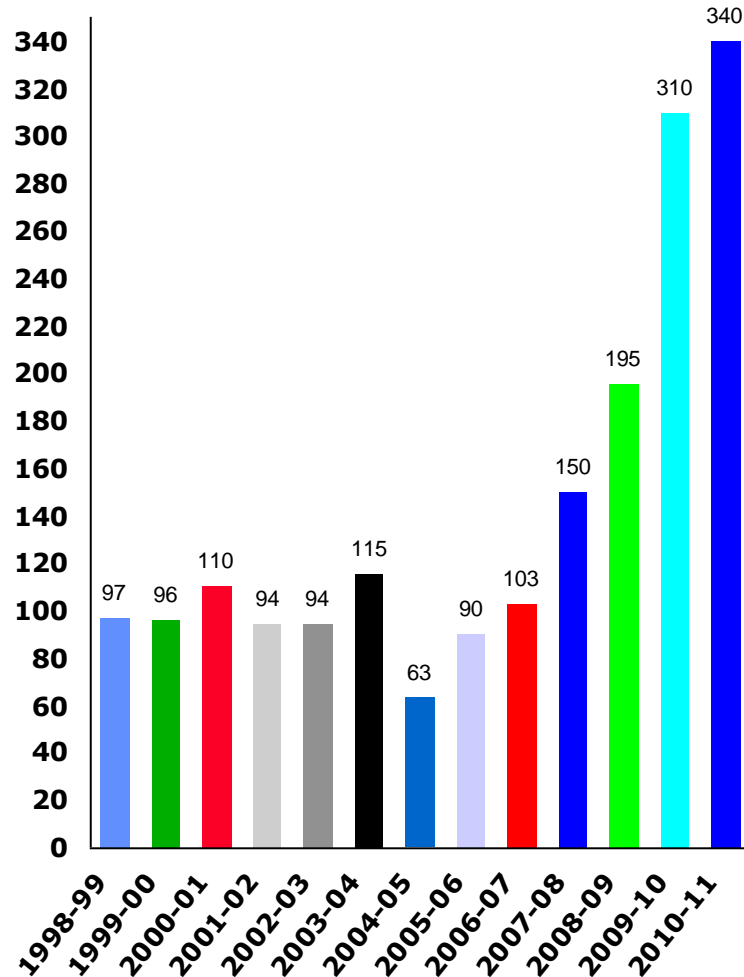


MEMBERSHIP TRENDS - SENIORS

Strategic aspiration = 350 financial members

Playing
Numbers



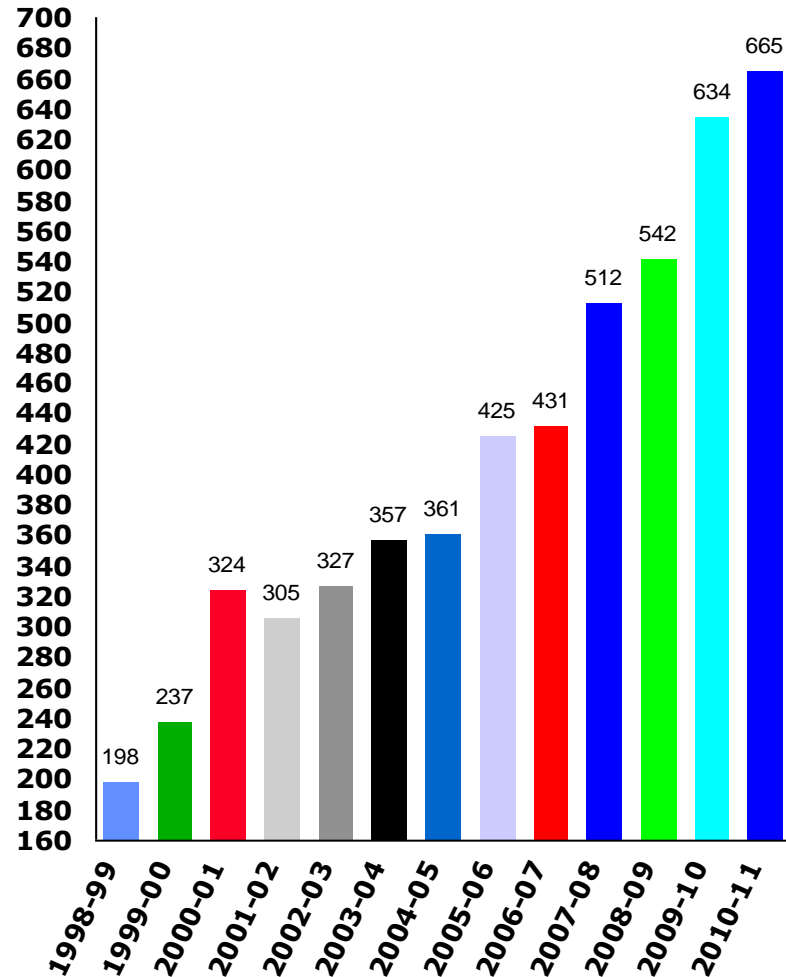
Strategic initiatives designed to achieve membership growth aspirations

- The Club boasts the best playing and practice facilities in Auckland.
- Strong ties exist with Glendowie College, Selwyn College, Tamaki College and Sacred Heart College who are feeder schools for the Club.
- The Club is represented in senior grade Premier, 2-Day, 1-Day and Sunday Twenty20 competitions providing a wide range of playing opportunities.
- The Club hosts the annual Interfaculty Twenty20 tournament for the University of Auckland where new players are introduced to the Club.
- The Club maintains representation at the University of Auckland Re-Orientation week to encourage student and staff players to join the Club.
- The Club employs a qualified senior Club Coach and a professional player.
- “Retired” players are made to feel very welcome by the Finglefoads who have an extensive annual domestic and international fixtures list .

MEMBERSHIP TRENDS - JUNIORS

Playing
Numbers

Strategic aspiration = 700 financial members



Strategic initiatives designed to achieve membership growth aspirations

- The Club is committed to the Auckland Cricket “Club is the Hub” program and strong relationships have been built with local catchment schools.
- The Club hosts an annual 6-a-side tournament for the local catchment primary schools where many new young players are introduced to the game of cricket.
- The Club places strong emphasis on total participation and coaching for all players in line with it’s values.
- The club employs a number of coaching staff and junior players have access to individual coaching, specialist coaching clinics and off-season coaching. The club also encourages all junior coaches to undertake a NZC Level 1 course.
- The Club’s traditional fixtures program provides an opportunity for talented players to pit their skills against some of the best junior players in Auckland leading to representative selection. Club traditions also recognise superior performances across all cricket disciplines as well as individual milestones (eg: 100 games).
- The pathway for junior players into the senior grades is very well defined and the club adopts a “grow your own” policy.