

GROWING CRICKET IN THE NORTH

2018-22 NT CRICKET STRATEGY



NORTHERN TERRITORY
CRICKET



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CRICKET



NORTHERN TERRITORY
CRICKET



NORTHERN TERRITORY
INDIGENOUS
CRICKET



ALICE SPRINGS
CRICKET



DARWIN AND DISTRICTS
CRICKET



KATHERINE AND DISTRICTS
CRICKET



TENNANT CREEK
CRICKET

2018-22 NT Cricket & Australian Cricket Strategy

The 2018-22 NT Cricket Strategy has been developed in parallel with the Australian Cricket Strategy. In developing our strategy, the principles of the Australian Cricket Strategy were tailored to account for the North's unique value proposition, geography, climate and demographics as we look to grow and strengthen Australia's favourite sport throughout the North.

The following pages outline our aspirations, objectives and the activities to be undertaken to bring to life our Growing Cricket in the North vision.



AUSTRALIAN CRICKET STRATEGY

2017-2022

HOW WE PLAY

Be real, smash the boundaries,
make every ball count,
stronger together

OUR PURPOSE

To inspire everyone
to love cricket



FANS

No.1 for fans

We will give fans
what they want and
grow the Big Bash



We will be the leading sport for women and girls

We will promote cricket to inspire love for the game

We will use technology to deliver great experiences for fans, participants and volunteers

We will maximise long-term sustainable revenue to drive investment in the game

OUR VISION

Australia's Favourite Sport
— a Sport for all Australians



PARTICIPANTS AND VOLUNTEERS

No. 1 for participation

We will create the best
participation experiences
to grow junior cricket



ELITE PLAYERS AND TEAMS

No. 1 in all formats

We will deliver the best
High Performance
system for players

WE WILL SUPPORT OUR STRATEGY BY:



Transforming how we
lead, serve and unite the
cricket community



Attracting and
developing great
people



Using the World T20 in 2020 as
a springboard for cricket before,
during and after the event



NORTHERN TERRITORY CRICKET STRATEGY

2017-2022

HOW WE PLAY

Be real, smash the boundaries,
make every ball count,
stronger together

OUR PURPOSE

Growing Cricket
in the North



GROWTH AND INCLUSION

We will grow the game
and provide opportunities
for all to play



We will grow women's, girls, Indigenous and regional cricket



We will reinvigorate and strengthen clubs, competitions and cricketers throughout the North



We will deliver an aligned, accessible and professional pathway for all in the North



We will capitalise on the North's unique climate, geography and strengths to drive investment, growth and a year-round contribution to Australian Cricket

OUR VISION

Australia's Favourite Sport
- a sport for all Australians



CLUBS AND COMMUNITIES

We will create the best
participation experiences
to grow junior cricket



PATHWAYS AND PLAYERS

We will deliver a pathway
program aligned to
Australian Cricket

WE WILL SUPPORT OUR STRATEGY BY:



Being open and accountable to
our members and stakeholders



Attracting and developing
great people



Growth of women's, girls, Indigenous and regional cricket



Aspirations and objectives

1 Each affiliated association has a sustainable women's competition with clubs and teams that foster a welcoming, safe and fun environment for women and girls

2 An accessible, sustainable and structured pathway exists from entry level to the Women's Strike team and beyond

3 Remote participation and Indigenous cricket is clearly linked and aligned to the NT Talent Pathway

4 Cricket leads access to schools and programs

5 Every LGA hosts at least one community driven remote cricket carnival each year

Key Priorities and Measures

A. Develop and implement a participant transition and retention strategy for women and girls (inclusive of specific targets, spanning:

- Clubs
- Grassroots
- Social
- Schools
- Pathway

B. All programs developed and implemented are gender equitable and afford the same opportunities and access to resource for all

C. Leverage female role models from within the Northern Territory to drive growth

A. Connect entry level programs to pathway programs

B. Develop the female pathway to be equitable with the male pathway

C. Increase the number of representative opportunities

D. Develop a clearly aligned link between the NT Cricket pathway and the Australian Cricket pathway

E. By 2022 the NT is participating in all CA female underage pathways competition

A. Indigenous participation as a proportion of total participants reflect NT population demographics

B. Identify and implement a program that provides the equipment and opportunity for remote participants to play more regular cricket

C. All remote delivery staff have talent identification tools and training

D. Ambassadors in each community are identified, trained and provided quality ongoing support

A. Participant growth to equal or exceed 10% each year

B. Cricket uses a region based model to develop strong relationships with schools. By 2020 cricket programs are run in more than 80% of schools

C. Develop and tailor Big Bash alignment to schools and entry level programs in each region

D. Identify role models and community leaders to assist in attracting new participants to the game

A. Cricket builds programs that leverage and multiply relevant NTG and regional funding for remote sport participation

B. Growth of the Imparja Cup is a key priority and is used as the focal point of a consistent remote carnival program

C. Utilise the NCFFS and other funding programs to increase and enhance cricket facilities in all regions



Reinvigorate and strengthen clubs, competitions and cricketers throughout the North



Aspirations and objectives

1 Programs and competitions provide contemporary and fun formats that provide an opportunity for all to participate

2 The NT's scale and proximity to clubs, players and members is used to ensure volunteers and administrators are empowered, and have the support and skills, to grow and strengthen cricket

