



JUNIOR RECRUITMENT & RETENTION

***Best Practice Guidelines and Practical
Examples***

CONTENTS

Introduction.....	3
Understanding Your Target Audience.....	5
Developing a Marketing & Promotions Plan.....	9
Delivering a Quality Cricket Experience.....	15
<i>Appendix One: Marketing & Promotions Plan.....</i>	<i>16</i>
<i>Appendix Two: Marketing & Promotions Officer Job Description.....</i>	<i>19</i>
<i>Appendix Three: Club Open Days.....</i>	<i>21</i>
<i>Appendix Four: Season Review Survey.....</i>	<i>24</i>



INTRODUCTION

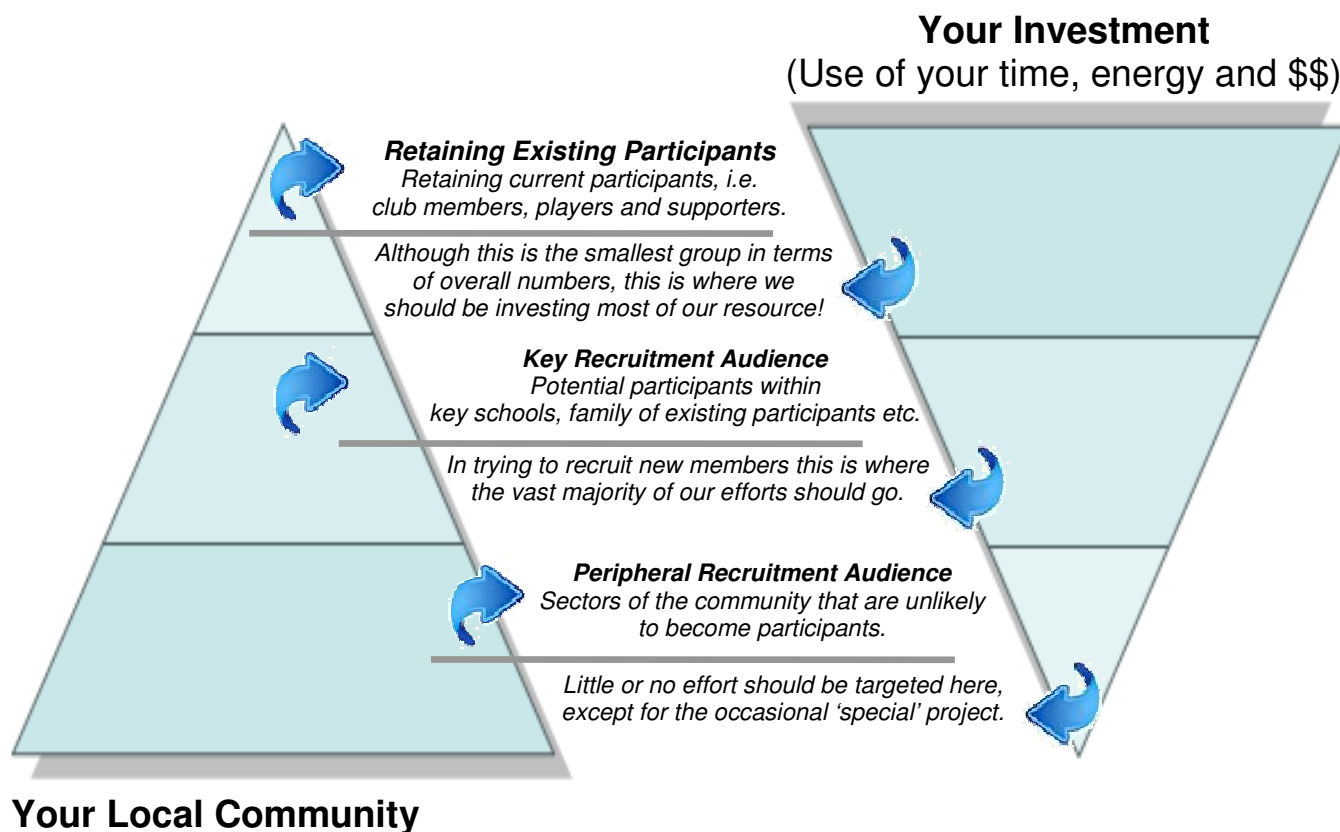
Ensuring your club has a strong base of junior participants is a key strategy for all clubs if they are to survive and thrive in their community. This resource provides practical examples and guidelines for clubs to consider when developing plans to attract new junior players and retain existing ones. They are examples and guidelines from cricket clubs in Auckland that have proved successful and in this sense can be considered best practice.

