



***CASEY - SOUTH MELBOURNE
CRICKET CLUB***

COMMUNITY RELATIONS PLAN

City of
Casey



**ABOUT
THIS
DOCUMENT**

This document is to develop a shared vision for Casey – South Melbourne Cricket Club and our community to guide the responsibilities of our cricket club and recreation facilities and services to meet the needs of the greater City of Casey community.

The strategy will:

- Provide a vision for community programs of the Casey – South Melbourne Cricket Club
- Define our club’s role in facilitating sport and recreation opportunities to the greater community
- Identify ways Casey – South Melbourne can engage and support our local community to participate in sport and recreation
- Provide guidance to shape our club’s investment in our community’s sport and recreation infrastructure
- Respond in a coordinated manner to the changing cricket participation trends

Acknowledgements

The Casey - South Melbourne Cricket Club is grateful for the contribution of many club and community group representatives who completed surveys and/or provided feedback.

We also thank the residents of the City of Casey who responded to surveys or provided other input into the study.

Our club is also grateful for the support and guidance provided by council officers, representatives of government agencies, educational institutions and non-government agencies who gave freely of their time to provide input into the strategy.

Disclaimer

This document has been developed by the Casey - South Melbourne Cricket Club. Information contained in this document is based on available information at the time of writing. All programs are currently indicative only and should be referred to as such. This is a strategic document which deals with community matters in a summary way only.

(c) Casey - South Melbourne CC 2017
www.caseysmcc.vic.cricket.com.au
T 03 5995 3637
PO Box 7140 Cranbourne North, Victoria 3182



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**



***CONTENTS
PAGE***

About this Document	2
Contents Page	3
Purpose of Strategy	4
Club Overview	6
Community Relations Objectives	8
Community Relations Overview	10
Community Engagement Programs	12
Sustainability Programs	16
Health & Wellness Programs	20
Plan Governance	24
PR & Media Tactics	28
Our Club's Commitment	30





**PURPOSE
OF THE
STRATEGY**

The Community Relations Plan considers the opportunities created by the Casey – South Melbourne Cricket Club’s standing in the City of Casey community.

The plan has been designed to be a driver in the successful implementation of programs to assure our community has access to vital programs.

Delivering social inclusion and connectedness, social and cultural diversity, vibrant and changing communities, sustainability, and access and affordability.

The Community Relations plan will act as an enabler for our club to achieve our vision through successful implementation of the key programs outlined within the strategy.



PURPOSE OF STRATEGY

The Community Relations Plan of Casey – South Melbourne Cricket Club strives to increase the Club’s presence in our local community. This strategy has been developed to guide the community relations team over the coming years. Everyone involved in the Club has an important role to play to carry out this community engagement and this has also been outlined.

OUR VISION

‘To be a high performing premier cricket club through team success and providing a pathway for greater individual honours’

CLUB VALUES

Excellence Integrity Respect Fairness

OUR MISSION

‘To provide a strong and competitive environment to breed and foster elite cricket talent. To be the premier club of choice for all aspiring cricketers based on club success and player development. To meet the vital needs of the regions premier stakeholders.’

CLUB COMMUNITY VALUES

Compassion	Growth with a conscience	Family connection
Safety and freedom	Sense of community	Learning and education
Creative	Tolerance and respect	Fairness





The Casey – South Melbourne Cricket Club is a prideful and historic cricket club.

For 155 years the Club has been integral aspect of community life in South Melbourne.

The Swans have a storied history, producing nine Australian Test Captains; more than any other club in Australia, with a club culture based on a hunger for success and a hatred of losing, the club competes in the highest level of premier cricket in Victoria.

The next step for the Club is to establish themselves as the Club for all in their community.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

CLUB OVERVIEW

The South Melbourne Cricket Club (SMCC) was founded in 1862, and has been an integral aspect of its community, producing nine Australian Test Captains, 47 international players have represented the Club, and eight of these players have been listed amongst Wisden's "International Cricketer of the Year". Winning 19 premierships across all competitions, including seven First XI premierships, the Club has enjoyed a long and storied history of success build on a strong foundational culture of integrity, excellence, fairness and respect.

