

# Mt Lawley District Cricket Club

2018 – 2023

## STRATEGIC PLAN



MT LAWLEY DISTRICT  
CRICKET CLUB

*Est: 1924*



# From the PRESIDENT



I'm pleased to provide our Members and Supporters with a summary of our 5 Year Strategic Plan. Over many years the Mt Lawley District Cricket Club has been focussed on building a sustainable business to underpin our Club.

It gives us the foundation to deliver our vision. Our Strategic Plan is underpinned by five strategic priorities.

- . Win one or more First Grade Premierships
- . Establish a powerful organisational culture
- . Develop a better understanding of our Members and Supporters
- . Increase our Revenue to ensure sustainability and success
- . Continually develop our facilities and infrastructure

We are committed to driving outcomes across each of these five areas to deliver on our vision and the more detailed plans that sit beneath each of them.

Importantly, the delivery of our key strategic priorities will be done through our strategic drivers and in conjunction with our ethical framework.

We look to the future with great anticipation and an unwavering commitment to the Mt Lawley District Cricket Club, it's Members and Supporters.

Peter Murphy  
President



# WE'VE ALREADY ACHIEVED SO MUCH

- Two Senior Teams Playing Finals
- State Representation
- Increase in Sponsorship
- Clubrooms Refurbishment
- Changeroom Refurbishment
- Ground Crossover Eliminated
- Both Wicket Blocks Replaced
- Digital Scoreboard
- Stronger Financial Position
- All coaches Accredited



# OUR PURPOSE

To inspire, enrich and strengthen the Mt Lawley district community through our determination to succeed in, and through, the WA Premier Cricket Competition.




# OUR MISSION

We're here to build a unified, sustainable and trusted premier cricket club, play finals and bring premierships back to Breckler Park.

# OUR VISION

**“Delivering a sustainable, collaborative environment for cricket excellence”**

Our vision is to build on ninety years of hard work and planning to re-establish ourselves as a Strong and Proud Premier Cricket Club that provides a sustainable platform for growth and ongoing success. This achievement will be enabled by delivering the best culture in the WA Premier Cricket Competition both on and off the field. This environment will foster Integrity and Respect, whilst being underpinned by our investment in great people, facilities and supported by a constructive relationship with the WACA and Cricket Australia. We will have greater accountability to our members and supporters which will allow us to better engage and service their needs. This belief and united approach will enable us to reinvest in cricket to deliver future success and our vision – of delivering a sustainable, collaborative environment for cricket excellence.





# OUR VALUES



## Integrity

- We will be disciplined but have ambition to succeed.
- We will be curious and passion but be mature in our actions.
- We will show empathy to all regardless of circumstance.

## Respect

- We will always respect the past whilst looking and planning for the future.
- We will be loyal and respectful to our peers, officials, members, supporters, partners and opponents.
- We will respect the rights and beliefs of everyone in creating a diverse environment.

## Accountability

- We are accountable for our individual and collective actions
- Everything we do will be transparent and inclusive.
- It is the individual's responsibility for their personal growth and development.
- We live and play by the Laws of Cricket, the Spirit of Cricket and the Clubs Vision and Values.



## United

- We value unity at all levels within the club and the community.
- We share success and enjoyment.
- We will be selfless in the pursuit of the collective good.
- We need to be engaged not only as a club but as a community.

## Belief























- We have a strong belief of purpose and courage.
- We believe in the empowerment of individuals to be proactive and creative.
- We have a self-belief for success and growth.

# OBJECTIVES – SENIOR CRICKET

Strategic Objectives	Improve & Sustain a High Standard at Senior Premier Cricket			
Strategic Goals	 Achieve Club Championship Success within 5 years 	 1 Player per season to play state representative cricket (U19's, Future, Scorchers, Warriors, Australia) 	 Have a least two senior teams play finals each season 	 Sustain / ensure every Club Coach to Level 1 and the Head Coach to Level 3 
Main Supporting Strategies	 Improvement of the Coaching Structure and Personnel to achieve higher performance 			
	 Establish a closer link with the State High Performance Department, Cricket Officers and State Coaches 			
	 Establish a Long-term Recruitment / Player Requirement Plan 			
	 Establish a Club Game Plan to be embraced through all Grades including Juniors 			
	 Retain as many Senior Players as possible to increase the Experience Level Throughout the Grades 			
	 Develop an Overseas & Interstate Recruitment Plan 			

Not Achieved  
 Partly Achieved  
 Achieved  
 Progressing Up  
 Progress Stable  
 Progressing Down 












