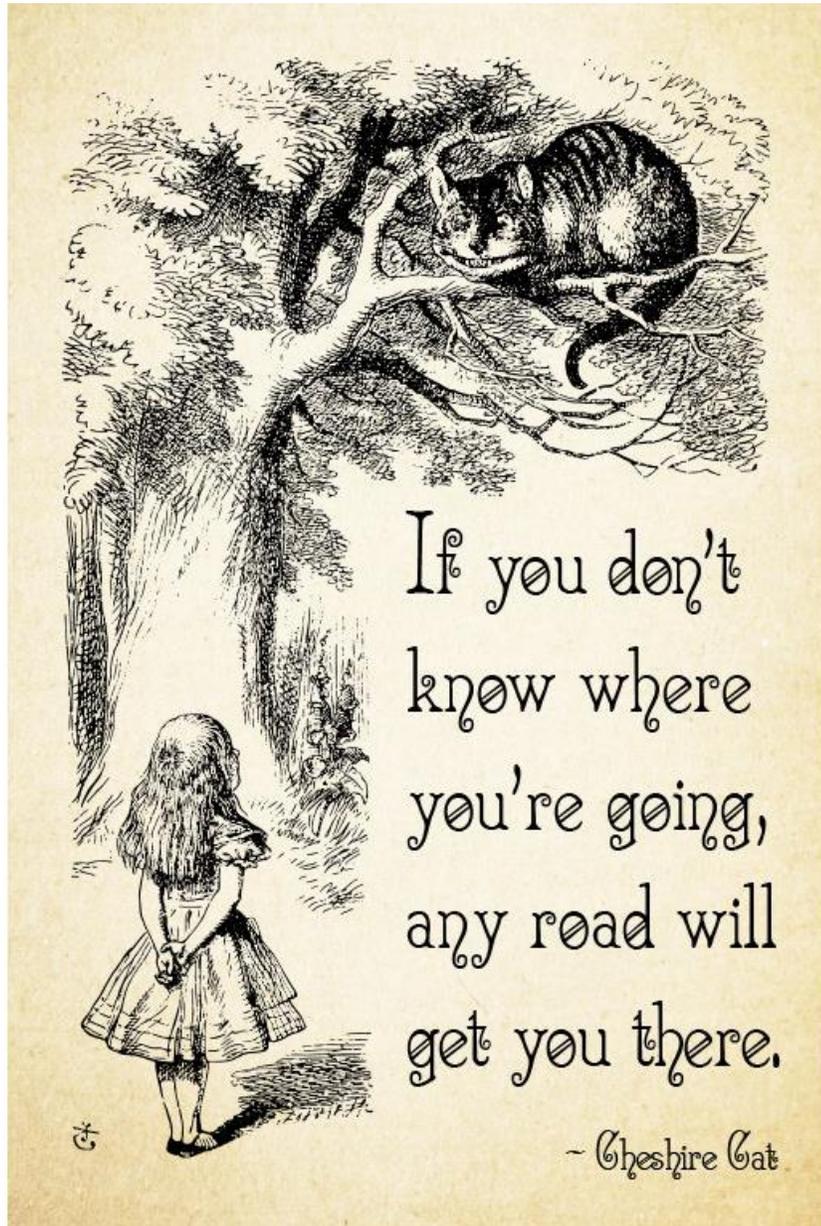


# Values and Strategic Planning

Community Cricket Forum September 2018



If you don't  
know where  
you're going,  
any road will  
get you there.

- Cheshire Cat

Why do we  
need a  
strategic  
plan?

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# What does a Strategic Plan Include?