Special thanks must go to the following people for their willingness to share their successful ideas, plans and general thoughts:

- Adrian Smith (Grafton United CC)
- Gill Gregory (Grafton United CC)
- Mabel Todd (Waitakere CC)
- Richard Walker (Auckland University CC)
- Mark Robson (Auckland University CC)
- Chris Coombe (Cornwall CC)

From our various discussions and meetings, clear themes and concepts emerged.

Target Audiences vs Level of Investment



Cricket in Auckland belongs in large part to its cricket clubs. In order for a club to effectively attract new participants it needs to develop a clear **'Marketing & Promotions' plan**. Any plan would consist of formal and informal marketing strategies and mainly be centred on activities conducted during the six-week registration window from August to mid-September.

For those marketing strategies to be targeted and effective, it is important the club **understands its target audience** (The 'Key Recruitment Audience' in the diagram on the previous page). What is its competitive advantage? What are the potential barriers to participants? What are the potential drivers?

Once new or existing members have been registered, it is crucial that the club then **provides them with an optimal first experience** – first impressions last! It is then the club's responsibility to ensure that the **cricket product you offer meets the needs of your members**. As the diagram on the previous page highlights, PLAYER RETENTION is the most effective recruitment tool!

We have therefore structured this resource into three sections that flow into each other:

1. Understanding your target audience
2. Developing a 'Marketing & Promotions' plan
3. Delivering a quality experience (your 'Product')



UNDERSTANDING YOUR TARGET AUDIENCE

As a cricket club, one of your main purposes is to provide cricket playing opportunities to people in your local community. All communities are unique and have different characteristics. As a pre-requisite to developing a 'Marketing & Promotions' plan, it is important that your club understands its community and the target audience of potential junior players and their parents:

- What are the barriers to people joining?
- What are the drivers to people joining?
- What is your club's competitive advantage?
- Researching the demographic of your junior participants

What are the barriers? Why might people not want to join your club?

Barrier	How to eliminate/reduce
Cost of membership	Ensure your club's subscription fees are competitive with other sports clubs and cricket clubs in the region. A check of local clubs' fees over the internet is a quick and easy guide.
Transport	Is your geographic region so large that there is a significant distance to travel to trainings and games? Satellite venues could be established to provide cricketing opportunities for outlying regions. Teams could be run out of local schools. Clubs can assist coaches/managers to set up car-pooling arrangements for trainings and games.
Perception of cricket as boring, difficult, dangerous, expensive (equipment)	In all advertising and promotional campaigns (eg. Talks to school assemblies, ads in local paper and newsletters), tackle these perceptions. Midget cricket is with a soft ball; games are modified with smaller team numbers to provide more action and excitement; coaches are well-supported to ensure players get a fair go and improve their skills; teams are provided with a kit bag that has all the necessary equipment.
Time commitment required	Cricket is seen as a long, time-consuming game. How long do junior games last on a Saturday morning? 60-90 minutes is probably enough for midgets. Friday evening cricket has proved popular with a number of clubs as it allows parents to have their weekends free for personal/family time or to watch their older children play. Again, in all promotional and advertising campaigns ensure you address this issue and show how it is eliminated/reduced.

What are the drivers? Why might people want to join your club?

We have identified some drivers to participation in cricket below. Some are outside of a club's control; some are directly within its control. In any case, a club's marketing and promotional campaign should look to highlight the benefits playing cricket at your club has to offer.

Driver	Explanation of opportunity
It's our national summer game	The success of the BLACKCAPS has a direct impact on public interest in the game. An independent research company has confirmed that the 2008-09 summer of cricket generated record breaking public interest in the game. Opportunities exist to leverage off the success of the national team.
Emulate their heroes	Children may want to be the next Brendon McCullum or Ross Taylor – particularly now with the much publicised money-earning opportunities that are available to international cricketers with the advent of Twenty20 and the IPL
Encourages activity and a healthy lifestyle	Modern day parents are very aware of the health risks posed by a lack of physical activity. This provides an opportunity to promote cricket as an action-packed game which encourages kids to stay fit and healthy
Encourages camaraderie and social development	As a team sport, cricket can introduce children to new friends and allow them to develop social skills such as teamwork, communication, winning and losing graciously, accepting others
Fundamental motor skill development	Cricket involves running, jumping, diving, throwing, catching, and striking. It assists in the development of children's fundamental motor skills.
Cricket is FUN and EXCITING	Cricket is seen as a fun and exciting sport that children want to take part in
Your club has a positive community profile	Parents want to enrol their child in your club because it is perceived as a friendly, safe and welcoming organisation that provides a value-for-money product.

What is your competitive advantage? Other clubs, sports, leisure and recreation activities are competing for the parents' dollar. What do you have to offer that they don't?

