

STRATEGIC PLAN 2020 – 2025



UNIVERSITY of
TASMANIA

Cricket

THE CLUB OF CHOICE

OUR PURPOSE – To provide and manage the game of cricket within the University of Tasmania community

OUR VISION – To be the club of choice in Tasmania, with quality management, coaches and facilities

OUR MISSION – To provide an environment that inspires the love of cricket and also to develop players, coaches and managers to represent Tasmania

OUR VALUES – Competitive, Fair, Inclusive, Fun

**OUR
STRATEGIC
PILLARS
&
KEY
OBJECTIVES**

ENGAGING AND QUALITY EXPERIENCES	SUCCESS AT REPRESENTATIVE LEVEL	ENHANCE INFRASTRUCTURE AND COMMUNITY RELATIONSHIPS	MAXIMISE THE STANDARDS	GROW INVESTMENT AND RAISE THE PROFILE
Attract, recruit and develop quality players & coaches Outstanding participant experiences Active past players group	Develop State players Club Championship Accredited Coaches Pathway Players	Female friendly facilities Indoor & Outdoor training facilities Two Turf Home Grounds Access funding	Financially sustainable PCDP Governance, management and administration standards Recruit, develop, recognise & retain volunteers	Embrace technology Utilise traditional & social media Sponsorship Club History

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Our Purpose

To provide and manage the game of cricket within the University of Tasmania community

Our Vision

To be the club of choice in Tasmania, with quality management, coaches and facilities

Our Mission

To provide an environment that inspires the love of cricket and also to develop players, coaches and managers to represent Tasmania



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Our Strategic Pillars

1. Engaging and quality experiences
2. Success at representative level
3. Enhance infrastructure and community relationships
4. Maximise the standards
5. Grow investment and raise the profile



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STRATEGIC PILLAR

ENGAGING AND QUALITY EXPERIENCES

CULTURE | COMPETITIVENESS | CLUB SUCCESS

PILLAR INTERPRETATION

Deliver engaging and quality experiences to our members to leave a positive impact on their cricket, education and careers and create a lifelong passion for the club

PERFORMANCE TARGETS

- A. Compliant with Cricket Australia Premier Cricket Development Program (CA PCDP) & achieving the annual minimum bench mark
- B. Add an additional female cricket team annually across the female cricket pathway and enter the CTPL 2nd Grade women's competition by 2025
- C. Provide cricket opportunities outside of Premier Cricket through community and UniSport Nationals competitions
- D. Grow active past player database
- E. Top 2 Club Championship in 3 out of 5 seasons

SUPPORTING STRATEGIES

- A. Attract, recruit, develop and retain quality players, coaches and managers
- B. Male and female programs fully aligned and integrated in all aspects of the club
- C. Utilise Club Championship to reflect overall on-field health of club
- D. Utilise Twenty20 rounds for club integration and to engage with our broader community
- E. Engage with entry level programs, and field teams in junior, youth and senior competitions outside of Cricket Tasmania Premier League (CTPL)
- F. Provide a female friendly environment
- G. Develop a vibrant social calendar that allows for members and supporters to connect



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SUCCESS AT REPRESENTATIVE LEVEL

DEVELOPMENT | PROGRESS | QUALITY

PILLAR INTERPRETATION

Prepare players, coaches and managers to succeed at representative level

PERFORMANCE TARGETS

- A. Develop >5 players to represent Tasmania at any level, every 3 seasons
- B. Two representatives in each CT pathway program annually
- C. All club coaches to complete Cricket Australia coaching accreditation
- D. Comply with the PCDP Coaching Category & CT Club Coaching Scheme requirements

SUPPORTING STRATEGIES

- 1. Align with CT high performance programs to develop quality players, coaches, umpires & club officials
- 2. Club personnel to work in collaboration with CT High Performance and Coach Development personnel for talent identification and development of players and coaches
- 3. Create a coaching structure that supports and integrates players throughout the club regardless of age, gender or skill



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ENHANCE INFRASTRUCTURE & COMMUNITY RELATIONSHIPS

FACILITIES | COMMUNITY | RELATIONSHIPS | ACCESSIBILITY

PILLAR INTERPRETATION

Develop and enhance quality facilities and infrastructure to inspire participation from the cricket community

PERFORMANCE TARGETS

- A. Achieve annual PCDP minimum benchmark for Facilities & LGA Category
- B. Achieve annual PCDP minimum benchmark for Females Category
- C. Establish two home grounds with turf pitches (one meeting 1st Grade standards)
- D. Training facilities to meet requirements outlined in the Club Charter
- E. Establish indoor training facility
- F. Apply for funding through the Cricket Australia National Community Facilities Funding Scheme (NCFFS) and/or University of Tasmania Sport for at least one project to enhance club facilities annually

