

# WA PREMIER CRICKET STRATEGY 2019-2022

**VISION:** To deliver an environment for the State's best Cricket talent, management, coaches, facilities and officials.

**MISSION:** To provide a strong and competitive environment and culture to develop elite Cricket talent. To Manage and grow the Australian Cricket Pathway within the Perth Metropolitan Area and through rural networks.

## STRATEGIC PILLARS

	Engaging and Quality Experiences	Success at First Class Level	Enhance Infrastructure and Community Relationships	Maximise the Standards	Grow Investment and Raise the Profile
	Culture   Competitiveness   Club Success   Balanced Competition	Development   Progress   Quality	Facilities   Community   Relationships   Accessibility	Governance   Finance   Management   Administration	Communication   Technology   Commercial
<b>PERFORMANCE TARGETS</b>	<ul style="list-style-type: none"> <li>A. All clubs compliant with the CA Premier Cricket Development Plan (PCDP) &amp; achieving the annual minimum bench mark.</li> <li>B. Assist in the development of (and encourage affiliated clubs with female players to support development of) WA Premier Cricket.</li> <li>C. Annually review clubs and players to determine preferred competitions/formats for Senior Male &amp; Junior Male Premier Cricket.</li> <li>D. 100% Premier Cricket matches have two accredited umpires appointed</li> </ul>	<ul style="list-style-type: none"> <li>A. 20% of Australian Male cricketers (Test, ODI and T20) sourced from WA Premier Cricket annually by 2022.</li> <li>B. Two national panel umpires sourced from WA Premier Cricket by 2022.</li> <li>C. All clubs comply with the PCDP Coaching Category requirements.</li> <li>D. All Men's Twenty20 matches to be scheduled in the December – January period.</li> <li>E. WA Premier Club to win the National Premier T20 competition by 2022.</li> </ul>	<ul style="list-style-type: none"> <li>A. All Clubs to achieve annual PCDP minimum benchmark for Facilities Category.</li> <li>B. All Clubs to achieve annual PCDP minimum benchmark for LGA Category.</li> <li>C. All Clubs to apply for funding through the NCFFS for at least one project to enhance club facilities as required to maintain standards.</li> <li>D. All Clubs to demonstrate links with feeder communities.</li> </ul>	<ul style="list-style-type: none"> <li>A. All clubs are financially sustainable and operating at break-even as minimum annually.</li> <li>B. WA Premier Cricket to retain and extend the Premier Club Grants Scheme</li> <li>C. All clubs to achieve annual PCDP minimum benchmark for Governance, Management &amp; Administration criteria</li> <li>D. All clubs to achieve annual PCDP minimum benchmark for Financial Viability criteria</li> </ul>	<ul style="list-style-type: none"> <li>A. WA Premier Cricket web site to be linked to social media and actively updated</li> <li>B. All clubs to have active web sites linked to social media channels</li> <li>C. All clubs to achieve annual PCDP minimum benchmark for Promotions &amp; Communications criteria.</li> <li>D. All clubs to achieve annual PCDP minimum benchmark for MyCricket criteria.</li> <li>E. WA Premier Cricket to retain a naming rights sponsor and at least two major sponsors (Value \$50k) and to maximise the value for stakeholders at all times</li> <li>F. WA Premier Cricket 1<sup>st</sup> Grade statistical database records to be kept up to date and utilized to promote player milestone, records and other achievements.</li> </ul>
<b>SUPPORTING STRATEGIES</b>	<ul style="list-style-type: none"> <li>1. Clubs to attract, recruit, develop and retain the best players and coaches.</li> <li>2. Follow directions provided by the Premier Cricket Development Plan</li> <li>3. Utilise Club Championship to reflect the overall on-field health of clubs across all Grades</li> <li>4. Utilise Twenty20 rounds for club integration and ground management through double headers</li> <li>5. Clubs to engage with senior and junior community clubs in order to increase participation within the club, strengthen the health and size of the club and enhance community links.</li> <li>6. Clubs to provide a female friendly environment.</li> <li>7. Clubs to aim to promote an inclusive culture and to provide an enjoyable and engaging experience for all involved in their club</li> </ul>	<ul style="list-style-type: none"> <li>1. WA Premier Cricket to continue monitoring 1<sup>st</sup> Grade player retention and consider trends</li> <li>2. WA Premier Cricket to continue monitoring Lower Grade player retention and consider trends</li> <li>3. 1<sup>st</sup> Grade Men's Scheduling to align with Domestic T20 Competitions wherever local considerations (grounds) permit</li> <li>4. WA Premier Cricket to align clubs with its high-performance programs to develop the best players, coaches, umpires, club officials.</li> <li>5. Club personnel to work in collaboration with WACA High Performance personnel for talent identification and development.</li> <li>6. WA Premier Cricket to adopt relevant Domestic T20 and 50 over competitions playing conditions for 1<sup>st</sup> Grade Men's Competitions.</li> <li>7. WACA to implement WA Umpiring Strategy to develop elite Officials.</li> </ul>	<ul style="list-style-type: none"> <li>1. WA Premier Cricket to constantly assess Premier Club facilities and outline minimum standards across all grades in the General Rules, in conjunction with Infrastructure Strategy</li> <li>2. Clubs to have effective relationships with all levels of government to provide the best facilities.</li> <li>3. Clubs to develop community engagement plans to broaden the community reach via junior engagement, local pathways and female cricket.</li> <li>4. WA Premier Cricket and clubs to access funding through all levels of government or other grants to enhance facilities.</li> <li>5. WA Premier Cricket to provide support to Premier Cricket curators.</li> <li>6. WA Premier Cricket to work with WACA to ensure that existing facilities are maintained and improved in line with national standards.</li> <li>7. WACA to support clubs in developing relationships with local government.</li> </ul>	<ul style="list-style-type: none"> <li>1. WACA to produce WADCC Affiliation Agreement annually to set and communicate governance, management and administration reporting and compliance standards.</li> <li>2. WACA to produce WADCC Premier Club Grants agreement annually and to work with WA Premier Cricket to ensure funding levels (including CA funding) are maintained and improved.</li> <li>3. WACA to provide internal resources to deliver Premier Cricket strategies and targets.</li> <li>4. WACA to facilitate knowledge sharing, shared services and best practice between Premier Clubs.</li> <li>5. Apply WACA GMD's volunteer strategy 2018-2022 to recruit, develop, retain, recognise and reward volunteers.</li> <li>6. WACA to work with all Premier clubs to improve their PCDP score.</li> <li>7. All Premier clubs review, produce and submit to WACA up-to-date club strategic plans annually.</li> </ul>	<ul style="list-style-type: none"> <li>1. WA Premier Cricket and clubs to embrace the use of digital technology, i.e. MyCricket, Live scoring, Social Media, etc.</li> <li>2. WACA and clubs to communicate and promote Premier Cricket activities, achievement and highlights via web sites and social media and alert traditional media</li> <li>3. Clubs to develop and implement a Promotion &amp; Communication Plan</li> <li>4. WACA to link Premier Club Grants with compliance to the Affiliation and Membership Agreements, and Premier Cricket Development Program</li> <li>5. WACA Marketing &amp; Commercial and Premier Cricket areas / personnel to work collaboratively</li> <li>6. WACA to celebrate history of the WA Premier Cricket utilizing historical database available online</li> </ul>