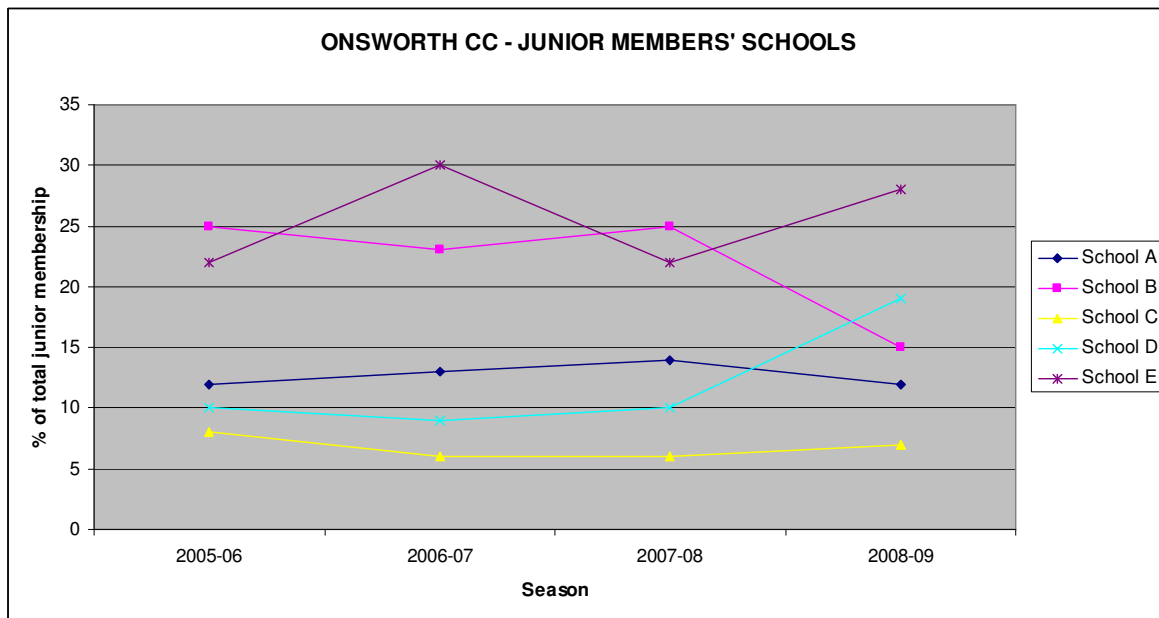
This is very similar to the drivers identified above but a club's competitive advantage will be very unique to your club. How can your club make the most of your competitive advantage? Below are some examples:

Example of a competitive advantage	Explanation
Success and history of a club	<p>"The club has a proud record of success in producing domestic and international players."</p> <p>"The club has a proud history winning 'x' number of premier championships."</p> <p>"The club is one of the oldest and most respected cricket clubs in the country, now in its 125th year of existence."</p>
Location and facilities	<p>"The club is situated in a beautiful, picturesque setting."</p> <p>"The club has state-of-the-art facilities, including modern clubrooms, excellent playing fields and indoor nets."</p>
Large club	"The club has a large junior membership, highlighting the quality of product it offers its membership and the level of resources it can provide."
Small club	"The club has a small junior membership and so members can expect more personalised support rather than being 'lost in the crowd'."
Family orientated	"The club has a warm, welcoming environment that is conducive to involving the whole family."
Quality coaching	"The club has a high quality coach to lead and oversee the coaching program to ensure that young players are developed to their full potential."
Price leadership	"The club offers the best value-for-money sports experience in the region."

Researching the demographic of your junior membership

Understanding your existing junior membership may assist in targeting future recruitment activities. A club should have the following information at its disposal:

- Which schools its junior players go to. When looking to visit primary schools during the recruitment period a club may look to target the schools that provide the greatest number of its junior players. Alternatively, it may target the 'second tier' schools to improve the profile of the game there. This information is also useful to track trends, as per the graph below:



- The reason its junior members joined this year. This can be easily done through a section on the junior registration form asking how junior members were attracted to the club:

Returning player
 Other family member at club
 Through a friend
 Club visit to my school
 Local advertisement
 BLACKCAPS fan
 Other: _____

Clubs could then fairly quickly and efficiently report upon the major drawcard for these ages, and allow them to more effectively recruit in future.

- Mapping the suburbs/regions in your community where your junior members live. This is similar to the school example above. By capturing data about where your junior members live you can better target and focus your marketing and promotional activities. For example, you may find that 70% of your junior membership resides in one of the two larger suburbs in your club's geographical catchment area. The data may also highlight suburbs/regions that are significantly under-represented in your club's junior membership and could therefore be the focus of additional efforts during the recruitment period.

