



PILLARS REQUIRED TO SUPPORT OUR STRATEGIC VISION OF DELIVERING 'QUALITY CLIENT EXPERIENCE'

WE WILL ACHIEVE THIS BY STRIVING FOR EXCELLENCE WITHIN ALL AREAS OF OUR CORE BUSINESS SIMULTANEOUSLY

QUALITY CLIENT SERVICE



QUALITY FACILITIES



MODERN MANAGEMENT & FINANCE



QUALITY CRICKET DELIVERY



OBJECTIVES

- Provide Client Focused Services
- Increase the No. & Quality of our Volunteer Workforce
- Strong Club Culture (Junior to Senior)

ACTIONS

- Implement, Review & Adjust Club Marketing Plan Strategies
- Every Member & Family count
- Implement Vol Recruitment & Reward Strategies
- Quality People Induction
- Continually Update Modes of Client Communication to meet their need
- Lead Coaches & Players Mentor Program

MEASURES

- Coaches/Players assigned as mentor
- Marketing Strategies Implemented
- Volunteer Support/ Training Implemented
- Volunteer Recruitment & Reward Implemented
- Relevant Communication Modes Active for each Client Cluster

OBJECTIVES

- Well Maintained Facilities
- Planned Approach to Long Term Facility Development
- Attract Facility Use

ACTIONS

- Deliver Field & Wicket Preparation & Maintenance both grounds
- Maintain Ground Equipment
- Maintain Nets, Lights, Building to Standard
- Develop 5 Year Facility Plan
- Source Grants – facility development & Equipment replacement
- Hire Facilities to other sports

MEASURES

- Groundskeepers engaged
- Wickets, fields of good standard
- Asset Fund linked to Replacement
- Facility Plan Supports Funding Need
- Fields /Buildings Hired

OBJECTIVES

- Quality Committee-Operational Volunteers
- Robust Financial System
- Strategic Plan Operational
- Grant Schedule Linked Club Plan's

ACTIONS

- Fully Operational Committee
- Finance System Managed by Policy & Procedure
- Operate & Report under a Budget
- Affiliation Fees Linked to Budget
- Budget Adjusted after Sign On
- Strategic Plan Linked People/Budget
- Modern Website & Support IT
- Utilise Club Improvement Pak's
- Strategic Plan Review

MEASURES

- Committee Positions Filled & Attendance High
- Profit & Loss Report against Budget
- Budget Surplus - outcomes achieved
- Risk Mitigation Implemented
- Grant Applications Submitted

OBJECTIVES

- Quality Player Development - 'Every Player Counts'
- Quality Coach Training, Mentoring
- Increase Player Retention Rates
- Player Pathway Opportunities

ACTIONS

- Targeted Participation Strategies for Each Client Group with Focus Juniors
- Lead Coaches to manage training days supported by Team Coaches
- Player development & Training to Support Player Pathway Junior to Youth & Youth to Senior
- Provide Quality Team Support Implement CA Programs & Marketing for Junior Programs

MEASURES

- Targeted Player no. Increased
- Player Retention No. Increased
- Club training Program implemented
- Player Satisfaction High
- Player Movement (division/age) Increased



OPERATION ACTIONS 2019 - 2023

BUSINESS ARM (PRESIDENT, SECRETARY, TREASURER, FACILITY OPS)

WORKFORCE

Year 1,2,3,4

- Implement Volunteer Reward Program & market program separate to fees system (Modern Club Management Kit – Volunteers and Players induction training Info Pak)
- Implement Operational & Service Personnel Recruitment & Volunteer Reward Program (Application – Modern Club Management Kit – Volunteers)
- Implement Committee Recruitment Strategy (Application – Modern Club Management Kit – Volunteers)
- Conduct Performance Review of all key personnel & self-assessment of Committee performance

FINANCE

Year 1

- Open new bank account to manage asset replacement, BAS and large Grants

Year 1,2,3,4

- Determine next year Affiliation Fee (Modern Club Management Kit - Finance Pak)
- Develop and operate under annual budget and report
- Review & adjust budget after sign-on
- Produce regular financial reports (Profit & Loss) against budget for the Committee
- Implement Financial Policy/Procedures & Risk Mitigation Strategies (Modern Club Management Kit - Finance Pak)
- Develop Sponsorship & Fundraising Program (Modern Club Management Kit Organisational Improvement Paks)
- Source grants to support budget needs – (equipment, facility, recruitment, marketing)
- Meet Office of Fair Trading (OFT) obligations within the appropriate timeframe

MANAGEMENT & CLIENT SERVICE

Year 1

- Member Protection Policy/Procedure on Web (See Modern Club Management Kit Organisation Improvement Paks)
- Develop system to track player data - participation and retention
- New communication system – Team App or Team Stuff, (Modern Club Management Kit – Communication)

Year 1,2,3,4

- Deliver Workforce & Member Training and Induction (Modern Club Management Kit - Induction Training)
- Implement Marketing Plan strategies
- Review Marketing strategies success and adjust from findings
- Manage & oversee events such as Sign-on, social activities & Presentations
- Track player participation & retention data, report and adjust strategies to improve
- Develop a Player (Junior/Youth) Recruitment Strategy with Community and local Schools
- Update Website and Communication Strategy for new season to meet client need
- Maintain strong working relationship with regional Cricket association
- Conduct annual adjustment of Strategic Plan in preparation for the next season

FACILITY

Year 1

- Develop a long-term facility & Asset replacement Plan

Year 1,2,3,4

- Ground Keepers engaged & their work performance monitored
- Deliver Field, Lights and Nets maintenance
- Maintain the Buildings and surrounds
- Maintain all Field equipment (Mowers/rollers)
- Review and adjust the Facility & Major Assets plans annually



OPERATION ACTIONS 2019 - 2023

CRICKET TEAM (CRICKET OPS, JUNIOR, YOUTH, SENIOR CRICKET MANAGERS)

CRICKET DELIVERY

Year 1

- Develop the new centralised player and coach training program delivered by Lead Coaches
- Develop Mentoring Program for Coaches, Umpires

Year 1,2,3,4

- Actively participate in the recruitment of player, lead and team coach & team support personnel
- Select Lead Coaches to manage & deliver the centralised team training system and programs
- Select the most appropriate personnel to deliver Junior Programs (Skill & Connection with age group)
- Deliver CA Junior Introduction & Pathway Programs and adjust where required for our clients
- Deliver centralised player & team coach training program
- Manage the movement of players from junior to youth & youth to senior
- Manage & deliver strong connections for our senior team to each other
- Offer higher level training option (for fee) for players who wish to further develop skills
- Player movement to be based on the players ability & client need (when ready)
- Recruitment of team support personnel -Umpires & Scorers
- Provide team personnel with the training, support & mentoring required
- Set the communication standards for Cricket arm personnel with each other and players, coaches and team support
- Implementation of Coaches training, mentoring & support system
- Select & monitor the performance of all team Coaches
- Manage the awards system for players, Coaches, Umpires at end of season
- Oversee players pathway system & their retention rates (Entry level, Junior, Youth, Senior)