



COUNTIES MANUKAU CRICKET ASSOCIATION

2019 – 2023 STRATEGIC PLAN

OUR PURPOSE:

More people of all ages and abilities playing cricket, having fun and succeeding at whatever level they choose

OUR CRITICAL CHALLENGES (we must do this to be sustainable):

- An increasing number of people playing diverse forms of cricket at accessible locations within the Counties Manukau catchment
- Enough skilled coaches and umpires contributing to participants attaining skill levels that make the game enjoyable for them
- Generating enough income throughout cricketing activities to remain sustainable with less reliance on grant funding
- Communicating effectively with all stakeholders so that they feel well informed and engaged
- Strong and sustainable clubs providing a welcoming environment for members

STRATEGIC PRIORITIES	WHAT IMPACT DO WE WANT	WHAT DO WE WANT TO ACHIEVE IN THE SHORT-MEDIUM TERM
A financially sustainable organisation able to deliver on its vision	1. Reduced reliance on grant funding (50% of total income in 2018-2019 excluding NDCA grant)	● By 2020 develop a business model that ensures the financial health of the organisation in the short to medium term
	2. A range of increased cricketing activities are contributing to the sustainability of CMCA	
	3. A business model and long-term financial plan that demonstrates sustainability	● Engage with NDCA and NZC to explore longer-term options for a fit-for-purpose governance and management model that focuses on growth of the game at all levels
	4. A sport structure that enables increased investment in front-line service delivery (school programmes and cricket experiences that are accessible and fun driving participation growth)	
Increased participation in a range of cricket activities for all ages and abilities	1. There is a strong network of clubs providing a positive cricketing and social experience for members	● By 2021 half of the clubs have active development plans and by 2024 all clubs have active development plans.
	2. Clubs are connected to schools within their catchment	● Support establishment of new clubs where a need has been clearly identified
	3. Increased focus on developing a varied suite of cricket 'products' for all ages and abilities with a focus on participation and fun	● By 2021 at least 60% of schools in the CMCA catchment are providing cricket through cricket hubs and events
	4. A strong focus on growth of junior and female cricket programmes	● By 2020 complete a review of the cricket programme to include a range of options contributing to retention (of seniors) and growth (of juniors) and review annually
	5. Increased number of coaches/deliverers encouraging and supporting players to increase their skill level	● By 2020 implement a programme that targets increasing family, female and junior participation at all levels and review annually
	6. People wanting to play cricket can access opportunities through formal and informal channels	● By 2021 implement a plan to recruit and train coaches and deliverers and review annually
Marketing and communication are effective and efficient	1. A marketing/communication plan is developed to promote the cricketing options being provided	● By 2023 achieve 20% Increased participation in optional cricketing activities through targeted marketing/communications
	2. A database allows communication within and across segments of the membership	● By 2020 implement a communications plan that defines why, when, who and how communications occur for each stakeholder group and review annually
	3. CMCA and club websites are aligned and provide links to school websites	● On an ongoing basis the website is maintained, and social media activity is increased
	4. An APP provides accessible information on all the cricketing options provided across the catchment	● By 2021 at least 60% of members are linked to the APP with annual increases in reach
	5. Social cricket is perceived as a sport that is quick, accessible and fun	● By 2021 survey feedback on social cricket is positive
Quality facilities and equipment	1. The proposed indoor centre at Karaka provides a strong base for cricket programmes and contributes to organisational sustainability	● A robust and independent feasibility study is completed to mitigate potential risks of partnering in an indoor sports centre

