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# Appendices

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Appendix 1: **Constitution of Stars Hockey Club**

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*1. Name*

The name of the club shall be "*Stars Hockey Club*" (hereinafter referred to as "the Club").

*2. Colours*

The Club colours shall be Navy and White

*3. Objectives*

The objectives of the Club shall be:

- a) To foster, encourage and develop the game of hockey
- b) To provide and service hockey programs to the local and adjoining communities
- c) To make hockey an accessible competitive or recreational option for all persons regardless of gender, age, race or religion
- d) To affiliate with the Provincial/National Hockey Association
- e) To promote the game of hockey
- f) To hire and employ persons whose services may be deemed necessary for the purposes of the Club
- g) To invest the monies of the Club not immediately required for any of its objectives in such a manner as from time to time may be determined
- h) To take part in league games as assigned by the governing league

*4. Membership and Management*

- a) Membership shall be open to all persons paying and abiding by the prescribed subscription. There shall be three categories of membership; full (playing) membership; junior (playing) membership and associate (non-playing) membership. No restrictions shall be imposed on any person by virtue of religious or political beliefs, gender, race or age, but the Board shall have the right to refuse membership to any person who does not comply with the Club's rules and code of behaviour. A member may resign from the Club by notifying the Secretary in writing of the intention so to do and upon such resignation being accepted by the Board, or by not redeeming his/her membership he or she shall cease to be a member of the Club.
- b) At the Annual General Meeting of the Club a Board comprising the following shall be elected: President, Secretary, Treasurer, Junior Development Coordinator, Coaching Coordinator, Umpire Coordinator, Volunteer Coordinator (and any other position that had been created). The Board shall hold office until the next Annual General Meeting to that at which it was elected. Each member of the Board shall be eligible for re-election.
- c) The position of any Board member absent for three consecutive meetings without leave of absence shall automatically become vacant. Acceptance of an apology shall be deemed a granting of such leave. The Board shall have the power to co-opt up to two further board members and may fill casual vacancies.

- d) The Board shall be responsible to the Club.
- e) The Club or Board may appoint Sub-Committees. The Chairperson/President of the Club shall oversee all such Sub-Committees.

### *5. General and Special General Meetings*

- a) The Annual General Meeting of Members shall be held each year within four months of the end of the fiscal year and at such date, place and time as may be determined by the Board, but accidental omission to give notice shall not invalidate the meeting.
- b) Special General Meetings of Members may be called by written request representing one-third (1/3) of the registered Voting Member votes.
- c) Thirty (30) days written notice of each General or Special General Meeting shall be given to all members by the Club Secretary. The notice shall include the items of business to be conducted and sufficient information to form a reasoned judgement. No other item of business may be presented for a vote without due notice.
- d) A quorum for the transaction of business at General and Special General Meetings of the Club shall comprise one-third (1/3) of the Member votes. At the Annual General Meeting, the business of the meeting shall include reports from the Board and sub committees, the auditor, the election of Board members to fill positions that fall vacant at that time and the setting of membership fees for the next fiscal year.
- e) At the Annual General/special Meeting, the consideration of motions takes place, for motions of which due notice has been given or which any member, with the permission of the meeting, may introduce.
- f) At the Annual General/Special Meeting it is possible to dispose of any other matter, which may be, consistent with the constitution, introduced at such a meeting.
- g) At the Annual General Meeting the President, if present, shall chair the meeting. If the President is absent at the time the meeting is due to start, the members shall elect a person to chair the meeting from those members present.
- h) Nominations for office bearers may be made at the Annual General Meeting.
- i) Any elections required shall be by secret ballot. Any equality in voting shall be resolved in favour of the retiring candidate (if any) or otherwise by lot. In the event of a ballot, scrutinizers shall be elected by the members present. The voting papers shall be destroyed after the results of the ballot have been announced.
- j) Each member personally present at any meeting shall have one vote and, in the event of an equality of voting on any matter, the Chairperson of the Meeting shall have a second or casting vote, as well as the first or deliberative vote. All voting may be by show of hands but if any member present should require the voting to be by way of ballot, thereupon such vote shall be taken by ballot in the ordinary way.

### *6. Duties of Officers*

#### 1. The Board

- a) The Board shall meet as often as is necessary.
- b) Four (4) members of the Board including any two of the President, Secretary and Treasurer shall constitute a quorum at board meetings.
- c) The Board may appoint individuals or Sub-Committees to carry out specified tasks.

## 2. The President

- a) The President shall chair all meetings. In his/her absence the Vice-President shall act as the President.
- b) In the event of a tied vote on any matter the Chairman shall have a casting vote.
- c) The Chairman shall rule on the constitutional validity of all proposals and actions.

