

Cricket Australia Masters Strategic Plan 2024/26



Foreword: Cricket Australia Masters (CAM) has grown rapidly from its beginning in 2006 when three states and the ACT competed in an Over 60s Carnival in Canberra, to the present day when Australian Men's Over 40s, 50s, 55s, 60s, 65s, 70s and 75s, and Women's Over 40s and O55s Championships will be held in 2026. Some O80s matches will be held at the O75s Championships.

Administratively, CAM has grown from early discussions in 2009 to establishing a formal structure in 2012. Since 2016 it has been a fully incorporated Board.

The Board now seeks to plan to consolidate its position into the future. This Strategic Plan aims to provide leadership and direction to ensure all veteran cricketers will enjoy "Cricket – A Sport for Life."

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

Mission: Enabling our members to embrace the spirit of cricket in a competitive, social and healthy environment

Values:

- S**portsmanship
- P**romoting relationships
- O**ppportunity for All
- R**espect
- T**otal enjoyment

Goals:

- 1 Maximise opportunities for all to participate on a level playing field
- 2 Improve governance and management of the affairs of the Association
- 3 Grow financial investment in Masters Cricket

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GOALS	STRATEGIES	STRATEGY EXECUTION	ACCOUNTABILITY	REVIEW DATE
Goal 1 Maximise opportunities for all to participate on a level playing field	1 Increase venue hosting opportunities to ensure more matches	1 Playing group sub-committees to develop ongoing events calendars for both competitive and participatory events	CAM Board / Playing Group Heads	September 24
	2 Entice Northern Territory into the Masters fold	2 Support from CAM Board to assist the Northern Territory to develop Veterans Cricket		
	3 Develop more pathways for female participants in expanded competitions, including sending a National team overseas	3 Build upon the success of the Women’s Nationals by developing more female competitions Organise international tours for Women		
	4 Explore and develop programs and pathways for non players such as sponsor organisations, new and previous participants, volunteers, umpires and scorers to re-engage with cricket through the Masters model	4 Develop partner programs, including programs for those accompanying players to events	CAM Board / Playing Groups / Sub-Committees National Umpire Coordinator	

GOALS	STRATEGIES	STRATEGY EXECUTION	ACCOUNTABILITY	REVIEW DATE
Goal 2 Improve governance and management of the affairs of the Association	1 Maintain consistency and review and update all processes and manuals annually taking into consideration growth and expansion 2 Employ parttime Executive Officer	1 CAM Board to advertise and seek expressions of interest from suitably qualified persons and appoint a person into the role to oversee affairs of the Association and provide a report to the board at monthly meetings	CAM Board	July 24
Goal 3 Grow financial investment in Masters cricket	1 Sponsorship and Marketing Manager to work with the Treasurer, President and members of the Board 2 Resource international tours to ensure a level playing field for opportunity, not just availability to players that can afford more than others 3 Participate in the Toyota Cricket Raffle 4 Investigate instituting a CAM member registration fee	1 Approach corporate Australia through CAM membership, grant applications, sponsorships in kind or monetary value 2 Partner with suppliers and interested parties including government agencies to create interest in Veterans Cricket 3 Involve all CAM members in support of this activity 4 Canvass all interested parties	CAM Board / Sponsorship and Marketing Manager / Treasurer /Executive Officer	Sept 24 / March 25 September 25