



REDLANDS CRICKET INC. STRATEGIC PLAN 2025-2030



Cricket Australia Vision and Purpose

Purpose:

To unite and inspire everyone to love and play

Vision:

A sport for all that makes Australia proud

Queensland Cricket Vision and Purpose

Purpose:

To promote and grow cricket ensuring all Queenslanders can play

Vision:

To be Queensland's leading sport

History

Although Redlands Cricket is a relatively new body, the organisations it comprises have proud histories. The Redlands Cricket Association has seen clubs come and go whilst it was part of the South East Queensland country zone. Changes in zoning saw Redlands become part of the metropolitan area with teams joining associations such as Sub Districts, Warehouse and BEARJCA. Redlands Premier Cricket (Tigers) have been in the Brisbane Grade competition for over 100 years. The club commenced operations Wooloongabba Cricket Club in 1897 before moving to Langlands Park as Eastern Districts Cricket Club in 1925 and on to Bottomley Park in 1970. In order to expand, Easts relocated to Wellington Point in 1995 becoming Easts-Redlands Cricket Club. Upon amalgamation in 2000 the Tigers brand was introduced for premier cricket teams

Present

In 2000 a new era was launched in cricket in Queensland when all cricket bodies in the Redlands were amalgamated to form Redlands Cricket Inc. Redlands now has a strong, community-based organisation which has cricket teams playing across all ages. These range from teams playing in the Brisbane premier grade competition; teams in Sub Districts and local competitions; Womens teams; Junior teams who play in local and BEARS (Bayside, Easts and Redlands) competitions; Masters (Over 40s) and Veterans. Redlands Cricket therefore provides a level of cricket for anyone who wants to play the game and a career path from junior cricket to seniors and veterans, which is easy to follow.

Future

In order to survive as a viable cricket organisation, Redlands Cricket stakeholders are actively planning to ensure cricket remains relevant for players in the future. New ways of playing the game are constantly being introduced, playing facilities have to be kept up to date to ensure a safe playing environment and coaches and support staff have to be trained in the ever-emerging needs of future sports. Management committees continually strive to improve and engage the community through adequate planning to provide engagement opportunities which will keep the game alive - with vigilance the future is bright. RCI releases this resourcing plan that supports the strategic priorities of Redlands cricket and the wider cricket community.

Values

- Fiduciary responsibility**
- Strong leadership and management**
- Developing player pathways**
- Support for all levels of cricket**
- Facility excellence**
- Engaged business and community relationships**
- Professional coaching services**

PURPOSE

To be an inclusive cricket association providing an environment and pathway for players, coaches and volunteers of all abilities to be the best that they can be.

VISION

To be Redlands choice of sport by providing a place to belong and be valued

FIDUCIARY RESPONSIBILITY

FINANCIAL MANAGEMENT

Ensure sound financial management at association and club level.

- Maintain sound financial management practices using latest programs (e.g. cloud-based financial management solutions - Xero)
- Support clubs to maintain sound financial management practices using latest programs where required
- Ensure accountability and timely reporting to members
- Support committee members with professional development and financial management training, including training for incoming treasurers and assistants prior to or early in their tenure
- Use Redlands Sporting Club support for bookkeeping, accounting and auditing
- Maintain asset register for replacement and depreciation planning
- Seek investment opportunities outside banks to ensure better growth of liquid funds
- Maintain investments to cover replacement of depreciating assets
- Set realistic annual budgets

GRANT FUNDING

Increase income from grant funding to cover specific project expenditure.

- Maintain a consistent approach to planning for grants
- Provide support to clubs to adopt a planned and consistent approach to applying for grant funding where required
- Maintain the premier club's ongoing priority list of projects for grant funding
- Ensure QC grant funding requirements are met
- Source ACA and ACIF funds for development of players and projects
- Ensure available grants are assessed for relevant criteria and attained where possible to provide funds for projects
- Ensure sufficient club funds are maintained for co-contribution requirements
- Seek grant funding to assist with funds for outsourcing activities

SPONSORSHIP

Increase sponsorship support.

- Continually seek sponsorship opportunities
- Develop reciprocal business relationships with the club's sponsors
- Recognise and support sponsors via social media coverage

FEES STRUCTURE

Remain competitive with fees, flexible with payment plans and ensure fees cover operating costs.

- Annually review fee structure to account for inflationary pressures and cost increases
- Offer a conditional loyalty program for players who have been a member for 10 consecutive years where fees may be reduced.
- Provide an equitable fee structure with value for money approach



LEADERSHIP AND MANAGEMENT

RCI GOVERNANCE AND ADMINISTRATION

Continually improve Redlands Cricket Inc (RCI) governance and administration.