## 3. The Vice-President

- a) The Vice-President shall assist the President in discharging his/her duties.
- b) The Vice-President shall act as if he/she was the President during the President's absence.
- c) If at a meeting both the President and the Vice-President are absent the executive shall appoint a Chairperson for that meeting.

## 4. The Secretary

- a) Shall be required to give notice of all meetings to all financial members and to the executive.
- b) Shall be required to keep an accurate record of all meetings excepting where a Minutes Secretary has been appointed for this purpose.
- c) Shall receive and acknowledge receipt of all mail, referring to the board as necessary.
- d) Shall prepare and submit a report of the Club's activities to the Annual General Meeting.

## 5. The Treasurer

- a) Shall collect and account for all monies payable to the Club.
- b) Shall present accounts for payment to the Board for approval and once this has been given shall draw cheques for payment.
- c) Shall deposit all monies received by the Club in an approved account(s) with a bank or building society. Monies to be withdrawn from this account(s) shall require the signatures of two (2) members of the Board who have been properly authorised to sign (usually the President, Secretary and Treasurer are authorised to sign with any two of their three signatures being required).
- d) Shall present a financial statement together with an audited balance sheet and statements of income and expenditure for the preceding year to the Annual General Meeting.

## 6. The Auditor

Who need not be a member of the Club - shall examine the accounts of the Club at least once each year and shall express his opinion as to the correctness of the financial statement and balance sheet and shall issue a written statement as to this opinion.

7. The Marketing/Promotions Director:

- a) Shall be responsible for promoting the Club within the area from which the Club hopes to gain new members.
- b) Shall keep the Press up to date with results
- c) Shall be responsible for maintaining the website
- d) Shall be responsible for producing a monthly newsletter

*7. Finance*

- a) True accounts shall be kept of all monies received and spent by the Club. At least once a year, the accounts of the Club shall be examined and an Income and Expenditure Account and Balance Sheet prepared and the correctness of the accounts and balance sheets authenticated by one or more auditor(s).
- b) The financial year of the Club shall end on the thirtieth of March each year, and the accounts shall be audited and certified by the Club's auditor(s) and shall be submitted to the Annual General Meeting.
- c) The Board shall be empowered to invest the funds and property of the Club upon such securities as the Board shall from time to time deem appropriate.
- d) The Board, on behalf of the Club and subject to the approval of a General Meeting or Special General Meeting of members, shall be empowered to borrow funds. Such borrowing may occur upon the security of the Club's real and personal assets. Such monies may from time to time be required for carrying on the activities of the Club or for providing additional facilities and benefits for the members. The Board, for any other purpose connected with the objectives of the Club and may authorise the execution of any and all such mortgages, pledges, or securities as may be necessary to secure the repayment of such monies.

*8. Repealing and amending the Bylaws*

- a) The Bylaws may be amended or added to by motions at General or Special General meetings which are supported by two-thirds (2/3) of the votes cast.
- b) Thirty (30) days notice of any proposed Bylaw amendments shall be given to the Voting Membership prior to the motion being presented at a General or Special General Meeting.
- c) The repeal or amendment of Bylaws shall not be enforced or acted upon until approved

*9. Dissolution*

The Club shall be dissolved if:

- a) A resolution to this effect is carried by a General Meeting, thirty (30) days of notice of the proposed resolution having been given
- b) Financial membership drops to ten or less members

If upon the dissolution of the Club there remains, after satisfaction of all debts and liabilities, any property or funds whatsoever, the same shall not be distributed or paid among the members of the

Club but shall be transferred or given to some other Club or institution having objectives similar to those of the Club, to be determined by members of the Club at or before the time of dissolution.

### *10. Copies of Constitution*

The Secretary shall supply a copy of this constitution, upon reasonable request, to any new member or existing member.

### *11. Custody and Use of Common Seal*

The Club shall have a Common Seal, which shall consist of the words 'Stars Hockey Club'. The seal shall be kept in the custody of the Secretary and shall only be affixed by the Secretary to documents at a meeting of the Board and in pursuance of a resolution of the Board; the affixing of the same shall be attested by at least two members of the Board.

