



QUEENSLAND
CRICKET

STRATEGIC INFRASTRUCTURE PRIORITIES



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INTRODUCTION

Cricket aspires to be a sport for all Australians, growing cricket participation, supporting volunteers, and entertaining fans across Queensland.

Cricket continues to grow across Queensland, creating the next generation of cricketers.

Investment into cricket infrastructure is fundamental to enabling participation growth and supporting healthy lifestyles within Queensland communities.



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Participation in cricket continues to grow across the state through Woolworths Cricket Blast, school programs, club competitions and talent pathways.

The participation landscape continues to evolve, with the provision of community facilities more important than ever in creating new opportunities to participate.

Queensland's population is forecast to grow to 6.30 million people by the time Brisbane is hosting the Olympic Games in 2032, representing a 20% increase on the current population of 5.26 million.

With the BBL now the most watched league in Australia, the Brisbane Heat has become the nation's third most watched sporting club in 2020/21. The engagement of new fans is an important pathway for growth in the numbers of players, volunteers and administrators at all levels.

Growth in participation and fan engagement, and ongoing population growth, necessitate proactive facility planning and delivery to create engaging and accessible environments.

The redevelopment of the Gabba in preparation for the 2032 Brisbane Olympics will create a significant infrastructure legacy for the future of sport in Queensland.

The reduced capacity of the Gabba during the construction period presents an opportunity to increase the capability of tier-level and regional facilities to host high performance content across both metropolitan and regional Queensland.

The continued growth in cricket participation, fan engagement and talent development requires targeted investment into facilities that inspire Queenslanders through cricket.

04 VISION & OBJECTIVES

We aspire to be Queensland's favourite sport by inspiring Queenslanders to play and love cricket.

We aim to grow the game at all levels. Strategic goals focusing on growing participation, developing players and teams, and growing cricket's fan base will drive Queenslanders to engage with cricket in all its forms.

The importance of infrastructure to the delivery of the three strategic goals is acknowledged, with Infrastructure and Facilities established as one of the five focus areas within our Strategic Plan.

We are committed to delivering our strategic goals in collaboration with our government, sport and community partners.

VISION To be Queensland's favourite sport.

VALUES Be real. Clear the boundaries. Make every ball count. Stronger together.

PURPOSE To unite and inspire Queensland communities through cricket.

STRATEGIC GOALS

Grow Participation Grow the level of interest and sustainable participation in cricket across all demographics and communities throughout Queensland.	Better Players and Teams Identify, develop and produce great cricketers and successful teams, and even better people.	Grow and Engage Fans Inspire Queenslanders to play and love cricket through outstanding fan experiences.
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FOCUS AREAS

Clubs and Volunteers Empower and support volunteers and clubs to sustainably grow the game in Queensland.	Infrastructure and Facilities Build the right facilities at the right locations to improve the quality and experience for participants and fans.	Organisational Effectiveness Build a proactive, authentic and future focussed organisation to lead the cricket community in Queensland.
Partnerships Develop and enhance our relationships with all partners for mutual benefit.	Financial Sustainability Secure the financial future of cricket in Queensland to fund our ambitions.	



STRATEGIC OBJECTIVES – INFRASTRUCTURE AND FACILITIES

The *Infrastructure and Facilities* focus area of the Queensland Cricket Strategic Plan establishes a range of supporting actions that contribute to the continual improvement of facilities for participants, volunteers, administrators and fans.

We play an active role in planning, guiding, advocating and funding facility development.

In partnership with government, sport and community stakeholders, we have established a track record of delivering priority infrastructure projects and contributing to facility development across all twelve cricket regions.

With infrastructure and facilities embedded as a focus area within our Strategic Plan, we will continue to pursue the development of the right facilities at the **right locations to improve the quality and experience for participants and fans.**

FOCUS AREA: INFRASTRUCTURE AND FACILITIES

Build the right facilities at the right locations to improve the quality and experience for participants and fans.