In fact the club motto *Liberalitur aut vincere aut vinci* signifies this tradition as it translates to "A sportsman, win or lose".

The Club has come a long way since their inception some 155 years ago. They have moved to their new home of Casey Fields in 2005, and re-named to reflect our new spiritual home. Fielding teams in all four divisions of the Victorian Premier Cricket competition, the Club is intent on introducing a Women's team in the coming seasons, this will be a historic moment for a historic club. While recent on-field struggles have seen the Club endure a First XI Premiership drought this hasn't affected the Club spirits where the Swans have continued to enjoy the support of the City of Casey. Now the next step for the Club is to repay this support by providing programs for our community.



Club Championships:	2	1949/50	1989/90						
1st XI Premiers:	7	1872/73	1878/79	1888/89	1891/92	1952/53	1959/60	1967/68	
2nd XI Premiers:	1	1875/76							
3rd XI Premiers:	3	1938/39	1953/54	1976/77					
4th XI Premiers:	2	1948/49	1960/61						

Team of Century: 1. Lindsay Hassett (C) 2. Bill Woodfull 3. Ian Redpath 4. Harry Trott 5. Graham Yallop 6. Keith Miller
7. Ian Johnson 8. Cyril Parry 9. Damien Fleming 10. Clarrie Grimmer 11. Alan Connolly 12. Wayne Phillips



