



# NELSON CRICKET - WOMEN IN CRICKET

Strategy 2018 - 2022

Nelson Cricket vision: Shaping the game of cricket to be enjoyable, successful and available to everyone in our community.

Women's strategy: "Grow the women's game and the involvement of women in the game."



# NELSON CRICKET - WOMEN IN CRICKET

Strategy 2018 / 2022 - Purpose: Establish Nelson as a leader in women's cricket.

Opportunities

Enjoyable

Successful

Available



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Strategy 2018 / 2022 - Playing Pathways

Establish, maintain and evolve participation opportunities for all levels

- Modified formats
- Tape Ball
- Dual Pitch
- Festival days
- Beach cricket
- Transition to hardball cricket
- Women's only competitions



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Strategy 2018 / 2022 - Playing Pathways

Establish a pathway for women

- Club / School partnerships aligned to CLUB HUB.
- Representative teams and pathways.





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Strategy 2018 / 2022 - Coaching and Volunteer Pathways

Establish a women's cricket advisory group

Provide women specific coach development opportunities

Work with clubs to establish opportunities in governance for women

Work with NUSA to provide umpire and scorers education and development



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Strategy 2018 / 2022 - Marketing and Communications

Female Development Personnel to target females specifically with school awareness visits and lessons.

Establish social media presence for women's cricket in Nelson.

Create a communications plan which ensures full and appropriate coverage in all communications channels.



# NELSON CRICKET - WOMEN IN CRICKET

Strategy 2018 / 2022 - Sustainability and Delivery

- Establish additional funding streams aligned to women's cricket in Nelson.
- Establish commercial relationships aligned to women's cricket in Nelson.
- Commit resource to delivering the strategy.
- Establish social media presence for women's cricket in Nelson.
- Create a communications plan which ensures full and appropriate coverage across all communications channels.