



# **Junior Club Support Manual**

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**2012**  
(FIRST EDITION)

## **Growth and Development of Cricket in RDCA Clubs**

[www.rdca.com](http://www.rdca.com)



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## 1. Executive Summary

There are indications that junior player numbers are falling within Victoria with the potential to create long term problems for a number of RDCA clubs. As a result the Association has launched a **Growth and Retention Project (GARP)** led by a group of experienced RDCA members and in line with some independent input.

This manual forms part of that response from the GARP Group and follows a survey of clubs together with associated reviews and discussions. The Group has previously recommended a number of changes in playing conditions some of which have already been instituted in both the junior and senior competitions.

The manual is aimed at providing all clubs with the benefits of the experience of the totality of the RDCA community and includes successful practices in administration, player recruitment and retention as well as coaching. Its focus is on the junior side of clubs and the transition of junior players to senior teams.

Included in the contents are recommended structures for a junior administration together with descriptions of the necessary roles within that administration while recognizing that not all clubs are the same nor are they at the same stage of development. There is particular importance placed on the need for the structure to support a strong Milo In2 Cricket program and clear steps for progressing players from Milo through the junior ranks and into the senior teams.

Volunteers are the life blood of all clubs and the manual looks at means of finding and encouraging people to fill the roles essential for successful clubs. It is vitally important that all clubs do not take volunteers for granted and there are suggestions for recognizing their contribution and supporting them in the roles they are undertaking. In particular the requirements and support available for junior coaches is described.

Methods for the recruitment and retention of players are discussed in some detail. The prime focus is on players between 6 and 11 but the methods described are applicable to all ages. A description of the Milo program is provided and a number of techniques for attracting new players are outlined. Strategies to help retain players by moving them smoothly from Milo to non-competitive cricket, on to competitive teams and, finally, to senior cricket are provided.

Also, the importance of maintaining good relationships with the local Council, schools, sporting clubs and co-tenants is emphasized and proposals for helping with building bonds with such bodies are described.

Finally the management structure of the RDCA is provided with information about the club and individual support that is available from the Association.



## 2. Club Administrative Structures

The key to any successful junior club is the administration structure. Most clubs operate under one of two models:

1. A separate junior committee reporting up to a senior committee (or Board of Management)
2. Managed solely by a junior co-ordinator under the senior committee without other committee support, as well as the lack of balance that can result from a dominant personality.

Most of the successful junior clubs operate under Structure 1, the main advantages being:-

- Knowledge of junior operations is shared by a committee who all have a share in how best to run the club.
- Under a structure managed solely by one person there is big risk of finding a suitable replacement who is prepared to take on such an important role without other committee support.
- The workload is shared by many.
- All the committee share 'ownership'
- Allows all parts of the club to know what is going on- "The left hand knowing what the right hand is doing".

### 2.1 Model Junior Structure

A model junior structure could be set-up with a Junior President (or Junior Co-ordinator) with up to 7 other committee positions. Refer to Appendix 1 for a possible indicative detailed structure. The Junior President would have a position on the senior committee (or Board of Management) and would provide reports on junior operations and raise any matters that required escalation.

A strong junior program at a Club would have the following number of teams or similar:

- Milo In2Cricket – 30+ participations
- U/10 Non Competitive- 2+ teams
- U/12 – 1 or 2 Friday Night teams and 1 or 2 Saturday morning teams
- U/14 - 2 teams
- U/16 – 2 teams
- U/18 – 1 team

The goal in the U/12 to U/16 competitions would be to have one team in the highest grade.

It is important to have a Milo In2Cricket programs and U/10 Non Competitive teams as recruitment gets more challenging as children get older.



## 2.2. Phases of a Junior Committee

Clubs may need to progress through 3 main phases in obtaining this model structure:

- 1. Starting Up** - Clubs with few or no existing junior teams will be best served starting at the bottom. It has proven difficult to recruit new juniors above 11 years old, as by this age most children have made decisions on what sport they want to play. The main focus of the committee should be recruiting new junior players into Milo In2 Cricket and transitioning these players through to U/10 Non Competitive and U/12 Competitive and so on. In the initial set-up or re-establishing a junior program you may only need a small junior committee to achieve this, perhaps made up of:
  - Junior President (or Junior Co-ordinator)
  - Milo Co-ordinator
  - Recruiting Officer/Parent Liaison
  - Other
- 2. Developing Junior Club-** in this phase the Milo In2Cricket program should be well established and players have transitioned through to U/10s Non Comp and U/12s. Whilst the Club still needs to be focusing on recruiting for Milo In2Cricket the key is to transition players through to U/14 and U/16. The workload on the committee is growing and additional positions should be added to the structure to reflect this, such as:
  - MyCricket Coordinator
  - Communications/Newsletter Officer
- 3. Established Junior Club** - in this phase a strong stable committee should be administrating the junior club. Retention of players becomes equally as important as recruiting new players.

## 2.3 Job Descriptions

The main functions of each committee position are detailed ahead:

### 2.3.1 Junior President (Junior Coordinator)

This is the most important position as this role is charged with both overseeing that all the critical tasks of the sub-committee are completed effectively and as the key representative for the Juniors at the Senior Committee (or Board of Management). Whilst the Junior President has the ultimate responsibility, he or she needs to be able to delegate some of these tasks to other committee members. The RDCA Junior Executive has produced a Juniors Coordinator Manual which is updated each season and can be downloaded via the RDCA website. This manual lists the following key tasks (these tasks are discussed in more detail in the manual):

- Represent juniors at club Board level.
- Attend all RDCA Junior Meetings
- Liaise with the RDCA
- Liaise with other clubs within the RDCA
- Ensuring all sides have suitable Coaches and Team managers
- Ensuring all Team Managers have a copy of the Junior Manual

- Ensuring that the RDCA has relevant contact details for the Junior Coordinator and Team Managers
- Recruitment and subsequent registration of new junior players.
- Maintaining of existing junior registration information
- Submission of all Junior Short Results
- Submission of Results
- Effectively communicating club news with both players and parents

### **2.3.2 Milo In2Cricket Coordinator**

Key tasks:

- Have a full understanding of the Milo program
- Arrange with feeder schools and run clinics for Grade Prep, 1 and 2 students
- Registering all new recruits, coaches, team managers and officials.
- Arrange and train necessary coaches
- Oversee the program

### **2.3.3 Recruitment Coordinator**

Key tasks:

- Develop recruiting strategies for your local area
- Develop relationships with local schools and Aus Kick programs and other winter junior sports
- Develop a recruiting flyer/brochure and arrange distribution etc
- Liaising with parents.