- Review Constitution, By-Laws and Strategic Plan annually to ensure compliance and relevance
- Ensure membership application and registration processes are compliant with QC requirements
- Ensure all regulatory requirements for Office of Fair Trading, ASIC, Office of Liquor and Gaming Regulation, Redlands City Council, Qld Cricket, Cricket Australia, Public Liability Insurance, Work Cover Insurance and Redlands Sporting Club are met.

QUEENSLAND CRICKET INITIATIVES

Utilise financial initiatives of Queensland Cricket (QC).

- Regularly liaise with QC for eligible grant funding
- Maintain financial planning for liabilities, member development and major projects

GRADE CODES AND REGULATIONS

Maintain compliance with grade codes and regulations.

- Ensure awareness of all RCI stakeholders of various codes, regulations, social media conduct, member protection and requirements of the NCRPP (e.g. through induction evenings)
- Provide information via website, social media and handbooks
- Maintain hard copy information media to be available to all members

REGULATIONS: PLANNING, REVIEW AND MODIFICATION

Review regulations in consultation with stakeholders.

- Maintain stakeholder input via president's forum (QC)
- Review regulations where recommendations from governing bodies have an impact on current operations and enact amendments where required

REDLANDS SPORTING CLUB

Maintain support for and compliance with Redlands Sporting Club (RSC)

- Support RSC through advertising and membership and encouraging members to use the RSC facilities
- Comply with club membership guidelines and promote use of the facilities
- Display adequate signage in recognition of RSC support

REDLAND CITY COUNCIL

- Maintain close liaison and links with Redland City Council (RCC).
- Maintain communication on booking, maintenance needs and costs
- Capitalise on links with RCC to obtain mutual support for school and club cricket
- Ascertain available grant funding and process applications for eligible projects
- Update Council with RCI plans for future development
- Precede all planning by seeking Land Owners Consent (LOC) from RCC



DEVELOPING PLAYER PATHWAYS

JUNIOR COACHING

Provide coaching to junior cricketers.

- Maintain coaching program and "Tigers" coaching academy
- Maintain back to clubs coaching programs:-
- Either bring clubs to RCI or take RCI coaches to affiliated clubs
- Continue to offer the program free of charge to affiliated clubs as a demonstration of the club's commitment to junior cricket.
- Ensure RCI is up to date with QC and CA coaching strategies
- Build on existing programs, eg: Redlands College Cube Sports

COACH, SCORER AND UMPIRE TRAINING AND ACCREDITATION

Facilitate training and education for coaches, scorers and other officials.

- Continue to fund Community Coach (level 1) and Representative Coach (level 2) education.
- Encourage affiliate clubs to take an active role in providing this support
- Provide adequate resources for coaches, scorers and officials
- Encourage and facilitate any members aspiring to become umpires

TIGERS YOUTH

Provide a pathway to grade (Tigers) cricket through club development, recruitment and relationships with local schools.

- Invite a very select number of junior players to train with the High Performance Squad with the intention of fast tracking their skill development
- Promote grade familiarisation program for young players
- Develop a player recruitment program where talented players have been identified outside of the district and assist them if they desire a move to Redlands Tigers (Taverners, BMC cricket)
- Build relationships with schools in conjunction with QC to develop feeder arrangements

SENIOR REPRESENTATIVE PLAYERS

Leverage player success to provide mentoring to other players

- Recognise players that achieve higher honours and encourage them to remain loyal to Tigers and use their experience gained to assist fellow club members
- Utilise grant funding and Cricket Australia programs where possible

VETERANS COMPETITION

Increase participation in Veterans cricket.

- Maintain Masters teams for QC winter competition
- Encourage veteran players to enter Veterans competition, eg: O/40, O/50 and O/60
- Promote Veterans cricket by providing training facilities and grounds availability for games
- Encourage older players considering retirement to remain involved with the club in all its activities

DISABILITY CRICKET

Provide for disability cricket, blind, deaf and wheelchair cricket.

- Liaise with QC and disability organisations to develop a facility for disabled players
- Develop and maintain a ground space to enable disabled cricket
- Promote disabled cricket participation to the wider community cricket by providing training facilities and grounds availability for games
- Create an inclusive environment for disabled cricket by encouraging participation
- Seek grant funding to support and offset costs for development of suitable facilities

VOLUNTEERS: RETENTION AND REWARD

Maintain volunteer retention and reward programs. Work with volunteers in a way that assists them to participate in club governance and operation.

- Seek volunteers using a personal approach and invitation
- Utilise electronic communication to include volunteers
- Conduct members information sessions on the first days of training to let parents/members know the way that the club runs as a volunteer NFP association with a need for coaches, scorers, volunteers, etc.
- Provide recognition and certificates of thanks for all volunteers to encourage participation and retention.
- Maintain a volunteer register identifying skill sets for use to call upon volunteer assistance

SUPPORTING ALL LEVELS OF CRICKET

CRICKET BLAST

Help grow the Cricket Blast program at club level.

