

WSDCC FEMALE CRICKET STRATEGY 2023-2028





Rev 3 – 14/12/2023

1. Mission Statement

WESTERN SUBURBS DISTRICT CRICKET CLUB (WSDCC) STRATEGIC PLAN 2023-2028 outlines WSDCC's Club's members strategy is *"to provide an environment that encourages young men, women and children to play cricket and to maximize their potential as cricketers"*.

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

In this regard, WSDCC approach to Female Development is a holistic one endeavouring to provide all of our female players with the environment, support and resources to enjoy playing cricket and achieve excellence at their highest potential.

2. Our Approach

WSDCC has long-established women's and girl's cricket programmes. Our club has achieved much success over the past 25 years as female premier cricket has developed. In particular, the Club undertook a review and a direction over the past six years wherein it was observed that player development in excellence was only meeting one goal, that being, achieving representative levels. However, it was also identified there was an urgent need to build a solid base of continuing development and improvement to ensure the competition and WSDCC remain strong and competitive. This resulted in significant investment in community girls and women's cricket.

WSDCC oversees the development of young girls playing community junior cricket into skilled and engaged players in women's community and premier cricket as being critical to our ongoing success. More than anything else, our club sees the strength of community girls and women's cricket as being critical to the success of our premier cricket programmes and for *"women to play cricket and to maximize their potential as cricketers."*



3. Key Objectives

In this regard WSDCC established the following Key Objectives for the ongoing improvement of the Female program

- Improve and align Community Cricket opportunities for junior female cricketers
- Reinvigorate the WSDCC Female Cricket Academy to develop the “pipeline” for the Club
- Establish the infrastructure and facilities for Female Cricket Development
- Ensure WSDCC has a robust, sustainable cricket program that maintains performance
- Ensure a supportive administrative support structure which identifies key female leaders of the Club
- Develop key stakeholder relationships and establish effective income stream initiatives for sustainability and continuous improvement
- Institute an Overseas Player Program with the view to exchange of players
- Position WSDCC as a leader in Female Cricket and position the Club to be able to strongly advocate as to direction of the Queensland Female program

Supporting this is the clearly defined WSDCC Female Pathway which be found on our Club website. https://westsdcc.cricket/wp-content/uploads/2019/07/WSDCC_Junior-Pathway-Girls_RevD_20180609.pdf

The flow on effect of these objectives will directly support the QLD Cricket Female Action Plan resulting in a stronger Club and stronger competition. This all-player inclusive strategy has underpinned WSDCC strong success in female cricket over the past 25 years and we are certain it will be critical to our prospects for our ongoing continued success into the future.



4. Key Strategies:

Element	Strategy
Culture	<ul style="list-style-type: none">• Actively include female players in all club activities.• Actively seek out female leaders within the Club.• Ensure Club decisions are made cognisant of the female members -eg female-specific playing uniforms.• Provide tangible recognition rewards for achievement equivalent with the men's program• Provide an environment where female members are encouraged to maximise their potential as a cricketer
Communication	<ul style="list-style-type: none">• Use Team App as the core communication channel for all club comms with players.• Eliminate other communication pathways for critical comms.• Prepare written individual player plans/depth charts (mandatory for premier squad players).• Provide a clear communication pathway including team selection, player feedback and individual opportunities.• Player Survey
Structure	<ul style="list-style-type: none">• Provide a structured approach to girls and women's cricket with visible and clear female pathways• Consider a separate role of Director of Women's Cricket.• Appoint a Junior Female Cricket Manager.• Establish links with junior and community girls/women's clubs to create pathways to premier cricket at WSDCC.
Coaching	<ul style="list-style-type: none">• Engage quality, accredited coaches for all levels of female cricket.• Oversee a development/coaching program for all female players (ie: available to every player - junior/senior/community premier).• Talent Identification at junior levels and linkages to the WSDCC Academy.• Player List Management
Infrastructure	<ul style="list-style-type: none">• Provide female-friendly facilities (eg: toilets/dressing rooms) at all club venues/grounds.• Complete the Chelmer Sportsground Redevelopment and establish the WSDCC Female Cricket Centre of Excellence
Funding	<ul style="list-style-type: none">• Provide sufficient funding to operate the above programs.



5. Key Metrics

The WSDCC Strategic Plan 2023-2028 (<https://westsdcc.cricket/wp-content/uploads/2023/07/WSDCC-strategic-Plan-2023-202827.pdf>) outlines our Club's key KPI's. These also fully align with our Female Cricket Strategy Plan.

