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Cricket North West Juniors Post-Season Clubs Meeting March 2025





Community Cricket Tasmania Staff Structure

Community Cricket Staff - Greater North

Greater Northern Cricket Manager – Josh Marshall - 0407 576 184

NW Cricket Development Officer – Claire Alexander – 0447 760 878

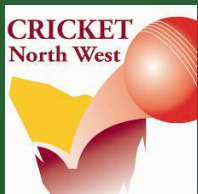
Greater Northern Competitions Officer – Mitchell Jones – 0423 866 066

Quality Experiences and Retention Lead – Ryan Kelly – 0456 783 371

Casuals – Shena Campbell, Crystal Gleeson, Caleb Spurr, Rhys French, Max Hay, Logan Heazlewood, Ethan Duff, Tyler Hearps and Zoe Last

Cricket Tasmania High Performance

NW HP Coach – Marc Simonds – 0400 243 045





Cricket North West Board Contacts

President:

Scott Pearce – 0499 925 969

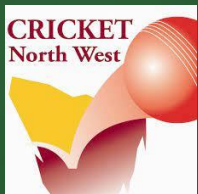
CNW Board Contacts:

Garry Collins – 0477 013 767

David Hudson – 0418 377 942

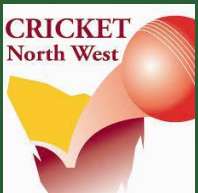
Robbie Stewart – 0418 992 755

Susan Underwood – 0429 397 149





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Cricket North West Junior Review Meeting:

Agenda:

- Cricket Tasmania Community Cricket Strategy
- Purpose of the Post-Season Junior Cricket Meeting
- Woolworths Cricket Blast Results and Feedback
- CNW Junior Teams + Recruitment Discussion and Feedback
- Stage 1 / Under 12s Statewide Review
- CNW Junior Competition Structure + Rules Discussion and Feedback
- Review of Upskill Opportunities (Cricket Blast, Coaching Courses and PlayHQ Training)

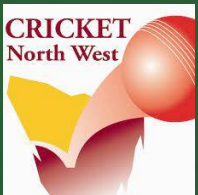


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Community Cricket

Purpose	To inspire, engage and entertain our communities on and beyond the field of play			
Values	Pride in the Tribe Capture the fun My Team, Your Team, Our Team Great Today, Better Tomorrow Honest in Action			
3 year vision	1. Increase cricket participation 2. A Big Bash winning team 3. Become a leader in people performance and wellbeing 4. Increase profitable revenue and reinvestment into cricket			
Strategy	Influence decision makers to choose cricket by being innovative in our offerings and communicating effectively			
Business Unit Focus Areas 23/24	Cricket Blast (Attracting new families)	Quality Experience (Retaining kids and volunteers)	Product Offerings (Reducing barriers/ changing perception)	Community Partnerships (Our enablers)
Key Initiatives	<p>Adaptive Blast Programs</p> <ul style="list-style-type: none"> Drive increase in Club and School program availability. Develop flexible non traditional offerings. Provide additional support and resources to create opportunities to targeted community groups. <p>Hurricanes Blast Promotion</p> <ul style="list-style-type: none"> Develop and deliver consistent Hurricanes branded state-wide school promotional program to drive registrations. <p>Program Visit and Support</p> <ul style="list-style-type: none"> Provide added value and support to volunteer coordinators. Drive increase in female coordinator recruitment and retention. 	<p>Engagement and Education</p> <ul style="list-style-type: none"> Increase the visibility of staff across the state. Review and implement coach education programs aimed at junior coaches. Provide volunteer support tailored to the community needs. <p>Junior Retention and Transition</p> <ul style="list-style-type: none"> Increase the awareness of stage 1 offerings to cricket blast families. Support skill development in junior programs to increase progression and retention. <p>Volunteer Recognition</p> <ul style="list-style-type: none"> Community Cricket Awards program. Develop and implement volunteer recognition program. 	<p>Piloting Alternate Formats</p> <ul style="list-style-type: none"> Further pilot split season junior cricket programs. Support affordable cricket opportunities in low socio areas. Pilot new non traditional offerings including indoor/court / E-Gaming. Increase availability of social formats aimed at Females <p>Shaping The Story</p> <ul style="list-style-type: none"> Create positive marketing to change the perception of cricket. Use data to increase urgency around the importance of prioritising junior programs in clubs and associations. <p>School Support</p> <ul style="list-style-type: none"> Support development of fundamental movement skills via captain's challenge. Support Cricket Australia's school offerings to aid transition. 	<p>Clubs and Associations</p> <ul style="list-style-type: none"> Develop partnership models with associations that aligns with CT's strategic vision. Lead the implementation of Junior Cricket strategies in clubs. <p>Third Party Delivery</p> <ul style="list-style-type: none"> Engage with external organisations to deliver tailored products to the community. <p>Local Council</p> <ul style="list-style-type: none"> Identifying infrastructure requirements for future formats and unstructured play. <p>Cricket Australia</p> <ul style="list-style-type: none"> Align reporting systems allowing data driven decision making.





