

East Burwood/Bennettswood CC

Implementing a Junior Development Program

The East Burwood/Bennettswood CC implemented a junior participation strategy with the twofold purpose of providing an opportunity for local juniors to participate in cricket and to build a solid base from which the senior teams could recruit players.

Implementation of the junior strategy involved:

- Four senior Club members canvassing local schools to inform the kids that the Club was looking for junior players in all grades
- Promoting the Club as having a strong focus on coaching, participation and trying to assist any player wishing to play cricket
- Ensuring all junior teams are well managed and that everyone during the course of the season has an equal opportunity to participate
- Recognising junior players through a fortnightly newsletter containing match reports amongst other information
- Acknowledging the contribution of junior players to the Club via a Junior Presentation Night with all U12 players receiving either a certificate or medallion
- Sponsorship enabling all U16 players to receive a Club hat and training shorts at no cost to assist them in 'assimilating' with the senior members of the Club

The benefits of implementing the junior participation strategy have included:

- An increase from one U12 team in the Club's first year to well over 60 junior players now forming two U12 teams, two U14 teams and one U16 team
- A number of the Club's current senior players have come through the junior ranks, reducing the task of recruiting senior players and strengthening the Club's culture