DEVELOPING A MARKETING & PROMOTIONS PLAN

A club needs to prepare for the activities it is going to undertake during the registration period from August to mid-September. These activities will form the content of a 'marketing and promotions' plan. In developing and implementing such a plan, the following points are crucial:

- The plan should cover both formal and informal marketing
- Informal marketing (word of mouth, club members encouraging friends to join) has often proved to be more effective than formal advertising and promotional campaigns
- The plan should attach specific responsibilities to staff and volunteers and be lead by a key person or sub-committee
- The plan should have an attached budget
- The plan should take into account the trends identified from the existing junior membership and should also be goal-oriented. Auckland Cricket sets its clubs Key Performance Indicators (KPI's) for player numbers
- A club should be active and visible within its community

In each of the following sections, practical examples and guidelines are provided.

- **Informal Marketing**
- **Formal Marketing**
 - **Club registration advertisements**
 - **Database sharing**
 - **Websites**
 - **Local primary/intermediate schools**
- **Growing your community profile**
- **Writing a plan**
- **Implementing a plan**

Informal Marketing & Promotions

As was mentioned at the beginning of this section, informal marketing can often prove to be more effective than formal advertising and promotional campaigns. Utilising your existing members to assist the club to grow and retain its junior players can be very simple and cost-effective. Below are some practical strategies and activities that have worked in Auckland clubs.

Strategy	Action Required
Coaches & grade convenors to keep contact with all players from previous season	<ul style="list-style-type: none"> - Coaches and/or the grade convenor to personally ring/email all players from the previous season to encourage them to return for the upcoming season, advise of registration dates etc - Coaches to run some free pre-season trainings with their team from the previous season to keep players' connection with cricket and the club - Coaches to enter their team into a junior indoor cricket league over the winter to keep players' connection with cricket and assist in their skill development
Word of Mouth marketing through parent networks	<ul style="list-style-type: none"> - Target key parents at each grade level to spread the word about your club within their network of friends, school community, other winter sports clubs. Important to target the 'right' people, i.e. Those comfortable with such a role; those 'well connected' - Actively encourage all players and their parents to inform friends about the club and the service it provides. Perhaps you could run a 'bring a friend day' prior to the start of the season.

Formal Marketing & Promotions

The first word of caution to put here is that a lot of money can be thrown at flash advertising campaigns, often for very little return. Clubs that have been successful at increasing their junior numbers have effectively utilised contacts within their existing membership; the support of Auckland Cricket; advertised through cost-effective mediums; and have developed strong relationships with their local primary and intermediate schools. Here are some practical ways in which you can market and promote your club:

Advertising your club registrations

- ✓ Local suburban newspapers:
<http://www.stuff.co.nz/auckland/classifieds>
- ✓ Community newsletters
- ✓ Notice boards at key community sites (e.g. library, supermarket, schools, recreation centres)
- ✓ Letter box drop – delivering flyers to target areas in your community
- ✓ Radio – some radio stations, particularly local community ones, have a regular community events notice they can include your club's registration information in, e.g. Radio Sport – www.radiosport.co.nz. It may also be useful to consider ethnic radio stations that a particular group within your community may listen to, E.g. Radio Tarana (Indian station) – www.tarana.co.nz; 531PI (Pacific station) – www.531pi.co.nz
- ✓ Deliver flyers on car window-screens at the home ground of neighbouring winter sports clubs

Database Sharing

- ✓ Develop a partnership agreement with your local winter sports clubs (e.g. Soccer/hockey/rugby) – they could advertise your club through their website and regular communications with their members; place flyers on their club noticeboards; allow you the opportunity to speak briefly at their end of season prizegiving.

Websites

- ✓ Ensure you have up-to-date registration information on the front page of your club's website
- ✓ Try to get your website linked through other sites, eg. Local schools, city council, recreation centres, neighbouring winter sports clubs. Auckland Cricket has links to all club websites on its own website.

Local Primary & Intermediate schools

- ✓ For most clubs it is probably in their best interests to target those schools from which they already get a number of junior members from. As former US Army General Norman Schwarzkopf once said... ***'Minimum Target – Maximum Firepower'***.
- ✓ Place ads in your local Primary and Intermediate school newsletters. Alternatively the schools could advertise your club through their website; place flyers on their notice boards; or allow you the opportunity to speak briefly at their school assembly.
- ✓ Primary School Cricket Awareness Lessons as a promotional tool late in term 3 prior to the end of club registrations. Auckland Cricket funds eight x 1-day school visits from each club, plus four girls specific visits. It is important to have a club representative involved in the delivery, or simply in attendance at these lessons, so

that the children have a personal connection back to the club. Make sure a club flyer/registration form is available to be handed out to every child who participates in these lessons.

