

Devon Meadows CC

Re-establishing a Junior Club

Devon Meadows CC increased membership by re-establishing their junior Club and developing a welcoming Club environment.

In an effort to attract more players and offer a higher quality of cricket programs, the Club:

- Developed a Club environment in which everyone feels comfortable
- Designated Clubrooms as smoke-free
- Trained Bar staff in the Responsible Serving of Alcohol
- Encouraged a number of their coaches to undertake Coaching Accreditation
- Implemented a Milo Have-A-Go program to attract 5-10 year olds by promoting fun and full participation while learning the skills of cricket
- Heavily subsidised the costs associated with juniors activities at the Club
- Increased the media profile of the Club in the community and;
- Actively sought to recruit new sponsors

The numerous benefits realised by Devon Meadows CC have been:

- Creation of three new junior teams and an additional senior team
- A strong Milo Have-A-Go Program
- Regular media coverage of results and events
- Increase in sponsorship and greater participation in Club events