

Response to VCA Umpires and Scorers Association Inc.

Alan McCarthy
VCA Umpires and Scorers' Association Inc.

September 6th 2018



Dear Alan,

Thank you for your email and attached letter/questions dated July 18th 2018. I apologise first and foremost for taking so long to get back to you. The WACUA's Annual General Meeting was in fact held on Tuesday July 17th so the timing was not the greatest for us and I wanted to meet with the new committee before getting back to you.

As I start my second season as President after serving some years on the committee as the unofficial social and media coordinator and then as Vice President, the Western Australian Cricket Umpires' Association has seen a resurgence in recent times. A lot of this can be attributed to the work of the past and present committees to modernise the association and work a lot smarter instead of harder. This can be attributed to the committee recently reviewing our core values and making some pretty large changes like:

- Modernise our emblem/logo to align to Cricket Australia's style guide,
- Create a strong marketing campaign using social media such as Facebook over conventional print media,
- A more outward focus of looking at cricket as a whole instead of just the umpiring component to cricket,
- Use technology wherever possible, and,
- Working closely with the states incorporated cricket body, the WACA.

With the above changes, the WACUA has been able to in the last few seasons:

- Modernise our constitution so we could accept prospective members who just have an interest in cricket umpiring instead of having to umpire in Western Australian Premier Cricket. This has allowed the association to accept members from other cricket bodies in all parts of Australia and overseas. Last season we saw our first international members from the Netherlands!
- We focussed on using social media as a way to connect with our members and the broader community, creating a brand for ourselves. This meant we moved away from our newsletters/magazines/print media. This new approach has seen our Facebook page

become the most liked umpire association page in Australia and one of the most popular in the world, allowing us to obtain more membership and improve member engagement.

- We made much better use of technology to make it really easy for our members to register, order merchandise and become engaged with our association. With a majority of the office bearers working in the IT industry this is probably where we've made significant inroads to growing the WACUA in the last few seasons. An excellent example of this is our membership registration which is made available at www.wacua.asn.au/register. This season we are already at 98 registered members which is up roughly 20% from last season.
- We have reduced the number our social events on our calendar but have put more emphasis on making the key events really popular and successful. This simplification has seen attendance in key social events such as the Annual Season Dinner increase from previous seasons.

These points, among others I believe has allowed the association to grow and modernise in the digital era. Of course, work still needs to be done to continually improve the association and make it even stronger. To facilitate this, we asked our members to fill out a comprehensive survey at the end of last season and formed an independent working party, outside the controls of the committee, to give all the incorporated bodies involved in WA Premier Cricket feedback and recommendations to improve. The WACUA was provided feedback and recommendations from the working party which I'll share with you in the same email this letter is attached in.

To formally answer all your questions:

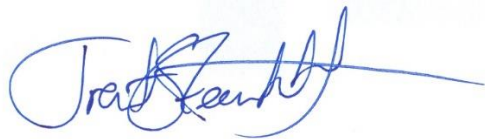
- **Voluntary or Compulsory (to receive appointments from the state or territory body)?**
 - Voluntary, but umpires of WA Premier Cricket are highly encouraged to join. We have about 90% umpires registered become members. The 10% being typically junior or part time umpires.
- **How do you become a member?**
 - Online www.wacua.asn.au/register
- **What is the cost of membership for umpires and scorers?**
 - \$55.00.
- **What are the benefits of membership?**
 - See www.wacua.asn.au/join-us/
- **What initiatives do you have to encourage umpires and scorers to join?**
 - The WACUA is primarily for umpiring so we see mostly umpires being members. That's not to say we haven't had scorers as members previously.
 - Use technology to make it really easy to register (less than 3 minutes to complete). Also emails user immediately welcoming prospective member with our branding etc.
 - We invite non-members to our general meetings to let them feel part of the group. We typically find they'll register soon after.
 - We've worked closely with the WACA to allow members to deduct WACUA membership fees from umpires pay.
- **What awards do you present to umpires and scorers at the end of each season?**
 - Best umpires for each grade.
 - Best up and coming umpire; Peter McConnell medal.
- **What criteria do you use when determining those awards?**
 - Best umpires for each grade – Captain votes. Must have umpired at least 50% + 1 games in that grade to qualify.

- Best up and coming umpire; Peter McConnell medal. The Umpires Appointment Committee are invited to select this award with their own process.
- **How does your association recognise the debuts of your umpires and scorers in First Class or List A fixtures?**
 - We've recently changed our focus to celebrate more on Premier Cricket debuts instead of Cricket Australia appointments. We felt there was not enough emphasis on Premier Cricket debuts and milestones and Cricket Australia now promote debuts on their own website.
- **Is there an honour board in your state or territory that recognises the career achievements of umpires and scorers in First Class List A fixtures?**
 - Yes, for First Class cricket debuts. Asterisk against the name denotes Test Matches.
- **Does your association have any formal input to the operations of the premier cricket competition in your state or territory?**
 - Yes, a lot. For example, last season I personally rewrote all of WA Premier Cricket's playing conditions with the help of some from the committee.

I'm really pleased to see the VCA Umpires and Scorers' association take the initiative to see what other umpires and scorers' associations are doing around Australia. If we can be of any further help to you please don't hesitate to contact me. My direct line is +61 404619887 or you can email me at president@wacua.asn.au.

All the best. Wishing you a very successful 2018-19 season both on and off the field.

Kind Regards,



Trent Steenholdt
WACUA President