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Executive Summary

The 2014 Community Cricket Consultation was proposed in order to follow up on the implementation of recommendations derived from the initial consultation held in September 2013. The aims of the consultation were to assess the current state of Asian social cricket, to seek feedback as to how Cricket Victoria’s approach to social cricket has been received and present the five models of affiliation.

The participants included representatives from community cricketing groups, affiliated cricket clubs and associations, members of local government, Cricket Victoria and Cricket Australia staff members. Feedback was sought directly on the night through focus groups facilitated by Cricket Victoria members.

The feedback drew attention to many successful outcomes arising from the recommendations from the initial consultation. Participants reported feeling more welcomed and having greater access to resources required to sustain a club such as the national insurance program and MyCricket. Councils stated that many issues regarding ground clashes and relationships with community cricket groups have been greatly resolved.

While cultural barriers to club cricket have lessened, there remain issues of selective segregation and a lack of female integration. Administrative barriers such as incorporation, ground availability, financial obligations and inflexible formats are being overcome by the improved communication channels being developed with associations and local government.

This report concludes that the five models of affiliation presented provide an agreed and flexible template for affiliation. Newly affiliated groups feel that they are being welcomed by the cricket community and that the benefits of affiliation outweigh the administrative duties required.

It is recommended that:
- Cricket Victoria maintains the open communication with the Asian social cricketing community
- There is a continued need for Cricket Victoria, clubs and associations and local government to continue to improve communication channels with community cricket groups and maintain current progress and affiliation models.
- Junior and female cricket development needs to be promoted through the social cricket structures.
- Greater flexibility is required by all stakeholders and community cricket groups.
- Advocate and promote successful community cricket initiatives to local government authorities.
- Promotion and education is required around the talent identification programs, player development opportunities and the Cricket Victoria Pathway.
- Further investment is required from Cricket Victoria and Cricket Australia for face-to-face relationship building.
1.0 Introduction
Cricket Victoria provided an update and reported on recommendations following the first consultation held in September 2013.

Noting that the first consultation was made up of members of the Asian and sub-continent cricketing community in Victoria, new parties were introduced to the second consultation including members of local council, members of the VMCU and affiliated cricket clubs and associations, Cricket Victoria staff and Cricket Australia staff.

An overview of the first consultation was provided referencing the results of the first consultation and advice actioned by Cricket Victoria.

The advice actioned by Cricket Victoria included:

- Presentation of the consultation paper for new participating parties.
- Presentation of the Cricket Victoria affiliate model including the VMCU, VCCL and VSDCA.
- The five models of affiliation developed and presented by Cricket Victoria

Cricket Victoria also presented the growth of cricket participation in Victoria, in particular the relevance to club cricket that demonstrated a growth.

In the past 12 months there have been 45 new cricket clubs affiliated from Asian social cricket origin consisting of more than 50 teams and over 700 participants. One new competition was created (Jags Premier League) and one new association (North West South) became affiliated with the VMCU.
2.0 Main Consultation

2.1 The Five Models of Cricket Victoria Affiliation

5 Models of Affiliation

Adopt a Team – Encourage an existing club to absorb a new club and have them play as a team inside existing association. E.g. play as the clubs 4th XI

Adopt a Club – An existing club formalises a relationship with a new club to allow them access to facilities and training while still playing in current social competitions.

Adopt a Grade – An existing association allows a new social cricket competition to play in current structure but as a grade in their association.

Create a Club – A new cricket club formalises arrangements with an existing association to play with them and creates a new standalone club.

Create an Association – A new cricket competition affiliates directly to the VMCU or VCCL to become a new standalone association.

The general feeling from the social cricket community is that the flexible options for affiliation has been a very positive outcome and well-received by organisers of social cricket competitions.

Comments from the community advised that affiliation provides positive experiences including:

- Feeling welcomed by Cricket Victorian and the greater Victorian community.
- Incorporation support and advice to newly formed clubs.
- Access to MyCricket, fixturing and recording the history of player statistics and performances.
- Improved access to grounds and relationships with councils.
- A delegate voice on associations and the VMCU
- Maintenance of controlling the clubs and associations own management, within the affiliate structure

From the other participants at the conference including local council officers, the following feedback was recorded:

- Improved relationship with the social cricket community
Better management of ground hire in the winter and summer, including councils who have solved issues around ground hire and ground availability.

- Improved connections between club, association, community groups and Cricket Victoria.
- Issues have been solved for councils, such as ground clashes.
- Cricket events can link as many as 30-45 families from the same ethnic group.
- Acknowledgement of the improved relationship with ethnic communities – mostly new migrants.
- Improved access for females and children to participate in sport.

