

2024 - 2027 | STRATEGIC PLAN

# FUN CRICKET EXPERIENCES TOGETHER

## COMMUNICATION | GROWTH | LEADERSHIP

### OUR PEOPLE

#### OBJECTIVE

Develop a lifelong connection to cricket



#### FOCUS

Ensuring our environment promotes wellbeing for all people in the game.

Valuing our people – players, coaches, umpires, scorers, supporters, volunteers and staff.

Creating a sense of community and belonging to our sport and organisation.

Developing a sense of pride for everyone involved in our community.



#### OUTCOME

All participants in NCA competitions and programmes feel heard, valued and a part of the NCA whanau.



#### MEASURE

Increased:

- Coaches
- Umpires / Scorers

Increased development opportunities for coaches, umpires, and scorers.

Increased engagement on social media.

Overall satisfaction score of individuals cricket experience.

### OUR PARTNERS

#### OBJECTIVE

Grow partnerships to support the sustainability of Nelson Cricket



#### FOCUS

Developing, maintaining, and fostering partnerships with:

- Clubs
- Sponsors
- Funders
- Central Districts Cricket Association
- New Zealand Cricket
- Tasman District Council
- Nelson City Council

Leveraging our assets to maximize revenue.



#### OUTCOME

Growth of existing, and development of new, revenue streams to ensure financial security.



#### MEASURE

Growth of sponsorship partners supporting the delivery of cricket.

NCA reserves target met.

Positive relationships demonstrated through satisfaction surveys.

### OUR GAME

#### OBJECTIVE

Grow numbers involved in cricket



#### FOCUS

Respecting and growing the traditional game and formats.

Embracing the evolving modern game and formats.

Growing the women's and girl's game.

Making cricket accessible for everyone by removing barriers (time & cost).

Enhancing the facilities used to deliver our sport in the Nelson / Tasman region.



#### OUTCOME

Opportunities to participate in cricket increase and cater for the diverse community in the Nelson region.



#### MEASURE

Increased:

- Playing numbers
- Volunteer numbers
- Opportunities to try cricket
- Attendees at 1st Class and International games

Improved facilities available for our community.