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Appendix 2: **Membership Application Form**

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Application for membership

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_

Ph: \_\_\_\_\_ (hm) \_\_\_\_\_ (wk) \_\_\_\_\_ (mob)

Occupation: \_\_\_\_\_ Employer: \_\_\_\_\_

Age: \_\_\_\_\_ Date of birth: \_\_\_\_\_

I wish to apply for \_\_\_\_\_ membership (Senior, student, junior, honorary)

Skills that I can bring to the organisation: [optional]

\_\_\_\_\_

\_\_\_\_\_

I will be willing to assist the club in any of the following roles: (optional)

\_\_\_\_\_

\_\_\_\_\_

I am available on: (days) \_\_\_\_\_ from (hours) \_\_\_\_\_

Medical history relevant to the club: \_\_\_\_\_

I have read the enclosed rules of the club and I agree to abide by these rules and will serve the club to the best of my ability.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Signature Parent (for underage members) \_\_\_\_\_



## Appendix 3: Action Plan

Objectives	Action	Responsibility	Time frame	Resources
To recruit and train 3 new coaches to work with the junior teams	Advertise within the club and locally. Send coaches on a National coaching course and have them work with a mentor coach for the first 3 weeks of the season	Junior coordinator  Coaching coordinator	Start in August - have coaches in place by mid Sept. Coaching courses offered: Sept 20-22, and Oct 10-12.	Advertising fee (if applicable)  Cost of coaching course (\$60 per participant).
To increase club membership by 10% in 2004	Advertise within the community, and leisure centres, newspapers, website. Produce flyers to distribute at games and other community events	All of the board and club members	Start in the 2003 season through to beginning of 2004 season	Advertising and cost of brochures. (\$500 budget)
Increase the number of rated umpires within the club from 10 to 20 in the 2003 season	Offer umpiring courses to club members and incentivise them to become rated	Umpire Coordinator	Start prior to beginning of 2003 season and continue to the end of the season	Cost of hiring a facility (or use club house if available) and course conductor

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## Appendix 4: Job Description

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### 1. Volunteer Coordinator

#### *Description of the position*

The volunteer coordinator is responsible for providing a link between the Board and the Club's volunteers. It will require a fine balancing of the interests and needs of the volunteers with the expectations of the Board.

This is a challenging role, which is important for the effective operation of the club given that the club relies on volunteers, and there are many volunteer roles within the club.

#### Commitment

- Attendance at monthly Board meetings
- Flexibility to work with other volunteers in co-ordination roles (e.g. coaches, committee conveners etc.), to assist with recruiting, putting together position descriptions, training/induction programs and retention of volunteers
- A time commitment of up to 15 hours a month is expected, however this may increase slightly during the preseason or in the lead up to special events, which require a lot of volunteers.

#### Location

- The Volunteer Coordinator can undertake most of his/her responsibilities from home and at the club
- Meetings with relevant personnel can be at a location mutually agreed upon
- Committee meetings will normally be held at the clubrooms

#### Key Tasks and Responsibilities

- Co-ordinate all volunteer opportunities within the club including job roles and special event opportunities
- In conjunction with the board and relevant personnel (e.g. coaches, committee conveners etc):
  - Develop a policy on volunteering in the organisation
  - Ensure that position descriptions are developed for all roles
  - Ensure that induction and training programs are developed and put in place for all volunteers
  - Recruit, select and appoint volunteers to roles that suit them
  - Develop and implement volunteer rosters
  - Develop, implement and review reward and recognition processes and programs
- Develop and maintain good communication channels between the volunteers and the Board
- Develop communication with all volunteers in order to:
  - Identify potential issues ahead of time
  - Receive feedback on opportunities identified by the volunteer
  - Support them in their role

- Identify support and training needs
- Determine levels of satisfaction
- Prepare project briefs for special or one off events
- Submit regular reports to the Executive
- Ensure volunteers are reimbursed for out of pocket expenses in accordance with Executive Policy/Guidelines
- Co-ordinate the implementation of the Volunteer Management Plan

### **Requirements of the position**

#### 1. Personal skills

- Enthusiasm and ability to support volunteers in their roles
- Good communication and personnel relations skills
- Able to work with others to resolve areas of potential conflict
- Ability to work as part of a team
- Efficiency and organisational skills

#### 2. Operational skills

- Able to work with the Board to develop procedures and timelines for achieving set tasks
- Access to a computer and basic computer skills would be of assistance

### **Training and support**

- This position will report to the Board which will provide operational advice and support
- Training will be available through programs provided through the *Organisation Management/Volunteer Management Program*)

### Benefits of the position

- The opportunity to improve the range of activities and tasks available to volunteers
- The opportunity to put in place procedures and structures to better support volunteers
- The opportunity to assist the club to better recognise the valuable work undertaken by volunteers

**Applications due:** August 15<sup>th</sup> 2003

Please forward applications to: Stars Hockey Club, 2 Random Ave Skyline,

Phone: 555 5738

Fax: 555 5778

secretary@starshockey.com

**For further information contact:**

John Brown-Club, Secretary, Stars Hockey Club, secretary@starshockey.com

Appendix 5: **Partnership Proposal**

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★ ★ Stars Hockey Club ★ ★  
2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)

Mr Dodds  
Principal  
West Winds Elementary  
Bourne Road  
Starling

Feb 3 2003

Dear Mr Dodds,

We at Stars hockey club would like to offer you and your students the opportunity to become involved in our Hockey Program. This program is aimed at introducing hockey to your students through your PE program and offering your students an extracurricular activity.