### **2.3.4 Delegate**

Key task:

- Attend RDCA junior meetings and ensure clear communications between club and RDCA junior committee

### **2.3.5 MyCricket Coordinator**

Key tasks:

- Register all new players on MyCricket
- Register all Team Managers and Coaches on MyCricket.
- Ensure all personal details are accurate and up to date for all players and officials.
- Ensure all match results are entered into MyCricket by the relevant deadlines.

### **2.3.6 Communication/Newsletter**

Key tasks:

- Produce and publish a regular newsletter
- Maintain the club's website and other approved Club Social media.

### **2.3.7 Transition Coordinator**

Key task:

- Navigating and supporting the transition of junior players from U/16 and U/18s in to senior club teams.



### 2.3.8 Coaching Coordinator

Key tasks:

- Set standards for all coaches.
- Development and ongoing training of all Junior Coaches including
- Find out when coaching accreditations courses and coach the coach sessions are being run and encourage all coaches to attend.
- Provide necessary resources (sample cricket drills and equipment) to assist coaches.
- Identify and train suitable parents/carers to become volunteers eg Team Managers, scorers etc.

## 3. Coaching and Volunteers

When our children become old enough to really enjoy competition and they are interested in improving their skills, they need *structure* when playing their games. *Structure* serves many purposes including ensuring fair participation for all, consistency and an understanding and adherence to the official rules applying to the game of choice. All of this provides the best chance to improve individual skills and performance, but also develop a sense of ‘team’.

Once our children get to this stage joining a club or organisation usually becomes necessary. When this happens we need to understand how volunteers and coaches will impact on their sporting endeavours.

### 3.1 Volunteers

Local clubs and organisations are usually not-for-profit entities largely run by volunteers. Volunteers step in to assist in running these clubs and organisations so that their children (and others) benefit from participating in an activity they find enjoyable. Without these volunteers most clubs would be unviable unless professional administrators are employed. In reality this would require significant income generation in order to meet the costs involved and likely result in an expensive fee impost upon families.

Volunteers may well be your club’s BEST ASSET – without them your club may well not exist. At a local club or organisation by far the main source of volunteers is from the parents and families of participants and senior players. Some parents need little encouragement to get involved, others may not be interested at all and another group may just be waiting to be asked. For the club to obtain maximum benefit from the parents of their players, the simple, initial action required is to **ask**. It may pay to expand the usual method of just recruiting players to a recruiting practice that is aimed at recruiting *families* – boys *and* girls can play whilst mothers and/or fathers can assist. In seeking support we should not be limited to just parent interaction but instead also extend an invitation to grandparents and other active seniors can give meaningful contributions and gain satisfaction along the way.

Remember, at a Junior club level coaching is vital if the participants are to improve their skills and develop their abilities and enjoyment of cricket. In most instances at this level, coaches are also volunteers who have agreed to undertake an appropriate level of training in order for them to assist with the coaching of the participants.



### 3.1.1 Volunteer Recruitment

So, if we are to **ask** parents if they (or members of their extended family ) could or would be a volunteer, how do we go about it, what do we ask the parent to do and what do we offer them in return? Previously, (Club Administrative Structures) we have shown a number of positions that generally would be filled by volunteers. The expertise and time required to fill these roles will differ and prospective volunteers may have their own preference as to the role or area they would be interested in. Some volunteers may even be interested in undertaking more than one role - eg a Committee position as well as being a Coach or Team Manager. It is also virtually certain that Volunteers end up *supervising* Volunteers. eg. President or Committee Member *supervising Coaches or Team Managers etc.*

It is important to be clear in what you are seeking from a Volunteer, that you understand the expertise that a potential Volunteer has and what their particular interest may be. Perhaps a questionnaire could be completed by parents at a Player Registration Day – ask if potential volunteers are interested in helping, and, if so, how. It is also important that you know what you or your club can offer the volunteer in return. Volunteering is clearly a two way street!

The committee should take the time to form a Volunteering *Strategy* so an official and unified approach can be devised and put into effect. A consistent method of approaching potential participants is far more likely to succeed over an ad hoc approach that may lead to embarrassing duplication of roles etc. So, a process to interest, obtain and appoint potential Volunteers may look something like this:

1. Have a Job Description ready for each Volunteer position (see Section 2).
2. Get an idea of people's interests and expertise in 'qualifying' for Volunteer roles however note that it may take time and more than one approach to form an on-going connection.
3. Explain particular roles to potential Volunteers and what they would need to do to be able to adequately fulfil the role. eg attend a Scorer's or Coaching Course etc. The *time* impost of volunteering should be clearly explained – is the role a 'one off' at a particular function or is it for the season? It is essential that Volunteers clearly understand the committee's expectations.
4. Ask *all* potential Volunteers if they can help – parents, families etc. Consider advertising roles and basic job description in the club Newsletter. A *personal* approach to a potential Volunteer is highly recommended.
5. Ask them what the club can do to assist them if they were to take on a role. Be proactive here and take the opportunity to explain the club's culture and values, compliance matters that protect Volunteers etc. Highlight how getting involved may be of benefit to them e.g. inclusion in their child's leisure activities etc. Ensure that the re-imburement of approved expenses is understood.





