

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

WHY ARE SDCC AND ACC CONSIDERING A MERGER?

The Premier Cricket competition landscape is changing, and sporting clubs are facing challenges which affect the capacity of clubs to remain viable.

The key challenges impacting clubs now and in the future include:

- lack of dedicated resources and a decreasing number of volunteers
- increased demand for volunteers with specialist knowledge and skills such as social media, legal, finance, governance, player health and wellbeing, sponsorship and fundraising
- increasing compliance requirements and administration costs
- greater competition for limited financial resources which impacts financial sustainability
- providing facilities to satisfy increasing participation
- replacement of ageing assets and infrastructure.

These challenges, and SACA's desire to reduce the number of clubs in the West End Premier Cricket competition, are influencing SDCC and ACC's proactive approach to a merger as an option to ensure viability and financial sustainability of a merged club.

SDCC and ACC are of the view that being proactive provides an unprecedented opportunity:

- to secure the future of their existing clubs by merging with another club, and creating a club of choice for male and female cricketers, to be the strongest Premier Cricket club in South Australia
- for members to drive the destiny of a merged club and create financial sustainability, including maximising financial support from SACA to support the merger.

WHAT WILL THE FINANCIAL SUPPORT PROVIDED BY SACA MEAN FOR THE MERGED CLUB?

SACA have agreed to provide financial support in respect of administration, cricket development and marketing and branding costs over a three-year period, to support the merger of SDCC and ACC.

The financial support will realise benefits to members in being 'first movers' in Premier Cricket club mergers.

It enables the club to initiate some actions that drive success, that independently both clubs would not be able to do. This includes employing dedicated resources to drive cricket development in southern Adelaide and the Fleurieu region and manage the club on a day-to-day basis.

These and other benefits that members will be able to see and enjoy from SACA's financial support are outlined in the diagram below.

CRICKET DEVELOPMENT

CRICKET DEVELOPMENT OFFICER
TO FOCUS ON DEVELOPING AND
GROWING CRICKET IN THE FLEURIEU
REGION AND DEVELOP PATHWAYS
FOR MALES AND FEMALES TO PLAY
AT THE NEW CLUB

ADMINISTRATION

CLUB MANAGER TO FOCUS ON DAY-
TO-DAY MANAGEMENT OF THE CLUB

TRANSPORT FOR PLAYERS

LEGAL FEES

MARKETING

NEWLY BRANDED UNIFORMS FOR
ALL PLAYERS

DEVELOPMENT OF A MARKETING
STRATEGY INCLUDING CLUB
SIGNAGE, WEBSITE, SOCIAL MEDIA
CHANNELS



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

HOW WILL THE MERGER BENEFIT THE DEVELOPMENT OF CRICKET IN SOUTHERN ADELAIDE?

The merged club is committed to providing every player with the opportunity to play for the merged club and will support development of players and provide pathways to play Premier Cricket and at State and National levels.

A dedicated Cricket Development Officer will establish and manage a Cricket Academy to develop and grow cricket in southern Adelaide and the Fleurieu region. This will flow through to strengthen the playing capability of the merged club, to win premierships and produce more first-class cricketers.

The Cricket Academy will establish the first female cricket academy in the outer southern suburbs and Fleurieu region, to meet the increasing need of females participating in cricket and enhance local community competitions, and merge the existing SDCC and ACC junior boys cricket academies.

The merged club will operate teams in the Premier Cricket competitions and the Adelaide Turf Cricket Association to maximise senior participation.

Under a proposed merger transition arrangement there will be no change to the number of junior teams currently fielded by SDCC and ACC, which recognises that a strong Junior Competition is a key factor for the club's future success.

The merged club is committed to providing certainty to junior players, and their families, that there will be enough junior teams to meet participation demand.

HOW WILL THE MERGER BENEFIT MEMBERS OF BOTH SDCC AND ACC?

