



Kilsyth Cricket Club

Strategic Plan

2024 – 2027





Overview

The development of this Strategic Plan has been driven by the Club's 2023-24 committee members. Recognising a need to establish a medium-to-long term plan for the future, the committee embarked upon the process of developing this Strategic Plan.

The first step in the development of this Strategic Plan was to adopt and amend the previously agreed priorities of the Club. These were developed for the generation of the previous 2014-19 and 2019-24 strategic plans through a member survey across 93 questions about the Club. These categories have been updated to structure this report:

- cricket
- culture and social
- revenue
- community
- administration and volunteering

Using this evidence and structure supported the executive committee to review and refine a strategic plan, rather than undertake a holistic re-draft of the strategic plan. A decision was made to have a shorter horizon than the previous five-year approach, given the ever-changing landscape of local cricket and the upcoming completion of the Pinks Reserve precinct infrastructure projects. This will enable the Club to work towards its own goals over the next three years before re-setting and creating a comprehensive five-year plan further into the back-end of the decade.

The committee then developed a series of goals against these categories – statements of aspiration for the next four years. With these in place, the committee developed a series of 35 actions for the current and future committees to follow over the next four years to achieve the ambition of each goal.

These goals, ambitions, and actions are detailed in **Attachment 1**, and can be considered the Club's roadmap for success over the coming years.



About us

The Kilsyth Cricket Club was established in 1919. Known as the Redbacks, Kilsyth competes in the Ringwood & District Cricket Association (RDCA). The Club's headquarters and main grounds are located at Pink's Reserve, Liverpool Road Kilsyth, in the Gary Tait Pavilion. We also host games at Elizabeth Bridges Reserve in Durham Road Kilsyth. A new pavilion constructed in 2023 will be our new home base for many years to come.

Kilsyth Cricket Club prides itself on fostering a culture rooted in inclusivity, respect, performance, and development. We are a thriving community cricket club with a rich history of over 100 years in the Ringwood and District Cricket Association (RDCA). We have a strong commitment to nurturing both junior and senior talent. Our values extend beyond the boundaries of the cricket field, emphasising a supportive and inclusive environment for players of all ages and backgrounds. We believe in providing opportunities for skill development, personal growth, and team camaraderie.

We have a proud history within the Association, having claimed 44 senior premierships, alongside many womens', junior, and veterans' premierships. Our men's 1st XI compete in the Trollope Shield, the highest grade in the association, with another five senior teams competing across various grades.

Purpose

As stated in our constitution, the purpose and objectives of the Kilsyth Cricket Club are to:

- (a) promote cricket in the area at both junior and senior level, and to be non-sectarian and non-political
- (b) provide such social and recreational activities as may be decided from time to time
- (c) participate in the Ringwood and District Cricket Association and/or any other Association or Associations selected by the General Committee.

Vision

It is our vision to be the most prestigious cricket club, on and off the field, within the RDCA.

Contact

The Kilsyth Cricket Club can be contacted at the following details:

- Online: www.kilsythcricketclub.com.au
- Facebook: www.facebook.com/kilsythcc
- Instagram: [@kilsyth_cricket_club](https://www.instagram.com/kilsyth_cricket_club)
- Email: kilsythcc@gmail.com

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Attachment A – roadmap for success

Goal	Ambition	Action
Cricket	Create a safe, welcoming, and inclusive atmosphere where senior and junior coaches can conduct practice and training to a high standard.	1. Offer coaching accreditation and training annually.
		2. Encourage current and former players to pursue coaching accreditation.
		3. Ensure all coaches, captains, and team managers have a current Working With Children's Check.
		4. Provide high-quality equipment for all training and match-day programs.
		5. Acknowledge and respect the different reasons people play cricket, including social, physical health, and competition reasons – and support these members to compete in a relevant competition.
	Perform to the highest level of our individual and team capability.	6. Explore all opportunities to retain existing and attract new players.
		7. Support the retention of the Womens' Team and consider establishing a junior female team.
		8. Coaches to develop and communicate standards for training.
	Identify, develop, and promote our junior and senior talent to compete at their highest possible competition, and access the best of their capability	9. Identify talent within our junior teams and promote these members to progress through representative and district cricket where possible.
		10. Support our junior and youth (18-30) members with additional training, coaching, and resources wherever possible.
Culture and social	Improve current, past, and life members' sense of connectedness to KCC	11. Define and distribute the KCC story.
		12. Provide several and varied social events throughout each season.
		13. Actively engage in the maintenance of KCC's proud history, including the recognition of previous officials and players.
		14. Review annually the KCC code of conduct.
		15. Establish a past players and supporters membership group to encourage re-connection with the club in a social, volunteering, and on-field capacity.
		16. Develop and maintain a contact list of all life members and past players. Keep these contacts up-to-date on Club news.
		17. Send a regular newsletter to all current and past members.
	Provide a safe, welcoming, and inclusive environment at KCC	18. Maintain regularly review KCC policies, including those on safe transport, discrimination, social media use, anti-bullying, and gender equity.
		19. Ensure all bar staff have completed Responsible Service of Alcohol.

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Attachment A – roadmap for success

Goal	Ambition	Action
Revenue	Drive non-member based revenue through sponsorship	20. Appoint a sponsorship manager each season responsible for overseeing the attraction and retention of sponsors.
		21. Undertake an annual recruitment drive to attract potential sponsors and follow up on existing / previous sponsors
		22. Actively seek grant funding from all available sources, including all tiers of government.
		23. Appoint a grants manager each season responsible for applying for relevant grants.
		24. Develop a series of fundraising initiatives and events each season and advertise these early and regularly.
Community	Maximise opportunities to engage with local community to increase awareness of KCC and actively promote the game of cricket within the Kilsyth community.	25. Engage with local schools to foster relationships with potential junior cricket players.
		26. Foster relationships with local business and sporting clubs to build awareness and participation in KCC programs.
	Maintain and strengthen KCC's presence on the website and social media.	27. Appoint a dedicated social media and website manager.
Administration and volunteering	Actively promote the benefits of volunteering at KCC	28. Undertake a KCC session annually on capability building to retain and attract new volunteers.
		29. Create a 'to-do' list that is publicly available to all members, and invite participation in shared tasks.
		30. Establish clear accountability for financial responsibilities relating to bar, canteen, equipment, and personnel purchases.
		31. Recognise and celebrate the efforts of all volunteers each year through initiatives like 'Volunteer Round', message boards, and rewards.
	Comply with all relevant government and association requirements	32. Update liquor licence annually.
		33. Monitor legislative requirements and update KCC policies accordingly.
		34. Maintain a key register
		35. Undertake an annual transfer of office bearers meeting, including the passing forward of all KCC email, social media, and document drives.