6. Address and explain Volunteers *rights* – eg. adequate training, clear job description and responsibility, adequate and appropriate training, input into decisions about their role, complaint process, adequate commercial ‘protection’ (insurance, harassment etc), personal privacy, re-imburement of expenses, etc.
7. Address and explain Volunteer *expectations* – ensure time availability and expertise of the Volunteer, ability to adhere to club policies, training needs etc., discretion and privacy needs, reliability and dependability, accountability, respect, etc. The obtaining of a **WORKING WITH CHILDREN qualification is MANDATORY.**
8. Come to an agreement with the Volunteer about a specific role and formally appoint them to the position agreed upon. Make them understand where the role fits within the club’s organisation and the importance of the job that they will do. Upon formal appointment it is *important to ensure the Volunteer is ‘registered’ with the club* to ensure they have full protection with insurance, compliance etc.
9. Ensure other Volunteers, office bearers, parents, club members etc are aware of the appointment and the responsibilities and authorities that attach to it. It is important that a harmonious and respectful relationship between the club and the various Volunteers, and between the various Volunteers themselves, is fostered

### **3.1.2 Volunteer Appraisal Program**

Both the club operating body (committee etc) and the Volunteer should have an avenue of contact available where effective and meaningful communication can be made maintained. Both parties should be confident that they can openly discuss performance and relevant matters with the other. Appraisal and contact methods could take place in a number of ways – personal meetings and interviews, in writing, in a group forum etc but should always be conducted in an honest, positive and open manner where all parties have an opportunity to contribute.

Remember, volunteers are most likely interested parties doing a club or community service without financial recompense – they are a life blood of a club! Volunteers are usually keen to assist and be involved – treating them with respect and courtesy and acknowledging their contribution will, more often than not, result in a rewarding relationship for all involved.

### **3.1.3 Volunteer Recognition**

It is important not to take Volunteers for granted. We all like a kind word or some form of recognition from time to time and it is important to acknowledge the good work of *all* the club’s Volunteers on a regular basis. We have no difficulty in acknowledging fine performances on the field so we should not be shy in recognising the good efforts of our club ‘staff’.

Volunteers are most likely a club’s *most valuable asset* – if we did not have them who would do all the work necessary for the club to exist and succeed? They donate hours of their time for no financial recompense. It would be appropriate to consider having a designated committee person



look after all Volunteer matters to ensure consistency in the management of the many Volunteers that the club would no doubt have.

In addition to regular positive acknowledgement and inclusion in publications like Newsletters and Annual Reports etc, it may be appropriate to consider some form of tangible recognition such as free social membership, supply of club apparel/merchandise and a formal invitation to the appropriate club Presentation function at the end of the season.

ACKNOWLEDGEMENTS for the Coaching and Volunteer sections include the following entities and websites where some of the above information was obtained and where other ideas can be found :

- Australian Sports Commission [www.ausport.gov.au/clubs](http://www.ausport.gov.au/clubs).
- Cricket Australia – National Volunteering Strategy 2006-09
- Cricket Victoria

### **3.1.4 Volunteer Support**

Training our volunteers is something that should be at the forefront of our club committee thoughts. Appropriate and sufficient training will result in benefits to all parties involved. The volunteer will be confident in their role and will be able to execute their duties in a proficient manner. Clubs and teams will benefit as all required tasks will be completed as necessary to allow compliance with competition and Association rules and needs. Trained volunteers should result in matches running smoothly, players enhancing their skills and administration needs being met.

There is a variety of information available in regards to training courses that impact on our game and our competition in general. Some of this information is detailed here.

Scoring – each season Cricket Victoria run a course designed to educate people in cricket scoring and this course is usually advertised on their website during the off season winter months ( see [www.cricketvictoria.com.au](http://www.cricketvictoria.com.au) ). The Association is also intending to run a course for scorer ‘beginners’ during the off season and details will be provided to the clubs and will be placed on the website when available.

Junior Co-ordinator and Team Manager – roles are explained in the RDCA Junior Co-ordinators Manual that is distributed each season. The Junior competition also runs a series of meetings that seek to educate Co-ordinators and Team Managers on the contents of the Manual and match day responsibilities. These meetings will be advised to clubs in due course.

MyCricket– our competition requires that player registration and match results are recorded on an electronic system known as MyCricket. Each club should ensure that they have a number of people who are acquainted with this system and who are available to complete the required inputs by the required times. The Association has a MyCricket training ‘package’ and a support line – see the Association website.



Volunteers and Coaches should also be registered on the MyCricket system so that their service and membership is recorded and acknowledged and also for insurance purposes.

The **Member Protection Policy** is recorded on the Association's website. This is a Cricket Victoria policy that has been adopted by our Association and covers such issues as harassment, discrimination and social media. Both this policy, and the Association's **Code of Conduct** are important ways of ensuring our game is played in the right spirit. Both of these policies, and their intent, should be made known to Volunteers and Coaches.

### 3.2 Coaching

Our children most likely pick up the basics of cricket from parents, relations or friends when playing in the backyard or street. Further development and knowledge tends to occur when children commence school and schoolyard activity at lunchtime includes varieties of our great game. Parents, relations and volunteers certainly mean well when showing children the basics of the game and the formation stages of skills development are vital in providing the basic knowledge of the game.

There comes a time however when well meaning advice needs to be complemented with a more structured environment where (mainly) volunteer coaches are introduced to the participants. These volunteer coaches are a major part of the Australian cricket community and serve to complement and enhance the advice previously provided by our well meaning family structures.

Cricket Australia (CA) and, in our case, Cricket Victoria (CV), provide structured training courses and resources for Coaching and completion of one or more of these courses leads to various levels of Accreditation. Courses available range from, a basic "Introduction to Cricket Course" through to high performance Level 3 courses that apply at national and international level. Check out the CA and CV websites for more details (look under the 'Getting Involved' tabs). The importance placed on formal Coaching accreditation is evident by inclusion in the Strategic Plans of both CA and CV.

