



## Christchurch Junior Cricket Association 3 Year Strategic Plan 2013 – 2016

### Our Vision:

*To make cricket 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 and be competitive, while learning the value of teamwork and leadership in a family friendly and safe environment”*

### Our Strategic Goals:

1. Maximise player **enjoyment** for the game in a manner that encourages **growth** in player numbers over time
2. **Increase** the number of **girls** playing cricket in schools and clubs
3. Increase the number of qualified **coaches** and **umpires**
4. Play all games on quality **grounds** and **pitches**
5. Provide the best possible **governance** and leadership

6. Improve the **transition** of junior players into youth cricket
7. Increase the quality of information and **communication** to parents of junior players
8. Monitor and report **progress** of this strategic plan to all CJCA stakeholders

## Implementation Strategies:

CJCA will use a mix of methods to meet the 8 strategic goals listed above. It is important to have clarity about what the specific targets are for each goal and strategies to achieve them and to report on these annually to all our stakeholders including players, parents, clubs, schools and Metro Cricket. In a general sense the work of the CJCA Executive will be focused toward achieving progress in alignment with these goals.

## Strategic Goals and Specific Measures

Goal	Specific Objectives	Measurement Points	Who is Responsible	Reporting
1 & 2	<p><b>ENJOYMENT</b></p> <ul style="list-style-type: none"> <li>• Develop coach training and team management techniques that increases fun elements in the skills training programmes, games and tournaments</li> <li>• Depict cricket as fun within all media and marketing of the game</li> <li>• Ensure all game format's suit the needs of young players (i.e. full participation, timing of matches and new innovations)</li> <li>• Offer a professional winter training programme to improve skill levels and so the enjoyment of playing</li> </ul> <p><b>GROWTH</b></p> <ul style="list-style-type: none"> <li>• Target schools in conjunction with Metro Cricket for increased promotional material</li> </ul>	<p><b>SATISFACTION MEASURE</b> Satisfaction survey of fun elements (3.5 on a scale '1= Not at all satisfied to 5= Extremely satisfied)</p> <p><b>GROWTH MEASURE</b> Base: 2012 Player Numbers (N= 190/2360) (Girls/Boys)</p>	<p>Barry Hazeldine (CJCA Mgr) via survey</p> <p>Barry Hazeldine (CJCA Mgr)</p>	<p>Annually before AGM in May, starting 2014</p> <p>In October once team registrations</p>

	<p>and incentives</p> <ul style="list-style-type: none"> <li>• Increase number of boys playing cricket by 5% each year (2013-2016)</li> <li>• Increase the number of girls playing cricket by 50% by 2016</li> <li>• Increase the number of players who wish to play in the Spring and Summer Tournaments</li> </ul>	<p>Target 2013 (N=218 / 2478 ) (Girls/Boys)  Target 2014 (N=250 / 2602 ) (Girls/Boys)  Target 2015 (N=285 / 2732 ) (Girls/Boys)  Summer Trialists (Boys)  Yr 6 – 80, Yr 7 – 86, Yr 8 - 94</p>		are known
2	<p><b>GIRLS CRICKET IN SCHOOLS</b></p> <ul style="list-style-type: none"> <li>• Target and support Physical Education programme delivery of School Girl Cricket. Use of Girls Ambassadors/Magicians/White Fern's</li> <li>• Work with School sport coordinators in conjunction with Metro Cricket</li> <li>• Increase the number of girls teams at regional tournaments</li> <li>• Develop a representative programme for the girls with at least one game per season</li> <li>• Grow the number of teams at the SIPST tournament</li> </ul> <p><b>GIRLS CRICKET IN CLUBS</b></p> <ul style="list-style-type: none"> <li>• Work with clubs liaison and kiwisport coordinators to ensure school girl cricketers receive offers to play for a club</li> </ul>	<p><b>GROWTH MEASURE</b>  Base: Girls teams playing in local CJCA competition and in regional tournaments (N= 19/14 across Spring and Summer Tournaments)  Target 2013 (N= 22/16)  Target 2014 (N=25/18)  Target 2015 (N=29/20)</p> <p>(At least 1 representative game per age group ie Yr 5/6 and Yr 7/8 per season )</p>	Barry Hazeldine (CJCA Mgr)	In October once team registrations are known. Also after each tournament in Nov and Feb/March
3	<p><b>COACHING</b></p> <ul style="list-style-type: none"> <li>• Review and strengthen the role of coaching coordination with Metro Cricket. Organise comprehensive training programmes based at local clubs and in local schools with CCA/Metro coaches running the programme. Strive for a high level of coaching capability</li> </ul>	<p><b>GROWTH MEASURE</b>  Increase the number of junior coaches who attend coaching courses and provide coaching material for all junior coaches via their clubs/schools</p>	Barry Hazeldine, Metro and CCA	Annually in April, pre AGM

