



# INSPIRING VOLUNTEERS



## THE HEROES OF AUSTRALIAN CRICKET

WILLETTON DISTRICT CRICKET CLUB  
VOLUNTEER MANAGEMENT ACTION PLAN  
2018/19



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# VOLUNTEER MANAGEMENT ACTION PLAN

## Action Plan for Willetton District Cricket Club

Please note, the Volunteer Management Action Plan can be used by Associations. However, minor adjustments may need to be made for the Action Plan to suit the Association.

A Volunteer Management Action Plan provides our Cricket Club with clear objectives and strategies to support volunteer recruitment and retention efforts. Supporting, recognising and rewarding volunteers is crucial for the ongoing sustainability of our Club. The development and implementation of this Action Plan and appointment of a Volunteer Coordinator should be the combined effort of representatives across our Club. Overall, the Volunteer Management Action Plan will assist in achieving effective Club structures and management practices.

The following template offers seven areas to consider in the management of volunteers and offers sample strategies that may be considered for implementation. While it is recommended that consideration be given to each area, it may not be necessary to provide as many actions as suggested. In a perfect world the appointment of a Volunteer Coordinator is ideal for every Club. However, for many Clubs, this is not a reality. Existing Committee members have the opportunity to take on parts of this role if they are unable to fill the Volunteer Coordinator position.

The Volunteer Management Action Plan has two core functions: Recruiting Volunteers and Retaining Volunteers.

Both functions are continuous and must work in conjunction with each other to be the most effective. The success of the plan is dependent on the commitment demonstrated by the Club towards improving a volunteer's experience in cricket. If there is little or no motivation, then we shouldn't expect volunteers to reciprocate the same motivation.

The Volunteer Management Cycle (Figure 1) outlines the on-going process Clubs need to implement; bringing volunteers into the Club, looking after them while they fulfil their duties and then planning for when they leave.



Figure 1 Volunteer Management Cycle



# VOLUNTEER MANAGEMENT ACTION PLAN

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## Willetton District Cricket Club Profile

### Association

WACA (WA Premier Cricket)

### Year Established

1983 (Willetton District Cricket Club)

### Home Ground

Burrendah Reserve

### Website

[www.wdcc.net.au](http://www.wdcc.net.au)

### Social Media Accounts



[https://www.facebook.com/WillettonDragons/?hc\\_location=group](https://www.facebook.com/WillettonDragons/?hc_location=group)



[https://www.instagram.com/willetton\\_dragons/](https://www.instagram.com/willetton_dragons/)



<https://twitter.com/WilloDCC?lang=en>



[https://www.youtube.com/channel/UC6SwBIPNgIku\\_1tcjdFelpA/videos?view\\_as=subscriber](https://www.youtube.com/channel/UC6SwBIPNgIku_1tcjdFelpA/videos?view_as=subscriber)

### **Club Vision**

To be a safe, inclusive and welcoming community club that allows people to engage with the game of cricket.

### **Club Values**

Inclusive, Accountability, Excellence, Teamwork, Honesty and Trust.

### **Number of Volunteers**

30

### **Number of Life Members**

21

### **Sponsors**

Retravisision, AR Advisors, CY O'Connor, Humes, Driven Finance, Subway Willetton, Kent Aluminium, Stiebel Eltron, North Coast Electrial, Tempo Homes, Willetton Tyrepower, Running With Thieves, Zenprint, Icon, NGP Painting.

