



Female Cricket Development Plan

2019 — 2022



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



PARTICIPANTS AND VOLUNTEERS

No. 1 for participation

We will create the best
participation experiences
to grow junior cricket

OUR VISION

Australia's Favourite Sport
– a Sport for all Australians



ELITE PLAYERS AND TEAMS

No. 1 in all formats

We will deliver the best
High Performance
system for players



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

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



Introduction

Cricket ACT are committed to ensuring cricket is a sport for all Australians and the most popular summer sport for women and girls. The Female Development Plan (FDP) has been strategically designed as a staged approach to build sustainable female participation for women and girls of all ages and at varying skill abilities. The FDP is the culmination of a coordinated, collaborative and focused process involving several community stakeholders heavily invested in the development of female cricket. The initial Female Cricket Community Forum which commenced the creation of the FDP highlighted the passion and desire of key stakeholders to clearly articulate a strategic plan that is ambitious, relative, yet achievable. Following the initial draft of FDP, further meetings, discussions and analysis of the forum have led to several amendments to the FDP which is now ready for implementation and activation.

I would like to thank the dedicated work of Southern NSW/ACT Area Manager Martin Gleeson and other Steering Committee members Michael Minns (Cricket Manager - Southern Inland), Geoff Bartlett (Cricket Manager - ACT), Julie Stafford (CNSW Female Participation Specialist) and Steven Davies (Coach & Talent Specialist) who have been committed to diligently creating a FDP that provides a foundational blueprint for success in engaging more females in cricket as participants, coaches, administrators and volunteers. This would not have been possible without the contribution of many stakeholders within the community who are determined to support Cricket ACT in its vision of making cricket the sport of choice for women and girls.

James Allsopp
Chief Executive Officer
Cricket ACT





Current Status – Total Participants



Key Challenges

- Continuing to grow female participation in school programs
- Transitioning school participants into club participants
- Establishing a full female player pathway from entry level programs to senior cricket
- Develop the female cricket infrastructure (coaching, volunteers etc)

