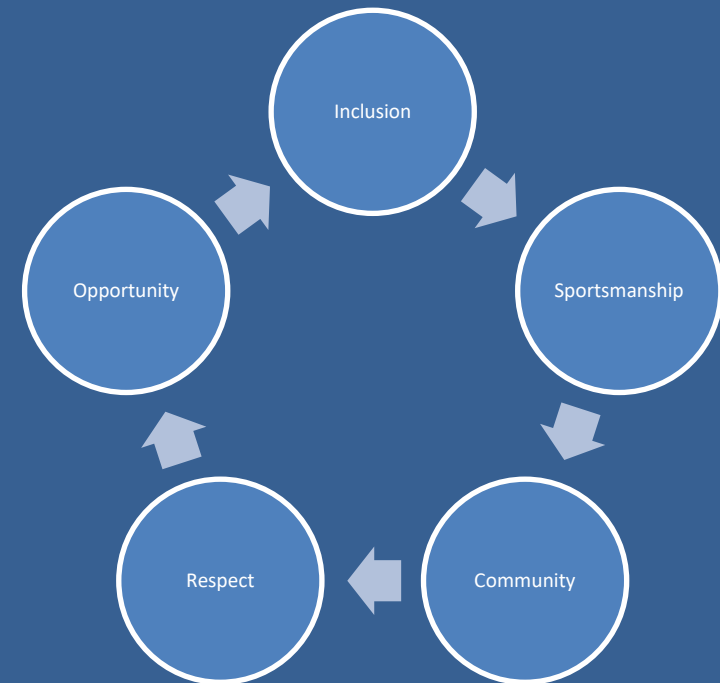




# Strategic Plan

2022 – 2025

*“A safe and inclusive place for children of all ages, abilities and backgrounds to enjoy playing the game of cricket”*



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## OUR VISION

*“A safe and inclusive place for children of all ages, abilities and backgrounds to enjoy playing the game of cricket”*

## OUR VALUES

- Inclusion      - Sportsmanship      - Community      - Respect      - Opportunity

## KEY OUTCOMES

- 1: *Cricketers for life*: More cricketers playing across all ages and genders**
- 2: *We are Whitfords*: Fit for purpose facilities with a sense of Whitfords identity**
- 3: *We love our club*: Active participation in and around the club (volunteering, coaching, events)**
- 4: *Here for the long run*: Strong governance and financial sustainability**

## Strategies and Performance Measures

### **Key Outcome 1: Cricketers for life: More cricketers playing across all ages and genders**

STRATEGY	KPI	REPORT	PRIORITY ACTIONS	LEAD
<b>1.1 Grow and retain Cricket Blast</b>	<ul style="list-style-type: none"> <li>• 80 Junior Blasters, 25-50% girls</li> <li>• 2 or more girls Junior Blaster teams</li> <li>• 10 Junior Blaster teams overall</li>   <li>• 80 Master Blasters, 25-50% girls</li> <li>• 2 or more girls Master Blaster teams</li> <li>• 10 Master Blaster teams overall</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly during registration periods</li> <li>• Annually – end of season</li> </ul>	<ul style="list-style-type: none"> <li>• Promote registration through multiple channels (social media, web, video/YouTube)</li> <li>• Establish relationships/programs with local schools</li> <li>• Develop activities/opportunities for parent involvement</li> <li>• Develop activities/opportunities for older sibling/junior cricketer involvement</li>   <li>• Promote Blaster to Juniors transition</li> </ul>	<ul style="list-style-type: none"> <li>• Cricket Blast Coordinator</li> </ul>
<b>1.2 Grow and retain Junior Formats</b>	<ul style="list-style-type: none"> <li>• 2 girls teams in each Stage 1, 2 and 3 age group format = 4 age groups = 8 girls teams</li>   <li>• 4 boys teams in each Stage 1 and Stage 2 age group = 4 age groups = 8 teams</li> <li>• 2 boys teams in each Stage 3 age group = 3 age groups = 6 teams</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly during registration periods</li> <li>• Annually – end of season</li> </ul>	<ul style="list-style-type: none"> <li>• Provide opportunities for female coaching, manager and leadership roles</li> <li>• Maintain girls coordinator role</li>   <li>• Promote Blaster to Juniors transition</li>   <li>• Promote registration through multiple channels (social media, web, video/YouTube)</li> <li>• Establish relationships/programs with local schools (Stage 1 Cricket target)</li> <li>• Develop activities/opportunities for parent involvement</li> <li>• Develop activities/opportunities for older sibling/junior cricketer involvement and “giving back”</li> </ul>	<ul style="list-style-type: none"> <li>• Registrar/ Coaching coordinator / Girls coordinator</li> </ul>