# TABLE 1 42 ACTIONS TO ASSIST VOLUNTEERS

Recruitment	Place	Induct	Train	Supervise	Recognise	Replace
Source ideas to conduct volunteer recruitment within the community.	Do you have job descriptions for each of your volunteers?	What sort of induction information do you provide?	Are you communicating effectively with your volunteers?	List learning opportunities for volunteers.	Develop a Volunteer Appreciation Calendar.	Conduct exit interviews.
Have clearly defined opportunities for volunteer involvement in the Club.	Do you keep a record of all volunteers?	Do you take the time to integrate all volunteers and members?	Do you identify the training needs/resources for your volunteers?	Identify progression opportunities for each volunteer.	Incorporate Life Members into activity by way of invitation.	Prepare existing volunteers to step into existing roles.
Identify creative ways to attract volunteers.	What sort of screening do you do? - Working With Children Check (WWCC) - Police Clearance - Reference Checks	Ensure a "Welcome" letter is delivered to a new volunteer. Add all volunteers onto MyCricket.	Do you cover the cost or subsidise accredited training for your volunteers?	Coach Education and Development opportunities.	Allocate some budget to volunteers.	Communicate with volunteers who hold similar positions with other Clubs.
Do you actively promote the Clubs via local community newspapers, schools and other sporting codes?	Establish a roster for your volunteers.	Ensure the volunteers feel welcomed and aware of their rights and responsibilities.	Do you conduct regular reviews of your volunteers skills and abilities?	Does Game/Training day supervision happen?	Use reward evening to recognise publicly.	Communicate with volunteers who hold similar positions with other Clubs from other sports.
Regularly publish a list of your filled and vacant roles to your members via a newsletter, notice board or social/web media.	Conduct information workshops for volunteers, AGM and "Welcome" days are perfect forums.	Ensure the volunteers are aware of the health and safety procedures or any potential issues.	Produce a training calendar for volunteers, including all workshops, courses and professional development opportunities for volunteers.	Offer ongoing feedback and evaluation of volunteers. Be mindful that some people take feedback differently to others.	Involve community newspapers to run stories on your great volunteers.	Invite members who show interest to Committee meetings.
Communicate with State and Territory Cricket Associations to help advertise.	Are you a small Club? Do you manage responsibilities and share roles?	Do you host a "Welcome to the Club" afternoon / lunch or dinner for new and existing members?	Can existing volunteers train up new volunteers; do they have the skills?	Ensure volunteers are on each Committee meeting agenda.	Acknowledge birthday's and milestones.	Do you regularly check your Club's Constitution and Strategic Plan? Can it be altered?

# TRACKING YOUR VOLUNTEER SUCCESS STORIES

It is crucial to understand the success your Club has had after the development of the Volunteer Management Action Plan. It is just as important to continue to identify any volunteering gaps and track how your Club is managing the Volunteer Management Cycle. Against each of the segments of the Volunteer Management Cycle in the Club plan, it is important to mark against the goal how the Club is tracking.

Here is a key that will assist in tracking the implementation of your Volunteer Management Action Plan.

● Not Started   ● In progress   ● Completed

Your local Regional Cricket Manager is available to assist you with your Volunteer Management Action Plan. The Regional Cricket Manager is encouraged to work with your Club to complete the plan and provide ongoing support.

## CONTACTS



**Cricket ACT**  
02 6239 6002



**Northern Territory Cricket**  
08 8944 8900



**Cricket NSW**  
02 8302 6000



**South Australian Cricket Association**  
08 8300 3800



**Cricket Tasmania**  
03 6282 0400



**Western Australian Cricket Association**  
08 9265 7222



**Queensland Cricket**  
07 3292 3100



**Cricket Australia National  
Community Facilities Manager**  
03 9653 8826



**Cricket Victoria**  
03 9653 1100



**Cricket Australia Manager of Club Cricket**  
03 9653 8861



# STAGE 1 RECRUITMENT

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Source ideas to conduct volunteer recruitment within the local community.	Develop a set of actions around recruitment, spanning a specific timeframe, and identify useful ways to integrate within the community and promote your volunteer roles.	Initiate new ways to involve the community, including past players and potential sponsors to visit the home ground.	●	Cricket Club Committee	The Club is in a position where approaching sponsors is crucial to meet the financial costs of helping running the Club. The Committee are keen to explore new ideas and programs such as hosting coaching workshops, inviting community cricket club members to training to potentially attract new and enthusiastic parents.
Have clearly defined opportunities for volunteer involvement.	Assess the Club's capacity and identify where volunteer roles are required, both long-term and short-term. Tailor recruitment needs on the basis of the assessment.	Ensure that each Committee member has a specific role or portfolio.	●	Cricket Club Committee	Members of the Cricket Club Committee need to take ownership of roles. Members duplicating roles only confuses volunteers and clouds meetings. Each Committee member should have a clear job description.
Promote the club via local community newspapers, social media etc.	Research ways in which other Clubs of a similar nature attract volunteers. Focus specifically on promotional tools which attract the age and gender required.	Promote the Club through actively being involved with the local newspapers, social media, schools, radio etc.	●	Cricket Club Committee (Social/Website)	Ensure that the cricket community identify the cricket Club as the ultimate cricket Club in the region where not only players want to be a part of but also volunteers.