- ✓ After school care and holiday programme providers like Kelly Sports can be a link between schools and clubs as they welcome clubs to come and promote themselves at their programmes.
- ✓ The lunchtime space has become increasingly important to the promotion of sports, with schools less and less willing to do things in the in-school or after-school time space. Establishing lunchtime coaching sessions, or helping the school to run a lunchtime modified cricket tournament will help lift the profile of the sport and the link between the school and your club. Contact Auckland Cricket for assistance / resources in this regard.
- ✓ Assist local Intermediate schools to enter and compete in the national Intermediate Cup & Intermediate Shield (Year 7&8) competitions.
- ✓ Offer targeted schools after-school 'have-a-go' lessons for children that would like to give cricket ago. Make it fun, get senior club members to go in, possibly two people so they can interact and get around to each of the children.
- ✓ A girls specific recruitment strategy is strongly recommended for clubs as well. Hosting a Quikhit tournament in term 3 and/or running some girls specific coaching sessions in some key schools with the aid of Auckland Cricket has proven an effective tool. Contact Auckland Cricket's Women's Cricket Manager for more assistance / information.



Growing Your Community Profile

What do people in your local community think of your club? Do they know about it? Do they know where it is? Do they see you as providing a quality service to their community?

As has been mentioned above, the image or perception that your club has in its community has a significant effect on junior recruitment. Parents want to enrol their child in a club that is friendly, welcoming, professional and successful. Below are some practical examples of ways can you grow the profile of your club:

Strategy	Action Required
Utilise local community newspapers (eg. Western Leader, Central Leader) to highlight 'good news' stories	<ul style="list-style-type: none"> - Meet with the sports editor to establish a personal relationship between them and the club - Establish what information they require (and in what format) to publish stories, e.g. Short scoreboards, photos - Regularly submit information to celebrate club successes, e.g. Long serving volunteers, junior representatives being named, performance of premier team - Provide sports editor with a forward schedule of upcoming events so they can plan to attend or send photographers - Invite sports editor to club functions/premier finals and host them as you would a sponsor
Contribute to local community events and activities	<ul style="list-style-type: none"> - Support local initiatives such as school galas and fundraisers, e.g. By providing prizes such as a coaching session from premier team coach - Establish a relationship with your local community coordinator (see this link for examples) to get their assistance on how best to connect with and support your community
Provide support to and establish an affiliation with a local charity organisation	<ul style="list-style-type: none"> - Present an image of your club as socially responsible and inclusive. This may be through support of a charity in their fundraising efforts; aligning with NZ Police efforts to eliminate drink driving; assisting the city council in creating an eco-friendly environment, etc.

Writing a Marketing & Promotions plan

As has been mentioned, planning is crucial if the activities carried out to market and promote the club are to be targeted and delivered on time. A marketing and promotions plan should cover the following:

- What will be done
- Who will do it
- When it will be done
- How much it will cost

It is important that clubs work alongside the Auckland Cricket Game Development team to develop these plans, so that both organisations are working together to achieve their goals.

A suggested template for a marketing and promotions plan is included as [Appendix 1.](#)

Implementing a Marketing & Promotions plan

Everyone in your club should be involved in informal marketing for your club whenever they can. As has been mentioned, encourage your members to tell their friends and family about what you do and what your club can offer.

For the formal marketing side of things, it's particularly useful to appoint a marketing and promotions officer or a small team to oversee the development and implementation of your club's marketing strategies.

A sample Marketing & Promotions Officer job descriptions is included as [Appendix 2.](#)

DELIVERING A QUALITY EXPERIENCE

Retention is as vital if not more vital to a club than recruitment. It is no secret that clubs that provide a quality cricket experience will retain a greater percentage of existing members, and consequently be more attractive to new members. This section of the resource focuses on two aspects that relate to the quality of experience provided:

- The first impression, and
- The season review

The first impression

It is essential a club provides an optimal first experience to its new and returning participants – first impressions last! Here are some practical ways in which this can be done:

- ✓ Professionalism in all communication, e.g. use of official club letterheads, timely response to registration questions
- ✓ Personal contact with all newly enrolled players from junior chair/club manager/grade convenor
- ✓ Run a well-organised and professional muster day which portrays the club as a welcoming and friendly place and allows players and parents to meet key club personnel. An event plan of a successful club open day is included as Appendix 3.
- ✓ Provide a 'welcome pack' to all players including information about the club, who to contact for questions/advice, material from club sponsors etc.
- ✓ Provide all new members with a playing shirt and cap

The season review

Clubs should always seek continuous improvement of the service they provide. An annual or bi-annual survey requesting parents to provide feedback on their experience with your cricket club that season will assist you in reviewing your performance that season. Understanding the positive and negative aspects of junior cricket from a parent's perspective will assist you in improving the cricket product that you offer your junior membership and allow you to better attract new members.