SUPPORTING ACTIONS

1. Proactively develop **shovel ready plans and funding strategies** for priority projects as identified in the Queensland Cricket Infrastructure Strategy 2018-2028
2. Work to achieve Cricket Australia guidelines for existing facilities across the state focusing on **universal facilities; lighting; and playing and training facilities for Premier and elite cricket venues**
3. Provide clubs and associations with **infrastructure and facilities support** when requested
4. Work with stadium owners to ensure venues **deliver entertaining and accessible fan experiences**
5. Advocate to funding partners to **increase investment in facilities and infrastructure**

06 QUEENSLAND CRICKET INFRASTRUCTURE STRATEGY 2018-2028

WHY?

The QCIS is a blueprint for planning, construction, upgrading and maintenance of cricket facilities across Queensland. It will aim to ensure the right decisions are made about investing in the right projects, in the right places, at the right time.

WHAT?

STRATEGIC OBJECTIVES – WHAT DO WE WANT TO ACHIEVE BY 2028?

Better activation of existing fields and green spaces, alongside development of new facilities

Create more flexible and inclusive cricket environments

Increase venue sustainability and capacity to encourage targeted infrastructure investment

Improve quality of game and practice facilities

Secure cricket infrastructure to support, strengthen and connect talent pathways

HOW?

ACTIONS – HOW WILL WE ACHIEVE OUR OBJECTIVES?

- ‘Light up’ cricket by increasing the number of floodlit cricket fields and training facilities
- Improve cricket scheduling
- Promote modified junior cricket formats that maximise field use
- Grow cricket infrastructure partnerships with schools
- Work with Council to better activate Green space

- Design universal facilities and amenities that cater for all users
- Construct more accessible buildings and supporting infrastructure
- Increase focus on infrastructure supporting female, Indigenous, junior and disabled participants

- Promote shared facility use and create more flexible community venues
- Pursue infrastructure partnerships with key external partners
- Increase support for better planning and access to funding
- Projects to grow financial sustainability of clubs and facilities

- Invest in quality pitches, outfielders and practice/ training facilities
- Provide infrastructure that is practical and matches local resources
- Enable education and training support for improved maintenance practices and resourcing

- Work with stakeholders on Major Facilities including the Gabba & Albion precincts
- Build the right level and mix of infrastructure for each level of the player pathway – Community, Pathway and High Performance
- Working with private and government partners developing new cricket fields in growth areas

KEY STATE-WIDE INFRASTRUCTURE PRIORITIES (Metropolitan, Regional, Premier)

Community cricket priorities

Premier cricket priorities

Pathway and High performance priorities

Region by region infrastructure priorities



TALENT PATHWAYS

Queensland's cricket talent development pathway generates the future stars of Australian Cricket.

The pathway is supported by a network of facilities that provide environments conducive to building the on-field and off-field skills of talented male and female cricketers.

Queensland is home to nationally significant cricket facilities such as the BUPA National Cricket Centre in Albion and the National Cricket Campus in Kedron.

While national-level facilities play an important role in supporting player development, Premier Cricket club facilities across South-East Queensland and key regional facilities form the core of the talent pathway that will develop the next generation of Queensland Bulls, Queensland Fire and Brisbane Heat cricketers.

Creating talent pathway environments that are flexible and accessible promotes the development of adaptable athletes and future leaders.

Providing equitable access to male and female cricketers is fundamental to the Queensland Cricket talent pathway and is crucial to the future of cricket in Queensland.

Installation of cricket standard floodlighting at talent pathway venues is a priority for cricket in Queensland, as it replicates the conditions of limited over formats and contributes to venue sustainability.

The strategic infrastructure priorities for Queensland Cricket focus on establishing facilities that create the optimal environment for talent development and community participation.

