

# Lord's Taverners Strategic Review 2012

## Vision

- A 1000 strong membership based organisation that is recognised as the leading cricket charity in Victoria supporting the young & disadvantaged.

## Aspiration

- 1 to 1000 to 100,000 in 3 years  
Leadership – Membership – Sponsorship



**PARTNERSHIP**



**MEMBERSHIP**



**SPONSORSHIP**



**Community**

### • Forge Strategic Relationship with Cricket Victoria

- All funding applications & allocations
- Co-branding of all LT sponsored programs / activities
- Address current operational shortfall, ie: membership attraction, administration & sponsorships
- Sign MOU by Oct '12

### • Grow to a target of 1000 members

- Introduce membership segmentation (Young Taverners & Regional Chapters)

### • Grow revenue stream - \$100k pa

- All funding & Sponsorships to be cricket centric and allocated via Cricket Victoria MOU arrangement
- Target specific funding grants with Cricket Victoria as new revenue stream

### • Grow Reputation & Brand Awareness

- Introduce LT Ambassadors - cricket & media celebrities
- Develop communications strategy around 1 to 1000 to 100,000 aspiration

### • Continue to conduct high quality membership events

- Legends Dinner, Boxing Day Test & targeted activities