Members will realise a range of benefits, which include:

- to be part of the strongest Premier Cricket club in South Australia
- structured programs of development for male and female cricketers, for both senior and junior competitions, managed by a dedicated Cricket Development Officer
- a female cricket academy will be established, the first in the outer southern suburbs and Fleurieu region, to develop skills and enhance local community competitions
- the merged club's Cricket Academy, which includes the female cricket academy and the existing junior boys cricket academies, ACC's Junior Buffs and SDCC's Gary Putland Development Academy, will grow and improve cricket in the Fleurieu region, which will flow through to strengthen the playing capability of the merged club to win premierships and produce more first-class cricketers
- an increased number of senior and junior teams to maximise participation
- young developing players can hone their skills through participation in the Adelaide Turf Cricket Association, and then challenge for selection in Premier Cricket competition teams
- sustainable longer term on field success at all levels increasing the opportunity to win premierships and club championships
- provision of playing and training uniforms for all players
- appointment of a dedicated Club Manager to oversee day to day operational management and co-ordinate volunteers across the many activities of the club
- strong volunteer pool to support the club
- Life Member recognition and future member eligibility will flow through to the merged club.



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

WHAT WILL THE MERGED CLUB BE CALLED?

The name of the merged club will be the Adelaide Cricket Club effective from 1 July 2021, ready to compete as the merged club in the SACA Premier Cricket competitions in the 2021/2022 cricket season.

The ACC is a 116 year old club and is only one of two clubs in the southern hemisphere that have the honour of using the city crest as its logo. This logo will remain as the club's logo and brand, as will the patronage of the Lord Mayor of the City of Adelaide.

Elements of SDCC will be incorporated into the new branding and members will be consulted on options for this. This will be considered as part of the marketing strategy, which will ensure the merged club is well known among the southern Adelaide and Fleurieu region cricket community.

Senior and junior players will be provided with newly branded playing and training uniforms, which will be fully subsidised by the merged club.

AS A STINGRAYS PLAYER, WHAT DOES THIS MEAN FOR ME?

The merger provides a range of benefits for Stingrays players which include:

- opportunity to be part of a club of choice for male and female cricketers, and the strongest Premier Cricket club in South Australia
- access to improved playing and training facilities, including access to a network of seven turf playing ovals including Under 14's
- shared facility model for Glandore and Bice Ovals, for playing grounds and training
- improved on field performances, accessibility to strong network of coaches and volunteers
- new playing and training uniforms at no cost to all players (fully subsidised)
- financial sustainability and improved off-field club governance
- broader sponsorship network
- increased number of teams through the merged club fielding teams in the Adelaide Turf Cricket Association for senior men's squad overflow
- no change to junior Premier Cricket participation.

AS AN ACC PLAYER, WHAT DOES THIS MEAN FOR ME?

The merger provides a range of benefits for ACC players which include:

- opportunity to be part of a club of choice for male and female cricketers, and the strongest Premier Cricket club in South Australia
- access to improved playing and training facilities, including access to a network of seven turf playing ovals including Under 14's
- shared facility model for Glandore and Bice Ovals, for playing grounds and training
- strong on field performances, accessibility to strong network of coaches and volunteers
- new playing and training uniforms at no cost to all players (fully subsidised)
- financial sustainability for the future



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

- broader sponsorship network
- increased number of teams through the merged club fielding teams in the Adelaide Turf Cricket Association for senior men's squad overflow
- no change to junior Premier Cricket participation.

HOW WILL THE MERGED CLUB BE MANAGED?

A Board of Directors with equal representation from SDCC and ACC will be responsible for overall governance of the merged club, including strategy, finances and risk.

The proposed governance approach including the employment of a dedicated Club Manager is provided in the diagram below.

| BOARD | MANAGEMENT COMMITTEE | CLUB MANAGER | CRICKET DEVELOPMENT OFFICER |
|-------------------------------|------------------------------------|---|---|
| STRATEGY FINANCIAL MANAGEMENT | OPERATIONAL MANAGEMENT OF THE CLUB | DAY TO DAY OPERATIONAL MANAGEMENT <ul style="list-style-type: none">• COMMERCIAL OPERATIONS• MANAGE VOLUNTEERS | DEVELOP AND GROW CRICKET IN THE FLEURIEU REGION |

WHAT WILL HAPPEN TO THE CURRENT ASSETS OF SDCC AND ACC?

The merger will include combining SDCC and ACC's cash reserves and assets and consolidation of sponsorship opportunities and associated revenue. This, together with an opportunity to maximise financial support from SACA over the first three years, will set the merged club up for success and enable a viable and financially sustainable club.

WHAT FACILITIES WILL THE MERGED CLUB USE?

The merged club will adopt a shared facilities model utilising Glandore Oval and Bice Oval in the first instance.