Our eight strategic priority projects articulated in this document aim to support talented cricketers from the Gold Coast to the Far North. In addition to our strategic priority projects, we have outlined a range of community infrastructure projects that play a vital role in the continued growth of cricket across Queensland.



08 PARTICIPATION AND FAN ENGAGEMENT

Queensland achieved a strong result in entry-level cricket numbers in the 2020-21 Australian Cricket National census, with more girls than ever signing on to play.

Queensland Cricket recorded a 25.9 percent increase in Woolworths Cricket Blast numbers, the entry level formats that continue to prove popular for girls and boys starting out in the game. The number of girls registering to play again climbed in Queensland, making up a quarter of all Blast participants.

Queensland recorded the highest increase in Australia for the numbers of girls participating in Cricket Blast programs with an increase of 63% on 2019-20 registrations, with the influence of the successful WBBL Brisbane Heat and the Women's National Cricket League champion Queensland Fire team providing strong role models across the state.

Queensland's affinity for cricket entertainment has continued to grow, with the Brisbane Heat cementing their position as one of Australia's most exciting and engaging teams.

Over 111,000 fans attended Brisbane Heat matches at the Gabba and Gold Coast in 2020/21 and an average of 927,000 BBL viewers per match (including live streaming) equating to an increase of 36% year-on-year.

The WBBL averaged 202,000 viewers per match, providing a visible pathway for aspiring women and girls to compete at the elite level.

The inevitable impact of the pandemic and the subsequent cancellation of many tournaments, competitions and leagues led to an overall year-on-year decline in national participation of 24%.

Queensland Cricket will continue to support the cricket community by delivering infrastructure that enables cricket to be played by anyone, anywhere, in multiple formats, and at all times of the day.



2020/21 PARTICIPATION

93,005

CLUB CRICKET

42,725

CRICKET BLAST

13,216

SOCIAL CRICKET

9,903

INDOOR CRICKET

16,180

SCHOOL COMP

10,981

TOTAL PARTICIPATION
YEAR-ON-YEAR GROWTH
(COVID-19 ADJUSTED)*

2.1%

WOOLWORTHS CRICKET BLAST

Participation

26%

Girls Participation

63%

FAN ATTENDANCE

National BBL10

520,000

Brisbane Heat matches at
Gabba & Gold Coast

111,665

SOCIAL MEDIA

Brisbane Heat is the most followed
sporting club on social media in Oceania

1.8M+

Video views in 2020/21 in
Brisbane Heat channels

275M+

VIEWERS

Brisbane Heat BBL
average viewers per game

927,000

Increase in
hours viewed

36%



Male

58%



Female

42%

WBBL

TV hours viewed

15.4M

Brisbane Heat WBBL avg audience

172,000

* Actual 22.1% decline in total participation when not adjusted for the impact of COVID-19

