

University of Tasmania Cricket Club Strategy 2018-19

Australian Cricket's Vision	To be Australia's Favourite Sport – A Sport for all Australians				
Premier Cricket Vision	Vital part of the competitions pathway, strong and competitive environment, breeding ground for national talent and the pinnacle of game development				
Premier Cricket Definition	Premier Cricket is the beacon for cricket excellence in the community, Producing the Best Players (Bottom of the Top) AND Developing the Community Asset (Top of the Bottom)				
TUCC Vision	To be the best Grade Cricket Club in Australia				
TUCC Definition	TUCC attracts, develops and retains coaches, players and administrators who aspire to the highest level and also works with our community to create cricket opportunities for all				
CA Strategic Pillars	1 Put Fans First	2 Produce the best teams, players, competitions, coaches and officials in the world	3 Increase participation substantially and inspire the next generations of players, fans and volunteers	4 Provide world-class leadership and management to create a seamless, unified national business and deliver our strategy	5 Grow investment and allocate resources to deliver our strategy
Premier Cricket Strategic Pillar Interpretation	Deliver engaging experiences for everyone involved in Premier Cricket to positively impact their life and service their love of the game	Number of players, coaches and umpires delivered from Premier Cricket with the capacity to succeed in First Class cricket	Protect and enhance local infrastructure to foster participation from the local community	Provide leadership to maximise the competitiveness and quality of Premier Cricket & aligned to the NPPP	Significantly grow investment and raise the profile of Premier Cricket across Australia & aligned to the NPPP
TUCC Strategic Pillar Interpretation	Build a COMMUNITY around the club that recognises player and team achievements and celebrates other important events that help to galvanise club culture	Strive for EXCELLENCE by investing in players, coaches, and administrators to perform at a high level and aspire to representative cricket	Develop PARTICIPATION opportunities for all through a safe cricket environment with a focus on consistent and competitive performances and a sustainable program	Develop strong and sustainable MANAGEMENT through a Committee and operating team that underpins the coaching and playing environment	Ensure FINANCIAL strength by working with key stakeholders to increase investment in facilities and programs
Main supporting strategies	<ul style="list-style-type: none"> A. Recognise outstanding achievements including: milestones, representative honours, club service B. Develop a range of activities of all members, supporters and families C. Develop broader links in the community with UTAS, schools, businesses, sporting bodies, and other cricket clubs D. Develop and maintain contact with past players and supporters 	<ul style="list-style-type: none"> A. Recruit and retain players, families, and volunteers that share the club values and who contribute to club success B. Create a coaching structure that supports and integrates players throughout the club regardless of age, gender or skill C. Create a performance culture in which all players & coaches understand their roles and responsibilities D. Create pathways for high performing cricketers, coaches, and administrators to be recognised and included in Representative programs 	<ul style="list-style-type: none"> A. Create a variety of cricket experiences for all players B. Code of Conduct observed by all members at all times C. Maintain a Selection Policy that explains the pathway, rewards performance, and encourages all to aspire D. Develop and refine Game Plans for formats, opposition, player skill 	<ul style="list-style-type: none"> A. Ensure effective governance through the recruitment and retention of Committee members with broad skills B. Develop sustainable business systems and assign management responsibility C. Work closely with CT to develop a respected reputation D. Work with regional competitions to share expertise 	<ul style="list-style-type: none"> A. Diversify revenue streams through broader business and community contacts B. Increase transparency of accounting and reporting C. Develop a Facilities master plan D. Develop and refine Scholarship programs
TUCC Performance targets to 2019	<ul style="list-style-type: none"> I. Player performances celebrated each Thursday night II. Social Calendar with a range of club-wide inclusive activities promoted in September each season III. Increase volunteers by 10% across all club roles IV. Develop and communicate rosters, by October, for all coaching roles, team management, and facility management V. Improve ambience of clubroom eg photos, trophies, furniture, food, etc VI. Develop regular Newsletter for all members VII. Update past players database with at least three hundred contacts VIII. Enhanced Clubroom entrance 	<ul style="list-style-type: none"> I. Develop and maintain a Player Diary system that allows all players to self manage their goals and performance II. Develop Talent Identification: 2 Reps in U15 and U17, and 1 Rep in U19 III. Finish in top four of Club Championship and make finals in at three PL comps IV. Coaching plans signed off in March V. Incorporate CT specialist coaches in a variety of roles during the season VI. At least three Level 2 Coaches and 30% Parent helpers Level 1 Coaches VII. Develop a feedback system to help coaches and players improve individual and team performance VIII. Expand Player Development Program IX. Run Summer and Winter programs X. Scholarship program with Loughborough XI. IV preseason competition at QUCC 	<ul style="list-style-type: none"> I. Win Spirit of Cricket locally II. All players to attend 90% training III. Junior Program - 14 sides inc U14 & U17 Girls' team, 100 in2Cricket, 64 T20 Blast IV. Develop PL Female and U17 Cricket team and U14 Girls Youth League V. Review Selection Policy VI. Information evenings for players and families in September/October VII. Develop KPIs for players and training VIII. Game Plans and communication tools for all teams at all games from October IX. Develop several formats for Uni Students to play with UTAS Cricket X. Develop and maintain a Member Protection Policy XI. Promote UTAS with a variety marketing materials XII. Annual survey of all players and families 	<ul style="list-style-type: none"> I. Board induction after AGM plus sub committees approved II. Appoint GM to represent TUCC III. Develop Leaders that embody club values, who can communicate roles and responsibilities, & manage performance IV. TUCC Coaches involved with CT pathway programs V. Pursue membership of GCC and other policy entities of CT VI. Engage business leaders in the community to help develop cricket VII. Drive efficiencies through use of CA electronic tools VIII. Outreach to regional clubs and schools 	<ul style="list-style-type: none"> I. Develop longer term (3 year) Operational and CAPEX budgets II. Develop and implement a Sponsorship Pitch III. Increase sponsorship to \$20k not inc CT IV. Increase Grant support to \$10k not inc CT V. Raise at least \$10k from Functions VI. Fundraising through past players VII. Foundation Funds expanded VIII. Develop a maintenance plan with TUFC and UTAS (Asset Management, Unigym, Sports council) IX. Redevelop clubrooms X. Interim indoor facility to be developed XI. Review Turf practice wickets and continue to improve safety XII. Develop Scholarship program

