



Colac Cricket Club

Strategic Plan 2004 – 2006

Introduction:

The Colac Cricket Club is one of the district's oldest sporting clubs and was established in 1854. The club participates in the Colac and District Cricket Association and currently has four senior sides and four junior sides.

The club's home base is the Colac Cricket Ground, adjacent to Lake Colac and known locally as the "Lake". However, the club's senior A grade side plays its home games at the Central Reserve, the town's main sporting reserve. The Colac Cricket Ground has two training nets and social rooms that double as changerooms on match day.

The Organisation:

President
Senior Vice President
Junior Vice President
Secretary
Treasurer
Other committee members

Vision:

To be the most successful amateur cricket club in Australia.

Mission:

To provide a healthy, vibrant sporting club for members incorporating an enjoyable social environment for members, families and friends.

Values:

- **Integrity** – treat all people with dignity and respect
- **Quality** – always strive, on and off the field, to improve the things we do
- **Collaborative Relationships** – working together with members, families and sponsors to achieve positive results
- **Responsibility** – commit to actions and attitudes to ensure the best possible outcomes for the club and community

Goals:

1. To ensure a sustainable future for the club.
2. To provide an enjoyable social environment for all.
3. To provide adequate levels of development for players, officials and administrators.
4. To provide adequate facilities for members.

Action Plan:

Goal 1 – Ensure a sustainable future for the club

Objective 1 – Improve the professional nature of the club

Strategy	Responsible person	Performance Indicator	Timeline
Review current structure of committee	Committee/Cricket Victoria	Best structure implemented	2005
Implement money handling policies	Executive	Policy implemented and communicated to committee	2004
Develop stronger relationship with Colac Otway Shire	R. Osborne/I. Seuren	Continued communication with Council's Recreation Officer	ongoing
Develop a membership register listing all current and potential members including occupations and interests (to include parents of juniors).	D. Hintum	Fully developed database	2004 – off season
Develop and implement Risk Management Plan	Committee with assistance from Cricket Victoria	Risk Management Plan implemented	2006

Objective 2 – Ensure the club has sufficient financial resources to achieve its goals

Strategy	Responsible person	Performance Indicator	Timeline
Seek professional advice in developing a three-year financial plan.	President/treasurer	Financial plan developed	2005
Develop a sponsorship plan	Executive/I. Seuren	Sponsorship plan developed	2005
Offer flexible payment options for subscriptions (ie part payments) to provide steady cash flow	Executive	Flexible payment options available	Commencement of 2004/05 season

Objective 3 – Increase profile of the club

Strategy	Responsible person	Performance Indicator	Timeline
Establish a public relations position within club	Committee	Person appointed to position	2004/05 season
Maintain regular contact with sports editor of Colac Herald	PR position	Regular articles about the club in the Colac Herald	Ongoing
Develop regular media releases throughout season	PR position	Regular articles about the club in the Colac Herald	Ongoing

Develop club website and newsletter. Distribute newsletter as widely as possible – Council, members, schools and other community groups.	PR position	Website and/or newsletter developed	2005
Set standards for keeping clubrooms and grounds tidy and in good repair. Communicate such standards to all members.	Committee	Facilities kept to above average standards at all times	Commencement of 2004/05 season
Establish a players charter for all levels of participation including standards for on and off field behaviour	A grade captain	Code of conduct developed and communicated to all players	2004
Apply to Cricket Victoria’s “Club of the Week” program.	I. Seuren	Win “Club of the Week” award and promote win in local media.	2004/05 season
Target other sporting clubs or facilities to promote club. Eg Colac FNC, Imperials FNC, Regal	Committee	Regular contact with other clubs and businesses	2005
Invite local dignitaries to club functions including Council representatives such as Mayor, Councillors, CEO, Recreation Officer as well as media representatives.	President	Dignitaries attending functions creating greater awareness of club activities.	2004/05

Objective 4 – Ensure the club has sufficient workers to cover all tasks required for the club to operate smoothly and successfully

