

# College Cricket Review - Priority Plan 2020

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## Terms of Reference

### Purpose

The college cricket review began in June 2019 with the primary purpose of reviewing Wellington Secondary School Cricket, to consider if the management, structure and support of secondary school cricket in Wellington is fit for purpose, to ensure that it maximises participation opportunities for all students.

The review is being led by a Review Committee, supported, and informed by College Sport Wellington, Cricket Wellington, and the College Cricket Advisory Committee.

The Review Committees members are:

- |  |                          |
|--|--------------------------|
| • Independent Chair                              | Kevin Goldsbury          |
| • Two College Cricket Advisory Committee Members | Ben Reddiex<br>Des Boyer |
| • One Cricket Wellington Representative          | Matt Wills               |
| • One College Sport Wellington Representative    | Bryan Dickinson          |
| • One School Sports Director                     | Deslea Wrathall          |
| • One Club Representative                        | Paul Bracewell           |

*\* The College Sport Wellington Cricket Manager (Tracey Devereux) will provide administrative support to the Committee as an ex-officio member.*

### Vision and Objectives

The shared vision of College Sport Wellington and Cricket Wellington is that:

- Cricket remains a popular and accessible sport for all secondary school students into the future
- Playing opportunities and pathways are aligned at all ages and stages
- Schools and clubs work together in the best interests of the students
- Schools are appropriately resourced and supported to ensure all the above is achievable

## Timeline of Activities



## Current Environment – College Cricket 2020

### Governance

College Cricket is governed and facilitated by Cricket Wellington, College Sport Wellington, and the College Cricket Advisory Group. A Memorandum of Understanding between College Sport Wellington and Cricket Wellington outlines the roles and responsibilities of the organisations as below:

#### Cricket Wellington

- Provide strategic oversight for all cricket, including college cricket
- Enable the development of players, coaches, officials, and administrators

#### College Sport Wellington

- Facilitate, manage, and administer the delivery of competitive college cricket

#### College Cricket Advisory Group

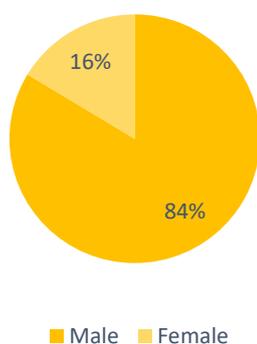
- Work in conjunction with CSW and CW to achieve strategic objectives for the benefit of college cricket in Wellington

### Participation Summary

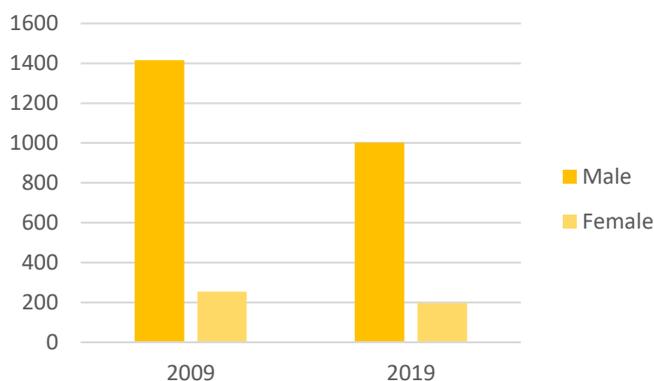
There has been a significant decline in competitive college cricket over a ten-year period from 2009 - 2019. In 2009, a total of 1,670 participants played competitive college cricket (1,416 male and 254 female). In 2019, a total of 1,199 participants played competitive college cricket (1,003 male and 196 female).

Factors that contribute to Wellington's decline in participation rates include the increase of competing sport and recreational alternatives offered in school, the length of time required to train and play, a lack of quality coaching and access to cricket in non-traditional cricketing schools, and the fragmented player pathway from school to club.

