

What is the Cricket Connects Program?

The Cricket Connects program is a body of work which is being undertaken in collaboration with all sectors of SA cricket with the purpose of better providing cricket in South Australia with the capability to:

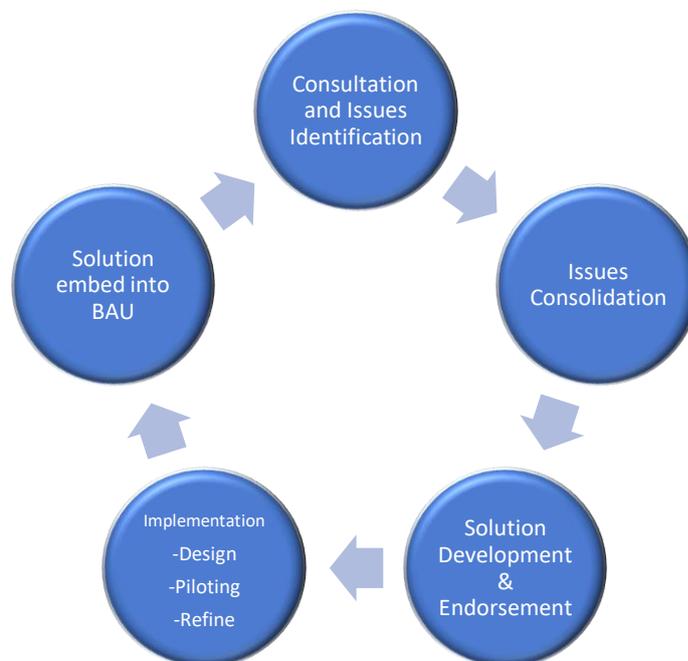
- Identify and methodically address issues affecting the health of SA cricket in a collaborative fashion
- Grow participation in the sport, both on and off the field, particularly in the Women and Girls space
- Ensure that the game is played in the spirit intended across all sectors, across the whole state
- Prioritise goals for the improvement of cricket within a local region and better focus efforts to obtain assistance to achieve those goals
- Support a more focussed, self-service learning and skills development resource for players, coaches, parents and club office-bearers
- Streamline internal and external communication in clubs, Associations and throughout the South Australian cricket community

all in a self-directed manner to ultimately ensure the health and prosperity of the game for years to come.

Methodology

The Cricket Connects methodology is designed as an iterative cycle consisting of several discrete phases:

- Consultation – Issues Identification
- Issue Consolidation
- Solution Development & Endorsement
- Implementation
 - Design
 - Piloting
 - Refine
- Solution Adoption – Embed into Business-As-Usual (BAU)



Consultation

The initial iteration of this cycle commenced in August 2017 with a two-day conference attended by approximately 100 key representatives from all sectors of SA cricket.

Outputs from this conference formed the basis for a focused consultation with numerous focus groups from within SA cricket who addressed the fundamental question “What needs to be true, that isn’t currently true, for South Australian cricket to prosper into the future?”.

Issues Consolidation

The vast body of information collected in the consultation phase was consolidated into common themes and condensed into a digestible format for further analysis with a view to developing recommended courses of action for implementation.

Solution Development

A Cricket Connects Working Party, with endorsed representation from the key South Australian cricket sectors, was formed in March 2018 to develop recommendations addressing the issues which were consolidated from the consultation phase. This occurred over an 11-week period through a series of facilitated workshops with Working Party members collaboratively progressing and refining their recommendations between meetings through consultation with the cricket community that they each represented.

In all, ten key recommendations were made by the Working Party across the areas of:

- Relationships
- Competitions
- Pathways
- Information/Communication
- Association and Club Support
- The Spirit of Cricket
- Facilities
- Women and Girls Cricket
- Premier Cricket Funding
- Indoor Cricket

The first six recommendations went straight through to implementation planning while the four remaining recommendations were deemed worthy of further development of recommendations through dedicated Working Groups.

Implementation:

Planning

In the Implementation Planning phase, some 73 discrete recommended actions were shaped into like groups to form the basis of a manageable implementation model. This resulted in the forming of six dedicated work-streams, each managed part-time by a SACA employee with the assistance, also part-time, of another SACA employee. The six work-streams are supported by a full-time dedicated program lead and program support administrator.