# OBJECTIVES – JUNIOR CRICKET

Strategic Objectives	Growth & Development of Junior Cricket in Mt Lawley Club & Community			
Strategic Goals	 Have a least one junior team play finals each season 	 2 Players per season to play state underage or schoolboys representative cricket 	 Have a minimum of 4 of the U17's players progress to Senior Grade Cricket each season 	 Invite a minimum of 2 Country Juniors per season to Play at the Club 
Main Supporting Strategies	 Establish a Junior Identification Plan and a Junior Coaching Co-coordinator 			
	 Continue to strengthen the ties the club has with the Wheatbelt Country Zones and other country contacts 			
	 Conduct Junior Country Development / Trial games 			
	 Establish a Junior Game Plan that will be Developing the Players to progress into Senior Grades 			
	 Continue to work with the Community Cricket Clubs to improve the quality of Cricket played and the Relationship 			
	 Increase the number of Junior Players that are exposed to the District Level or Style of Cricket 			
	 Develop junior KPI's for their development into Senior Cricket 			

Not Achieved  
 Partly Achieved  
 Achieved  
 Progressing Up  
 Progress Stable  
 Progressing Down 

























# OBJECTIVES – MEMBERSHIP & VOLUNTEERS

Strategic Objectives	Increasing Membership and Volunteers whilst improving the profile and exposure of the Club			
Strategic Goals	 Increase Non-Playing Membership by 15% each season for the next 5 years	 Retention of Senior Players so the loss rate is less than 10% per season	 Increase the Clubs Brand Power so that it is known as the elite Premier Cricket Club in Perth	 Have a Monthly Media update with the latest cricket information and news
Main Supporting Strategies	 Conduct Past Player days at the Club early in season to Increase Non-Playing Membership			
	 Establish a Sponsorship Plan and review what Packages can be offered to the Sponsor			
	 Draft a Social / Fundraising Calendar for the next 3 years			
	 Continue to enhance the value of Mt Lawley Membership, ad family and junior membership categories			
	 Increase Female Members, need to review what can be offered and the value of the membership, parent recognition			
	 Increase Media & Advertising exposure. Establish Media person that is responsible for Website, Newsletter, Ground Signage, Community Awareness and Local Media			
	 Improve and promote club merchandising			

Not Achieved  
 Partly Achieved  
 Achieved  
 Progressing Up  
 Progress Stable  
 Progressing Down 

# OBJECTIVES – FINANCE & SUSTAINABILITY

Strategic Objectives	Maximise the Financial capabilities for long term sustainable growth & success			
Strategic Goals	 Increase the club's revenue by a min. of Inflation +1% a year for the next 5 years 	 Reduce the clubs Expenses by a minimum of 2 to 3% a year for the next 5 years 	 Establish a sustainable budget to return a minimum 5% Profit 	 Increase the Clubs Sponsorship income every year with a minimum base of 15k 
Main Supporting Strategies	 Review current Budget and Develop a 2, 5 & 10-year Plan to maintain a Surplus position 			
	 Review Player remuneration with the Cricket Committee and Plan for Future Player Recruitment 			
	 Review current grants and look at ways to improve on those to increase revenue 			
	 Work with Sponsorship and Fundraising Committees to increase the Sponsorship and Fundraising revenue 			
	 Increase investment in Cricket related activities whilst managing the expenditure responsibly 			
	 Increase ground and facility utilisation where feasible to increase revenue 			
	 Revise club constitution and committee structure to improve efficiency 			

Not Achieved  
 Partly Achieved  
 Achieved  
 Progressing Up  
 Progress Stable  
 Progressing Down 

# OBJECTIVES – FACILITIES & ENVIRONMENT

Strategic Objectives	Create & Sustain Facilities that are among the best in the WADCC Competition			
Strategic Goals	 Have both Turf Wickets ratings improve each years 	 Have the curator's compound enlarged and refurbished to improve capabilities 	 Maintain the Clubrooms & Changerooms in excellence condition 	 Have additional permanent shade added to the second ground 
Main Supporting Strategies	 Ensure that the club is managed efficiently and effectively including Maintenance, Kitchen and Bar 			
	 Work with the council to continue and improve the curator grant, compound, facilities and equipment 			
	 Review and develop a plan to continually improve the club facilities, this includes the possible relocation and upgrade of facilities 			
	 Create a more social environment within the clubrooms for members to relax during match days and after hours 			
	 Promote the possibility to host future league or women's domestic game at Breckler Park 			
	 Establish reliable indoor facilities access for preseason and after hour / specialised training 			
	 Employ a part-time administrator to manage the club affairs and relationship with the WACA & CA 			

Not Achieved  
 Partly Achieved  
 Achieved  
 Progressing Up  
 Progress Stable  
 Progressing Down 



# WHAT WE REPRESENT



***WE REPRESENT OUR CLUB.*** We wear the brown and gold with pride and we understand what it means to be a Hawk. At its heart, it demands that we work together, we are aware of each other, we are focused, and we strive to be our best.

***AS TEMPORARY CUSTODIANS FOR THE NEXT GENERATION OF HAWKS, WE HAVE A DUTY TO LEAVE THE CLUB IN A BETTER PLACE THAN WE FOUND IT.***