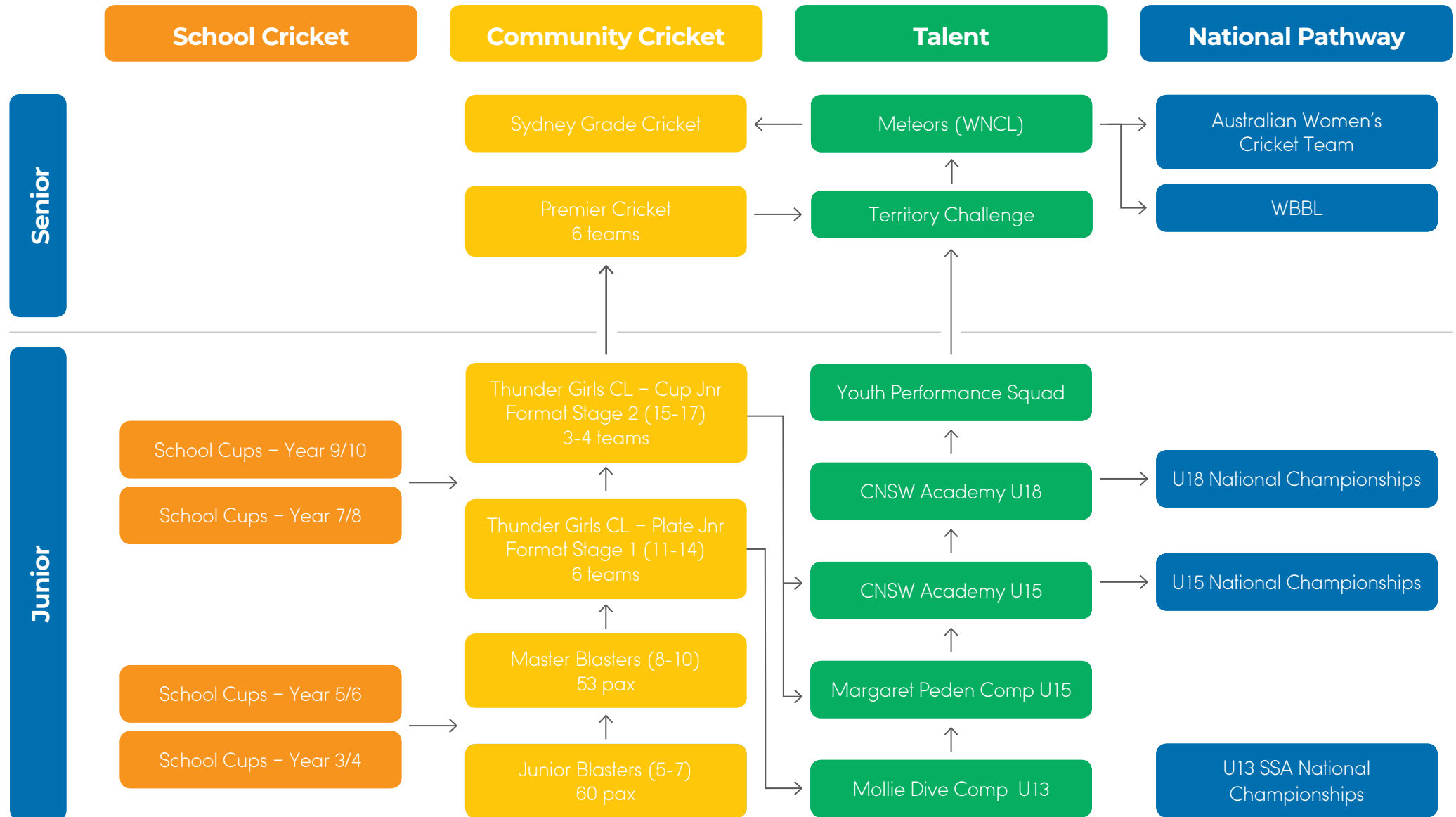
Notes

- Total Female Participation encompassing all programs.
 - Entry Level Programs
 - Woolworths Cricket Blast
 - Club Cricket
 - Premier Cricket
 - Thunder Girls Cricket League
 - School Programs
 - Schools Cups
 - Sporting Schools Program
 - Health & PE Programs
 - Mascot Challenge





2018/19 CACT Female Player Pathway





Female Development Plan



Key Pillars

Clubs

ELP to Junior Girls Transition

Female Cricket Integration

Schools

Relationships

Schools Cup

School to Club Transition

Off Field

Coaching

Volunteers

Facilities

Talent

Premier Cricket

Junior Girls Competitions

Squad Selections

Meteors

Clubs



	Activity	Targeted Outcomes	When	Responsibility
ELP to Junior Girls Transition	<ul style="list-style-type: none"> Cricket Blast centres to, at times, deliver female only sessions/activities within their programs 	<ul style="list-style-type: none"> Provide opportunity for girls to play with girls Establish functional link with Thunder Girls Cricket League Stage 1 Increased recruitment from Master Blaster to Thunder Girls Cricket League 	19/20	Clubs
	<ul style="list-style-type: none"> Establish Female Only Cricket Blast Centres in targeted areas or with low female participation rates 	<ul style="list-style-type: none"> Provide opportunity for girls to play with girls Sustainable financial model with Paid Coordinator funded by registrations Income received to be reinvested in Female participation Increased recruitment from Master Blaster to Thunder Girls Cricket League 	19/20	CACT
	<ul style="list-style-type: none"> Deliver female only Schools Cup events at Grade 3/4 and Grade 5/6 levels 	<ul style="list-style-type: none"> Delivery of female themed gala days Increased recruitment from Schools Cup to Thunder Girls Cricket League 	18/19	CACT
	<ul style="list-style-type: none"> Establish Canberra Girls GS Cricket Blast Centre Establish Canberra Girls GS team in Thunder Girls CL 	<ul style="list-style-type: none"> Increase recruitment to Thunder Girls Cricket League Increase visibility of pathway to club cricket Grow program with addition of year level each year 	18/19 21/22	CACT
	<ul style="list-style-type: none"> Blast Centre participation to be included in Junior Club Championship Award 	<ul style="list-style-type: none"> All clubs to prioritize entry level programs as part of their junior structure 	19/20	CACT Junior Committee
	<ul style="list-style-type: none"> Clubs to run 'transition' sessions for Master Blasters at end of season 	<ul style="list-style-type: none"> Encourage integration and first use of protective equipment Increase retention of females from Master Blasters to Thunder Girls Cricket League 	18/19	Clubs/CACT
Female Cricket Integration	<ul style="list-style-type: none"> Each club to have a dedicated Female Cricket Coordinator on their committee 	<ul style="list-style-type: none"> Ensure female cricket is a priority within each club Possible funded role – funded by Cricket Blast registrations Position Description to be developed Female Coordinators from each club to form Women's Cricket Committee 	20/21	Clubs
	<ul style="list-style-type: none"> Compulsory for all clubs to have Thunder Girls Cricket League teams (staged approach) 	<ul style="list-style-type: none"> Minimum one team per Premier Club for Plate Minimum one team per club for each age group 	19/20 21/22	CACT/Clubs
	<ul style="list-style-type: none"> Thunder Girls CL teams to be included in Junior Club Championship award 	<ul style="list-style-type: none"> All clubs to prioritize female junior teams as part of their junior club structure 	19/20	CACT Junior Committee
	<ul style="list-style-type: none"> Clubs to align Thunder Girls CL U15 training to women's team training 	<ul style="list-style-type: none"> Increase retention of players Visible and practical demonstration of player pathway from junior to senior 	20/21	Clubs



