

OTAGO CRICKET STRATEGIC PLAN 2016 - 2020

■ **VISION:** To inspire our existing and next generation of cricketer and cricket fan for life ■ **PURPOSE:** To lead the growth of cricket within our community

STRATEGIC PILLARS

1 AN ALIGNED AND EFFECTIVE CRICKET FAMILY

Strategic Outcome

- Greater than 80% satisfaction rating for effective stakeholder communication & alignment
- Each District & over half of MA clubs meet sustainable benchmark standards by 2018
- MA & DA's are achieving against all deliverables and actions in NZC SLA's and MOU's

Strategic Priorities

- 1.1 Grow partnerships with all identified stakeholders for the mutual benefit of the game
- 1.2 Ensure the right structures, systems, agreements and environments are in place to futureproof our game and deliver our vision
- 1.3 Roll out club sustainability support across MA
- 1.4 Adopt policies/procedures that protect integrity and organisation credibility
- 1.5 The right people in the right positions to build the game
- 1.6 Develop membership and fan base strategies that provide greater live audiences

2 NEW ZEALAND'S SUMMER GAME

Strategic Outcome

- Increase registered player base to 9,000 by 2020
- 90% of All Junior & Youth Traditional teams have suitably qualified coaches
- Develop and deliver an easily understood player & coach pathway map at all levels
- Consult and develop with High Schools a long term growth & retention strategy that links and connects clubs
- Wherever indoor facilities exist, at least 20% of registered hardball cricketers are provided coaching expertise

Strategic Priorities

- 2.1 Effectively deliver the revised NZC national community products
- 2.2 Throughout the course of a calendar year deliver strategies that ensure a much higher percentage of registered hard ball junior and youth cricketers are technically developed through structured coaching and development programmes
- 2.3 Deliver an effective "females in cricket" growth strategy
- 2.4 Develop Strategies to recruit, retain & train an optimal number of coaches & match officials to sustain player development & enjoyment
- 2.5 Develop a Schools strategy that promotes "player first", builds participation rates annually, improves retention rates and connects clubs with school leavers
- 2.6 Ongoing targeted engagement & communication with fans
- 2.7 Sport-leading digital platforms and databases

3 FINANCIAL SUCCESS

Strategic Outcome

- 20% increase over four years in MA sponsorship, ground revenues, including event management
- \$350,000 in cash reserves by 2019
- Set up cricket financial support fund by 2018
- At least one key annual fundraising event

Strategic Priorities

- 3.1 Explore and activate new annual revenue streams
- 3.2 Develop a cash reserves policy
- 3.3 Provide appropriate funding levels and maintain accountability measures across all DA's
- 3.4 Develop strategies to reduce the cost of young players representing Otago at national tournaments
- 3.5 Develop a support fund to assist to break down the cost of participation for committed junior and youth cricketers
- 3.6 Plan and deliver unique yet quality events that engage stakeholders and provide financial returns

4 THE BEST PLAYERS, COACHES & SUPPORT

Strategic Outcome

- Otago Volts & Otago Sparks win at least one format each season
- Research and establish a nationally recognised Youth and Tertiary Talent Scholarship programme by 2018
- 100% of players in MA Performance environments utilise IPP systems
- MA Performance & Talent strategy (including coach strategy) in place by April 2017

Strategic Priorities

- 4.1 Maintain robust support systems that meet the needs of the Otago Volts & Otago Sparks programme
- 4.2 Ready to go Otago Volts & Otago Sparks — create an integrated player pathway system for males and females that identifies and nurtures both coach and player talent through to professional game
- 4.3 Develop a greater depth of talented Youth cricketers — research and develop a model to identify, recruit and retain local and national/overseas players into Otago Cricket Youth Talent environment
- 4.4 Develop a wider pool of "talent" coaches

5 DEVELOP WORLD-CLASS FACILITIES

Strategic Outcome

- Otago University Oval caters for minimum 6,000 spectators by June 2016
- Lobby for at least one Test match & one ODI to be played each summer
- Design and deliver an appropriately sized International quality training facility (wicket block and nets) at Logan Park that caters for all levels of aspiring Cricketer
- Electronic screen installed at Otago University Oval by 2017

Strategic Priorities

- 5.1 Completion of Otago University Oval embankment upgrade
- 5.2 Build additional quality grass practice facility to support all of our talent & performance programmes
- 5.3 Explore viability a 2nd cricket (performance-based) ground for OCA at University Oval
- 5.4 Explore opportunities for training at alternative District and NZC venues
- 5.5 Explore Forsyth Barr Stadium as a possible covered outdoor training facility
- 5.6 Replace current Otago University Oval electronic scoreboard

■ VALUES

- **COURAGE:** We will work for the greater good Otago Cricket, and speak our mind if it makes the organisation stronger as a result
 - **PRIDE:** We will be proud of our work, history & act with honour, dignity & humbleness
- **COMMITMENT:** We will strive to be the very best we can be, doing so with enthusiasm & enjoyment
 - **RESPECT:** We will open, transparent and honest & respectful of others at all times
 - **UNITY:** We will be one team, and support each other in good times and bad



■ IMPERATIVES

- We will remain the summer sport of choice across Otago/Southland
 - We will have the largest regional sport player base by 2020
- Success of the Volts & Sparks builds Brand and organisational credibility
 - We will dedicate time & effort to growing female cricket
- We will lead through stakeholder alignment & excellent communication