

CRICKET BLAST INFORMATION PACK

July 2023



CRICKET BLAST

WHAT HAS CHANGED?



Program Consolidation

No more Junior & Master Blasters, only Cricket Blasters

Simplify



Curriculum Simplified

Less activities presented, more targeted.

Progression



New Packs

We now have three offerings which can be selected at registration

Progression



New Financial Model

Same recommended retail price, new breakdown of fees

Simplify



New Marketing Plan

Aimed towards an increase in brand awareness

Brand Awareness





SKILLS BASED FIRST CRICKET EXPERIENCE



DURATION 60-90MINS

LEARN THE SKILLS THROUGH GAMES

UP TO 10 YEARS

Age is indicative only



LEARN THE SKILLS THROUGH FUN, MODIFIED GAMES



PREPARE KIDS FOR JUNIOR CRICKET

JUNIOR CRICKET 1



7 PLAYERS



40M BOUNDARY

LEARN THROUGH PLAY

UNDER 11

Age is indicative only



16M PITCH



DURATION 2HRS



20 OVERS

JUNIOR CRICKET 2



9 PLAYERS



45M BOUNDARY

PLAYING THE GAME

UNDER 13

Age is indicative only



18M PITCH



DURATION 2-3HRS



30/20 OVERS

JUNIOR CRICKET 3



11 PLAYERS



50M BOUNDARY

PLAYING AND COMPETING

UNDER 14-19

Age is indicative only



20.1M PITCH



DURATION 2.5-4HRS



20/40 OVERS

JUNIOR PATHWAY

From Woolworths Cricket Blast through the junior cricket stages, all kids can advance their skills and discover how awesome it is to be part of a team through fun, game-based activities. The stages have been developed based on academic research, testing and community feedback.

This includes consideration for physical, mental and emotional development. Participation and progression through the stages is based on ability level, therefore the ages are indicative only. Players are encouraged to participate at a stage appropriate for them.



PROGRAM CONSOLIDATION

WHAT HAS CHANGED?



Program Consolidation

No more Junior & Master
Blasters, only Cricket
Blasters

- All participants will now sign up under the same program.
- After a participant has registered, the coordinator can split the participant into **Level 1, Level 2 and Level 3**
- Additional questions in the registration form have been included to assist in this process.
- Think of **Levels 1 & 2** as previous Junior Blaster participants
- Think of **Level 3** as previous Master Blaster participants.



PROGRAM CONSOLIDATION

PROGRAM DETAILS



Program Consolidation

No more Junior & Master Blasters, only Cricket Blasters

Program Type	Cricket Blast	What has changed?
Age	Ages up to 10 (5-10)	No change
Qualifying skills	None	No change
Format	Skills & modified games	Improved Activities
Duration	60-90 mins	No change
Progression	Introduction of skill progression framework	Beginner, Intermediate, Advanced Ability to scale program curriculum dependent on numbers
Length of program	Minimum 8 weeks	No change
Venue	Anywhere	No change
Financial Model	RRP \$99 JB - CA \$42.50, State \$32.50, Club \$24.00 MB - CA \$20.00, State \$10.00, Club \$69.00	RRP \$99 CA \$36.00, State \$25.00, Club \$38.00
Participant Pack	JB - Bat, ball, hat and t-shirt MB - Cap Both - Option to purchase additional items	Select 1 from 3 Core Pack Options Add-ons available to purchase for an additional cost.
Deliverer	Improved Cricket Blast Co-Ordinator Support	Online training required Face to Face training provided by S/T Digital Resource pack provided



NEW PACKS

WHAT HAS CHANGED?


New Packs
We now have three offerings which can be selected at registration

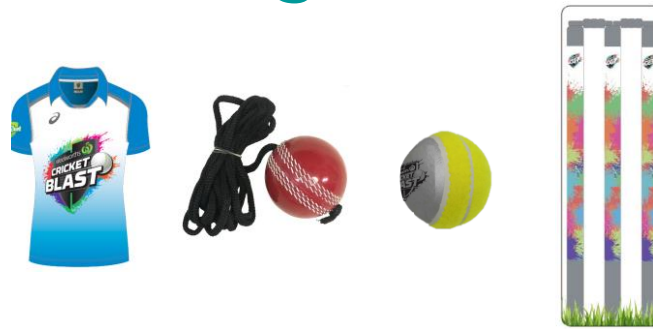
Participants will be provided with the choice and the ability to build their skills and their connection with cricket.

Starter



- Shirt
- Bucket Hat
- Ball
- Bat

Progression



- Shirt
- Swing ball
- Ball on a string
- Sticky Wickets

Match Day



- Carry bag
- Shirt
- Hat
- Clappers
- Plastic Drink Bottle



NEW PACKS

ADDITIONAL INFORMATION

NOTE: This must be set up PRIOR to opening Cricket Blast Registrations

- All programs RRP \$99 however this price can be modified by Associations/ Clubs
- Product add-on via merchandise option:
- Clubs can still add on a club shirt as an additional purchase and increase the overall cost of the program

Additional Information:

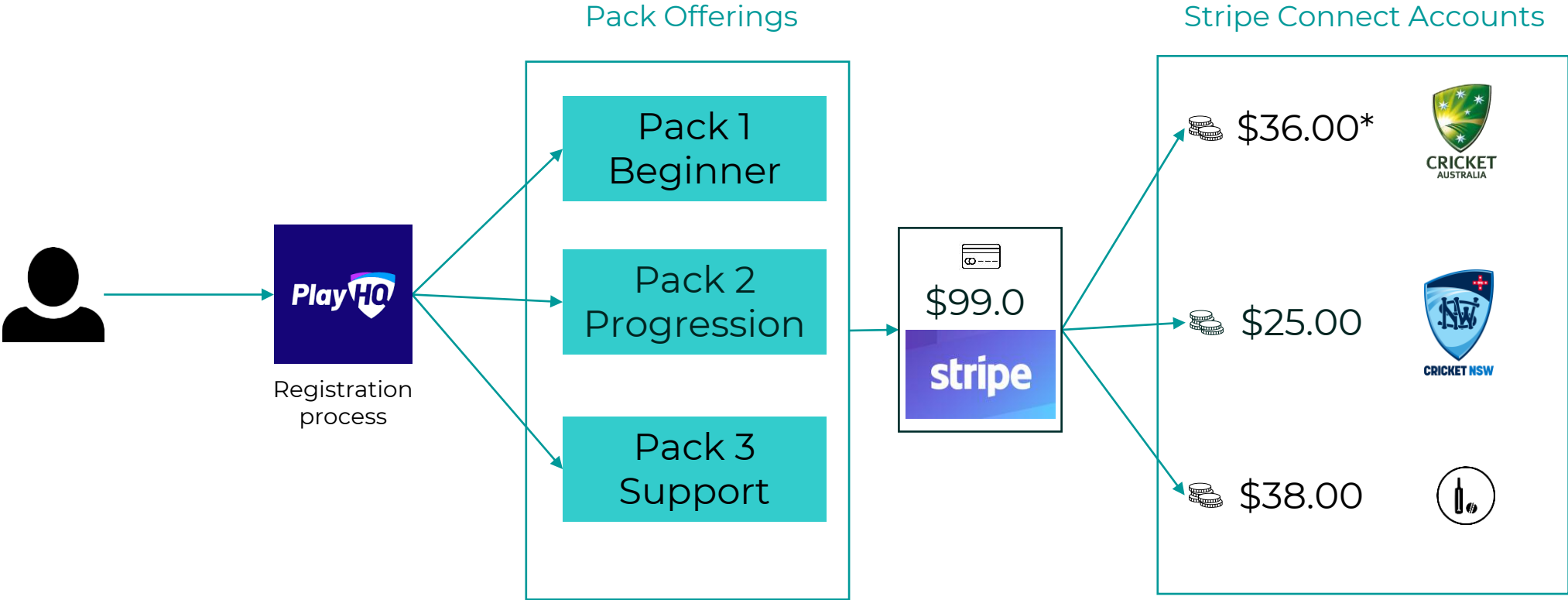
- All participants will receive a pack upon registration
- Add-ons can be purchased at an additional cost in conjunction with any of the above packs
- Delivery time: 10 days
- If parents have any issues with their packs, please direct them to:
<https://playcricketsupport.cricket.com.au/hc/en-us/requests/new>



NEW FINANCIAL MODEL

WHAT HAS CHANGED?

New Financial Model
 Same recommended retail price, new breakdown of fees



MARKETING UPDATES TO RESOURCES



Cricket Blast Brand Guidelines

Toolkit containing brand assets, tone of voice principles and brand examples.

[Access here](#)



Trade Marketing Assets

Generic digital and social graphics + editable flyers, corflutes and banner signage

Available June



Cricket Blast Creative

New assets including TVC, video content, animated and static graphics to come!

Available August



PLAY HQ SET UP

HOW TO GUIDE



Setting Up a Program/ Program Management on PlayHQ

[Access here](#)



Woolworths Cricket Blast General

[Access here](#)



PROGRAM SET UP RECOMMENDATION



- All Associations/ Clubs are encouraged to run 2 Cricket Blast Programs each season: 8 weeks (Term 4) and 8 weeks (Term 1 2024)
- Set up Groups on PlayHQ – set up 2- groups:
 - Cricket Blast **Skills** (Day/ Time)
 - Cricket Blast **Competition** (Day/Time)



SUPPORT MATERIALS COMING SOON!

Small-sided games

ADAPTED CRICKET

☆☆☆☆

How to play

- Set in a large open area.
- Divide into smaller groups of 3-5 and replace the non-cricket game.
- Each batter should get an equal turn batting and bowling.

Key messages

- Have an appointed referee to support inclusion.
- Use of cricketing terminology: change name eg. In the net, the ball is in the net.
- What is the best piece of equipment to use?
- What do you do with the ball when you've hit it?
- How do you use the ball as a batter or bowler? More challenging for the bowler?

Change it!

- LEVEL 1 - BEGINNER**
 - Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls.
 - Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.
- LEVEL 2 - BEYOND THE FRAGILE**
 - Challenge yourself to teach another group your game.

Equipment

- Use your imagination - get creative!

Tip

- Ensure players are at least 1m away from the ball.

COACHING TIPS FOR VOLUNTEERS

BOWLING

SET UP

Use a soft ball and a target. Place the ball on the ground and the target on the ground. The ball should be at least 1m away from the target.

RUN UP

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

BATHER AND BACK FOOT IMPACT

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

WEIGHT TRANSFER TO FRONT FOOT

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

RELEASE

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

FOLLOW THROUGH

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

BATTING

SET UP

Use a soft ball and a target. Place the ball on the ground and the target on the ground. The ball should be at least 1m away from the target.

STANCE

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

BACKLIFT

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

EYES

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

POSITIONING

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

SWING

Encourage players to use a range of equipment eg. soft balls, tennis balls or foam balls. Encourage players to complete introductory skills using 'soft' balls, 'tennis' balls or other game components.

ACTIVITY CARDS



COACHING TIPS



CRICKET BLAST

QUESTIONS



NEXT STEPS

1. Clubs to decide when their Blast Centres will be open (ideally by 7 July)
2. Advise CNSW of dates once decided
3. CNSW to co-ordinate Blast Co-Ordinator training (Sept/ Oct)
4. Start to promote your programs on your social pages

