



GOLDEN GROVE CRICKET CLUB

Strategic Plan 2024–2029





GOLDEN GROVE CRICKET CLUB

B R U M B I E S

ABOUT US

The Golden Grove Cricket Club is known as the Brumbies and based at the Harpers Field Complex, in the North Eastern suburbs.

The Harpers Field Complex is a state of the art facility, one of the best home grounds in South Australia. Recently redeveloped to include a large function space, spectator seating, new player and umpire changerooms, lighting, and carparking.

Our club strives to provide a safe and family friendly venue for all our members and the general community. We have a focus on fun and participation for our juniors, while we aim for success and quality competition for our senior grades.

OUR HISTORY

- Research into the club's history suggests that a Golden Grove Cricket Club (GGCC) may have existed in 1875.
- The Club has physical evidence that a Golden Grove Cricket Club existed in 1901/02; a medal presented to Arthur Roberts by Golden Grove Cricket Club during the 1901/02 season "in recognition of services" has been donated to the Club by Arthur's grandniece, Mrs Kath Johnstone. Arthur is cousin to the grandfather of our own George Eden (Life member).
- In 1958, a GGCC applied to join the Para Districts Cricket Association but was not accepted.
- Prior to that there was a Golden Grove Cricket Club Salisbury & Districts Cricket Association, and the Prospect Association during the 1950s.
- The current incarnation of Golden Grove Cricket Club was formed in 1994 by Rob Wallace – the 64th senior and 54th junior clubs to join the Para Districts Cricket Association (PDCA).
- Our first season in PDCA was 1995/96 and the final year for our First XI was 1998/99 – when we won the PDCA Grade 2 Premiership.
- We had several grounds in the early years of our entry into the Adelaide Turf Cricket Association (ATCA).
- In 2004/05, the first sporting contest was held at Harper's Field, when we became based there as our main match and training venue.
- After several junior and lower senior grade premierships, we won finally won our First XI turf premiership in 2022/23 in the ATCA A3 grade.



OUR MEMBERS

Total Membership = 177

- 95% Male and 5% Female
- 19 Life Members

64% Juniors

(113 participants aged 6-17 years old)

49% Seniors

(87 participants aged 18+ years old)



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THE STRATEGY

The Golden Grove Cricket Club Strategic Plan 2024-2029 was developed in June 2024, and provides direction for the club over the next 5 years. The Strategic Plan highlights the clubs purpose, vision, mission and identifies priority areas and outcomes for the future.

An implementation plan has been developed for the strategy and includes actions, timeframes, and responsibilities for delivery. The implementation plan will be updated and reviewed at the commencement of the cricket season, with new priorities developed and timeframes set.



The Planning Process



The strategic plan ensures clear directions for the club in the delivery of our sport. The planning process involved a period of three months and had detailed steps to ensure engagement from our membership base, committee and council with agreed deliverables in an implementation plan:

- Club Member Survey** March - April 2024
All members were provided with the opportunity to contribute ideas for the strategic plan through a club member survey.
- Planning Meeting** April 2024
A planning meeting was held with the club committee, council and an external facilitator to discuss priorities for the plan, based on the survey results.
- Strategic Plan** May 2024
A strategic plan was developed by an external facilitator, with input and review from the club committee.
- Implementation Plan** June 2024
The implementation plan was developed with actions and timeframes for the duration of the strategic plan.



Club Survey Results

The key findings from the club survey:

- 62.5% of responses were from current players/ members
- 94% were satisfied or very satisfied with their experience at the club
- Strengths of the club include good morale, great volunteers, positive coaching “an environment that everyone wants to be a part of”
- Suggested focus areas for the club into the future include – successful operation of the new facilities, quality playing surface and maintenance, and long term financial sustainability
- Ideas to generate future income for the club include greater sponsorships, hiring the facility to new user groups, and fundraising
- A strong community club culture and increasing membership is a key priority that survey participants would like the club to achieve in the next 3-5 years





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Our Future

VISION

The Golden Grove Cricket Club (“the Club”) seeks to promote and improve the standard of junior and senior cricket in the district and to promote a sense of fair play between our members and those of other clubs. The Club is to be recognised as the north-eastern suburbs grassroots club of choice, and to be the Club that sets the benchmark on and off the field.

