

# *Auckland University Cricket Club*



## **STRATEGIC PLAN 2009 – 2012**

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## PURPOSE

This strategic plan is the blueprint for the future of the Auckland University Cricket Club. It outlines the strategic objectives needed to achieve our vision. In doing so it builds on the previous Strategic Plan 2004–2008.

The Strategic Plan 2009-2012 provides a broad framework for the future decision making and provides the foundation for the preparation of annual business plans. These business plans will provide details of how each strategic objective will be achieved on an annual basis.

## Mission Statement

The Auckland University Cricket Club's key values are embedded within this Mission Statement:

*Our purpose is to enrich the lives of people we touch. By providing a club environment where everybody is proud to call their, we help players of all ages fulfill their dreams and build better tomorrows. Our culture is based on an unwavering belief in integrity and fair dealings, our 100 year history and traditions, treating our members with dignity and respect regardless of individual ability... in the spirit of this great game. We strive for excellence... We take prudent business risks and work smarter together to assure our competitiveness and success in the future... We work hard to enhance continuously our reputation for accessibility, fun, performance, and the depth and quality of our long-term relationships in our local community... We endeavor to be valued as a leader in the Auckland club cricket competition, player satisfaction and loyalty, membership growth, team performance both on and off the field, financial strength and professionalism.*

## Our Vision

*To be the most acclaimed cricket club in Auckland for our on and off field exploits.*



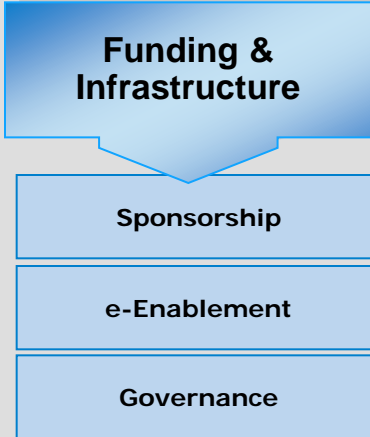
# WHERE TO PLAY

*The next chapter*

# STRATEGIC AGENDA 2009-2012

**Our Vision:** To be the most acclaimed cricket club in Auckland for our on and off field exploits.

**Our strategic agenda is based around six imperatives:**



**Brand strategy:** Establish clear and visible proof points that differentiate the Club from competitors in Auckland and provide brand recognition both locally and on the national stage.

**Succession Planning:** Create an internal pathway for player and volunteer succession.

**Footprint Expansion:** Take a leadership position with respect to the attraction and retention of members and clearly define our catchment area.

**Coaching & Player Development:** Invest in the development of our players and volunteers.

**Facilities:** Develop "best in NZ" facilities and increase junior wicket capacity in the local catchment area.

**Club Culture:** Build a differentiated proposition for all members and achieve emotional connection to the club by developing a culture that is uniquely us.

**Sponsorship:** Develop a value proposition to attract a wider range of funding based on the properties available to AUCC.

**e-Enablement:** Fulfil our brand promise through better use of technology, processes and volunteers.

**Governance:** Develop a clear management plan for developing facilities and cash reserve levels to insulate the club against adverse changes in the economy & establish regular reporting protocols.

- **Club Values:** our decisions will always be consistent with our Values.
- **Principal Club status:** critical if we are going to play at the top level and attract the best players.
- **Financial management:** transform the Club into a leaner, more agile, and self funded Club.
- **Membership growth:** 1,000 members by 2012.
- **Brand promise:** recognised at both a local and national level.
- **Regular communications:** improved membership engagement and community profile.

**Getting fit to play**

**Where to Play**

# CLUB BRANDING STRATEGY

"We are aligned to the Club Vision and Brand Promise"

## VISION:

To be the most acclaimed cricket club in Auckland for our on and off field exploits.

## CLUB VALUES:

**Smart** is about process improvement , **Traditions** are important, **Attitude** is about having fun, **Return** is about adding value to our members, our sponsors and other stakeholders, **Club** reflects who we are and our unique culture.

## BRAND PROMISE:

You will experience a **long history** of **tradition**, a strong sense of **camaraderie** and **spirit** that is **uniquely University cricket**.

## BRAND PERSONALITY:

Organised and well managed, Spirited, Competitive, and welcoming.

### JUNIORS

1. Traditional fixtures programme second to none.
2. Fastest growing junior club in NZ.
3. Club records & player recognition unique to AUCC.

### SENIORS

1. Traditional "club" fixtures with Victoria & Waikato Universities.
2. Fingletoads cricket.
3. Club and individual player records & recognition unique to AUCC.

