

FINNISH HOCKEY ASSOCIATION

2025-2034

A SHARED SPIRIT, A GAME FOR EVERYONE

# HOCKEY



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# INTRODUCTION

Throughout the process of developing this strategy, a variety of individuals involved in field hockey across Finland have been engaged to provide their thoughts and aspirations for the sport moving forward. Listening to their insights was profoundly inspiring, as their passion for field hockey resonated clearly in their voices. They shared personal stories of how they became a part of the field hockey community, highlighted what makes the community unique and explained why they are driven to participate and give back to the sport and all those involved.

While each person had different experiences and motivations, one common theme emerged repeatedly: Field hockey in Finland is truly **A SHARED SPIRIT, A GAME FOR EVERYONE**. It was emphasised that regardless of one's background or skill level, everyone is warmly welcomed into the field hockey community. This inclusivity is a cornerstone of Finnish field hockey, creating an environment where people from all walks of life can come together and enjoy the sport. Field hockey in Finland is a powerful reminder of sport's potential to provide camaraderie and inspire a sense of purpose. It is a sport that provides family connections beyond your household, and a way of life we do not want others to miss out on.

Currently, the Finnish field hockey community is a tight knit group with the game being a niche sport in Finland. As part of delivering this strategic plan, it is now time to focus our efforts on growing this community and getting more people playing, coaching, and supporting field hockey. This strategic plan serves as an invitation to join the field hockey community as well as an outline of our ambitions to develop the sport in Finland.

Over the course of this 10 year strategy (inclusive of 2025 and 2034), our efforts will go towards three focus areas with the following outputs:

- 1) Junior Programmes – Providing for our youth
- 2) Club Operations - Developing collaborative clubs that are central to our game
- 3) National Teams – Representing the nation

To achieve our ambitions across these three focus areas, we will need to give attention to the following enabling inputs:

- 1) Marketing & Communications – Promoting stories and activities of the field hockey community which will ignite greater interest in the sport.
- 2) Workforce & Resources – Generating and managing human, financial, and intellectual resources to allow the Finnish Hockey Association to operate effectively and efficiently.
- 3) Infrastructure – Providing facilities that meet the needs of the field hockey community.

Through the implementation of this plan, we will set and build upon foundations that will provide meaningful and enriching experiences to players, coaches, and partners while continuing to cultivate a vibrant and inclusive field hockey community. Regardless of progress or setbacks experienced during the next ten years, we commit to ensuring hockey in Finland remains and advances as **A SHARED SPIRIT, A GAME FOR EVERYONE**.



## A TIMELINE OF HOCKEY IN FINLAND

### 1914

Hockey was first time introduced and played in Finland by Erik von Frenckell Hockey

### 1950

Finnish Field Hockey Association was founded

### 1982

Finnish Hockey Association was founded replacing the Finnish Field Hockey Association

### 1986

Organised the Nordic Championship competition (Helsinki).

### 1949

Finland's first field hockey club, Nuijamiehet was founded

### 1952

Olympic hockey was played in Helsinki, Hämeenlinna and Porvoo, with a Finnish team participating

### 1983

Women's championship series is played for the first time in Finland

### 1990

The first indoor hockey championships were played

### 1992

Organised the Nordic Championship competition (Porvoo)

### 2005

HT-85 hosted a European Club Indoor tournament (Hämeenlinna)

### 2017

U16 Boys participated in EuroHockey U16 Nations Hockey5 (level II)

### 2019

U16 Boys participated in EuroHockey U16 Nations Hockey5 (level II)

### 2022

Organised the U21 men's European Championships

### 2000

Organised the Nordic Championship competition (Helsinki). Championships III

### 2016

Organised the men's indoor hockey European Championships (Vantaa)

Participated for the first time ever in EuroHockey U16 competitions with Boys U16 Hockey5 qualification

### 2018

ABC-Team and HC Kilppari jointly hosted the EuroHockey Club Challenge IV tournament

### 2019

Organised the men's European Championships (IV level)

Finished 2nd in the men's European Championships (IV level)

