

DARLING DOWNS & SOUTH WEST QUEENSLAND CRICKET INC.

STRATEGIC PLAN

2022-2025





PURPOSE AND VISION

PURPOSE

To promote, administer and grow cricket ensuring Darling Downs & South West Queenslanders can play, participate in and enjoy the game.

VISION

To be Darling Downs & South West Queensland's leading sport.

How will we define this?

1. A high registered community participation growth for juniors and seniors, male and female.
2. Fielding competitive representative teams across all programs.
3. Modernised and efficient administration and operations.



ORGANISATION VALUES

We Care

We care for our people, our diverse communities and we are passionate about supporting all Darling Downs & South West Queenslanders to play cricket, regardless of geographical location.

We Lead

We lead with integrity and honesty within our communities.

We Deliver

We deliver on and off the field, always striving to do our best.

We Innovate

We innovate, create and collaboratively solve problems.



STRATEGIC PILLARS AND OBJECTIVES

Strategic Pillar 1: Sustainable Participation Growth.				
Strategic Objectives	Increase participation across community cricket, with a particular focus on female participation, through recruitment and retention initiatives.	Promote and support formats and programs to encourage participation.	Promote and support programs for new and existing participants across Indigenous, all abilities & multi cultural sectors.	Improve Club sustainability through volunteer support, coach and officials (umpires and scorers) development.
Strategic Pillar 2: Develop confident cricketers and coaches, competitive teams and even better people.				
Strategic Objectives	Develop players, across all programs, to provide them with the skills and opportunities to achieve or engage with Queensland Cricket pathway higher representative honors.		Develop a leading coach identification and development system.	
Strategic Pillar 3: Build a proactive, authentic and financially sustainable organisation to lead Darling Downs & South West Queensland's Cricketing Community.				
Strategic Objectives	Diversify and increase revenue streams to support Zone activities.	Improve organizational performance and community engagement by delivering effective policies, and efficient internal systems and processes (including communication).		Implement modernised and efficient governance and operations for the sustainable administration of cricket.



PILLAR ONE: SUSTAINABLE PARTICIPATION GROWTH.

Link to purpose	Strategic Objectives	Operational Actions	Lead Responsibility	Action Officer	Timeline	Measure	
Promoting and growing cricket by providing opportunities for all DDSW Queenslanders to play cricket.	Increase participation across community cricket, with a particular focus on female participation, through recruitment and retention initiatives.	Develop affiliates' incentive scheme to recognise club and association participation growth.	President	Administrator	On-going	Participation Growth	
		Create a junior female development plan, including the implementation of a Junior Girls' Zone Challenge Cup.	Junior President	Pathways Coordinator	2022-23		
		Create a senior female development plan to investigate the opportunities for senior representative female competitions.	Senior President	Pathways Coordinator	2022-23		
	Promote and support formats and programs to encourage participation.		Work with associations and Queensland Cricket for alignment to Junior national entry level formats.	Junior President	Pathways Coordinator	On-going	100% association alignment to national entry level pathway.
			Provide annual communication and notice of the Australian Cricket Pathway.	President	Administrator	On-going	
			Manage Zone community competitions in line with the national formats.	Junior President & Senior President	Affiliate Presidents	On-going	



PILLAR ONE: SUSTAINABLE PARTICIPATION GROWTH (CONT)

Link to purpose	Strategic Objectives	Operational Actions	Lead Responsibility	Action Officer	Timeline	Measure
Promoting and growing cricket by providing opportunities for all DDSW Queenslanders to play cricket.	Promote and support programs for new and existing participants across Indigenous, all abilities & multi cultural sectors.	Conduct analysis regarding partnership opportunities across the Zone (SWIN, PCYC, Local Councils etc).	President	Administrator	On-going	Established & Productive partnerships.
		Develop and implement partnership action plan.	President	President	2023-24	
	Improve Club sustainability through volunteer support, coach and officials (umpires and scorers) development.	Work with Queensland Cricket (and other relevant groups) to develop a structured process of volunteer support, education and development .	President	President	2023-24	Embedded volunteer management plan.
		Support the network of DD&SWQ Umpires' Associations through liaison with the Umpires' Coordinator.	President & Umpires' Coordinator	President & Umpires' Coordinator	On-going	
		Develop a financial support framework for the education and development of coaches, umpires and scorers.	President	Administrator & Treasurer	On-going	



PILLAR TWO: DEVELOP CONFIDENT CRICKETERS AND COACHES, COMPETITIVE TEAMS AND EVEN BETTER PEOPLE.

