

HOCKEY NSW

Hockey NSW was looking for ways to help more people play. ActiveXchange used SportsEye to assess Hockey's opportunity and focussed their attention to Blacktown as the data showed high levels of demand, low conversation rates, high future unmet demand, and lack of facilities (supply).

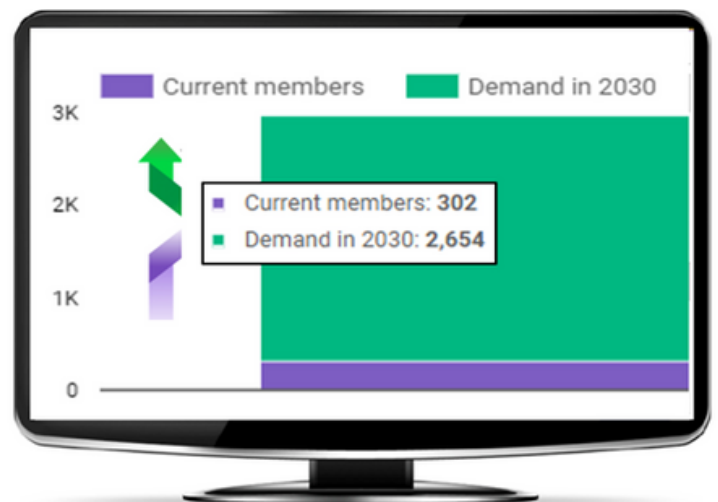
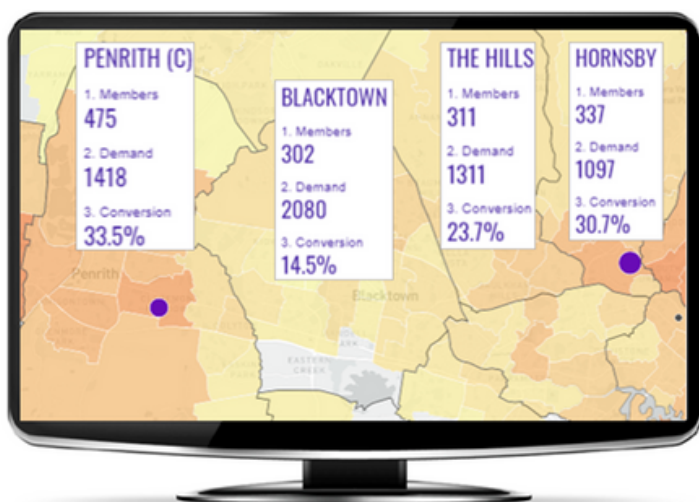
As a result of the analysis, Hockey NSW met with Blacktown City Council to build support for a playing facility and was able to use the data intelligence to support their presentation.

Blacktown City Council was able to verify these insights and the data via their own SportsEye account for local government.



Here is the story SportsEye helped Hockey NSW tell:

- Blacktown has a greater demand for Hockey than its neighbours
- Blacktown's conversion of demand is less than half of the Sydney metro average, as well as half the average of its neighbours who have fields
- Therefore, the impact of a Hockey facility in Blacktown, factored with growth by 2030, could increase participation by 250% in the LGA



“We are grateful to ActiveXchange for helping Hockey NSW to make the case for our sport with Blacktown City Council. SportsEye is a fantastic tool for identifying and presenting strategic growth opportunities.”

Craig Beed, Chief Operating Officer, Hockey NSW