

Armidale and District Cricket Strategic Plan 2017-2019

Developed July 2017



Prepared by:
Armidale District Cricket Association

Purpose of this plan

The purpose of this plan is to:

Enable the Executive and members of the Armidale District Cricket Association, through well-defined goals, objectives and actions, to best meet the future needs of cricketers within Armidale and District and ensure planned management of the Association's resources.

This plan was developed by members of the Armidale District Cricket Association.

The Planning Process

- Review the goals, aims and objectives of the previous Strategic Plan
- Determine the goals that had been attained
- Identify trends and changes taking place within the Armidale community which have implications for ADCA
- Identify the Association's strengths, weaknesses, opportunities and threats
- State the Association's Mission and major goals
- Identify the priority objectives
- State the actions and resources that are required to meet the objectives

It is intended that the plan should be dynamic and reviewed on a regular basis to assess progress and accommodate new demands placed on the Association

Mission Statement

The mission statement is developed through general consensus of members and outlines the purpose the Armidale District Cricket Association seeks to fill.

The mission for the Armidale and District Cricket Association is:

**TO FOSTER AND DEVELOP CRICKET
WITHIN THE ARMIDALE DISTRICT**

GOALS

The goals of the Association are statements that explain the Association's broad directions.

The goals of Armidale District Cricket Association are:

1. to promote cricket and improve the profile of the sport in the Armidale community
2. to provide opportunities for community participation in the game of cricket
3. to administer the game efficiently and effectively
4. to provide opportunities for development within the sport for players and officials
5. to provide quality facilities for players, officials and spectators

KEY PERFORMANCE AREAS

The Key Performance Areas (KPA) of the Association identify those areas of activity the Armidale District Cricket Association needs to do well in, if it is to be successful.

Objectives identify the specific results the Association needs to achieve in each KPA

The KPA and objectives of the Armidale District Cricket Association are:

1. Participation

- 1.1 Increase player participation in the ADCA over the next 3 years
 - 1.1.1 Increase junior player numbers in ADCA
 - 1.1.2 Develop linkages between junior and senior clubs
 - 1.1.3 Maintain a 3 grade competition
 - 1.1.4 Provide a variety of competition structures
 - 1.1.5 Increase the number of Umpires

2. Coaching and Athlete Development

- 2.1 Improve Coach and Athlete skills of the ADCA over the next 3 years
 - 2.1.1 Appoint Association Coaching Coordinator on ADCA committee
 - 2.1.2 Increase the number and quality of coaches
 - 2.1.3 Deliver Level 0 coaching course
 - 2.1.4 Maintain training squads for junior and senior representative selections

3. Management and Administration

- 3.1 Improve management and administration skills of the ADCA over the next 3 years.
 - 3.1.1 determine the ongoing structure of the ADCA competition, Clubs and teams
 - 3.1.2 develop a program of maintenance and upgrade of equipment
 - 3.1.3 continue to develop Armidale Sportsground as the premier ADCA facility
 - 3.1.4 maintain the quality of wickets in ADCA area
 - 3.1.5 liaise with other bodies to host high profile carnivals in Armidale
 - 3.1.6 improve ADCA publicity and media coverage

KPA 1 – PARTICIPATION

OBJECTIVE 1.1: INCREASE PLAYER PARTICIPATION IN THE ARMIDALE DISTRICT CRICKET ASSOCIATION OVER THE NEXT 3 YEARS

Action	Priority	Responsibility	Timeframe	Performance indicator	Outcome	Achieved
1.1.1 Increase junior player numbers in ADCA		Executive Junior Committee	2017-19	Increased player numbers	Viable competition in all age groups	
1.1.2 Develop links between junior and senior clubs		Executive Individual Clubs	2017	Increased player numbers Improved retention of juniors into senior competition	Viable senior competition	yes
1.1.3 maintain a 3 grade competition		Executive Senior Committee Individual Clubs	2017-18	Increase senior player numbers	4 grades with viable competition	
1.1.4 provide a variety of competition structures		Executive	2017	Number of viable competitions	Increased retention and participation	
1.1.5 increase the number of qualified Umpires		ADCA members	2017/18	Increased number of qualified Umpires	Qualified Umpires at all games.	