<b>1.3 Grow the pathway from juniors to seniors</b>	<ul style="list-style-type: none"> <li>• &gt;50% of Stage 3 top age group players move to Whitfords Senior Club – girls and boys</li> </ul>	<ul style="list-style-type: none"> <li>• Annually, post seniors registrations</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain Junior/Senior club committee links</li> <li>• Promote cross training for Stage 3 cricketers with Senior club</li> <li>• Promote play ups for capable and eligible players</li> <li>• Cross promotion and marketing between Senior and Junior Club</li> </ul>	<ul style="list-style-type: none"> <li>• President</li> </ul>
<b>1.4 Establish ‘training hubs’</b>	<ul style="list-style-type: none"> <li>• Girls – Stage 1 &amp; 2 girls train together</li> <li>• Girls - Stage 3 girls training together</li> <li>• Boys – Stage 1 teams train together &gt; 50% of season</li> <li>• Boys – Stage 2 teams train together &gt; 50% of season</li> <li>• Boys - Stage 3 teams train together &gt; 50% of season</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly (pre-season / in-season)</li> <li>• End of season review</li> </ul>	<ul style="list-style-type: none"> <li>• Promote benefits of training hubs to coaches</li> <li>• Strongly encourage coaches to choose a “hub” at team allocation</li> <li>• Promote and provide periodic hub targeted third party coaches through season</li> <li>• Promote scratch matches as a training tool</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching coordinator / Girls coordinator</li> </ul>
<b>1.5 Keep membership affordable for all families</b>	<ul style="list-style-type: none"> <li>• No player or family misses out on cricket due to financial issues</li> </ul>	<ul style="list-style-type: none"> <li>• Annual, pre-registrations</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain full player equipment availability for all genders and age groups</li> <li>• Maintain full training gear for coaches – all genders and age groups</li> <li>• Investigate ways to reduce financial burden of equipment – supplier partnerships – member discounts</li> </ul>	<ul style="list-style-type: none"> <li>• Treasurer / Registrar</li> </ul>
<b>1.6 Maintain junior premier cricket pathway</b>	<ul style="list-style-type: none"> <li>• Opportunity for all Year 5 and up WJCC players to trial for district cricket each season</li> </ul>	<ul style="list-style-type: none"> <li>• Annual, in season</li> </ul>	<ul style="list-style-type: none"> <li>• 1 pre-selection trial p.a. – girls</li> <li>• 1 pre-selection trial p.a. – boys</li> <li>• Boys – Welcome Joondalup, Wanneroo, and Scarborough premier clubs to operate trials at Whitfords once p.a.</li> <li>• Girls – work with girls premier clubs (Wann) to provide annual trial opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching coordinator</li> </ul>

## Key Outcome 2: We are Whitfords: fit for purpose facilities with a sense of Whitfords identity

STRATEGY	KPI	REPORT	PRIORITY ACTIONS	LEAD
<b>2.1 Increase signage and branding for the club</b>	<ul style="list-style-type: none"> <li>Permanent visible branding at MacDonald Park</li> <li>Seasonal branding at WJCC training/playing grounds</li> </ul>	<ul style="list-style-type: none"> <li>Monthly (pre-season / in-season</li> <li>End of season review</li> </ul>	<ul style="list-style-type: none"> <li>Partner with Seniors for joint signage – MacDonald Park</li> <li>Temp WJCC Blasters and WJCC branded signs on nets at all training/playing grounds – pre-season to end of season</li> </ul>	<ul style="list-style-type: none"> <li>Marketing/ Sponsorship coordinator / President</li> </ul>
<b>2.2 Explore options for creating a sense of ‘home’ at the club rooms</b>	<ul style="list-style-type: none"> <li>MacDonald Park – Fleur Freame Pavilion recognised as “WJCC clubrooms”</li> </ul>	<ul style="list-style-type: none"> <li>Monthly (pre-season / in-season</li> <li>End of season review</li> </ul>	<ul style="list-style-type: none"> <li>Re-brand club wall section, honour board, rep. players board, photos, pennants, branding</li> <li>Re-brand shed entry</li> <li>Tear-drop flags, gazebos branded</li> </ul>	<ul style="list-style-type: none"> <li>Trophy Coordinator/ President</li> <li>Marketing/ Sponsorship coordinator</li> </ul>
<b>2.3 Develop plan for lights upgrade</b>	<ul style="list-style-type: none"> <li>Lights available at MacDonald Park Nth/Sth and James Cook Nth/Sth for small ball sports</li> </ul>	<ul style="list-style-type: none"> <li>Two to three times per season</li> </ul>	<ul style="list-style-type: none"> <li>Work with City of Joondalup to establish plan</li> <li>Identify funding avenues for lighting</li> </ul>	<ul style="list-style-type: none"> <li>President</li> </ul>
<b>2.4 Expand facility options</b>	<ul style="list-style-type: none"> <li>Renew nets at Otago, Belrose, Bridgewater and James Cook expand to 3 lane nets</li> <li>Renew nets MacDonald Park South expand to 4 lane nets (synthetic)</li> <li>Establish/leverage nets at local schools</li> <li>Indoor training facility at MacDonald Park</li> </ul>	<ul style="list-style-type: none"> <li>Two to three times per season</li> </ul>	<ul style="list-style-type: none"> <li>Investigate access to school facilities – partner with schools</li> <li>Work with City of Joondalup to establish plan</li> <li>Identify funding avenues for nets</li> <li>Identify funding avenues for indoor facility</li> <li>Partner with senior club</li> </ul>	<ul style="list-style-type: none"> <li>President</li> </ul>