@CSMCCSwans

1317 Likes



@CaseySthMelbC

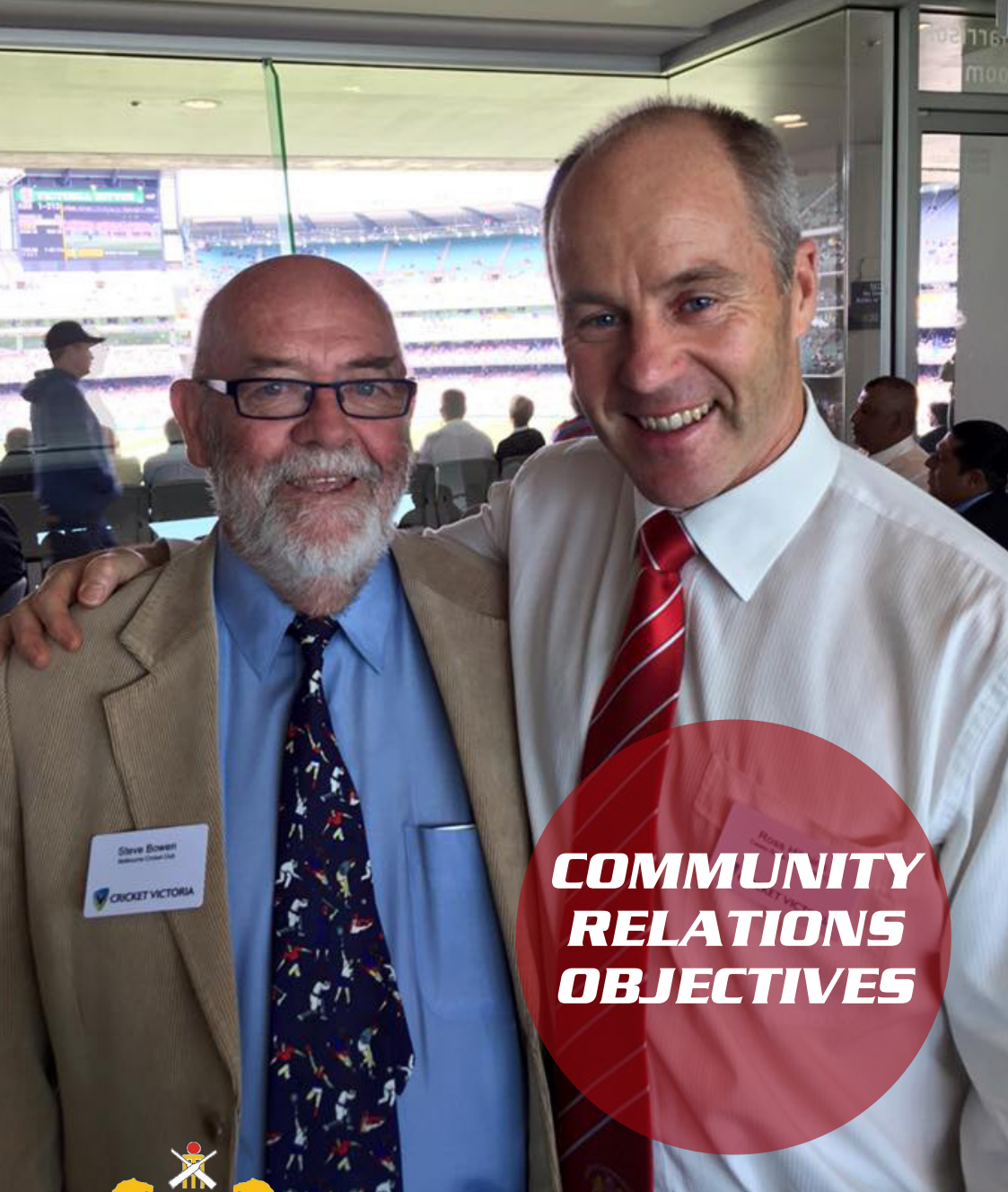
1374 Followers



caseysmcc.vic.cricket.com.au



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**



The Swans are committed to taking an active interest in the well-being of our community and to be great community citizens. We strive to develop life-long fans of the game of cricket through cause community programs and initiatives.

Our mission is dedicated to being an engaged and connected community club utilising our position in the community through our programs and partnerships we currently work with and the City of Casey, to help to improve the lives, health and sustainability of our community.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

COMMUNITY RELATIONS OBJECTIVES

1. Convert community engagement events into future community outings by implementing a process to enhance the community's overall experience with the Casey – South Melbourne Cricket Club, our players, and associates. Success will be measured by the amount of interest generated in terms of attendance numbers by the greater community.
2. Maintain high usage rate of community engagement social media posts throughout the season by having at a minimum one post regarding the Club's community efforts. We will accomplish this by using encouraging posts by the playing group and club officials through an end of season award for community engagement at our awards presentation.
3. Increase involvement of players at Casey – South Melbourne Cricket Club by honouring the player who exhibits the best community engagement value at our end of season awards night. Achievement of this goal would be aided through the player's contribution to not only the community's wellbeing but also their commitment to the Club's values and people.
4. Continue to develop our community relations plan to better suit our Club's values and resources, while also adequately reviewing the successes and failures of community relationship programs for the means of continuous improvement.
5. Better utilise the services made available by the City of Casey and the various charities and organisations during the season. Continue to build upon the success and awareness generated by events and programs during the course of the program and being preparing and planning for future events.
6. Remaining proactive in being community conscious and aware as the Club travels to other teams' facilities and grounds throughout the season. Devoting a focus on remaining environmentally friendly for our playing group and Club officials' actions at competing grounds. This would including being conscious of water saving, correct disposal of waste, and behaving environmentally sustainable during the entire season.





**COMMUNITY
RELATIONS
OVERVIEW**

The strategy identifies visions for three critical activities undertaken by the Club – community engagement, sustainability and health and wellness – and sets out the program strategies and media action plans to achieve these visions.

The strategy identifies the important links between these activities and shows how the Club can best work together to produce a better outcome for our community.