Our club currently has a junior division, which competes on Saturday mornings, as well as 3 men's and 2 women's teams entered into the league.

We are looking to expand our junior program by creating links with schools. Our proposed partnership with West Winds Elementary would be to assist with running and coaching hockey sessions at the school. We are aware that West Winds currently offers (or currently does not offer) a hockey component at the school and we would like to run some hockey sessions (or learn to play hockey sessions) during your scheduled PE classes free of charge.

We would provide experienced coaches to assist your PE staff with the classes and if need be provide hockey sticks and balls. Further to this we would be willing to assist with developing and coaching a school team that could either compete against other schools in the area or within the junior league.

We are willing to provide coaching courses to your staff and offer our club facilities to host a school tournament or for training purposes. At the same time we would like to invite you and your staff to either watch or participate in one of our club training sessions.

A partnership such as this benefits your students, by offering them the opportunity to be taught by experienced coaches, revealing other opportunities for further development in hockey, as well as providing them with the chance of gaining lifelong skills and friendships. Your own staff will also gain from the coaching at little or no cost to the school.

I look forward to contacting you in the next few days to arrange a time to discuss a potential partnership with West Winds. In the mean time should you wish to contact me I can be reached at the about number or e-mail address and would be happy to answer any questions that you may have.

Sincerely

Kelley Barnes  
Junior Development Co-ordinator  
Stars Hockey Club

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Appendix 6: **Sample Program- West Winds Elementary**

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*Program*

4 weeks of hockey during PE classes

2 classes per week

Grades 4 -7

Each class is 35 minutes

Class size 18-20

2 coaches + PE teacher per session

Club to provide sticks and balls - school to provide cones and bibs

**Week one**

Session 1: Introduce hockey

- Demonstrate the equipment and how to hold the stick
- Explain basic rules ( can only use flat side of stick, cannot kick the ball, no lifting of sticks)
- Explain safety procedures
- Have students run around in a circle in one direction with the ball on the end of the stick
- Demonstrate push-passing and stopping - have students participate

Session 2: Practice skills

- Revise things from the last class
- Use relays to practice moving with the ball
- Introduce the Indian dribble
- Practice dribbling with relays

**Week 2**

Session 3 Practice skills

- Revise skills learnt in last class
- Play games that incorporate the skills which have been learned (keep away, scarecrow, king of the ring)

KEEP AWAY: 1 or 2 players in the middle without balls and they have to try and intercept passes to the other players that are standing around in a circle or the edge of a square. If the pass is intercepted the player in the middle changes places with the player whose pass was intercepted. This can be varied by having more than one ball in the game.

SCARECROW: 2 or 3 players (depending on the size of the playing area) in the middle. They have to try and remove the ball from the other players, who are trying to dribble the ball across to the other side of the playing area. If a player loses his/her ball they have to stand with their arms out and legs apart (like a scarecrow). They can be freed if another player dribbles their ball through the scarecrow's legs.

KING OF THE RING: set up circle or square that is to act as a boundary. All the players are within the circle dribbling a ball. The aim is to try and knock other players balls out of the

circle whilst protecting your own ball. The last player remaining in the circle with the ball is the winner.

*Emphasise safety: no raised sticks, hacking or wild swinging at the ball.*

#### Session 4 Hitting and defending

- Explain the hitting technique and how it differs from push-passing (this is for older children)
- Introduce the idea of tackling
- Reinforce the safety aspect

### Week 3

#### Session 5 Mini games

- Introduce mini games such as 3 against 3 and 4 against 4 (players)
- Play variations of other games using the skills learned

#### Session 6

- Split the class into 3 teams and play against each other on a rotating basis
- Set up a circuit for the players to work through, i.e. Indian dribble through cones, then aim to pass the ball between two cones, dribble around cones, pass to another player and receive the ball and shoot at goal. This can be done as a timed exercise with the players rotating after a few minutes or as a continuous drill that they run through.

