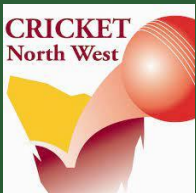




Cricket North West Pre-Season Clubs Meeting August 2025





Community Cricket Tasmania Staff Structure

Community Cricket Staff - Greater North

Greater Northern Cricket Manager – Josh Marshall - 0407 576 184

North-West Cricket Development Officer – Claire Alexander – 0447 760 878

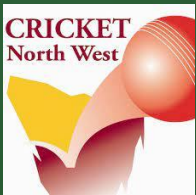
Greater Northern Competitions Officer – Mitchell Jones – 0423 866 066

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

Casuals – Shena Campbell, Mitch Hudson, Crystal Gleeson, Zoe Last, Jack Anderson, Tyler Hearps, Max Hay, Logan Heazlewood, Tristan Downward, Ethan Duff, Beren Greiner-Chalmers.

Cricket Tasmania High Performance:

Head of Talent and Development – Greg Hechter – 0421 563 399



Cricket North West Board Contacts



President:

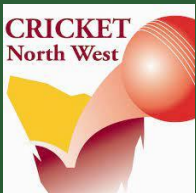
Scott Pearce - scott.tpearce10@gmail.com – 0499 925 969

Board Contacts:

Secretary - Garry Collins- cricketnorthwest@outlook.com.au - 0477 013 767

Susan Underwood - susan.underwood@decyp.tas.gov.au - 0429 397 149

Darren Nicolle – hakkem@bigpond.com - 0408 262 971



Cricket North West Junior Meeting 1:

Agenda:

- CT Community Cricket Strategy and 'Personas' Information Share
- Cricket Blast Discussion and Updates
- Hurricanes Programs Update and Feedback
 - Colour Blast
 - Stage 1 Smash
 - Social Smash
 - Hurricanes Holiday Cup Week
- Junior Cricket Update
 - Club Feedback and Discussion
 - Key Dates and Season Timelines
 - Competition Rules and Procedures Updates
- Volunteer Upskill and Funding Opportunities

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	Increase sustainable cricket participation Develop winning elite teams Become a leader in performance and wellbeing Increase profitable revenue and cricket investment				
Strategic Priorities	Recruit and engage new families through Cricket Blast	Support volunteers to provide quality cricket experiences for kids in safe environments	Promote and Deliver "Hurricanes Smash" offerings that reduce barriers to playing	Support the community to grow and cater for increased registered participation	
Strategic Objectives	Adaptive Blast Programs - Drive increase in Club and School program availability. - Plan, deliver and support flexible Blast offerings. - Provide additional support and resources to create opportunities to targeted community groups.	Coach and Volunteer Education and support: - Implement bespoke regional upskill opportunities for junior coaches and volunteers. - Redesign Community Cricket awards to recognise and support volunteers	Stage 1 Smash - Imbed Stage 1 Smash programs across the state - Develop Statewide Promotional Program to drive participation.	Association Support: - Develop partnership models with associations that aligns with CT's strategic vision - Support Competition Management Duties to alleviate volunteer Burdon	
	Hurricanes Blast Promotion Deliver consistent Hurricanes branded statewide school promotional program to drive registrations.	Safeguarding Children: - Implement Mandatory registrations via Play HQ for junior coaches. - Increase support and connection with club's Child Safety Officers. - Increase associations awareness and obligations to support clubs to minimise risk.	Court Smash - Deliver Hurricanes Court Smash at targeted venues - Capture and review participant feedback to assist with further developments. - Collaborate with marketing team to capture content to help drive future marketing campaigns.	Club Support: Prioritise practical and financial support to clubs that align with CT's strategic vision.	
			Social Smash - Deliver Social Smash pilot programs in targeted areas of the state. - Capture and review participant feedback to assist with further developments - Collaborate with marketing team to capture content to help drive future marketing campaigns.	Manage Consistent Participation Benchmarking - Track individual registrations to give accurate record of active participants and coaches. - Develop participation retention measure	
Success Measures as at 30 June 2026	5,000 Kids Playing Woolworths Blast 12,000 Hurricanes Blast Promotional Engagements	100% Roll Out Of Regional Volunteer Education Programs 100% of Junior coaches/volunteers Registered Via Play HQ	100% roll out of Hurricanes Smash Series 1,000 Participants Stage 1 Smash	21,000 Registered Players	