CNW Junior Meeting 3 - Purpose

The purpose of this meeting is to:

- Share key information with clubs about how the season went and some key feedback particularly relating to Stage 1 Cricket (Under 12s)
- Gain further feedback from clubs to then collate and take back to the CNW Board to shape both the short-term and long-term decision making for Junior Cricket in the region.
- Hear about the good news and challenges from club-land and how both Cricket Tasmania and the CNW Board can support, resolve or celebrate these.
- Start to have conversations and consider ‘what’s next’ for Junior Cricket in the region and what data could be collated to support this.
- Thank and recognize clubs and volunteers for their efforts in running Junior Cricket this season.



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Cricket Blast Update



P1: Woolworths Cricket Blast – Regional Targets

Cricket Blast – Term 1 Programs:

This term we have several Cricket Blast programs running, with the majority of these being School-Based programs, as well as a couple of Club-Based programs. Details of these programs are outlined below.

- Ridgley CC finished a successful 4-week program last week, coming off the back of FREE programs being run at Romaine Park PS and Ridgley PS in 2024.
- Devonport CC are running a 4-week program after the success of their 8-week program in Term 4.
- School-Based programs have commenced at the following schools based on running successful programs at the school previously, or data telling us these schools have underperformed in Term 4:
 - Devonport Primary School
 - Hillcrest Primary School
 - East Ulverstone Primary School (Leighlands and Sacred Heart students attending)
 - Penguin District School (Penguin CC assisting CT with the delivery of this program)

Term 1 Programs 2025	Registrations
Ridgley Cricket Club	24
Devonport Cricket Club	12
Hillcrest Primary School	15
Penguin District School	46
East Ulverstone Primary School	58
Devonport Primary School	12
Total	167



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P1: Woolworths Cricket Blast – Regional Targets



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Club Traditional Programs	24/25 Registrations
Target 297	
Burnie Hurricanes CC	37
Circular Head CC	26
Devonport Orions CC	51
Latrobe CC	23
Port Sorell CC	8
Sheffield CC	18
Spreyton CC	18
Ulverstone CC	59
Wynyard CC	30
Total	270

Pop-Up/Holiday Programs	24/25 Registrations
Target 168	
West Coast Holiday Program	2
Summer Holiday Program Dev	39
Summer Holiday Program Bur	16
School Pop-Up Programs (HPS, PDS, DPS)	19
Devonport Orions CC	12
Ridgley CC	24
Total	114

Low Socio Programs	Target 40	24/25 Registrations
Ridgley Primary School		33
Total		33

CA Funded Programs (WWCF and All Girls)	Target	24/25 Registrations
84		
Miandetta Primary School		65
Romaine Park Primary School		85
East Devonport Primary School		45
Term 3 All Girls Colour Blast		40
Summer Holidays All Girls Colour Blast*		53
Total		288