	Activity	Targeted Outcomes	When	Responsibility
School Relationships	<ul style="list-style-type: none"> Deliver min 2 TQI professional development sessions each year Deliver min 1 teacher based Level 1 course each year Conduct Yearly Teacher Forum to discuss cricket in schools as part of TQI 	<ul style="list-style-type: none"> Increase relationship between CACT and school teachers Upskill teachers on latest cricket coaching and formats 	19/20	CACT
	<ul style="list-style-type: none"> Provide Teacher Incentive Kit prior to delivering programs Conduct an audit of School Ambassadors 	<ul style="list-style-type: none"> Incentivize and resource teachers to deliver programs Develop an up to date contact list to communicate with Ambassadors 	20/21	CACT
	<ul style="list-style-type: none"> Develop a schools 'pack' of what clubs and schools can do to get more children involved 	<ul style="list-style-type: none"> Provide schools with a resource to explain player pathways and opportunities Encourage the development of relationships between schools and clubs 	21/22	CACT
Schools Cup	<ul style="list-style-type: none"> Clubs to leave Junior & Master Blaster registrations open for longer (offer a Spring and Summer Season) 	<ul style="list-style-type: none"> Opportunity to capitalize on Schools Cup events run in Term 3 	19/20	Clubs
	<ul style="list-style-type: none"> Deliver female only Schools Cup events at Grade 3/4 and Grade 5/6 levels Ensure club awareness/presence at girls only Schools Cup 	<ul style="list-style-type: none"> Deliver focused female only events to grow participation Develop a stronger link between school and club Increase recruitment opportunity for girls to participate at club level Greater understanding of, and connection to, club pathway 	18/19	CACT
School to Club Transition	<ul style="list-style-type: none"> Club representatives to attend local fetes and community events 	<ul style="list-style-type: none"> Increase visibility of clubs in their local area Promotion of clubs and increased recruitment opportunities 	19/20	Clubs
	<ul style="list-style-type: none"> Local club contact details to be listed on CACT website 	<ul style="list-style-type: none"> Increase promotion of local clubs and their contact details 	19/20	CACT