The following issues were identified in the first consultation, and while many issues have been resolved and communication between stakeholders has improved, the following issues still require support and attention:

- Access to insurance, MyCricket, recording and history of a players statistics and performances, improved relationship with council and access to grounds and a delegate voice.
- Incorporation is still a barrier for some social groups.
- Control of own associations and competitions is still a concern. Some communities want to maintain their control within the affiliate structure.
- CA needs to provide more information, eg links to MyCricket and Club Assist resources.
- Small clubs with only one or two teams are still difficult to establish as a club in the affiliation model.
- Association preference is to buddy clubs new clubs to existing clubs.
- There are examples of new clubs joining established clubs but the administration and paperwork needs to be negotiated. Commitment takes time.
- The five models of affiliation have solved issues for councils, who are now better educated and have more awareness of the Cricket Victoria affiliate structures.
- There are opinions that traditional clubs are still not open to new clubs playing at non-traditional Australian cricket times. i.e. Sundays, winter and mid-week.
- The models overcome barriers of finance, insurance, equipment, community engagement, family events.
- Players are learning to progress to clubs of talent. For example, Victorian Premier Cricket clubs.
- Clubs are providing a better experience to their players under Cricket Victoria supported model of affiliation.
- Insurance and compliance issues are a thing of the past for new affiliated clubs.
2.2 Experience of Newly Affiliated Members

There was a very positive response from newly affiliated cricket clubs and communities that they were feeling welcomed by the greater Victorian cricket community and better supported.

Newly affiliated members advised the following positive responses and comments to Cricket Victoria:

- Groups felt warmly welcomed by their local associations, the VMCU and Cricket Victoria.
- The affiliation process mainly resolved insurance, MyCricket registration and ground booking issues.
- MyCricket and insurance access is seen as more of a bonus rather than an administrative burden.
- Relationships between the different social cricket organisations have improved as they get to know each other better through the process of affiliation. This also reduces the number of cricket confrontations over ground bookings.
- As newly affiliated groups get better established, they are growing their offerings of programs to include junior, female and developmental programs.
- Teams are pleased to see their players move on to higher standard competitions and their players gain talent identification opportunities.
- Clubs are keen to increase their parent, junior and volunteer base and grow the strength of their clubs through community engagement.
- There is a growing understanding of indoor cricket and Cricket Victoria’s pathway structure for talent identification.

Newly affiliated members also acknowledged that many issues remain and will require ongoing attention such as:

- Some teams do not want to incorporate or affiliate, therefore ground clashes remain with these groups.
- Information on how to incorporate, affiliate or register for insurance is not easily found. More links are needed on CA website and MyCricket.
- CA needs to provide a one-stop shop for newly formed clubs and associations.
- Some social competitions, despite now converting to affiliated CV competitions, are still not receiving home grounds and are being treated as casual bookings by some councils.
- Some clubs experience inconsistencies between councils on their bookings and policies which confuses them.
- The community still has trouble explaining that they do not have a winter or summer cricket season. They simply play all year long.
- Sunday cricket grounds are still available and not being adequately utilised.
- The smaller clubs with only one or two teams are not interested in affiliation and undertaking all the administration that is required to run a club.
- There is still disconnect between some social cricket groups and councils.
- Some new associations report many players average age at 20-30 and male. Cricket is pushing diversification and junior participation.
• Buddy systems still take time and negotiation as some newly affiliated groups may not want to adopt the rules, regulations or finances of a parent club or association.
• Councils hesitate to provide ground discounts when competitions are offering large sums of prize money.
• The cost of cricket balls is a financial burden to new clubs.
• Mayors, the Victorian Multicultural Commission and organisations such as FIAV can be better utilized to help clubs with establishing themselves, associated costs and helping new members engage, particularly where there is an associated community event or family day.

2.3 Harmony in Cricket – addressing cultural barriers and inclusion

Participants of the consultation were asked to discuss inclusion, growing the game of cricket in to broader and diverse communities and offering cricket participation opportunities to females, parents and junior cricket programs.

Cultural barriers to traditional club cricket were discussed in the previous consultation.

Cricket Victoria recorded the following feedback from all participants asking whether diverse participants are being engaged and offered cricket, whether barriers still exist and whether females have a strong presence in the cricket community.

• Participants in the room were familiar with Cricket Victoria’s Harmony in Cricket philosophy.
• More junior and female competitions are being developed in the more established clubs and associations.
• International students struggle to commit with costs, travel and are time-poor due to study commitments. Many do not stay in Victoria for the summer season. Winter cricket is a better alternative for international students.
• International students work in hospitality on Saturdays so Sunday is a better option for them. Cricket needs to be more flexible to their needs.
• Many newly affiliated competitions do not cater for girls.
• There is stigma that still exists that cricket is a boring game for girls and more marketing and exposure is needed by cricket to counter this stigma.
• Indian girls are not allowed to play cricket outside. Cricket needs to target them for indoor cricket.
• Many members of the community are not familiar with the cricket pathways from MILO in2CRICKET, to T20Blast, junior and club cricket.
• The Asian community needs more information and advertising of the different options of cricket and the pathway for talent identification.
• More coaching opportunities and training are required in the community.
• Parents of Asian children need to get involved and volunteer at training and club sessions.
• There are many clubs, such as the Darebin Chargers that have success of affiliation and junior development and these need to be promoted to other clubs.
Ethnic groups are comfortable establishing themselves in an affiliated association, but many agree that cricket needs to embrace the broader ethnic community and widen its membership to other diverse groups.

