



## **COUNTRY CRICKET SURVEY: Summary & Recommendations**

### **Introduction**

The Country Cricket Board has conducted a survey (October/November 2011) of its stakeholders in regard to its guidance/leadership of country cricket over the last few years. One of the pillars in the CCB's Strategic Plan (2008-11) is to "lead country cricket in WA wisely and progressively".

To assist with the survey the CCB Chairman provided a statement that reflected on the two Strategic Plans that the CCB has implemented over the last few years. The statement outlined the main achievements, the strengths, the areas for improvement and the main priorities of the CCB and country cricket over that period of time.

The CCB's Strategic Plan (2008-11) was also made available for stakeholders to view.

The survey was carried out with assistance from WACA staff members Steve Philippe (Cricket Operations Manager) and Tim Lees (Country Programs Manager).

Respondents to the survey could email/fax their responses to the Country Programs Manager or complete the survey "on line".

The CCB intends to use the results of the survey to guide it for determining future priorities & strategies, including planning for the CCB's Strategic Plan (2012 & beyond).

There were 68 responses to the survey with most completing it "on line" (65). Note that there were more than 68 responses to Question 17 due to many respondents being involved in more than one capacity in country cricket.

Below is a summary of the responses to each question. In addition, the main points/themes of the "Comments" have been summarised. There are also some recommendations included at the end of the summary.

### **1. Do you have an understanding of the purpose and relevance of the WA Country Cricket Board?**

Yes	51
No	8
Unsure	9
Comments	4

- Representative body for country cricket
- Needs to be more ambitious and influential in growing regional cricket

### **2. Do you believe that there has been an increase in the profile of country cricket in WA in recent years?**

Yes	30
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No 32  
Unsure 6  
Comments 7

- Smaller towns suffering
- Lack of recognition by city people
- Improved in recent years

### **3. Are you satisfied with the information provided on the country section of the WACA's website?**

Yes 19  
No 36  
Unsure 13  
Comments 19

- Outdated information was a frequent response
- Consider establishing a country website

### **4. Are you satisfied with the way Junior Country Week has been conducted in recent years?**

Yes 31  
No 5  
Unsure 16  
Not relevant 16  
Comments 13

- Very good experience for country juniors
- Several responses questioned the introduction of T20 this season

### **5. Are you satisfied with the way Senior Country Week has been conducted in recent years?**

Yes 34  
No 15  
Unsure 11  
Not relevant 8  
Comments 17

- Several responses expressed disappointment with the Final no longer being played at the WACA and the loss of many District Club venues
- Several responses commented on the standard of competition (has fallen) and the format/timing of SCW but there was no common thread

**6. Are you satisfied with the way the Girls Country Cricket Carnival has been conducted in recent years?**

Yes 14  
No 0  
Unsure 25  
Not relevant 29  
Comments 2

- Fun
- Little influence on increasing girls' participation

**7. Are you satisfied with the way the Country Cup has been conducted in recent years?**

Yes 27  
No 21  
Unsure 13  
Not relevant 7  
Comments 18

- Strong opposition from no responses (11 comments) to T20 format – wanted return to 50 overs format

**8. Are you satisfied with the level of umpire development that has been conducted in recent years?**

Yes 19  
No 25  
Unsure 20  
Not relevant 4  
Comments 14

- No definitive views with several comments supporting current program and several comments suggesting more development courses needed

**9. Are you satisfied with the High Performance programs (ie HP camps, Inter Regional carnivals) that have been conducted in recent years?**

Yes 31  
No 14  
Unsure 15  
Not relevant 8  
Comments 14

- Some comments reflected a lack of knowledge/understanding of the program
- Comments on Regional Carnivals were more favourable relative to the High Performance Camps

**10. Are you satisfied with the way the Country XI and Country Colts programs have been conducted in recent years?**

Yes 32  
No 18  
Unsure 12  
Not relevant 6  
Comments 19

- A few negative comments on selections for CXI
- Gap between U/16s and Colts needs addressing

