

SYDNEY UNIVERSITY CRICKET CLUB

Strategic Plan 2016-2020

The pursuit of excellence in a new era



1864

SHARE THE STUDENTS' SPIRIT!

THIRD & FOURTH GRADE CHAMPIONS 2016 | SCA SPIRIT OF CRICKET AWARD 2013, 2014, 2015 & 2016

VISION AND FOCUS:

This Strategic Plan was developed to guide the direction of the Sydney University Cricket Club from 2016 to 2020.

Our vision is *"to be the most iconic brand in Australian Premier Cricket"*

This Strategic Plan will focus on five main pillars:

1. **Putting our members first** – putting our members at the core of everything we do.
2. **Talent production** – being the top producer of talent, both on and off-field, in Australian Premier Cricket.
3. **Inspiring the next generation** – Inspiring a passion for the Club amongst our players, supporters and the community.
4. **Provide outstanding leadership** – Professionally leading the Club into an exciting 'new era'.
5. **Investment, resources and infrastructure** – Significantly growing investment and the resources available to the Club within the current framework of Premier Cricket and the University.



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PILLAR ONE: Putting our members first



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OBJECTIVE:

To put our members at the core of everything we do in order to deliver an engaging experience and leave a positive impact on their cricket, education and careers.

PERFORMANCE TARGETS (Playing):

1. Attract, develop and retain elite cricketers who are in sympathy with the Club's ethos and culture.
2. Be the club of choice for young players who wish to combine serious cricket with higher education.
3. Foster a culture of excellence, which encourages members to excel across all levels of Premier Cricket and potentially achieve representative selection.

PERFORMANCE TARGETS (Non-Playing):

1. Create an inclusive environment that is welcoming to all members, both playing and non-playing, and fosters a 'culture of giving' that generates lasting support.
2. Engage the support of former players and other supporters of the Club.
3. Connect the Club with the wider community in Sydney and beyond, including cricketers, university and local/regional communities.



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PILLAR TWO: Talent Production



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OBJECTIVE:

To be the top producer of talent, both players and officials, within Premier Cricket in Australia.

PERFORMANCE TARGETS:

1. Win the Club Championship once every three seasons.
2. The First Grade side reach the finals series in all formats every season.
3. The First Grade side win one of the three formats every season.
4. At least two lower grades to reach the finals series each season.
5. Provide at least three players for higher representative honours each season.
6. Provide an environment for coaches, managers, scorers and administrators to reach their full potential



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PILLAR THREE: Inspire the next generation



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OBJECTIVE:

To inspire a genuine life-long passion for the Club among our players and supporters, and the community.

PERFORMANCE TARGETS:

1. Develop a positive 'Sydney Uni Cricket' brand
2. Conduct high quality entry-level cricket programs appropriate to the local demographic, and to consistently grow participant numbers by 10% pa.
3. Foster relationships with CNSW and Sydney Thunder to ensure Sydney Uni is the place of choice for any appropriate cricketing event.
4. Foster an environment that promotes a 'culture of giving'.
5. Develop a vibrant program of events that allows for current and past members to engage together
6. Effectively market and promote the Club and its activities to members and the wider community.
7. Effectively provide other cricket experiences outside of Premier Cricket.



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PILLAR FOUR: Provide outstanding leadership



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OBJECTIVE:

To professionally lead the Club into a 'new era' of sustained success, both on- and off-the-field.

PERFORMANCE TARGETS:

1. Review and adopt the most appropriate corporate governance structure for the Club.
2. Implement and maintain the most effective coaching structure possible within budgetary constraints.
3. Implement and maintain the most effective administration structure possible within budgetary constraints.
4. Enlist, encourage and retain volunteers.
5. Review, update and implement appropriate implementation plans annually including business plans, marketing and communications plans, and budgets.
6. Ensure that captains selected by July each season and are utilised to drive the Club both on and off the field.



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PILLAR FIVE: Investment, resources and infrastructure



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OBJECTIVE:

Significantly grow investment and the resources, including infrastructure, available to the Club within the current framework of Premier Cricket and the University.

PERFORMANCE TARGETS:

1. Develop a 10-year Long-term Infrastructure Plan to guide facility development and funding requirements.
2. Develop a 3-year Foundation strategy that will reinvigorate giving to the Club.
3. Actively promote the Foundation at every Club event.
4. Maintain an effective portfolio of Corporate Partners that not only contribute financially but also to the fabric of the Club.
5. Develop an effective fundraising program including a portfolio of vibrant events.
6. Identify opportunities to increase revenue from external sources.
7. Create opportunities to fully activate the Club's widespread corporate network.

