



POVERTY BAY CRICKET ASSOCIATION STRATEGIC PRIORITIES 2019-2022

PURPOSE

Deliver experiences which build friendships, prioritise having fun and develop people.

VALUES

CHASE: Commitment, Harmony, Acceptance, Sportsmanship, Enjoyment

INSPIRATION

Embrace the chase...

Community Engagement

Growing powerful relationships through purposeful collaboration

CLUB INVOLVEMENT

Encourage local clubs to take on responsibility for running junior teams on game days and enlisting both player and parent support to grow our volunteer base in supporting junior cricket.

COMMUNICATION

Create databases for participants, parents and volunteers to distribute information via email, website, Facebook, Instagram and CriqHQ functions.

PROMOTION

Create festivals of cricket which entice spectators to attend events and increase spectator numbers.

Multiple clubs take on the responsibility for managing junior colts teams for the season.

Increased levels of communication and growth on social media platforms results in more people being informed around what is happening and extends the connection to cricket regionally.

Increased attendance at promotional events and growing support base emerging.

Participation Growth

Growing playing numbers across all levels

SCHOOL DELIVERY INVOLVEMENT

Increase school delivery participants.

EXPAND COMPETITIONS AVAILABLE

Increase number of competitions/games available to participants at all levels.

FEMALE DEVELOPMENT ACTIVATOR

A female development coordinator will target engagement of female cricketers across the region.

Increase in students being actively involved in sessions facilitated by PBCA employees in schools.

Participation numbers in cricket across all levels is increased.

Increase in the numbers of female cricketers participating in school sessions, festivals, games and competitions.

Developing Capabilities

Growing capabilities to positively impact on success and enjoyment

LEADERSHIP CAPABILITY

Educate club leaders around the PBCA strategic priorities plan to distribute responsibility to support the strategic drivers across local clubs.

COACHING CAPABILITY

Provide courses and seminars for junior coaches which improve skill development in players and promote the purpose and values of the PBCA charter.

PLAYER CAPABILITY

Give all players with aspirations to play representative cricket access to qualified coaches to build their capabilities to experience high levels of performance.

Club alignment with the vision, mission and values of the PBCA charter results in an increase in player numbers.

Player retention rates at representative level improve as a result of participants having fun and enjoying a positive experience.

Increased numbers of local cricketers score hundreds and 5 wicket hauls in competitive cricket games.

Strong Governance

Building a resilient and adaptive operation through strategic leadership

DISTRIBUTED LEADERSHIP

Seek a diverse group of people to contribute to governance and assign portfolios with clear roles and responsibilities.

DELIVERING IMPROVED FACILITIES

The board works with the Gisborne District Council and community funding organisations to develop cricket facilities which foster the game and return first class fixtures to Harry Barker Reserve in the future.

ENSURE FINANCIAL VIABILITY

Diversify and grow revenue streams to complement funding from ND and NZC.

Documents and decisions are constructive in delivering the intentions of the charter and the cricket community has knowledge of the key drivers the board are delivering on.

An indoor training facility and new changing rooms are established at Harry Barker Reserve and results in ND scheduling a first class fixture in Gisborne each season.

The organisation returns surpluses 2 out of every 3 years.