# ADELAIDE CRICKET CLUB STRATEGY 2017 - 2019

#### **OUR VISION**

#### To be the most iconic cricket club in South Australia

# **OUR PILLARS**

#### **PLAYERS**



To provide an inclusive pathway for players to achieve the highest level of performance within a winning team culture.

#### PEOPLE



To put our members at the core of everything we do and aspire a genuine lifelong passion for the club.

## the club.

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  1. The iconic Club that offers and celebrates success.
  - 2. Welcomes and engages members to volunteer to continue the success of the Club.
  - 3. An active and supportive past players group.

#### **PLACES**



To provide a welcoming environment that our members and community can enjoy.

# PARTNERSHIPS



Foster relationships for the betterment of our club, the community and the game of cricket.

### **PROMOTION**



To be proud of our heritage and lead our brand to sustained success.

# **OUR OBJECTIVES**

- 1. Develop a club wide winning culture.
- 2. Provide the best coaches.
- 3. Provide an environment to allow male and female players to achieve their potential.

- 1. Develop a community Club where families are welcome.
- 2. Set the benchmark to provide the best facilities for players and supporters.
- 3. Provide a social environment for families and the community to enjoy.
- Maintain and grow relationships with SACA, Councils and funding bodies.
- 2. Develop relations with community and country clubs and schools to improve the cricket pathway
- 3. Source and retain long term business partners.

- 1. Be the Club of choice for players, supporters and sponsors.
- 2. Communicate regularly to the community on Club activity, success and achievements.
- 3. Develop a progressive Club that has strong opinions on cricket and community issues.