

# **Counties Manukau Cricket**

**Does your club meet the needs of your  
community?**



# Knowing your community

- Who is in your community?
- Are you engaging with those people?
- What formats are you offering?
- Do they suit they needs of the community?
- What does cricket look like for everyone?



# Going into your community

- Engaging with organisations, schools, ethnic groups – finding out what they want
- Building connections with key people
- Working together to create programmes and games that suit them – asking what they want rather than assuming
- Identifying ways of engagement that differ from playing games or competitions



# Ways of engagement

- Connecting with local people
- Finding key leaders within communities
- Creating working groups
- Surveys to gain feedback
- Talking to parents on the side-lines of children's matches – asking what they want
- Liaising with schools – working together



# Key initiatives that CMCA introduced

- CMPL (Counties Manukau Premier League)
- Sista Smash – Girls Cricket
- Business House League
- SuperSmash Hubs



# New initiatives for the 2022/23 season

- Kilikiti – in-school programme and secondary school festival day
- Backyard Cricket – youth
- Backyard Smash – women
- Blind Cricket – working with visually impaired children