There are cheap, user-friendly online survey tools that can offer this service and collate all responses and statistics for you, e.g. www.surveymonkey.com, or it is simple enough to do over email. An example of a simple survey that could be conducted at the end of each season is included as Appendix 4.

APPENDIX ONE

MARKETING & PROMOTIONS PLAN

SIMPLE MARKETING & PROMOTIONS PLAN (SAMPLE ONLY)

JUNIOR CLUB OPEN DAY

Marketing objective: To recruit 20 junior members by the beginning of the competition season.

Marketing Strategies	Cost of Strategies	Time-frame	Responsibility
Arrange date and time of Free Junior Club Open Day	-	6 weeks prior to season starting	Marketing Officer/Committee & Junior Coordinator
Arrange activities/games at Open Day <ul style="list-style-type: none"> • free coaching • games/activities • information desk (need welcoming volunteer and forms to record names/phone numbers of those attended) • sausage sizzle (need volunteer) 	Sausages - \$25 Buns - \$10 Sauce - \$5	5 weeks prior to season starting	Marketing Officer/Committee & Junior Coordinator
Develop a flyer advertising Open Day	Coloured paper - \$5 Photocopying costs - \$10	5 weeks prior to season starting	Marketing Officer/Committee
Place flyer on local community notice boards including local shopping centres, library, swimming pool etc.	-	4 weeks prior to season starting	Marketing Officer/Committee
Contact principals of local primary schools to place information in the school newsletter	-	4 weeks prior to season starting	Marketing Officer/Committee
Consider signage – banner to be placed on the club fence on main street	Signage company donated banner and \$70 for signwriting	4 weeks prior to season starting	Marketing Officer/Committee

Place information in the club newsletter offering a free soft drink for those who bring a friend who is not a member to the open day.	Drinks - \$25	2 weeks prior to season starting	Marketing Officer/Committee
Write an article and provide a photo for the local newspaper focusing on local junior who joined up at an open day and is now representing the State	-	2 weeks prior to season starting	Marketing Officer/Committee
Conduct Free Junior Club Open Day	-	2 weeks prior to season starting	Marketing Officer/Committee & Junior Coordinator
Follow-up those who attended but did not join up on the day	-	2 weeks prior to season starting	Marketing Officer/Committee & Junior Coordinator
	Total cost = \$150.00		

Evaluation:

Actual memberships gained

22 new members @ \$50 recruited = \$1,100

Net profit for club \$1,100 - \$150.00 = \$950.00

Make sure strategies are put in place to check if you have met your objectives. Some activities are easier to monitor, such as a membership drive, others will not be able to be evaluated until after the event. Collect copies of press clippings or media coverage, records of attendances at functions or competitions and any feedback your group receives whether it's positive or negative.

APPENDIX TWO

**MARKETING & PROMOTIONS
OFFICER
JOB DESCRIPTION**

MARKETING & PROMOTIONS OFFICER JOB DESCRIPTION (SAMPLE ONLY)

The Marketing and Promotions Officer is responsible for overseeing the implementation of the _____ Cricket Club marketing plan.

Responsible To

The Marketing and Promotions Officer is directly responsible to the Club Manager of _____ Cricket Club.

The Marketing and Promotions Officer will chair the Marketing and Promotions sub-committee.

Responsibilities and Duties

The Marketing and Promotions Officer should:

- Develop in conjunction with the Marketing and Promotions sub-committee the club/group marketing plan.
- Work with the Club Manager to develop a budget for the marketing plan.
- Oversee the implementation of the strategies in the marketing plan.
- Submit regular reports to the club committee and Club Manager.

Knowledge and Skills Required

Ideally a Marketing and Promotions Officer is someone who:

- Can communicate effectively.
- Is positive and enthusiastic.
- Is well organised.
- Has marketing expertise and experience in dealing with the local media.

Time Commitment Required

The estimated time commitment required as the Marketing and Promotions Officer of _____ is _____ hours per week.

APPENDIX THREE
CLUB OPEN DAYS

Cornwall Cricket Club Junior Club Committee

Midget Open Day Plan & Agenda

“Prepare well to make it happen”

Cornwall Cricket Club has experienced strong growth in its junior membership in recent years. In order for the Junior Club to function effectively there has to be a significant contribution from parents to assist with organisation, coaching and management of teams – the volunteer infrastructure.

A few years previously, the Junior Committee identified a need to attract more volunteers from within its ranks. We lacked a common forum at the beginning of the season after on-line registration was introduced, and we addressed this challenge with the introduction of the “Junior Open Days”. By holding Open Days for our Year 1-5 players, we have been able to attract families to the club prior to the start of the season, and use the opportunity to improve their initial interaction within the club, enhance communication, and engage more parents in the junior cricket process.

