

City Colts Cricket Club Strategic Plan 2020 to 2025



Cricket Australia Vision	To be Australian's favourite sport – a sport for all Australians				
Cricket Victoria Vision	To be Victoria's favourite sport – a sport for all Victorians				
City Colts Vision	To be a safe, inclusive and welcoming club that allows people to enjoy the game of cricket				
Values	Communication: Open, honest, timely and responsive		Inclusive: race, gender, age, sexuality		Respect: Each other, opposition, officials, local community
CA Strategic Pillars	Players	People	Places	Partnerships	Promotion
CCCC Strategic Pillars	Players	People	Sustainability	Partnerships	Promotion & Engagement
CCCC Strategic Objectives	Provide an inclusive, accessible, clear and attractive playing pathway for current & prospective players	Support our cricket community in making sure that our cricket club is well run, vibrant and relevant and to increase the number of people involved at all levels within the club	To be able to obtain and provide the resources that enable the club to succeed and thrive.	Work as one team to ensure strong partnerships and maintain relationships internally, and externally, in our community.	Promote the game and inspire involvement in Club Cricket through marketing, promotion, communications and digital initiatives.
CCCC Initiatives	<ul style="list-style-type: none"> Continue to grow our female in cricket programme and our winter academy Engagement with schools in local area and look at specific attraction strategies in the local community to increase playing members and volunteers Further engage junior players to interact with senior players and coaches. Acknowledge and promote pathways, 	<ul style="list-style-type: none"> Ensure all coaches are appropriately qualified; Continue to refine the structure for senior and junior programs to meet the needs of the community; Seek new platforms for the community and existing members to participate in. 	<ul style="list-style-type: none"> Financial sustainability – to maintain and grow the club's financial resources to support all the club pillars by: <ol style="list-style-type: none"> Maintaining and growing financial reserves Developing and maintaining different revenue streams – m/ship fee, sponsorships, fundraising, merchandise, grants, investments Efficient use of resources Financial accountability Members – Maintain and grow membership base by: 	<ul style="list-style-type: none"> Fostering of a safe and welcoming social environment for all members of the community; Supporting identified local social and community causes where able to; Engage with local council and schools to provide a presence as a healthy activity for people. We will endeavour to add value to those we partner with 	<ul style="list-style-type: none"> Engage with 2 local primary and/or secondary schools and cricket Victoria to assist in delivering the cricket curriculum for PE Senior players to assist with the development of the youth participants by assisting with training sessions during the week Further develop the social media presence on facebook, Instagram and Twitter and increasing the participant level of each format

	<p>Woolworths blast to higher standards and grades</p> <ul style="list-style-type: none"> • Create and establish a strong community-based culture within the playing group that is a positive for the community • Look at establishing stronger feedback systems through players via the respective leadership groups through the grades 	<ul style="list-style-type: none"> • Conduct club wide survey and act upon it 	<ol style="list-style-type: none"> 1. Fees to be affordable 2. Create club environment that encourages involvement 3. Communication with members via multiple platforms 4. Grow social club m/ship with past players and supporters <ul style="list-style-type: none"> • Volunteers – Create and environment where volunteers are encouraged, enabled and volunteer pool is increased <ol style="list-style-type: none"> 1. Succession planning 2. Good governance and transparency 3. Provide Training facilities <p>Facilities – to maintain facilities at a level that supports other pillars</p> <ol style="list-style-type: none"> 1. Maintain current facilities to a high standard 2. Work with other stakeholders re development of Barr 2 and current facilities 3. Foster a club attitude of pride in facilities and surrounds. 	<ul style="list-style-type: none"> • We will endeavour to partner with other community groups wherever possible 	<ul style="list-style-type: none"> • Provide continuous training and support for all coaches in the club so that they can keep training enjoyable and relevant for each player. • Ensure all major partners of the club are promoted with a social media engagement promotion, explaining the benefits that organisation provides to the community • Identify a community group we can partner with in an effort to host and education and/or support forum for our community • Engage with cricket Victoria for a player appearance during the season e.g. conduct a gala day during the school holidays etc
<p>Success Measure's</p>	<ul style="list-style-type: none"> • Maintain a sustainable attendance at winter academy • Improve retention rate between graduating juniors into our Senior pathways with the intention to have 4 senior grades established • Better communication between Captain and leadership group • Results of player feedback 	<ul style="list-style-type: none"> • All coaches to achieve Level 1 accreditation • On-field performance of club (measured via wins, premierships); • Introduce 2 new programs that encourage participation • Level of player satisfaction. • All players adhere or live the values of the club 	<p>Financial KPI's</p> <ul style="list-style-type: none"> • Maintain m/ship fees at a level so as to cover WDCA Assoc. fees and balls expense • Operating surplus(excluding Capital investment) over the 5 years of the plan to equal or surpass \$25K • Fundraising revenue to equal 10% of operating revenue each season • Sponsorship revenue to equal 10% of operating revenue each season • Investments to have ROI of 5% or more <p>Membership KPI's</p> <ul style="list-style-type: none"> • Maintain a playing membership base to field 3 senior teams at a minimum • Maintain junior playing membership to field 4 sides (U/12 x2, U/14, U/16) as a minimum 	<ul style="list-style-type: none"> • Level of partner satisfaction; • Positive Community feedback; • Level of fundraising for entities outside of the club; • Level of attendance at club events. 	<ul style="list-style-type: none"> • Attend Two(2) school PE sessions and assist with the delivery of the cricket program • Increase the page likes to 500 on both Facebook/Instagram. 200 followers on twitter. • Conduct three(3)Pd training sessions each year for coaches in the club • Each major partner has at least two(2) social media posts explaining the benefits of their organisation to the community • Host at least one(1) forum each year for the Wangaratta community to benefit from – mental health, drugs, alcohol, domestic violence etc, with this being a partnership with RCoW

			<ul style="list-style-type: none"> • Continue to provide a prejunior program such as Woolies blasters/Milo Cricket • Increased number of female members – both playing and social • Increased number of social m/ships inclusive of past players and other supporters <p>Volunteer KPI's</p> <ul style="list-style-type: none"> • Increasing amount of volunteers • Smooth transition of committee changeovers • Volunteers to be trained appropriately – RSA's, coaching accreditation etc. <p>Facilities KPI's</p> <ul style="list-style-type: none"> • Zero complaints from council and community. • Requests to use playing facilities – carnivals, rep cricket, finals hosting • To have more "fit for purpose" clubroom to help foster club spirit • Pitches maintained at a level that enables the best standard of cricket to be played 		
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Note: This Strategic Plan was endorsed by the committee at the 2020/2021 AGM on 27 Sept 2020