STRATEGIC INFRASTRUCTURE PRIORITIES



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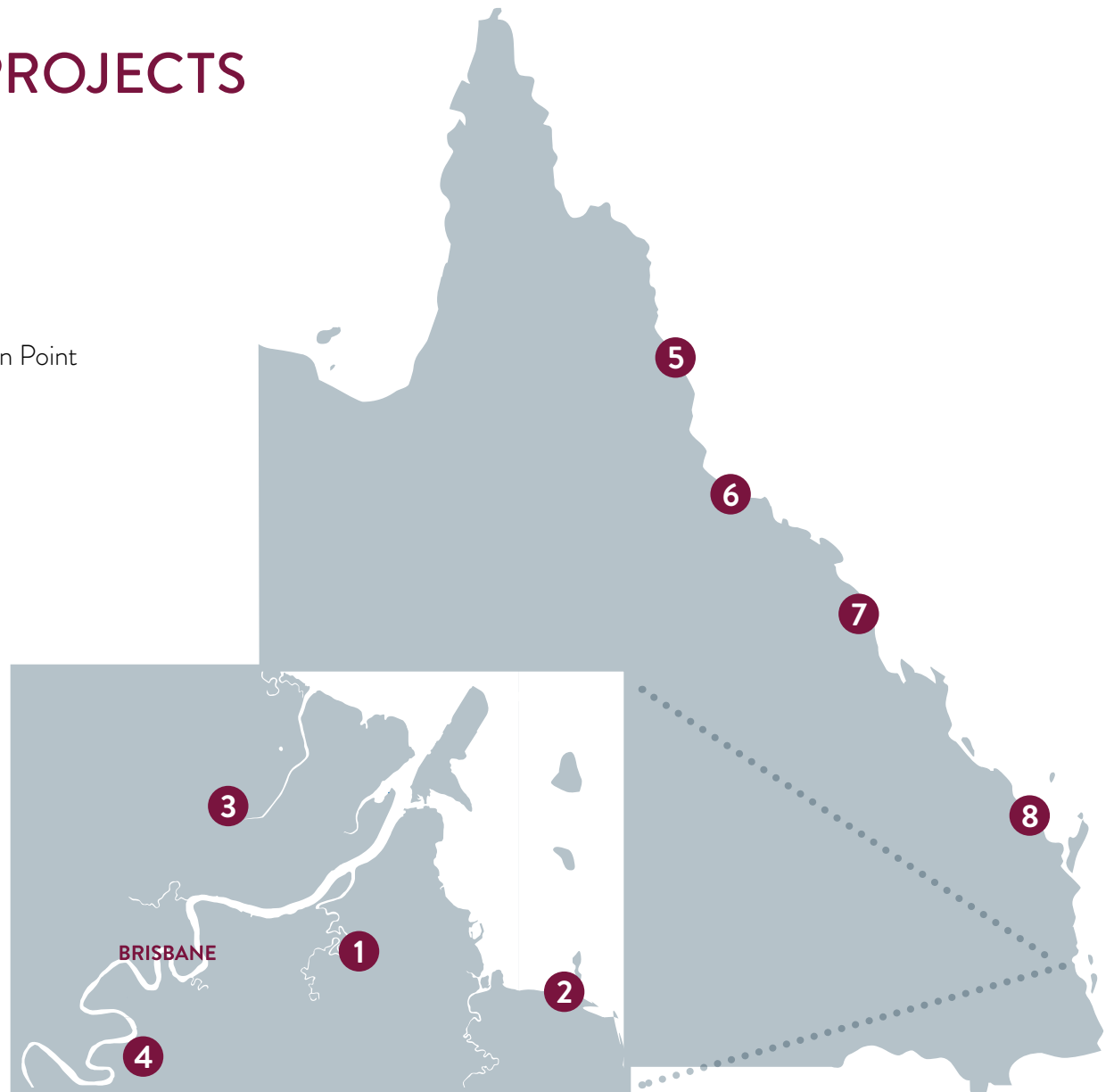
STRATEGIC PRIORITY PROJECTS

SOUTH-EAST QUEENSLAND

1. Carmichael Park, Tingalpa
2. EGW Wood Sportsground, Wellington Point
3. Oxenham Park, Nundah
4. Fehlberg Park, Brisbane

REGIONAL QUEENSLAND

5. Griffiths Park, Cairns
6. Riverway Stadium, Townsville
7. Harrup Park, Mackay
8. Kendalls Flat, Bundaberg



12 WYNNUM-MANLY DISTRICT CRICKET CLUB: CARMICHAEL PARK

LOCATION: Boundary Road, Tingalpa, 4173

Carmichael Park is one of Queensland's premier cricket facilities, supporting community participation, events and talent development.

Delivery of the master plan for Carmichael Park will enable Wynnum-Manly District Cricket Club to continue to grow participation and host events in partnership with Queensland Cricket.

Wynnum-Manly District Cricket Club currently fields 6 Premier Cricket teams, 1 Premier Women's team, 29 junior teams, 1 under 15 girls team and 39 entry-level program participants.