● Not Started    ● In progress    ● Completed



## STAGE 2 PLACE

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Do you have a position description for each of your volunteers?	Develop specific job descriptions for each of your volunteer positions.	Each member has a clear job description outlining all roles and responsibilities.	●	President	To get the most out of each Committee member's time, develop a clear job description which outlines exactly the volunteer's role and expected hours a month. The cricket Club has a diverse committee structure with a number of experienced volunteers that can drive new initiatives and projects.
Record-keeping of all new and existing volunteers.	Develop a document holding all of the Club volunteers' details that can be easily updated.	Create a spreadsheet including details and Working with children numbers and/ or National Police Checks. – See Volunteer Management Plan Framework.	●	Club Committee	A Club with all of its volunteers clearly outlined in a document makes it easier to edit and make changes. The Club is also upholding its legal responsibility to keep current records of its volunteers.
All volunteers to have WWCC and Police Clearances	Develop a document that outlines all volunteers WWCC and Police Clearances	Each volunteer has a WWCC and Police Clearance	●	Club Committee	A club should have all volunteers with WWCC and Police Clearances.

● Not Started    ● In progress    ● Completed

# STAGE 3 INDUCT

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Induction information.	Develop a tool kit listing the required information necessary for the volunteer to undertake their roles and responsibilities, including policies and procedures.	Develop an induction checklist for all new volunteers entering the cricket Club that includes codes of behaviour, polices and procedures.	●	Club Committee (President/ Secretary)	The induction checklist will work hand-in-hand when new volunteers enter the cricket Club. The checklist supports the new volunteer orientation to be thorough and consistent regardless of who conducts it (the checklist is available in the Volunteer Management Framework)
Integrating all volunteers and members to feel like they are part of the Club.	Ensure that all new and existing volunteers feel that they are part of the Club and can approach all members. The Club will invite all players to events and encourage them to bring along parents and other members of the community.	Invite all members, players and parents to all social functions, events and matches. Ensure that all communication lines are open from the President down. The Club can drive this through the website and social media.	●	Club Committee (Social)	It's important that all volunteers feel like they are a part of the Club and feel comfortable approaching all people involved on the Committee. This should improve the image the Club portrays on the community and more volunteers will want to come along and get involved in the Club that is inviting and engaging to everyone.




● Not Started    ● In progress    ● Completed



# STAGE 4 TRAIN

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Communicate effectively with volunteers.	Provide pathways to communicate information to volunteers. Develop useful tools such as website, Twitter and Facebook.	Website is up-to-date and is known as the main information source for internal and external users.  Facebook page to have 100% of members.	●	Communications Administrator/ Social.	Communication is vital to all members and potential new members. Information sent through social media is currently being used and the opportunity to utilise these methods is greater than ever with such a young playing group.
Do you identify the training needs/resources for your volunteers and offer them suitable training opportunities?	Work with State or Territory Cricket staff and Local Government to identify upcoming training opportunities.	Ensure all new coaches take part in Community and Representative coach accreditation and key volunteers attend <i>A Sport For All</i> inclusion training.  All volunteers are made aware of training, workshops and seminar.	●	Club Committee	A strong relationship with the State or Territory Cricket Association will result in all communication flowing through to the Club all volunteers. This can be communicated through the local Regional Cricket Mangers.
Do you cover the cost or subsidise accredited training for your volunteers?	Encourage and pay volunteers to attend courses that will benefit the Club.	Pay for all coaching courses and out-of-pocket expenses the Club deems reasonable to reimburse the volunteer.	●	Club Committee	The Club currently encourages and pays for new volunteers and coaches to take part in courses to improve their skills.
Do you conduct regular reviews of your volunteer's skills and abilities?	Conduct a half-yearly review and end of season review of all volunteers.	In existing volunteer database, create a section outlining all volunteers' roles and identify gaps in the Club that could be improved.	●	Club Committee	Make use of the newly developed volunteer database for all kinds of volunteer information.

