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COMMUNITY CRICKET: LOCAL GAME COORDINATORS

INTRODUCTION

The **NATIONAL DEVELOPMENT PROGRAMME** began in 1999. Its initial focus was at the primary/junior level and comprised the '**MILO INITIATIVES**'. Each Major Cricket Association appointed a **CRICKET DEVELOPMENT MANAGER** [CDM] to formulate a strategic development plan and implement and manage the delivery of the MILO Initiatives through a team of Cricket Development Officers [CDO] known as the **MILO SUMMER SQUAD**.

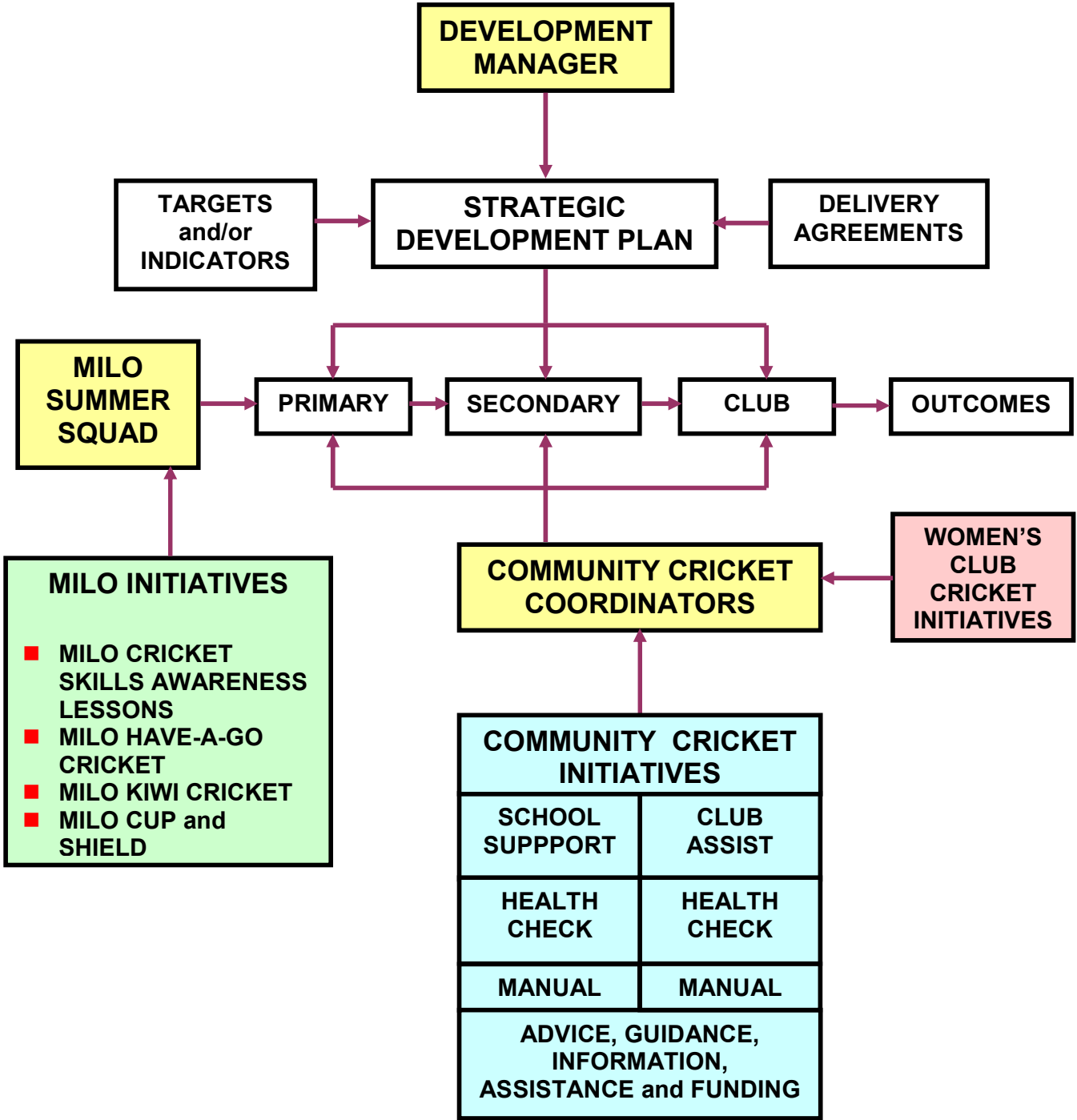
In 2000 New Zealand Cricket sponsored a series of 'think tanks' to examine the current state and future direction of the game in secondary schools, clubs and districts. The recommendations from these reviews were incorporated in 2001 into the National Development Programme. Known as the '**COMMUNITY CRICKET INITIATIVES**', these recommendations are aimed at revitalising the health and well-being of secondary schools and clubs by the systematic management of issues and problems that confront them.

