

South Waikato Cricket Association

STRATEGIC PLAN

2015-2017



TABLE OF CONTENTS

Executive Summary

Board Authorisation of Strategic Plan

Organisational Description

Mission, Vision and Values

Goals and Strategies

Appendix:

A- Financial Reports (Budgets, Statements, etc.)

B - Monitoring and Evaluation of Plan (Criteria,
Responsibilities and Findings)

C - Communicating the Plan

Executive Summary

We fundamentally need to remember why the cricket association is in existence, it's not just for one core group or a single person but for everyone to be able to unleash their passion for cricket. The mission statement underlines that concept that cricket is not just for the young and talented but for all people of all ages and ability to play and enjoy

cricket and in doing so we will become the best association within the Waikato Valley region.

We are lucky enough to own our own building solely for cricket, but need to maintain this building for the greater good of cricket and the greater South Waikato community. Focus on raising capital to upgrade and maintain our facilities are of the utmost importance, with key developments happening at David Foote Park, the Association needs to be in a position to capitalise on them. The building is the heart of the association, if you want to develop the best players you need to provide the best facilities and be able to use those facilities to generate further income to support the association's activities

Leadership and management are one of the most important considerations for the club, without that we will aimlessly proceed along without really focusing on and addressing the main issues facing the club. Ensuring there is a clear structure with checks and balances in place will assist in monitoring the progress of the management committee and to ensure the future of the association.

Partnerships with key organisation to assist with achieving our goals are extremely important. Working with the SW District Council on grounds and building compliance along with offering the services of the building will enhance the greater community enjoyment. Strong ties with the Waikato Valley Cricket Association board and staff are vital in keeping pathways open for talented players and other opportunities.

Financial constraints and income streams are difficult for any organisation but the association has an asset in which to utilise in regard with the building. Hall hire are simply not enough and further avenues such as offering advertising around the building will generate considerable income. This will also lead to the responsibility to look after those that have invested in the association.

In using this document we must understand its importance and always refer to it when working within the association "is what I'm doing related to the goals and strategies of our STRATEGIC PLAN" It needs to be able to reflect our values statement as to encouraging achievement, team spirit and sportsmanship.

Imagine - then plan to make it happen

Board Authorisation of Strategic Plan

Name of Board Member: _____ Date Signed: _____

Name of Board Member: _____ Date Signed: _____

Name of Board Member: _____ Date Signed: _____

Name of Board Member: _____ Date Signed: _____

Name of Board Member: _____ Date Signed: _____

Organisational Description

The South Waikato Cricket Association was formed in August 1956 and has been a member of the Waikato Cricket Association, Midlands Cricket Association and now the recently formed Waikato Valley Association. In its heyday the association had up to 16 senior teams and 28 business house teams along with junior cricketers. The town has

since lost a third of its population and with the advent of new summer sporting codes have made attracting players difficult.

The clubrooms were built in 1969 then relocated to the top of David Foote Park in 1988.

The association currently has a senior men's team who played in the A grade and a junior intermediate team that travel and take part in Rotorua's competition. The two High Schools have teams that contest the boys and girls Gillette cup with several Girls making the Northern District Maori girls team. Junior "HAVE A GO" is very popular. The association is seeing more and more players become involved at a representative level.

The building is beautifully located at the top of David Foote Park and can house up to 100 people, it is commonly used in the off season by the community for private functions. Larger organisations have started to use the venue for their events as well.

Other facilities include two artificial wickets and a double practice net.

The Association can proudly claim fame through Chris Kuggeleijn (NZ player and ex-President) along with current black cap BJ Watling as well as Ian Foster (before rugby claimed him).

Mission Statement

To provide the opportunity, environment and facilities to people of all ages and ability to play and enjoy cricket

Vision Statement

To be the best cricket association within Waikato Valley

Values Statement

Fostering on-going relationships and building partnerships within the community and club sponsors

Striving to offer the best facilities available

Maintaining the history of the club by keeping the links between past & current members open

Ensuring the future of the association through proper financial and management administration

Provide an environment that encourages achievement, team spirit and sportsmanship

Encourage active participation in the club at all levels and by any person

Assist players to meet their maximum potential by maintaining pathways and partnerships at all levels

To allow our facilities to be used and enjoyed by the wider community

Goals and Strategies

1: Maximise South Waikato's passion for cricket

- Provide competitions & games for all types of players

2: Develop the best players

- Provide pathways to higher level cricket

- Attend specialised coaching & training courses

3: Provide first class leadership and management

- Elect at AGM right people for the right roles
- Transparency with checks and balances

4: Grow investment in South Waikato Cricket

- Building facilities – improvements and refurbishment

5: Increase participation

- Targeted advertising and marketing, facilities and structure in place

Objectives for Strategy 1 Maximise South Waikato's passion for cricket	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Provide games & competition <ul style="list-style-type: none"> - Junior - Senior - Social - Golden Oldies - Community 	31/03/15	Committee	

Objectives for Strategy 2 Develop the best players	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Higher level cricket <ul style="list-style-type: none"> - Member of WVJAB 	31/03/15	GHALL	
Coaching & Training <ul style="list-style-type: none"> - Attend coaching sessions 	31/03/15	Players GHALL	

