



MELBOURNE METROPOLITAN CRICKET

A STRATEGY TO EMBRACE
'A CHANGING GAME'

May 2017





A STRATEGY TO EMBRACE: 'A CHANGING GAME'

WHY	Participation is the key to a sustainable future
WHAT	Five metropolitan zones for cricket
HOW	An improved model for local cricket
WHO	The entire metropolitan cricket community
WHEN	A staged roll out to fit local needs

1. WHY

PARTICIPATION IS THE KEY TO A SUSTAINABLE FUTURE

To maintain the position as the summer sport of choice, cricket needs to address a series of challenges and build on the existing support structure to prepare for the future.

Cricket remains the summer sport of choice in Australia. However it continues to be confronted by challenges from a playing and administrative perspective.

Participation, infrastructure and the community are the cricket stumps upon which the game is built. Cricket relies heavily on its people and the places where cricket is played.

INFRASTRUCTURE



- » Local government is cricket's **number 1 sponsor**.
- » Improvement and additional investment in facilities is ultra-competitive across sport.
- » **Participation**, health and well-being of ratepayers remains a key outcomes for local government.
- » **Turf cricket** sustainability is at risk with the competition for facilities.
- » The state's population is projected to grow by 2.16m by 2031 placing pressure and **competition for sporting facility** access.
- » Cricket has too many 'touch points' with local government and cross-over of competitions (eg. City of Monash has 17 clubs that play in 13 associations).

PARTICIPATION



- » Cricket is ranked the **6th most participated** sport at a club level in Australia.
- » The key **drop-out age groups** for cricket are 15-17 years & 25-34 years.
- » Almost 60% of club participants play a format that is **longer than 3 hours**.
- » Nationally, 63,000 participants who stated they were at risk of dropping out of cricket cited '**a lack of time**'.
- » The split of male and female club participants is low, with only 8% of club players female.
- » Around 90% of girls surveyed stated "Cricket clubs are **not a fun place** for girls".

COMMUNITY



- » Over 26% of Victoria's population were **born overseas**.
- » Over 200 countries are represented within the Victorian community.
- » Within the school setting, **32 sports** are offered and played.
- » That's in essence 1 sport per week of the school year on average!
- » More people are volunteering but for **less time** than in the past.
- » People are **more mobile** than in the past so volunteers are less likely to stay for many years in a single role.

1. WHY: PARTICIPATION IS THE KEY TO A SUSTAINABLE FUTURE

To ensure the stumps remain firmly secure for the next generation, cricket needs to consider and respond to many influences and challenges.

CHALLENGE...

Time – The way of life has changed, people and families are limited in the time they can commit to organised sport.

Cost – Cost of administration and participation is considered as the second biggest barrier for our sport.

Volunteers – Volunteers are still in place but people are committing for less time and at times that suit their personal circumstances.

Other sports – Our competitors are offering flexible formats with a combination of paid and voluntary administration to drive participation.

RESPONSE...



Strategies to remove the time barrier for participation:

- » Various format options for men, women, boys and girls.
- » Localised competitions that will reduce travel times.
- » Rules which offer flexibility for work commitments.
- » Access to competitions held midweek and on weekends.



Cost reduction strategies:

- » Access to administration support and shared services.
- » Greater access to licensing, sponsorship and supplier benefits.
- » Improved social revenue through reduced travel times and greater participation.



Volunteer support strategies:

- » Removal of competition cross-over and duplication.
- » Paid staff to provide support for club volunteers.
- » Easy access to full-time administration.
- » Clear two-way communication and input.



Strategies to compete with other sports:

- » Full-time administration and competition management.
- » A unified voice with local government to maintain the position of cricket, sustain turf cricket and improve facilities.
- » Full-time local coach and player development staff.



> Addressing these challenges will ensure the growth of local cricket

1. WHY: PARTICIPATION IS THE KEY TO A SUSTAINABLE FUTURE

The need for 'one voice' to local government is clear. Cricket is well positioned at a state level in relation to accessing facilities funding and program support BUT we need to be easier to work with locally.