COMMUNITY RELATIONS OVERVIEW

***COMMUNITY
ENGAGEMENT***

SUSTAINABILITY

***HEALTH &
WELLNESS***

***ALL ABILITIES
"SIX OVER SMASH"
CARNIVAL***

***REDUCING
WATER USAGE***

***"OUTSIDE THE
LOCKER ROOM"
PROGRAM***

***MULTICULTURAL
GAME DAY***

***"KEEP CASEY
FIELDS BEAUTIFUL"***

***BEYOND BLUE
TWENTY20
COMMUNITY BASH***

***GIRLS & WOMENS
COME & TRY DAY***

***THE "GREEN GAME"
SUSTAINABLE
LIVING WORKSHOP***

***"HEALTHY
THURSDAYS"
SEMINARS***





**COMMUNITY
ENGAGEMENT**

***ALL ABILITIES
“SIX OVER SMASH”
CARNIVAL***

***MULTICULTURAL
GAME DAY***

***GIRLS & WOMENS
COME & TRY DAY***



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

12

ALL ABILITIES “SIX OVER SMASH” CARNIVAL

The Casey – South Melbourne All Abilities Cricket Carnival will be a celebration for the Club and the City of Casey to encourage those with and without disabilities an opportunity to play the game of cricket.

Bringing together cricketers with all abilities from across the City of Casey to play at our home ground where we will feature a family atmosphere and activities designed for children such as jumping castles and face painting, before the inaugural Casey – South Melbourne “Six Over Smash”.

The “Six Over Smash” will provide an opportunity for the participants from the greater community and from the Club to get to know each other, participate in a fun game of modified cricket, and as a result learn some skills, be active and have fun!

Held as a curtain raiser for the final week of the pre-season, the carnival will provide an excellent opportunity to launch the Swans upcoming season of games and drive awareness of the Club in the community.

The “Six Over Smash” will be run in conjunction with Cricket Victoria and Reclink Australia’s all abilities sport programs where the participation format that seeks to give cricketers an equal opportunity at batting, bowling and fielding using a plastic ball over the course of six overs.

Relying on the expertise of both Cricket Victoria administrators, Reclink Australia program coordinators, and the City of Casey to provide assistance on the day, before asking the program deliverance team to review the day for continuous improvement.



***CASEY - SOUTH MELBOURNE
CRICKET CLUB***

MULTICUTURAL GAME DAY

Utilising the City of Casey and professional team Melbourne Stars, the Casey – South Melbourne Cricket Club will host a multicultural game day.

This is a fantastic opportunity for the Club to engage people of our community who will have exposure to some of the best cricket players in the country and experience the best the City of Casey has to offer.

Leveraging the popularity of the Big Bash professional team the Melbourne Stars, the Swans will invite a number of Stars men and women players, along with Stars mascot Star-Man to entertain the attendees, while the Casey – South Melbourne players will assist Cricket Victoria officials in running coaching clinics.

Local restaurants and travelling food vendors will be offered activation spaces that will see the clubrooms transformed into a hawker showcasing the best and the wide variety of food options available in the greater community.

The multicultural day will allow the City of Casey community to celebrate everything that make the area such a wonderful place as people bond over the sport of cricket and expose the Casey – South Melbourne Cricket Club to a new segment of the population.



City of
Casey



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

GIRLS & WOMENS COME & TRY DAY

Women's sport has seen an unprecedented rise in popularity over the past few years – even in the past few months, and Casey – South Melbourne Cricket Club sees this as a terrific development and opportunity for our Club to cater to an important stakeholder in our community.

Casey – South Melbourne Cricket Club is dedicated to entering a Women's side in the coming seasons. Therefore to encourage the interest in the community we will be hosting a Girls and Women's Come & Try Day at Casey Fields.

The exciting opportunity, targeted for girls aged 10-15, will allow them to take part in a master class with Australia women's cricket captain, Meg Lanning. Lanning, plays for the Melbourne Stars in the Women's Big Bash League and is a #ChangeOurGame ambassador, thinks Women's cricket is on the right track at the moment.

"I've seen a lot of changes in my time already, particularly at grassroots level where there weren't a lot of opportunities for me to play in an all-girls team, nNow there's lots more access to play in all-girls teams. We've come a long way," Lanning said.