At RDCA level, our Junior Executive has rightly decided that the satisfactory completion of at least one of the basic Coaching courses is *mandatory* for officials involved in our junior competition. This has been embedded in the Junior Rules and forms part of the *mandatory* Team Accreditation requirement – see (current) Junior Rule 40 for details. To assist our club volunteers in attaining accreditation, the RDCA, in conjunction with CV, usually runs one or more Level 1 courses each year with details provided to clubs well in advance of the course occurring. The Level 1 course currently has an on line component followed by a practical session and completion of the course will no doubt bring a sense of achievement to our volunteer participants as well as providing an increased knowledge of our game that can be passed on to our children. Prior to undertaking the Level 1 course, prospective coaches should complete the on line "Introduction to Cricket Course", in fact anyone could complete this course as a forerunner to deciding whether to go further with coaching or even as a method of increasing their knowledge of their child's chosen sport. It is important to note that Accredited Coaches within the RDCA **MUST** have a current **Working With Children** check.



Coaching is an integral and important part of our cricket structure. It is in all of our interests to have as many accredited coaches as possible across all levels of our competitions. Clubs should actively encourage members to undertake various coaching courses (either the ‘standard’ courses or the specialised courses that are regularly held) and *clubs should be prepared to meet the cost of these courses*. Remember, those prepared to undertake these courses and contribute to our sport are VOLUNTEERS and we should actively promote and assist them in their endeavour

## 4. Player Recruitment and Retention

The best results for recruiting new players are in the lower aged groups, that is:

- Milo In2Cricket
- U/10 Non Competitive and to a lesser extent U/12s

Generally children above the age of 11 years are difficult to get into cricket if they have not played the game previously (or been involved in a Milo program) as they (or their parents) have made a decision to play another sport or that cricket is not their sport.

Retention of players is important at all levels of juniors but there are 3 key transitions within a juniors cricketing pathway that require special attention:

- Milo In2Cricket to U/10 Non Competitive
- U/10 Non Competitive to U/12
- U/16-18 to senior cricket

It is a known fact that players (juniors or seniors) want to play with their mates. Within a group of mates there are normally one or two who are considered “leaders of the pack”, so identifying and encouraging these are players as far as recruitment and retention of players is concerned can be beneficial.

### 4.1 Player Recruitment

The Junior Committee need to develop and work on a number of strategies that best fit their local area based on a good understanding on the local demographics. The main focus of recruiting new players should be in the age groups 6 to 11 year old. However this does not mean that no attention is given to older age groups.

Some strategies that could be developed include:

#### 4.1.1 Milo In2Cricket

A Milo In2 Cricket program is fundamental to a successful junior program. This program is sponsored by Cricket Australia and administered by Cricket Victoria. If you need assistance in setting up Milo In2Cricket contact either the RDCA Junior Executive or Cricket Victoria. Further information can be found at Cricket Victoria website –

[http://www.cricketvictoria.com.au/page/milo\\_in2cricket.html](http://www.cricketvictoria.com.au/page/milo_in2cricket.html)

Milo In2Cricket is the entry level program and is the **main recruiting opportunity** for clubs. The program is a fun introduction to the game for young boys and girls. It provides children with



an enjoyable and safe learning environment where they can build their confidence, develop new skills, play games and have some fun.

Milo In2Cricket teaches children the most important lesson of all which is to LOVE THE GAME. Once a child learns to love the game of cricket they will be a cricketer for life and will experience all the benefits the game provides.

Within Milo In2Cricket there are 2 separate programs:

#### **Have A Go**

This program has been designed for children aged five to seven years to introduce them to the game of cricket. It ensures all children develop the fundamental skills required to participate in cricket. Children participate in activities designed to improve the various skills of the game. These activities generally take the shape of modified games, ensuring the participants are constantly involved and using their skills in fun, fast moving activities.

#### **Have A Game**

Designed with a game focus, “Have A Game” program is for children aged seven to 9 years. The lesson plans focus on various ‘game sense’ activities, drills and provide participants with extended opportunities to participate in modified games. MILO in2CRICKET “Have A Game” can also be used as a Modified Kanga Cricket competition within the club. This will allow the participants to play a modified ‘team based’ game each week in preparation for their transition into junior competitions.

### **4.1.2 Flyer**

Develop a colourful brochure that could be used to promote your Club and be used to recruit new players. You may want to add an incentive that offers any new members a discount on their subs and/or free clothing or equipment. Refer to Appendix 2 for examples.

As an additional incentive, perhaps offer existing members the same discounts, should they bring along a new member.

Take the opportunity to advertise and promote your club Website in your flyer – an informative Website is one of the best ways to convey information to existing and prospective club members and players.

#### **Flyer Distribution**

The key is to distribute the flyer to **your target age groups** such as local schools, Auskick, junior soccer and football clubs etc.

**Note:** Clubs that have undertaken leaflet drops have had limited success in recruiting new players. A flyer is but a small but important part of the recruitment strategy and should not be seen as the sole solution.



## 4.2 Developing Relationships

Develop strong relationships with your local schools, football and soccer clubs. Make direct contact with these local bodies, using a Club member if they already have some association with these bodies. In discussions with these bodies a number of different approaches could be taken.

- At local schools –run their Kanga Cricket program. If they don't have a Kanga Cricket Program in place offer to set up this program. Cricket Victoria Regional Cricket Manager can assist in getting a school enrolled in Kanga Cricket. Refer to Cricket Victoria website link-[http://www.cricketvictoria.com.au/page/schools\\_cricket.html](http://www.cricketvictoria.com.au/page/schools_cricket.html).
- Most schools don't have staff who have a cricket back ground and are very thankful to have volunteers who are prepared to assist. Obviously you need members who are available during school hours- any retired past or present players are ideal. They would need to have a Working With Children Check.
- Set up and run an inter school competition. Provide a perpetual trophy with the Club name on the trophy. Again you will need to have someone available during school hours.
- Offer other winter junior sporting clubs the opportunity to promote their sport during the cricket season
- Run school clinics during a recess break. Get the school to promote the clinic at school assembly and via their newsletter- parental awareness is also vital.
- Run school clinics as part of their Physical Education program. Focus on Grades Prep, 1 and 2 to promote Milo In2 Cricket. Grades 3 and 4 to promote Non Comp and U/12.
- Address the school assembly or junior sporting club.
- Ideally the last 3 points are undertaken prior to the Club's registration day. In all cases the flyer can be hand distributed or included in an electronic newsletter.
- Subject to local environment contact with ethnic support groups may increase awareness.

