



WOOLWORTHS CRICKET BLAST

IMPORTANT CENTRE ACTIVATION INFORMATION (ACCURATE AS OF JULY)



CRICKET BLAST WELCOME

Welcome back to all new and returning Woolworths Cricket Blast Centres for season 2022/23! We can't wait to see young kids participating in Cricket Blast programs across Victoria, and this is all made possible thanks to your hard work and dedication. This two-page document aims to provide you with useful information to assist you in getting your Cricket Blast programs up and running. Cricket Blast plays a critical part in engaging with young participants and building their love for the game, eventually helping clubs establish a holistic Junior Cricket Pathway.

RECRUITING YOUR BLAST COORDINATOR

Your Blast Coordinator plays a crucial role in ensuring your Club provides a safe, friendly, and fun environment for kids to enjoy your Cricket Blast programs. This important role can be filled either by a volunteer or a club-paid cricket enthusiast like an aspiring coach, passionate parent, or a sport and recreation student. It is important that your Blast Coordinator understands exactly what is required of them and this [editable position description](#) can be used for the recruitment process.

BLAST COORDINATOR TRAINING SESSIONS

Cricket Victoria would like to assist your club and your Blast Coordinators by conducting webinars tailored for Coordinators based on their previous experience, ensuring great learning outcomes for all attendees. These webinars will touch on key information, useful tips, and ways to build a good Junior Cricket Pathway, further details and webinar registrations links will be sent to your club.

DATE	BLAST COORDINATOR	LEARNING OUTCOME
Mon 10th Oct & Tue 11th Oct	0 to 2 years of experience	Planning and Delivering Cricket Blast Sessions Engaging Parents and Volunteers How to Promote your Program Supporting Resources on Community Cricket Website
Wed 12th Oct & Thurs 13th Oct	3 or more years of experience	Around the Grounds: Case Studies from Blast Coordinators Promoting your Cricket Blast Program Transition from Cricket Blast to Junior Cricket Supporting Resources on Community Cricket Website

In addition to these webinars, the Cricket Manager from your region will also schedule face-to-face sessions in conjunction with your local cricket association during the season. These face-to-face sessions will focus on enhancing delivery of programs with a high focus on improving the customer experience for participants, further using real-life case studies from clubs in the region to make this an interactive session for all attendees.

FINANCIAL MODEL

Below is a snapshot of the financial model for Cricket Blast programs run at a club:

PROGRAMS	JUNIOR BLASTERS	MASTER BLASTERS	POP UP BLAST
Recommended Retail Price	\$99.00	\$99.00	\$40.00
Minimum Retail Price	\$75.00	\$30.00	\$30.00



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WHERE TO FROM HERE?

You can now activate your Woolworths Cricket Blast Program on MyCricket, the below flow chart takes you through the steps you need to take once you have decided on the start/finish dates of your program. We have provided links to some supporting resources to help guide you through the process.

STEP 1.

**SET UP YOUR JUNIOR BLASTER AND/
OR MASTER BLASTER PROGRAM SO YOU
CAN BEGIN TAKING REGISTRATIONS**

[> How to set up a
program on MyCricket?](#)

STEP 2.

**PROMOTE YOUR CLUB PROGRAM
(SOCIAL MEDIA, IN-SCHOOL ACTIVITIES &
NEWSLETTERS, COMMUNITY BOARDS, ETC.)**

[Contact your Cricket Manager to
discuss In-School opportunities](#)

[> Woolworths Cricket
Blast- Marketing Collateral](#)

STEP 3.

**ATTEND THE CRICKET BLAST
COORDINATOR TRAINING CONDUCTED
BY CRICKET VICTORIA**

[Cricket Manager will contact your
Club with information, dates, and
timings of these sessions](#)

STEP 4.

**NOW IT'S TIME
TO ENJOY
SOME CRICKET!**