



# STRATEGIC PLAN 2014-2019





# TO BE NEW ZEALAND'S LEADING CRICKET REGION

THIS IS OUR VISION

 THE LION  
FOUNDATION

 SANTITAS

 BAY OF  
PLENTY  
CRICKET



**PASSION**  
**RESPECT**  
**& LOYALTY**

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**THESE ARE OUR VALUES**

**WE ARE  
PASSIONATE**

AND PLAY WITH  
HUMILITY, PRIDE  
AND RESOLVE

**WE ARE  
RESPECTFUL**

OF OUR GAME, OUR  
DISTRICT, EACH  
OTHER & OUR  
OPPONENTS

**WE ARE LOYAL**  
WE HAVE  
UNWAVERING  
BELIEF IN  
OURSELVES AND  
OUR CRICKET  
FAMILY





# LOVE OF THE GAME

MAKING BAY OF PLENTY NEW ZEALAND'S BEST CRICKET ENVIRONMENT THROUGH SUPERIOR SUPPORT AND RESOURCES

THIS IS OUR MISSION



## GOAL 1: SUSTAIN CRICKET

Through strength in our sub associations, ensure the game is sustainable at all levels including strong clubs, schools and competitions

1

Strengthen club structures and ensure sustainability through meaningful school-club links or club based competitions.

2

Ensure strong pathways exist between primary - intermediate - secondary school and onto Clubs.

3

Build quantity, quality and capability of our coaches, umpires and scorers

4

Ensure competitions and facilities are of high quality and relevant

## GOAL 2: GROW CRICKET

Development initiatives to increase participation at all levels of the sport

1

Actively promote cricket as Bay of Plenty's number 1 summer sport.

2

Develop strong relationships with key stakeholders to grow cricket .

3

Continue to develop innovative and exciting ideas to increase participation.

4

Remove any barriers to participation.

A photograph of a cricket player in a grey jersey celebrating with his arms raised in the air. The background is a blurred crowd of spectators. A blue horizontal bar is overlaid on the image, containing text.

## GOAL 3: ELITE PATHWAYS

Ensure the best possible opportunities exist to progress to Provincial, First Class and National honours.

1

New Zealand's most comprehensive representative cricket programme.

2

Develop suitable high performance alternatives across the region, including best practice coaching.

3

Provide access to quality training facilities for all rep players.

4

Offer a range of specialist coaching clinics for players including online options.



## GOAL 4: FINANCIAL SECURITY

Bay of Plenty Cricket is financially secure.

1

Reduce reliance on external funding sources.

2

Increase revenues from sponsorship and memberships.

3

Build the brand through quality marketing and communications.

4

Seek additional revenue opportunities with our partners.





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## **BAY OF PLENTY CRICKET BOARD**

Richard Dey, Chris Rapson, Simon Collett, Mark Boyle, Julie Tennant,  
Ray Watson, Derek Beard.