The master class will be followed by a question and answer session before Meg holds an autograph session for the attendees. The first 40 participants to register and attend on the day will be rewarded by the Club by receiving a free single entry pass to Casey RACE, one our invaluable sponsors.

The Come & Try Day will be promoted through our Club's social media channels, through the City of Casey website, and it will be encouraged for the entire playing group to share information about the day on their own personal accounts to raise the awareness about the day. A media release will be sent to the Leader Newspaper to encourage earned media and provide photo opportunities, while the day will be promoted on Casey 2SER 97.7FM Radio.



City of
Casey



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**



***SUSTAINABILITY
PROGRAMS***

***REDUCING
WATER USAGE***

***“KEEP CASEY
FIELDS BEAUTIFUL”***

***THE “GREEN GAME”
SUSTAINABLE
LIVING WORKSHOP***



***CASEY - SOUTH MELBOURNE
CRICKET CLUB***

REDUCING WATER USAGE

Cricket clubs have been among the first to experience the impacts of climate change.

Prolonged years of drought have affected playing surfaces around the country and in some cases, these have become unusable. Water has become scarcer and more expensive. In some parts of the country regular floods have stopped play for long stretches as the clean-up of ovals and repairs to infrastructure takes time.

Extreme weather events such as heatwaves and severe storms are predicted to continue, and if anything, get worse. This will affect many aspects of club management from the costs of utilities and other resources to ensuring a safe playing environment.

Therefore Casey – South Melbourne Cricket Club will introduce a plan to reduce the water usage of our players and club officials at both our clubrooms and the clubrooms visited throughout the season.

The program will see the installation of water reduction faucets on taps and showerheads in the Casey – South Melbourne changerooms, reducing unnecessary water usage and flushing of beer lines, and the players being encouraged to limit the time of their showers.

The target is for an overall reduction in the water usage of both the players and the club officials by 25% over the next decade from the current averages.

Players and officials will be encouraged throughout the season to think consciously about their water consumption at their own homes and lives. To encourage this change in players and club officials' behaviours, the Swan who produces the biggest reduction in water usage over the course of the season will have 25% of their water bill subsidised by the Casey – South Melbourne Cricket Club.

Cricket clubs should be a leader in this reduction of water usage, and the Swans want to do their part for such a valuable and limited resource.



“KEEP CASEY FIELDS BEAUTIFUL”

Local communities and club members are starting to ask what clubs can do to respond to environmental issues such as climate change and what clubs can do to reduce their environmental impact. With these new challenges come very exciting opportunities to save money, improve grounds and infrastructure, and show community leadership on an issue affecting us all.

To last another 155 years, the Club must understand and promote the difference we can make in our local environment.

The Casey – South Melbourne Cricket Club are privileged to play our games at one of the most iconic ovals in Melbourne, Casey Fields. Therefore it is our Club's responsibility to the community to make sure we treat this privilege with the respect that it deserves.

“Keep Casey Fields Beautiful” will be an awareness program encouraging our players and officials to importance of reducing waste and encourage recycling during their time at the club and at home.

Waste collection is expensive, and our growing population in city of Casey is putting greater pressure on our existing landfills that is in turn putting pressure on natural bushland, productive farmland and other areas of valuable open space.

To launch this renewed environmental focus the teams will perform a functional training session, by planting 155 trees to signify the number of years our historic Club has existed dating back to the South Melbourne foundation.

Inviting Melbourne based celebrity horticulturist Tom Remfry, director of award winning garden design firm Tom's Secret Garden; Remfry will lead the team in the program which will substitute a standard training session, replacing drills with functional activities such as digging, shovelling mud, running wheelbarrows up hill to dispose and team building.

The program will allow the Casey – South Melbourne Cricket Club the opportunity to engage the community with the tree planting activation and promote sustainability in our community.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

SUSTAINABLE LIVING WORKSHOP

To celebrate the match-up against the Northcote Cricket Club, the Casey – South Melbourne Cricket Club will be hosting our inaugural “Green Game Workshop”.