### 2024

Launch of the Finnish Hockey Association 2025-2034 Strategy: A Shared Spirit, A Game for Everyone

## CURRENT STATE OF THE GAME

**284**

REGISTERED  
PLAYERS

**166**

Male

**61**

Men's Outdoor  
FIH Ranking

**10**

Clubs

**118**

Female

**20**

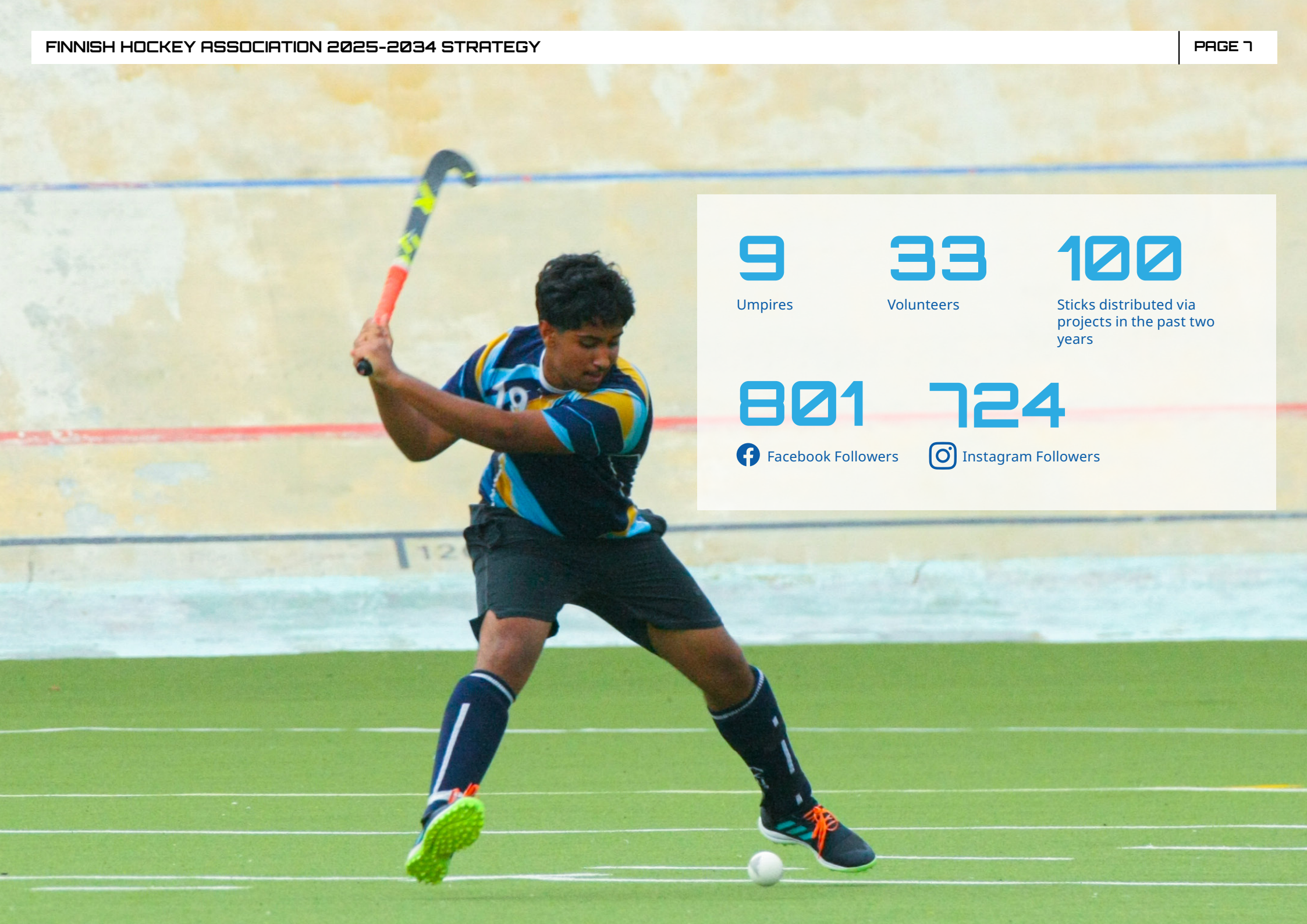
Coaches

**11**

Male coaches

**9**

Female coaches



9

Umpires


33

Volunteers


100

Sticks distributed via projects in the past two years

801

 Facebook Followers

724

 Instagram Followers



## Clubs:

- 1 – ABC-Team, Helsinki
- 2 – Hockeyteam -85, Hämeenlinna
- 3 – HC Kilppari, Turku
- 4 – Humppila Hockey, Humppila
- 5 – Narukerä, Pori
- 6 – Porvoo HC, Porvoo
- 7 – Seinäjoki United, Seinäjoki
- 8 – Vantaa HC, Vantaa
- 9 – Wanderers, Espoo
- 10 - Warriors HC, Helsinki



## PURPOSE OVERVIEW:

### VISION

A shared passion for hockey brings people of all ages and backgrounds together to create a vibrant and inclusive community - from entry level to high performance.

### MISSION

We work with the Finnish field hockey community to:

- Provide exciting and accessible opportunities for all generations
- Develop collaborative clubs that capture the spirit of the sport
- Support national teams and its stars to deliver their best performances

### VALUES

Family, Community, Inclusivity, Diversity, Accessible, Development, Fun, Passion, Collaboration.



## STRATEGY FOCUS AREAS

PROVIDING FOR  
OUR YOUTH

DEVELOPING  
COLLABORATIVE  
CLUBS

PLAYING THE GAME  
FOR FINLAND





## PROVIDING FOR OUR YOUTH

### Our Challenge

Over the course of the Finnish Hockey Association's history, the popularity and participation in our sport has fluctuated. This inconsistency stems largely from the absence of a strong player pipeline coming from youth. For sustainable growth, we must have robust youth programmes that introduce the next generation of players to the game. Though some clubs have succeeded in sustaining junior teams, others have not managed to achieve the same level of continuity.

### Our Commitments

We are setting out to bring forward a consistent, nationwide approach to youth development. We aim to improve the registration process, making it easier for young players and their families to join local clubs. Additionally, we plan on establishing comprehensive school programmes designed to introduce field hockey to students at an early age and spark interest in the sport. Furthermore, we intend on organising exciting international experiences for our youth team to not only enhance their skills, but also inspire them by competing against and learning from their peers around the world.

AMBITIONS	MEASURES FOR SUCCESS
