



CJCA

3 Year Strategic Plan

2009 - 2012



Our Vision

Boys and Girls favourite summer sport

Our Purpose

To serve the community of Christchurch through the provision of Cricket for boys and girls as a fun activity that enables them to be physically active, develop friendships, be competitive and while learning the value of teamwork and leadership in a family friendly and safe environment.



Strategic Goal One: Maximise player enjoyment for the game in a manner that encourages retention and growth

At grassroots level the sole purpose of the game is for player enjoyment. If the maximum number of players (and by extension their parents/families) are able to enjoy the game regardless of their abilities or aspirations the game will be in a healthy state. A wide base of participation provides greater opportunities for players of all levels particularly elite and talented players. Cricket as a game is undergoing change particularly with the growth of 20/20 we need to ride on the success of this. Competition exists with the emergence of many new sports and leisure activities combined with changing modern lifestyles meaning it is vital to constantly review and implement strategies to retain relevance to our target audience to retain existing and gain new players. We also need to ensure we have good coaching in place to enable players to evolve their skills which leads to their enjoyment.

PERFORMANCE TARGETS TO 2012

- Increase number of boys playing cricket by 10% (Girls see goal 2)



MAIN SUPPORTING STRATEGIES

- Implement Marketing & Publicity strategies that promote cricket as an exciting, fun, and safe summer sport for juniors in Christchurch.
- Ensure game formats suit different needs and encourage full participation by maintaining awareness of emerging formats and trends in international cricket and taking feedback from parents and players.
- Encourage players to develop strategically, as well as technically through good coaching processes.
- Promote the creation of new team entry post-Christmas for clubs/schools
- Reward & recognize efforts that encourage retention and growth of junior cricket in Christchurch
- Use the coaching coordinators to promote cricket within schools including in
 - Provision of more school trophies to contest
 - Increase the level of team/individual recognition through school assemblies of performances.
 - Providing teacher incentives such as tickets and promotional materials



Strategic Goal Two: Double the Number of Girls Playing Cricket

At an international level the white Ferns are currently number 2 in the world, however with other main cricketing countries experiencing massive growth rates in female cricketers (10-45% p.a.) while female cricket numbers in New Zealand appear to be stagnant at best. In Christchurch numbers have declined over a number of years and girls make up perhaps as little as 5% of the total playing number. To remain competitive at an international level requires a well stocked pipeline to feed it. Furthermore the volume of teams in female cricket in Christchurch is at a critical level whereby any further decline poses a risk of an accelerated decline as a certain critical mass is needed to have a teams and competitions.

An added benefit of growing girl's participation numbers is to provide added incentive for young males to be retained in the game at a time where they are most interested in girls.

PERFORMANCE TARGETS TO 2012

- 100% Increase in club competition players from circa 150 to 300.
- 6 girls teams at regional tournaments from current 4.
- At least one team representing CJCA playing against another union per season
- To have plans in place to host the world's first tournament for primary school girls (WPSGT) coinciding with the SIPCT tournament in Christchurch 2013



MAIN SUPPORTING STRATEGIES

- Targeted schools and development of school/club partnerships
- Increase awareness of girl's cricket through using media, publicity, and sponsorship.
- Hold a girls cricket promotion day which becomes an annual fixture
- Establishment of a girl's liaison officer at each club.
- Work with CCA to develop support within schools Christchurch into a premier international, national and local cricket venue
- Focus on creating outstanding events and customer experiences and broadening the reach of cricket
- Use player appearances, active media communication and targeted promotion to increase the presence of Wizards & Magicians in Canterbury Cricket programs, the community and media
- Form planning committee for 2013 girls primary tournament.



Strategic Goal Three: Increase numbers qualified coaches & umpires

Strongly encourage NZC Getting Started, Level One and other appropriate coaching courses

- Appointment of a coaching coordinator
- Welcome qualified / independent umpires into our leading grades
- Encourage professional coach / parent manager model where qualified coach not available (OBC model)
- Provide further school teacher coaching

PERFORMANCE TARGETS TO 2012

- >50% of regional tournament coaches are qualified to level 1 or above.
- 3 teachers per school with level 1 course.