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Junior Cricket Personas

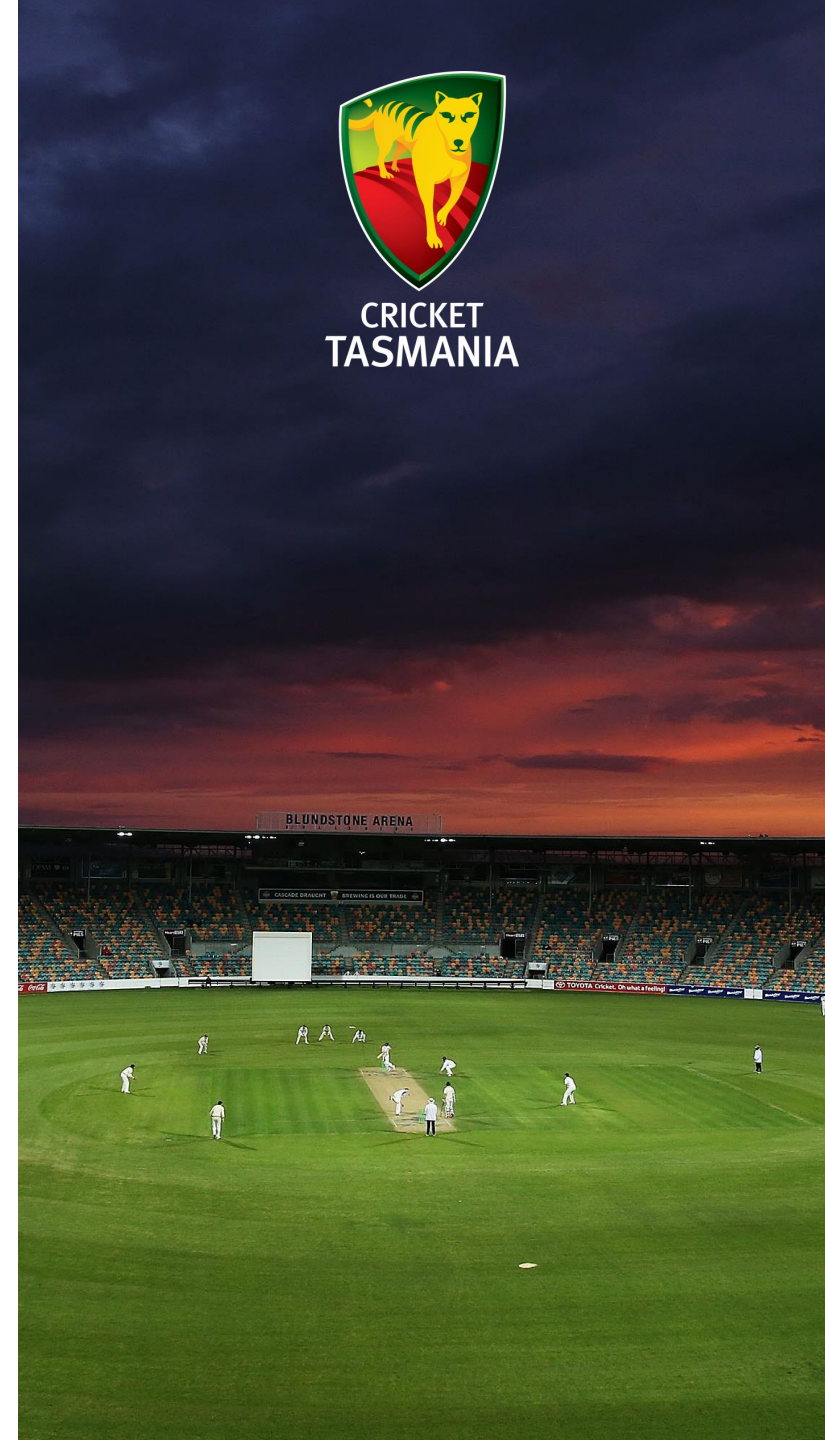


Cricket Australia's Research

What has been done at a national level?