1. Register more youth players to establish a sustainable pipeline of players in the field hockey community.	1. A) Increase the number of registered youth players to 600 in 2035. (Long-Term) B) All clubs have an active junior programme. (Short-term) C) Increase participation across all age levels, but particularly targeting ages 15-16 to recruit individuals that may be dropping out of other sports.
2. Improve the player registration process to make it easier to sign up and play.	2. A well-functioning digital registration system is in place that stores the information in an easy to manage database. (Short-Term)
3. Recruit more coaches and managers to support the growth of the youth game.	3. A) Increase the number of coaches from 10 to 50 in 2035. (Long-Term) B) Increase the number of managers from 5 to 50 in 2035. (Long-Term)
4. Connect with families through camps, clinics to create a supportive and inclusive environment for young players to thrive.	4. Establish a coordinated approach to family communications that regularly promotes opportunities and the value of getting involved (Short Term)
5. Establish a standardised field hockey programme within education to introduce juniors and young adults to the sport.	5. A) Field hockey is embedded in the physical education curriculum for primary schools. (Mid-Term) B) 10 schools are participating in a field hockey tournament organised by the FHA. (Short-term) C) A dedicated programme of activity is established for university students. (Short-term)
6. Expand the sports leaders programme in schools to develop our youth with the skills and qualities field hockey requires in all its roles.	6. Aspire for the programme to grow from 8 participants to 20 participants per year. (Mid-Term)
7. Provide youth players opportunities to connect with the international field hockey community.	7. A) Every year youth players will be offered an international field hockey experience whether that is visiting other clubs abroad or hosting other clubs in Finland. (Mid-Term)
8. Implement programmes to invite refugee children to participate in field hockey.	8. A) A partnership with an organisation that supports refugees is formed to introduce them to field hockey. (Mid-Term) B) Grant funding opportunities that support refugees are explored to help cover some of the costs they will incur by playing. (Mid-Term)
9. Secure sponsorships that target youth beneficiaries to grow the juniors game.	10. A) Secure a minimum of 2.000 EUR that will be dedicated to juniors programmes and initiatives. (Short-Term) B) Secure a title sponsor for the school programme and tournaments. (Short-Term)