MAIN SUPPORTING STRATEGIES

- Run evening coaching sessions at clubs.
- Develop and promote strategies that support parent managers with professional coaching infrastructure.
- Liaise with CCA to use Community Cricket Coordinators for umpiring where possible.
- Promote Getting Started, Level One and Level Two coaching courses
- Publish a guideline that senior premier teams should provide experienced umpires as part of their terms of entry into Senior Premier Competition.
- Regional tournament umpires (year 9-11 boys) to attend a 2-3 hour course and become officially certified as a CJCA umpire and to receive a certificate.
- Encourage the player understanding and experience of umpiring by promoting 7/8 team (non senior premier teams) umpires to have a player standing alongside them when they are umpiring.
- Investigate and implement accordingly a policy of having independent qualified umpires into top grades. The long term goal is to have independent qualified umpires to all hard ball grades.
- The Coaching Coordinators role will be to:
 - Raising Accreditation percentages of qualified coaches in Local clubs.
 - Improving standard of coach by providing guidelines about what is expected of coaches at various levels.
 - Promoting coaching and the contribution of coaches in junior cricket and courses tailored to meet local club needs.
 - Targeting coaches to attend specific courses.



- Devise alternative course formats and decide on the level of practical content in coaching courses.
- Provision of Coaching within Schools using the coaching coordinator as much as possible to:

Utilizing the coaching co-ordinator in schools is a vital aspect of the role and introducing new kids to the game.

- Utilising the CCA coaching in schools programmes.
 - Hold teacher training sessions.
- Continue the one day teacher coaching workshops sponsored by CJCA and to encourage kids in good practices and techniques.
 - Devise and implement CJCA in conjunction with CCA coaching courses suitable for banded primary school age groups.



Strategic Goal Four: Increase numbers of players who aspire to be excellent cricketers

To provide the opportunities for cricketers to make the most of their talents.

PERFORMANCE TARGETS TO 2012

- Increase the number of players who wish to trial for representative teams by 10%
- Increase the number of players that participate in special coaching clinics by 10%

MAIN SUPPORTING STRATEGIES

- Provide clear pathways, goals setting and professional advice to players (and parents of players) who wish to become elite cricketers.
- Lift the training and playing standards of our elite cricketers to a new, more professional level
- Specialist training sessions for talented cricketers in particular disciplines such as batting, bowling and wicket keeping.
- Investigate and implement the feasibility of the introduce on/offline log book journals of to record goals and performances



Strategic Goal Five: All games are played with quality grounds and pitches

CJCA softball grades of cricket are played on grass pitches whereas hardball grades are mainly played on artificial wickets.

- Saturday cricket. Artificial pitches are currently used for the majority of junior and senior hard ball grades.
- Regional tournament. The CJCA Regional Tournament is played at Ilam Fields on grass pitches. While some of these games are played on permanent and well- prepared cricket blocks, the girls and year 6 boy's games are usually played on temporary pitches prepared in the outfield.
- Softball grades are played on grass wickets. This is appropriate but we need to ensure good quality grass wickets are available. Alternatively, we consider providing artificial wickets for these grades.

Artificial pitches provide numerous benefits to all grades of cricket:

- Allow play on fine days but when the weather leading up to the game has been wet and therefore disrupting preparation of grass pitches or prohibiting play on prepared pitches
- Player safety will be improved as there will be consistent and uniform bounce
- Batter skill and confidence will increase as they can have confidence in the quality of the pitch to play good cricket shots
- Bowlers will have to learn the skills and techniques to take wickets as they cannot rely on irregular pitch surfaces to create wicket taking opportunities

Based on the current number of CJCA teams and the existing number of artificial pitches it is evident there is a shortage of artificial pitches in Christchurch. If it is agreed that as much junior cricket is played on artificial wickets as possible then the CJCA would need to continue to increase the number of artificial wickets being installed in Christchurch. This would ensure a safe playing surface, improve player skill and competence, and increase playing opportunities when the weather has been inclement.

Softball grade cricket wickets. We need to ensure grass wickets are relatively flat and the appropriate length for each grade. This means that grass pitches would need to be heavy rolled perhaps 2-4 times a season. For non-irrigated grounds, rolling would occur only after significant rain as soil must be moist to enable the roller to have an effect. Most suitable to use an industrial ride on vibrating roller which would be towed via trailer to the designated venues. Heavy rolling 2-4 times a season would create much



flatter surfaces through the whole season. Alternatively we need to consider having some soft ball grades (e.g., Super 8's) played on artificial wickets.

The location of the main parks used for softball grades seems appropriate for the current distribution of cricket clubs and player numbers. However, it is probably necessary to review the club locations, the number of junior teams, sports fields used, and new sports fields being developed and proposed by the CCC.

Where?

Artificial surfaces. The CJCA has increased the number of artificial wickets in Christchurch in recent years. The majority of these wickets have been placed in primary or intermediate schools to provide a quality surface for the school for weekday use as well as for CJCA Saturday games.