The Community Cricket Initiatives consist of two interrelated programmes – known as '**SCHOOL SUPPORT**' and '**CLUB ASSIST**'. These are administered by **COMMUNITY CRICKET COORDINATORS** [CCC] or their equivalent [eg. **CLUB MANAGERS**] working in a cluster of clubs and secondary schools, at a specific community level [eg. primary/junior, secondary/youth, club and/or women's], or in a large metropolitan club to identify areas for improvement and establish action plans to address their issues.

The main **ROLE** and **RESPONSIBILITIES** of these CCCs are:

1. To actively promote, integrate, **GROW** and **SUSTAIN** the game at all levels [primary, secondary, club] and to elevate the profile of cricket within the community
2. To revitalise the **HEALTH** and **WELL-BEING** of the game in schools and clubs by:
 - Implementing, delivering and/or managing the various initiatives of the National Development Programme [eg. MILO, School Support, Club Assist and Women's] [see diagram: 'Overview of the National Development Programme']

OVERVIEW OF THE NATIONAL DEVELOPMENT PROGRAMME



- Undertaking health checks with secondary schools and clubs to identify areas for improvement, and providing advice, guidance and assistance to formulate strategic development plans, and establish appropriate action plans to address the issues that confront them

To be effective in this role a CCC needs to function as a '**CRICKET OPERATIVE**' within the community. His/her main responsibility is to work closely with schools and clubs, to ensure their longevity or **SUSTAINABILITY** by assisting them improve their organisation, structures and delivery of the game. They are not 'administrators' or 'coaches', they are as the name implies 'coordinators', whose job it is to develop a presence in schools and clubs and build **RELATIONSHIPS** with cricket players, coaches [including teachers and parents] and administrators within, and between, those schools and clubs. It is not intended that the CCC replace school or club volunteers or do their work, but to undertake those tasks, such as establishing links and facilitating flows between schools and clubs, that volunteers do not have the available time to accomplish. In this way a CCC is able to make it easier for volunteers in schools and clubs to focus on the activities they originally volunteered to do.

Indeed, CCCs have found it helpful to utilise volunteers and/or fund the establishment of **LOCAL GAME COORDINATORS** to assist in **BUILDING LINKS** and **IMPROVING SERVICE** to their communities. This has been done for one or more of the following reasons: the size of a district, the



extent of the dispersal of the cricket community, the level of organisation within a secondary school or club, the availability of credible individuals with the time, knowledge and expertise to undertake such roles, and the accessibility of sufficient funding.