### Week 4

#### Session 7 Games

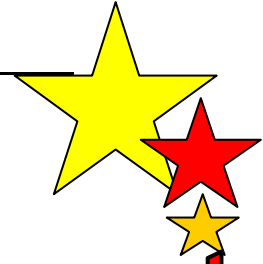
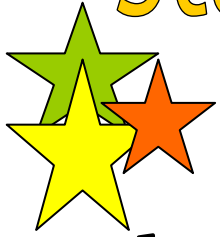
- Split the class in half and play a full game with 2 x 15 minute halves
- Inform students about your club and how they can continue playing hockey

#### Session 8 Games

- Split the class into 2 and continue with full games
- At the end of the session hand out club flyers inviting them to the festival or to play at your club

Appendix 7

Stars Hockey Club



Junior hockey festival

Saturday 22 April  
1 p.m. - 4 p.m.  
Stars Hockey Club

- ★ Skill sessions
- ★ Mini games
- ★ Meet the players and coaches
- ★ Beginners welcome
- ★ All ages U8 - U18



Contact your coach or teacher for more information

Come on down and join the fun!

Refreshments available



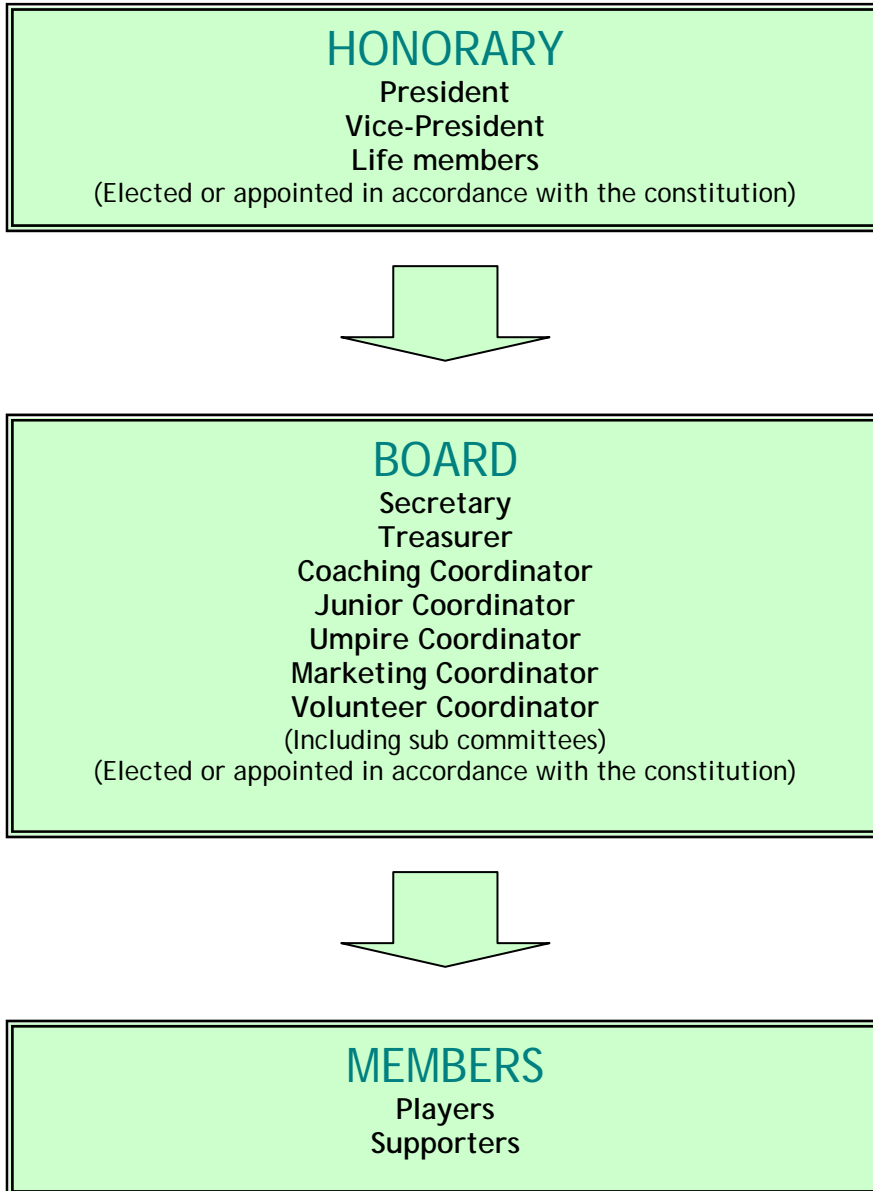


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Appendix 8: **Sample Board Structure**

