



Volunteering in Focus

# TECHNOLOGY, FRIEND OR FOE?





# INTRODUCTION

## SCOTT TUTTON, HEAD OF CLUBS & VOLUNTEERS

Cricket Australia (2018 – present)

Cricket Victoria (2013 – 2018)

Netball Australia (2011 – 2013)

Sport Volunteer Coalition (2022 – present)

Now entering the parent volunteer phase, with two daughters beginning their journey in netball, cricket, soccer, swimming, acrobatics





# LANDSCAPE OF CRICKET – BROAD & DIVERSE

## Acquisition, Transition, Retention – Cricket for Life

400

### COMPETITIONS

- Delivering junior & senior traditional and non-traditional cricket, year-round
- Primary function is competition delivery, governance and representative cricket

4000

### CLUBS

- Range from one team to over 100 teams
- Primary function is to field teams in local competitions, provide coaching, manage compliance, events, social connection, facilities, marketing and comms

240k

### UNIQUE PLAYERS

- Many more who play casually, but these are our traditional known players
- Split evenly between adults and children
- 75k in Cricket Blast

220k

### VOLUNTEERS

- Coaches, umpires, administrators, team managers, child safety officers, scorers
- 83% are male
- 37.5 average age (years)
- 6% have never played organised cricket

# AUSTRALIAN CRICKET'S STRATEGIC PLAN 2022-2027

## STRATEGIC PILLARS



### BRILLIANT EXPERIENCES

Globally leading fan, player and volunteer experiences that create excitement and inspire passion

#### STRATEGIC PRIORITIES

01. Develop outstanding digital and live experiences that WOW our customers
02. Grow the WBBL and BBL as the ultimate summer sport and entertainment proposition



### PARTICIPATION GROWTH

Inspire more play by supporting volunteers and ensuring cricket is fun, accessible and welcoming for everyone

#### STRATEGIC PRIORITIES

03. Attract kids (ages 5-12) and families from all backgrounds to inspire a lifelong love of cricket
04. Accelerate momentum to be the leading sport for women and girls



### INSPIRATIONAL PLAYERS & TEAMS

Our players and teams are successful, inspiring and reflect the values and aspirations of the community they represent

#### STRATEGIC PRIORITIES

05. Enhance our leading international and domestic competitions, systems and programs that develop great players, coaches and match officials
06. Strengthen connection with cricket's past and present role models whose performances and stories inspire our nation



### SUSTAINABLE FUTURE

Ensure the financial prosperity of Australian cricket while creating positive social impact and being a leader in the global game

#### STRATEGIC PRIORITIES

07. Embed a business model that is sustainable, cost efficient, diversified and always innovative in its thinking
08. Drive investment in venues and facilities that enhance experiences and enrich communities
09. Champion inclusion, positive social impact and sustainability
10. Support growth of cricket globally and inclusion at Brisbane 2032

## ENABLERS

UNITED AND ALIGNED AUSTRALIAN CRICKET SYSTEM

PEOPLE, CULTURE & CAPABILITY

PURPOSE-LED PARTNERSHIPS

DATA & ANALYTICS

## PURPOSE

To unite and inspire everyone to love and play cricket

## VISION

A sport for all that makes Australians proud





# WHERE DOES TECHNOLOGY FIT?

Why have we chosen to embark on Grassroots Digital Transformation?



## KEY APPLICATIONS



REGISTRATION



COMPETITION DELIVERY



PROGRAM MANAGEMENT



PAYMENT PORTAL



CUSTOMER SUPPORT



PLAYER & FAN ENGAGEMENT



COMMUNICATION



SCORING & STREAMING



# WHAT HAVE WE NAILED?



- ✔ **PlayCricket Support – phone, email, web ticket and messaging**
- ✔ **Streaming via the PlayCricket App – best in class in community sport**
- ✔ **PlayCricket App – fixtures, statistics, highlights**
- ✔ **Training**



Play Cricket Support > PlayHQ E-Scoring

Search

## PlayHQ E-Scoring

### Play HQ E-Scoring Guide & Demo

- E-Scoring Quick Reference Guide
- PlayHQ E-Scoring Demo
- 9 steps to E-Scoring a Cricket Match

### E-Scoring FAQs & Troubleshooting

- Changing Parameters when eScoring
- How can an association unlock a game if it wasn't closed properly by a club in E-Score?
- What to do when a player is retired hurt on E-Score (Retired Not Out)?
- What features sit behind the actions button and what do they do?
- Ending an Innings for a 2Day+ Match
- eScoring FAQs

[See all articles](#)

### Scoreboard Integra

- Scoreboard Integration C
- Scoreboard Integration I
- Scoreboard Providers Int

Skipper
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Next

accessing blast store

Skipper

To access the Cricket Blast Shop, log into your PlayHQ admin account, select the Cricket Blast program under 'programs', and choose the correct season. The Cricket Shop button will appear at the top right-hand corner of the page. You'll need to re-enter your PlayHQ details and complete a security puzzle to enter the shop.