**Youth Girls and Boys Registrations Wellington 2019**



**Youth Participation Decline 2009-2019**



## College Cricket Playing Opportunities

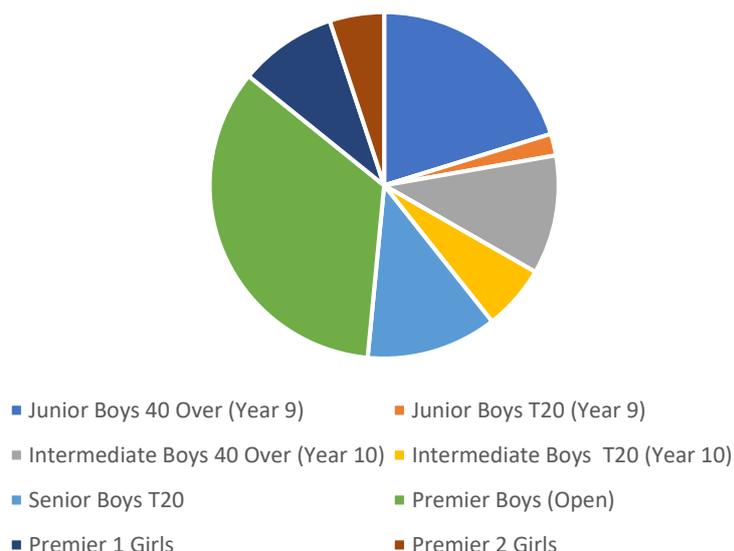
College Sport Wellington currently facilitates several boys' and girls' competitions. Girls competition opportunities include Premier Girls 11 aside and Premier Girls 8 aside. Boys competition opportunities include Premier Youth Grade, Premier Grades (2-4), intermediate and junior grades (40 overs), and a junior and senior T20 modified format.

Cricket Wellington currently facilitate competitions (boys and girls) for students who want to play more cricket outside of school. Competitions for girls include Term 4 Indoor Cricket and a club-based Premier Girls programme. Competitions for boys include a club-based year 9–10 and year 11–13 three-day competition as well as Year 9 and 10 Zone Tournaments.

In 2019-20, Cricket Wellington delivered two additional programmes outside of the competition structure to increase experiences and awareness of cricket: Yeah! Girls and School Yard Smash.

1. **YEAH! Girls** is a social cricket product delivered in Wellington for girls aged 10–16. YEAH! Girls Ambassadors run taster sessions in schools to recruit participants to after-school HUB sessions. These sessions are an opportunity for girls to have fun and socialise, whilst engaging in physical activity.
2. **School Yard Smash** is an initiative that encouraged students to participate in active recreation at lunch time using cricket as the vehicle for engagement. The focus for delivery is fun, while increasing the awareness of cricket in schools that do not currently have a cricket programme. Cricket Wellington introduced the initiative during the 2019-20 season in six colleges who do not currently promote cricket.

College Cricket 2020



## Key Opportunities

### Cricket Wellington Youth Strategy 2020 – 2023

Cricket Wellington's strategic plan for 2020-23 outlines key strategic outcomes and identifies priorities that will get 'More People Playing and Loving Cricket' and 'More People Playing for New Zealand'. One of the key strategic priority focus areas within Community Cricket is to increase the overall number of youth participants as outlined below:

**Outcome:** More People Playing and Loving Cricket

**Strategic Priority:** Invest in Youth Cricket as a Growth Vehicle for Increasing Participation in cricket

**Goal:** 1,545 Youth Cricketers by 2023

### College Sport Wellington Strategic Plan 2021-2025

College Sport Wellington's draft strategic plan for 2021-2025 has adopted a values-based approach, identifying those aspects unique and important to sport within a secondary school setting. Those values are:

- Learning through sport
- Supporting others
- Doing the right thing
- Getting a fair go
- Enjoying Life

Through that lens, College Sport Wellington's vision is that *"Every secondary school age student has a positive connection to sport"*. This recognises that a student's involvement in sport can come in many forms, both on and off the field of play.

College Sport's Mission is to *"Provide an environment where all secondary school age students have an opportunity to do what they love"*, reflecting the role of secondary schools in providing an equitable environment for sport participation.