Piloting

Each of the six work-streams will pilot an initiative during the 2018/2019 cricket season. This will involve engaging a small representative sample of the SA cricket community and working collaboratively, test the viability of each initiative with a view to launching each initiative, in a scaled-up form, for the benefit of all of SA cricket in season 2019/2020 and beyond.



Cricket Connects Work-streams (1)

1. STRUCTURES, ROLES & RESPONSIBILITIES

Work-Stream Lead:
Nathan Adcock

Work-Stream Support:
Lauren Ebsary

To develop, trial and implement more effective ways of overseeing, leading, supporting and developing cricket throughout South Australia

- Develop a *Cricket Region Model*
- Develop *Action Group Model* [Applicable where cricket region model not in use]
- Pilot *Cricket Region Model*
- Offer *Action Group Model* [where cricket region model not being piloted]
- Plan for broader application of *Cricket Region Model* in season 2019/2020

2. OPTIMISING PARTICIPATION EXPERIENCES

Work-Stream Lead:
Luke van Kempen

Work-Stream Support:
Nick Stuart

Develop and implement more effective ways of delivering the best possible knowledge, support and development to all participants, parents and coaches involved with junior cricket

- Develop web-based *Junior Participation Matrix* [JPM]
- Aggregate and align optimisation resources and embed in JPM
- Pilot assisted application of JPM- with SACA support
- Make all associations and clubs aware of JPM and its application
- Plan for broader application of JPM in season 2019/2020



Cricket Connects Work-streams (2)

3. Connecting SA Cricket

Work-Stream Lead:
Vanessa Walker

Work-Stream Support:
Seb Goldsmith

Increasing connection, engagement and collaboration across all of South Australian Cricket and better sharing relevant information and knowledge

- Hold *Cricket Connects Conference #2*, including lead-in cricket sector forums
- Develop a web-based information sharing blog/portal and reinforce its value with all SA Cricket
- Develop an SA Cricket database and Direct Communication Model covering Associations + Clubs + Volunteers + Participants [Players, Coaches & Parents]
- Develop an SA Cricket *'Culture Of Communication' Action Plan*

4. Supporting SA Cricket

Work-Stream Lead:
Steve Kavanagh

Work-Stream Support:
Sarah-Jane Jameson

Deliver better, simpler, more accessible, more relevant and more impactful support to volunteers involved in Associations and Clubs across all of South Australian Cricket

- Develop an *Associations & Club Activity Calendar* [digital]
- Develop a web-based *Volunteer Support Matrix* [VSM]
- Aggregate, simplify and align support resources and embed in VSM
- Hold *Association & Club support resource education workshops / roadshows*
- Agree SACA, Association & Club Service Standards



Cricket Connects Work-streams (3)

5. Competitions and Participation

Work-Stream Lead:
Aaron Tuckfield

Work-Stream Support:
Alex Guy

Clarify and align all pathway competitions and develop more compelling non-pathway competitions (e.g. Social, Veterans, Indoor, Community)

- Develop / clarify *Competitions Pathway Model* and alignment plan
- Develop *Standard Junior Cricket Playing Conditions*
- Develop *Competition Management Support Model*
- Develop a *Lifetime Competitions Plan* [including Indoor, Veterans]

6. The Spirit of Cricket

Work-Stream Lead:
Shane Bernhardt

Work-Stream Support:
David Penn
Sarah Fry

Ensuring all of South Australian Cricket is approaching the game in an honourable way and creating fun and safe environments for everyone involved.

- Develop *Spirit Of Cricket Charter* [including expectations, roles & responsibilities]
- Launch *Spirit Of Cricket* with *Association Presidents*
- Implement a state-wide *Spirit Of Cricket Round*
- Develop *Spirit Of Cricket Embedment Plan* for season 2019/2020+



Review

The outcome of each pilot initiative will be evaluated to identify the elements that worked well and also to identify opportunities to improve for full-scale implementation. Planning will then take place for the integration of the initiative into Business as Usual for the 2019/2020 season and beyond.

Solution Embed into BAU

The Cricket Connects team will work with SACA personnel to transition the proven and tested initiatives across to the BAU environment.

Part of the Cricket Connects process for this season includes planning for a series of forums within each of the cricket sectors which will flow into a Cricket Connects #2 forum.

While this will be somewhat more focused and streamlined than the initial Cricket Connects Conference, it will be the catalyst for setting the Cricket Connects cycle on its second of hopefully many iterations.