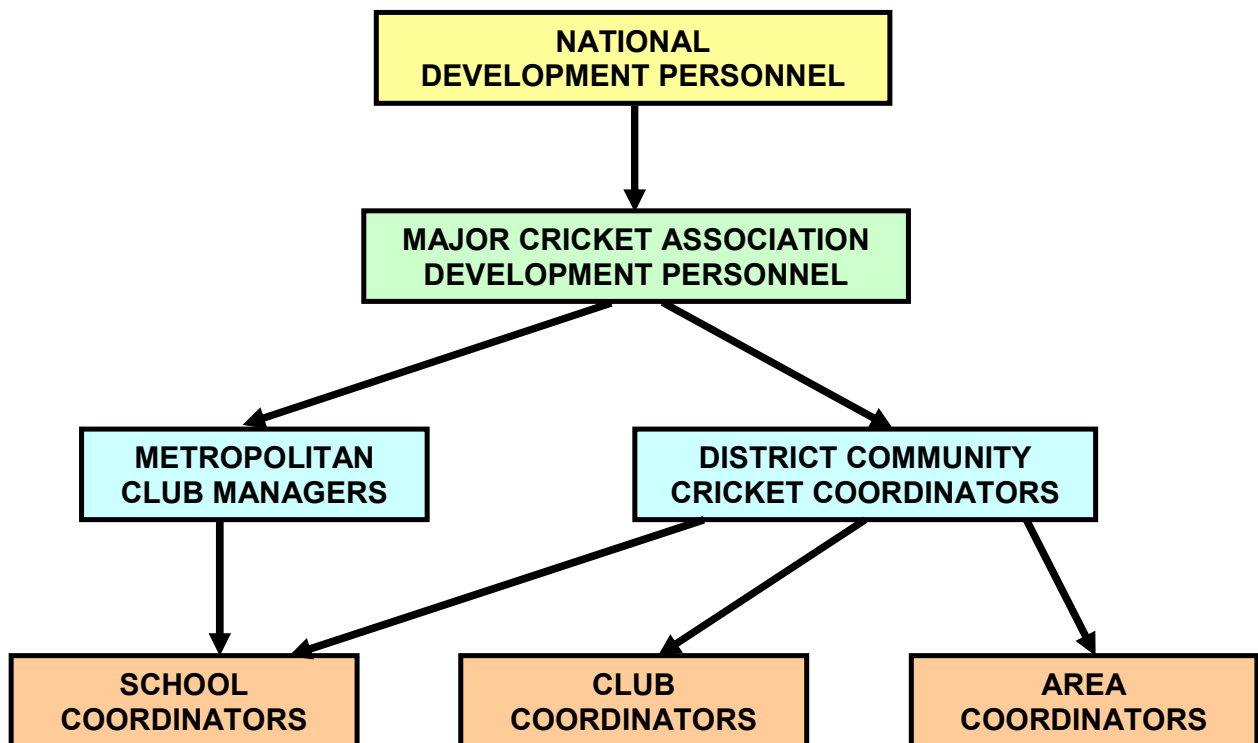
This 'School Support' and 'Club Assist' resource provides secondary schools, clubs and districts with information on the roles and responsibilities of local game coordinators. The appointment of appropriate personnel to these positions can have a significant impact on the organisation of the game at a local level, access to it and the interaction of providers. They are invaluable to CCCs in aiding the delivery of the development initiatives and provide a local operative to oversee the game and its participants.



LOCAL GAME COORDINATORS

While the CCCs work directly with schools and cricket clubs either individually or in community clusters, they frequently need assistance to help oversee the running of the development initiatives at this local level. In different parts of the country CCCs have either been instrumental in the appointment, or benefited from the appointment, of local personnel to take responsibility for coordinating access to the game and ensuring the effective servicing of players within select schools, clubs and communities. Each **LOCAL GAME COORDINATOR** has a number of specific tasks which concentrate on promoting and developing the game, increasing levels of participation, providing organisational support for schools and clubs, and fostering their interaction and the smooth transition of players. Currently there are three main types of local coordinators: **SCHOOL COORDINATORS**, **CLUB COORDINATORS** and **AREA COORDINATORS** [see diagram: Development Delivery Structure]. Most club and area coordinators are also part of the **MILO SUMMER SQUAD** being involved in setting up and running primary/junior MILO programmes.