College Sport's Purpose is to *"Work collaboratively with students, schools, regional sports partners and the wider community to maximise opportunities for participation and connection"*, recognising the key role that important partners such as Cricket Wellington have in helping College Sport Wellington achieving its goals.

Through the strategic planning process, College Sport Wellington is identifying key areas where the values stated are not being "lived", and change is required. Currently the areas identified are:

- Misalignment of some coach values and motivations with those of the schools
- The choice of school may limit a student's access to their preferred sport
- The choice of school may limit a student's ability to progress in their preferred sport
- Media exposure of "elite" school sport that may not be in the best interests of the students

The work ahead to address these areas is very much in line with the "Balance is Better" philosophy led by Sport New Zealand.

## **Balance is Better, Sport New Zealand**

Cricket Wellington can empower our community and provide leadership to promote Sport New Zealand's Balance is Better philosophical messaging within youth cricket. A change in attitude, mindset and systems will help cricket to grow and develop a culture that is championed through being locally led and rangatahi focused.

The philosophical shift in Balance is Better acknowledges:

- Childhood success is not a reliable predictor of future success
- Identifying athletes early and specialising early is taking its toll on young people
- A focus on winning rather than development is a problem for young people, because it can have unintended consequences on their wellbeing and affect their motivation to take part

## **Growth and Development in Schools**

Collaboration opportunities at a local level will encourage growth and development in non-traditional cricketing schools. Cricket Wellington and College Sport Wellington can contribute to the building of a robust and sustainable college cricket system that provides participation and performance pathways for players, coaches, officials, and administrators. There is a requirement for cricket in Wellington to align with the Sport New Zealand Strategy (Everybody Active) and provide playing opportunities that are participant focused to grow the game and better support the transitional pathways from college to club cricket.

## Review to date June 2019 – August 2020

### Preliminary Analysis – August 2019

Through its early considerations of the current cricketing landscape, the Review Committee established the following SWOT analysis.

#### Strength

- High profile national teams
- Recent elite success in Wellington (Firebirds and Blaze)
- Ongoing development of coach and official's pathway
- Yeah! Girls initiative
- Value of traditional cricket schools

#### Weakness

- Cricket retreating from the Northern Suburbs
- Fragmented player pathway (club - school)
- Year 10 drop off
- Inflexibility of cricket and current perceptions
- Lack of volunteers, coaches, and support in non-cricketing schools

#### Opportunities

- CricHQ data able to track players
- Increase youth leaders and champions in schools
- Increase school capabilities
- Influence change in culture and perception related to cricket (club and school)
- Alignment to Sport NZ's rangatahi strategy: Active Recreation and Sport initiatives, Balance is Better campaign
- Cricket World Cup 2021 Legacy and Leverage initiatives

#### Threats

- Rise of other sports (futsal, 3v3, tag etc.)
- Lack of time available (Sports Coordinators) to administer in schools
- Inflexible approach to seasons
- Barriers to participation (transport, length of game, cost associated)
- Technical association (coach, player, officials)

## College Cricket Review Draft Priorities – October 2019

In considering these aspects of the SWOT analysis, the Review Committee then identified a series of priority issues, grouped into five categories.

Recruitment, Retention and Transition	Enablers and Inspirers	Volunteerism	Governance	Barriers
<ul style="list-style-type: none"> <li>•Year 8 - 9 drop off</li> <li>•Year 10 drop off (early promotion)</li> <li>•School leavers</li> <li>•CricHQ player tracker</li> <li>•Club and school relationships</li> <li>•Increase capability of Northern Suburbs schools</li> <li>•Diversity and Inclusive playing opportunities (traditional, modified, adaptive, kilikiti, e-games, indoor, festivals etc.)</li> </ul>	<ul style="list-style-type: none"> <li>•Youth leaders and champions</li> <li>•Coach and official development</li> <li>•Local and National increased visibility of champions</li> <li>•Coach and management as champions</li> </ul>	<ul style="list-style-type: none"> <li>•Increase number of volunteers in colleges</li> <li>•NZC Volunteer database</li> <li>•Coach, Official and Administrator pathways</li> </ul>	<ul style="list-style-type: none"> <li>•MOU</li> <li>•CCAG Responsibilities</li> <li>•CW/CSW Responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>•Technical requirements (coaching, officials, scoring etc.)</li> <li>•Costs associated to play (entry, equipment, uniforms etc.)</li> <li>•Length of time required</li> <li>•Perception of cricket</li> <li>•Senior study in Term 4</li> <li>•Broken competition opportunities (Term 1 - 4)</li> <li>•Lack of facilities in non-cricketing schools</li> </ul>