On Field	
Attract, develop and retain cricketers who align with WSDCC culture and the WSDCC Way and strive for excellence in performance	<ul style="list-style-type: none"> • Growth in Numbers • Age of players • Feedback • Stability in player movement • Performance data • Overseas/interstate players
Become a club of choice for female cricketers.	<ul style="list-style-type: none"> • Increased numbers • Trends • Feedback • Facilities
Foster a culture of excellence which encourages members to excel across all levels of Premier Cricket seeking to strive for representative honours	<ul style="list-style-type: none"> • Numbers of Representative Players • 1st Class Players Produced • Performance Data
Development of appropriate structure for senior and junior programs. Clear alignment with Premier and Community Cricket through an established WSDCC Female Pathway Program	<ul style="list-style-type: none"> • Coaching feedback • Player feedback • Community feedback • Demonstrated Player advancement through the pathway
Membership of the WSDCC Junior Pathway Programs – Academy/ Female Cricket Centre of Excellence	<ul style="list-style-type: none"> • Annual Numbers and trends • Holiday number and trends • Age Numbers and trends
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.	<ul style="list-style-type: none"> • Feedback • Past Player involvement • Attendances/participation at Club events, • Identified female leaders • Social Media Support
Off Field	
Engage the support of former players and other supporters of the Club.	<ul style="list-style-type: none"> • Past Players Day • Season Launch Engagement
Connect the Club with the wider community and beyond by participating in community activities and charities	<ul style="list-style-type: none"> • Charity links and schools



Specific Measured Metrics

WSDCC considers that the success of our female cricket programme coalesces around two key metrics:

- Player retention
- Player development

Category	Goal	Metric	Measurement	How will we achieve this?	
				General Measures	Specific Measures
Player Retention	Keep players playing the game into their 20s/30s, preferably at Wests.	Keep playing after early teens (ie: after 12-13 years old).	Percentage of individual 11yo players still playing at 14yo.	<ul style="list-style-type: none"> • Appoint managers for both Senior and Junior female cricket (independent to coaching personnel). • Welcoming, inclusive club environment for females. • Structured training program. • Clear communications. • Participate in strong, enjoyable competitions • Feedback surveys 	<ul style="list-style-type: none"> • Player evaluation - the “Wests Way” of becoming the best cricketer you can be. Actioning feedback
		Keep playing after school teens (ie: after 16-18 years old).	Percentage of individual 14yo players still playing at 20yo.		<ul style="list-style-type: none"> • Engagement in club activities
		Keep playing for Wests.	Percentage of players retained at Wests for 3y, 5y, 7y.		<ul style="list-style-type: none"> • Pre season and mid season assessment and planning • Regular player feedback from surveys.
Player Development	Achieve constant improvement of player skills.	Provide quality coaching at all levels.	Provide high quality coaches for key junior and senior coaching roles.	<ul style="list-style-type: none"> • Demonstrated consistency of skills execution - Player and coach evaluations • Tailor training to specific needs where possible. • Coaches actively facilitate players training “up” a level wherever possible. 	<ul style="list-style-type: none"> • Innovative coaching methods. • Performance in competition/ statistics
		Provide strong general training programme.	Comprehensive and structured pathway training program		<ul style="list-style-type: none"> • Squad-based training
		Performance training programme.	Provide high performance training programme for advanced players.		<ul style="list-style-type: none"> • Master classes.



6. Actions:

Item	Description	Who	Timing
1	Director of Women's Cricket	PF	30/06/2024
2	Appoint women's cricket selection committee	PF	Done
3	Appoint Female Cricket Development Officer & or Female Junior Manager	PF	31/06/2024
4	Establish Wests +Plus Junior Female Training Program/Academy	PF	Done
5	Undertake equipment gap analysis for female and male cricket and obtain missing equipment.	MV	Done
6.	Program to achieve aspiration of accredited coaches at all levels	BM/DS	30/06/2024
6	Prepare "Player Plans" for all premier squad players.	BM/DS	31/01/2024
7	Prepare a female cricket operating budget	PF	30/06/2024
8	Develop short list and approach community clubs to link with Wests program	All	30/06/2024
9	Confirm Female Cricket Pathways Program	All	Done
10	Review this strategy each off-season.	All	30/06/2024
11	Overseas Player Sponsorship Program	PF	30/06/2024
12	Implement WSDCC Female Member Survey/Feedback	PF	31/03/2024
13	Metrics Table Development	MV	31/03/2024