

Case Study

Hockey WA: Keeping an “Eye” on the Future

June 2023



OVERVIEW

**SPORT
WEST**

Western Australia has been the home of hockey in Australia for the last 38 years and following last year’s Government \$135-million bid success, Perth will continue to play a vital role in the sport. Hockey WA will play a pivotal role in the development of the sport moving forward, and understanding the importance of data and its role in guiding more informed decisions is necessary to help the sport grow.

Following the successful bid and the extension of the partnership with ActiveXchange to continue as SportWest’s data partner, the team at SportWest caught up with [Chris Crosby, Participation, Inclusion and Events Manager](#) at Hockey WA to get a better understanding of how data analysis in the SportsEye Platform has helped to shape more informed decision making for Hockey in Western Australia.

How does Hockey WA make use of SportsEye to make better informed operational and strategic decisions?

There are more data points that we can take into account to make a more informed decision when communicating with our clubs.

OBJECTIVES

1

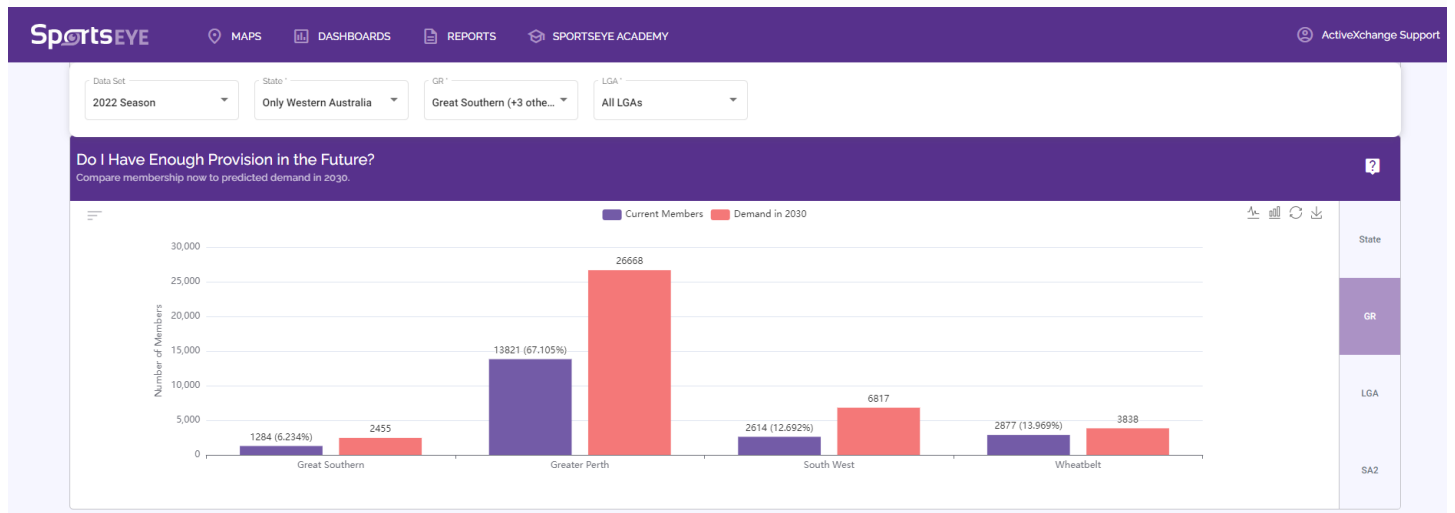
Utilise data intelligence to allow forward planning relative to growth, infrastructure and programming decision making

2

Gather data from multiple sources to support priority works including the sustainability of Hockey

Sports Priorities Dashboard - Future Demand (2030)

Future Demand projections for the individual profile of Hockey WA participants and demand forward planning into 2030. Visually represents a live comparison of current members and projected future demand, from a Government Region down to a suburb (SA2). This depth allows Hockey WA to hone in on specific areas, associations and clubs and deliver programs and resources to meet the current, and future demand of the sport.