**11. The Regional Cricket Boards are representative bodies of senior & junior cricket in country WA. The main role of each Board is to support the CSBP Regional Junior Cricket Program, including its Cricket Officer.**

**Are you satisfied with the way the Regional Board in your area has supported the Regional Junior Cricket Program?**

Yes 36  
No 14  
Unsure 14  
Not relevant 4  
Comments 8

- Resourcing/servicing large areas an issue
- Uncertainty of role of Regional Boards

**12. Are you a volunteer?**

Yes 47  
No 21

If YES, are you satisfied with the existing support & recognition strategies for volunteers?  
(23 comments)

- About 2/3 commented on a lack of support
- About 1/3 were happy with support/recognition

**13. Do you agree with the priorities of the CCB in recent years?**

Yes 28  
No 9  
Unsure 27  
Not relevant 4  
Comments 8

- Mainly supportive
- Some unaware/unsure of priorities
- Develop talented players
- Attract young players to game

**14. In recent years there has been an increase in resources for the Regional Junior Cricket Program (eg employment of full time Regional Cricket Officers, High Performance budget). Do you agree with this focus as an ongoing priority for country cricket?**

Yes 56  
No 4  
Unsure 5  
Not relevant 3  
Comments 16

- Generally, very supportive

**15. Overall, are you satisfied that the CCB has “led country cricket in WA wisely and progressively” in recent years?**

Yes 37  
No 10  
Unsure 19  
Not relevant 1  
Comments 8

- Generally, supportive
- The “no” responses made very few comments

**16. Do you wish to make any additional comments about country cricket?  
(19 comments)**

- A range of comments – see selected samples below

“Country cricket faces many issues. I think our regional centres are improving the programs available. Our high performance programs are difficult to run partly because of the lack of continuity.”

“While Country cricket is fighting for "market share" we don't need to throw out every thing. Support for RCOs & provision of opportunities for the playing of meaningful cricket should be the focus of the CCB. I also only came across this survey by accident. Better communication in our region should be a priority as well.”

“The Pinnacle of country cricket is to play Country XI. For those that can’t it is to play at the WACA in a country week or country cup final. I also feel that the WACA should help out a lot more with country cricket especially since if you look at any A grade side in the WACA comp there are at least one or two guys from regional WA in it...”

## **17. What is your involvement in Country Cricket?**

Junior Player Male	3
Junior Player Female	1
Senior Player	42
Junior Coach	24
Senior Coach	11
Umpire	12
Club / Association Committee Member	38
Regional Board Member	6
Regional Cricket Officer	4
Parent of a female player	1
Parent of a male player	20
Volunteer	26
Other	4
Name (optional)	22

### **RECOMMENDATIONS:**

1. CCB to consider strategies to increase the profile of country cricket in WA – include in 2012-15 Strategic Plan.
2. CCB & WACA to seek as soon as possible ways in which the country section of the WACA’s website can be improved and regularly updated. Alternatively, the CCB to consider the merit of establishing its own website.
3. CCB to survey all Junior Associations on the format of Junior Country Week by March 2012.
4. CCB to lobby the WACA on playing the Country Week Final at the WACA ground.
5. CCB to lobby DCCI to seek the use of more District Cricket venues for Country Week.
6. CCB to continue to encourage the promotion of sustainable girls’ competitions in major country centres.
7. CCB to survey all Senior Associations on the format of the Country Cup during March 2012 (after Finals Weekend).
8. CCB to discuss with the WACA’s Umpiring Coordinator strategies that could be implemented to improve the level of umpire development in regional WA.
9. CCB & WACA to review the High Performance programs in April 2012 (immediately following the High Performance camps), including the Colts and U/19s. The player pathway, the availability of the pathway document and how it is communicated to stakeholders to be included in this review.

10. CCB to liaise with WACA's Formats & Volunteers Coordinator in relation to support and recognition strategies for volunteers.

11. CCB to consider the results of the Survey in drawing up its 2012-15 Strategic Plan.

Peter Silinger  
Chairman CCB  
12 December 2011