> One voice communicating with local council for the benefit of cricket

FROM THIS...



- » 143 connections
- » Average of 5 connections per council
- » 20 associations

TO THIS...



- » 35 connections
- » Average of 1 connection per council
- » 5 administrative zones

1. WHY: PARTICIPATION IS THE KEY TO A SUSTAINABLE FUTURE

More than 40% of players believe time is the biggest barrier to their participation. This includes juggling travel with work, family and school commitments. The sport needs to be easier to access for a greater number of people.

One example of this benefit is the reduced travel as experienced this year in Cricket Southern Bayside, although this won't have the same impact in every zone.

FROM THIS...



TO THIS...



> Geographic zones which reduce cost and time taken to travel to play

2. WHAT

A competition and club structure that can cater for the demands associated with community organised sport whilst building on the historical strength and social benefit of clubs and associations.



FIVE METROPOLITAN ZONES FOR CRICKET

A geographically-based five metropolitan zone model to support the operation, administration and growth of cricket participation in each zone.

METRO ZONES



STRUCTURE OF EACH ZONE



Some zones will have multiple localised synthetic & junior competitions.

> Moving from eight regional committees to five zones that recognise and service cricket's needs locally

2. WHAT: FIVE METROPOLITAN ZONES FOR CRICKET

Increased support and an improved delivery model which aims to drive the future of cricket.



How do we propose to achieve this?

- » Regionally based administration and delivery of all cricket competitions across Melbourne.
- » Ongoing financial investment from Cricket Victoria including appointment of Head of Cricket for each zone.
- » A structure which is clear to all stakeholders.
- » Strong governance through ongoing involvement and decision-making by volunteer leadership.
- » A local “home of cricket” developed to support community cricket administration and events.
- » Access shared services with Cricket Victoria (e.g. IT, finance systems, sponsorship, etc.) where applicable.
- » Administration support to reduce workload on volunteers but not a reduction of influence and leadership.
- » Competition formats to cater for a wide range of participants to address community needs.
- » Alignment with Premier Cricket clubs to enable greater connection and development of male and female players/coaches.
- » Integration of current Cricket Victoria development staff (RCMs) into each zone with separated talent/coach development and community development responsibilities.

What does this mean for clubs?

- ↑ Support for club volunteers
- ↑ Access to coach development
- ↑ Access to talent ID and player development
- ↑ Ability to recruit/retain players
- ↑ Ability to generate social revenue
- ↑ Access to licensing, sponsorship and supplier benefits
- ↑ Access to competition administration and development staff
- ↑ Communication to local government for facility access and development
- ↑ Relationship with local community (i.e. schools, council, etc.)
- ↑ Support/assistance with strategic planning
- ↑ Sustainability of turf cricket
- ↑ Recognition of local history
- ↓ Competition cross-over
- ↓ Duplication of resources

> Improved delivery and development of cricket through local resources

2. WHAT: FIVE METROPOLITAN ZONES FOR CRICKET

Through a philosophy of common objectives with localised solutions, the overarching outcomes for cricket are significant.

The desired outcomes:

- 1 Drive participation and sustainability of club cricket
- 2 Generate greater investment and support for competitions and clubs
- 3 Develop a unified voice for cricket at a local level in speaking with local government, commercial, community and other relevant stakeholders
- 4 Drive a greater profile and engagement with the local community
- 5 Streamline the management of competitions and clubs
- 6 Ensure sustainability of cricket infrastructure inclusive of turf pitches

> Ensuring cricket is Victoria's favourite summer sport



3. HOW

AN IMPROVED MODEL FOR LOCAL CRICKET

A process that engages with and is built via the local cricket community with shared objectives.

Planned improvements which are locally built via a series of common goals and objectives.