DEVELOPMENT DELIVERY STRUCTURE



SCHOOL COORDINATORS

In many secondary schools the organisation and running of cricket is usually the role of the **TEACHER-IN-CHARGE OF CRICKET**. Some of the larger cricketing schools and/or those that have opted to establish a '**CRICKET CLUB**' within their schools to administer the game have appointed a **SCHOOL CRICKET COORDINATOR**. This position sometimes takes the place of the Teacher-in-Charge of Cricket, sometimes they work in tandem. In some instances this position is filled by a teacher, in others by a community person. The position can be paid or voluntary [see Appendix 1 for a position description of a School Coordinator at Christchurch Boys' High School]

KEY TASKS

- To coordinate the **ORGANISATION** and **RUNNING** of cricket in the school. In some schools this is done in conjunction with the Teacher-in-Charge of Cricket
- To appoint **COACHES** for all teams as appropriate and ensure responsibilities are communicated
- To appoint **MANAGERS** for all teams and ensure responsibilities are communicated



- To ensure **CAPTAINS** are appointed and arrange for them to receive appropriate leadership training and mentoring

- To arrange **PLAYER REGISTRATIONS** and the necessary trials for **TEAM SELECTION**
- To coordinate team selection with coaches and the posting of **TEAM LISTS**
- To arrange appropriate **COACH EDUCATION/DEVELOPMENT** opportunities for coaches and interested players
- To organise **SPECIALIST COACHING CLINICS** when appropriate [eg. Year 9 camps, specialist training sessions for select players]
- To establish a **TRAINING SCHEDULE** for all teams as appropriate and ensuring an equitable distribution and use of practice and playing **FACILITIES**
- To ascertain **EQUIPMENT** needs, make recommendations for equipment purchase and repair, and manage the distribution of practice equipment
- To actively communicate and enforce the rules put in place regarding **BEHAVIOUR** and the **MINIMISATION OF RISK** to players during practices and matches
- To manage the collection and collation of **TEAM RESULTS** for school assemblies and newsletters
- To organise and run a midweek **MODIFIED CRICKET COMPETITION** for players unavailable for Saturdays and/or seeking a more social/recreational playing option
- To report regularly on performance to the **CRICKET CLUB COMMITTEE** and prepare an end-of-season **REPORT** for the school magazine

CLUB COORDINATORS

Club Coordinators as the name implies are employed on either a part-time or a full-time **SEASONAL** basis by large cricket clubs, usually in a paid capacity, to undertake a select number of tasks. Such tasks are usually difficult for volunteers to accomplish as they involve midweek visits and/or the provision of services to contributing primary and/or secondary schools to strengthen the ties with these feeder institutions. The main focus of the role is to **PROMOTE THE CRICKET CLUB** within the local community by elevating the **PROFILE** of the cricket, creating **LINKS** with, and revitalising the game within, contributing primary and secondary schools, and supporting and growing junior club participation [see Appendix 2 and 3 for position descriptions of Club Coordinators in Wellington and Hamilton].

KEY TASKS

- To establish **STRONG LINKS** with local primary and secondary schools in conjunction with their School Coordinator, Teacher-in-Charge of Cricket or Sports Coordinator
- To provide **COACHING** for select teams and/or specialist training for individuals in the contributing secondary school[s]
- To assist set up a **CRICKET CLUB** within the contributing secondary school[s] to help coordinate and provide support for running the game within the school
- To organise and run **MILO CRICKET SKILLS AWARENESS LESSONS** in select local primary schools to increase interest in the game and actively recruit children into the cricket club's MILO programme
- To set up and manage a **MILO HAVE-A-GO CRICKET CENTRE** and/or **MILO KIWI CRICKET** at the cricket club
- To set up and run a midweek, **MODIFIED COMPETITION** for a cluster of local primary schools
- To assist the cricket club and local association identify **TALENTED PLAYERS**
- To provide **COACHING** for select junior and/or youth teams within the cricket club

AREA COORDINATORS

One innovative solution adopted by CCCs who have large geographic regions with many small and dispersed communities to cover has been to identify and appoint a number of **AREA COORDINATORS** to assist with the **PROMOTION** and **ADMINISTRATION** of the game and to provide **FEEDBACK** on the state of cricket within the communities that they oversee. These positions are part-time with funding sourced to cover expenses and provide some recompense for the time commitment [see Appendix 4 for a position description of an Area Coordinator in the Waikato Valley].