Off Field



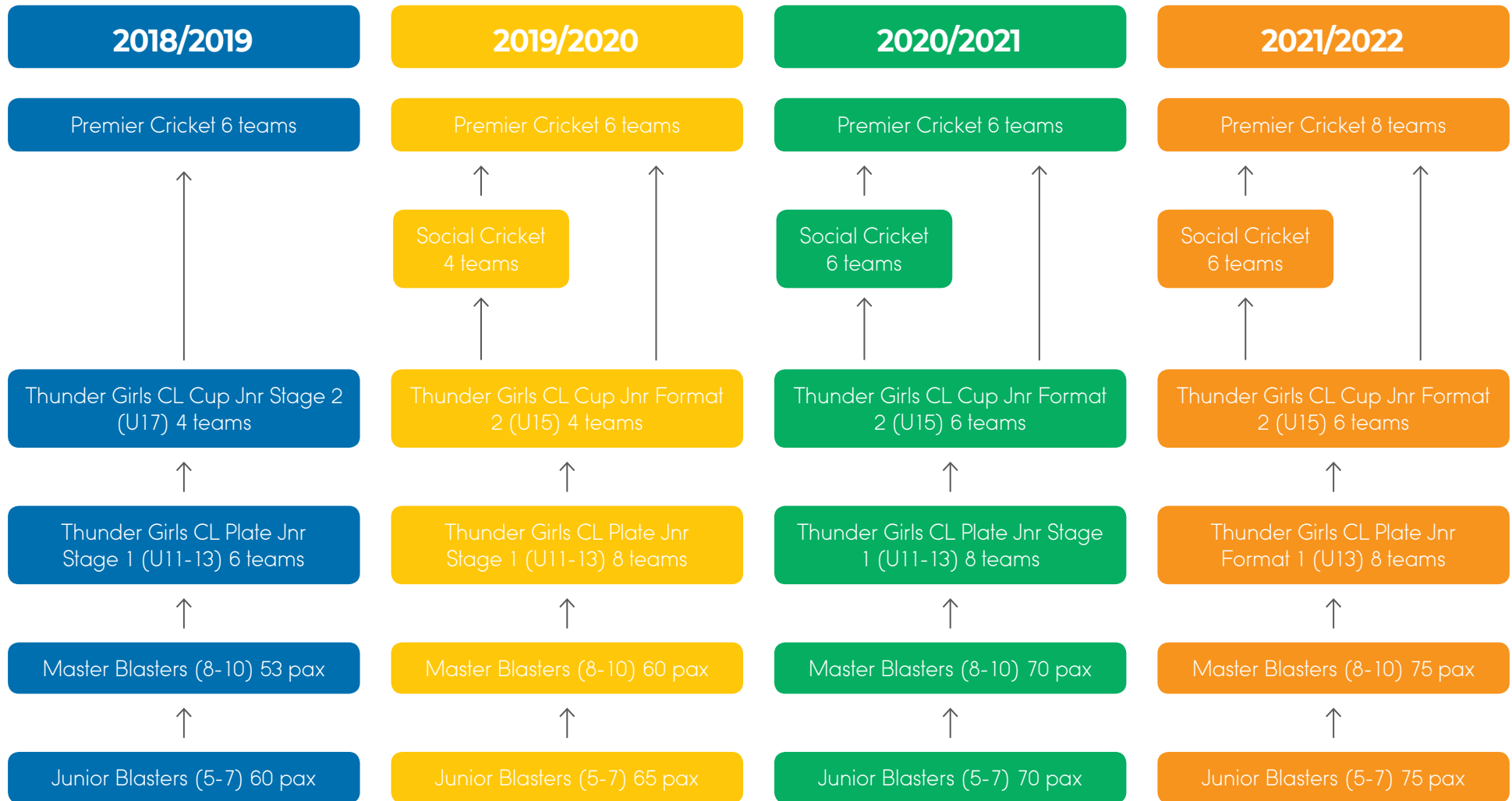
	Activity	Targeted Outcomes	When	Responsibility
Coaching	<ul style="list-style-type: none"> Measure retention rates from season to season 	<ul style="list-style-type: none"> 100% retention rate from one season to the next of club teams 	19/20	CACT
	<ul style="list-style-type: none"> Offer two coaching female cricketer sessions each year 	<ul style="list-style-type: none"> One session to be delivered during the off season Increase number of coaches coaching females Increase quality of coaching in female cricket Each club to nominate coaches from the female space each year for education Retain min 2 of 4 nominated coaches to coach in the next season 20 registered, enabled and empowered female cricket coaches in ACT (at least two per club) 	19/20 21/22	CACT
	<ul style="list-style-type: none"> 'Buddy' two clubs together to offer ongoing coaching support 	<ul style="list-style-type: none"> Increase quality of female coaching Each club to nominate min 2 female coaches each year for education Encourage idea sharing and collegiality between female coaches 	20/21	Clubs/CACT
	<ul style="list-style-type: none"> Develop coach mentor program utilizing ex-coaches and ex-players 	<ul style="list-style-type: none"> Increase quality of female coaching Each club to nominate min 2 female coaches each year for education Encourage idea sharing and collegiality between female coaches 	21/22	CACT
	<ul style="list-style-type: none"> Offer coaching 'scholarship' for targeted coaches to work in the Pathway 	<ul style="list-style-type: none"> Increase quality of female coaching Provide a pathway for coaches with aspiration to progress Share talent based knowledge with community coaches 	20/21	CACT
Volunteers	<ul style="list-style-type: none"> Each club to have a dedicated Female Cricket Coordinator on their committee 	<ul style="list-style-type: none"> Minimum 5 meetings per year CACT to develop a position description for Female Cricket Coordinator Increase pool of available volunteers at clubs Increase take up of clubs receiving Growing Cricket for Girls Funding 	19/20	Clubs
Facilities	<ul style="list-style-type: none"> Set up central venue for Thunder Girls Cricket League U14 and U17 	<ul style="list-style-type: none"> Use of Flicx Pitch Each club to rotate opportunity to run BBQ, etc for fundraising 	18/19	CACT