In recent research by CA, they found that junior cricket participants could be placed into certain “personas”. This behavioural segmentation was created from interviews, surveys and workshops with:

- Current participants
- Lapsed participants
- Non-participants
- Parents of participants



What is a Persona?

The Personas (or characters) from this research shows the different **personalities and traits** that we see in junior cricketers in Tasmania and Australia wide.



Junior cricket Personas

- I want to play the sport
- I want to play a game



The Competitor Mitchell

Motivated by winning & skills progression
9-17 years of age



The Dreamer Jacob

Motivated by skill progression, winning & teamwork
5-17 years of age



The Traditionalist Aarav

Motivated by knowledge, skills progression & teamwork.
5-17 years of age



The Socialite Anika

Motivated by friendship, fun & teamwork
5-17 years of age



The Curious Kayla

Motivated by friendship & fun
5-17 years of age



The Sampler Beckett

Motivated by fun, skill progression & friendship
5-9 years of age



What does this mean?

Competitors, Dreamers and Traditionalists want to play the SPORT.

The **Curious, Samplers and Socialites** want to play the **GAME**.

Those wanting to play the game was ~80% of the market.



CT's Personas

The Sampler

The Competitor

The Socialiser

The Traditionalist



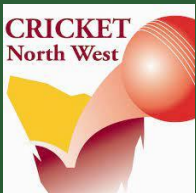
How does this align with our Community Cricket Strategy?

	Pillar 1	Pillar 2	Pillar 3	Pillar 4
Strategic Priority	Engage New Families (Participation Growth)	Quality Experiences and Retention (volunteer support)	New Product Offerings	Grow Registered Participation
What persona fits this pillar?	Samplers	Competitors Traditionalists (how we can engage all personas)	Socialisers	All pillars and personas lead to this growth



Cricket Blast Discussion and Key Updates





Cricket Blast – Local Plans

AROUND THE GROUNDS

Recruitment and Retention Plans

- New Participants
- Previous Participants
- Coordinators and Volunteers



Program Start Dates and Day of the Week

Ideas to improve your program

P1: Woolworths Cricket Blast – Regional Targets



Adaptive Blast Programs						
	Traditional Club	Traditional School	Pop Up (including Holiday)	Low Socio (CT Funded)	CA Funded (including Colour Blast)	Total Blast Participants
	Registrations	Registrations	Registrations	Registrations	Registrations	
2023/24	266	-	103	48	-	417
2024/25	270	177	158	33	288	697 Target 926 Actual
2025/26 Targets	320	230	195	79	160	984
Targeted Growth	18.5%	29.9%	23.4%	139%	-44%	6.3%

Cricket Blast No. of Programs					
	Club	Trad School	Pop-Up / Holiday	CA / CT Funded	Total Programs
2023/24 Actuals	9	-	6	1	16
2024/25 Actuals	10	5	7	5	27
2025/26 Targets	12	8	17	6	43
Targeted Growth	20%	60%	143%	20%	59.3%

Cricket Blast Promotion		
	Hurricanes Blast Promotion	
	Schools	Students
2023/24 Actuals	?	?
2024/25 Actuals	31	3931
2025/26 Targets	37	5105
Targeted Growth	19.4%	29.9%