## Key Outcome 3: We love our club: Active participation in and around the club

STRATEGY	KPI	REPORT	PRIORITY ACTIONS	LEAD
<b>3.1 Provide opportunities for the development of coaches</b>	<ul style="list-style-type: none"> <li>• 25-50% of coaches are women</li> <li>• All coaches Level 1 accredited</li> <li>• WJCC Coaching Co-Ordinator Level 2 accredited or with Certificate IV or equivalent qualification</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly (pre-season / in-season)</li> <li>• End of season review</li> </ul>	<ul style="list-style-type: none"> <li>• Develop women's pre-season coaching program/nights</li> <li>• Develop coach development program – third party (e.g. ACI, PCA)</li> <li>• Maintain WA Cricket links – hosting accreditation courses etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching coordinator</li> </ul>
<b>3.2 Grow parent participation in club activities</b>	<ul style="list-style-type: none"> <li>• Junior Blasters – all parents directly involved week to week</li> <li>• Master Blasters – Each parent supporting game day twice per season</li> <li>• Junior Cricket – Each parent supporting game day twice per season</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly (pre-season / in-season)</li> <li>• End of season review</li> </ul>	<ul style="list-style-type: none"> <li>• Establish program of events and activities for parents</li> <li>• Promote coaching opportunities to parents</li> <li>• Investigate simplifying the scoring process</li> <li>• Publicise what the committee team does regularly</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing/ Sponsorship coordinator</li> </ul>
<b>3.3 Explore the establishment of alternative game formats</b>	<ul style="list-style-type: none"> <li>• 1-2 intra club short form tournaments p.a. – all genders / all age groups</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly (pre-season / in-season)</li> <li>• End of season review</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and promote skins format 8-per side intra club tournaments – 1 hour games – festival format – done in a day – ended with club social event</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching coordinator / Girls coordinator + other supports required</li> </ul>

## Key Outcome 4: Here for the long run: Strong governance and financial sustainability

STRATEGY	KPI	REPORT	PRIORITY ACTIONS	LEAD
<b>4.1</b> <b>Maintain a skilled, motivated committee</b>	<ul style="list-style-type: none"> <li>All committee positions filled always</li> </ul>	<ul style="list-style-type: none"> <li>Monthly (pre-season / in-season)</li> <li>End of season review</li> </ul>	<ul style="list-style-type: none"> <li>Promote opportunities for new members regularly</li> <li>Publicise what the committee team does regularly</li> <li>Maintain job descriptions for committee</li> <li>Maintain volunteer night and thank you from club</li> </ul>	<ul style="list-style-type: none"> <li>President</li> </ul>
<b>4.2</b> <b>Explore ways to diversity revenue streams</b>	<ul style="list-style-type: none"> <li>1 or more activity driven revenue stream per annum outside registrations</li> <li>1 or more grants received (cash or equipment) per season</li> </ul>	<ul style="list-style-type: none"> <li>Monthly (pre-season / in-season)</li> <li>End of season review</li> </ul>	<ul style="list-style-type: none"> <li>Mitre 10 sausage sizzle during registration season</li> <li>Establish a grants officer position</li> <li>Identify suitable grants available to the club</li> <li>Sell uniforms and merchandise for small profit margins</li> <li>Develop events program (eg. Bingo, Quiz night)</li> </ul>	<ul style="list-style-type: none"> <li>Treasurer / Marketing/ Sponsorship coordinator</li> </ul>