KPA 2 – COACHING AND ATHLETE DEVELOPMENT

**OBJECTIVE 2.1: IMPROVE COACHING SKILLS OF THE ARMIDALE DISTRICT CRICKET ASSOCIATION
OVER THE NEXT 3 YEARS**

Action	Priority	Responsibility	Timeframe	Performance indicator	Outcome	Achieved
2.1.1 appoint Association Coaching Coordinator		Executive		Coordinator appointed	Coordinated coaching program developed	
2.1.2 increase the number and quality of coaches		Club Coaching Coordinator		Increased number of coaches	Improved player skill base and increased number of qualified coaches	
2.1.3 Deliver Level 0 coaching course		Executive Club Coaching Coordinator		Course delivered	Increased number of coaches	
2.1.4 Maintain training squads for junior and senior representative selections		Executive Club Coaching Coordinator		Squads established	Squad training improves level of skills for selection in development squad	

KPA 3 – ADMINISTRATION/MANAGEMENT

OBJECTIVE 3.1: IMPROVE ADMINISTRATION AND MANAGEMENT SKILLS OF THE ARMIDALE DISTRICT CRICKET ASSOCIATION OVER THE NEXT 3 YEARS

Action	Priority	Responsibility	Timeframe	Performance indicator	Outcome	Achieved
3.1.1 Determine the ongoing structure of ADCA. Competition/clubs/teams		Executive		Structure of cricket is defined	Players, Clubs and Officials are aware of the structure and incorporate their operations into approved structure	
3.1.2 Develop a program of maintenance and upgrade of equipment		Executive		Reduced repairs Reliable equipment	Increased efficiency Quality presentation	
3.1.3 continue to develop Armidale Sportsground as the premier ADCA facility		Executive Sports Council		Number of carnivals attracted	Increased profile of ADCA at regional and state level	
3.1.4 maintain the quality of wickets in the ADCA area		Executive Curators		Consistently playable	High quality wickets	
3.1.5 liaise with other bodies to attract high profile carnivals to Armidale		Executive Sports Council		Number of carnivals attracted	Increased profile of ADCA at regional and state level	
3.1.6 improve ADCA publicity and media coverage		Executive		Number of articles	Increased awareness of ADCA	

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Priority Project List for Armidale and District Cricket Association

	Project	Cost	Timeframe	Comment
1	New roller for Rologas Oval	\$11,000	2017	Will be completed June 2017
2	Indoor Practice facility at Sportsground	\$195,000		Funding dependent on grants
3	Turf practice nets at RAB Sportsground			
4	New roller for Moran Oval	\$11,000	2018/19	
5	Mower replacements as required	\$3,000 each	As required	
6	Sight screens for Lambert Park and Harris Park	\$25,000 each	2015-18	
7	Resurfacing of Synthetic pitches – Harris Pk I & II completed 2017		As required	Council funded
8	Upgrade Harris Park turf wicket	\$20,000	2017/18	
9	New Newling practice nets	Council + grant	2016/17	Completed 2016
10	Watering system for Harris Park wicket	\$2000.00	2015	complete
11	Canteen extension at Regional Australia Bank Sportsground (RABS)	\$20,000	2015/16	To be completed 2017
12	New store shed at RABS, cricket nets	\$5,000	2015/16	
13	Upgrade dressing rooms and toilets at RABS	\$39,000	2017	To be completed 30/6/17
14	Upgrade of RABS outfield	\$135,000	2015-18	Partially completed 2017
15	New picket fence at RABS	\$70,000	2015	completed
16	Upgrade RABS Irrigation	\$35,000	2017	completed
17	Upgrade RABS nets	\$5000.00	2017/18	Partially complete
18	Upgrade RABS Carpark Stage I & Stage II	\$420,000.00		Subject to funding. Stage I needs completion

19	Extension of RABS Clubhouse	\$75,000	2018	Subject to funding
20	Upgrade store shed at Lambert Park	\$20,000	2017	Liaise with ARC
21	Irrigation and field upgrade Newling I & II	\$60,000	2017	ARC & Sports Council

Mike Porter
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