



Extracts from

**Brunswick Park Ladies Cricket Club**

**Business Plan: 2003-2007**

### **1.1 Our Vision**

The Brunswick Park Ladies Cricket Club –

A success on the field achieved through developing junior talent.

### **1.2 Our Objectives:**

- To be a successful club that provides competitions and an environment for elite, competitive and social players;
- To provide a good social base, understand players' needs and foster friendships within the club environment;
- To promote cricket to women and girls in the northern suburbs as well as the wider community;
- To develop the sport of cricket for women and girls to compete at an elite level and offer a strong junior development program; and
- To be an exemplary club in the northern suburbs in terms of performance and administration.

### **1.3 Our Mission**

*To provide high quality, turf cricket to women and girls*

<b>Goal</b>	<b>Objective</b>	<b>Strategy</b>	<b>Who</b>	<b>Target/ Outcome</b>	<b>Timeline</b>	<b>Indicator</b>
The club will field a minimum of 3 senior teams and 1 junior team	Increased player retention	Determine needs of past and present players	Committee	Results of player survey to committee	March 2004	Survey completed
		Implement findings of player survey	Chairman	Improved participation by players	From 2004/2005 season	Past players return to club Average length of club membership by existing players increases
		To contact all players by phone prior to the season	Committee, coaches, senior players	All players contacted and their plans for playing known	On-going late August 2003	Average length of club membership by existing players increases
		To develop a player handbook that is provided to all players before the season	Committee	Player handbook produced	October 2003	Increased player awareness of club values, player expectations and club operations
	Increase number of junior players coming to the club	Promote junior teams in community through local media	Media liaison / coaches	Club will aim to field one extra junior team	2004/2005 season from 1999/2000	Number of junior teams fielded
		Visit schools and conduct training clinics	Senior players / coaches	Recruitment of juniors	Ongoing from September 2003	1 clinic held per year
		Adopt and implement ACB Junior Cricket Policy	Coach, senior players	2 senior players/ coach achieve Level 2 coaching certificate	On-going 2003/2004	Senior coaches and players involved with junior program
			Coach, senior players	Improved development of junior players	On-going 2003/2004	Improved junior performances on field
		Introduce juniors to senior cricket	Coach, senior players	50% junior players play senior cricket		% of junior players who play senior cricket

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The club will reduce its reliance on key individuals	To increase the volunteer base at the club	Develop duty roster for training and game-days	Coaches/ Captains/ Committee	Duty rosters developed	On-going October 2003	More individuals volunteer their services
		Develop statements highlighting the roles and responsibilities of the Committee	Committee	Statements developed	March 2004	Improved effectiveness and professionalism of the Committee
	Increased support for social functions	Review methods used at other clubs	Social club secretary	Report to the Committee	January 2004	Review completed
		Implement findings of the review	Committee	Improved support for social functions	March 2005	Increased money earned from social functions
		Develop social membership	Committee	10 Social members at the club	March 2005	Increased support for social functions by non-players
	The club will be financially sustainable	Increased sponsorship	Develop sponsorship letter	Committee	Sponsorship letter developed	
Identify potential sponsors and actively seek			All players	5 potential sponsors contacted	On-going March 2004	\$500 dollars or same value raised from sponsors
Increased returns from fundraising activities		Increase support for social functions	See above	See above	See above	See above
		Conduct additional fundraising activities	Social secretary	Implement an additional 2 fundraising activities such as chocolate drives/ raffles etc	Ongoing March 2004	\$300 raised from fundraising activities
To ensure that the club will be able to meet financial obligations throughout		To develop a cash flow budget and recommend the size of fees	Treasurer	Report to Committee	September 2003	Revenue exceeds cash outlays

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	the year	To review financial structures for fees including incentives	Treasurer	Report to Committee	September 2003	Review completed
The club will develop women and girls to compete at an elite, competitive and social level	BPLCC players will conduct themselves in a manner consistent with the laws and spirit of cricket	To ensure that BPLCC adheres to the codes of behaviour developed for coaches, players and parents by the ACB	Committee	Include codes of behaviour in the player handbooks	September 2003	Exemplary behaviour of BPLCC
	Improved system of administration	Updated database of players contact details (abide by privacy act)	Secretary	Database developed	November 2003	More effective communications
	Increased transparency of team selections	Develop selection policy	Key senior players and coaches	Policy developed and reported to the Committee	September 2003	Policy included in players handbook
The club will continue to improve player performance	Increase player attendance at training	In the review of past and present players, identify any issues with training and why attendances have dropped	Committee	Results of player survey to committee	March 2004	Survey completed
		To act on the findings of the review	Coaches	Increased player attendance at training	March 2005	Improved player performance
	To improve player skills	To develop a coaching program (see Annex 1)	Coaches	To implement the coaching program	On-going August 2003	Improved player performance
		To monitor player performance (see Annex 2)	Coaches, senior players	Results provided to players	On-going April 2004	Improved player performance

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The club will continue our strong relationship with local council	To obtain improved clubrooms	Raise the idea of new clubrooms (again) with the local council	Committee senior players	Letter written and follow up phone call is made	November 2003	Improved clubrooms
		Contact the council with regards to a shade sale or something similar	Chairman	Letter written and follow up phone call is made	November 2003	Shade provided
The club will continue our relationship with local media						
The club will provide a healthy environment for BPLCC players	To develop healthy environment policies	Develop Smokefree policy	Committee	Policy developed	September 2004	Improved playing environment
		Develop Smartplay policy	Committee	Policy developed	September 2004	Improved playing environment
		Develop Healthy Eating policy	Committee	Policy developed	September 2004	Improved playing environment