### 4.2.1 Promoting Registration Day

- To existing members. Ensure you have up-to-date email addresses and send out emails a couple of times prior to the registration date including an electronic copy of the flyer.
- Also perhaps offer existing members a reduction in their fees if they bring a new player to registration day.
- Local advertising - get a local real estate office to sponsor a board in a prominent position near your club. Note council permits may be required but it is a fairly straight forward process.
- Distribute flyer as widely as possible particularly in schools and other local sporting club newsletters.
- Place posters in local shop / retail windows etc.
- **Website-** Club Website should be advertised and should contain current information about your club. Websites provide a great forum for getting new recruits, as long as the **website is up to date and user friendly** and provide all the necessary information with easy to follow steps for potential recruits to make contact with the club.



### 4.3 Retention of Players

After doing all the hard work in recruiting new players the goal now is retaining those players and transitioning them through the cricketing pathway. During this pathway there are **3 key** transition points:

1. Milo In2Cricket to Non Competitive U/10
2. Non Competitive U/10 to competitive juniors
3. Competitive juniors to seniors.

If a player should leave your club it is important that you gather an understanding of why that player is no longer playing. This will assist in developing strategies in retaining other players.

Some strategies that may assist:

#### **Transitioning Milo In2 Cricket to Non Competitive U/10**

Run your Milo In2Cricket on Friday nights as this is when Non Competitive U/10s is played. If possible run the In2Cricket Milo at the same venue as the Non Competitive U/10s home ground. If this is not possible or your Milo In2Cricket is run at a different time, run some sessions towards the end of the season on the Friday night at the same venue as the U/10s when they are playing at home. Have a joint BBQ with both the Milo and U/10s players and parents.

Also an important part of transitioning players to competitive cricket is to run a “Have A Game” program as part of In2Cricket program. Refer section above on Milo In2Cricket.

#### **Transitioning players from Non Competitive U/10 to Competitive U/12**

There are 2 key strategies to consider:

- Rotate Non Comp U/10s who are in their last year of Non Comp to play some games in U/12s.
- Enter at least 2 teams into the U/12 competition- have at least one Friday night team and at least one Saturday morning team. Basketball is seen to be one of our main competitors. U/12 basketball is usually played on Saturday morning and by having a Friday night team it will give players an opportunity to continue to play cricket on Friday nights.

#### **Transitioning players from Junior to Senior Cricket**

- Have U/16 and U/18 teams train one night a week with the Seniors. Ensure Juniors train with Senior players who can allocate some of their training time in coaching and mentoring junior players. Identify role models at senior level and seek their engagement.
- Encourage U/16s and U/18s to play some games with the seniors. It is important that juniors are selected in teams where captains are prepared to give juniors a fair go. They should not be selected simply to make up the numbers and not get a bowl and they bat at number 10 or 11.
- Appoint a Transition Coordinator whose main responsibility it to look after junior players transitioning to seniors and in their first one or two seasons in senior cricket.



#### **4.4 Communication**

Good communication is important to ensure players/families are kept up to date with any news around the club. The 2 most common forms of communication are:

- Regular newsletter which provides match reports, details about social functions etc. The easiest and least costly way to distribute the newsletter is via email. Most families these days have internet access and an email address. Therefore it is most important that email addresses are kept up to date. The best time to do this is to check email addresses at the time of registration each year.
- Website – make sure your website is keep up to date with any news items, newsletters, contact details, links to MyCricket etc.
- Facebook and Twitter are increasingly being used to broaden communications, albeit in conjunction with other tools.
- If your club decides to use some of the various ‘Social Media’ avenues then you should make clear references to the Social Media Policy contained in the Association’s Member Protection Policy which is available on the Association’s website.

#### **4.5 Good Coaches/Team Managers**

As young players progress down the cricketing pathway it is important that their skills develop along the way and that they have some personal success. The key to this is to ensure coaches also develop their coaching skills. There are a number of opportunities for coaches to develop:

- Enrol in external Coaching accreditations- the RDCA and Cricket Victoria run level 1 and Level 2 coaching courses throughout the year
- Attend External “coach the coach” sessions organised by the RDCA and/or Cricket Victoria.
- Ensure new coaches are mentored by a more experienced coach
- Run internal “coach the coach” sessions- organise an experienced coach from a Premier Club to run the session.

#### **4.6 Participation**

Making sure all players have an equitable and inclusive experience every session. Not giving all players an even go, particularly in the lower age groups, is one of the main reasons why a player may stop playing cricket.

Tips in developing juniors:

- Training is organised, sessions vary from week to week and all players get an even chance to participate.
- Ensure all players get regular one-on-one coaching.
- Aim to bowl everyone in the team
- Rotate the batting and bowling order. If someone doesn’t get a bat one game ensure they do the following game by promoting them up the batting order. In the second innings reverse the batting order.
- Deal with any issues that arise immediately (e.g. bad behaviour, parental pressures etc)
- Develop a team and club spirit





## 5. Maintaining Local Relationships

As the governing body, the RDCA has regular contact with Councils in the catchment area, as well as with Cricket Victoria and local representative clubs, and therefore can be of assistance in supporting individual clubs in their local requirements.

That said, individual clubs will benefit by active engagement at local level and best practice will see focus by Committees/Boards on open and active communication, with specific responsibilities allocated and reviewed.