PROJECT SCOPE

Installation of floodlighting on the main oval, development of female change facilities and amenities, and flood mitigation works to protect playing fields and associated infrastructure.

ESTIMATED PROJECT VALUE: \$1.5 million



REDLANDS CRICKET INC: EGW WOOD SPORTSGROUND

LOCATION: Birkdale Road, Wellington Point, 4160

EGW Wood Sportsground plays a vital role in promoting cricket participation, developing talent and hosting events. In 2021 it will host the England Cricket side in Ashes warm up games and has previously hosted numerous elite level cricket games.

Redlands Cricket Inc are seeking to install floodlighting at EGW Wood Sportsground to enable the hosting of Premier Cricket night matches.

The installation of Premier Cricket standard lighting (750 lux) will enable Redlands Cricket Inc to host night fixtures, attract interest in cricket at all levels and expand participation opportunities.

Redlands Cricket Inc currently fields 6 Premier Cricket teams, 1 Premier Womens team and 90 entry-level program participants whilst supporting a large associated junior base.

PROJECT SCOPE

Installation of 750 lux lighting on Peter Burge Oval.

ESTIMATED PROJECT VALUE: \$1.2 million



14 TOOMBUL DISTRICT CRICKET CLUB: OXENHAM PARK

LOCATION: York St, Nundah, 4012

Delivery of new amenities and provision of 750 Lux lighting at Oxenham Park will allow Toombul District Cricket Club to continue to grow participation and diversify cricket activities as well as supporting local junior AFL.

Oxenham Park is ideally located in the Brisbane North region, but improvements to facilities are required to ensure that both cricket and AFL can continue to grow.

Toombul District Cricket Club currently fields 6 Premier Cricket teams, over 60 junior teams and 129 entry-level program participants with recent expansion in their girls programs.

PROJECT SCOPE

Provide 750 Lux lighting to Ken Mackay Oval and Upgrade to universally accessible change facilities, community cricket and storage facilities to service the second oval.

ESTIMATED PROJECT VALUE: \$1.8 million



SOUTH BRISBANE DISTRICT CRICKET CLUB : FEHLBERG PARK

LOCATION: Venner Road, Brisbane City, 4103

The establishment of Fehlberg Park as a sports precinct with the capability to host high performance content will enable the flexibility to grow participation in cricket at all levels.

The installation of Premier Cricket compliant oval floodlighting and an upgrade to universally accessible change facilities will enhance the ability of Fehlberg Park to host matches and training at community, Premier and high-performance levels.

South Brisbane District Cricket Club currently fields 12 senior teams, 35 junior teams and 200 entry-level program participants including girls and Women's sides.

PROJECT SCOPE

Installation of 750 lux floodlighting on Norman Gray Oval and upgrade of change facilities to cater for female participants and people with disabilities.

ESTIMATED PROJECT VALUE: \$1.5 million



16 CAIRNS CRICKET ASSOCIATION: GRIFFITHS PARK

LOCATION: Gatton St, Manunda, 4870

Griffiths Park will be established as a Tier 2 facility with the capability of hosting high performance content and events.

The development of Griffiths Park will create the flexibility for Cairns to grow community participation and attracts new events to the region.

Cairns Cricket Association currently provides participation opportunities for 300 senior participants and 400 junior participants.

PROJECT SCOPE

Stage two of the project includes upgrades to the clubhouse and playing fields to meet Tier 2 facility requirements.

ESTIMATED PROJECT VALUE: \$5 million



TOWNSVILLE CRICKET INC: RIVERWAY STADIUM

LOCATION: Sporting Drive, Condon, 4815

The installation of broadcast quality floodlighting will enable Riverway Stadium to host televised night matches for cricket and AFL, boosting the capability of Townsville to attract high quality elite content to the city.