HURRICANES BLAST PROMO



INTERACTIVE | ACTION-PACKED | INCLUSIVE

45-MINUTE SESSIONS FOR P-4 STUDENTS
DELIVERED BY TRAINED CRICKET TASMANIA STAFF
CATERING TO 2-4 CLASSES PER SESSION

EACH STUDENT WILL RECEIVE
A HURRICANES GIVEAWAY
AND INFORMATION FOR THEIR
LOCAL WOOLWORTHS CRICKET BLAST CLUB

**REGISTER YOUR
SCHOOL TODAY!**



Hurricanes Blast Promotion (HBP)

- 45 minute high intensity promotional session aligned to HBP minimum standards
- Delivered within 4 weeks of an (activated) Woolworths Cricket Blast program that is within 25kms of the school.
- 2-4 classes at once aimed at Prep – Year 4 Students
- Staff to be wearing Hurricanes/Blast Clothing.
- Communicated with targeted club in advance – with clubs strongly encouraged to get involved to get their club badge in front of kids!
- Lesson plan is delivered consistently from region to region.
- First school visits commencing Week 8 9th September.
- Clubs to have Blast programs online ASAP.



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Hurricanes / CT Programs Updates and Feedback



GIRLS COLOUR BLAST PROGRAM



For Girls who are new or have played previously. Experience cricket in a new and exciting way, through "Non Traditional" fun, skill and game based activities with a splash of colour and water!

Colour Run included!

The option to select the activities you participate in across the 2 days:-

Both Days: Creative Games and Activities

Day 1: Creative games and activities, **Day 2:** Skill/modified games (Ages 9+)

Ages: 5-12

Cost: FREE

Participant Pack: White shirt, tote bag, stress ball and hat

Program Details:

When: Monday 29th and Tuesday 30th September

Where: Meercroft Park

Time: 10.00am - 12.00pm

To register and for more information, scan the QR Code



Girls Colour Blast Term 3 School Holiday Program:

COLOUR, CRICKET, WATER, FUN!

- FREE program delivered during the Term 3 school holidays at Meercroft Park, Devonport.
- 29th and 30th September 10am-12pm.
- Aimed at girls who are new, or have played cricket previously.
- Scan the QR code for more details and to register.
- Please share the Facebook post when it goes online, especially to girls who are seeking an alternative cricketing format.
- Following this program there will be a FREE 4-week transition program for girls who want to continue cricket participation



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

Hurricanes Stage 1 Smash Program Offerings:

- Cricket Tasmania plans to increase our offerings of the Hurricanes Stage 1 Smash Program after the success of Term 1 2025.
- Programs planned for Devonport (Mondays), Ulverstone (Tuesdays) and Burnie (Wednesdays) commencing in mid-November 2025.
- Promotion will be done through 'School Cups' for Grades 5/6 and NW School Sports Expos for Grades 3/4
- Programs aim to provide a bridge in the gap between Cricket Blast and Stage 1 Junior Cricket in a gameplay focused environment.
- Local clubs encouraged to be involved in the delivery of programs – please let Josh know if you would like to be involved
- Questions?

Hurricanes Girls High School Social Smash:

- Cricket Tasmania will this season run the Hurricanes Girls High School Social Smash Gala Day in Devonport on Wednesday November 5th at Meercroft Park.
- All NW public and private schools have been invited to send teams along to the Gala Day to play modified outfield matches.
- Following this Gala Day, Cricket Tasmania will run a FREE 4-week program at Meercroft Park with modified games.
- Individual registration for participants and CT Staff will organise players into grounds each week.
- Clubs strongly encouraged to be involved in assisting with the 4-week program to help connect participants with clubs for 'next steps' of playing club cricket.
- Questions?