3 All population centers have access to high quality training and playing facilities for players and clubs. Cricket is delivered with regular access to NTC staff and support for all regions

4 NT Cricket increases efficiency by accessing Australian Cricket resources, shared services and programs to maximum time spent on cricket facing activities

Key Activities and Measures

A. Develop and implement social cricket offerings through traditional and non-traditional channels

B. Focus on a participant transition and retention strategy from schools to clubs and provide leadership for all junior cricket competitions

C. Maximise use of the school and community ambassador program in all regions

D. Promote and deliver entry level programs aligned to the Big Bash

A. Complete the evolution and growth of the Darwin Cricket Management Board to embed responsibility for club cricket

B. Grow and support the Palmerston Regional Hub as a driver of women's and junior cricket

C. Provide enhanced support to the regional competitions focusing on stable and sustainable management

D. Better utilise, promote and support the club assist program

A. Grow and extend the reach of the Club and Facility Development Fund (CFDF) to leverage investment in cricket and support sustainable practices in clubs

B. Source external co-funding to implement sustainable participation initiatives in all markets

C. Embed the 'A Sport for All' culture in NTC and affiliated clubs and associations

D. Delivery of regular stakeholder forums specific to locations and cricket community segments

A. Align to national programs while ensuring they are sufficiently tailored to our environment

B. Implement a plan to be the leader in delivering child safe environments

C. Proactive and ongoing engagement of stakeholders in NTC planning

D. Continuously seek to capitalise on Australian Cricket shared service opportunities



Deliver an aligned, accessible and professional pathway for all in the North



Aspirations and objectives

- 1 The North is seen as the key exporter of talent to Australian Cricket

- 2 Talented players have access to quality and consistent competitive playing opportunities, and the pathway produces adaptable, resilient and competitive men's and women's teams

- 3 Coach Development is at the core of all pathway programs and club interactions to provide quality cricket experiences for all players and umpires

- 4 The North's role in providing enhanced opportunities for developing First Class players is recognised, valued and supported by Australian Cricket

Key Activities and Measures

- A. Ensure players are skilled and resourced to enable at least one player to transition to a state program each year
- B. Measure the number of players selected into State Premier Cricket, emerging programs and/or Rookie/State/Big Bash contracts
- D. Continually review and update pathway programs to deliver the most appropriate based on resources available
- E. Pathway players in all club competitions are 'picked and stretched' early

- A. Develop franchise playing opportunities in each region to provide increased competitive playing opportunities
- B. Implement franchise cricket in junior age groups to concentrate talent
- C. Develop playing opportunities through existing external competitions (e.g. Junior Redbacks League)
- D. Ensure all club and pathways programs are playing appropriate formats

- A. Deliver leading accreditation, development and wellbeing programs
- B. Education and personal development to be the cornerstone of Coach Development and Umpire Development
- C. Further grow and develop the NTIS relationship to maximize opportunities for development of coaches & umpires
- D. Effective use of technology for performance improvement and accountability
- E. Create better connections between club and pathway coaching to ensure consistent delivery and experience

- A. Capitalise and build on the successful launch of the Strike League
- B. Grow Strike League to be recognised as the preferred pre-season competition for Australian Cricket
- C. Foster and support relationships with States and CA to drive visiting team opportunities in both Darwin and Alice Springs



Capitalise on the North's unique climate, geography and strengths to drive investment, growth and a year round contribution to Australian cricket



1

The North and its competitions, facilities and programs are viewed as the Northern destination of choice for Australian cricket



2

The North attracts overseas touring and training teams from both growth and established markets, and the proximity to South and East Asia are utilised to attract investment and activity



3

Government and commercial investment in events and facilities is attracted by securing appropriate content and activities through Australian Cricket



4

NT Cricket drives investment through recognition as a trusted partner that delivers significant value to commercial partners



5

Community and fan facing activities achieve maximum exposure and are professionally executed

Aspirations and objectives

Key Activities and Measures

A. Utilise the Australian Cricket facilities audit to produce a clear Territory-wide infrastructure strategy

B. Prioritise lighting of existing facilities to maximize venue use and provide options for alternate content delivery

C. Ensure facilities projects and improvements are delivered for both genders

D. Darwin positioned as the winter destination of choice for training programs

A. Create a sustainable and attractive facilities use offering

B. Establish meaningful relationships with ICC Associates and Affiliates in the region

C. NT teams, touring teams and associated players act as advocates for the offering of the North through quality experiences

A. The North hosts at least one fan-focused Australian Cricket event each year

B. Generate government investment in cricket programs and content by focusing on high impact initiatives

C. Position Alice Springs and its facilities as the most attractive regional destination for Australian Cricket events

A. Program sponsorship renewal attracts at least a 10% increased in value

B. Develop partnerships with trusted and high-profile local organisations who then act as advocates for cricket in the North

C. Maximise NTG investment through an innovative, efficient and collaborative approach to program delivery

A. NT Cricket is seen as the leading sporting organisation in the North

B. Implement an appropriate governance and organisation model for cricket in the North

C. All internal and external communications are clear, concise and well communicated