Strategy	Responsible person	Performance Indicator	Timeline
Established members of the club to go out of their way to speak to family and friends who sit in cars while watching the cricket – especially parents.	Committee/senior club members	More inclusiveness club environment	2004 – ongoing
Introduce new volunteers to small non-threatening tasks	Committee	More volunteers helping out	Ongoing
Highlight personal benefits to volunteers rather than the needs of the club	Committee	Greater number of volunteers	Ongoing
Develop a recognition program for all volunteers utilising Cricket Victoria’s Volunteer Recognition program.	President/vice president	Greater retention of volunteers	2005
Develop a succession plan for major positions within club. Identify likely candidates for all positions	Executive	Succession plan developed and working	2005/06 – ongoing
Encourage and/or provide sufficient training for volunteers	Committee	Volunteers attending relevant training/development	2004 – ongoing

Goal 2 – Social environment

Objective 1 – To generate a more inclusive club atmosphere

Strategy	Responsible person	Performance Indicator	Timeline
Organise social activities which can involve members and their families or friends (see Objective 2)	Social committee led by Glen Garner	Improved social activities incorporating families	2004 ongoing
Achieve level 1 accreditation through the Good Sports Program. This will encompass: <ul style="list-style-type: none"> Responsible serving of alcohol Smoke free facilities Liquor licensing 	David Schram/Bernie Hall	Level 1 accreditation achieved	2004 season
Aim to achieve level 2 accreditation		Level 2 accreditation achieved	2006
Improve social facilities (see Goal 4)			

Objective 2 – To attract more people to the club through social activities

Strategy	Responsible person	Performance Indicator	Timeline
Establish a social sub committee to provide regular social events	Committee	Social sub committee set-up	Sept 2004
Establish an annual social calendar	Social committee	Calendar indicating social events developed.	October 2004
For successful events, prepare a checklist of what was done to use again in future years	Social committee	Basic procedure manual for events developed	Ongoing
To implement match reports on Saturday evenings at the clubrooms	Club captains	Match reports undertaken in clubrooms after games	November 2004
To have meals after training on selection nights	Committee	Meals every second Thursday	October 2004

Objective 3 – Encourage more former players back to the club

Strategy	Responsible person	Performance Indicator	Timeline
Establish a database of former players	R. Osborne	Database established	December 2004
Conduct a major function to celebrate the club's 150 th year of existence. Delegate responsibility to an event sub committee.	Event sub committee	Committee established Event conducted	June 2004 March 2005
Invite former players to games, trainings and social events.	R. Osborne	More former players attending club activities	Ongoing

Goal 3 – To provide adequate levels of development for players, officials and administrators

Objective 1 – Ensure the club has sufficient players in junior and senior grades

Strategy	Responsible person	Performance Indicator	Timeline
Review current number of senior and junior teams.	Committee	Number of teams entered into CDCA sufficient to the number of players	Prior to commencement of 2004/05 season
Develop relationships with local schools, particularly teachers with an interest in cricket who may be keen to work closely with the club for mutual benefit.	Junior co-ordinator	Working relationship with local schools	2005
Use a personal, face to face approach when seeking to attract new members	Executive/Senior coach/manager/captains	Increase in recruits	Ongoing

Objective 2 – To achieve the highest standard of player conduct

Strategy	Responsible person	Performance Indicator	Timeline
Develop a player's charter incorporating training, match day and social events	I. Seuren/D. Hintum	Player's charter developed and adhered to	September 2004
Communicate player's charter and club values to all members	Secretary	Player's charter developed and adhered to	October 2004
Reinforce club values at all times	Committee/Captains	Club having a reputation of fair play and excellent behaviour	Ongoing

Objective 3 – Improve the club's ability to attract juniors and to increase the retention of juniors into senior ranks