	across all clubs			
	<ul style="list-style-type: none"> <li>By enhancing coaching techniques and confidence, the skill level of all players will improve</li> </ul> <p><b>UMPIRES</b></p> <ul style="list-style-type: none"> <li>Require all Year 8 players at winter training to undertake initial umpire training and encourage that they go on to sit Level 1</li> </ul> <p>Encourage player understanding and experience of umpiring by promoting all Yr 7/8 team umpires to have a player standing alongside them when they are umpiring</p>	<p>Target 15 + attendees at the annual teacher training day, 10 – 15 parents to attend recognised coaching course and 5 – 10 to attend the Level 1 course each year. Target in conjunction with Metro Cricket.</p> <p><b>GROWTH MEASURE</b></p> <p>Target 15 players to sit their Level 1 umpiring each year and 45 Yr 8 players to undertake initial training</p>	Barry Hazeldine, (CJCA Mgr)	Annually in April, pre AGM
	<p><b>TRANSITION</b></p> <ul style="list-style-type: none"> <li>Provide feedback to players (and their parents) on how to progress their cricket interests beyond the junior programme via a written pack provided to Yr 8 players (boys) before Christmas and new Yr 9 girls at the end of the season</li> </ul>	<p><b>RETENTION MEASURE</b></p> <p>Junior players and parents receive a pack with information prior to movement to youth level. Metro Cricket to produce the pack and CJCA to carry out distribution</p>	Yr 8 Manager	Dec for Boys and March for Girls
4	<p><b>WICKETS &amp; OUTFIELDS</b></p> <ul style="list-style-type: none"> <li>Ensure as much junior cricket as possible is played on artificial wickets via a planned increase in the number installed</li> <li>Ensure grass wickets are relatively flat and</li> </ul>	<p><b>GROWTH MEASURE</b></p> <p>Base: Artificial wickets under CJCA control/use (N=44 in schools (not inc ones in parks total 63))</p> <p>Target 2013 (N=47)</p>	Barry Hazeldine (CJCA Mgr)	Annually in April, pre AGM

	<p>grass is appropriate length for each grade</p> <ul style="list-style-type: none"> <li>• With Metro, establish a maintenance agreement with CCC for all artificial wickets based on council land</li> <li>• Clarify and make known base standard for outfielders of artificials and to report by email any sub-standard grounds</li> </ul> <p><b>PLAY LOCATION</b></p> <ul style="list-style-type: none"> <li>• Review and implement best locations for the different grades of 'softball' and 'hardball' cricket</li> </ul>	<p>Target 2014 (N=50) Target 2015 (N=54)</p> <p>Annual audit report of all artificial wickets is commissioned by CJCA and repairs carried out as needed</p> <p>Need to involve CCC, Botanical and clubs to see how the quality of outfield wickets and junior grass wickets can be improved</p>		
5	<p><b>GOVERNANCE</b> Increase the transparency and accountability via posting of key actions, decisions and policies on website in timely manner</p> <ul style="list-style-type: none"> <li>• Maintain cash reserves (Minimum \$50,000)</li> <li>• \$120,000 in trust to be managed as per the initial intentions laid down by the Executive</li> <li>• Run a pre season forum for all interested parties to attend and outline changes and initiatives for the coming season</li> </ul> <p>Management/ Leadership</p> <ul style="list-style-type: none"> <li>• Ensure smooth running of CJCA operation including competitions, tournaments, coaching, training and umpiring programmes</li> </ul>	<p><b>SATISFACTION MEASURE</b> Online survey and feedback process with recommendations. Satisfaction with governance performance, Management and Leadership (3.5 on a scale '1= Not at all satisfied to 5= Extremely satisfied)</p>	Barry Hazeldine (CJCA Mgr)	Annually in April, pre AGM
7	<p><b>COMMUNICATION</b> Ensure the focus of the CJCA operational activity is on providing comprehensive information for teams, parents, coaches, players and umpires on the website</p>	<p><b>SATISFACTION MEASURE</b> Online survey and feedback related to digital communication (3.5 on a scale '1= Not at all satisfied to 5= Extremely satisfied)</p>	Barry Hazeldine (CJCA Mgr)	Annually in April, pre AGM
8	<p><b>MONITORING &amp; EVALUATION</b></p> <ul style="list-style-type: none"> <li>• Report three monthly on progress against the strategic plan (1 formative, then the final</li> </ul>	<p><b>MEASURE</b> Report produced that outlines progress</p>	Barry Hazeldine (CJCA Mgr)	Quarterly to Exec and annually on

	see below) <ul style="list-style-type: none"> <li>Provide an 'end of season report' listing the outcomes against plan and circulate this to all stakeholders</li> </ul>	against the performance measures outlined in this plan.		website
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## Base Measures Table

Measure Description	Benchmark at 2012/13	Result at end 2013/14	Result 2014/15	Result 2015/16	
Player enjoyment satisfaction rating	3.5	4.3			
GROWTH					
Total players in weekly comp	2554	2360			
Girls teams	19	19			
Boys/Mixed teams	204	187			
Girls teams playing CJCA tournaments	14	12			
Trialists for representative teams (Boys and Girls)	620	571			
Number of artificial wickets funded by CJCA (and used by CJCA in weekly competition)	44 (total 63)	45 (total 64)			
Coaches attending recognised courses	30 (inc 10 doing L1)	52 (inc 16 doing L1)			
CJCA Governance performance satisfaction rating	Survey feedback	66% happy 28% did not know 2.5% okay 3% unhappy			
CJCA Communications satisfaction rating	3.5	3.83			
Performance Evaluation Report	3.5	3.54			