The workshop is a joint effort between the Swans and the City of Casey who will provide an environmental expert to host an information seminar on how to live sustainably.

The initiative aims to educate the residents of the community about sustainable living through a fun and interactive workshop which is completely free. The workshop will be an effort made by our Club to help the community’s citizens reduce the cost of energy, water and food bills with the hope of helping Casey residents save money long term by making some simple changes at home.

The workshop will be scheduled to take place during the morning tea before the feature match with the aim of allowing those in attendance an opportunity to learn about how they can make their own difference to the environment in their own lives and during their time at the cricket club.

This workshop program will drive a better use of the resources made available by the local Casey council and aid in satisfying our club’s objective of building successful events. In turn this workshop will attempt to create some community consciousness around not only the importance of living sustainably but also the ease and results simple changes in their lives can make.



***CASEY - SOUTH MELBOURNE
CRICKET CLUB***



**HEALTH &
WELLNESS
PROGRAMS**

**“OUTSIDE THE
LOCKER ROOM”
LUNCHEON
& PROGRAM**

**BEYOND BLUE
TWENTY20
COMMUNITY BASH**

**“HEALTHY
THURSDAYS”
SEMINARS**



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

20

"OUTSIDE THE LOCKER ROOM" PROGRAM

With over 50 players, many of them young men, Casey – South Melbourne has a responsibility to implement a program to provide support for mental health. To provide this support our club will utilise the “Outside the Locker Room” program.

“Outside the Locker Room”, is a support program where trained professionals offer mentoring, education and support to players, parents and committee members.

Former AFL Footballer Jake Edwards, created the program after facing his own challenges following the end of his playing career and hopes his story and program can save the lives of many fellow young Australians that battle the demons of alcohol, drugs and depression through the program’s initiatives.

To highlight the importance of, the often hidden, challenges mental health poses, Edwards will be invited to speak at the game day luncheon during the rivalry match against Dandenong Cricket Club, inviting our sporting rival to be a part of the day because some things are bigger than cricket.

Tickets will be sold for the luncheon where the proceeds will be donated to the program’s cause, before the announcement of implementing the program across the Casey – South Melbourne Cricket Club.

Post-game, the two competing teams along with coaches, will be invited into the clubrooms to have Edwards present a more informal personal speech, to give the story of his life, his experiences and talk about the seriousness of mental health. Encouraging players and coaches to embrace activities to help with these personal challenges.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

21

BEYOND BLUE T20 COMMUNITY BASH

Many of us have been affected by depression and anxiety, either personally or through family, friends or colleagues.

Right now according to Beyond Blue's statistics, over 1 million Australian adults have depression and 2 million are experiencing anxiety. On average, 7 people take their lives every day in Australia. Annually, suicide accounts for twice as many deaths as road accidents.

Casey – South Melbourne Cricket Club are in a position where we can have a positive impact on the citizens of our community.

Hosting a community Twenty20 game in conjunction with Beyond Blue, inviting club legend Damian Fleming to participate in the fundraising game and to raise the awareness of the Beyond Blue support program available to all those in the Club and in the community.

The game will see Fleming, along with local community dignitaries, past players, and community members enjoy a fun day at the cricket club.

All proceeds from the match will go to Beyond Blue. The aim of the event is to increase the awareness of Beyond Blue to young people and adults in our club and community. Funds raised will support the charity's programmes and partnerships, which aim to improve the support networks for those suffering depression in the City of Casey and beyond.

Our Club will utilise the expertise of the Beyond Blue coordinators and register our event thus creating an online fundraising page on the Beyond Bash website, beyondbluebash.org.au, to promote throughout our media efforts.



***CASEY - SOUTH MELBOURNE
CRICKET CLUB***

22

“HEALTHY THURSDAYS” SEMINARS

In conjunction with major sponsor Casey Race, Casey – South Melbourne Cricket Club will welcome a roster of certified personal trainers to present to players, members, and club officials, about the importance of nutrition and a healthy diet in their daily lives.