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Governance structure



## Appendix 9: Sample Budget

### Stars Hockey Club - General Account

Year End 2002

<i>Revenue / Income</i>				
<b>Membership</b>	Sr. members: 105 @ \$175	18375		
	Jr. members 60 @ \$75	4500		
	Affiliated members 30 @50	3000	25875	
<b>Grants</b>	Community grant	5000	5000	
<b>Sponsorship</b>	Mikes Auto Parts	1000		
	Skyline Press	500		
	Cosmos Hockey Store	650	2150	
<b>Income</b>	Interest	300		
	Donations	500		
	Fund-Raising	500	1300	
<b>Merchandise</b>	T-Shirts - sales	350	350	
<b>Clinics/Camps</b>	General Coaching /Umpiring Clinics	175		
	Skills Weekend	600		
	Summer Camp	1800		
	GK Camp	60	2635	
<b>Tournaments &amp; Festivals</b>	U12 Festival-12 @ \$100	1200		
	High School Champs -hosting grant	500		
	-concession	420		
	Club 7aside	400	2520	
	Club room sales	12800	12800	
<b>TOTAL REVENUE / INCOME</b>			<b>52630</b>	

<i>Expenses / Expenditure</i>					
<b>Administrative Expenses</b>	Newsletter	500			
	Awards	350			
	Bank Charges	100			
	Office Expenses	750			
	Postage	100			
	Printing	250			
	Professional Services	80			
	Promotions/photos	250			
		Equipment	1000	3280	
<b>Staff Expenses</b>	Temp Office Staff	300			
	Special Projects	300			
	Coaches:	5500			
	Staff Education Courses	250	6350		
<b>Meeting Expenses</b>	Board	550			
	AGM	120	670		

Merchandise	T-Shirts	240	240	
Expenses				
Technical	Coaching Development	150		
Expenses	Umpiring Development	150	300	
Tournament & Festival Expenses	<i>12 Festival</i>			
	Umpires	120		
	First Aid	100		
	Medals	240	460	
	<i>U14 Club Champs</i>			
	Entry fee	150	150	
	<i>HIGH SCHOOL CHAMPS</i>			
	Umpires	330		
	First Aid	200		
	Medals	275		
	PA system	50	855	
	<i>CLUB 7 Aside Tournament</i>			
	Awards	60		
	BBQ hire	80		
	Food	300		
	Gift vouchers	100	540	
	<i>MASTERS GAMES</i>			
	Entry fee	250		
	Uniforms	145		
	Van hire +petrol	568		
	Accommodation	980	1943	
Camps	GK camp	100		
	SKILLS Weekend	230		
	Summer camp	420	750	
Facilities	Clubhouse	3000		
	Food & beverages	18000		
	Turf maintenance	5000	26000	
<b>TOTAL EXPENDITURE</b>			<b>41738</b>	
<b>PROFIT</b>			<b>10892</b>	

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Appendix 10: **Sample Agenda**

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**★ ★ Stars Hockey Club ★ ★**

2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)

Stars Hockey Club Board Meeting

Stars Club House

Sept, 3, 2002

1. Welcome to the Meeting
2. Previous meeting minutes - business arising from the minutes
3. Motion to accept the minutes from previous meeting
4. Correspondence to be announced
5. Reports:
  - President's report
  - Secretary's report
  - Treasurer's report
  - Junior Coordinator's report
  - Fundraising report
  - Social Coordinator's report
6. Club results
7. Special announcements or events
8. New Business
9. Next meeting date
10. Adjournment

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Appendix 11: **Sample Minutes**

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**★ ★ Stars Hockey Club ★ ★**  
2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)

**Minutes of the Stars Club Board Meeting**  
held at (place) on (date & time)

List of those present at the meeting and apologies

1. Minutes of the last meeting were read and adopted as read on a motion by (name) seconded by (name)
2. Business Arising from the Minutes
3. Correspondence
4. Reports

**President:** reported on a regional meeting attended last week. New club was asking to be admitted to the league. It was decided they should be entered in 2<sup>nd</sup> Division.

**Secretary:** nothing to report

**Treasurer:** Budget: Treasurer gave a comparative statement of actual receipts and expenditures with budgeted amounts for the year to date, which showed the club operating within its estimates.

**Juniors:** U 18 team were runners up in the Planetary Cup last weekend. Lost in strokes after the game was tied 2-2.

**Fundraising:** Hot Dog stand raised \$312 at the Planetary Cup last weekend. Thank you letters need to be sent to volunteers - **Action: Terry**

**Social events:** preparations are being finalised for the Tour Dinner in November. Tickets being printed next week

5. Club results - Men: 1sts lost 1-2 Cosmos, 2nds won 3-0 Martians, 3rds Won 4-2 Astronauts

Women: 1<sup>st</sup> Bye, 2nds Drew 0-0 Satellites

6. Special announcements - New rule change to be announced for next season

7. New Business arising

8. Next Meeting (date)

9. Meeting adjourned on a motion by (name) seconded by (name)

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## Appendix 12: Volunteer Agreement Form

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Volunteer Agreement form between:

**Stars Hockey Club**

&

**Name of Volunteer (coach/team manager/official/volunteer)**

All coaches/team managers/officials working within *Stars Hockey Club* are encouraged to work to high standards and adopt recognised "best practice" procedure where possible. In addition to their own standards of practice, coaches/team managers/officials should be aware of and adopt *Stars Hockey Club's* own:

- code of conduct for coaches/team managers/officials
- child protection guidelines
- equity policy statement
- safety guidelines

The club will ensure that its coaches/team managers/officials have a copy of each policy and the guidance note that is relevant to their work. The club will listen and respond to matters that the coaches/ team managers/officials bring to its attention in relation to their work and will support, where possible, their training needs.