Read more

Was this helpful?

February 19 at 8:11 AM

Yes
No





WESTERN AUSTRALIAN  
PREMIER CRICKET



► JM CARDER  
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0 0

FrogBox

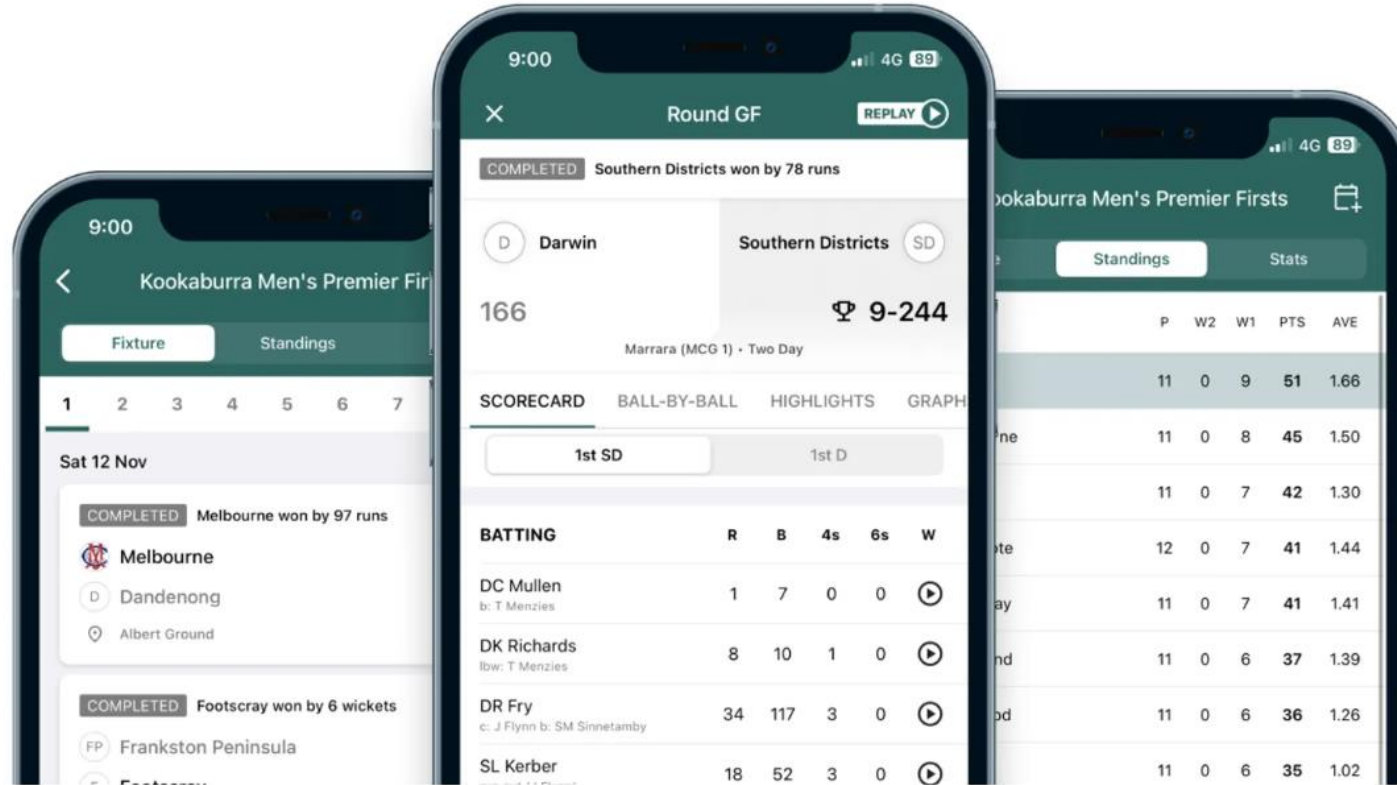
**FDCC** v **SCC** **0/0** (0.2)  
FDCC won the toss and elected to bat

LH TYLER  
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# WHAT IS STILL TO BE DONE?