### 5.1 Schools

As referenced in Section 4 above, developing and maintaining strong relationships with schools in a club catchment area are necessary in both promoting interest in cricket and participation at the club. The following pointers are provided as assistance:

- List all schools within your capture area as a base and research who are the key people/contact sources for sport
- Have a key contact on the inside who will support initiatives (teacher, parent/teacher etc)
- Identify key contacts (obtain from CV a list of cricket ambassadors for start point even if you have known parties)
- Have a school relationship person within the club to maintain a consistent and regular contact program
- Sponsor school competitions/clinics (CV can join in to support as well)
- Save the teacher all the organisation and admin in return for their supervision and support
- Offer to run the schools Kanga Cricket program - some schools don't have staff/parents available with cricket experience to run these programs (with CV support also)
- Contact your local school/s and find out what they want in order to assist them. Offer them something. Find out what appeals to the school and work with them.

### 5.2 Local Councils

Maintenance and improvement of facilities usually has a significant involvement with the local Council. Whether for ground allocations, approvals for site improvement or funding support a healthy working relationship with members of these bodies is important. RDCA can support but best practice sees individual clubs working within their local community providing the most successful outcomes. The following pointers are provided as assistance:

- Face-to-face personal relationship development
- Be supportive as it is not a one way relationship
- Invite key contacts to club functions as a special guest
- Appoint a Council liaison 'officer' and advise/introduce that person to appropriate Council departments and staff. (One person becomes the club contact for matters dealing



with Council – not necessarily a club committee member but more so an experienced and knowledgeable club identity).

- As above, advise appropriate Councillors of such an appointment
- Invite Councillors and Council key staff to major club sponsor days, functions etc. as special guests
- Clubs to actually be ‘self-sufficient,’ where possible, in caring for their facilities and surrounds eg. Rubbish collection and tidiness, gutter clearing etc. Show Council that clubs appreciate and care for their facilities (mostly council owned after all!)
- Respect liquor licensing requirements, Council By-Laws etc. – be good ‘citizens’
- RDCA liaise closely with Council on an Association basis but is also available to clubs for assistance etc. if required – clubs to be made aware of this availability
- Work with RDCA people who are experienced in this area

### **5.3 Co-tenants**

Clearly a harmonious relationship with other tenants of grounds/facilities is encouraged and a Committee representative charged with any communications is recommended. Apart from reducing the administrative time which can arise from any differences arising by keeping good working relationships, these bodies can be sources of introduction of recruits – both at junior start up level and senior/veterans levels.

### **5.4 Other Sporting Bodies**

All community sporting bodies have common interests, albeit at times seeming to be competing for the interests of participants. If our principles are properly directed then having children actively participating in a sport they enjoy is the optimum result. In our case we hope that sport in summer months is cricket and having open communication with other local sporting clubs will increase scope to promote both your club and cricket at recruitment time. Clearly football, soccer and other “winter” sports are seen as less competition but with Friday evening cricket now popular the basketball, baseball and other sports do not preclude active sports minded children participate at more than one sport.

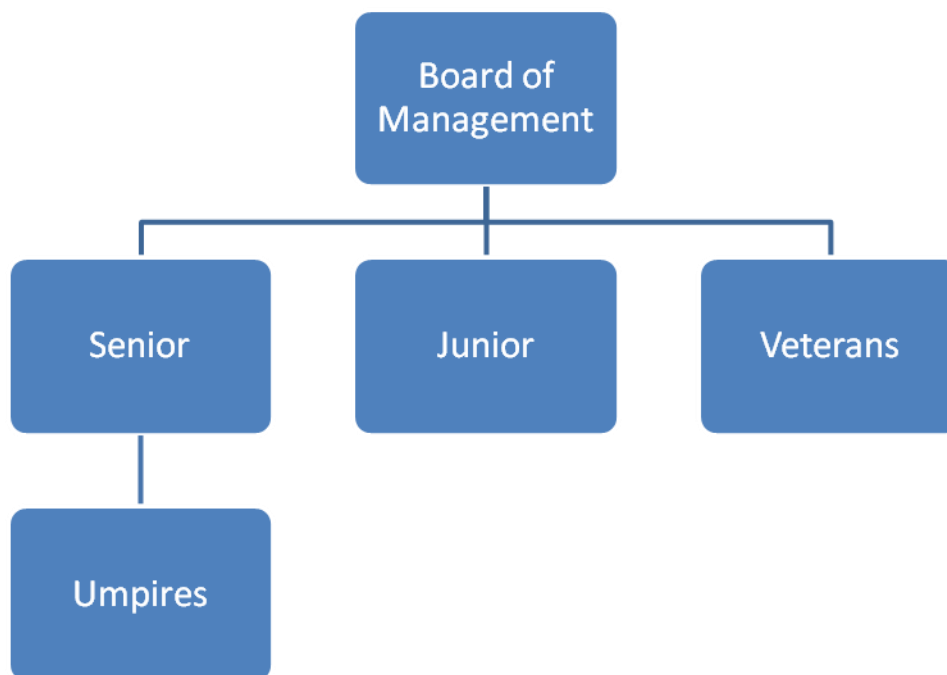
### **5.5 Cricket Victoria**

Cricket Victoria has programs aimed at encouraging participation at cricket at junior level including school programs. Their local representative currently is Jarrod Leggett and he is available to discuss any local initiatives (not limited to school programs) on which clubs and CV can work jointly.



## 6. RDCA Contacts/Support

A strong support network exists for clubs or individuals seeking advice on any matter that involves the running of the Association. An administration structure has been established on the basis of empowering various committees with the ability to run and operate the respective competitions that exist within the umbrella of the RDCA. Above these various committees sits a Board of Management that exercises a general oversight of the operations of these committees and ensures appropriate compliance standards are maintained. A ‘picture’ of the RDCA administration can be seen as follows:



The prime RDCA contact point for the junior competition is the RDCA JUNIOR COMMITTEE and contact details for committee members are contained in the “Contacts” section of the RDCA website – [www.rdca.com](http://www.rdca.com). Prior to making contact with the Association, it is suggested that clubs look at the Junior Rules or Junior Co-Ordinators Manual (under the “Downloads” section of the RDCA website) to see if the matter is covered therein or alternatively discuss whatever the matter may be within the club to see if a club member has had experience with a like issue. If contact with the Association is deemed necessary, then do not hesitate to make contact to the appropriate Junior Committee person – it is far better to ask and get an answer or guidance rather than have a guess at what *might* be correct. The ‘Support’ tab on the RDCA website provides an excellent avenue to the RDCA Executive.

