

## Moorabbin West Cricket Club

**Business / Strategic Plan****Purpose Statement:**

“A club for our Senior and Junior members and their families aiming to be a strong and dedicated competitor on field, off field and in the community.”

**Core Values:**

M.W.C.C's major priorities are:

Junior Development;

Provide a relaxed family atmosphere for our cricketers and non playing members;

Be a good and responsible neighbour;

Ensure financial performance to keep cricket affordable for members;

Contribute to the community.

**Key portfolio Area**

Important points to concentrate on and ensure that core values are maintained:

Junior Development:

Membership

Sponsorship / Financials

Facilities management

**Portfolio Areas:**  
**Junior Development:**

Objective	Strategy	Responsibility	Time frame
<p>2004 / 5 Season – Enough registered players to consistently field full teams in under 12’s, under 14’s and under 16’s;</p> <p>2005 / 6 Season – Enough registered players to consistently field two teams in under 12’s, one in under 14’s and one in under 16’s.</p>	<p>Provide an enjoyable environment to ensure retention of current junior members including a development / education focus. To be achieved by:</p> <ol style="list-style-type: none"> <li><b>1.</b> Drawing on first eleven players and dedicated supporters to provide coaching.</li> <li><b>2.</b> Organise functions and activities off the field that help create an enjoyable club environment.</li> </ol> <p>Actively recruit via:</p> <ol style="list-style-type: none"> <li><b>1.</b> Advertisement;</li> <li><b>2.</b> Milo Have a go programme;</li> <li><b>3.</b> utilise current membership to recommend the club to friends and relatives via word of mouth.</li> </ol>		

**Membership:**

Objective	Strategy	Responsibility	Time frame
<p>To obtain and retain throughout the course of the 2004 / 5 and 2005 / 6 seasons:</p> <p>65 financial senior playing members</p> <p>35 financial social members</p>	<p>Establish a membership officer to develop membership and monitor recruitment and retention strategies.</p> <p>Formalise the drive to obtain new members via word of mouth. An example may be to provide existing members a discount (or refund on) fees for new members introduced.</p> <p>Advertise through:</p> <ol style="list-style-type: none"> <li><b>1.</b> Leaflets;</li> <li><b>2.</b> Newspapers</li> <li><b>3.</b> Notice boards</li> </ol>		