Taking place in a series of talks following Thursday night training sessions, the “Healthy Thursdays” information seminars will provide those in attendance with a number of takeaways for simple fitness and weight routines they can complete in their own homes to a number of simple yet nutritious meal plans that can have positive results to their overall wellbeing.

Coupled with the focus of nutrition and fitness, will be a series of talks highlighting the importance of recovery following training and games.

The “Healthy Thursdays” will also acknowledge the importance in effective recovery and post-activity stretching to improve wellbeing.

Presenting these recovery information seminars would be club ambassador Brendan Rose.

Rose, owner of myotherapy clinic MyoMAX, will run the information seminars to raise awareness of injuries or conditions that result from strains, sprains, and stresses caused through not only sporting activities by also brought about by activities in the attendees lives such as work stresses and emotional stresses.

Rose’s time and consideration will be offset with being named the honorarium official therapist of the Casey – South Melbourne Cricket Club while providing discounted sessions to the session attendees in-kind.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

23



PR & MEDIA TACTICS

To have an effective community relations plan the Casey – South Melbourne Cricket Club will have to leverage the media and public relations opportunities that these programs provide.

This plan outlines a number of strategies, both earned media strategies such as media releases and photo opportunities, to paid media strategies such as paid social media posts and flyer drops, to maximise the effectiveness of the Casey – South Melbourne Cricket Club community minded programs.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

PR & MEDIA TACTICS

Community Plan Launch Night

To launch the Community Relations Plan, the Casey _ South Melbourne Cricket Club will invite a number of local dignitaries such as the City of Casey mayor Sam Aziz, Deputy mayor Damien Rosario, Deputy mayor Susan Serey, Planning Committee Chairperson Geoff Ablett and General Purposes Committee Chairperson Rosalie Crestani, and the Honourable Tony Smith MP, Member for Casey.

The launch night will be promoted through the use of media release to the Casey Leader Newspaper, promoted through Casey 3SER 97.7FM Radio, and promoted across the Club's social media channels and website.

All Abilities "Six Over Smash" Carnival

The carnival will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, the use of Cricket Victoria ambassadors, leveraging the City of Casey's resources, performing a flyer drop in the community, the use of the Club's electronic direct mail database and promotion on social media.

Multicultural Game Day

The game day will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the City of Casey's resources, performing a flyer drop in the community, local schools and at Fountain Gate shopping centre , and promotion on social media.

Girls & Women's Come & Try Day

The master class will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging Meg Lanning as the day's ambassador, leveraging Cricket Victoria's resources, performing a flyer drop in the community, the use of the Club's electronic direct mail database and promotion on social media.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**

25

PR & MEDIA TACTICS

Reducing Water Usage

The water reduction competition will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities. The use of a competition will provide an intriguing and unique angle to create newsworthiness in the story. The Club will publish competition updates and sharing of water saving ideas on the social media platforms and through the Club electronic direct mail database.

“Keep Casey Fields Beautiful”

The environmental program will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the presence of Tom Remfry as the program’s ambassador, leveraging the City of Casey’s resources to encourage the donation of trees and seedlings for the planting. The Club has made a conscious effort not to use flyers for this promotion to embody the sentiment of sustainability. Using past players as ambassadors on the day and inviting local dignitaries to contribute their presence to the cause. The functional training session and planting night will be advertised on through the Club’s electronic direct mail database and promotion on social media.

The “Green Game” Sustainable Living Workshop

The sustainable workshop will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the free workshop as the main driver in the promotion of the program. Utilising the resources of the City of Casey to contribute to the promotion of the event. The Club will promote the day through our EDM database and on our social media channels. The Club has made a conscious effort not to use flyers for this promotion to embody the sentiment of sustainability.



