

USTS Hockey Club

BACKGROUND:

Founded in March 2012, the aim of USTS Field Hockey (www.ustsfieldhockey.ch) is to

enable kids and adults of all levels of sporting ability to play and enjoy field hockey. USTS Field Hockey is part of the USTS Club (Union sportive Terre Sainte): an established sports club in the greater Geneva - Nyon region with over 800 members in hockey, football, ice hockey, badminton and table tennis sections www.usts.ch.

LOCATION: We considered the Terre Sainte area, just 15km from Geneva, with its rapidly growing population of both Swiss and internationals, to be the perfect base for a new Field Hockey section www.terre-sainte.ch.

ACHIEVEMENTS: * In just 2 1/2 years the club has grown from 35 to 110 junior players.* We have become the most international and fastest growing field hockey club in Switzerland* We have the highest percentage of girls of all clubs within the Swiss Hockey movement www.swisshockey.org

CULTURE: Our welcoming and inclusive club culture often makes us the first port of call for international families arriving in the area. Like the Terre Sainte region, we are dynamic, keen to develop and grow, and proud of our international identity. We welcome all newcomers, whether to play, coach, sponsor or help in any way with club activities. With a full calendar of events, whether sporting such as Swiss Hockey championship tournaments, friendly tournaments for our younger players or our adults, or social events such as the Christmas parties at the Château de Coppet or the end of year barbecues, and participation in local events, there's always something going on in the USTS Field Hockey community

COMPETITION:The club offers a top class field hockey coaching facility to children age 5-18, as well as the opportunity for adults to play and enjoy the sport on a recreational basis. Our enthusiastic and committed coaches nourish over 100 keen young hockey players through top coaching in English and French (sometimes even Spanish, Dutch or German!) in fun training sessions. By entering teams into both the Swiss Hockey challenge and elite championships, we ensure that there's something for all our kids: the recreational players there to keep fit and have fun, as well as their more ambitious friends who want to excel in their chosen sport, sometimes even aiming to represent their (host) country in the Swiss national squads (5 girls & 2 boys).

STATISTICS:

Junior Teams:U8 (30)U11 Challenge (18), U11 Elite (12) U14 Challenge (12), U14 Elite (12) U17 (10) **Girls:** 55% **Representation in Swiss squads:** U18 girls (2)U16 girls (3)U14 Regio West boys (2) **Coaches:** 6 (3 Jeunesse & Sport)

! Project Description

Providing Juniors with Club Technical Development Programme for Training, and Match Strategy

- Conceived in 2014, a programme of junior technical training to share throughout the club.
- The intent is to:
 - i) raise the level of technical training for all junior members
 - ii) offer a consistent approach and strategy which builds through the age and capability groups

- iii) provide a handbook to enable a wider number of young adults and parents to become engaged in the development of the club.
 - Technical training, handbook, share and reapply sessions between coaches and communication to parents provide the foundation for a step up of capability of coaches - and as a result - juniors.
 - The opportunity for “non-hockey” parents or those who have played but do not have formal coaching background brings more individuals into hockey supporting the juniors and increasing the range of influence for hockey.
 - It is anticipated that this will increase the retention of juniors through the age groups owing to commitment and engagement of parents.
 - Trialled in April 2015, an information evening, sharing strategy and approach to all parents and invited guests allowed for interaction with the coaches and commencing understanding of the approach.
 - Recruitment anticipated to bring incremental 30 players through the Junior and Adults sections, plus halo effect from improvement in training and coaching quality, plus improvement in tournaments
- Develop handbook with training programmes / exercises for all ages - Share approach with parents and children, and guests- Training of coaches through a “train the trainer” programme
- Apply consistent training strategy and technique- Train a consistent playing methodology, using consistent language through all levels of the club- Make Handbook available on line for parents / juniors- Raise

the technical capability of juniors, with improved results, and increased representation at Swiss national teams

- Raise the technical capability of juniors and adults, with improved results, and increased representation in Swiss national teams

Organisation and Implementation

Schedule including Timeline

• Planning required : May 2015 – July 2015 • Preparation and implementation : September, December, March, June

Financial Participation

• Cost of development and deployment of promotional material – 500 chf • Cost of incremental Communication Sessions – $4 * 200 \text{ chf} = 800 \text{ chf}$

• Development of material – hard copy and electronic Deployment of material
Information Sessions Parents and guests Coaching for Coaches



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Using our recreational adult section to help develop U17 and ex-U17s into team(s) capable of joining Swiss Hockey adult leagues

- Established only 3 years ago, the adults section has grown from a small collection of 4 or 5 attending training, to a consistent weekly attendance of 15, including those players now too U17.
- A restructuring of the training programme in 2014 enables the participating adults to support the development of the U17 players through combined training and an increase in intensity of training matches.
- The ability to offer a succession for children through U8, U11, U14 and U17 into adults teams maintains the vision of the club to provide an environment for players of all levels to develop hockey and play at the appropriate challenging level for their ability.
- An adult team provides the succession from junior to young adult, and completes the age ranges within the club. It will prevent juniors from leaving if they consider that they have no opportunity to develop further beyond 18 at a period when they might reduce the sport played without competitive challenges.
- Additionally bringing an adult team offers greater exposure to a wider population of players and families, thus having a greater potential for incremental players than simply those playing adult hockey.
- This halo effect, for additional players at all levels, and ability to offer a true “club” environment with draw of regular fixtures of adults will act as an inspiration to the younger members of the club, and will be the goal for which they will strive.
- It will also enable a stronger community for our sports centre Rojalets with multiple levels and ages playing each weekend,

thus promoting our case with the local authorities for the need of a full-sized pitch dedicated to field hockey.

- USTS is based between Geneva and Lausanne, both of which already have multiple adults teams. It is not an area with a demographic populated by young adults other than those living at home. To compete at an appropriate level, a significant increase in the number of adults playing is required, through an intensive recruitment programme, using all means at our disposal.

Objectives (Short, Medium, Long)

Short : - Intensive recruitment programme to increase number of male and female players.- Establish a programme of friendlies to establish ability to play competitively regularly (including regular U17 vs. adult matches).- Reach out to new and returning hockey players to encourage participation in club.

Medium : - Enter league with minimum 1 team (Mens or Ladies)- Leverage increase in adults to support training and development of Junior section

Long : - Provide minimum of 1 competitive team for both Mens and Ladies- Leverage adults to train & develop Junior section for sustainable training programme

Financial Participation

- Cost of development and deployment of promotional material – 200 chf
- Cost of incremental training facility for additional time in training hall – 70 chf/hr (ca. 1,300 sf for indoor season (outdoor pitch free of charge)
- Cost of additional equipment – 1,500 chf for goalkeeper equipment and masks

Schedule including Timeline

- Planning required : May 2015 – July 2015
- Preparation and implementation : August – October 2015
- Execution through matches : from September 2015



STATISTICS:

Junior Teams:

U8 (30)

U11 Challenge (18), U11 Elite (12)

U14 Challenge (12), U14 Elite (12)

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Girls: 55%

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- Medium** :
- Enter league with minimum 1 team (Mens or Ladies)
 - Leverage increase in adults to support training and development of Junior section

- Long** :
- Provide minimum of 1 competitive team for both Mens and Ladies
 - Leverage adults to train & develop Junior section for sustainable training programme

Organisation and Implementation

- Development of promotional material – hard copy and electronic
- Deployment of promotional material
- Active follow-through for new members
- Development and deployment of schedule of friendly matches for Season 15/16
- Purchase and delivery of additional equipment to support increased training requirements

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