

SECRETARY'S REPORT



As I look back on season 2014/15 which marks my fourth season as Club Secretary, I marvel at how much Caulfield Cricket Club has changed in the 13 years my family has been at the club - and yet how some things have remained the same.

Changes include the increased focus and excellent outcomes achieved in club revenue and sponsorship without the security previously afforded by the annual Cricket Victoria VSDCA club grant of approx. \$15,000 a season; a significantly expanded junior club and program that now fields 8 junior teams with two emerging Milo cricket programs at beginner level; improved club communications with our members all around the world via the advent of Social media, including our own smartphone app, Twitter providing regular live score updates from all grades every Saturday and Facebook enabling us to push information to over 380 friends of the club at any time; and a general improvement in our presentation and general professionalism, as evidenced by quality of the players training and match day apparel, the improvements of our major social events and the superb Annual Report that you are now reading.

Yet despite those changes - some enforced upon us and others strategically driven by the club as we strive to remain a club of choice in a state with over 1,200 cricket clubs, all the while in a constant battle for people's leisure time - some things have remained the same.

Most notably, an ever increasing reliance on a dwindling group of volunteers, and a lack of obvious successors to replace key club stakeholders.

I understand that this is not a problem unique to Caulfield, that our club has been blessed to have so much support off field over the years, and in many respects is still the envy of most other cricket clubs in Victoria.

While the large contributions of a small number of people like the Seccombes, the Lennons, the Banks, the McNamaras, the Bartlems, the Macdermids, Geoff Reilley and Paul Bain has enabled us to develop a brand in the Victorian cricket community we are all justifiably proud of, it's time to share the load.

If the Caulfield Cricket Club is to maintain it's position as a powerhouse club in sub-district cricket, I believe there are two clear things that need to happen in the short term:

1. some of the highly talented and energetic younger club members we have need to step up and assist the club in some capacity, and
2. we must continue to integrate both the junior and senior clubs, as initiated by our recently completed 2012-2015 Strategic Plan. This was always a long term process that is now starting to pay dividends, and we need to continue the momentum from previous seasons.

I would like to thank Pat Lennon for his support and patience in his first season as Club President; one that unfortunately coincided with my emerging business taking up more time than ever, meaning I couldn't contribute in the Secretary's role as much as was originally intended.

As always I would like to thank the Committee for their support, in particular Wayne Bartlem for his assistance in the busy role of Treasurer, and Geoff Reilley and Harold Little for their constant encouragement and positive feedback.

Carol and Wayne Seccombe are retiring. Without stating the obvious they will be an enormous loss to our club given what they have contributed off field - for decades. I'd like to take this opportunity to thank Carol and Wayne for all they have done for Caulfield and to make my family and I welcome over the years.

I look forward to another successful season in 2015/16.

Simone Richardson
SECRETARY