



MORE THAN JUST A NEW IMAGE!

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- Rebranding completed using hosting fee funds
- Positive reaction to strong new logos
- New website went live at the end of May 2016
- Finalist in the 'Best New Website' category at the 2016 Cork Chamber Digital Marketing Awards



STRATEGIC PLAN 2014-2017



“To Manage, Promote, and Develop in a sustainable way cricket throughout Munster.”

REMIT

- Expand participation in the game especially at Youth level
- Create structures and an infrastructure to support our expansion
- Ensure the long-term viability and growth of the game in Munster

KEY AREAS IN 2014-2017 PLAN

- Developing sustainable clubs
- Upgrading club facilities
- Expanding Youth cricket at club and school level
- Munster participation in Youth Interprovincial
- Working towards Senior Representative cricket
- Coaching development
- Governance
- Growing our profile
- Finance and Sponsorship

HOW HAVE WE DONE SO FAR?



OBJECTIVE	SCORE
Improving club facilities	3.5
Expanding Youth cricket at club and school level	3
Munster participation in Youth Interprovincial	3.5
Working towards Senior Representative cricket	4
Coaching development	3
Governance	4
Growing our profile	3
Finance and Sponsorship	3

DEVELOPING SUSTAINABLE CLUBS

POSITIVES



- Co Kerry & Limerick advances in numbers participating & facilities
- Cork County progression into Leinster Division 1 & at Youth Level
- Lismore back playing cricket and ground in very good order
- Eliminated some non-viable clubs enabling concentration on sustainable clubs
- Club accreditation scheme assisting in driving forward standards; 5 clubs assessed in September 2016

DEVELOPING SUSTAINABLE CLUBS

ONGOING ISSUES



- Mid-West area is a significant concern. Needs a well-located and suitable ground
- Waterford region facility development has been slow to come to fruition
- Numbers involved in adult cricket not increasing as rapidly as hoped.
- Still some distance away from having the league structures and strength that we want



UPGRADING CLUB FACILITIES

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- Co Kerry opened new ground in 2016
- New Waterford ground offers huge potential to develop game in South East
- €10,000 allocated in development grants in 2016 from MCU funds
- Applications for further €8,000 under Cricket Ireland club initiative under consideration
- New artificial wickets laid at Co Galway, UCC and Harlequins
- Good start made but much more to be done. Accreditation process will drive us but more funding will be key



EXPANDING YOUTH CRICKET AT CLUBS/SCHOOLS

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POSITIVES



- Getting structures right in Cork County, Harlequins, Limerick and Midleton
- Other clubs at earlier stage of development e.g. Co Kerry, Lismore and Waterford
- Better linkage with Regional Development Officer's (RDO) work in primary and secondary schools
- Definite progress with club competitions in 2016 albeit a lot more to be done
- Munster Schools Cup restarted in 2015 and expanded significantly in 2016

EXPANDING YOUTH CRICKET AT CLUBS/SCHOOLS

CHALLENGES



- Getting more organisers/coaches/parents involved to handle growing numbers
- Assist clubs at early development stage – a focus for the RDO for the future
- Increase competitive activity between clubs
- Align age-groups to national standard
- Expand schools competition outside of Cork
- Geography and logistics will always be an issue
- Administrative support in running competitions needed
- Need required for more RDO hours!



MUNSTER PARTICIPATION IN YOUTH INTERPROVINCIALS

PARTICIPATION IN YOUTH INTERPROVINCIALS



- Work at club level providing bigger and better base for U13s
- Strong contribution by Munster players to Southern XI
- Need a timetable for Munster to re-enter U15s
- Munster/Leinster U15/U16 series very important
- Success in Leinster U15 league
- Need to establish a Munster U17/U18 team
- Relative numbers available will always be a challenge

PARTICIPATION IN YOUTH INTERPROVINCIALS



“If Munster are to be considered part of general and overall plans going forward then their genuine inclusion in those competitions needs to be closely looked at and managed appropriately”

- Tim Simmonite (Cricket Ireland National Development Manager)

OUR RESPONSE

Munster Cricket will bring genuine proposals to the Cricket Ireland Youth Working Group regarding how Munster’s participation should be planned and structured on the short to medium term



WORKING TOWARDS SENIOR REPRESENTATIVE CRICKET

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- Munster Reds squad of 16-18 players developed
- Management team put in place to mirror Interprovincial setup
- 2016 – Played 5. Won 5
- Younger players given exposure during season
- Appreciate T20 Interpros will be a step up but we are ready to meet that challenge
- Participation is key to building our profile, improving sponsorship and completing the player pathway
- Need to get confirmation on our status soon

COACHING DEVELOPMENT

- Nine additional coaches in the Level 2 process
- Working with Michael Hingston on course requirements for 2017 and beyond
- Munster Coaches Association being formed
- Upgrading our coaching database
- Have established a link with the MCC Cricket School in Lords
- Need more coaches on the ground
- Lack of indoor facilities a major difficulty out of season
- Need more RDO hours

GOVERNANCE

- New constitution adopted in May 2015
- Amended Executive Committee working effectively
- Sub-committees need to be developed however lack of number to fill positions the issue
- Part-time admin officer in 2016 – need to build on this for future
- Competition and fixture management needs further attention to assist those who run these for the Union.
- Participating fully within Cricket Ireland committees

GROWING OUR PROFILE



CORK'S
Red FM
104-106

Home On Air News Sport Entertainment Music Win

Cork County Cricket Club Look Ahead To Season

News Home More from Sport

Thursday, May 5th, 2016 7:33pm

Cork County are back in action this weekend.