PR & MEDIA TACTICS

"Outside the Locker Room" Sportsman Luncheon / Program Implementation

The wellness program will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the presence of Jake Edwards as the program's ambassador. For the luncheon event the Club will invite local dignitaries to attend and encourage the Dandenong Cricket Club to contribute to the promotion of the event. The event will be advertised on through the Club's electronic direct mail database and promotion on social media. "Outside the Locker Room" media channels will also be used to promote the event.

Beyond Blue Twenty20 Community Bash

The community game activation will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the presence of Damian Fleming as the community bash ambassador. We will be leveraging Cricket Victoria's resources to encourage the donations towards the cause. The Club will be inviting local dignitaries and past players as fellow ambassadors on the day. The Club's electronic direct mail database and promotion on social media, as well as the players personal channels will be utilised to promote the day.

"Healthy Thursdays" - Nutrition and Recovery Seminars

The seminars will be promoted through a media release to the Casey Leader Newspaper coupled with photo opportunities, leveraging the presence of both Casey RACE trainers and Brendan Rose as the program's ambassadors. The Club will be utilising the immense reach of the Casey RACE sponsorship to promote the nights, while having participation from the entire playing group and club officials. The Club will utilise the electronic mail database to raise the awareness about the seminars.





***PLAN
GOVERNANCE***

For the Community Relations objectives to be achieved the plan requires the entire Casey – South Melbourne Cricket Club to embrace the programs and the recommendations put forth.

This leadership must come from the Casey – South Melbourne committee.

With great leadership we will achieve our community relations objectives.



PLAN GOVERNANCE

One of the reasons community relations is often overlooked is that committees usually lack experience in the community relations function so more attention is paid to the areas with which they have more familiarity with such as finance.

This means the direction of this strategy must be implemented by President Ross Hibbens and by Vice President Ross Moore, before assigning the appropriate other committee members to assist with their own skills.

It will be the challenge of the committee to effectively implement the programs but also to review the programs on an annual basis for the means of continuous improvement. Good governance of this community relations plan can have tremendous results for the Casey – South Melbourne Cricket Club. The plan can lead to:

- | | |
|---|--|
| <i>Better management</i> | Good governance encourages better managed and more efficiently organised clubs or associations. |
| <i>Improved communication</i> | A well-run club facilitates better informed players, members and invaluable volunteers. |
| <i>Sustainability and growth</i> | Careful business planning and implementation of policies and procedures helps sustain and develop our club |
| <i>Attracting sponsors</i> | Sponsors are more likely to link up with efficiently run organisations and community clubs. |
| <i>Appealing to insurers</i> | Generally insurers have a higher regard for clubs or associations with good governance practices. This may result in reduced premiums. |
| <i>Increased membership</i> | Parents are more likely to enrol children in our club if it is being well managed. |
| <i>Enhanced reputation</i> | Through satisfied members the profile and reputation of our club can be raised. |





***OUR CLUB'S
COMMITMENT***

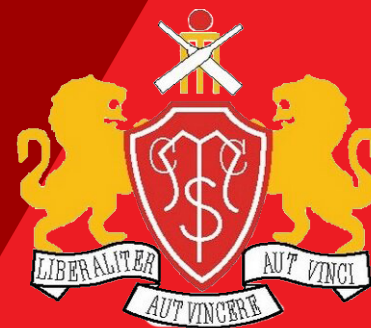
Casey – South Melbourne Cricket Club are fully committed to our community and sport specific program standards across all our cricket teams, our club administrators and our invaluable volunteers.

We do this by adopting a club-wide inclusive approach, delivered by a team of volunteer staff from across the community to understand the needs of all the groups living in our community.

We comply with the rules and requirements of Cricket Victoria, Premier League and Cricket Australia evidenced through a robust annual review and auditing process, driven by the standards of Cricket Victoria which are aligned to Cricket Australia standards.



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**



**CASEY - SOUTH MELBOURNE
CRICKET CLUB**
Casey Fields
160 Cranbourne Road
Cranbourne East
Victoria 3977
(03) 5995 3637



@CSMCCSwans



@CaseySthMelbCC