

QUEENSLAND CRICKET STRATEGIC PLAN

2022 – 2025



QUEENSLAND
CRICKET



WE ARE QUEENSLAND CRICKET

CREATED IN 1876, WE ARE THE CUSTODIANS OF THE GAME

We proudly and successfully fly the maroon flag on the national stage – our men, from 1926, and women, from 1930.

From Yugambeh to Guugu Yimithirr, and Green Hills to the Gabba, we live and breathe cricket across our sun-drenched State.

We are the baggy maroon, the T20 teal and the junior cricketer striding out to bat on a Saturday.

We are the 76 years of Sheffield Shield heartache, broken in 1995, and the 2021 Ruth Preddy Cup triumph, celebrating the perseverance of Queensland's women since 1930.

We are the Brisbane Heat trailblazers inspiring new generations to love our game.

We are the boys and girls picking up a bat for the first time, and the coaches helping kids form a lifelong bond with cricket.

We are umpires, volunteers, curators, players and fans – whose love for the game will never die.

We are about enjoying the wins, commiserating the losses, but coming back next week no matter what.

We unite and inspire communities and we'll keep growing the game, because we live for cricket.

We are Queensland. We are Cricket.



QUEENSLAND
CRICKET

PURPOSE

To promote and grow
cricket ensuring all
Queenslanders can play,
participate and enjoy
the game

VISION

To be Queensland's
leading sport



OUR VALUES

We are Queensland Cricket:

WE CARE

We care for our people,
our communities and
we're passionate about
supporting Queenslanders
to play cricket

WE LEAD

We lead with integrity
and honesty

WE DELIVER

We deliver on and off the field,
always striving to do our best.

WE INNOVATE

We innovate, create and
collaboratively solve problems.





SUCCESS METRICS

PARTICIPATION GROWTH

Highest registered Club participation growth
(For 5 to 12 year olds)

BETTER TEAMS, PLAYERS & COACHES

Australia's leading cricket high performance system
(Championships & National representation)

ENTERTAINMENT

The BBL's leading franchise
(Sold out stadiums & championships)

FAN ENGAGEMENT

Increasing participation through the W/BBL
(Utilise 100% of player appearance with 75% for 5 to 12 year olds)

STRATEGIC PILLARS

GROW PARTICIPATION



Sustainable
Participation
Growth

BETTER TEAMS, PLAYERS & COACHES



Develop great
cricketers and
coaches, successful
teams and even
better people

ENTERTAINMENT



Inspire
Queenslanders
to play,
participate and
enjoy the game

ORGANISATIONAL CAPABILITY



Build a proactive,
authentic and
financially sustainable
organisation to
lead Queensland's
cricket community

INFRASTRUCTURE & FACILITIES



Deliver a statewide
infrastructure network
supporting growth
and elite cricket

QUEENSLAND CRICKET STRATEGY ON A PAGE

OUR PURPOSE

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OUR VISION

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STRATEGIC PILLARS

GROW PARTICIPATION	BETTER TEAMS, PLAYERS & COACHES	ENTERTAINMENT	ORGANISATIONAL CAPABILITY	INFRASTRUCTURE & FACILITIES
Increase entry level participation	Deliver a comprehensive Cricket Strategy	Provide Australia's best fan experience	Diversify and increase revenue streams	Develop AB Field
Improve participant retention	Develop outstanding Teams & Players	Increase junior participation through the BBL	Deliver effective organisational policies, systems & processes	Safeguard the Gabba redevelopment design
Develop new participation entry points	Deliver Australia's best talent pathway system	Grow sponsorship portfolio	Ensure organisational strategic alignment	Maximise Government infrastructure investment
Deliver Indigenous, all abilities & multi cultural programs	Strategic alignment across QC	Develop regional partnerships & deliver regional content	Attract, retain & develop the best players & people	Ensure Premier Clubs facilities are high quality & well lit
Club sustainability & volunteer & umpire support	Leading coach development system	Promote & acknowledge QCA brands & initiatives	Leading data collection & analysis systems	Deliver priority community infrastructure funding

VALUES

WE CARE	WE LEAD	WE DELIVER	WE INNOVATE
We care for our people, our communities & we are passionate about supporting Queenslanders to play cricket	We lead with integrity & honesty	We deliver on & off the field, always striving to do our best	We innovate, create & collaboratively solve problems

STRATEGIC OBJECTIVES



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CRICKET

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