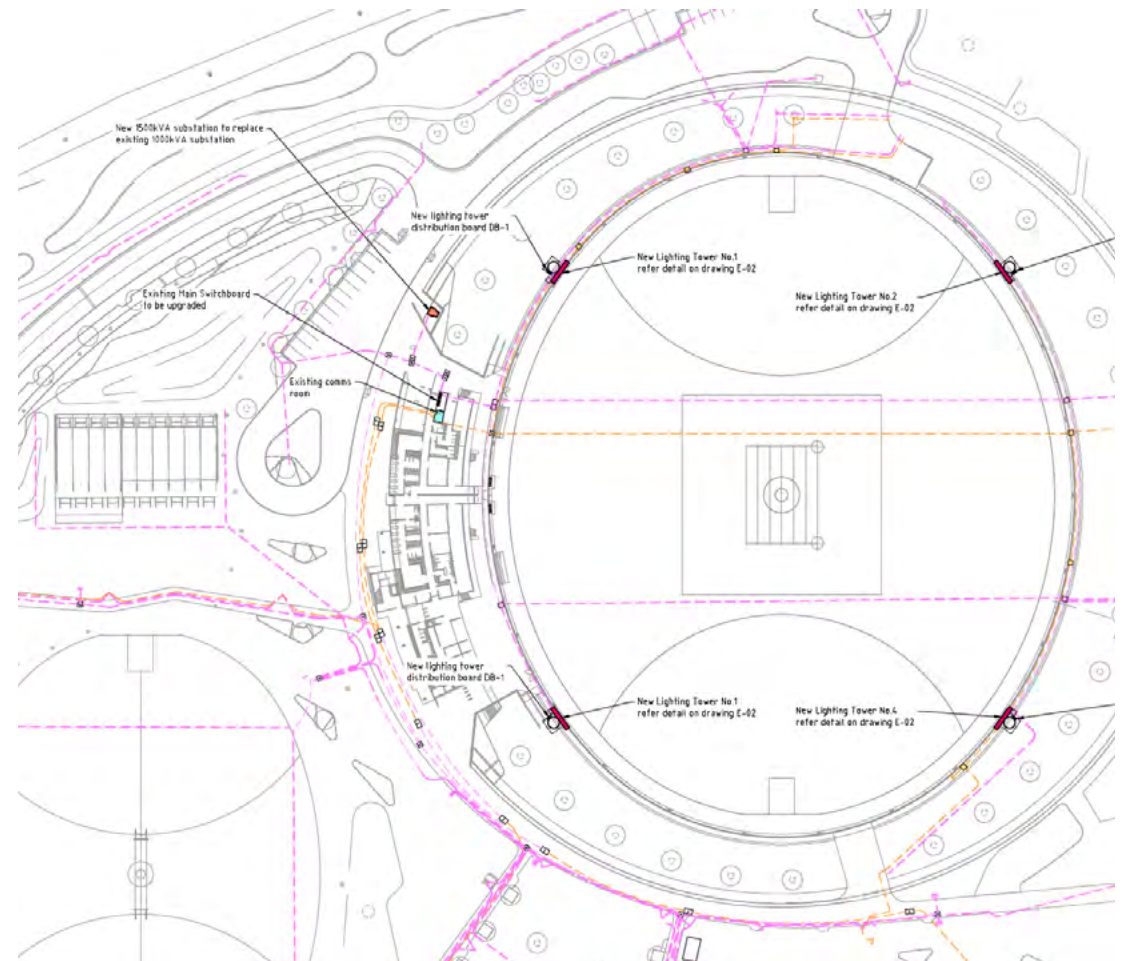
In a partnership between Townsville City Council, Townsville Cricket, Queensland Cricket and AFL Queensland, the installation of broadcast quality lighting will establish Riverway Stadium as one of Queensland's premier regional sports entertainment precincts.

With the Gabba anticipated to be under construction for several years it is anticipated Riverway Stadium will be able to host elite level night content once this project is delivered.