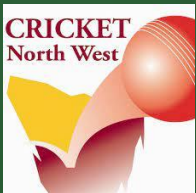
Hurricanes Holiday Cup:

- Cricket Tasmania plans to run the Hurricanes Holiday Cup this season – providing more opportunities for kids to play more formal cricket games with their club in the school holiday period
- Plan is for competitions for Under 12s and Under 14s with the same rules used as local competitions
- Teams will play 2 x T20 games per day
- Two competitions will be run, one in the Launceston region and the other in the Devonport region.
- Clubs are able to nominate teams for either or both competitions should they wish.
- **Devonport Event** – Wednesday January 7th and Thursday January 8th (mix of turf and synthetic grounds)
- **Launceston Event** – Tuesday January 13th and Wednesday January 14th (mix of turf and synthetic grounds)
- Cricket Tasmania is working on securing a sponsor the events so there will be no team entry costs, and cost of balls and ground bookings will be covered by Cricket Tasmania.
- The above is still in planning mode and details may change
- **Questions? Feedback?**



Cricket North West Junior Competitions and Clubs Discussion

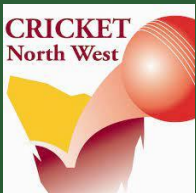




CNW Junior Clubs – Around the Grounds

Recruitment Plans

- Participants and Players
- Coaches, Coordinators and Volunteers
- Good news or ideas?
- Challenges or problems?



Cricket North West – Junior Comps Structure

Under 12s – Split Season Model

- Stage 1 Junior Cricket rules – 20-Over matches
- Games played on Sundays starting at 10.00am
- No finals or ladders

Under 14s

- Stage 2 Junior Cricket rules – 30-Over matches
- Games played on Sundays starting at 10.00am or 1.00pm following U12s
- No finals or ladders

Under 16s

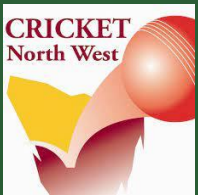
- Stage 3 Junior Cricket Rules – 40-Over matches
- Games played on Sunday mornings commencing at 10.00am
- Finals introduced – top 4 for Semi-Finals, winners into Grand Final

Female Development League

- Stage 2 Junior Cricket rules – 20-Over matches
- Same as last season but will be guided by clubs if a day of the week change is required

Competition	Day of the Week	Start Date
Under 12s (Stage 1)	Sunday 10.00am	9 th November 2025
Under 14s (Stage 2)	Sunday 10am/1pm	9 th November 2025
Under 16s	Sunday 10.00am	26 th October 2025
Female Development League (formerly U17s Girls)	Monday night	10 th November 2025
Under 18s T20	Friday night	16 th January 2026

Clubs are strongly encouraged to ensure their teams and players are all playing at the appropriate level of cricket to give everyone involved the best possible experience and to help develop their game



Cricket North West – Junior Comps Rule Changes

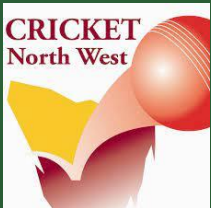
Following some feedback and some minor incidents in the 2024/25 season, please see below number of small changes made to the CNW Junior Competition Rules

CNW Junior Rule Changes / Discussion Points:

- **Under 12s Ball** – As discussed at the post-season meeting the 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.
- **Timing of Matches** – how can we ensure matches are being played as efficiently as possible?

Do clubs have any other suggestions of changes of rules to pass onto the CNW Board for their consideration to review?





Cricket North West Overage Player Process

- Cricket North West will again have a process for the application of overage junior players.
- Clubs are asked to fill out a form with relevant information about the player, as well as the reasoning for the application.
- CT Community Cricket Staff and the CNW Cricket Committee will then review these applications and provide clubs with feedback
- Following feedback from last season those with Overage permits will be closely monitored throughout the season.
- QR Code for the form is to the right and will also be sent out in the CNW Clubs Update
- Worth noting since the change of cut-off date the number of applications has reduced considerably





Coach Approach Upskill Sessions

Combined Blast Coordinator/Coach Approach Upskill (Sept-October)

- Each club to have a blast coordinator and junior coaching representative attend

Coach Approach Sessions (November/January-Feb)

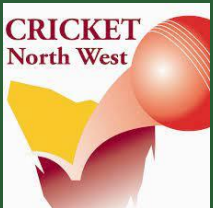
- Opportunity for clubs to send coaches/volunteers to pick up new skills and techniques for their sessions