### FACILITIES

1. Best playing and out-door practice facilities in Auckland.
2. First class standard wicket.
3. Home of the Auckland Aces.

OUR PROOF POINTS DIFFERENTIATE US FROM OUR COMPETITORS

# IMPLEMENTATION OF SUPPORTING INITIATIVES

- Top 5 Priority
- Quick Win

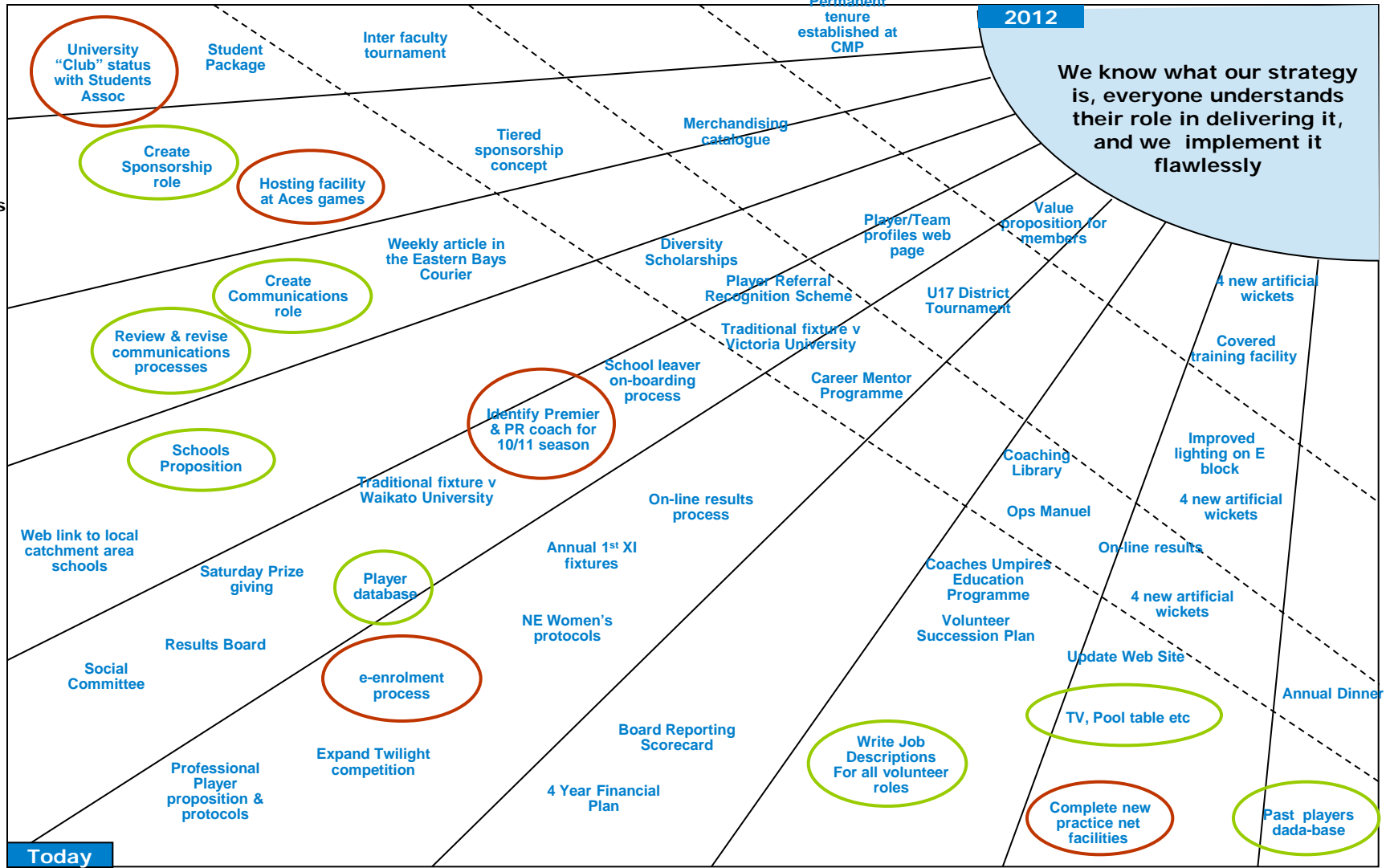
2009/10

2010/11

2011/12

2012/13

2012



**We know what our strategy is, everyone understands their role in delivering it, and we implement it flawlessly**

**Player Attraction & Retention Workstream**

**Governance Workstream**

**Volunteer Succession & Development Workstream**

**Facilities Workstream**

**Fingletoads Workstream**