## DEVELOPING COLLABORATIVE CLUBS THAT ARE CENTRAL TO OUR GAME

### Our Challenge

To build off progress made with junior development, it is vital that well run clubs are in place to coordinate opportunities to train and play for everyone that is interested in field hockey. Unfortunately, due to various challenges, many clubs are unstable and unsure of future operations. Therefore, it is our responsibility to provide support for these clubs. Our clubs are the backbone of our sport, providing the necessary infrastructure and community for players of all ages and skill levels. For our sport to prosper, our clubs must thrive.

### Our Commitments

To provide a sustainable and structured environment for our game, in the first instance our clubs must embody the ethos of collaboration to benefit from each other and grow engagement on all fronts. With the environment this will generate, we hope that this will entice more volunteers, with more people wanting to get involved, before we look to encourage the development of more clubs to enhance competition on the pitch.

AMBITIONS	MEASURES FOR SUCCESS
1. Better connect field hockey clubs throughout the country to each other for peer learning and parity in development.	1. Club representatives will meet in-person or virtually a minimum of 2 times per year. (Short-Term)
2. Increase the number of field hockey clubs across Finland to improve competition levels.	2. A) 3 new clubs are established by the end of 2025 and total of 15 active member clubs by 2035. (Mid-Term) B) A more concrete league structure that is sustainable over time is established. (Long-Term)
3. We promote hockey as both an opportunity to play at the highest level and as a social, mixed-gender sport that fosters inclusivity.	3. Mixed gender teams are introduced for senior and young adult teams through a phased approach with current youth mixed gender teams moving up the age groups. (Long-Term)
4. Provide educational opportunities and resources for teachers and club staff to further develop their skillsets.	4. A) Resource packs that include tips, guides, and templates for volunteers are developed. (Short-Term) B) A set of online courses on a variety of topics are offered for teachers and club staff through the FHA. (Short-Term) C) Partnerships with sport education providers are formed to offer subsidized costs for FHA members to enrol in their courses. (Short-Term)
5. Reduce volunteer burnout by recruiting more parents to get involved in field hockey.	5. A) The average number of volunteers per club increases from (3) to minimum 10 (1 coach and 1 manager per team). (Long-Term) B) 20% of parents are involved in field hockey roles. (Mid-Term)
6. Access to field hockey equipment in the country is improved making it easier for anyone to join the sport.	6. A) Set up an equipment donation programme with field hockey associations and clubs abroad. (Short-Term) B) A relationship with a sports equipment retailer is formed which encourages them to sell field hockey equipment. (Short-Term) C) The FHA distribute 50 sticks per year to new or selected clubs for growth purposes. (Mid-Term)
7. Collaborate with multi-sports clubs and other sports such as ice hockey and floor ball and their clubs to explore opportunities for mutual benefit.	7. All field hockey clubs has a mutually beneficial relationship with at least one other sports club (single sport or multi-sport). (Short-Term)
8. Produce more informational content about the sport in the Finnish language making it easier for people to learn about the sport.	8. A) 2 sets of Finnish media content are produced internally and externally each year promoting and explaining the sport. (Short-Term) B) A set of field hockey influencers are recruited to produce and post content about the sport in both Finnish and English on a monthly basis. (Short-Term)



## PLAYING THE GAME FOR FINLAND

### Our Challenge

In recent times, our national teams have experienced struggles and uncertainties, undergoing several changes that have disrupted their operations. This instability has led to inconsistent playing opportunities, a diminishing sense of pride when representing the nation, and a reduced pool of players being available for selection.