SUPPORTING STRATEGIES

- 1. Develop effective relationships with the University of Tasmania, Cricket Tasmania, government and local schools to provide quality facilities
- 2. Work with the University of Tasmania and UTAS Sport to develop facilities Master Plan
- 3. Develop community engagement plans to broaden the community reach via junior engagement, local pathways and female cricket



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MAXIMISE THE STANDARDS

GOVERNANCE | FINANCE | MANAGEMENT | ADMINISTRATION

PILLAR INTERPRETATION

Maximise the quality of Premier Cricket in alignment with the Australian Cricket Pathway

PERFORMANCE TARGETS

- A. Financially sustainable and operating at break-even as minimum annually
- B. Access the CT Club Management & Administration Fund annually
- C. Achieve annual PCDP minimum benchmark for Governance, Management & Administration criteria
- D. Achieve annual PCDP minimum benchmark for Financial Viability criteria

SUPPORTING STRATEGIES

- 1. Develop and implement volunteer management plan in line with CT Volunteer Strategy
- 2. Work with CT to improve PCDP score
- 3. Review, produce and submit to CT up-to-date club strategic plan annually
- 4. Actively engage with University of Tasmania to build UTAS Sport brand
- 5. Utilise PlayHQ, E-commerce and accounting software to ensure good communication with members and timely payments for annual subscription fees, uniform and equipment



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GROW INVESTMENT AND RAISE THE PROFILE

COMMUNICATION | TECHNOLOGY | COMMERCIAL

PILLAR INTERPRETATION

Grow investment and raise the profile of Premier Cricket and UTAS Sport

PERFORMANCE TARGETS

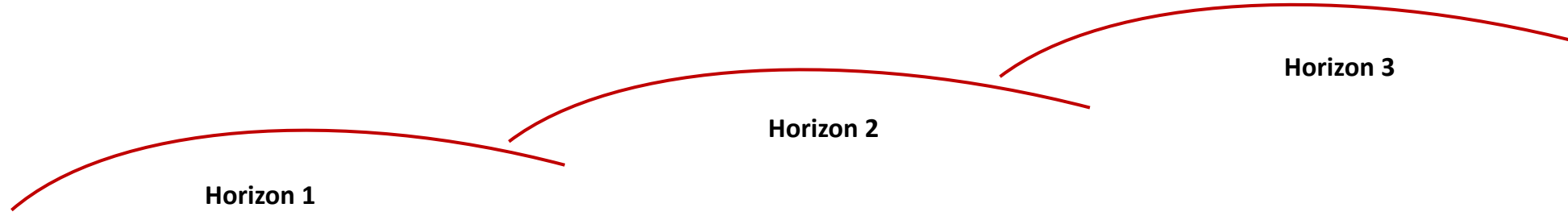
- A. Active website linked to social media channels
- B. Achieve annual PCDP minimum benchmark for Promotions & Communications criteria
- C. Achieve annual PCDP minimum benchmark for PlayHQ criteria
- D. Set sponsorship, fundraising and grant targets annually
- E. Club statistical database records to be kept up to date and utilised to promote player milestone, records and other achievements.

SUPPORTING STRATEGIES

- 1. Embrace the use of digital technology, i.e. PlayHQ, Live scoring, Social Media, etc.
- 2. Communicate and promote club activities, achievement and highlights via club website and social media and alert traditional media
- 3. Develop and implement a Promotion & Communications Plan
- 4. Increase financial & in-kind support from past players, alumni and supporters
- 5. Identify opportunities to increase revenue from external sources



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Horizon 1 Growing income and social involvement	Horizon 2 Develop sustainable business and community investment	Horizon 3 Be recognised as a leading sporting organisation
Timeframe: 1 – 2 years	Timeframe: 3 – 4 years	Timeframe: 4+ years
<ul style="list-style-type: none"> A. Stable income stream B. Build profile of UniSport Nationals to recruit quality UTAS students and grow social cricket opportunities C. Grow past player database and involve past players D. Live scoring and live video stream fully implemented E. Establish indoor training facility F. UTAS Elite Athletes & students encouraged to play for UTAS Cricket 	<ul style="list-style-type: none"> A. Increase sponsorship & fundraising B. Part-time General Manager C. Partner with UTAS Sport & faculties to deliver volunteer and development opportunities for talented students D. Develop “The Lion Way” member handbook E. Add an additional female cricket team annually across the female cricket pathway F. Junior home games at University Oval G. Club 125-year anniversary 	<ul style="list-style-type: none"> A. Form long-term partnerships with local schools to support their cricket programs B. International recruitment and student exchanges C. Clubroom, drainage & irrigation upgrades D. Two turf home grounds E. Winter & Summer Academies

