

South Waikato Cricket Association

STRATEGIC PLAN

2018-2023

5 YEAR PLAN



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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, continuing with the focus and effort helped along by the funding received, we are starting to develop our facilities that we can offer our cricketing community and for the greater good of cricket and the South Waikato community. Continued focus on raising capital to upgrade and maintain our facilities are of the upmost 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 & Rotorua Cricket association 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 Lakelands senior Men's competition and 3 junior teams that travel and take part in Rotorua's competition. 8 teams make up the business house league and South Waikato field a golden oldies cricket team along with the High School Gillette cup team. Junior "HAVE A GO" is very popular and is run in Tokoroa & Putaruru with a very successful Putaruru Monday afternoon school based cricket competition. 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 three artificial wickets with 1 grass wicket being worked on and a double practice net that has been recently upgraded with community support.

The Association can proudly claim fame through Chris Kuggeileijn (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
- Provide quality coaching & guidance

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
- The VALUE of cricket & the SWCA brand

5: Increase participation

- Targeted advertising and marketing. Ensuring quality facilities and structure are in place

Objectives for Strategy 1	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Maximise South Waikato's passion for cricket			
Provide games & competition <ul style="list-style-type: none"> - Junior - Senior - Social - Golden Oldies - Community 	31/03/20		

Objectives for Strategy 2	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Develop the best players			
Higher level cricket <ul style="list-style-type: none"> - Member of WVJAB 	31/03/20		
Coaching & Training <ul style="list-style-type: none"> - Attend coaching sessions 	31/03/20		
<ul style="list-style-type: none"> - Provide quality coaching & guidance 	31/03/20		

Objectives for Strategy 3	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Provide first class leadership and management			
Roles & responsibilities <ul style="list-style-type: none"> - AGM elections 	01/10/20		
<ul style="list-style-type: none"> - Transparency with checks and balances 	On-going		
<ul style="list-style-type: none"> - Clear reporting and regular committee meetings 	On-going		

Objectives for Strategy 4	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Grow investment in South Waikato Cricket			
Fundraising <ul style="list-style-type: none"> - Selling advertising - Funding applications - Events 	On-going		
Partnerships <ul style="list-style-type: none"> - Working with community groups 	On-going		
Value of cricket & South Waikato Cricket brand	On-going		
Working bees <ul style="list-style-type: none"> - Set tasks 	01/10/20		

Objectives for Strategy 5	<i>Date of Completion</i>	<i>Responsibility</i>	<i>Status and Date</i>
Increase participation (Communication)			
Advertising and promotion <ul style="list-style-type: none"> - Working with WV - Target key Schools - Target key businesses 	01/10/20		
Web page development <ul style="list-style-type: none"> - administration - Monthly newsletter 	On-going		
Facebook page <ul style="list-style-type: none"> - Regular updating 	On-going		
Facilities <ul style="list-style-type: none"> - Meeting the needs 	On-going		

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

Operating Budget

REVENUE:	2018/ 2019	2019/ 2020	2020/ 2021	2021/ 2022	2022/ 2023
<i>Hall hire</i>	5500	6000	6500	7000	7500
<i>Advertising</i>	1000	5000	1000	5000	1000
<i>Sales (social, BBQ, gear)</i>	2500	2500	3000	3000	3500
<i>Funding applications</i>	15000	15000	15000	15000	15000
<i>Donations</i>	500	500	500	500	500
<i>Misc. (Raffles/fundraising)</i>	3000	3000	3000	3000	3000
<i>Membership fees</i>	3000	3500	4000	4500	5000
TOTAL REVENUE	30500	35500	33000	38000	35500
EXPENSES:					
Central Administration -- Facilities:					
<i>SWDC – Lease fees, water rates, licences and ground fees</i>	2300	2400	2500	2600	2700
<i>Utilities (electricity, heating)</i>	1000	1100	1200	1300	1400
<i>Admin: (phone, insurances, stationary, security)</i>	2000	2000	2100	2100	2200
Total Central Administration Facilities Costs:	5300	5500	5800	6000	6300
Central Administration - Equipment:					
<i>Maintenance and Repair</i>	4000	6000	5000	5000	5000
<i>New Purchases (gear)</i>	5000	5000	5000	5000	5000
Total Central Administration Equipment:	9000	11000	10000	10000	10000
Central Administration -- Marketing and Promotions:					
<i>Media plan (brochures, newspaper ads, etc.)</i>	450	450	450	450	450
<i>Web page development and maintenance</i>	50	50	50	50	50
Total Central Admin. Marketing & Promotions Costs:	500	500	500	500	500
Other Expenses:					
<i>Cleaning</i>	400	400	500	500	600
<i>Sales cost</i>	1600	1600	1700	1700	1800
<i>Cricket expenses (fees etc.)</i>	2000	2000	2100	2100	2200
<i>Coaching / Coordination</i>	10000	10000	10000	10000	10000
<i>Other/Social (fundraising costs/Incidentals)</i>	1500	1500	1600	1600	1700
Total Central Admin. Other Expenses/Costs:	15500	15500	15900	15900	16300
TOTAL EXPENSES	30300	31500	32200	32400	33100
TOTAL SURPLUS (OR DEFICIT)	+200	+3000	800	+5600	+2400

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	31/07/19	Committee	AGM / Web page / newsletter/Facebook
Develop the best players	31/07/19	GHALL	AGM / Web page / newsletter/Facebook
Provide first class leadership and management	31/07/19	GHALL	AGM / Web page / newsletter/Facebook
Grow investment in South Waikato Cricket	31/07/19	Committee	AGM / Web page / newsletter/Facebook
Increase participation	31/07/19	Committee	AGM / Web page / newsletter/Facebook
Budget & Financial	31/07/19	Treasurer/ Committee	AGM / Web page / newsletter/Facebook

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)