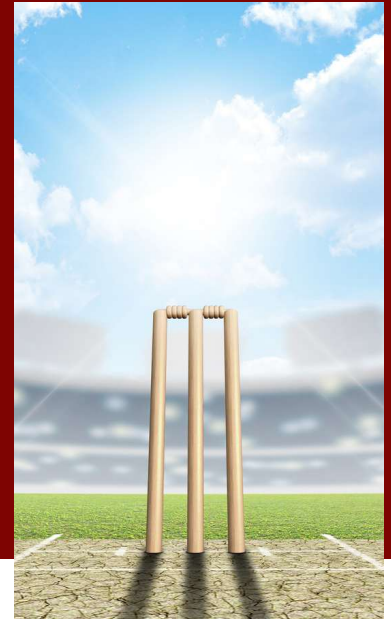
MISSION

Our mission is to provide a safe and enjoyable environment that encourages all participants to reach their full potential regardless of skill level or aspirations. We will do this by:

- Promoting and developing the game of cricket in Golden Grove (South Australia) and surrounding suburbs.
- Providing a safe and welcoming environment for all members and supporters.
- Celebrating the success of all teams and individual players without promoting a “win at all costs” attitude.
- Fostering and encouraging all Club members to join in cricketing and social functions and in the organisation of these events.
- Ensuring that all members, playing and non-playing, abide by the Spirit of Cricket and by the Laws of Cricket.
- Promoting our new state of the art facilities and ensuring access for the general community and for hire.
- Developing female participation and inclusivity for all

Strategic Directions

"Our strategies will guide our club towards growth and sustainability, to be successful both on and off the field."



1

Our Facilities

We will operate, maintain and develop our club facilities in accordance with the guidelines set by the Golden Grove Sporting Club management committee and Tea Tree Gully Council, to meet the needs of the community and our membership base.

2

Our People & Volunteers

Our people and volunteers are our greatest asset. Supporting, developing and retaining our people and volunteers will be essential both now and into the future.

3

Our Financial and Club Performance

We will develop our governance, financial processes and long-term sustainability to ensure we fulfil our obligations, act in the best interest of our members, and deliver high quality services to the community.

4

Our Membership & Participation

We will grow our membership and community participation in cricket by working with SACA, our members, and developing partnerships to showcase our sport.

5


Our Marketing & Promotion

We will increase the profile of our club by actively promoting our club, facilities, events and brand.

1/Our Facilities







"We will operate, maintain and develop our club facilities in accordance with expectations of the Sporting Management Committee, council and to meet the needs of the community and our membership base."

Priority Area	Outcome/ KPI
 <p>1.1 Operation of club & community Facilities</p>	<ul style="list-style-type: none"> • Effective & professional operation of the new club facility • Club and general community access is a priority • Facilities are well utilised by both the club and general community • Facility is available for hire (when not in use by the club) and actively promoted • Income generated from new facility to meet ongoing operation costs
 <p>1.2 Access to facilities & grounds</p>	<ul style="list-style-type: none"> • Equitable access to facilities & grounds by cricket and football • Collaborative working relationship with the football club and sporting club management committee
 <p>1.3 Sports grounds and playing surfaces</p>	<ul style="list-style-type: none"> • Quality playing surface to meet SACA guidelines • Develop curating best practice standards to produce top level grounds for matches & training • Effective maintenance program for grounds • Grounds meet safety standards
 <p>1.4 Planning for future improvements</p>	<ul style="list-style-type: none"> • Club to invest in the facility throughout the life of the assets and duration of the club tenure • Club to partner with other funding providers and user groups on facility improvements • Facility improvements to also support and encourage female participation in cricket • Plan for 'hosting finals' standard/requirements of ATCA "A" Grade competition i.e. pitch covers, sight screens, scoreboard, and shade for both teams

2/ Our People & Volunteers







"Our people and volunteers are our greatest asset. Supporting, developing and retaining our people and volunteers will be essential both now and into the future."

Priority Area	Outcome / KPI
 <p>2.1 Volunteer retention & recruitment</p>	<ul style="list-style-type: none"> • 80% retention of volunteers • Recruitment of new volunteers • Volunteers are supported, recognised and congratulated • Annual survey with targets of 90% volunteer satisfaction. Volunteers have the equipment and resources they need to do their job well
 <p>2.2 Training & Development</p>	<ul style="list-style-type: none"> • 100% coaches have required training and accreditation • 100% of volunteers are inducted and trained in all aspects of the role • Further development and training for coaches and volunteer positions
 <p>2.3 Club Values</p>	<ul style="list-style-type: none"> • A supportive community culture that is inclusive to all (including all genders, cultures and minority groups) • Annual club survey – aim for a target of 90% to agree that the club has a supportive, inclusive and family friendly culture • Seek opportunities to make the club more family friendly through activities and spaces that are welcoming for children and families • Develop female participation in cricket
 <p>2.4 Social & Wellbeing</p>	<ul style="list-style-type: none"> • A diverse program of social activities for the community (both members and non-members) • A minimum of 4 events per year that are family friendly and not directly related to cricket • Partnerships created with the community centre • Mental health and wellbeing initiatives provided through the club • Healthy food options available at the club (canteen and dining)

3 / Our Financial & Club Performance







“We will develop our governance, financial processes and long term sustainability to ensure we fulfil our obligations, act in the best interest of our members, and deliver high quality services to the community.”

