMENT OF CLUB MEMBERS TO INCREASE REF AND COACH LEVELS

Internal coaching workshops run each term for Storm coaches
Reffing mics introduced and adopted in training games
Reintroducing the shadow system to Sunday League
Trialling of a buddy system at WFO which the club hopes to roll out to Sunday Leagues in coming terms



RELATIONSHIP MANAGEMENT WITH ALL STAKEHOLDERS

Storm had a presence at Secondary School conference and will be attending the upcoming Nuku Ora regional conference

Relationship established with CoachMate with a goal to get Floorball onto their platform in coming years. Core barrier here is the absence of an analog playbook.

Storm also has active representation both on the Floorball NZ committee and the WFL committee

Storm now have a fundraising agreement with Delaware at the Stadium which will continue to focus on fundraising for overseas playing opportunities for Juniors after the NZ U19 Women's campaign is completed



ELITE LEVEL FLOORBALL

2023 WFL season:

Storm had 1 Premiership team and 3 Championship teams.

The number of teams is lower than previous years and was primarily due to the lack of coaches available.

NZ representation:

Storm continues to have representation on national teams.



FINANCIAL PLAN TO SUPPORT THE STRATEGY

The adoption of Friendly Manager combined with the work done by our Treasurer has made a significant impact in this space.

While grants funding has reduced over recent years, the club was successful in getting a grant to cover replacing most of the equipment that services both our members and our community leagues and events



DEVELOPING PLAYERS SKILL LEVELS

Sunday League Development teams are now well established and our juniors have a sustainable development pathway from Social up to WFL level.

Term 4 the club will be introducing an Adult Storm Development team

Measurements for 2023:

Club Training	Term 1	Term 2	Term 3
Y1-6	12	9	23
Y7-8	20	17	22
Y9-11	33	36	30
Adult Social	13	21	22
WFL	70	70	70

NZ National Team	Storm players
Women's - WFCQ Feb 2023	7
Men's Development - AOFC Oct 2023	5
U19 Women's - WFC May 2024	13

External Tournaments	Storm Teams
Southern Lakers	1
CFO	4
HFO	3
NBO	4

Term Events hosted by Storm:

Event	Term 1	Term 2	Term 3
Womens	22	51	29
Masters	24	40	49
Junior	~40	~100	-
Preschool	15-20	15-20	15-20

Tournaments hosted by Storm:

Tournament	Storm Teams	Non Storm Teams*
Wellington Floorball Open	7	15
Junior Wellington Floorball Open	9	15

*Non Storm Teams - JWFO	Number
Upper Hutt - Misfits	8
Lower Hutt - Flyers	4
Miramar North School	4
Aotea College	1

*Non Storm Teams - WFO	Number
Wellington Based	17
NZ (outside Wgtn)	4
Australia	1

Leagues run by Storm:

Term 1 School Leagues	Teams
Year 1/2	9
Year 3	7
Year 4	7
Year 5	6
Year 6	9
Year 7/8	23
Year 9/10	19
Year 11-13	13

Schools	24
Teams	93

Sunday League	Term 1	Term 2	Term 3
Storm Teams	6	8	9
Non Storm Teams	31	30	31
Total Teams	37	38	40

Sunday League	Term 1	Term 2	Term 3
Players	N/A	N/A	309

(Player data only available from Term 3)