



## **QUEENSLAND VETERANS CRICKET STRATEGIC PLAN**

**[Document release date December 2025]**

### **[A] OVERVIEW / PREAMBLE**

In concert with Cricket Australia Masters [CAM], the broad parameters of strategy for the future will comprise:

**Vision:** **Cricket – A Sport for Life**

**Mission:** **Enabling all Member and other Participants to embrace the spirit of cricket in a competitive, social & healthy environment**

**Values:** **Sportsmanship**

**Promoting Relationships**

**Oportunity for All**

**Respect**

**Total Enjoyment**

**Goals:** **1. Maximise Opportunities for all Participants**

**2. Promote physical, social and emotional wellbeing in a positive safe environment**

**3. Provide Good Governance & Oversight**

**4. Grow Investment in Veterans Cricket**

## **[B] GUIDING PRINCIPLES FOR STRATEGIC PLAN**

1. The purpose of the contents of this document is for it to be regularly reviewed [at least annually] and for it to provide a Reference Point for future Planning and Forecasting
2. As part of the final meetings of QVC Executive Committee and Other Management Committees, [in October / November of each year] an assessment should be carried out on the success and progress during the year in achieving the previously stated target goals and objectives
3. Upon taking office at the start of each Calendar year [*following the Members Annual General Meeting in December each year*], the newly elected Executive Committee shall:
  - a. Review the Strategic Plan document & decide on the plans, priority goals and objectives for the year
  - b. Appoint a member of the Executive, or another delegated person to be responsible for:
    - i. Providing a schedule of the year's plans, priority goals and objectives
    - ii. Progressively reviewing progress throughout the year
    - iii. Prior to the meetings scheduled In the October / November period [referred to in Paragraph 2 above], completing an assessment of achievements, failures, and matters to carry over to future years
4. The Strategic Plan should thus be an organic & evolving document which will be continually updated and rewritten so as to meet the needs of future QVC operations

## **[C] BROAD AREAS OF STRATEGY**

*[To be annually reviewed and varied, expanded, or modified according to prevailing circumstances at the time of review]*

1. **Providing Further Playing Opportunities** [within existing Over 40s, 50s, 60s and 70s Age Groups and women for playing participants]
  - a. Ensuring QVC 50s & 60s Fixtures & Qld Cricket 40s Competition continue to grow within a managed and controlled environment
  - b. Women's Cricket – Create a program for Coaching, Training & Social Game opportunities [with support from other Veterans Players] – focus on period between end of QVC fixtures & Women's Nationals. Ensure support for Women's Nationals representation
  - c. Continue & expand Presidents Shield Intra State games [50s & 55s] in Mackay & other Central & Nth Qld Regional venues
  - d. Appoint an individual reporting to the QVC Executive with specific responsibility for organising participation of QVC teams into all other Competitions, including interstate & international games
  - e. Without being too prescriptive, examples of additional playing opportunities may comprise creating a Gold Coast Tournament [same time as Sunshine Coast Winter Carnival] to cater for southern & central playing groups

2. **Continue expansion** into other parts of Qld [Outside the Southeastern Qld Area]
  - a. Expand Veterans groups such as the Northern Alliance Regional Members incorporating areas including Mackay, Townsville and other Central and Northern Qld locations // Other Regional Development opportunities
  - b. Examine opportunities for hosting future years National Championships in locations north of Bundaberg
  - c. Expand relationships with local clubs, competitions & associations
3. **Well-being** of Participants
  - a. Nominate responsibilities of one a QVC Executive officer to encompass the role of Communications Manager & Facilitator – objective to improve regularity and quality of communications between QVC leadership & the playing groups
  - b. Seek affiliation & participation in Health & Well-being groups & organisations
4. **Governance & Oversight, Financial Disciplines & Management** of QVC
  - a. Continue process of updating & evolving QVC Rules / Constitution and improve documentation of QVC Policies & Procedures
  - b. Develop broad objectives for financial operations
  - c. Greater Controls & Financial Accountabilities for Tournament Organisers / Hosts
  - d. Redefine QVC Executive Leadership Responsibilities, Delegations, & Management Controls
5. **Communications, Information Technology, Website** & Other Electronic Platforms
  - a. Continual updating and refreshing of QVC website
  - b. Examination of & expansion into other methods of Communication to the broad QVC membership
6. **Fund Raising, Sponsorship** & Grants
  - a. Continue to develop programs in these areas
  - b. Future focus on appropriate Government, Cricket Bodies & other private opportunities
7. **Expanding QVC's Relationships** with Cricket Australia Masters & Qld Cricket