

NORTHLAND CRICKET ASSOCIATION'S STRATEGIC PLAN 2022-2027

PURPOSE

To connect and engage people to grow cricket

VISION

We will enable a game that is accessible, enjoyable & inclusive

STRATEGIC PILLARS



HEALTHY CLUBS

Our clubs are aligned, sustainable and enrich participation experiences through well-supported coaches, volunteers & administrators.

STRATEGIC PRIORITIES

- 01. Healthy clubs that are connected & engaged.
- 02. Support and grow our volunteer membership.
- 03. Strengthen and enable NCA club capability.



PARTICIPATION GROWTH

Inspiring play & participation by providing fun, innovative formats & a game which is accessible to all of our communities.

STRATEGIC PRIORITIES

- 04. Develop an NCA participant journey map & retention strategy
- 05. Develop & inspire more to play through Innovative formats & experiences.



QUALITY DIGITAL EXPERIENCES

We lead the way to create digital experiences that inspire NCA passion & create excitement for our participants, volunteers, fans and wider community.

STRATEGIC PRIORITIES

- 06. Develop a sustainable, stakeholder-informed communications strategy
- 07. Develop NCA digital platform experiences that excite our community.



COMMERCIAL GROWTH

Ensure the financial sustainability and commercial growth of NCA so that we can continue to positively impact the game in Northland.

STRATEGIC PRIORITIES

- 08. Create an NCA cricket infrastructure plan for the maintenance, renewal & development of new resources.
- 09. Build sustainable, future proofed revenue streams.
- 10. Maximise current & future NCA commercial and sponsorship opportunities.

STRATEGIC ENABLERS

DATA & INSIGHTS

AN ALIGNED NCA
NETWORK

OUR PEOPLE & CULTURE



PILLAR

HEALTHY CLUBS

OUR CLUBS ARE ALIGNED, SUSTAINABLE AND ENRICH PARTICIPATION EXPERIENCES THROUGH WELL-SUPPORTED COACHES, VOLUNTEERS & ADMINISTRATORS.

01.

HEALTHY CLUBS THAT ARE CONNECTED & ENGAGED

Our key objectives:

- Bring NCA clubs on our strategic journey
- Develop efficient ways of providing equitable support to clubs in administration & resourcing

02.

SUPPORT AND GROW OUR VOLUNTEER MEMBERSHIP

Our key objectives:

- Support coaches, umpires & parents to inspire and enable participation
- Support the education of NCA club governance volunteers

03.

STRENGTHEN AND ENABLE NCA CLUB CAPABILITY

Our key objectives:

- Develop accessible & distributable club resources that assist in club initiatives, education & operations
- Develop & progress club capability through NZC's Club Assist: Health Check program

OUR MEASURES FOR SUCCESS

We will ensure that all NCA clubs annual returns are submitted &

Indicate financial sustainability

Delivery & the continuous improvement of NZC's

Club Assist: Health Check process for all NCA clubs



PILLAR

PARTICIPATION GROWTH

INSPIRING PLAY & PARTICIPATION BY PROVIDING FUN, INNOVATIVE FORMATS & A GAME WHICH IS ACCESSABLE TO ALL OF OUR COMMUNITIES.

04.

DEVELOP AN NCA PARTICIPANT JOURNEY MAP & RETENTION STRATEGY

Our key objectives:

- Create more enriching school experiences that entices long term cricket participation
- Fully embed Play HQ within the NCA network
- Develop a clear NCA pathways journey for all to see

05.

DEVELOP & INSPIRE MORE TO PLAY THROUGH INNOVATIVE FORMATS & EXPERIENCES

Our key objectives:

- Create more opportunities for all school kids to play cricket
- Create opportunities for participation with local Maori community through Marae cricket initiatives
- Explore new and sustainable formats and rule modifications to enhance engagement.
- Embed NZC's Age & Stage framework, along with proactively systemising the minimisation of mismatches within Northland
- Drive targeted opportunities to enable and inspire greater female participation
- Explore an NCA-schools cricket for life pilot programme

OUR MEASURES FOR SUCCESS

> 1404

Overall registered participants

673 adult competitive participants
411 junior & youth competitive participants
319 non-competitive participants

80%

Participant retention over 3 years

20%

Participation growth in both **Maori & woman & girls** year on year



Delivery of the NCA journey map



PILLAR

QUALITY DIGITAL EXPERIENCES

WE LEAD THE WAY TO CREATE DIGITAL EXPERIENCES THAT INSPIRE NCA PASSION & CREATE EXCITEMENT FOR OUR PARTICIPANTS, VOLUNTEERS, FANS AND WIDER COMMUNITY.

