

WESTERN SUBURBS DISTRICT CRICKET CLUB STRATEGIC PLAN 2023-2028

VISION

Western Suburbs District Cricket Club (WSDCC) seeks to become one of Australia's most identifiable Premier Grade Cricket clubs. Therefore, the WSDCC Strategic Plan is based on 4 major pillars.

- Members – Members are our club's priority.
- Talent and 1st class and Representative Players
- Leadership - Professionally Run and Governed Club
- Resources – Growth of our Club Resources

Members

Our members are our Club's priority.

Strategy

To provide an environment that encourages young men, women and children to play cricket and to maximize their potential as cricketers.

WSDCC Culture

WSDCC culture is built on trust and respect balanced with ambition and success. It is about aligning our behaviours and actions with our values and beliefs in pursuit of ambitious goals for our club. WSDCC culture is more than a poster on the wall. It is embracing a strong community focus and awareness and understanding at times we will be challenged to balance patience with persistence, listen instead of speaking and sacrifice our own needs for the good of the group. This is the WSDCC Way.

KPI's

On Field

- Attract, develop and retain cricketers who align with WSDCC culture and the WSDCC Way
- Become a club of choice for cricketers who seek to enjoy the sport.
- Foster a culture of excellence which encourages members to excel across all levels of Premier Cricket seeking to strive for representative honours.
- Development of appropriate structure for senior and junior programs with clear linkages.
- Membership of the WSDCC Pathway Programs - Academy and a Women's Cricket Centre of Excellence

Off field

- Create an inclusive environment that is welcoming to all members, both playing and non-playing and fosters a 'culture of giving' that generates lasting support.
- Engage the support of former players and other supporters of the Club.
- Connect the Club with the wider community and beyond by participating in community activities and charities.

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Talent Identification and 1st class and representative players

A major priority for WSDCC is to develop players with potential to representative level.

Strategy

- Established Development Programs to cater for elite players.
- Established Talent Identification Program
- Advocacy to Qld Cricket
- Opportunities for Representation in Grade Cricket

KPI's

- Numbers of Representative/ 1st class Players selected.

Leadership- Professionally Managed and Governed Club

Strategy

To professionally lead the Club into a 'new era' of sustained success, both on- and off-the-field.

KPI's

- Review and adopt the most appropriate corporate governance structure for the Club.
- Implement and maintain the most effective coaching structure possible within budgetary constraints.
- Implement and maintain the most effective administration structure possible within budgetary constraints.
- Enlist, encourage and retain volunteers.
- Review, update and implement appropriate implementation plans annually including business plans, marketing and communications plans, and budgets.
- Ensure that captains, coaches and training structures are available by July each season.

Resources – Growth of our Club Resources

Strategy

Deliver a Sustainable and Professional Operation within the Clubs Resources – Financial, Assets & Membership

Strategy

Significantly grow investment and the resources, including infrastructure, available to the Club within the current framework of Premier Cricket.

KPI's

- Develop a 10-year Long-term Infrastructure Plan to guide facility development and funding requirements.
- Develop an Operational strategy and Strategic Plan that will reinvigorate sponsorship to the Club.
- Actively promote the Sponsorship at every Club event.

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- Maintain an effective portfolio of Corporate Partners that not only contribute financially but also to the fabric of the Club.
- Develop an effective fundraising program including a portfolio of vibrant events.
- Identify opportunities to increase revenue from external sources.
- Create opportunities to fully activate the Club's widespread corporate network.
- Establish and maintain an appropriate and effective capital program leveraging opportunities.