I, *NAME OF VOLUNTEER*, am familiar with *Stars Hockey club's* standards of practice named above and will adopt these in my work. I accept the responsibilities outlined in the attached task description.

Signed:

Date:

Name:

NB Before a volunteer signs and returns the agreement, you should provide him/her with copies of all/some of the following:

- safety guidelines
- codes of conduct
- equity policy statement
- task description
- child protection guidelines

## Appendix 13: Press/Media Release

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### Press release

Write the word "PRESS RELEASE" clearly on top of the message!

### Title

In order to draw the attention of the journalist the title has to be "catchy".

Example: "Hockey Hero back to his roots" catches the eye more than "school X organises youth event with national hockey player".

### Lead

The lead reveals the summary of the whole message. The most important and interesting facts should be placed in this introduction. Don't forget the 5 W's:

Who: Stars Hockey Club

What: conducts hockey sessions

Where: at club or school X

When: ..... 2003

Why: to introduce juniors to the game of hockey

### Tips

- write simply and clearly; short sentences without difficult constructions
- write in the active form, to make the message actual and lively: *"the youth just can't wait to meet him"* is more lively than *"the players have been waiting for a long time to meet him"*; or: *"According to the organisers it will be brilliant!"* instead of *"we have been told by the organisers that they expect it to be brilliant"*.
- limit the news to a maximum of 1 A4 page
- leave some space to enable the journalist to make notes
- use short paragraphs with subtitles rather than one long piece of text

### Note for the editor

Leave a contact person and address and, if available, let the editor know that you have ("catchy!") pictures available.

### To whom?

Firstly consideration should be given as to which newspapers, magazines, (local) radio and television stations should receive the press release. Secondly send the release well in advance to the Sports and/or News Editor and send it to everybody simultaneously.

Appendix 14: Sample Club Advert



**PLAYERS WANTED**

Stars Hockey Club is looking to recruit players for the coming hockey season beginning September:

- 3 Men's and 2 Women's teams
- 2 evening practice sessions per week and games on the weekend
- qualified coaches

Experienced and beginners welcome!

For more information contact:

John Brown Ph 555 5738 [secretary@starshockey.com](mailto:secretary@starshockey.com)

★ ★ Stars Hockey Club ★ ★

2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)





## Appendix 15: Web Page Template

Webpages are created in a series of layers and links:

