



Vision:

To make cricket fun, successful and available to everyone in our Community.

Purpose:

To drive the growth and development of cricket within our Otago Country community.

1. An aligned & effective cricket family

STRATEGIES

- Strengthen club structures and ensure sustainability through meaningful school-club links or club based competitions
- Ensure strong pathways exist between primary – intermediate – secondary school and onto Clubs.
- Build quantity, quality and capability of our coaches, umpires and scorers at all levels.
- Ensure competitions and facilities (training and grounds) are of high quality and relevant.
- Align our strategic initiatives with Otago and NZC and effectively collaborate with other districts

TARGETS

- Annual meeting and 'health check' with all clubs within the district
- Run annual courses in secondary schools and clubs for umpires and CricHQ scoring
- Coordinate an annual meeting with adjoining districts to plan, share knowledge and coordinate resources
- Develop a mechanism (e.g. survey) to track feedback on our competitions and facilities

2. Growing the game

STRATEGIES

- Increase participation/female cricket growth (aligned with OCA and NZC strategies)
- Deliver Cricket in Schools programs complemented by a pathway to junior cricket at clubs
- Adopt innovative and exciting ideas to increase participation.
- Increase the profile of cricket in our community
- Identify and remove any barriers to participation in all areas of the game
- Enhance and modify the game by increasing its formats, flexibility and appeal for all participants

TARGETS

- Increase the registered player base to 2,250 (10% increase) by 2021
- 90% of junior & youth coaches completed relevant coaching courses
- Sustained year-on-year growth in player retentions rates across all participant types and game formats
- Maintain a high quality social media presence and grow our database
- Develop strong links between district high schools and clubs and increase player retention
- Successful implementation of national programs (e.g. Age and Stage)

3. Financial security

STRATEGIES

- Optimise revenue opportunities through sponsorships, events and memberships.
- Build the brand through quality marketing and communications to attract sponsors
- Diversify income streams by developing commercial partnerships, sponsorship arrangements and funding applications.
- Good financial management practices
- Optimise governance and operations

TARGETS

- 100% increase in sponsorship over a 3 year period
- Implement an annual marketing plan so we are able to attract and deliver value to our sponsors
- Promote and manage at least one annual fundraising event or activity
- Develop a financial plan to generate \$50,000 in cash reserves by 2021
- Annual review of board composition and roles, adopt a new Board member induction process and updated policies and procedures

4. Produce high quality players, coaches and teams

STRATEGIES

- To provide a pathway for cricket players to develop their skills for higher honours.
- Provide access to quality training facilities (outdoor and indoor) for all district players.
- Offer a range of specialist coaching for players and coaches

TARGETS

- Individual performance plan (IPPs) used for all players from under 15 upwards (consistent with Otago Cricket IPPs)
- Increase the number of coaches with appropriate qualifications for youth and junior cricket
- Arrange at least one specialist coaching course for district players and coaches per annum

5. Support the development of first class cricket facilities

STRATEGIES

- Advocate for the development of cricket facilities in growth areas in our district (Queenstown, Wanaka, Cromwell).
- Champion the development of an Alexandra cricket HUB/training facility.
- Work with the Central Otago District Council to develop Molyneux Park to a point that regular First Class/List A/T20 and age group representative Cricket is played.

TARGETS

- Conduct a district wide facility audit and create a facility development plan for cricket facilities (indoor and outdoor) to support future growth
- Actively advocate for the development of cricket facilities in growth areas by regular contributions of CODC and QLDC facilities planning
- Lobby for the allocation of regular first class/list A/T20 cricket at Molyneux Park
- Create a facility development plan including funding sources for the development of Molyneux Park as a cricket hub

Strategic Plan 2018-2021