



# SOUTHERN DISTRICT CRICKET CLUB AND ADELAIDE CRICKET CLUB MERGER INFORMATION FOR CLUB MEMBERS

## WHY CONSIDER MERGING

The Southern District Cricket Club (SDCC) Management Committee and the Adelaide Cricket Club (ACC) Board have adopted a proactive and independent approach to assessing potential merger partners.

The key driver for this approach is the opportunity to secure the future of their existing clubs by merging with another club, and create a club of choice for male and female cricketers, to be the strongest Premier Cricket club in South Australia.

This approach is aligned to SACA's desire to reduce the number of clubs in the Premier Cricket competition through voluntary club mergers, which is supported by recommendations included in the Hussey Report prepared for SACA in 2020.

SDCC and ACC independently determined that the other club was a preferred merger partner, with key factors being proximity and a strong alignment on principles for the future of cricket in southern Adelaide and the Fleurieu region.

Discussions between the two clubs resulted in the SDCC Management Committee and the ACC Board each resolving to present a voluntary merger proposal to both club's members at a Special General Meeting, based on negotiated ACC and SDCC terms and conditions to that date.

## CURRENT AND FUTURE CHALLENGES OF SPORTING CLUBS

The West End Premier Cricket competition landscape is changing, and sporting clubs are facing challenges which affect the capacity of clubs to remain viable. Key challenges impacting clubs now and in the future include:

- lack of dedicated resources and a decreasing number of volunteers
- increasing 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 are influencing SDCC and ACC's proactive approach to a merger, as an option to ensure viability and financial sustainability.



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THE SOUTH AUSTRALIAN CRICKET ASSOCIATION

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## BENEFITS TO MEMBERS

A merger between ACC and SDCC will provide benefits to members including:

- to be part of the strongest Premier Cricket club in South Australia
- development programs for male and female cricketers managed by a dedicated Cricket Development Officer
- a female cricket academy, the first in the outer southern suburbs and Fleurieu region
- an increased number of teams to maximise participation
- sustainable longer term on field success at all levels increasing the opportunity to win premierships and club championships
- provision of new playing and training uniforms for players at all levels
- appointment of a dedicated paid 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 flows to 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 and develop a Strategic Plan which identifies potential sites for new elite cricket club facilities between Christies Beach and Glandore.

## BENEFITS OF BEING 'FIRST MOVERS'

SACA have agreed to provide financial support, on the basis of a proposal from SDCC and ACC, in respect of administration, marketing and cricket development costs over a three-year period. Benefits to members from this financial support are outlined below.

### CRICKET DEVELOPMENT

CRICKET DEVELOPMENT OFFICER  
TO FOCUS ON DEVELOPING AND  
GROWING CRICKET IN SOUTHERN  
ADELAIDE AND THE FLEURIEU  
REGION

### 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

## BRAND AND MARKETING

The name of the merged club will be the Adelaide Cricket Club and the crest of the City of Adelaide remains the club's logo and brand, as does 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. Players at all levels will be provided with newly branded playing and training uniforms.



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## DEVELOPING AND GROWING CRICKET

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 which will strengthen the playing capability of the merged club, to win premierships and produce more first-class cricketers. This includes establishing the first female cricket academy in the outer southern suburbs and Fleurieu region.

The merged club will operate teams in the Premier Cricket competition and the Adelaide Turf Cricket Association to maximise senior participation. In a proposed merger transitional 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 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.

## NEXT STEPS

Member Information Sessions will be held at each club and you can submit your questions to [memberqanda@stingrays.com.au](mailto:memberqanda@stingrays.com.au) and [accsdccmerger@gmail.com](mailto:accsdccmerger@gmail.com) ahead of the session.

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

Special General Meetings and member voting will be held at each of the clubs on 15 February 2021. Information on how you can vote will be emailed to you with the Notice of Special General Meeting.

Details of information sessions being held at your club can be found at the websites:

[http://southern\\_stingrays.sa.cricket.com.au/](http://southern_stingrays.sa.cricket.com.au/)

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



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