PHASE	ACTION/INITIATIVE
Transitional Agreements	<ul style="list-style-type: none"> » Associations agree to transitional formation of the five metropolitan zone model » Cricket Victoria provides assistance to associations and competitions. » Cricket Victoria provides shared servicing for administration and management where possible - associations sign off on Memorandum of Understanding with Cricket Victoria
Collaborative Groups in Each Zone	<ul style="list-style-type: none"> » Associations and key stakeholders form collaborative group » Forums and surveys to clubs and players » Commence exploration into the development of a single entity
Project Planning and Implementation	<ul style="list-style-type: none"> » Cricket Victoria project management and support » Recruitment of full-time administration
Five Zone Metropolitan Model Implemented	<ul style="list-style-type: none"> » Establishment of the five legal entities - executive committee elected and appointed from existing volunteer base - administration hub 'home of cricket' set up and operational

Note: Phase 1 of Cricket Southern Bayside (Turf) commenced in April 2016. Phase 2 of Cricket Southern Bayside (Synthetic, Juniors and Females) has progressed and commenced in March 2017 with a collaborative group formed by nominated stakeholders from SECA and CSB.

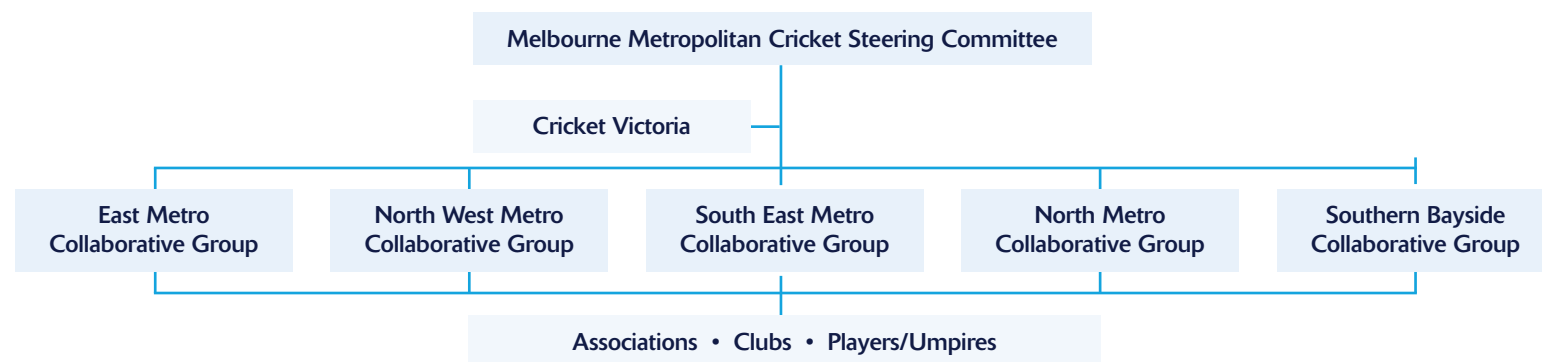
> Learnings from Phase 1 of Cricket Southern Bayside will be used to inform the implementation of future zones

> A well-planned transition to align with local needs

4. WHO

THE ENTIRE METROPOLITAN CRICKET COMMUNITY

A collaborative approach across the cricket community that respects the past and plans for the future.




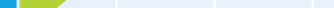
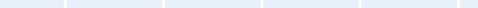

* Ernst & Young will provide project management support

5. WHEN

A STAGED ROLL OUT TO FIT LOCAL NEEDS

The full integration of turf, synthetic and junior competitions will vary in each zone depending on the local capability and current structure.

Actual timelines will vary in each zone, however a guideline for a potential timeline can be seen below.

	JUN 17	AUG 17	OCT 17	NOV 17	JAN 18	MAR 18	MAY 18	JUL 18	SEP 18	NOV 18
Transitional Agreements										
Collaborative Groups in Each Zone										
Project Planning and Implementation										
Five Zone Metropolitan Model Implemented										



CRICKET
VICTORIA

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