- Provide assistance for promotion and respond to new interest from schools within the Redlands
- Encourage clubs to have a structured pathway from Cricket Blast through to playing test cricket for Australia
- Work with affiliated clubs on the Back to Clubs training programs
- Support and encourage involvement of girls and boys in cricket

JUNIOR CRICKET

Ensure that 'everyone gets a fair go' in junior cricket.

- Assist affiliated clubs to maintain responsibility for under 12 player development
- Liaise with BEARJCA and provide assistance where needed

JUNIOR COMPETITIONS (RCI)

Assist clubs to ensure the conversion rate from Cricket Blast to junior cricket is effective.

- Encourage and assist with maintaining all RCI junior cricket programs and seek to progressively improve each age level
- Utilise Qld Cricket's Community Cricket staff and resources when planning activities and promotional programs
- Liaise with QC to monitor membership numbers - Play HQ program
- Creating a transition pathway from junior to Grade competitions
- Maintain talent identification strategies for emerging players

SENIOR COMPETITIONS

Increase participation in senior cricket.

- Maintain support for supplementary competitions, including Sub Districts
- Promote participation of two-tier players within these competitions
- Encourage players to join feeder affiliated clubs when Premier Grade reaches capacity to strengthen affiliated clubs

WOMEN AND GIRLS CRICKET

Inspire women and girls to play cricket.

- Follow Cricket Australia's policy for women's participation
- Provide mixed girls' and women's cricket opportunities in conjunction with QC
- Provide equipment and facilities that foster the development of women's and girls' cricket in the region
- Liaise with clubs outside Redlands area to increase girls/women's participation

PREMIER GRADE COMPETITIONS

Maintain support for the grade competition, with teams in all grades.

- Develop an inclusive culture to encourage players to join the club
- Participate in Qld Cricket forums, meetings etc.
- Maintain a home-grown talent identification process and aggressive recruitment programs to attract players and talent to the Tigers
- Ensure continual improvement of coaching and facility resources
- Identify leaders in the club to help develop inclusive community culture
- Develop an overseas player program to provide experience opportunities



FACILITY EXCELLENCE



AUSTRALIAN CRICKET INFRASTRUCTURE FUND

FACILITY MAINTENANCE, DEVELOPMENT AND IMPROVEMENTS

Ensure that good facilities are available for players at club and regional level.

- Ensure EGW Wood grounds, buildings and other facilities are fit-for-purpose and are compliant with health and safety and cricket regulations
- Embrace CA and QC recommendations for facility improvement
- Liaise with Redlands City Council on cricket requirements so that plans form part of council's strategy for EGW Wood Reserve

Prioritise facility developments across the whole reserve in consultation with relevant stakeholders.

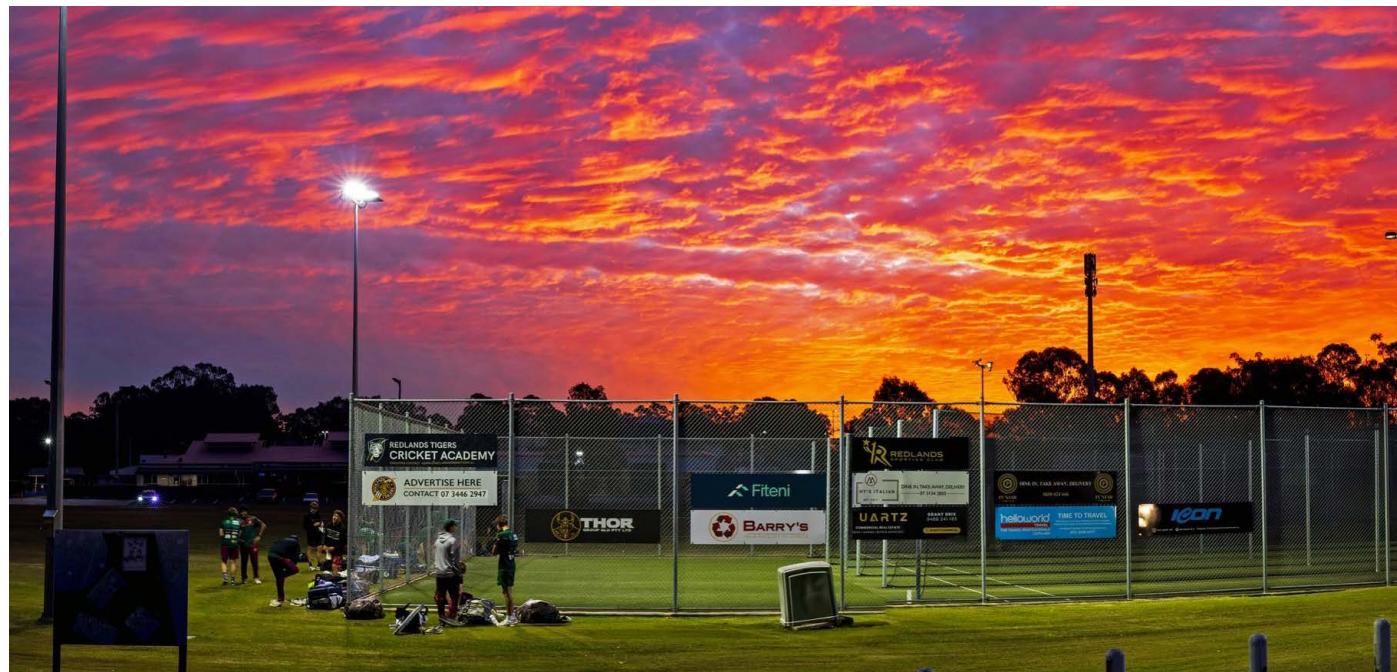
- Partner with QC, CA, Qld Government, Redland City Council, to install competition standard lighting on main oval as per Cricket Australia and Queensland Cricket Infrastructure Strategy
- Collaborate with RCC and other stakeholders to establish change room and toilet facilities on No. 3 oval suitable for all forms of cricket
- Update current training net lighting to meet established standards and reduce power consumption
- Develop an initial turf training net structure with a future plan to cover the facility to allow wet weather training
- Replace temporary sight screen structures with permanent fixtures Ron Fiel Oval