All female and male Premier Cricket teams will play on ovals between Christies Beach and Glandore. All other teams will play on the most suitable ovals available to them.

Transport for players to attend practice sessions will be considered by the merged club based on needs, and so that players and their families can continue to enjoy participation at the merged club.

Development of facilities will be prioritised by the merged club and SACA has committed to work with the merged club to:

- secure funding to redevelop Bice Oval centre turf square and playing surface, establishing an elite cricket facility in southern Adelaide, which is expected to be ready for use during the 2021/22 cricket season
- develop a Strategic Plan which identifies potential sites for merged club facilities, based on needs of the club and its members.

The intent is to secure government funding to provide modern facilities to accommodate elite cricketers and a large membership base, including a substantial central building and training facility.

Who will make decisions about coaches?

The Board of Directors of the merged club will make decisions about selection of coaches at all levels.



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

WILL I NEED TO SPEND ADDITIONAL MONEY TO BUY PLAYING OR TRAINING UNIFORMS?

No, all senior and junior players will be provided with newly branded playing and training uniforms, which will be fully subsidised by the merged club. You will not incur additional costs for new uniforms.

HOW WILL THIS IMPACT ME AS A VOLUNTEER?

The merger will provide a strong volunteer pool to support the merged club, which will be managed by the Club Manager.

There may be a change in where you perform your volunteering, depending on your volunteer responsibilities.

What will happen to Life Members and future entitlements?

SDCC Life Members and Playing Life Members on 30 June 2021, will become Life Members of the merged club on 1 July 2021. Club history and memorabilia will be maintained in the merged club's clubrooms.

ACC Life Members will remain Life Members of the new ACC club on 1 July 2021.

Any existing contributions and entitlements will be recognised towards future life membership eligibility.

WHAT WILL HAPPEN TO THE SDCC HONOUR BOARDS, CLUB MEMORABILIA AND RECORDS?

SDCC honour boards and club memorabilia will remain at Bice Oval and will be relocated to the merged club's longer-term headquarters when determined. SDCC records will be kept in accordance with standard legal records management requirements.

WILL THE MERGED CLUB STILL MAINTAIN ITS RESPONSIBILITIES IN THE TWO SA COUNTRY ZONES?

The merged club is committed to maintaining its responsibilities in the Fleurieu region. This region will be a focus for cricket development and creating pathways to play at the merged club.

The board of the merged club will work with SACA to determine the most practical approach to maintain country responsibilities in northern South Australia and ensure cricketers from these regions are not disadvantaged.

WHAT IS REQUIRED FOR THE MERGER TO GO AHEAD?

A Special General Meeting will be held at both clubs on 15 February 2021 which will provide the opportunity for members to vote on the merger, in accordance with both clubs' Constitutions.

Members will be provided with further information with the Notice of Special General Meeting.

HOW DO I VOTE?

Special General Meetings and member voting on the merger will be held at each of the clubs on 15 February 2021. Members will receive a Notice of Special General Meeting which will include information on how to vote.



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER

FREQUENTLY ASKED QUESTIONS

WHAT WILL HAPPEN AFTER THE SPECIAL GENERAL MEETINGS?

If members vote in favour of the merger, the SDCC Management Committee and ACC Board will approach the Premier Cricket Committee to seek the committee's recommendation to the SACA Board for approval of the merger.

Recommendation by the Premier Cricket Committee is targeted to be presented to the SACA Board at the meeting scheduled for 29 March 2021.

Pending all necessary approvals/recommendations, the merged club will commence from 1 July 2021.

HOW CAN I GET MORE INFORMATION?

Information about the merger will be available on your club's website and in the clubrooms.

You can email your questions to be answered at Member Information Nights:

SDCC at memberqanda@stingrays.com.au

ACC at accsdccmerger@gmail.com

Attend the Member Information Nights to be held at each club.

SDCC Management Committee members and ACC Board members will be available to speak with members and supporters at the SDCC versus ACC game being played at Bice Oval on Saturday 23rd and Sunday 24th January

Further information will be provided to you by email over the coming weeks and months.

Details of information sessions being held at your club are available on the websites

http://southern_stingrays.sa.cricket.com.au/

<http://www.adelaidecricketclub.org.au/>



PROUDLY SUPPORTED BY
THE SOUTH AUSTRALIAN CRICKET ASSOCIATION