### Our Commitments

To reignite the flame of our national teams, we will launch a series of initiatives that strengthen the connection of players, fans, and sponsors to the national team. For players, we will provide enriching experiences that inspire them to proudly represent the country and remain linked to the sport following their retirement. For fans, we will make it easier for them to follow and support the national teams through engaging content and digital platforms. For sponsors, we will work collaboratively to ensure our partnerships are mutually beneficial. Reviving our national teams to be the pinnacle of our performance, across all aspects of hockey, will set the precedence in standards for our clubs and our own weekly operations.

AMBITIONS	MEASURES FOR SUCCESS
1. Organise more consistent national team activities to get elite players training together more often.	1. National teams are meeting for training, matches or other activities at least 6 times per year. (Short-Term)
2. Secure more national team sponsorships to have the resources to train and play more often.	2. A) At least 10 thousand euros are secured that will go towards national team expenses. (Short-Term) B) National team players will no longer need to cover expenses out of pocket to play with the national team. (Mid-Term)
3. Provide national team players with more benefits and incentives to create greater competition for places.	3. A) In-kind or discount sponsorships from corporate brands (gym memberships, nutritional services, etc.) are secured for national team athletes. (Long-Term) B) Players will receive national team merchandise. (Short-Term)
4. Improve the visibility of the national teams to the Finnish public to grow the support for national teams.	4. A) At least 3 news articles or videos covering the national teams are published by local or national media each year. (Short-Term) B) All national team matches are livestreamed on YouTube or other free to access platforms. (Mid-Term)
5. Produce more content following national teams on social media platforms for greater engagement with fans.	5. A volunteer social media coordinator is recruited. (Short-Term)
6. To develop a unique and cohesive playing philosophy for Finnish field hockey, integrate a standardized approach across all training levels to enhance skills, strengthen team ethos, and maintain a consistent playing style from grassroots to elite levels.	6. A) A working group of Finnish and international coaches are recruited to developed a national playing philosophy. (Mid-Term) B) Each year all coaches attend a workshop on the national playing philosophy. (Mid-Term)
7. Improve the talent pathway for the upcoming generation of girls to provide equal developmental opportunities.	7. A U16 women's national team is established. (Mid-Term)
8. Keep national team players connected to the sport following retirement to continue engagement with a valued stakeholder.	8. A) A national team alumni programme is developed. (Short-Term) B) All national team players participate in at least one coaching, management, or sport administration related educational course. (Mid-Term)



## ENABLING THE GAME

Across all three of the strategy's focus areas, we have identified consistent inputs that will enable us to be successful in achieving our ambitions. These enablers are: Marketing & Communications, Workforce & Resources, and Infrastructure.

### Marketing & Communications

As a niche sport in Finland, field hockey is not always the first activity that comes to mind. To get more exposure, we must reach new groups of people and make it easy for people to connect with us. Utilising social media platforms is essential in this endeavour. Through targeted campaigns on popular social media channels, we can raise awareness and generate interest in field hockey. Regular updates, interactive posts, and captivating visuals about all three focus areas will help capture the attention of potential players, fans, and sponsors. By way of an example, capturing the statistics and stories of our national team players could generate impact even beyond our imagination. Promoting our people and raising the profile of our role models will encourage more people to get involved with all aspects of the game.

### Workforce & Resource

In order to fulfil our intentions, set out in all three focus areas of this strategy, we must have the workforce and resources to do so. At this point, we have too few staff and volunteers with confidence, willingness, time, and skills to carry out the tasks required to achieve our ambitions. Therefore, we must grow the association's staff structure and recruit more volunteers to support our work across the three focus areas. Recruiting and retaining volunteers is vital, but equally important is expanding their skill sets through educational opportunities. Offering training programs and workshops will help volunteers develop the necessary skills to manage club activities, coach players, execute partnerships, and handle administrative tasks effectively. Our social capital and the shared spirit our sport generates must also be leveraged. Across all three focus areas, partnerships will provide necessary financial and intellectual resources that will support and develop our workforce. Collaborations with businesses and other sports organisations can offer invaluable resources and expertise, ensuring we have a capable and motivated workforce driving our initiatives. By way of an example, we will build on our initial conversations with the National Olympic Committee to explore the best ways to enhance our efficiencies and deliver greater outputs from our efforts. This will include working with them to connect with other sports, explore EU funding sources at a regional level, and ensure field hockey is involved in partnership development discussions at national level.

