



# SERVETTE HC

## Hockey sur gazon

Geneva, 15-Apr-2015

SwissHockey, Commission Development, Education & Junior

Dear commission members,

As a response to Paul Schneider's request for proposal dated 2-April-2015, please find attached the application submitted by Servette Hockey Club, for the year 2015-2016, as well as the prospective at 2- and 5-year horizons. The five following characteristics can be highlighted regarding the recruitment project of Servette HC:

**1. What effect has the project on the notoriety of field hockey in the region and within the club environment?**

Through Extracurricular and private schools activities, field hockey will become an option for many pupils and for their parents in primary school age in Geneva (see below calculation). In the direct environment of Richemont (within 3 kilometers radius), every public school has an extracurricular program and will be reached. Every private school in the same area will also be offered an initiation.

**2. How many youth may gain some experience with field hockey through the project?**

Within the Geneva canton, the reach of the GIAP (Parascolaire – after school extracurricular) is ca 8000 pupils during the evening session, which is 30% of the total public primary school population (27500 – [www.bfs.admin.ch](http://www.bfs.admin.ch) source 2012-2013). SHC plans to offer the initiation to field hockey to ca. 50% of the GIAP sectors. The criteria will primary be based upon distance to the stadium (Richemont), reaching pupils who can effectively attend the personalized training. So the potential reach for this GIAP channel is 4000 pupils, once the project will have reached maturity. For private schools, the potential is similar with a total enrollment of 8000 pupils and ca. 50% in schools located in the area where the club is located, so a net potential reach of 4000 pupils. Short-term, the project will reach 200, 400 and 1000 pupils as of 2015/16, 2016/17 and 2020/21 respectively, with detailed calculations in the application.

**3. How much time and energy must be spent for the project and what effects can be achieved?**

The expectation is to achieve a conversion rate of 5% of enrollment vs. project reach: as detailed in application this will mean 10, 20 and 50 new players in Mini Hockey-/League as of 2015/16, 2016/17 and 2020/21 respectively. The cost per acquisition is estimated at 250 CHF per recruit and the time at 6 hours including preparation time (hourly rate established using GIAP average).

**4. What is unique about your project? Have you developed and implemented an idea which is particularly promising? How creative is the project?**

The project is unique in that it targets an "ideal" moment for children, when they are at schools, and are looking for extracurricular activities. As such it enables a systemic approach to recruitment. It is also easily adaptable in size, only limited by our capacity to fund the project, and it can be adjusted easily as recruitment results start to be known.

**5. How well did you communicate your project? Both within your club, school sport within the range or outwards? Could you reach the regional press?**

We have just received approval from the GIAP in April 2015 for a pilot in 2015/16 as well as some initiation tests in May 2015. We are also looking at private schools initiations during May 2015. Within the club we have announced the project to all the potential trainers for trainers' recruitment. The project will be known to all GIAP Sectors as we will reach out to them in school year 2015/16 to schedule the initiations. As for the local press, our plan is to use Leman Bleu TV and Proxifoot, two local news outfits, to generate specific media coverage. This should be done in fall 2015 when initiations will be underway.

We hope you will find the project application attractive and will support it with funding. In case of questions, do not hesitate to contact me.

Best regards,

Pierre CHARLES,  
SHC recruitment, member of the SHC committee.