## Testing the Review Priorities - November to March 2020

Following this initial analysis, the Review Committee engaged the Victoria University Marketing Department to independently test the assumptions made in the work to date. The 300 level marketing students provided the Review Committee with a series of key recommendations which are outlined below:

1. Improve cricket awareness and support of lower decile schools (1-5) through cricket introductory programmes, provision of gear, and involvement of the Black Caps/Firebirds and White Ferns/Blaze
2. Improve perception of cricket through greater investment in marketing, particularly targeting females
3. Improve inclusion of family and wider communities
4. Continued development of technology enhancements and online platforms
5. Development of fundraising strategies
6. Appointment of cricket coordinators to liaise with and assist school Sports Coordinators
7. Focus upon leadership opportunities for senior students to engage others
8. Improve students' ease of access to games

## Refined Priorities – April to August 2020

Following receipt of the independent reports, and subsequently taking into account key documents such as Sport NZ’s Rangatahi Strategy (2020 – 2024), Cricket Wellington’s Youth Strategy (2020-2023) and College Sport Wellington’s Strategic Plan (2021-2025), the five key priorities have been refined into the following

Priority	Strategic Initiative	Strategic Outcomes
<b>Priority One:</b> <i>Provide playing opportunities that appeal to rangatahi (Champions, Inclusivity, Recruitment)</i>	<ul style="list-style-type: none"> <li>Students engaged in planning and development of programmes and products in the youth space</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of five students engaged in programme development each year</li> <li>Increased youth player satisfaction with a target rating of 80% annually</li> </ul>
	<ul style="list-style-type: none"> <li>Implementation of Diversity and Inclusion Plan</li> </ul>	<ul style="list-style-type: none"> <li>20% of overall youth registrations are from ethnic communities (Asian, Maori and Pacific Island) by 2023</li> </ul>
	<ul style="list-style-type: none"> <li>Increased modified playing opportunities to engage new participants</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of twelve non-cricketing colleges engaged in delivery by 2023</li> <li>193 additional youth players by 2023 (126 male and 67 female)</li> </ul>
<b>Priority Two:</b> <i>Provide clear and concise transition pathways for lifelong participation</i>	<ul style="list-style-type: none"> <li>Connect key college and club stakeholders to support player transition into senior club cricket</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of one key stakeholder identified in all colleges and linked with local senior club (Chair or Convenor) by 2023</li> </ul>
	<ul style="list-style-type: none"> <li>Robust systems and databases developed to track player retention from school to club cricket</li> </ul>	<ul style="list-style-type: none"> <li>A minimum of 1,000 students registered on CricHQ by 2022</li> </ul>
<b>Priority Three:</b> <i>Provide quality support and structures for colleges, coaches, and officials</i>	<ul style="list-style-type: none"> <li>Provide coach and umpire education opportunities for students</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a minimum of three student coaching courses and three umpiring courses annually</li> </ul>
	<ul style="list-style-type: none"> <li>Build a community that enables coaches to work collaboratively and share resources, ultimately enhancing the player experience</li> </ul>	<ul style="list-style-type: none"> <li>100 college coaches registered on Friendly Manager annually</li> </ul>
	<ul style="list-style-type: none"> <li>Develop coach, officials, and administrator pathways for students and volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Coaching and officiating opportunities distributed among key influencers annually</li> </ul>