PROJECT SCOPE

Installation of broadcast quality lighting at Riverway Stadium to 2,000 Lux.

ESTIMATED PROJECT VALUE: \$4-7 million



18 MACKAY CRICKET ASSOCIATION: HARRUP PARK AND THE GREAT BARRIER REEF ARENA

LOCATION: Juliet St, South Mackay, 4740

Harrup Park & Great Barrier Reef Arena is the centre of community participation and high-performance cricket in Mackay, with the capacity to host international and domestic cricket, as well as AFL fixtures.

The second stage of the redevelopment of Great Barrier Reef Arena will include a community and high-performance centre, indoor practice facility, and upgrade to field 3 lighting and extension of field 2.

The Mackay Cricket Association currently fields 48 senior teams, 36 junior teams and 401 entry-level program participants.

PROJECT SCOPE

Community, High-performance centre development, indoor practice facility, and upgrade to field 3 lighting and extension of field 2.

ESTIMATED PROJECT VALUE:

\$15 to \$17 million



BUNDABERG CRICKET ASSOCIATION: KENDALLS FLAT

LOCATION: Bourbong St, Bundaberg East, 4670

The delivery of the Kendalls Flat Masterplan will create a central home for the Bundaberg Cricket Association to grow participation and host regional events.

This project is being developed in partnership with Bundaberg Regional Council and AFL Queensland to support seasonal use by both cricket and AFL.

The BCA currently provides participation opportunities for 350 senior participants, 504 junior participants and 57 entry-level program participants.

PROJECT SCOPE

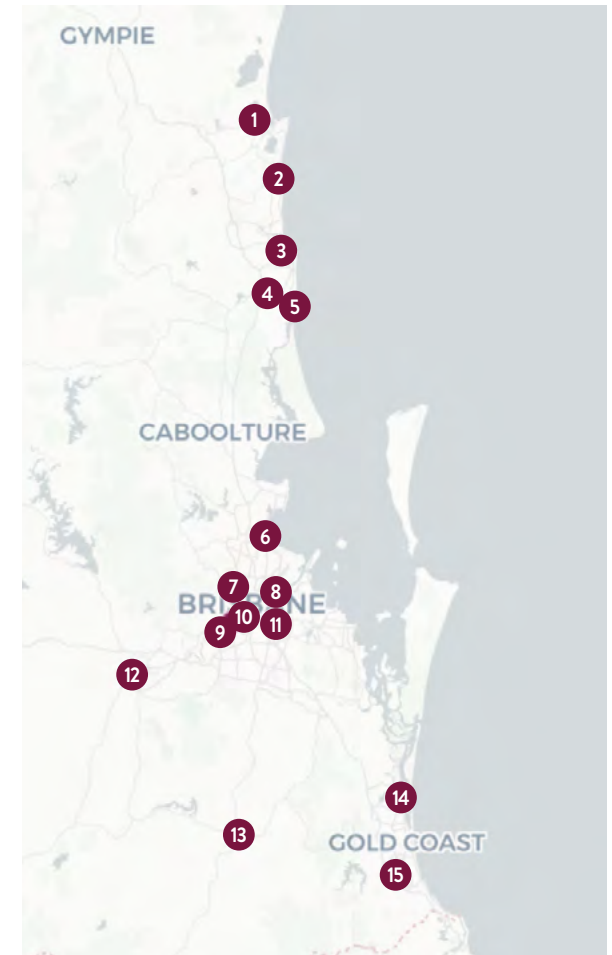
Redevelopment of Kendalls Flat to provide two full size cricket/AFL ovals with floodlighting, new change facilities, reconfiguration of existing ovals, new cricket practice facilities and supporting infrastructure such as car parking and pathways.