KEY TASKS

- To ensure the local **SENIOR CRICKET TEAM** is entered in the club competition and to take responsibility for contacting players to make sure there is a full team is available for each match
- To actively **RECRUIT** players into the local cricket club by establishing **STRONG LINKS** with the local secondary school in order to identify and enlist **SCHOOL LEAVERS**, and by keeping in regular contact with **PAST PLAYERS**
- To assist the local cricket club to apply for **FUNDS** to support its effective functioning
- To promote cricket in the local area by generating **PUBLICITY** through supplying news and/or including draws and scores in local newspapers
- To provide the CCC with a **LIAISON PERSON** in the area to communicate with local primary and secondary schools
- To assist the CCC to set up and run a **MILO HAVE-A-GO CRICKET CENTRE** and/or **MILO KIWI CRICKET CENTRE** in the local area and organise a midweek, **MODIFIED COMPETITION** for a cluster of local primary schools
- To help the CCC identify **TALENTED** players and coaches
- To **COMMUNICATE** regularly and meet with the CCC about the game and player situation in their local area

CONCLUSION

As the National Development Programme has spread its effects throughout the country it has required schools and clubs to take more responsibility for their sustainability, and in doing so this has needed them to examine their structures and organisation, the effectiveness of their linkages, and the quality of the services and support they provide for their players. To assist them achieve these organisational outcomes has meant some CCCs have appointed, or encouraged secondary schools and cricket clubs to engage, local game coordinators to offer a more effective coverage within their communities. This hierarchical network of school, club and area coordinators, capable of delivering and overseeing key development tasks, is essential to the game's health and wellbeing, especially in spacious geographic regions and/or those with large cricket playing populations. Their presence is ensuring more contact, better communication, stronger relationships, greater understanding of the issues facing the game, and an increased desire and ability to share ideas, innovate and implement solutions that are beginning to transform the game and its infrastructure.

ACKNOWLEDGEMENTS

This School Support and Club Assist booklet was written and compiled by Alec Astle, National Development Manager, New Zealand Cricket. Considerable appreciation, however, is extended to Lindsay Thorn and Stephen Dods [Christchurch Boys' High School], Jamie Tong [Community Cricket Coordinator, Cricket Wellington], Grant Bradburn [Community Cricket Coordinator, Waikato Valley Cricket Association] and Pat Malcon [Operations Manager, Northern Districts' Cricket Association] for their considerable support and assistance in completing this resource. Their constructive comments and supply of specific position descriptions for each of the local game coordinator roles [included as appendices] has helped shape the contents of this resource. The latter provide excellent actual examples of the roles and responsibilities of local game coordinators who are currently servicing the game.

APPENDIX 1

SCHOOL COORDINATOR POSITION DESCRIPTION

EXAMPLE: CHRISTCHURCH BOYS' HIGH SCHOOL

POSITION

To be involved in administration, organising coaching, liaising with the cricket team coaches and managers, and undertaking tasks as set by the Teacher-in-Charge of Cricket

KEY TASKS

- Coordinate coaches and practices
- Organise coaching programme
- Arrange coaching courses for Saturday coaches and managers
- Oversee and record coaching hours
- Ensure attendance record at practices
- Organise special coaching clinics
- Collect concerns re Saturday matches and give to team coach
- Liaise with Teacher managers
- Liaise with Saturday managers
- Attend Cricket Club meetings
- Produce end of season report
- Organise coaching courses for students
- Coordinate selection of teams with coaches
- Coordinate Cricket Camps for Year 9 cricketers
- Organise Term 1 Twenty20 Wednesday competition for Year 9 cricketers
- Help with administration as directed by the Teacher-in-Charge of Cricket

APPENDIX 2

CLUB DEVELOPMENT OFFICER POSITION DESCRIPTION

EXAMPLE: CRICKET WELLINGTON

POSITION

To actively promote, integrate, revitalise and grow the game at the secondary school and junior club levels and to elevate the profile of cricket within the club's cricketing community