Objectives for Strategy 3 Provide first class leadership and management	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Roles & responsibilities <ul style="list-style-type: none"> - AGM elections 	01/10/14	Members	
Transparency with checks and			

balances - Clear reporting and regular committee meetings	On-going	Chairman	
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Objectives for Strategy 4 Grow investment in South Waikato Cricket	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Fundraising - Selling advertising - Funding applications - Events	On-going	Committee	
Partnerships - Working with community groups	On-going	Chairman	
Working bees - Set tasks	01/10/14	Members	

Objectives for Strategy 5 Increase participation (Communication)	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Advertising and promotion - Working with WV - Target key Schools - Target key businesses	01/10/14	Committee	
Web page development - Construction	01/10/14	Chairman	
- Monthly news letter	On-going	Publicity officer	

Appendix A – Financial Reports (Budgets, Statements, etc.)
Operating Budget

REVENUE:	2015	2016	2017
<i>Hall hire</i>	5000	6000	7000
<i>Advertising</i>	5000	1500	5000
<i>Bar sales</i>	1000	2000	3000
<i>Funding applications</i>	5000	5000	5000
<i>Misc. (donations, social)</i>	200	200	200
<i>Membership fees</i>	1700	2200	2700
TOTAL REVENUE	17900	16900	22900
Central Administration -- Facilities:			
<i>Lease fees</i>	1500	1600	1700
<i>SWDC – water rates, licences and fees</i>	400	400	400
<i>Utilities (electricity, water, heat)</i>	1250	1300	1400
<i>Admin: (phone, insurances, advertising, stationary)</i>	450	500	550
<i>Maintenance and Repair</i>	10000	5000	5000
Total Central Administration Facilities Costs:	13600	8800	9050
Central Administration -- Equipment:			
Central Administration -- Marketing and Promotions:			
<i>Media plan (brochures, newspaper ads, etc.)</i>	400	400	400
<i>Web page development and maintenance</i>	100	90	90
Total Central Admin. Marketing & Promotions Costs:	500	490	490
Other Expenses:			
<i>Cleaning</i>	200	300	400
<i>General expenses</i>	3000	3000	3000
<i>Cricket expenses</i>	350	350	350
<i>Social events.</i>	100	150	200
Total Central Admin. Other Expenses/Costs:	650	800	950
TOTAL EXPENSES	17750	13090	13490

TOTAL SURPLUS (OR DEFICIT)	250	3810	9410
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Appendix B - Monitoring and Evaluation of Plan

Responsibilities and Frequencies for Monitoring and Evaluation

Plan section, goals, etc.	Completion date	Responsibility	Written description of results to:
Maximise South Waikato's passion for cricket	31/07/15	Committee	AGM / Web page / newsletter
Develop the best players	31/07/15	GHALL	AGM / Web page / newsletter
Provide first class leadership and management	31/07/15	GHALL	AGM / Web page / newsletter
Grow investment in South Waikato Cricket	31/07/15	Committee	AGM / Web page / newsletter
Increase participation	31/07/15	Committee	AGM / Web page / newsletter
Budget & Financial	31/07/15	Treasurer/ Committee	AGM / Web page / newsletter

Key Questions While Monitoring Implementation of the Plan

Monitoring and evaluation activities will consider the following questions:

1. Are goals and objectives being achieved or not? If they are, then acknowledging, rewarding and communicate the progress. If not, then consider the following questions.
2. Will the goals be achieved according to the timelines specified in the plan? If not, then why?
3. Should the deadlines for completion be changed (be careful about making these changes -- know why efforts are behind schedule before times are changed)?
4. Do personnel have adequate resources (money, equipment, facilities, training, etc.) to achieve the goals?
5. Are the goals and objectives still realistic?
6. Should priorities be changed to put more focus on achieving the goals?
7. Should the goals be changed (be careful about making these changes -- know why efforts are not achieving the goals before changing the goals)?
8. What can be learned from our monitoring and evaluation in order to improve future planning activities and also to improve future monitoring and evaluation efforts?

Reporting Status of Implementation

Results of monitoring and evaluation will be in writing, and will include:

1. Answers to the "Key Questions While Monitoring Implementation of the Plan"
2. Trends regarding the progress (or lack thereof) toward goals, including which goals and objectives
3. Recommendations about the status
4. Any actions needed by management

Procedure for Changing the Plan

Regarding any changes to the plan, write down answers to the questions:

1. What is causing changes to be made?
2. Why the changes should be made (the "why" is often different than "what is causing" the changes).
3. What specific changes should be made, including to goals, objectives, responsibilities and timelines?

Reminders:

Manage the various versions of the plan (including by putting a new date on each new version of the plan).

Always keep old copies of the plan.

Appendix C - Communicating the Plan

This plan will be widely communicated including through use of the following approaches:

1.
Copy of STRATEGIC PLAN posted on club room notice board
2.
STRATEGIC plan located on South Waikato Cricket Association Web page
3.
Committee members to retain a copy with them
4.
Publish portions regularly in the association newsletter
5.
Make available copies for major stakeholders (i.e. Waikato Valley & SW District Council)