Strategy	Responsible person	Performance Indicator	Timeline
Ensure all club officials and coaches are familiar with the Cricket Australia Junior Cricket Policy	Committee/coaches	Adherence to policy	2005
To improve profile of the club (see Goal 1, Objective 3)	Committee	As per Objective 3	
Establish links with local schools and seek to recruit players through school newsletters	Junior co-ordinator	Increase in number of junior players	2005
Encourage junior players to bring their friends along to training	Junior coaches	Increase in number of junior players	2005
To establish a buddy system for senior and U17 players	S. Lugg	Buddy system established	2004/05 season

Offer opportunity and equitable participation to each junior player	Junior coaches	All juniors have equal participation	2004/05
All junior coaches have a minimum of level 1 accreditation. Club to subsidise costs of coaching course fees as an incentive.	Committee/junior coaches	All junior coaches having a minimum of level 1 accreditation	2006
Encourage senior players to have involvement in assisting with junior training/matches.	Committee/senior players	Senior players regularly attending junior training/matches	2005

Objective 4 – To develop players to their maximum ability and to have club members play representative cricket at association, regional and district level.

Strategy	Responsible person	Performance Indicator	Timeline
Review junior structure	Committee	Documented structure in place	2005
Appoint a head coach/manager to run senior training and organise A Grade match days.	Executive	Person appointed to position of Senior Coach/Manager.	September 2004
Encourage players to play highest standard possible	Committee/coaches	Players representing Association, Region, Geelong CC and further.	Ongoing
Increase number of accredited coaches within the club and ensure all junior teams have a level 1 accredited coach (as per Objective 3)			
To foster strong relationships with the Geelong Cricket Club <ol style="list-style-type: none"> Encourage youth players to train with GCC Invite GCC players/coaches to attend training twice per season 	R. Osborne	<ol style="list-style-type: none"> Young members training with GCC GCC members attending training twice per season. 	Ongoing 2005/06 season

Goal 4 – (A) Provide adequate playing and social facilities for players/families; and **(B)** improve playing and social facilities to increase usage of the Lake Oval

Objective 1 – Improve social facilities and changerooms for players and spectators

Strategy	Responsible person	Performance Indicator	Timeline
Discuss the redevelopment of the facility with the Colac Umpires Association and Council	C. Meade	Meeting held with Umpires Ass.	September 2004
Investigate the possibility of redeveloping the current facility at the Lake Oval into a combined social/change room	Committee/Council	Meeting held with Council	October 2004
Develop concept plans to improve the change/social areas. Redevelopments to include but not limited to: <ul style="list-style-type: none"> Social area, change rooms, kitchen, outdoor area, furniture & equipment 	Committee/Council	Concept Plans developed	2005
Apply to Council's Capital Works budget and to Sport & Recreation Victoria's Minor Facilities Program for funding	Committee/Council	Funding achieved	Future – no date specified

Objective 2 - Improve practice facilities at Lake Oval

Strategy	Responsible person	Performance Indicator	Timeline
Approach Council to assist with upgrade of nets	R. Osborne	Practice nets upgraded to adequate standard	Jan 2004
Apply to Cricket Victoria's 2003/04 funding scheme to lay new pitches in practice nets	R. Osborne/I. Seuren	Funding achieved	Feb 2004
Purchase slips cradle	Committee	Slips cradle purchased	September 2005

Objective 3 – Construct picket fence around perimeter of Lake Oval

Strategy	Responsible person	Performance Indicator	Timeline
Approach Council to determine if fence is allowed around perimeter of lake oval	I. Seuren	Council OK's application	2004
Determine if club members want to achieve proposal	Executive	Consensus from members regarding project	2005
If proposal goes ahead, determine costs and seek funding through Council's Capital Works	I. Seuren	Application received	2006

program or Recreation Facilities Fund			
Construct fence	Committee	Fence constructed	2006 onwards

Objective 4 – Investigate other users of the facility

Strategy	Responsible person	Performance Indicator	Timeline
Approach Colac-Otway Shire/Colac Soccer Association to discuss possibility of the facility being used for soccer.	R. Obourne	Soccer being played at Lake Oval	2004
With the development of the social rooms, communicate its availability for hire to the community	Committee	Rooms being hired out	2006