The format for the Open Days requires significant planning and execution, and all the Junior Committee are involved in the delivery of this event. The three separate sessions include a welcome address by the Junior Chairman, the introduction of some of the Cornwall Premier players/Aces, and introduction of the grade convenors (putting a face to the name). The junior players are quickly organised into a rotation through various cricket based activities (e.g. ‘Have-a-Go Cricket’ skills stations) manned by older junior members and other coaches, and coordinated by the Development Manager.

The skills activities for the players (and the lure of the mandatory sausage sizzle) is the key to get the parents to attend the Open Day. Whilst the players are ‘actively’ engaged, we *encourage* as many parents as possible to attend presentations on a range of cricket management activities including: umpiring sessions, scoring sessions, cricket for non-cricketers and managing a cricket team. In parallel with these sessions we invite the Development Team from Auckland Cricket to run their ‘Have-a-Go’ and ‘Kiwi Cricket’ introductory coaching courses for parents who have volunteered to coach and manage a cricket team. Throughout the three days we had approximately 60 parents attend these management courses, and about 80 attend the coaching courses.

CORNWALL CRICKET CLUB

Midget Opening Days 13-14 October

Saturday 13 October - Years 1 & 2 | Sunday 14 October – Years 3 & 4

Time	Event	Organiser	Notes
7.45 – 8.30	Set up field for skill stations	Coaching Coordinator & junior coaches	Refer field layout map and gear requirements for each station. Ensure each station well signposted with the correct number.
8.15 – 8.30	Set up upstairs lounge for coaching and other presentations for parents	Sally	Need seats for approx 25 people, OHP, projector, screen, extension cord and multi-adapter
8:15 – 8.30	Players start arriving as for a normal cricket morning		
8:30 – 8.40 (10mins)	Opening welcome from the veranda from the Junior Chairman & Midget Grade Co-ordinator.	Tony / Praveen	Encourage parents to attend ACA Have-a-Go / Kiwi Cricket and club-based training sessions
8:45 – 8.55 (10mins)	Warm-up activities	Year 1 – Owen & Andrew Year 2 – Peter	Use Junior Coaches, Senior Players and parents to help
9:00 – 10.30 (90mins)	Skill / Game Stations	Junior Grade Coaches and Senior club members	5 skill stations 15mins each station = 90 minutes Skills taught via short games Need 1 adult / coach per station with a couple floating
8:45 – 10.45 (120mins)	Have-a-Go / Kiwi Cricket coaching courses being run over in the nets by ACA for parents	Auckland Cricket staff	Club coaching coordinator to assist ACA staff
9:15 – 9.35 (20mins)	Non-cricketers guide to cricket – particularly target mums. Upstairs in the pavilion. All welcome	Sally	Announce course over loudspeaker 5 minutes before start. Committee member to go promote with parents as well.
9:35 – 9.55 (20mins)	Introduction to Organising / Managing a Team for Mums / Dads. Upstairs in the pavilion.	Peter / Garry / Greg	Announce course over loudspeaker 5 minutes before start. Committee member to go promote with parents as well.
9:55 – 10.15 (20mins)	Introduction to Scoring and Umpiring for Mums / Dads. Upstairs in the pavilion	Peter / Garry / Greg	Announce course over loudspeaker 5 minutes before start. Committee member to go promote with parents as well.

APPENDIX FOUR
SEASON REVIEW SURVEY

CORNWALL CRICKET CLUB MIDGET SURVEY 2005-06

Below is an example of a survey that Cornwall CC sent to the parents of its midget players at the end of the 2005-06 season.

There are some useful online tools for creating and sending surveys. One that we use at Auckland Cricket is Survey Monkey <http://www.surveymonkey.com/>

Here is your chance to give us some feedback on your Midget Cricket Season at Cornwall, NZ's Premier Cricket Club, via our **Annual Members Survey**. This questionnaire is being sent to all Midget Families who provide the Club an email address at registration (and that's about 98% of you!).

We would really appreciate it if you would take a couple of minutes to complete the survey. There are only a handful of questions. The results help us improve the "Cornwall Midget Experience".

Cornwall Cricket has the biggest junior club membership in the Southern Hemisphere. Our Midget players, Years 1 – 4, make up around 40% of our 940 junior playing membership. You and your views are most important to us. We provide spaces for your comments...thank you for your support.

PRIZE DRAW – All responses will be put into a prize draw for a box of **delicious Makana caramel crunch chocolates** – from the best chocolate maker in the world based in Keri Keri, Bay of Islands.

Confidentiality: Your comments and scores are intended for the Club Junior Committee only and we will not publish them. We will collate all scores and publish the overall results but not your individual responses.