06.

DEVELOP A SUSTAINABLE, STAKEHOLDER-INFORMED COMMUNICATIONS STRATEGY

Our key objectives:

- Bring to life an NCA specific communications strategy that utilises multiple methods and targeted channels to cater for various stakeholder needs

07.

DEVELOP NCA DIGITAL PLATFORM EXPERIENCES THAT EXCITE OUR COMMUNITY

Our key objectives:

- Create & embed innovative, progressive NCA social media channels and content that are engaging, informative & attractive to current & new participants
- Develop & deliver an NCA participant/stakeholder relationship management plan
- Develop personalised content specifically aimed at commercial and sponsorship partners at B2B level

OUR MEASURES FOR SUCCESS

Increased Net Promotor Score

year on year across NCA participants, parents, volunteers & partners

Drive year on year growth in:

Viewership, engagement & following

for both NCA community & commercial segments



PILLAR

COMMERCIAL GROWTH

ENSURE THE FINANCIAL SUSTAINABILITY AND COMMERCIAL GROWTH OF NCA SO THAT WE CAN CONTINUE TO POSITIVELY IMPACT THE GAME IN NORTHLAND.

08.

CREATE AN NCA CRICKET INFRASTRUCTURE PLAN FOR THE MAINTENANCE, RENEWAL & DEVELOPMENT OF NEW RESOURCES.

Our key objectives:

- Work with Whangarei District Council and other prospective interests to explore new sight screens, lights & broadcast towers for Cobham Oval
- Develop a future proofed, facilities maintenance plan

09.

BUILD SUSTAINABLE, FUTURE PROOFED REVENUE STREAMS.

Our key objectives:

- Develop an NCA facilities utilisation plan that captures cricket and non-cricket opportunities
- Host regular NDCA & International matches that are substantial & profitable
- Relationships with all funders who contribute >\$5k p.a. are allocated a partnership manager & determines an agreed reporting process

10.

MAXIMISE CURRENT & FUTURE NCA COMMERCIAL & SPONSORSHIP OPPORTUNITIES.

Our key objectives:

- Develop a commercial & partnerships plan to grow value for both NCA & NCA sponsors & partners

OUR MEASURES FOR SUCCESS

Deliver our two plans successfully:

- 1. Facilities & infrastructure**
- 2. Commercial & partnerships**

Match day surplus of allocated
NDCA & International matches

ENABLERS

Data and insights will be central to our staff decision making. Improved systems, processes and data literacy at NCA will be crucial to achieving our strategic objectives.

To achieve our strategic objectives we will work collaboratively and efficiently at all levels of our organisation to deliver cricket catered for Northland communities.

Our people and our many volunteers are the ones who will deliver our quality cricket experiences throughout Northland. We will provide the support & guidance that will cultivate a high-performing, inclusive environment that allows our people to thrive and flourish with a growth mindset.

DATA & INSIGHTS

Our key objectives:

- Develop, capture and integrate user friendly cricket participation and experiences data collection processes
- Engage partners to develop and optimise NCA's data management systems
- Build data and technology literacy amongst NCA staff

AN ALIGNED NCA NETWORK

Our key objectives:

- Grow and deepen our collaborative relationships with our key partners NZC, NDCA and clubs
- All NCA initiatives and investment linked to strategy
- Clear roles & responsibilities throughout the network

OUR PEOPLE & CULTURE

Our key objectives:

- Engage our people through consistent learning experiences
- All NCA employees have official PD plans that align to strategy
- Develop an NCA coaching & cricket delivery succession plan
- A diverse, inclusive, high-performing work place founded on NCA values