ESTIMATED PROJECT VALUE: \$15 million



20 COMMUNITY INFRASTRUCTURE PRIORITIES SOUTH EAST QUEENSLAND

Site	Project	Estimated cost
1. Read Park	Upgrade practice facilities and playing field	\$200,000
2. Coolum Peregian Sports Complex	Turf wicket installation	\$50,000
3. Elizabeth Daniels Park	Installation of playing field floodlighting	\$600,000
4. Honeyfarm Road Sport Precinct	New Premier Cricket Home for Sunshine Coast Scorchers	\$2 million
5. Roy Henzell Park	Playing field floodlighting upgrade	\$150,000
6. Deagon Sportsground	Develop new universally accessible change rooms	\$2.3 million
7. Ashgrove Sports Ground	750 lux lighting to Norm McMahon Oval	\$500,000
8. Colmslie Recreation Reserve	Playing field floodlighting to 300 lux	\$500,000
9. Chelmer Sportsground	750 lux playing field floodlighting	\$500,000
10. WEP Harris Oval	750 lux playing field floodlighting	\$500,000
11. White Hills Reserve	Playing field floodlighting to 300 lux	\$500,000
12. Ivor Marsden Sports Complex	Upgrade to cricket standard floodlighting to on Baxter Oval and Ivor Marsden 1	\$500,000
13. Selwyn Park	Practice facility upgrade	\$150,000
14. Sam Loxton Oval	Implement Runaway Bay Cricket Masterplan, including floodlighting upgrade on main oval	\$1 million
15. Bill Phippen Oval	Practice facility expansion and upgrade Practice facility floodlighting upgrade	\$105,000 \$55,000
16. Gold Coast (various)	Install and/or upgrade school and council junior pitches	\$200,000



COMMUNITY INFRASTRUCTURE PRIORITIES

CENTRAL & WESTERN QUEENSLAND

Site	Project	Estimated cost
17. Bridgeman Park Sports Complex	Clubhouse upgrades, including install solar system, cold room and air-conditioning	\$50,000
18. Emerald Showgrounds	Establish cricket field lights (300/200 lux class II)	\$400,000
19. EPIC Sports Grounds	Development of club house, toilets, female changeroom and turf wicket block	\$2 million
20. Rockhampton Showgrounds	Establish new cricket facilities in cooperation with Council, Beef Australia and AFL Queensland	\$3 million
21. Ryan Park	Practice facility development	\$150,000
22. Kalka Shades Cricket Ground	Female amenities development and wicket upgrades	\$750,000
23. Keith Dunne Oval	Walker Road facilities upgrade project	\$1 million
24. Lyle Vidler Oval	Playing field floodlighting upgrade	\$750,000
25. Rockville Oval	Upgrade existing floodlighting to 300 Lux	\$300,000
26. Gallas Fox Park	Upgrade existing floodlighting to 300 Lux	\$100,000
27. St George Cricket Association	Installation of new turf wicket	\$60,000



22 COMMUNITY INFRASTRUCTURE PRIORITIES

NORTHERN QUEENSLAND

Site	Project	Estimated cost
28. Weipa Cricket Club	Practice facility and wicket resurfacing	\$175,000
29. Lakeland Sports Reserve	Cricket pitch development	\$30,000
30. Port Douglas Sports Complex	Port Douglas Sports Complex Master Plan including new practice facility, shade and floodlighting upgrade	\$80,000
31. Crathern Park	Practice facility upgrade and new cricket fields including floodlighting	\$350,000
32. Walker Road Sport and Recreation	Practice facility upgrade, floodlighting and toilets at junior oval	\$200,000
33. Loder Park	Practice facility upgrade	\$75,000
34. MARCS Park	Practice facility upgrade	\$75,000
35. Endeavour Park	Floodlighting, irrigation, drainage, outfield resurface, amenities, viewing areas, fencing and sightscreens	\$2 million
36. Bowen Sports Complex	Playing field upgrade, establishment of irrigation and floodlighting for multi-sports at Bowen Sports Complex main field	\$300,000







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