



Metropolitan Junior Community Cricket Strategic Plan 2025 – 2028



Purpose

To nurture and grow community junior cricket by empowering clubs and fostering welcoming experiences that connect people and strengthen communities.



Vision

A future where everyone, everywhere can experience the joy of cricket — where opportunity is open to all, and every game leaves people wanting to come back.

Values

Inclusive Environments

- Environments that support children, families and volunteers to thrive, on and off the field.
- Environments that support enjoyment and fun for all stakeholders, on and off the field.

Integrity

- Everyone is treated with respect, both on and off the field.
- We expect all players, families and volunteers to contribute to the best of their own ability.

Teamwork

- Working as a team to create the optimal environment for children, families and volunteers to thrive, both on and off the field.
- Working together to ensure that everyone in the game is valued and can contribute, both on and off the field.

Strategic Priorities

Junior Cricket Experience

Create cricket experiences kids love — and want to keep coming back to.

What we will do:

1. Build the capability and sustainability of clubs
2. Attract and welcome new and returning members
3. Support and recognise volunteers
4. Foster positive player behaviour and club culture
5. Advocate for improved access to quality facilities

Club Support

Stronger clubs, stronger cricket

What we will do:

1. Evolve game formats and delivery models
2. Recognise and celebrate junior players
3. Design inclusive experiences
4. Keep cricket accessible and affordable
5. Advocate for improved access to quality facilities

Organisational Sustainability

A connected, capable association driving sustainable cricket communities.

What we will do:

1. Strengthen financial sustainability
2. Embed contemporary governance practices
3. Develop succession plans and leadership pathways
4. Foster a strong, inclusive culture
5. Enhance engagement with member clubs
6. Leverage data and technology

Measures of Success



Number of Players



Member Satisfaction



Sports Governance
Standards

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Achieving Strategic Priorities



Junior Cricket Experience

What we will do:

1. **Evolve game formats and delivery models** to better engage young players and keep them coming back each season.
2. **Recognise and celebrate junior players** through awards, storytelling, and the promotion of Spirit of Cricket values.
3. **Design inclusive experiences** that reflect our changing communities, including cultural considerations and diverse participation needs.
4. **Keep cricket accessible and affordable** by identifying and addressing cost barriers that may limit participation, especially as children progress.



Club Support

What we will do:

1. **Build the capability and sustainability of clubs** by providing tools, resources and targeted support to help them thrive and offer a great cricket experience on and off the field.
2. **Attract and welcome new and returning members**, with a focus on engaging underrepresented groups such as girls and families new to cricket.
3. **Support and recognise volunteers** through targeted recruitment, training, and celebration of their contribution.
4. **Foster positive player behaviour and club culture** to create welcoming and respectful environments for all.
5. **Advocate for improved access to quality facilities**, especially in communities facing socio-economic challenges.



Organisational Sustainability

What we will do:

1. **Strengthen financial sustainability** by securing ongoing funding through partnerships, grants, and support.
2. **Embed contemporary governance practices**, including clear roles, risk management, and alignment with national sport governance standards.
3. **Develop succession plans and leadership pathways** across the MJCC board and sub-committees to build continuity and long-term capability.
4. **Foster a strong, inclusive culture** across MJCC and the cricket community by championing diversity, equity, and belonging.
5. **Enhance engagement with member clubs** by building two-way communication, and genuine opportunities for input into MJCC's direction.
6. **Leverage data and technology** to improve decision-making, operations, and experiences — including PlayHQ partnerships and other emerging opportunities.