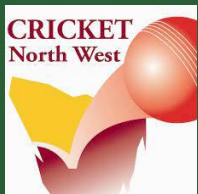
School Traditional Programs	24/25 Registrations
Target 108	
Term 4 – Stella Maris and DCS	68
Term 1 – HPS, PDS, EUPS, DPS	177
Total	245

P1: Woolworths Cricket Blast – Regional Targets



We have officially exceeded our Blast target numbers for the North West, as well as exceeding last year's Blast numbers by **over 400 participants**. This is a credit to the community cricket team, particularly our casual team who are out delivering program multiples afternoons each week.

Program Type	Total 23/24	Target 24/25	Total 24/25
Club Traditional	266	297	270
School Traditional	-	168	177
Pop-Up/Holiday	103	108	115
Low Socio	48	40	33
CA Funded	-	84	288
Total	426	697	883



Cricket Blast – Feedback



- What ideas does your club have on retaining Cricket Blast participants for next season either through staying in Cricket Blast or transitioning to Under 12s?
- What support can Cricket Tasmania provide to help your club run successful programs next season.



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Stage 1 Community Cricket Review



Key Objectives

To gather feedback from coaches

- What challenges do they face?

To understand the barriers are to a quality experience for players

- Both at training and on game day

To provide direction on the next steps

- How can we support coaches?
- How can we improve experience for players after Blast?



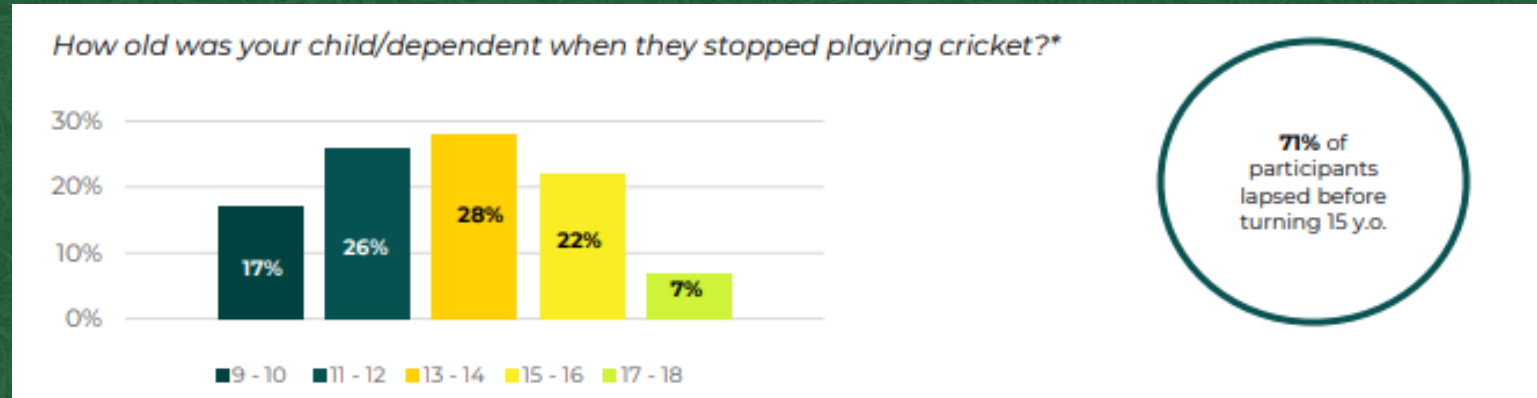
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What does prior CA Research tell us?

Last season, CA surveyed and interviewed lapsed junior cricketers – these are ex-junior cricketers who hadn't registered in the past two seasons.

The major reasons for lapsed junior participants are:

- Lack of time (27%)
- Lack of interest in the game (24%)
- Dissatisfaction with their club (20%)



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Research Method Feedback Mechanisms

Face-to-face meetings with club volunteers

These took place via club,
training and match visits across
the state (25 clubs represented)

Survey

78 junior
coaches/coordinators at a
stage 1 or under-12 level were
sent a survey.

