



Strategic Framework 2019-2022



Cricket Australia Purpose	To Inspire Everyone to love Cricket
Cricket Victoria Purpose	Inspire and Support all Victorians to love Cricket
KHCC Mission	To produce cricketers to play for Australia
Cricket Australia Vision	Australia's Favourite Sport – A Sport for All Australians
Cricket Victoria Vision	Victoria's Favourite Sport – A Sport for All Victorians
KHCC Vision	To be the Premier Club of choice for the best players in South-east Melbourne

Areas of focus	Elite Players and Teams	People	Places	Partnerships	Promotion
Objectives	Provide an inclusive, accessible, clear and attractive playing pathway for current & prospective players Support Coaches	Support volunteers, administrators, scores and umpires in making sure that the cricket club is well run, vibrant and relevant	Provide access to facilities of the right type and the right quality in the right locations to support and grow participation demand.	Work as one team to ensure strong partnerships & relationships to allow cricket to be unified, effective & prominent in Australia.	Promote the game and inspire involvement in club cricket through marketing, promotion, communications and digital initiatives
Focus areas in 2019	<p>Increase Club Coaching Budget and number of coaches</p> <p>Obtain at least one High Performance Coach</p> <p>Ensure all club coaches and captains are accredited coaches to Level 1.</p> <p>Appoint “permanent” captains and Team Managers for all XI’s</p> <p>Run Hawks Winter Academy</p>	<p>Increase Club cricket participants by reinstating the CSB 6th XI, one U/16 boys’ team</p> <p>Increase Club and community registered entry level program participants.</p> <p>Participants receiving A Sport for All training.</p> <p>Appoint Catering Manager</p> <p>Appoint Welfare officer to build partnerships with Health Professionals</p>	<p>Appoint Ground subcommittee to acquire second ground for the Premier 3rd and 4th XI from April</p> <p>Provide 4 turf training wickets at training</p>	<p>Appoint Sponsorship Manager</p> <p>Develop a Sponsorship plan to attract and retain sponsors</p> <p>Re-appoint Grants Officer</p> <p>Maintain strong relationships with schools, government, associations and other clubs</p>	<p>Register all Junior cricketers as 2-game memberships of Melbourne Stars</p> <p>Promote Vic Super Slam T20 competition more aggressively in 2019</p> <p>Appoint a Social Media Manager</p>

VICTORIAN CRICKET STRATEGY 2017-2022

HOW WE PLAY
Be real, smash the boundaries,
make every ball count,
strange together



AUSTRALIAN CRICKET STRATEGY 2017-2022

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