



VTCA
VICTORIAN TURF CRICKET ASSOCIATION



VTCA STRATEGIC PLAN

SEASON 2020-2021 to SEASON 2024-2025



MISSION STATEMENT

To Encourage, Promote, Manage and Develop the playing of turf cricket in Melbourne's North / West in partnership with our affiliated clubs, players and officials ensuring a welcoming and inclusive environment for all willing participants.



VISION

To be the leading Metropolitan cricket Association in Victoria recognised for our innovative, effective and efficient facilitation of Cricket in the North West.

Achieved by:

- Highest standards of governance with accountable and innovative leadership achieving our aspirational performance benchmarks.
- A strong operating model delivering a fair, consistent, supportive and successful competition for our affiliated clubs.
- A collaborative partnership engagement of all stakeholders (incl. clubs, players, officials, sponsors, local government, other associations etc.) for the promotion and development of cricket.
- A culture of honesty, transparency, leadership and teamwork supporting diversity and inclusiveness for increased player participation and growth.



STRATEGIC PILLARS

- Governance and Management**
- Participation and Growth**
- Local Government and Infrastructure**
- Club Engagement and Welfare**



GOVERNANCE & MANAGEMENT

To provide innovative, independent and sustainable success over the 5 year strategic cycle delivering on all our legal and financial responsibilities.

- Continued Compliance with Corporate Affairs Victoria statutory audit and reporting requirements.
- Responsible financial management maintaining a specified minimum reserve fund balance each year.
- Conduct a consultative annual review of the Association rules, policies and practices for currency and relevance.
- Consider opportunities to diversify revenue streams and reduce reliance on sponsorship, affiliations and fines. eg. access to grants etc.



GOVERNANCE & MANAGEMENT (Continued)

➤ *Introduction of New and Innovative Policies :*

- ✓ *Divisional Re-Structure 2020/21 (Completed)*
- ✓ *Amalgamate Women's Division with NWMCA 2020/21 (Completed)*
- *Expansion to Craigieburn's North 2021/22*
- *Conduct a Major Review & Audit of the Player Points System 2021/22*
- *Further Expansion to Sunbury Region 2022/23*
- *Further Expansion to Melton Region 2023/24*



PARTICIPATION & GROWTH

To sustainably maintain and grow VTCA Senior Cricket Participation in North West Melbourne by 5% per year.

- Engage and work with Cricket Victoria & Cricket Australia to promote and grow the game.
- Promotion of diversity and growth of under-represented community groups eg. female participation and people from non traditional cricket backgrounds.
- Promote and expand our Under 18 concept to bolster retention of juniors progressing into Senior Cricket.



PARTICIPATION & GROWTH (Continued)

- Continue to develop streams of media communications to promote the VTCA and the sport generally eg. radio, print, social media, podcasting.
- Expansion in clubs and teams from both Northern and Western growth corridors.
- Grow and further develop a professional umpiring panel.



LOCAL GOVERNMENT & INFRASTRUCTURE

To maintain strong partnerships with local government and playing infrastructure providers to secure future operations and cater for growth.

- Assist clubs with local government interactions to improve relationships and facilities.
- Develop strategies to maximise the use of existing facilities to underpin competition growth and achieve utilisation targets.
- Work collaboratively with local government to ensure ground and facility upgrades do not severely impact clubs ability to compete, to work within specified timelines and within budgetary restraints.



CLUB ENGAGEMENT & WELFARE

To have all our member clubs sustainably managed and actively engaged to contribute to the success of our Association.

- Assist and encourage all affiliated clubs to achieve effective management and governance structures.
- Develop strategies to attract, grow and retain volunteer contributions to clubs.
- Establish a set of values and behavioural norms which set the standards for how we interact together.



CLUB ENGAGEMENT & WELFARE (Continued)

To have all our member clubs sustainably managed and actively engaged to contribute to the success of our Association.

- Engender a community spirit and promotion of fair play in accordance with Spirit of Cricket guidelines.
- Continue to promote club, player and officials behavioural standards in accordance with the VTCA Code of Conduct to ensure continuous fair play, absolute mutual respect and unwavering cooperation from all stakeholders.
- Provide assistance and support for those in need both inside & outside of our organisation.