Flyers do not work in the community. The community advertise through word-of-mouth. Personal meetings and building relationships are much more productive.

2.4 Talent Identification

In the first consultation, members of the community addressed that they were not familiar with the talent pathway and felt that players from their community were being missed for talent development programs in Victoria.

Cricket Victoria wanted to explore this issue further and ask how to address this.

It was evident that many of the newly affiliated clubs were not aware of the Cricket Victoria talent identification system, the talent pathway or the Cricket Victoria Academy.

The following advice was provided by members of the community:

- There was very little awareness of how talent identification works in Australia.
- Administrators felt that all cricket clubs rooms should have an explanation of how talent identification works.
- There was very little or no knowledge of the Cricket Victoria Academy or pathway for cricket in Victoria.
- There was little knowledge of entry level cricket (MILO in2CRICKET) right through to junior and senior cricket, Victorian Premier Cricket and what programs are available for talented cricketers.
- There was limited knowledge of what options girls have to play within boys’ competitions or existing girls’ competitions.
- One participant advised that he had been involved in Victorian club cricket since 2004 and had never heard of the Cricket Victoria Academy.
- Many of the newly affiliated groups agreed that information does get lost from CA and CV, down through to the delegate system to the right people at the grassroots administration.
- Many Asians with a good eye for talent could be utilized for talent identification, if they know the system.
- There is an awareness of talented groups of cricketers, but the community are not sure how to save groups and clubs from folding.
2.5 New information and themes

Some additional comments that were raised have been recorded. However, these were not delved into detail due to limited time at the consultation.

These included:

- How clubs can gain sponsorship.
- Turf and synthetic facilities access and specifications.
- Debating the use of third party umpires.
- Advertising of junior cricket.

3.0 Evaluation of the Consultation

25 of the participants in attendance provided feedback on the consultation.

- All evaluations received reported that they felt the structure of the consultation was good or very good.
- All evaluations received reported that they felt the five models of affiliation was very good to excellent.
- Only one evaluation reported that they were not aware of the affiliation process. All participants were now comfortable and familiar with the affiliation process.
- All participants reported that they felt their voice was heard.
- The catering was rated good to very good by all evaluations.
- The facilitator was rated good to very good.
- The overall consultation was rated good to very good.

Additional comments from participants included:

- Junction Oval was an unknown facility, more details on how to find would have been useful.
- More case studies to be publicised as part of the follow up.
- Would have been good to hear more comments from the floor.
- The consultation was very encouraging.
- More discussion on coaching and umpiring needed.
- Great night and people learnt a lot.
- CV needs to publish their officers and contact details.
- Time for more open floor discussion.
- CV needs a talent ID campaign.
- Spread out the associations across more tables.
- The consultation was covered well..
- A good opportunity to come together, talk and brainstorm.
- Informal conversations were enjoyed.
- The infrastructure could be distributed for more feedback.
4.0 Recommendations

The following recommendations have been developed by the Community Cricket Consultation organisers that have prepared this paper.

The recommendations received by the participants of the Community Cricket Consultation have been determined taking into consideration:

- Strategy for Victorian Cricket
- Current availability of Cricket Victoria resources

Recommendation #1

Cricket Victoria maintains the open communication channel between the affiliate bodies (e.g. VMCU), council and community cricket. For example, a third consultation may be held at the end of the 2014-15 cricket season.

Recommendation #2

Cricket Victoria continues its current level of direct support – for example, face-to-face, Regional Cricket Managers, MyCricket - to bring social groups into one of the five models of affiliation.

Recommendation #3

Cricket Victoria will continue to invest in people that can build relationships with the unaffiliated social cricket community and the traditional cricket structures.

Recommendation #4

Cricket Victoria advocates for council, communities and cricket clubs to liaise at a local level. For example, Wydham Social Cricket.

Recommendation #5

Cricket Victoria increases publicity and promotion of the Cricket Victoria Pathway, Academy, trials and player development opportunities in Victoria for all club cricketers regardless of cultural background.

Recommendation #6

Cricket Victoria develops communication and promotion that supports traditional cricket clubs and associations, to consider flexible options that accommodate the growing social cricket community. Advocate and promote cases of flexibility such as Wyndham Social Cricket model.

Recommendation #7
Cricket Victoria to advocate to Cricket Australia to promote the Club Assist website and the basic resources and tools for managing a club and provide cricket club specific tools. Eg How to start a cricket club including basic insurance and governance information.


Recommendation #8
Cricket Victoria should maintain its priorities of promoting junior and female cricket development through the social cricket structures as well as the tradition cricket structures.