

STRATEGY FOR CRICKET IN CANTERBURY 2013-2017

VISION: Canterbury Cricket: Leadership, Innovation, Excellence

1 STRONG GOVERNANCE & LEADERSHIP: Advancing our Game

- I. International cricket, regular first class cricket and amateur cricket is played on Hagley Oval
- II. Increase non New Zealand Cricket and Trust Funding by 10% each year
- III. Confirm one strategic alignment partner each year
- IV. Increased ground attendance figures at HRV Twenty20 by 10% each year
- V. The delivery of a debt free Hagley Oval and cash reserves of \$400k

1.1 Attain Council approval and funding to develop the ground to meet International Cricket Council standards

1.2 Implement best practice lines of governance for Canterbury Cricket & its constituent members including a review of the Canterbury Cricket constitution

1.3 Adopt processes & systems to drive efficiencies & effectiveness across cricket and develop increased and additional revenue lines

1.4 Identify & develop strategic alignment partners throughout the world

1.5 Develop innovative marketing strategies to drive attendance & implement the "Wizards Care" programme

COURAGE:
To make decisions

2 SUSTAINABLE GROWTH: Outstanding amateur & grassroots development

- I. Grow youth player numbers by 10%
- II. Increase female participation in cricket by 10%
- III. 10% growth in coaches numbers
- IV. 10% growth in registered umpires & scorers

2.1 Develop & implement grass & artificial pitches strategy

2.2 Develop & implement annual Service Level Agreements with the District & Sub Associations

2.3 Conduct District Associations review & implement approved recommendations

2.4 Drive social/informal participation & re-engage lapsed participants

2.5 Implement a Talent Identification Program aligned with high performance

RESPECT:
For the game, ourselves and our people

3 GREAT PLAYERS: Sustainable excellence

1. Wizards are the most successful team in New Zealand Domestic Cricket measured by:
 - I. Winning of all three competitions
 - II. Consecutive wins in at least one competition
 - III. Increase Blackcaps contracted players by 100%
 - IV. Being the highest ranked First Class team by applying agreed methodology
 - V. 90% of Wizards players are recruited and/or retained from within our own pathways and development programme
2. Magicians are the most successful team in New Zealand Domestic Cricket measured by:
 - I. Winning one competition per year
 - II. Being the highest ranked First Class team by applying agreed methodology

3.1 Implement approved recommendations of the High Performance Plan

3.2 Implement desired High Performance staffing structure

INTEGRITY:
Doing what is right for the game