KEY TASKS

A: COLLEGE	
1. Provide a specific number of hours per week of coaching assistance to local colleges	<ul style="list-style-type: none"> • Colleges identified and contacted • Coordinated programme set up and monitored • All coaching recorded in a logbook • Feedback given and issues discussed in monthly review meeting with CDO[s], Club Manager and Cricket Wellington Coordinator • Feedback from college coaches is collected and passed on at the end of each term
2. Assist Cricket Wellington in administering Coach Education courses 'Ideas for Coaching a Cricket Team' within the club's region	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding information on the courses • Promote courses to local college coaches • Assist in administering two courses [Term 4, Term 1]
3. Provide coaching assistance in two specialist area(s) for the non-representative male and female specialist skill clinics, organised by Cricket Wellington	<ul style="list-style-type: none"> • Indicate area of speciality and CDO[s] availability • Contact with Cricket Wellington staff regarding clinic details • Provide a CDO for two clinics or two CDOs for one clinic [Term 4]
4. Provide umpiring assistance for the NZCT Girl's Tournament	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding competition details • Umpire four games over four days of the tournament [End of March]
5. Follow up of college leaver databases within the region to improve recruitment and retention of players	<ul style="list-style-type: none"> • Cricket Wellington provide college leaver databases of colleges within the region • CDO contacts all leavers to find out cricket intentions after leaving school and promote the club • CDO provides Cricket Wellington and club with follow-up results
B: JUNIOR CLUB/PRIMARY SCHOOL	
6. Provide a specific number of hours per week of coaching assistance to the junior club	<ul style="list-style-type: none"> • Contact made with junior club to establish where assistance would be best utilised • Coordinated programme set up and monitored • All coaching recorded in a logbook • Feedback given and issues discussed in

	<p>monthly review meeting with CDO[s], Club Manager and Cricket Wellington coordinator</p> <ul style="list-style-type: none"> • Feedback from junior club contact is collected and passed on at the end of each term
7. Provide assistance in administering one Primary school zone tournament within the region, organised by Cricket Wellington	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding tournament details • Assist in administering the tournament
8. Provide assistance in administering one Primary school zone or girls' Quikhit competition within the region, organised by Cricket Wellington	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding competition details • Assist in administering the competition
9. Coordinate a MILO Have-A-Go/Kiwi Cricket Centre within the junior club	<ul style="list-style-type: none"> • Liaise with the Junior Convenor regarding a suitable day, time and centre numbers • Run the centre [if numbers are small] or coordinate and mentor coaches [if numbers are large]
10. Provide assistance with a MILO Open Day, organised by Cricket Wellington	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding open day details • Provide assistance as required on the day
11. Assist run some MILO Have-A-Go/Kiwi/Getting Started Coach Education course for junior club coaches	<ul style="list-style-type: none"> • Attend an upskilling session run by Cricket Wellington staff • Organise course dates, times and venues and inform junior club coaches • Run the courses and pass on participant information to Cricket Wellington staff
12. Run a Club Fun Day	<ul style="list-style-type: none"> • Liaise with Junior Convenor regarding a suitable date, time and format • Assist with advertising the day to suitable junior club teams • Run the day in conjunction with personnel from the junior club committee
13. Provide coaching assistance to local MILO Cup and Shield teams	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding teams entered and contact details • Contact school coaches/contacts to see if they require any assistance • Organise a schedule to provide coaching assistance and record in logbook • Provide coaching assistance to required schools
14. Assist administer Coach Education courses to local school staff requesting them after MILO school visits	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding schools requesting a course • Contact with selected schools regarding a suitable date, time and venue • Administer the courses and pass on participant information to Cricket Wellington staff
15. Administer MILO Have-A-Go/Kiwi Cricket Centres in local schools	<ul style="list-style-type: none"> • Contact with Cricket Wellington staff regarding centre concept and suitable schools • Organise time and date suitable for both CDO

