

SOUTH PERTH JUNIOR CRICKET CLUB STRATEGIC PLAN 2002-2007

<p style="text-align: center;">Mission of the South Perth Junior Cricket Club</p> <p style="text-align: center;"><i>SPJCC will facilitate a safe environment which encourages and supports children to participate, learn and achieve their potential as cricketers and people.</i></p>	<p>Core activities of the SPJCC SPJCC will benefit members and the community by:</p> <ul style="list-style-type: none"> • Organising appropriate competitions • Developing junior cricketers • Encouraging participation at all skill levels • Promoting the benefits of involvement in sport • Supporting coaches and other volunteers • Modeling high values and standards • Promoting the ethos and spirit of cricket • Attracting resources to the district • Establishing partnerships with community and stakeholders 	<p>Objectives of the SPJCC SPJCC will strive to deliver on these goals:</p> <ul style="list-style-type: none"> • The developmental needs of children of all skill levels are catered for appropriately. • The SPJCC provides a consistent flow of players into senior cricket at a variety of levels. • Players, officials and supporters understand and respect the traditions of the game of cricket • Volunteers are willing to contribute and believe their input is valued and makes a difference. • The SPJCC is widely recognised as an ethical, responsible and successful organisation.
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<p>Constraints to Success SPJCC recognises these major areas as holding threats to success:</p> <ul style="list-style-type: none"> • Demographics and lifestyle issues • Appeal of other sport & leisure options • Cost of equipment and fees • Availability of suitably skilled coaches • Health and safety concerns of parents • Structure of current competitions • Increasing risks of liability and litigation 	<p>Business Directions SPJCC will pursue the following directions in responding to the identified threats:</p> <ul style="list-style-type: none"> • Clear focus on players needs • Partnering and alliances for joint benefit • Continually improving facilities and service • Training and support for volunteers • Community awareness and education • Planning and risk management • Increasing financial capacity 	<p style="color: blue; font-weight: bold;"><i>"We never set out to create champions. We set out to create an environment in which champions were inevitable"</i></p> <p style="color: blue; font-weight: bold;"><i>Forbes Carlise - legendary Australian Swim Coach</i></p>	<p>Competitive Advantage SPJCC will develop these attributes, which are essential to success:</p> <ul style="list-style-type: none"> • Clarity of purpose • Customer focus • Dedicated, skilled volunteer base • Professional, business-like approach • Proactive approach to partnerships • Clear lines of communication • Respect for self and for others 	<p>Key Result Areas SPJCC will invest time, energy and resources in these six areas:</p> <ul style="list-style-type: none"> • Competition structure and delivery • Membership and player development • Support for coaches and volunteers • Planning, policy and administration • Funding and sponsorships • Relationships with stakeholders
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KRA 1 Competition Structure and Delivery	KRA 2 Membership and Player Development	KRA 3 Support for Coaches and Volunteers	KRA 4 Planning, Policy and Administration	KRA 5 Funding and Sponsorships	KRA 6 Relationships with Stakeholders
<ol style="list-style-type: none"> 1. Field Club teams in competitions which cater for the developmental needs of the age level, as defined in Club Policy. 2. Identify and nominate players for squads from which Interdistrict teams are selected to provide development opportunities for the Club's more skilled players. 3. Explore competition structures and rule modifications which enhance the appeal of cricket over other sport and leisure options. 	<ol style="list-style-type: none"> 1. Attract and retain players and families to the SPJCC. 2. Ensure all players experience a high degree of involvement and some measure of success. 3. Encourage and support female players in mixed and all-girl teams as appropriate. 4. Access to coaching and specialist skill development programs which cover the range of abilities and meet the special needs of individual players. 	<ol style="list-style-type: none"> 1. Encourage and support formal training and accreditation for all SPJCC coaches. 2. Ensure all SPJCC coaches have the support, information and equipment they need to be successful. 3. Develop networks for SPJCC coaches and volunteers with WACA Development Officers, and senior SPCC. 4. Provide training for volunteers (scorers, umpires, committee etc) to increase effectiveness. 	<ol style="list-style-type: none"> 1. Employ on-going formal planning, monitoring and evaluation processes which define and clearly articulate the SPJCC's direction. 2. Develop, publish and promote Policy Statements and associated procedures on a range of key issues. 3. Adopt a professional approach to administration and operations based on risk management, best practice and continuous improvement principles. 	<ol style="list-style-type: none"> 1. Ensure the financial viability of the SPJCC by optimising revenue and minimising costs. 2. Prepare proposals for specific initiatives and submit funding applications to potential funders. 3. Raise funds to support the core business of the SPJCC through targeted activities, solicited donations, grants and awards. 4. Establish relationships with sponsors which are ethical and mutually beneficial 	<ol style="list-style-type: none"> 1. Work proactively to raise the profile of the SPJCC with local and state governments. 2. Work proactively with the WACA and Junior Management Board to provide a dynamic, effective structure for junior cricket. 3. Strengthen the relationship between the SPJCC and the senior SPCC for mutual benefit. 4. Develop a communication strategy for SPJCC which ensures members, potential members and stakeholders are fully informed.