



**SACA**

# ***VOLUNTEER ACTION PLAN***

# SUMMARY

Volunteers play a pivotal role in community sport across Australia. South Australian community cricket is built on the commitment and passion of our volunteer workforce. The ongoing success and sustainability of teams, clubs, and associations depend heavily on the invaluable contribution of our dedicated volunteers. It should come as no surprise then, that Volunteer Support is a strategic priority for Australian Cricket.

To ensure that we are meeting the needs of our volunteer community, SACA established a Volunteer Support Working Group who held workshops, information sessions and collaborated with the various functions of the business that work with our volunteers every day. The development of a SACA Volunteer Action Plan was quickly identified as an essential next step to guide priorities.

The Volunteer Action Plan highlights how SACA will attract new volunteers, celebrate the contributions of our volunteer workforce, support them to perform their roles and upskill them to meet the demands of community sport.

The challenge of recruiting and supporting volunteers is not isolated to cricket and SACA. To ensure alignment with best practice approaches identified across the sport and recreation industry, the Australian Sports Commission Sport Volunteer Coalition Action Plan was reviewed. Additionally, relevant initiatives have been drawn from the Australian Cricket Women & Girls Action Plan and the Australian Cricket Multicultural Action Plan, ensuring our volunteer workforce remains responsive and reflective of the communities in which cricket is played.

At SACA, we believe it's important to recognise that different volunteers will need varying levels of support depending on their stage in the volunteer lifecycle, and this plan enables us to meet those needs.

I want to thank all of the volunteers who make community cricket a great place to participate. You are the lifeblood of cricket - from preparing grounds and organising teams to supporting young players and creating welcoming environments, your commitment ensures that everyone has the opportunity to enjoy and grow through cricket. Your contribution often happens behind the scenes, but its impact is deeply felt by players, families and clubs alike. Thank you for the vital role you play in strengthening our communities.



**MEGAN WOOLDRIDGE**  
General Manager -  
Community Cricket, SACA

# **VISION:**

**Build sustainable clubs and competitions through well-supported volunteer networks.**



**Welcome new volunteers through reimagined opportunities.**



**Empower volunteers by providing opportunities for development and connection.**



**Drive resources and innovation to simplify the volunteer experience.**



**Acknowledge the value and contribution of volunteers through recognition and storytelling.**

# ATTRACT

Welcome new volunteers through reimagined volunteering opportunities.

ACTION	MEASURE	TIME	RESPONSIBLE
Develop a plan to partner with like-minded organisations to expand the volunteer networking pilot	80+ attendees at volunteer networking events	Q4 2027	Volunteer Engagement & Development Officer
Explore PlayHQ and other digital solutions to complement and identify current, new and prospective volunteers.	50% increase in registered volunteers YoY	Q4 2026	Competitions Leaders Volunteer Engagement & Development Officer
Develop and promote micro-volunteer position descriptions, leveraging PlayCricket resources.	Micro-volunteer position descriptions developed and available on SACA website	Q3 2026	Volunteer Engagement & Development Officer
Develop and deliver a recruitment campaign for women and girls to volunteer.	Recruitment campaign delivered  Female Umpire Network reinstated	Q1 2028	Volunteer Engagement & Development Officer  Women & Girls Engagement Lead  Umpire Manager
Develop and deliver a leadership program for multicultural communities to highlight volunteering opportunities.	25+ participants in leadership program	Q2 2028	Volunteer Engagement & Development Officer  Community Engagement Lead



# EQUIP

Empower volunteers by providing opportunities for development and connection.

ACTION	MEASURE	TIME	RESPONSIBLE
Rollout a refreshed LMS to support a modern learning experience.	100% of learning experiences are completed through LMS	Q3 2026	Community Cricket Coaching Specialist Match Officials Manager
Expand Season Launch events to support the induction of coaches and parents.	8+ Season Launch Events delivered in 2026/27	Q4 2026	Cricket Officers Competitions Leaders Community Cricket Coaching Specialist
Create an aligned Community Cricket education calendar to improve volunteer capability.	Calendar developed in LMS with a minimum two (2) education sessions per month	Q2 2027	Volunteer Engagement & Development Officer Community Cricket Coaching Specialist Match Officials Manager
Support the continued development and adoption of PlayHQ, OfficialsHQ and related digital solutions.	75% games E-Scored in 2026/27	Ongoing	Competitions Leaders & Cricket Officers



# SUPPORT

Drive resources and innovation to simplify the volunteer experience.

ACTION	MEASURE	TIME	RESPONSIBLE
Improve the SACA Club & School Consultation model to support strategic planning.	150+ clubs and schools engaged	Q2 2026	Head of Clubs & Schools Cricket Officers
Review and update the SACA Member Protection Policy for adoption by clubs and associations.	100% clubs and associations adopted via SACA Affiliation	Q2 2026	Volunteer Engagement & Development Officer Cricket Officers
Deliver a Club Development Roadshow to enhance understanding of the SACA Member Protection Policy and Complaints Procedure.	5x Roadshow events 50+ clubs represented	Q3 2026	Volunteer Engagement & Development Officer
Develop and promote operational policies and guidelines for adoption by affiliated clubs and associations.	Disciplinary & Match Protest Guidelines adopted by 100% Comp Admin associations	Q3 2027	Head of Competition Experience
Refresh the SACA website to surface relevant volunteer resources.	5% increase on website page views YoY	Q3 2026 - Q4 2029	Volunteer Engagement & Development Officer
Digitise the annual SACA Club & Association affiliation process.	100% clubs and associations Affiliated via digital process	Q2 2027	Volunteer Engagement & Development Officer
Enhance the SACA Competition Administration and Governance model.	Project plan endorsed by SACA Game Development Committee	Q4 2027	Head of Competition Experience
Explore an enhanced CRM solution to support communication and the management of volunteer stakeholder relationships.		Q2 2029	Volunteer Engagement & Development Officer



# CELEBRATE

Acknowledge the value and contribution of volunteers through recognition and storytelling.

ACTION	MEASURE	TIME	RESPONSIBLE
Develop and deliver a communications plan to celebrate National Volunteer Week	4+ features on SACA channels throughout the week	Q2 2026- Q2 2029	Volunteer Engagement & Development Officer
Launch SACA Community Cricket Awards on International Volunteer Day (5 December).	Nominations launched via SACA channels.	Q4 2026	Volunteer Engagement & Development Officer
Increase engagement in the SACA Community Cricket Awards.	150+ SACA Community Cricket Award nominations	Q4 2026	Volunteer Engagement & Development Officer
Establish a robust communications plan to share volunteer success stories.	1+ volunteer story featured on SACA channels per month	Q1 2027	Volunteer Engagement & Development Officer
Connect with SACA commercial partners to provide benefits to volunteers.	4+ commercial partners provide benefits	Q2 2027	Volunteer Engagement & Development Officer
Reward volunteers through experiences at International and W/BBL fixtures.	150+ volunteers receive tickets per season	Q4 2026- Q1 2029	Volunteer Engagement & Development Officer