● Not Started   ● In progress   ● Completed

# STAGE 5 SUPERVISE

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
List learning opportunities for volunteers and identify volunteer career progression opportunities for each volunteer.	Identify and list appropriate and relevant learning and development opportunities for volunteers. Profile each volunteer and identify ways in which the Club can offer internal opportunities for rotation/progression in different positions.	Ensure all volunteers maximise their time and have the opportunity to progress and take on new roles.		Club Committee	Make use of the newly developed volunteer database for all kinds of volunteer information. Identify volunteers and keep them interested by reviewing job descriptions and providing feedback to the vital role they play on the Committee.
Coach Development and Recognition.	All Coaches link with other coaches to provide expertise and guidance. Let's get all our coaches communicating and working together rather than working alone.	All Coaches to meet with each other and provide feedback and development opportunities. Learning of each other's experiences will assist the development of each other.		Club Committee	The Club currently has new enthusiastic coaches with a passion for coach education and player development. Utilising their expertise skills to bring on other volunteers will benefit the Club in the short- and long-term.
Game day supervision and evening functions.	Ensure volunteers are fully equipped and have full access to all necessary equipment, keys and apparel for game days and all other events.	Ensure a Committee member is available at the ground on game days to open Club house, canteen, bar when operating and all other Club operations. Fully accredited volunteers are working behind the bar at all times.		Club Committee	Continue to work with local government around some of the issues some residents have with the Club. Acknowledge some residents that live in close proximity would like things done differently and the Club is open to working with the local people.

 Not Started    
  In progress    
  Completed

# STAGE 6 RECOGNISE

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Deliver a volunteer appreciation calendar.	Develop a Volunteer Awards Program to be included in the end-of-year celebrations and any other key times in the year to thank volunteers for their support and dedication.	Plan ahead for volunteer awards. Recognise volunteers with a letter at the completion of the season written by the President.	●	President	Make sure every volunteer is recognised in some way. A small piece of recognition may determine if the volunteer continues on.  (Club Person of the Year award)
Life Members.	Recognise Life Members.	Induct Life Members into the cricket Club.	●	Cricket Club Committee	Being a young Club, the importance of recognising volunteers who have contributed and deserve Life Membership is imperative. Recognising previous Life Members might be a way to attract old and new volunteers back. You may wish to involve your local member of Parliament or Councillor in this process to add greater profile to the award.
Do you have an allocated budget for recognising and rewarding your volunteers?	Develop a budget for recognising volunteers.	Allocate a portion of money for volunteer recognition.	●	Treasurer/ Club Committee	Allocating money for volunteer recognition will dismiss ad-hoc awards and recognition.
Are your volunteers captured on MyCricket?	Add all volunteers onto the MyCricket website.	All volunteers details are added onto MyCricket.	●	MyCricket administrator	A well-organised Club will have all volunteer details added online. This will assist communication.

● Not Started    ● In progress    ● Completed

# STAGE 7 REPLACE

Discussion Topic	Strategy or Action	Timeline		Action Officer	Comments
		Goal	Status		
Conduct exit interviews when a volunteer leaves.	Develop a basic exit interview which can be done via email, phone or in person with volunteers. Monitor and track reasons for volunteer resignations.	Communicate with all volunteers prior to the end of the season to determine if volunteers will be returning the next season.	●	Secretary	If volunteers are leaving, ensure they are appropriately thanked.
Prepare existing volunteers to step up into existing roles.	Ensure each job role on the Committee is clearly defined and more than one volunteer understands how the position works.	Communicate with more than one person on the Committee so volunteers understand dual roles if they need to take them on.	●	Club Committee	Ensuring more than one volunteer knows how a role on the Committee works, will allow another member to step into the role if someone decides to leave.
Invite members who show interest in a role to meetings.	The attraction of volunteering at the Club might appeal to volunteers who are currently working in similar roles and or at smaller community Clubs.	Communicate with potential new volunteers to get them familiar with the role.	●	President	New members to fulfill the role left from a previous volunteer.