- Upgrade the outfield of the small oval (no.5 oval) adjacent to grandstand for suitability of training girls, disabled cricket and entry level junior cricket players
- Plan for viewing platforms on ovals with placement of earth mounds or short form viewing stands with seating
- Develop a plan for future upgrade or rebuilding a fit for purpose club house facility
- Assess value of future battery storage for solar produced power
- Strategic and collaborative planning for continued purchasing and/or replacement of machinery and equipment (ref: asset register)

GROUNDSTAFF

Maintain training and education programs for RCI paid grounds maintenance employees

- Support the grounds staff through education and training, eg: seminars, TAFE
- Provide and maintain a good quality range of machinery suitable for grounds maintenance
- Provide ongoing professional development opportunities for the head grounds keeper so that he can keep up to date with the latest developments in cricket ground maintenance
- Ensure adequate budgeting for grounds maintenance – fertilizers, grass and weed control, scarifying, etc.



ENGAGED BUSINESS AND COMMUNITY RELATIONSHIPS

MARKETING

Develop a marketing plan that uses current web and social media to include other methods to attract new participants, parents, sponsors and supporters to RCI.

- Target marketing towards players, parents and local businesses
- Continually review marketing to schools
- Target marketing towards population growth areas
- Don't restrict marketing to LGA boundaries. Include areas of Logan City and Brisbane City as appropriate
- Promote the structure and pathway provided by RCI
- Continually seek business partnership opportunities for sponsorship

COMMUNICATION

Develop a social media policy and strategy, including the use of social media advertising. Continue to make good use of web and social media to communicate effectively with participants and their families (fans), volunteers and sponsors.

- Continue to make good use of social media to link with players, families and affiliated clubs
- Explore methods to link with families
- Continually update social media strategy as new platforms become popular with members
- Develop age appropriate social media strategies for players under 16 years of age to ensure compliance with regulatory requirements

EVENTS

Maintain the level of organisation, service and facility adequacy to continue hosting events that showcase RCI and attract players and families to the game.

- Host matches and competitions with various stakeholders such as Queensland Cricket and Cricket Australia
- Deliver pre-season matches, eg: KFC T20 challenge
- Host Cricket Blast hubs in support of junior cricket when required
- Host junior cricket academies

Increase the participation of partners and families in social events to increase wider support for the players and the sport.

- Invite the participation of partners, families, volunteers and sponsors in social events
- Increase wider support for the players and the sport by adopting an inclusive approach to activities



PROFESSIONAL COACHING SERVICES

COACHING

Ensure the best and most professional coaching services are available to all players

- Develop and maintain appropriate coaching strategies to cater for all levels of age and talents
- Place emphasis on quality, not quantity, in the coaching strategy
- Maintain a funding program for the coaching strategy to ensure cost effective and efficient use of budgeted funds
- Seek available grant funding to assist with coaching costs, eg: QC, ACA
- Review coaching strategy annually to ensure value for money and coaching efficiency and effectiveness
- Access available grants funding for training equipment for use by coaches
- Encourage players aspiring to become coaches by providing information and support to enable them to achieve, eg: reimburse approved coaching course fees