	Activity	Targeted Outcomes	When	Responsibility
Premier Cricket	<ul style="list-style-type: none"> Achieve Premier Cricket status for Women's 1st Grade 	<ul style="list-style-type: none"> Increase attraction for Meteor players to participate Increase profile and status of 1st Grade Attract further funding opportunities 	19/20	CACT
	<ul style="list-style-type: none"> Retain 6 team Premier Cricket competition 	<ul style="list-style-type: none"> Increase quality of Premier Cricket Reduce match forfeits to zero 	Until 20/21	CACT
	<ul style="list-style-type: none"> Introduce a Social Division for women's cricket 	<ul style="list-style-type: none"> Increase opportunity for women to play at an appropriate standard 	20/21	CACT/Clubs
	<ul style="list-style-type: none"> CandTs to Deliver min 1 annual female coaching seminar 	<ul style="list-style-type: none"> Upskilling of coaches at Premier Cricket level Increase support for player and coach development 	19/20	Coach & Talent Specialists
	<ul style="list-style-type: none"> CACT to feature 'Marquee Games' or double headers during the season under lights 	<ul style="list-style-type: none"> Promote Premier Cricket and female participation 	20/21	CACT
	<ul style="list-style-type: none"> All Premier Clubs to have a senior women's team 	<ul style="list-style-type: none"> Female player pathways established in all clubs 	21/22	Clubs
Junior Girls (competitions)	<ul style="list-style-type: none"> Cup to become U15, Plate to become U13 Introduce overage policy for girls 15+ to play in U15 comp 	<ul style="list-style-type: none"> Age groups to be more reflective of participation numbers Provide entry level opportunity to 15+ females with limited playing experience 	19/20 19/20	CACT CACT
Squad Selections	<ul style="list-style-type: none"> Develop a selection criteria for rep teams which include a participation component in TGCL 	<ul style="list-style-type: none"> Increase profile and participation in TGCL Assist selection process overall and involve TGCL performances 	19/20	CACT
	<ul style="list-style-type: none"> Develop a policy/process for junior clubs to allocate players across all competing clubs 	<ul style="list-style-type: none"> Spread talent across TGCL to maintain competitiveness and growth of the competition 	19/20	CACT HP
	<ul style="list-style-type: none"> Territory Challenge participants to be selected via ACT Premier Cricket competition 	<ul style="list-style-type: none"> Increase profile and status of 1st Grade Reward and recognize 1st Grade performances 	19/20	CACT
	<ul style="list-style-type: none"> Use ACTive Academy to development players outside of NSW Academy programs 	<ul style="list-style-type: none"> Develop second tier of players Increase female talent pool 	20/21	CACT
Meteors	<ul style="list-style-type: none"> Player contracts to include Community Cricket component 	<ul style="list-style-type: none"> Players to deliver coaching activities in schools and clubs to develop female players 	19/20	CACT



Club Cricket – A Staged Approach To Growth





A 6 Spoering St, Phillip ACT 2606

P (02) 6183 3200

E contact@cricketact.com.au

www.cricketact.com.au