● Not Started    ● In progress    ● Completed

# WHAT CAN I DO NOW WITH MY VOLUNTEER MANAGEMENT ACTION PLAN?

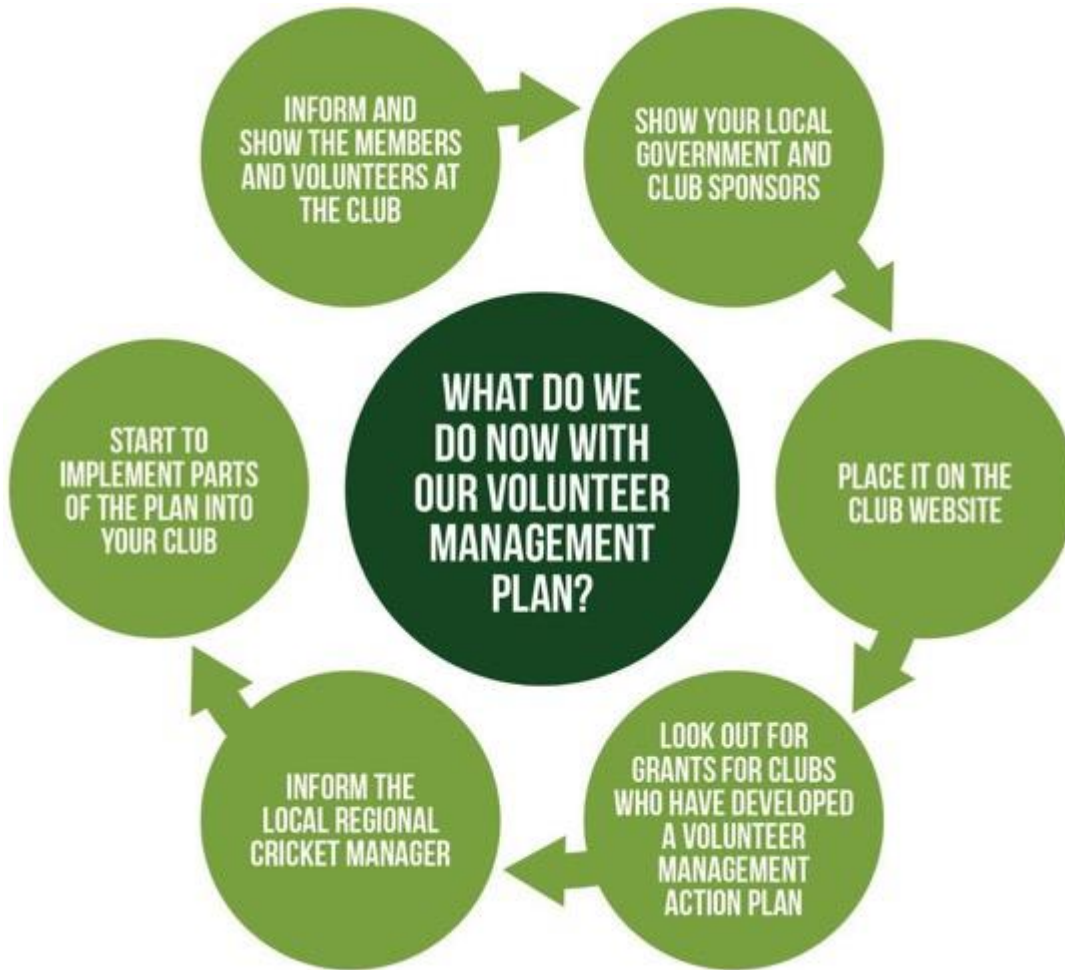


Figure 2 Volunteer Management Action Plan - Next Steps

