

# **Uganda Cricket Association**

## **STRATEGIC PLAN**

**2007 - 2011**

# UCA MISSION STATEMENT

Our vision is to make Cricket a national obsession by imbedding it into the cultures and passions of all the people of Uganda.

Cricket is a unique form of entertainment and recreation allowing for people from all walks of life to enjoy the culture of an honourable, competitive sport accommodating a wide variety of human talents and aspirations.

As custodians of cricket in Uganda, we aim to develop and foster the game to create opportunities for:

People to play, enjoy, be entertained and interact;  
Skills development, competition and fulfilment of the aspirations of all cricket enthusiasts and participants; and  
Social and economic upliftment, discipline, morality, integrity and other human values in pursuit of excellence

To achieve the above, we need teamwork at all levels of play and administration, and we must collectively commit to embrace this as the driving force in all our discussions, planning, execution, assessments and communications.

## **Proposal one:**

**To Develop, Administer and promote the game of cricket professionally in Uganda in order to maximize participation standards, enjoyment, community support and success.**

### Strategic Priorities

The UCA has identified five (5) strategic priorities upon which to build cricket over the next three years (2007-2010).

### Strategic Priorities

1. Review the existing governance structure to ensure that cricket in Uganda is governed under an inclusive and democratic structure in keeping with national and international best practices.
2. Introduce a management structure that provides for the efficient and effective administration and development of cricket, now and into the future.
3. Develop High Performance Cricket based upon a strong and viable club system and the introduction of longer version cricket. (NOTE Use the HP's 10 point plan attached)
4. Build participation(players,coaches,umpires,curators,administrators) Through development of a fully integrated school/club cricket system that fully incorporates all the regions of Uganda.
5. Ensure that cricket has a strong and sustainable financial base.

## 1. Strategic Priority Number One

**Review the existing governance structure to ensure that cricket in Uganda is governed under an inclusive and democratic structure in keeping with national and international best practices.**

- 1.1 UCA to work with National Council of Sports and key stakeholders in spreading Cricket to higher education institutions to bridge the gap between schools and Clubs.
- 1.2 UCA to work with the National curriculum centre to ensure that Cricket is registered on the Physical Education syllabus especially at the Teaching and primary levels.
- 1.3 Emphasize participation of Girl Child by introducing both boys and girl competitions as low as village level through to National and International.
- 1.4 Establish three tier leagues to accommodate age groups, educational and introduce multi day games.
- 1.5 Sponsor the best (annually identified) students ages 15 – 19yrs to participate at the National league under the emblem of the Development Team.
- 1.6 Re-invent specialized sub comities
  - a) Coaches
  - b) Umpires
  - c) Academy Tutors

And grant logistical support to enhance their knowledge and qualification.

## 2. Strategic Priority Number Two

**Introduce a management structure that guarantees the efficient and effective administration and development of cricket, now and into the future**

2.1 Source Human Resource support to assist Uganda Cricket Association in relation to determination of policy, financial management, strategic initiatives and promotions in line with sponsor's needs.

2.2 Institute a management structure based upon creation of management portfolios responsible to the Board for core areas of cricket throughout Uganda

2.2.1 Establish management/staffing structure( Achieved)

2.2.2 Develop role descriptions with key performance measures(Completed)

2.2.3 Recruit best personnel for the positions(Achieved)

With need for frequent knowledge update courses etc.

2.3 Establish clear management responsibilities for regional branches

2.3.1 Develop role descriptions for key personnel in each regional branch and establish lines of responsibility (specific emphasis of the teacher involvement in to local administrative structures)

2.3.2 Establish clear lines of communication

2.4 Allocate budgetary support to these administrative and coaching structures.

### 3. Strategic Priority Number Three

#### **Develop High Performance Cricket based upon a system of continuous improvement, including a strong and viable club system and the introduction of longer version cricket**