Club Training Visits

- This will be ongoing support that is available after attendance at Coach Approach sessions

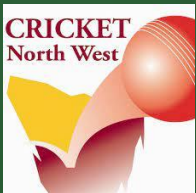
Regular communication with registered volunteers and attendees

- Monthly communication sent to coach approach attendees with extra tips/resources



Mandatory Coach Registration

- Cricket Tasmania wishes to inform clubs and associations that it will be enforcing mandatory PlayHQ registration for all coaches in Senior and Junior Cricket this season.
- Coaches will register via PlayHQ in a similar process to players registering (noting they do not need to pay the NRF) and will need to provide their WWVP details during the registration process.
- Clubs need to ensure coaches have a valid WWVP card and that their WWVP profile is connected to the cricket club – an important step should anything go wrong
- Spot checks based on the WWVP data provided on PlayHQ will be conducted throughout the season.
- Key information has been provided to Child Safety Officers at each club but if clubs wish to find out more please [click here](#).



Other Upskill and Development Opportunities

PlayHQ Admin Training

- No formal training this season – [click here](#) for online resources for clubs and volunteers

Cricket Blast Coordinator/Volunteer Training

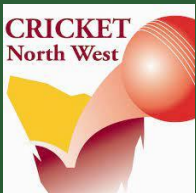
- Monday September 29th – Ulverstone CC – 6pm to 7pm. [Click here](#) to register for the session

Coach Approach Upskill Session

- Monday September 29th – Ulverstone CC – 6pm to 7pm. [Click here](#) to register for the session

Pre Season Junior PlayHQ E-Scoring Training

- Monday October 27th – Ulverstone CC – 6pm to 7pm. [Click here](#) to register for the session



Funding Opps and Key Reminders

CT Club Development Funding

- OPEN NOW – focus on Recruitment, Promotion and Providing Quality Experiences and Volunteer Support
- Click [here](#) to apply now – noting one application per club.

ACA Grassroots Cricket Fund

- OPEN NOW – To be eligible clubs need to be CT Affiliated and run Cricket Blast, Juniors or Women's programs.
- Click [here](#) for more information.

CNW Clubs Update

- This will have all key information throughout the season

CNW Website – check out the CNW website below.

- <https://cricketnorthwest.com.au>



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Cricket Tasmania High Performance Update





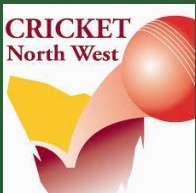
High Performance Pathways Update

- On 19 August 2025 (Tuesday) at 18:00 there was a launch event for Cricket Tasmania High Performance / North West Raiders Programme at The Point, West Park, Burnie, with over 50 attendees.
- After welcome and introduction by CNW President (Scott Pearce), Greg Hechter (CT Head of Talent and Development) outlined plans for Ct High Performance / North West Raiders Programme for the upcoming period.
- Andrew Gale (Male Pathways Head Coach) and Natalie Schilov (Female Pathways Head Coach) provided further information on the programme and presented players with GN Raiders kit.
- Clubs, parents and participants were provided the opportunity to ask questions about the pathway programs.





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High Performance Pathways Update

Cricket Tasmania has decided to rebrand their pathway programs to align with the Greater Northern Raiders as part of the Greater Northern Cricket Strategy from 25/26 to 28/29.

Programs:

- Emerging Raiders (Formerly Tigers)
(6 Male, 1 Female)
- Raiders Development Program (Formerly CT)
(19 Male, 4 Female)
- Raiders Rookies (No Change)
(40 male, 9 Female)



Game Play

- **Intrastate Cup – 29th September – 10th October**
- Up to 25 games
- **Hurricanes Cup – January**
- 6 Rounds with a final
- **National Championships – December – January**
- U19 M Perth, U19 F NSW, U17 M Brisbane, U16 F Launceston

Any questions please contact Greg Hechter or Alistair Taylor

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

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



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