Link to purpose	Strategic Objectives	Operational Actions	Lead Responsibility	Action Officer	Timeline	Measure
Providing pathways and development opportunities for community players to connect/engage with the QLD Cricket premier/elite program.	Develop players, across all programs, to provide them with the skills and opportunities to achieve or engage with QC pathway higher representative honors.	Design and implement a junior development program for male representative squads.	Junior President	Pathways Coordinator	2022-23 & On-going	Zone involvement in all QC recognised Junior State Championships and Development Carnivals.
		Design and implement a junior development program for female representative squads.	Junior President	Pathways Coordinator	2022-23 & On-going	
		Design and implement a senior development program for male representative squads.	Senior President	Zone Senior Rep Coordinator	2022-23 & On-going	All senior associations are engaged with senior representative program.
		Design and implement a senior development program for female representative squads.	Senior President	Zone Senior Rep Coordinator	2022-23 & On-going	
		Develop and implement a pathway policy infographic for juniors.	Junior President	Pathways Coordinator	2022	
		Develop and implement a pathway policy infographic for seniors.	Senior President	Senior Rep Coordinator	2022	
	Develop a leading coach identification and development system.	Nominate representative coaches to QLD Cricket to undertake level two accreditation.	Senior & Junior Presidents	Senior & Junior Presidents	On-going	Rep coaches are level 2 accredited.
		Work with Queensland Cricket to develop a leading coach identification and development system.	Senior and Junior Presidents	Senior & Junior Presidents	2023-24	All associations have access to a level 2 coach.



PILLAR THREE: BUILD A PROACTIVE, AUTHENTIC AND FINANCIALLY SUSTAINABLE ORGANISATION TO LEAD DARLING DOWNS & SOUTH WEST QUEENSLAND'S CRICKETING COMMUNITY.

Link to purpose	Strategic Objectives	Operational Actions	Lead Responsibility	Action Officer	Timeline	Measure
Ensuring Darling Downs & South West Queensland Cricket as an organisation optimises our ability to promote and grow the game.	Diversify and increase revenue streams to support Zone activities.	Develop a sustainable sponsorship plan.	President	President	2022-23	Sponsorship prospectus.
		Consult professionals to review and provide recommendations on revenue diversification opportunities.	Treasurer	Treasurer	On-going	
	Improve organizational performance and community engagement by delivering effective policies, and efficient internal systems and processes (including communication).	Maintain, review and implement policies and processes (Child Safety, Member Protection, Junior and Senior Representative Pathways Procedures, Code of Conduct, Position Descriptions, Schedule of Remunerations, Zone Calendar).	President	Pathways Coordinator, Administrator et al.	On-going	Up to date and available policies and procedures.
		Refresh and modernise constitution.	President	President	2023	
		Continue to implement the recommendations contained in the 2021 review (Including those around communication).	Junior and Senior Presidents	Pathways Coordinator, Senior Rep Coordinator et al.	On-going	
		Maintain a strong digital presence, including on social media, and establish a DD&SWQ Cricket Inc. Website.	President	Administrator	On-going	



PILLAR THREE: BUILD A PROACTIVE, AUTHENTIC AND FINANCIALLY SUSTAINABLE ORGANISATION TO LEAD DARLING DOWNS & SOUTH WEST QUEENSLAND'S CRICKETING COMMUNITY (CONT)

Link to purpose	Strategic Objectives	Operational Actions	Lead Responsibility	Action Officer	Timeline	Measure
Ensuring Darling Downs & South West Queensland Cricket as an organisation optimises our ability to promote and grow the game.	Implement modernised and efficient governance and operations for the sustainable administration of cricket.	Increase the diversity of representation across Zone Governance positions, including female representation.	President	Cricket community	On-going	Positive outcomes on and off the field.
		Conduct annual review of paid positions (Pathways Coordinator and Regional Administrator).	President	President	Annually	
		Maintain a contemporary and efficient governance structure as articulated in the Zone Organisational Chart.	President	Cricket Community	Annually	