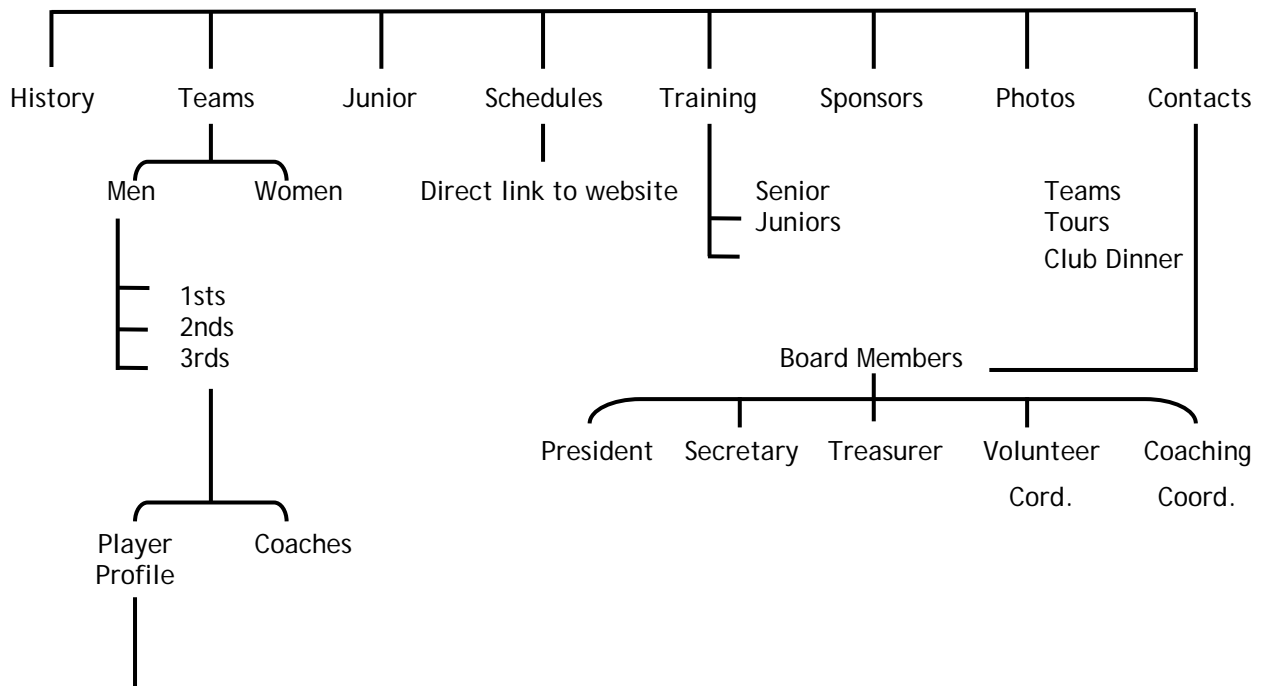
1<sup>st</sup> layer: Home Page

2<sup>nd</sup> layer: Headings

3<sup>rd</sup> layer: Relates to the particular heading

4<sup>th</sup> layer: Relates to the particular heading

Home Page: Current club news and links



	<u>Name: Indy Sehmbi</u>
	<u>Age: 23</u>
	<u>Player history</u>
	<u>Position</u>
	<u>Goals</u>
	<u>Hobbies</u>

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Appendix 16: **Parents Orientation Session**

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**★ ★ Stars Hockey Club ★ ★**

2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)

E-mail [juniors@stars.com](mailto:juniors@stars.com)

Re: Parents Orientation Meeting

March 1, 2003

Dear Parent,

I am contacting you in order to invite you to the Stars Hockey Club Parent Orientation Evening to be held on March 18 at the Stars Club House, 7.30 -8.30 p.m.

This will be an information evening for parents and players who will be involved with the club during this coming junior season. You will be introduced to the club, the junior calendar and the coaches that will be working with your children this season. We will discuss the coaching philosophies and goals that the coaches have for their teams.

We will have starter hockey packs for sale, which include mouth guards, shin pads and sticks. Uniforms will also be distributed at the end of the meeting. This will give you the chance to meet some of the other parents in the team and organise carpooling.

Should you be otherwise engaged on this date, please call me at the club to arrange a more suitable time to meet.

I look forward to meeting you on the 18 March.

Yours sincerely

P J Comet  
Junior Coordinator  
Stars Hockey Club

## Appendix 17: Parents Information Letter

**★ ★ Stars Hockey Club ★ ★**2 Random Ave Skyline, Ph 555 5738 [www.starshockey.com](http://www.starshockey.com)

Dear Parent,

On behalf of *Stars Hockey Club* I would like to welcome your child to the club and provide you with some information about our activities. The club provides opportunities for young people between the ages of *5* and *18* to receive coaching and competition in *NAME(S) OF COMPETITION(S)*. All coaching is by qualified coaches who are trained and have been screened for their suitability for working with young people.

We welcome parents to all training sessions and competitions and value your support. We are keen to try and involve parents in the club and would like to invite you to an open evening on *DATE* where you can meet club members and find out more about the club. Below is some information about training times and dates, and details regarding travel arrangements, kit and club registration.

Training sessions take place on *DAY* at *TIME* from *START DATE* to *END DATE* at *Stars Hockey Club - 2 Random Ave Skyline*. Arrangements should be made for your child to travel to and from training sessions and matches. We appreciate it if children can arrive and are collected promptly. If you are going to be late picking your child up, please contact PJ Comet - *Junior Coordinator ph 5555738 or [juniors@starshockey.com](mailto:juniors@starshockey.com)* and let him know.

Club training uniform consists of *[DETAILS OF UNIFORM TO BE WORN]*. The cost of each training session is \$\$ and competition fees are \$\$\$. The club has a small membership fee of \$\$ and this should be paid by *DUE DATE*. We would be grateful if you could complete the attached junior club membership form. For the safety of your child it is important that the club is informed of any medical condition or allergies that may be relevant should your child fall ill or be involved in an accident while at the club.

If you would like to talk to someone at the club about this information or your child's involvement with the club, please contact the Junior Coordinator, PJ Comet on phone: *555 5738 or [juniors@starshockey.com](mailto:juniors@starshockey.com)*.

We thank you for your cooperation and look forward to meeting you at some point in the future.

Yours sincerely,

PJ Comet

Signed:      Date:

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