The RDCA website ([www.rdca.com](http://www.rdca.com)) has various information and contact details that will assist clubs and players (see the ‘Downloads’ and ‘Support’ tabs). The ‘News’ section is updated regularly and contains items of interest as they arise. This may include information on Grants, coaching courses etc. So check this section out on a regular basis. The ‘Links’ tab will direct you to local Associations and other sites that have useful and pertinent information. The RDCA website also provides access (via the ‘Links’ tab) to the websites of all the State Cricket



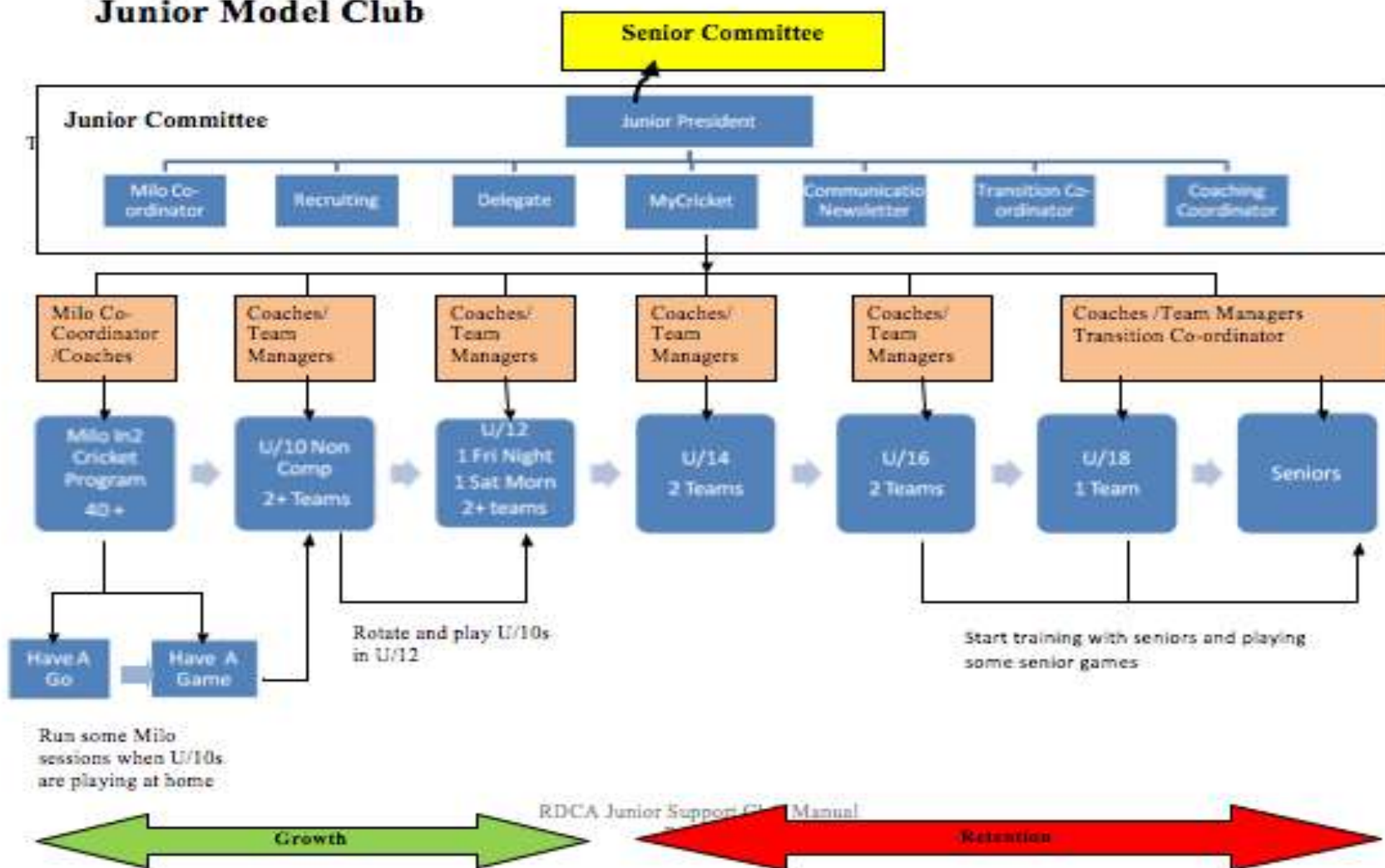
Associations so you can have a look and see what great ideas are being implemented around Australia. The RDCA website is certainly well worth a visit!

Cricket Victoria (CV) and Cricket Australia (CA) also maintain websites [www.cricketvictoria.com.au](http://www.cricketvictoria.com.au) and [www.cricketaustralia.com.au](http://www.cricketaustralia.com.au) (respectively), that carry all sorts of information that can be of use to clubs and individuals. As well as general cricket information these websites include information designed to assist local cricket – look under the ‘Club Assist’ and ‘Getting Involved’ tabs.

## 7. Appendix:

- (a) Junior Model Club Chart
- (b) Examples of promotional materials that have proven successful for other clubs.

# Junior Model Club







**"MILO in2CRICKET is a fun way for kids to learn how to play cricket. It incorporates all junior development programs in clubs, schools and the community."**

Venue: Warrantlyte Reserve  
Contact: Steve Pascoe 0431 170 963

*Commences 5pm every Friday from October 28, and runs weekly throughout summer! Meals & refreshment available for kids & parents*



# WARRANTLYTE CRICKET CLUB



**WANTED  
NEW  
PLAYERS**

# GET ONBOARD!

Training Times  
5:30-8pm Tues/Thurs

For more information  
call our President  
**BEN TAYLOR**  
0401 786 652

**The Warrantlyte Cricket Club caters for players of all ages and abilities.**  
In the upcoming 2011/12 season we have:

- 5 seniors sides
- 4 juniors teams (under 10s, 12s, 14s & 16s)
- 2 veterans XIs (over 40s & 50s)

Appendix 2

# Croydon Ranges Cricket Club



**COME  
PLAY  
CRICKET  
WITH US**



Croydon Ranges is a member club of the Ringwood District Cricket Association (RDCA), we are a family club and can provide cricket for all ages. Our home ground is situated at Silcock Reserve, William Rd, Croydon.