### Infrastructure

Without pitches there is no play, so appropriate infrastructure must be in place to maintain current activities and handle our expected growth for all three focus areas. Currently, there is only one decent outdoor pitch in the entire country and indoor halls are not only limited, but also hesitant to allow hockey to be played in their facilities. Without adequate infrastructure to meet the demand for play, participants will disengage with the sport. To rectify this situation, we must explore options for potential facilities and form relationships with other sports organisations which could lead to shared use of facilities. Whether we develop new sites or optimise the use of existing ones, stakeholder engagement will be crucial. Demonstrating the demand and business case for the use of new or existing facilities will be key to gaining support and investment. By way of an example, we will look to explore the opportunities associated with the OMA study in Helsinki on an annual basis to determine the feasibility of developing a Field Hockey Academy that can serve as not only a venue for hosting international events, but also as a hub for our national activity.

## THE GAME PLAN

Each of the measures of success in our strategic plan has a timeframe tagged to it, marking the point in which we will evaluate the effectiveness of efforts towards the connected ambition. These timeframes split our strategy implementation into three distinct phases: short-term (2025-2028), mid-term (2029-2032), and long-term (2033-2034).

Intentionally, this plan has been designed so that the majority of the ambitions are set to be achieved in the mid-term. This strategic decision allows the Finnish Hockey Association the necessary time in the short-term period to build strong foundations for future success and establish momentum that will carry us through the mid-term and long-term phases.

In the short-term, efforts will be focused on forming prosperous partnerships, acquiring essential resources, and providing comprehensive educational opportunities for coaches, volunteers, and staff. This foundational phase is critical for ensuring that our systems and processes are stable and effective.

Once systems and processes are functioning smoothly, the emphasis during the mid-term period will shift towards exposing the sport of field hockey to more people. This will be achieved through targeted participation programmes and enhanced digital engagement. By increasing visibility of the sport, we aim to attract more players, coaches, and volunteers to get involved in field hockey.

Towards the end of this strategic the long term period, we will concentrate on growth and learning from our experiences to inform the next strategic cycle. This reflective phase will be crucial for ensuring that the Finnish Hockey Association develops a sustainable operation and grows the sport at a rate that is manageable. By analysing our successes and areas for improvement, we can refine our strategies and set even more ambitious goals for the future.





## GET IN THE GAME



As a niche sport in Finland, the weight of the sport has often been carried by only a handful of dedicated, driven individuals. These individuals have devoted countless hours to training, organising, and promoting field hockey. We are extremely grateful for their service to the sport. However, now that we commit to this next chapter in the sport's development, achieving our aspirations cannot be done by these individuals alone.

**This strategy not only outlines our ambitions but also serves as a call to action. We want you to be inspired by this plan and get involved in field hockey in whatever capacity you can.** Your support can come through a variety of ways, each of which is crucial for the sport's growth and sustainability. You might consider recruiting friends to play, promoting field hockey content on social media, volunteering as a team manager, introducing field hockey to your school, sharing your facilities with us, or becoming a sponsor of the national team.

Like a team on the pitch, we all have a role to play. **Field Hockey is A SHARED SPIRIT, A GAME FOR EVERYONE** and we look forward to you joining us.

## GET IN TOUCH

Website: [hockeyliitto.com](http://hockeyliitto.com)  Suomen Hockeyliitto

 @finfieldhockey  @finfieldhockey

 YouTube - Finnish Hockey Association

**To get involved as a volunteer: [toiminnanjohtaja@hockeyliitto.com](mailto:toiminnanjohtaja@hockeyliitto.com)**

**To get involved as a sponsor: [toiminnanjohtaja@hockeyliitto.com](mailto:toiminnanjohtaja@hockeyliitto.com)**

**For general enquiries: [info@hockeyliitto.com](mailto:info@hockeyliitto.com)**



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