Interviews

Conversations with high-
performance coaches and
board members of various
committees (2 boards
represented)

This feedback aimed to elicit responses regarding:

1. Challenges with training and coaching young participants
2. Challenges on game day with coaching young participants
3. Skill gaps that reduce the quality experience on game day and at training
4. Skill gaps that impact quality of high-performance teams
5. Reasons for lapses in participation at their club



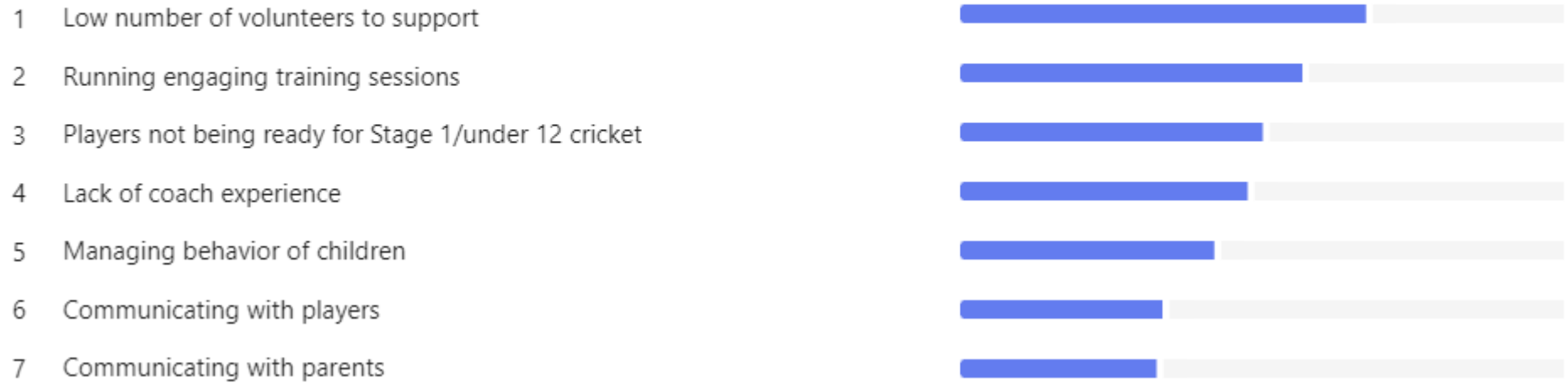
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Results

Survey

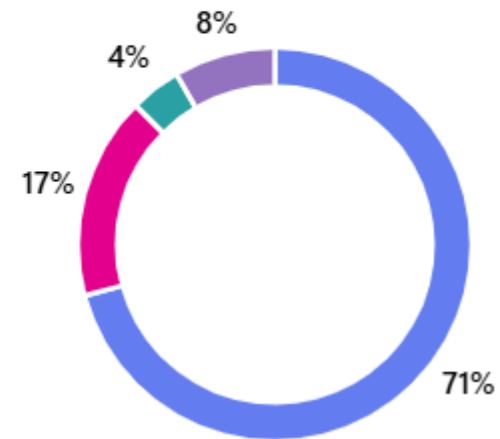
5. What are the most significant struggles junior coaches face at your club? (Rank 1-7)

[More details](#)



4. What skills do you see stage 1 players struggle with the most?

● Bowling accuracy/throwing when bowling	17
● Batting/striking the ball	4
● Fielding	1
● Other	2



Results

Interviews with clubs –
Qualitative Data

Key Barriers:

- **Bowling** was viewed as the skill that most significantly contributed to a poor experience
- Many clubs stated that **coaching competency** was an issue – this included the following:
 - Activity/drill ideas
 - Time to prepare
 - Communication with players (knowing what's wrong but not knowing how to fix it)
 - Differentiation for varying skill levels
- Many coaches recognised a large **gap between Blast and Stage 1/Under 12 cricket**
- Clubs recognised that kids and parents were **choosing to play other sports**. This was a common theme in the north of the state, with basketball being mentioned regularly.