<b>Vision Statement</b>	<p>A vision statement is an aspirational statement of where you want your unit to be in the future.</p> <p>“Future” is usually defined as the next three to five years,</p> <p>A vision should set the overall direction and should be bold and inspirational.</p> <p>A vision describes the “what” and the “why” for everything you do.</p>
<b>Mission Statement</b>	<p>Describes what you do, for who, and how. Focusing on your mission each day should enable you to reach your vision.</p>
<b>Core Values</b>	<p>Describe your beliefs and behaviours.</p> <p>They are the things that you believe in that will enable you to achieve your vision and purpose</p>

# VICTORIAN CRICKET STRATEGY

## 2017-2022



**OUR PURPOSE**  
Inspire and support all Victorians to Love Cricket

**OUR VISION**  
Victoria's favourite sport, a sport for all Victorians

**FANS**  
No.1 for fans

Grow our fan base through the Big Bash

**PARTICIPANTS AND VOLUNTEERS**  
No. 1 for participation

Grow in sustainable participation & increase support for Victorian clubs & volunteers

**ELITE PLAYERS AND TEAMS**  
No. 1 in all formats

Deliver the best High Performance system in Australia that feeds Victorian, Big Bash and Australian teams

- We will lead Australia in inspiring and supporting women and girls to love cricket
- We will promote cricket in Victoria by telling our story better
- We will increase investment in infrastructure by creating strong partnerships with communities and governments
- We will maximize our long term financial sustainability to grow cricket in Victoria

**WE WILL SUPPORT OUR STRATEGY BY:**

Transforming how we lead, serve and unite the Victorian cricket community



Attracting, developing and engaging great people



Prioritise diversity and inclusion across Victorian Cricket

# HOW WE PLAY



## BE REAL

WE'RE ABOUT CRICKET'S FUTURE

SHOW RESPECT, TALK STRAIGHT.  
NEVER BE AFRAID TO CHALLENGE OR BE CHALLENGED.



## SMASH THE BOUNDARIES

GO FOR IT... CHANGE THE WORLD

INNOVATE. BE COMFORTABLE BEING UNCOMFORTABLE.  
CHALLENGE THE STATUS QUO WITHOUT FEAR OF FAILURE.



## MAKE EVERY BALL COUNT

BE RELENTLESS... PLAY TO WIN

DO WHAT YOU SAY. DELIVER.  
MAKE DECISIONS.



## STRONGER TOGETHER

GO FURTHER... COLLABORATE

EMBRACE DIVERSITY. LISTEN. CUSTOMER'S VOICE 1ST.  
DO WHAT'S BEST FOR CRICKET.

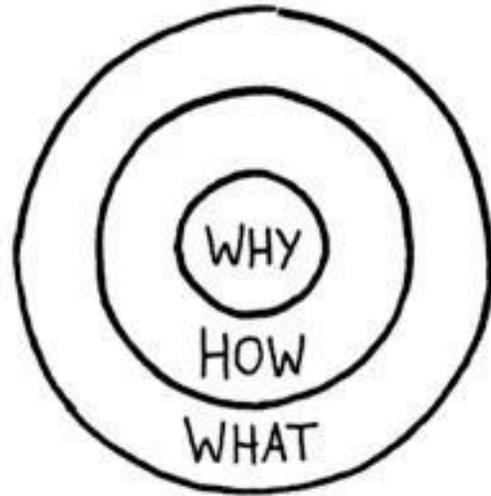


# What does a Strategic Plan Include?



<b>Long-Term Goals</b>	Long-term goals are three to five statements that drill down a level below the vision and describe how you plan to achieve your vision.
<b>Yearly Objectives</b>	Each long-term goal should have a few (three to five) one year objectives that advance your goals. Each objective should be SMART (Specific, Measurable, Achievable, Realistic, and Time-based.)
<b>Action/Operational Plans</b>	Each objective should have a plan that details how the objective will be achieved. Note that the strategic plan starts at the highest level (vision) and then gets more specific, short-term, and specific.

# The Golden Circle



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## What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

## How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

# Process



## Set up

- Form a planning committee
- Schedule meetings separate to board meetings
- Identify key people who should be involved in your planning process – board directors, management, sponsors.



## Background

- Establish current status and broad strategy
- Consult with your region and state body for your sports broader plans
- Review club or association's past outcomes
- Find out trends within the sport industry
- Consult your members
- Do a SWOT analysis – strengths, weaknesses, opportunities and threats
- Analyse current financial status



## Implement, monitor and review

- Assign responsibilities for implementation of strategies
- Create realistic timelines for implementation of action plans
- Evaluate and update entire plan at least annually, ideally before budget planning
- Regularly evaluate your plan: Targets should be evaluated quarterly
- Financial plans should be evaluated monthly
- Action plans should be evaluated monthly, weekly and daily.