

Cranbourne CC

Creating equal opportunity for junior participation

In an effort to attract more junior players to the Club, Cranbourne CC initiated a policy of recruiting and encouraging juniors to play cricket at the Club irrespective of age and ability.

The Club placed advertisements in all the local primary school newsletters and stated that all kids would be given a fair chance.

Implementation of the 'equal opportunity' policy involved a rotation system in sides with excess numbers. The rotation system allows all kids to field with players substituted throughout the match.

Also, if opposition coaches agree, in the Under 11 competition every child bats, even when the game is over.

Cooperation received from coaches and parents has been a key part of the policy's success.

As a result of creating a policy that focuses on junior player participation and development, the Club has:

- Increased their number of junior teams from 6 to 13
- Introduced a Milo HAG program with approximately 50 new participants
- Received financial benefits associated with increased membership
- Improved its image within the local community.