Barrier to enjoyment/success	Number of clubs	Percentage
Coach Competency*	21	84%
Bowling	17	68%
Age Gap between players	13	52%
Fielding	11	44%
Batting	6	24%
Equipment	5	20%
Other Sports	4	16%
Club facilities*	4	16%
Lack of girls' numbers/program*	2	8%

Clubs Involved: 25





What's Next?

Barrier	CT's Next Steps
Coaching Competency	<ul style="list-style-type: none">Refinement of Coach Approach with a clear execution plan and delivery process.
Bowling	<ul style="list-style-type: none">Bowling intervention program with junior players (identified by clubs).Upskilling coaches on strategies to develop bowling skills at their clubs (possibly through coach approach).
Junior players aren't ready for formal cricket	<ul style="list-style-type: none">Further development of Outfield Stage 1 Smash program.Clear participation pathway with early promotion.
Competition with other sports	<ul style="list-style-type: none">Targeted development of programs that reduce time and enhance engagement (Stage 1 Smash in the North of the state is vital)





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CNW Local Competitions + Upskills
Discussion and Feedback





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Hurricanes Stage 1 Smash Program:

STAGE 1 SMASH

FUN, FAST MODIFIED CRICKET MATCHES PLAYED ON OUTFIELDS
ALL EQUIPMENT PROVIDED - SIMPLY TURN UP AND PLAY
ALL GAMES PLAYED AT A CENTRAL LOCATION
SHORT 4 MATCH ROSTER IDEAL FOR JUNIOR PLAYERS NEW TO THE GAME
MATCHES TO BE PLAYED IN UNDER 60 MINS

FURTHER DETAILS AND REGISTRATION BELOW

LOCATION Burnie Region - Acton Rec Ground
91 Payne St, Acton, 7320

TIME 4.00pm - 5.00pm

DATE Wednesday Afternoons - 4-weeks
March 5th until March 26th

SCAN TO REGISTER

FOR MORE INFORMATION PLEASE CONTACT JOSH MARSHALL (NORTHERN) - 0407 576 184 | PAUL TAYLOR (HOBART) - 0404 477 111

STAGE 1 SMASH

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FURTHER DETAILS AND REGISTRATION BELOW

LOCATION Devonport Region - Meercroft Park
North Street, Devonport

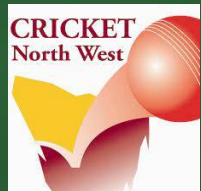
TIME 4.30pm - 5.30pm

DATE Monday Afternoons - 4-weeks
March 3rd until March 24th

SCAN TO REGISTER

FOR MORE INFORMATION PLEASE CONTACT JOSH MARSHALL (NORTHERN) - 0407 576 184 | PAUL TAYLOR (HOBART) - 0404 477 111

- Cricket Tasmania Community Cricket team have facilitated the Term 1 Stage 1 Smash programs
- Programs work well and will provide a key step in the participation pathway for the region
- Key for this program is that it is not team based – individual registrations and 8 participants per ground

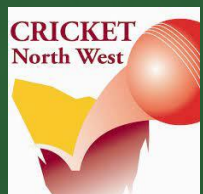


Burnie Program

- 37 participants
- 33 Male and 3 Female
- Good mixture of levels of participants

Devonport Program

- 24 participants
- 23 Male and 1Female
- Majority less experienced participants



CNW Junior Team Numbers 2024/25:

<u>Under 12s – 13 teams</u>	<u>Under 14s – 8 teams</u>	<u>Under 16s – 6 teams</u>	<u>Female Dev League – 3 teams</u>	<u>Under 18s – 6 teams</u>
Burnie Hurricanes Purple	Burnie Hurricanes	Burnie Hurricanes	Devonport	Burnie Hurricanes
Burnie Hurricanes Black	Devonport Blue	Devonport	Latrobe	Devonport
Devonport Blue	Devonport White	Sheffield	Wynyard Tigers	Sheffield
Devonport White	Latrobe	Latrobe		Latrobe
Sheffield Green	Ulverstone Black	Ulverstone		Ulverstone
Sheffield Gold	Ulverstone Red	Wynyard Tigers		Wynyard Tigers
Latrobe	Wynyard Tigers			
Ulverstone	Circular Head			
Wynyard Hills				
Wynyard Allen				
Wynyard Cox				
Spreyton				
Circular Head				

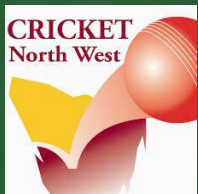
Junior Cricket Team Numbers:

- Under 12s will increase by 1 team when Burnie Hurricanes add a second team in the Summer Roster
 - Under 14s reduced by 2 teams with the withdrawal of Sheffield CC and one team from Burnie Hurricanes
 - Under 16s and 18s have maintained team numbers – a good effort in a challenging age group to retain
 - Female Development League has increased by one team – credit to all three clubs involved
- Wins or Challenges regarding team numbers or player registrations?**



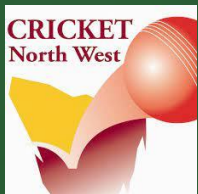
Junior Team Numbers and Experience:

- What recruitment or retention methods did your club use in the lead-up to the commencement of your Junior Cricket programs?
- How did your club ensure they were providing a quality experience to your parents/participants? (e.g. volunteer recruitment, welcome email, Senior player involvement, special events, Coaches attending Level 1 course)
- What ideas do your club have on retaining Junior Cricket participants for next season?
- Is there any data you would like Cricket Tasmania to look into to help with your recruitment or retention of Junior Cricket participants?





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Cricket North West – Junior Comps Rule Changes

Please see below key rule changes and topics of discussion based on change to comps this season.

CNW Junior Rule Changes:

- **Age Eligibility Date Change to January 1st (prev September 1st)** – has this worked? What flow-on effects has this had (if any?).
- **Under 14s Bat on After Reaching Total** – is this rule working? Are we increasing participation with this rule change?
- **Under 16s Wides leniency** – has this helped reduce game time? Is this providing more positive experiences?
- **Under 12s Ball** – CNW Board have moved that balls be used each season for the pre-Christmas part of the season. Then further decision made on post-Christmas with this likely to be up to each clubs preference or split into two divisions.
- **Junior Cricket Competition** - roster length, ‘double-headers’, match formats

Any other future rule changes to discuss?



Upskill Opportunities 24/25:

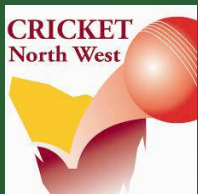
Coach Approach – 3 x Sessions held on the NW with 25 attendees

PlayHQ – 1 x Admin Sessions and 2 x E-Scoring Session – all cancelled

Blast Coordinator Training – 1x pre-season session with 15 attendees

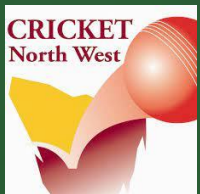
Feedback Questions:

- Is Cricket Tasmania providing adequate levels of Volunteer Support to clubs?
- How do we get more people from clubs to register and attend our Upskill sessions?
- Is there any gaps Cricket Tasmania are missing with our Volunteer support?





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High Performance Update

- **Marc Simonds (NW HP Coach)** will provide a formal update in the coming weeks in regards to the 2024/25 season which has now wrapped up and plans for 2025/26.
- Club nomination process for next season will open in the coming weeks with clubs encouraged to nominate both male and female players
- Any further questions or feedback please reach out to Marc directly as he is happy to be contacted to discuss.



**Thank you for your
attendance and
involvement in
Junior Cricket!**

**Any questions
please contact our
CT Staff Members**