1. **NAME / TEAM NAME:**

Please type your name (optional) or your child's team name (also optional). This helps us focus our resources on where problems may lie. Do you have other children playing in one of the other Midget Year Grades? We would like you to answer a separate survey for each family member playing in different Midget Year Grades. Your responses will likely be different dependant on the Grade.

2. **Please select your Year Grade**

- Year 1 & 2
- Year 3
- Year 4

3. **SUBSCRIPTIONS:** What do you think about our current Midget subscriptions?

- VERY GOOD VALUE for money
- They are VERY REASONABLE
- Happy with CURRENT LEVELS, would not like to see increase
- A little on the HIGH side
- Too EXPENSIVE

4. **QUALITY OF CORNWALL PITCHES:** How satisfied were you with the quality of the pitches at Cornwall's home ground?
 - EXCELLENT – no problems
 - GOOD – usually in good nick
 - OK – they'll do
 - POOR – unpredictable bounce etc
 - UNACCEPTABLE – outfield and pitches just not good enough

5. **QUALITY OF WINDMILL RESERVE PITCHES:** Windmill is the second home of Cornwall Midget Cricket. Auckland City Parks permits the Club to lay its artificial pitches on this public reserve each summer. How did you rate the pitches and the overall Midget cricket experience at the Reserve during the season?
 - EXCELLENT – great venue, good outfields, good pitches
 - GOOD –venue okay but pitched variable
 - OK – It'll do
 - POOR – Pitches generally unsatisfactory
 - UNACCEPTABLE – outfield and pitches just not good enough

6. **MICHAELS AVENUE AND MELVILLE PARK:** Years 3 and 4 played at these other venues. Do you have any comments to make about your experiences playing at these venues?

7. **TEAM PRACTICES:** Please indicate where your weekly practice session was held.
 - CORNWALL Ground
 - WINDMILL RESERVE
 - Local SCHOOL
 - MELVILLE Park
 - Local RESERVE
 - Other

8. **PROFESSIONAL COACHING – MILO HAVE-A-GO and MILO KIWI CRICKET:** Please indicate whether your player participated in the MILO programs held before Christmas and in early March.
 - Attended ALL sessions in BOTH the NOVEMBER and MARCH sessions
 - Attended ALL sessions but ONLY in NOVEMBER
 - Attended ALL sessions but ONLY in MARCH
 - Attended SOME sessions in BOTH NOVEMBER and MARCH sessions
 - Attended SOME sessions but ONLY in NOVEMBER
 - Attended SOME sessions but ONLY in MARCH
 - Did NOT ATTEND any sessions

9. **MILO PROGRAMS / PRACTICE EQUIPMENT / PRACTISE FACILITIES:** Would you like to make any additional comments regarding the MILO Coaching programs, provision of practice gear / match day gear and practice facilities?

10. **PARENT TRAINING:** Cornwall looks to upskill new midget parents by providing classroom sessions, courses and training documentation. Please select ANY of the following that apply:
 - Attended UMPIRING and SCORING evening presentation

- Attended MILO Have-a-Go or Kiwi Cricket coaching course
- Attended COACHING A CRICKET TEAM course
- Attended LEVEL ONE Coaching Course
- I SCORED matches during the season
- I UMPIRED matches during the season
- I COACHED a team during the season
- I CO-COACHED a team during the season
- I MANAGED a team during the season
- NONE of the above

11. MIDGET ORGANISATION 1: What is your experience of the initial team selections, season draws, match day organisation, representative trial and selection process

- EXCELLENT – absolutely no complaints
- GOOD – Everything worked very well
- OK – We got there, but nothing special, things could have been better
- POOR – Disappointed with some aspects of the organisation
- UNACCEPTABLE – Disorganised, most things just didn't work.

12. MIDGET ORGANISATION 2: Would you like to add any additional comments (particularly if you scored us a low in the question above)

13. CLUB COMMUNICATION: Maintaining good communication with members is always a challenge for sports club volunteers. Cornwall relies, almost wholly, on the website as the communication vehicle together with the occasional emailed newsletter and targeted Year Grade email communications. Were you able to access information when you needed it? What was your experience?

- EXCELLENT – no complaints whatsoever.
- GOOD – CCC make a good effort to provide information to member families
- OK – the communication gets out, but nothing special
- POOR – I don't believe the communication process is really good enough
- OTHER – I don't have access to a computer so struggle to get information

14. GENERAL SATISFACTION – CORNWALL MIDGET CRICKET: Would you like to add any other comments? (Especially where you feel strongly about something)

15. NEW SEASON ENROLMENT: Will you be registering your player at Cornwall next season (Online registration open 1 August 2006)?

- YES
- NO

16. LAST CHANCE FOR ANY OTHER COMMENTS: If you are impressed or unhappy about something over and above what we have asked above, or if you have any further suggestions whatsoever, this is your opportunity to comment here....