

Mount Martha CC

Increasing junior participation

In response to a dramatic drop off in junior player numbers and junior players not going on to play senior cricket, Mt Martha CC decided to focus directly on making their Club more attractive to junior players and their parents through:

- Encouraging senior players to undertake accredited coaching courses
- Ensuring senior captains were responsible for junior players wearing hats, sunscreen and helmets when batting
- Enforcing bowling restrictions for all juniors as set by Cricket Australia
- Designating the Clubrooms as a non-smoking area
- Acquiring a pool table, a table tennis table and pinball machines to keep the kids entertained when not playing cricket

The benefits resulting from these initiatives included:

- Improved involvement by seniors in developing junior players
- Increased junior numbers at the club, improving the likelihood of players making the transition from junior to senior cricket
- Additional revenue raised from increased membership, canteen and social activities
- Increased involvement from parents in the club with some of the fathers now playing alongside their sons in senior teams.