

Key Strategies:

Retain current players and members

Provide training and pathways development

- Provide subsidised umpire training to members
- Provide subsidised MyCricket training to members
- Continue to reward and award outstanding players via the annual awards night.
- Provide training for coaches
- Participate in the Junior and Senior Country Week events

Attract new players

Attract players from broader parts of the community to play cricket

- Increase the number of females participating in the game.
- Increase the number of culturally diverse males and females participating in the game.
- Develop a community venue to enable members of the community to come and be involved with cricket in a central, open and culturally diverse arena.
- Implement the Milo Into Cricket and T20 Blast programs to provide a format for younger players to enter the game.

Increase the profile of cricket in our region

Promote cricket via local media

- Share local stories via MyCricket to The Guardian
- Regularly produce Press Releases

Attract High Level games to the region

Support our volunteers and attract new volunteers

Recognise and reward volunteers

- Implement an outstanding volunteer award at the annual awards night
- Implement an outstanding coach award at the annual awards night

Govern the game

Regularly review rules and bi-laws

- Review and update rules and bi-laws annually with input from clubs.

Manage player reports and clearances

- Provide a streamlined and fair process for the reporting of players
- Appoint a tribunal consisting of an un-biased panel to handle escalated conflicts
- Manage player clearances between clubs via MyCricket

Communicate regularly to clubs

- Regularly communicate to clubs via email
- Hold bi-monthly delegates meetings
- Hold monthly Board meetings
- Provide updates on the website, MyCricket and the Facebook page

Maintain and develop relationships with key stakeholders including clubs, sponsors, media and affiliates

- Act as the link between Cricket Victoria and clubs
- Liaise with the Cricket Victoria regional representative and key staff as required
- Provide regular updates to sponsors
- Provide weekly input to local media as well as press releases when required