

United CC (Bendigo)

Increasing Club membership through involving people with an intellectual disability

Recognising the need to attract more members to the Club, United CC came up with the idea to involve people with a disability.

Firstly, members of United CC ran clinics at a local special school to introduce students to the game of cricket and build their skills and confidence to play, as well as to promote the Club.

Coaching clinics were then conducted by players using the club's nets and equipment to allow the students to become familiar with the club environment.

Those students capable of playing at Club level began attending regular training and a number have subsequently played in the Club's 3rd XI.

As a direct result of including people with a disability, the Club has benefited in the following ways:

- The Club has recruited a number of players for their 3rd XI
- Off-field, the Club has more volunteers assisting in non-playing roles ranging from organising afternoon tea to general maintenance duties
- A greater understanding between Club members and people with a disability has developed
- The environment at the Club is now more inclusive and welcoming as everyone has embraced the idea to include people with disabilities at the Club and all members are treated equally
- Increased skills, experience and enthusiasm have been brought to the club by the new members.