Priority Area	Outcome / KPI
 3.1 Club Committee Structure	<ul style="list-style-type: none"> • Club committee structure is established in accordance with the club constitution • 100% of Executive Committee roles filled • Volunteer roles to be structured to support the delivery of the club strategic plan and implementation plan • Sub-committees and working groups created to share the responsibilities and workload • In accordance with the SACA Womens and Girls Action Plan strive for female representation on Executive Committee and key positions within the club
 3.2 Financial Management & Governance	<ul style="list-style-type: none"> • Maintain and create processes to ensure sound financial management and future of the club • Annual budget developed and aim to generate a profit of 7-12% each financial year • Membership with Clubs SA and Good Sports at the highest level • Retain affiliation with SACA, ATCA, and NEJCA and other associations as applicable • Club constitution, policies and procedures developed, reviewed annually and followed • Review membership fees on an annual basis and apply CPI increases
 3.3 Sponsorship & External Funding	<ul style="list-style-type: none"> • Retain 80% of sponsors each year • Attract 2-3 new sponsors annually • Increase revenue through sponsorship, grants, fundraising and events • New sponsors to be aligned with the club values / services • Sponsorship prospectus reviewed annually and updated. Make document available to view on the club website.
 3.4 State of the Art Facilities	<ul style="list-style-type: none"> • New club facilities well utilised and generating income to meet the increased operating costs • Work with the sporting club management committee to promote and hire club facilities (e.g. for conferences and larger events) • Work with sporting club management committee to develop diverse dining options at the club to generate income

4/ Our Membership & Participation







“We will grow our membership and community participation in cricket by working with SACA, our members, and developing partnerships to showcase our sport.”

Priority Area	Outcome / KPI
 <p>4.1 Junior Development</p>	<ul style="list-style-type: none"> • Annual SACA Cricket Blast program at the club with annual growth in participation (partner with schools) • A strong junior development program with retention of 80% of juniors in any team each year • Create participation pathways and support players to prepare for senior levels, state representation and district teams • 100% skilled and trained coaches • 100% of teams have coaches and team manager at the beginning of the season • Child protection policies in place to protect young people at the club • Involvement in Council Growing for Gold Program to promote the club and introduce cricket to potential juniors • Opportunities for seniors to mentor juniors • Create a family friendly environment at the club
 <p>4.2 Female Participation</p>	<ul style="list-style-type: none"> • Increase female participation in the Cricket Blast program and junior grades by 75% each year (in accordance with SACA Women & Girls Action Plan targets) • Develop an action plan with a clear pathway for female participation at the club from junior to senior levels • Create a safe and supportive environment for females to develop and thrive at the club, include social opportunities for connection • Diverse programs, training and development programs in place for females to build skills and create a competitive competition. Partner with other clubs to develop this where possible. • Work with SACA on initiatives that are aligned with the Women's and Girls Action Plan and seek grant and funding support • Sub-committee in place to work on initiatives to grow female participation at all levels of the club
 <p>4.3 Senior Competition</p>	<ul style="list-style-type: none"> • High level senior competition with 80% of teams playing finals • Transition juniors to seniors by providing an avenue to experience the competition in the final year of juniors • 80% of juniors to go on to senior competition • Seniors to support junior grades through training, mentoring, development
 <p>4.4 Club Culture</p>	<ul style="list-style-type: none"> • Maintain a culture that players enjoy and encourages them to be part of the club long term • A focus on community and wellbeing • Positive club values expected and demonstrated at the club • Club values displayed and understood by 100% of club members

5/ Our Marketing & Promotion



“We will increase the profile of our club by actively promoting our club, facilities, events and brand.”

Priority Area	Outcome / KPI
 <p>5.1 Sponsor Relationships</p>	<ul style="list-style-type: none"> • Strong relationships created with sponsors and partners • Continued involvement by sponsors • Sponsors recognised throughout the season – through social media, website, announcements, logos displayed, invited to key club functions and events, thank you event for sponsors at the end of the season.
 <p>5.2 Social Media & Website</p>	<ul style="list-style-type: none"> • Create and maintain a high quality website and social media content / presence • Promote all opportunities at the club including programs, dining and functions • Promote facilities available for use and hire • Showcase club strategies & guidelines • Promote membership registration opportunities early and make the registration process as simple as possible • Track and monitor website and social media traffic and aim to increase • Club contact details available and prompt response time for enquiries through the year
 <p>5.3 Club Merchandise</p>	<ul style="list-style-type: none"> • Maintain a diverse range of merchandise to highlight the club brand within the community • Merchandise selection for girls and females, and female involvement in the design of items. • Encourage members to wear club apparel to showcase the club brand
 <p>5.4 Community Partnerships & Word of Mouth</p>	<ul style="list-style-type: none"> • Develop partnerships within the community to promote the club's brand and programs (e.g. schools) • Participation in the Council Growing for Gold program to promote the club, programs and facilities • Create and maintain a marketing and promotion plan

CONTACT US



Website www.goldengrovecc.asn.au

Phone 0490 067 724

Address [39 One Tree Hill Rd, Golden
Grove SA 5125](#)

Email secretary@goldengrovecc.asn.au