

North Eltham Wanderers CC

MILO HAG participation increased by 200%

North Eltham Wanderers CC 'Have A Go' program unexpectedly received 125 participants on its registration day, which was an increase of 200% on the previous season.

The sharp increase in registrations was the direct result of forward planning by the Club which involved the following broad strategies being implemented:

- Senior players conducted promotional clinics in local schools
- Program ran on Sunday mornings when parents tend to have less conflicting commitments
- Appointed a program coordinator well before registration day
- Adopted a coordinator succession plan which involved somebody working in an 'under-study' role prior to becoming the coordinator
- Recruited Club members and senior players to help out at sessions
- Developed a season program action plan that commences approximately 6 weeks before registration day
- A structured plan prepared for each session
- Incorporated a family barbeque and a visit from Santa into the final session
- Highlighted the Club's commitment to the development of junior cricketers through such things as junior honour boards being prominently displayed in the clubrooms
- Purchased an advanced Coffee Expresso machine with the capability of making cappuccino, latte and hot chocolate for the enjoyment of parents
- Generally promoting the Club at every opportunity as being a healthy, welcoming, family oriented environment