- **Milo in2Cricket**  
This program is a fun introduction to the game for young boys and girls. It provides children with an enjoyable and safe learning environment where they can build their confidence develop new skills and play games.  
Clinics run Saturday mornings from 9.30am to 11.00am
- **Non Competitive Junior Cricket\***  
Under 10s cricket where everyone gets to bowl and bat every game.  
U/10s play in a very family orientated setting on Friday nights starting at 5.30pm
- **Competitive Junior Cricket\***  
U12 play either Friday nights or Saturday mornings  
U/14 and U/16 Saturday mornings
- **Access All Abilities**  
Croydon Ranges is an all inclusive club. An Access All Abilities team play regular games throughout the season, with a training program every Tuesday night.
- **Senior Cricket**  
We are the largest senior Club in Victoria with 9 senior teams.  
Our 1st XI play in the top grade of the RDCA – Trollope Shield.
- **Veterans**  
Over 40 } Both teams play Sunday afternoon every 2nd week  
Over 50 }



*We have top class facilities with accredited coaches for all junior teams*

*\*Junior registration day on Saturday morning 3rd September starting at 10am at Silcock Reserve, William Road, Croydon*

**Special offer for all new members:  
50% reduction in 1st year subscriptions  
Plus  
Croydon Ranges playing shirt  
on presentation of this flyer**

**All enquiries contact:  
Bill Stafford  
P: 03 9729 9340 M: 0400 442 050  
E: [billstafford1@bigpond.com](mailto:billstafford1@bigpond.com)  
[www.croydonranges.com.au](http://www.croydonranges.com.au)**

**Seniors** – the club currently fields seven (7) teams in the RDCA and provides a level of competition suitable to all players. For the accomplished player our 1st XI plays in Trollope Shield & 2nd XI in Wilkins Cup, the two highest grades in the RDCA. There is a mixture of one and two day games, all played within a short distance of our home base at Walker Reserve on Saturday afternoons from 1:00pm. Training takes place on Tuesday & Thursday evenings from 5:00pm. On Thursday evenings the social rooms and bar are open after training for drinks and meals before team selection. All members, supporters and visitors are welcome to attend.

The official home & away fixture for seniors & juniors commences in early October and concludes mid March if participating in finals matches.

**Veterans** – the club fields two teams in the FTGDCA. Players over 40 are eligible to play in our veteran teams. Games are played fortnightly and there are usually 7 games in a season and then possibly finals. Occasional players are welcome and training is very optional!

#### Where are we?



#### Charities supported by Wantirna South Cricket Club

- Leukemia Research
- Myalgic Encephalomyelitis (ME)/Chronic Fatigue Syndrome (CFS)
- Salvation Army



Principal Sponsor of  
Wantirna South Sporting Clubs  
"Helping us to serve the  
local community in Knox"

## Wantirna South Cricket Club Inc.

SERVING THE  
COMMUNITY FOR  
50 YEARS!



#### Main Ground (Clubrooms & Training Venue)

Walker Reserve  
Tyner Road  
Wantirna South, Victoria 3152  
(Metway Ref Map 43 K12)

#### Other playing venues include:

Lewis Park, Wantirna College & Milpera Reserve  
Club Website: [www.wantirnasouthcric.com.au](http://www.wantirnasouthcric.com.au)

#### All enquires to club secretary:

(Tony Gawne) 0418 885 993 or [tony.gawne@bigpond.com](mailto:tony.gawne@bigpond.com)

#### JUNIOR REGISTRATION DAY!

Sunday, 4th September, 2011  
Walker Reserve from 10.30 am – 12 noon

#### MILO REGISTRATION DAY!

Friday, 7th October, 2011  
Walker Reserve from 6.30 pm – 8 pm  
or register online at [www.cricnet.com.au/in2cricnet](http://www.cricnet.com.au/in2cricnet)



Wantirna South Cricket Club is Level 2 accredited

#### History of the club

The club was formed in 1950 and last season celebrated 60 years of serving the local community (more information available on the club website).

#### Training & Coaching

All coaches at senior and junior level have obtained a minimum Level 1 accreditation status through Cricket Victoria.

#### Working with Children

All our volunteers who work with children under the age of 18 have current "Working With Children" accreditation.

#### School Clinics

We run several school clinics throughout the year which are divided into age groups so every child participates. The clinics are usually run by our junior and milo co-ordinators and at least one or two of our accredited senior players.

#### Affiliations

The Club is affiliated to the Ringwood & District Cricket Association (RDCA – Seniors & Juniors), Ferntree Gully & District Cricket Association (FTGDCA – Veterans), Ringwood Cricket Club and the elite pathway team within Cricket Victoria.

#### Facilities



**Milo In2 Cricket (Aged 4-8)** is a 12 week program developed by Cricket Victoria to introduce boys and girls to the game of cricket through fun, action-packed programs and activities. Registration can be completed on-line

via [www.cricnet.com.au/in2cricnet](http://www.cricnet.com.au/in2cricnet) under the banner of Wantirna South Cricket Club. The emphasis is on the development of basic skills that can be further enhanced to allow the children to complete in our Kangs Cricket program. A FREE BBQ is supplied for participants at the end of every session.



**Milo Kanga 8's (Aged 7-10)** is a modified version of cricket for upper primary school age children that maximises the involvement of all participants in a 16 over game (eight overs per team that requires only 45-50 minutes from start to finish.

"Carnival" days include these round robin matches and a final and are generally conducted during the school term between 9.30 am - 2.30 pm at local venues around Victoria.



**Non-Competitive Cricket (Aged 7-10)** is available in an inter-club