They host Railway Union in the Irish Senior Cup on Saturday afternoon - the action is due to get underway at the Richard Beamish Cricket Ground in the Mardyke at 12.30.

Ireland star Kevin O'Brien will be lining out for the visitors on Saturday.

Ahead of the game we popped down for a coffee and a chat with coach Andy Wootton and County's South African professional Stephan Grobler - click PLAY



Munster U15s played Leinster U15s in Cork cricket ground, Limerick Cricket Club was represented by Kasim Alam, Sofyan Khan and Henry Broadhurst. Kasim Alam, pictured, finished up completing a terrific century for Munster with 102 (106 balls; 10x4; 2x6). His century was flawless, built upon solid drives down the ground and through the off side and two huge sixes into the tennis courts.

Above, the Limerick team's Mixed Distance Cross Country. Below, Jack O'Connor, Nat Connor.

RUGBY



Evening Echo, Wednesday, July 6, 2016

to join top tier

Evening Echo, Wednesday, July 6, 2016

Munster batting

Munster Cricket relaunched the game in Cork and elsewhere in the province recently. Here, Kevin Galvin finds out what they have done and why

WITH the sun shining on a splendid Mardyke, Munster's U15s preparing hard for what they hope will be a breakthrough year, four U15 players set to join the Southern XI in Belfast this weekend, and a total brand relaunch, Munster Cricket is moving in the right direction.

Some of the most talented cricketers in the province assembled to launch the new face of Munster Cricket: a new logo, a new website, munstercricket.ie and a fresh red around a province who have had their tough times over the last few years.

This season has already seen Munster's best summer: the SCCC by nine wickets, and in July comes the arrival of Leinster Lightning, the Irish champions. This year is an absolutely crucial year for Munster Cricket, trying to put together their infrastructure and build a competitive team ahead of the massive opportunity to take part in the interprovincial, the premier national competition, and an opportunity for the cream of Munster cricket to get seen by Irish selectors. This year the Reds will host All-Ireland champions the Leinster Lightning - coached by Cork native Ted Williamson - on Sunday, July 17, in a double-header T20 series at the Mardyke, and will do the same against the North-West Warriors, another extremely talented Interpro side, on Friday, August 18, at Terenure.

They will finish off the season with two games against the MCC: on August 24 and 26, both games again down the Dyke. "It's key for two reasons," said Munster Cricket chairman David Griffin at the launch. "First, it creates a pathway for players who come up through the



Cork County Cricket Club grounds, Mardyke Walk, Cork. The Reds will host All-Ireland champions the Leinster Lightning - coached by Cork native Ted Williamson - on Sunday, July 17, in a double-header T20 series at the Mardyke. They will finish off the season with two games against the MCC on August 24 and 26, both games again down the Dyke. Pictures: Jim Goughan

"It also gives us an opportunity to establish the same kind of setup and Red's coach at such a crucial time for Munster Cricket," said the Rother-



Sofyan Khan and Kasim Alam, both Limerick Cricket Club and Munster Under 15s, with Diarmuid Carvy, Cork Harlequins and Munster Under 15s, at the launch of the official relaunch of Munster Cricket.

played against the quality players who will be coming up against this. Wootton believes the structure of Munster Cricket is beneficial to



David Griffin, chairman Munster Cricket, and Cork County Cricket Club.



Stephan Grobler, Munster Reds senior captain and selector, and Cork County Cricket Club Professional.

"It's huge for us to have this opportunity to play at the top level again. We've not had a look in over last few years, but now Cricket Ireland has recognised Munster as having strong enough outfit to compete

quality come to Munster and he has shown what he can do for the past. Red's, we're certainly so I'm looking



GROWING OUR PROFILE

- New website and logos in place
- Improved Media Coverage across Munster
- Two columns a week in Cork's Evening Echo plus several two-page spread features, regular pieces in the Limerick Post and the Kerryman, and a weekly section in Monday's Irish Examiner sports results
- Limerick CC featured on Irish TV and RTÉ's 'Operation Transformation'
- Facebook page close to 1,000 likes & Twitter a/c with 600 followers. Website has received almost 3,000 visitors since launch at the start of June
- Links with Cork's RedFM, Limerick's Live95 and Radio Kerry
- Working with Cork Sports Partnership, Women in Sports Initiative and the Irish Wheelchair Association
- Pilot scheme to commence in Autumn re. Table Cricket for wheelchair users
- Munster Reds interprovincial participation would be a cornerstone in our progress

FINANCE & SPONSORSHIP



- Systems in place and regular reports
- Achieving a lot on a shoestring budget
- Development grants allocated
- Sponsorship coming from zero base but approximately €1,500 raised in 2016 for Munster Reds activity
- Sponsorship packages under development for 2017



CONCLUSION

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- The 2014-2017 plan has kick-started Munster Cricket
- Progress has been made in many areas
- There are still significant challenges on the horizon
- Work is getting underway on a new Strategic Plan for 2017-2020
- Munster Cricket wish to work closely with Cricket Ireland on driving the game forward in the Province
- Two Munster clubs nominated for Cricket Ireland's 2016 Club of the Year with Cork County emerging as winners
- Chris Thomas nominated for the 2016 Coach of the Year



QUESTIONS AND COMMENTS?



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