

# 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.

#### 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. 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.

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.

1. 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.