



Werarua Cricket Club Strategic Plan 2019-2021

Purpose: Providing quality cricket for our community, fostering a culture of enjoyment, development and success.

Vision: Building on Werarua's rich history to be the Horowhenua club of choice.

Participation and pathways:

To ensure Werarua CC provides quality opportunities for all to participate and reach their potential.

By embracing innovation and feedback from our community to ensure our game delivery and social experience meets the needs of all players.

Including:

- Youth.
- Players from different cultures.
- Social players.
- Different delivery and membership models.

By increasing the numbers of girls & woman playing and retained in Cricket across all areas of the club.

To increase and quality the number of coaches/ game leaders supporting the delivery of Cricket at Werarua CC.

To develop and communicate the player development pathways.

A strong sustainable club:

To strategically drive the club by providing sound leadership and quality systems and processes.

To develop a governance model reflecting the needs and interest of both Junior and Senior.

To develop a coordinated funding plan exploring the feasibility of:

- Sponsorship
- Social enterprise
- Merchandise
- Gaming and grant applications.
- Par per play revenue streams

To develop robust policies and procedures to ensure the safety of our membership and the effective management of the organisation.

To develop a succession plan to ensure institutional knowledge of long serving volunteers is not lost.

Communications, marketing and partnership:

To develop our identity, increase our visibility and promote our services to our members and community.

To work in partnership with HKCA & CD Cricket to provide an aligned pathway under one umbrella.

To increase the profile of Werarua CC within the cricket and local community.

To develop and implement a strategy to support quality two-way communication with members, stakeholders and the wider community. To work alongside funding, delivery and facility providers to achieve mutually beneficial partnerships.

To develop links with local high schools to provide support the delivery of quality cricket experiences and increase the profile of the club.

To relook into our club Values and Behaviours over the next 2-3years.

Our people:

To ensure we recruit, support and retain our people to provide quality experiences to our community.

To ensure the ongoing management and development of the organisation by providing the right human resources.

To develop and implement strategy to support the recruitment, development and retention of volunteers that support the delivery of a quality cricket experience on off the field.

To develop a coach development plan in the club to support the growth of all coaches from foundation through to performance.

To utilise the NZC coach online developer system.

To celebrate and showcase the history of the club and current success.

Facilities:

To develop quality facilities both on and off the pitch to ensure quality experiences.

To develop a Club Facility Plan to develop quality playing, training and social spaces at the Werarua Domain.

To ensure that Werarua CC can articulate 'want verse need' and provide the evidence required to influence key stakeholders.

To continue working with the council and HKCA to make sure the Werarua Domain continues to be up graded and the wicket block and ground and facilities are kept at high standard.

To develop a funding plan to come to the table with partnership funding specific to facility development for the club rooms and Werarua Domain.

Up Grade the Water Bore at the Werarua Domain so the grounds can be looked after better during dry periods.