	<ul style="list-style-type: none"> and school Administer centres and distribute prizes accordingly
16. Provide skill sessions to local schools	<ul style="list-style-type: none"> Contact Cricket Wellington staff regarding session content / format and school contact details Contact schools and devise a schedule to run sessions Run the skill sessions and record in logbook
17. Organise Club holiday programme(s) or assist in administering Cricket Wellington holiday programmes	<ul style="list-style-type: none"> Contact with Cricket Wellington staff regarding recommended format Organise date, time, venue and programme format [Club holiday programme] Promote and advertise programme[s] [Club holiday programme] Coordinate or assist in running of holiday programme[s]
18. Administer a MILO Centre in a local OSCAR programme	<ul style="list-style-type: none"> Contact with Cricket Wellington staff regarding setting up a programme Administer programme and distribute prizes accordingly
19. Set up a system of Talent Identification for junior club / zone teams	<ul style="list-style-type: none"> Contact the junior club convenor to discuss selection processes for Colts, Premier and zone teams Assist with the selection process
C: REPRESENTATIVE	
20. Provide match day assistance for U13 and U14 Zone tournaments	<ul style="list-style-type: none"> Contact with Cricket Wellington staff regarding dates and requirements Assist with match manager duties
21. Provide coaching to the U13 and U14 local zone teams	<ul style="list-style-type: none"> Liase with junior club convenor regarding selection process, practice dates and times Run practices for both teams
D: OTHER	
22. Coordinate and organise the Club U15 and U17 teams	<ul style="list-style-type: none"> Seek and use past junior club databases for possible players Administer trials [if applicable] and select teams Enter teams with Cricket Wellington Administer practices Inform players of format, draw and venues Coach team[s] during the competition

FUNDING

The Club Development Officer positions are either part-time or full-time seasonal. Their wages vary from **\$5,000-\$15,000** for the period between early October and early April depending upon the number of key tasks they need to complete, the number of weeks and hours worked per week, and the level of their coaching qualification

APPENDIX 3

CLUB CRICKET COORDINATOR POSITION DESCRIPTION

EXAMPLE: HAMILTON CRICKET ASSOCIATION

KEY TASKS

1. **Club Coaching**
4 hours per week x 25 weeks
2. **Secondary School Coaching**
3 hours per week x 15 weeks
3. **Setting up a Cricket Club in the local Secondary School**
 - Helping Community Cricket Coordinator
 - Attending meetings 2 hours x 6 weeks
4. **Primary Schools – 5 hours per week x 16 weeks**
 - September/October MILO Cricket Skills Awareness Lessons
 - October/November
 - February/March

} Interschool cluster competition
5. **MILO Have-A-Go Cricket Centre - 2 hours x 12 weeks**
 - Managing a MILO Have-A-Go Cricket Centre

FUNDING

- \$5,000**
- 4 hours per week in Cricket Club
 - 2 hours per week in MILO Have-A-Go Cricket
 - 5 hours per week in Primary Schools
 - 3 hours per week in Secondary Schools

APPENDIX 4

AREA CRICKET COORDINATOR [MR CRICKET] POSITION DESCRIPTION

EXAMPLE: WAIKATO VALLEY CRICKET ASSOCIATION

KEY TASKS

1. **Facilitate local senior cricket team**, including a Village side
2. **Promote cricket in the local area**
Examples:
 - Publicity e.g. local paper, scores in Sunday paper
 - Helping CCC set up a Cricket Club in the local secondary school, or linking the local secondary school to a club
 - Helping CCC set up cluster competitions for primary schools
 - Helping CCC set up a MILO Have-A-Go Cricket Centre for 6-8 year olds
 - Facilitating a twilight competition ['Business House']
 - Aim to hold 1 practice session per week
3. **Recruit players for the club**
eg. By establishing strong links with the local secondary school
 - Identifying school leavers
 - Keeping in contact with past players
 - Inviting appropriate school players to play in the Village team and possible Sunday league
4. **Apply for funds for the club.**
Assist with applications to Community Trusts and Gaming Trusts eg. Pub Charities
5. **Talent identification**
Assist Waikato Valley and NDCA to identify talented players and potential coaches
6.
 - a. **Communicate regularly with CCC preferably via email**
 - b. **Attend Waikato Valley Management Committee meetings**
 - c. **Attend a hospitality occasion**
[Hosted by CCC and NDCA at Westpac Park]

FUNDING

\$1,000 \$500 for facilitating senior side and \$500 for completing the remaining roles

Plus:

- Promotional clothing
- Hosted at match in Hamilton [tickets, food and drink]