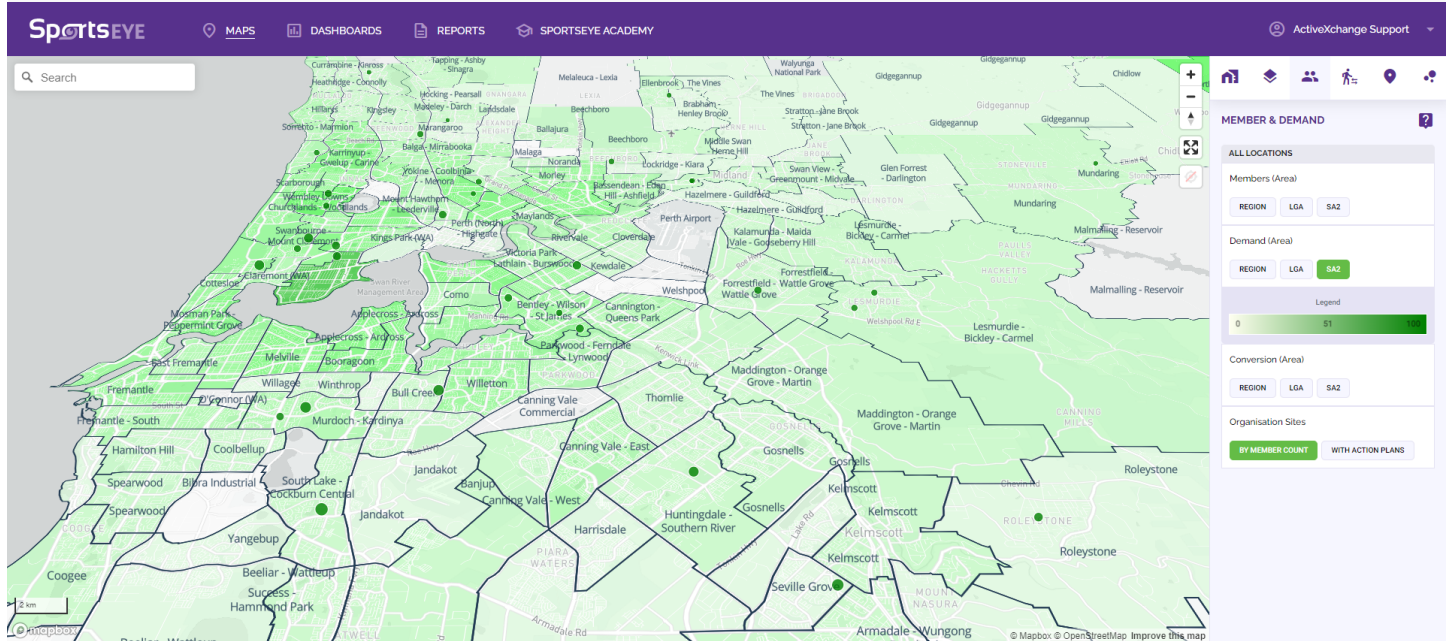
Has there been some surprising information available that you wouldn't otherwise have known?

Seeing our membership data coupled with the existing WA membership data has confirmed some of hockey's strong membership areas in the Western suburbs of Perth and in several regional areas. Interestingly, some of our clubs in the Western Suburbs are already meeting the 2030 member demand of the LGA already which shows the strength of those clubs.



Mapping - Demand by SA2

Darker shaded areas indicate higher current demand projected at an SA2 (suburb) level, giving greater precision of areas of growth potential. Comparing against future demand helps to predict high growth areas to 2030.



What are some of the differences between how Hockey WA is able to use membership data now with the use of SportsEye?

“Our membership data is more visually appealing with the graphics, and the user experience from the platform is second to none. We are also able to couple the data from our membership base with other data sources including member demand statistics for hockey all the way from a state level to a suburb level.

One of the data points I have used the most from SportsEye is the 2030 demand statistics. This shows forward projecting data, based on thousands of different data points, the LGA and suburb demand for your sport and how the club/association is based leading into 2030.

A special thank you to SportWest and Chris Crosby (Hockey WA)