- 3.1 Clearly define pathways for players, coaches. Umpires, scorers, curators and administrators including defining qualifications and experience required
- 3.2 Re-evaluate the cricket clubs structures for 2007 onwards to ensure that cricket is played in several competition of the highest possible standard (Mini Cricket, Colleges, Universities and National League)
- 3.3 Develop an environment that ensures the Uganda national teams are given every opportunity to perform to their best. (Intensive training and buildup matches)
  - 3.3.1 Manage an international program under comprehensive guidelines
  - 3.3.2 Provide excellent team support: coach, specialist coaches, managers, medical, fitness and rehabilitation, statisticians, video, etc
- 3.4 Expand the elite player pool immediately below the national squad through specific programs targeted at
  - 3.4.1 The national 'A' team
  - 3.4.2 The national Under 19 team
- 3.5 Establish Cricket Academies centrally and in each age group.
  - 3.5.1 Identify and develop a focal point for training excellence in a location accessible to local elite cricketers
  - 3.5.2 Develop or employ excellent coaches, including specialist coaches in batting, bowling (spin, fast, and medium/swing), fielding and wicket-keeping
  - 3.5.3 Establish facility and equipment requirements for academies, including indoor/outdoor facilities, centre wicket access, weights rooms, pools, bowling machines, etc

- 3.6 Ensure that coaches are trained effectively to operate in the high performance area
- 3.7 Establish a network of trained talent identification personnel at national, divisional and district levels
- 3.9 Ensure that umpires and scorers are trained effectively to operate in the high performance area
- 3.10 Conduct tournaments at under-13, under-15, under-17 and under-19 age groups at school, regional and national levels.
- 3.11 Introduce longer version (3 and 2 day) cricket into the domestic club / regional playing program.
- 3.12 Introduce a forum for the Twenty20 matches annually to market the game.

#### **4. Strategic Priority Number Four**

**Build participation (players, coaches, umpires, curators, administrators) through development of a fully integrated school/club cricket system that fully incorporates all regions.**

- 4.1 Define junior cricket policy and procedures through a UCA Junior Cricket Policy that will apply to all regional branches
- 4.2 Identify resources, both human and physical, necessary to allow regional branches to apply national junior cricket policy
- 4.3 Develop a broad-based schools cricket development program, including:
  - 4.3.1 teacher-training resource materials and courses
  - 4.3.2 primary/secondary competitions
  - 4.3.3 Promotional campaigns
  - 4.3.4 Integrated curriculum materials based upon cricket (such as cricket moths)
- 4.4 Develop a club cricket structure for junior cricketers that satisfies the requirements of all participants and links to the elite player pathway
- 4.5 Develop and implement a coach education program for coaches, teachers and parents
- 4.6 Develop and implement umpire and scorer education programs for coaches, teachers, parents and volunteers
- 4.7 Develop and implement a curator education program to ensure high standards of turf wickets and outfielders
- 4.8 Conduct registration days to recruit cricketers and officials at all levels across all regional branches
- 4.9 Raise awareness of safety and injury prevention and treatment (through the UCA Cricket Junior Policy document)
- 4.10 Institute a UCA National Cricket Census that captures data relating to players, coaches, umpires, scorers, curators, administrators, and cricket organizations (school, club, other)

4.11 Develop a system of recognizing the contribution of volunteers at all levels of cricket

4.12 Develop partnerships with key agencies to assist in the promotion of cricket at all levels, including:

4.12.1 Uganda National Government

4.12.2 International Cricket Council

4.12.3 Africa Cricket Association

4.12.4 Corporate Sponsors

- Mobile Telecommunication Network(MTN)
- DFCU
- STANBIC BANK
- COCA COLA ( U) LTD
- RWENZORI MINERAL WATER.

## **5. Strategic Priority Number Five**

### **Ensure that cricket has a strong and sustainable financial base**

- 5.1 Sustain and grow current revenue sources
- 5.2 Build the brand of Uganda Cricket internationally and domestically
- 5.3 Put in place comprehensive budgeting and financial control procedures to ensure optimum utilization of funds. (Achieved)
- 5.4 Introduce new revenue streams
  - 5.4.1 Sponsors
  - 5.4.2 Industry partners
  - 5.4.3 Review player payment schedules
  - 5.4.4 Business functions with high profile (international) speakers
- 5.5 Develop and adopt a UCA Business Plan