To address the future needs of the Regional Tournament and increasing the number of softball grades playing on artificial wickets it would be desirable if up to 16 artificial wickets could be located at between one and four sports grounds. This is a shift in emphasis from placing such wickets at school grounds and is seen as a short term diversion from the placement of wickets at school grounds. For the regional tournament this would enable all girls, year 6, year 7 and year 8 games to be played at one venue. These wickets would be available for Saturday CJCA competition games as well (e.g., Super 8's). These wickets could be located between winter sports fields so as to provide minimum disruption to existing uses.

To date two main options have been suggested for the placement of additional artificial wickets:

Hagley Park

- Established winter sports field layout and so artificial wickets could be placed between these
- Central location
- Good car parking available
- Good shelter
- Extensive senior cricket facilities and new Christchurch test cricket venue

Warren Park

- Existing soccer fields and so artificial wickets could be placed between these. But opportunities exist to realign soccer fields to fit in artificial pitches
- Good car parking available



- Reasonable shelter
- Close to Canterbury Country at Lincoln who may also use artificial wickets on the south side of Christchurch

How?

The CJCA needs to actively engage with the Christchurch City Council (CCC) and Canterbury Cricket Association (CCA) to discuss the options for further developing the CJCA program of artificial wicket placement. CCC should be involved as they develop and maintain the majority of sports fields in Christchurch. CCA should be involved as playing youth cricket on artificial wickets should be considered.

Funding.

Grants could be sought to install more artificial wickets. The NZ Cricket Trust subsidy also contributes to the installation costs. Funds from CJCA could also be used for the further development of the game by the installation of additional artificial wickets. If the Regional Tournament is transferred to artificial wickets we could use the player tournament fee to repay the CJCA contribution.

When?

CJCA to meet with the CCC to discuss sports field options and future sport field developments. Discuss the issue with CCA with regard to the development of a major artificial wicket area and also use of these wickets by youth cricket. Should suitable grounds be available in Christchurch to be developed with artificial wickets then a more detailed plan for grant applications, use of CJCA funds, timing of installation, etc. needs to be prepared.



	Teams	Wickets	Artificial wickets	Grass
Girls senior 1 day	8	4	4	
Senior Premier	12	6	3	3
Senior 1 day	52	26	26	
Junior 1 day	46	23	23	
Super 8 boys	28	14	14	
Super 8 girls	6	3	13	
Kiwi & 20/20	88	44		44 outfield
Total (Based on start of 2008/9 season)	240	120	73 vs c 55 existing	3 + 44 outf'd more avail but want to move to artificial
Youth (under 14 & 15)	49	25		



PERFORMANCE TARGETS TO 2012

- 85 (+30) Artificial wickets in Christchurch by 2012
- To have a solution that would enable the 2012 regional tournament to be played on artificial wickets

MAIN SUPPORTING STRATEGIES

- Install more artificial pitches in Christchurch
- Create a venue that supports all games being played on artificial pitches
- Pitch lengths to be implemented in accordance with NZC guidelines



Strategic Goal Six: Provide the best possible governance and leadership

Incorporate a progressive culture to improve junior cricket in Christchurch that values:

- Accountability and transparency
- Researched options
- Open debate and communication
- Financial prudence and internal controls and use of best practices
- Stakeholder involvement through volunteers
- Enables players to reach their potential while encouraging team work, fairness, family participation and safety.
- Use of resources from key partners such as NZC / CCA / Sport Canterbury and SPARC



PERFORMANCE TARGETS TO 2012

- New website and webmaster in place by 1 October 2009
- 2013 SIPCT/WPSGT committee formed by 31 December 2010
- Maintain minimum cash reserves of \$50,000 at all times
- Databases in place by 31 December 2009

MAIN SUPPORTING STRATEGIES

- Develop and implement sub-committee structures for Soft Ball and Girls grades and 2013 SIPST/WPSGT hosting.
- Maintain an administrative structure that ensures these goals are achieved including Manager, Secretary/Treasurer, Webmaster and any other roles as deemed appropriate.
- Develop the CJCA website as a key interactive communication medium between stakeholders.
- Database of players for individual development and enhanced player retention that will migrate through into youth cricket.
- Database of teams, coaches/managers to plot trends in player base, enhance communication & improve skills based learning.
- Raise funds as needed including establishing direct funding from CCA where appropriate.



- Devise plans for growth in player numbers with new clubs & schools to emerge and to include new geographic opportunities.